

Production Log

MED 526

Bethany Rosborough





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Introduction

This **production log** is a documentation, outline and review of all the work which has been created throughout the 12 weeks of the semester as part of this module and also all of the work made for the community partner. Throughout the semester I have kept notes, messages and meetings which I am bringing all together to create this production log, which will show the thought process behind all of the decisions made throughout the process.

This module **MED 526 – Interactivity for Social Enterprise** offers all of us students the opportunity to be able to work with a community partner to develop a creative brief and also create the content that the community partner wants. This module has offered me the opportunity to be able to work as part of a team under the guidance of Adrian Hickey and Claire Mulrone, to be able to develop an interactive production at the end of the semester.

The aims of this module is to give students;

- An opportunity to work as a team
- An opportunity to draw together knowledge and skills developed in previous modules and to apply these to a major project
- Knowledge of social enterprise and how to apply interactive media ideas and concepts to this area
- The ability to develop a sustained interactive production as part of a live brief.

Project

Our team chose **Sported** as the community partner which we would like to work with the most. We thought after reading the project specification and skills required that it suited us best in regards to what they wanted and the skills which we had. After choosing the community partners we had to have a meeting to learn more about them and what they wanted us to create to allow us to make a brief for them.

Sported NI

Project Specification:

Create a variety of creative media outputs to tell the story of personal and community transformations with Sported NI support. The creative outputs will focus on four themes, LGBTQ+ History Month, International Women's Day, the Day of Sport for Development and Autism Awareness Day. Outputs will be disseminated by Sported NI between February and April 2023.

PROJECT
SOCIAL



Skills Required:

Photoshop/
Illustrator/
InDesign/
Premiere/
After Effects/
DSLR skills

Meet the Team

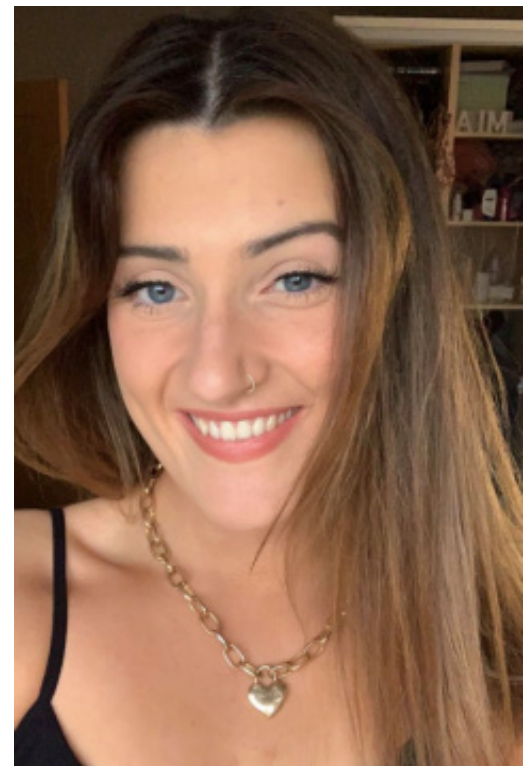


Bethany -

Has a strong interest in graphic design with experience through the different modules throughout the years in the interactive media course.

Mia -

After completing a placement year with Ulster University's Global Engagement Department, she has a strong interest in creating graphics and videos along with creating content for social media campaigns



Michelle -

Has completed a year's work placement in Ulster GAA's Digital Communications team in which she was involved in the creation and output of their campaigns. This experience has given her skills in graphic design, photography and social media output.

Who is the community partner?

Sported is an organisation and a UK wide charity with the main aim of being able to promote equality and fairness for all young people to be able to reach their full potential. Sported supports grassroots sports and helps underfunded clubs to be able to support communities.

We are focusing on **Sported in NI**, there is more than 200 groups in NI within communities which are led by passionate people running different initiatives helping young people from their communities be able to succeed. They provide expertise and resources to help community groups thrive.



Initial Meeting

 [Sported NI](#) > [Message Board](#)

meeting with partner



Claire Mulrone · Oct 3 · Notified 4 people

Bethany, Mia and Michelle

I am delighted to inform you that your meeting with your partner will take place on Wednesday 5th october at 10.30am on Microsoft Teams, we will be meeting with Judith Rankin, from Sported NI

I will issue a Teams invite to your Ulster University email account, please accept the invite.

Claire



We got confirmation from Claire about our meeting with Sported, where we would meet with Judith to discuss in more detail about who sported is and what they wanted us to create specifically.

DATE: Wednesday 5th October @ 10:30am

WHERE: Online–Microsoft Teams

ATTENDANCE: Claire, Judith, Michelle, Mia and myself

The initial meeting with Judith from Sported, I thought went really well! This was the first client meeting I had ever done and it gave me a look into what it would be like if I were to work in a studio. The first meeting allowed us to gain a clearer understanding of who Sported was as an organisation and also what they wanted us to create. Following this meeting we were able to get started on creating the brief with the information that Judith gave us at the meeting.

After the initial meeting Judith emailed with useful information such as brand guidelines which we had to follow throughout the project.

Email from Judith



Claire Mulrone · Oct 6 · Notified 4 people

Hi Claire,

Lovely to meet online yesterday with you & your students. As promised, a few key elements from Sported below. Please let me know if the links don't work as permissions can sometimes get blocked, or if there's anything else that would be helpful at this stage.

- This Google drive contains guidelines, logos, brand elements, font etc:
<https://drive.google.com/drive/folders/1oNODp7w5GHqk88tyHgHbKspAWYZ0dM4B?usp=sharing>
- Impact report is [here](#) and '22 Annual report [here](#) (also see more on website)
- Two recent videos that may not be on our website: <https://youtu.be/OBPfjk1O6Og> (Volunteering) <https://youtu.be/3RSNzYanFVQ> (Wales)

These were a few notes that I took during the meeting with Judith: highlighting key words, aims of sported and also about the different social media campaigns.

members
Sport made a difference
volunteers
grassroots
community impact
emotion

Sported NI
Sported in NI

- Community based
- Show casing the 'power of sport'
- Focus - work with volunteers → need funding
→ upskill
so the community benefits
- NOT focused on elite or success
- Connect with young people

aims of Sported

- * Community cohesion
- * Inclusion
- * Education & Employment
- * Health & Equality
- * Reducing Crime

Secondary-Sport members
Primary-Volunteer
grassroots
Sported NI
3000 members
10th anniversary
260 members in NI

- Sport is part of the conversation
- Commitment of volunteers

* International Women's Day
* LGBTQ+ History Month
* Autism Awareness Day

* Social media campaigns*
(Run up, week leading up and on the day)

Social Media Channels:

- * Twitter (Main)
 - Central channel & NI channel
external funders
- * Facebook
 - members and volunteers
- * LinkedIn
 - Strategic Connections
- * Instagram
 - not using it much
- * Audience
 - funders
 - councils
 - normal people in communities (helps to shape the community)

Benchmarking Process

After the initial meeting, we had with Judith, after learning more about who Sported is and what they do we started the development process. This included an evaluation of other similar organisations which are related to the project that we would be creating by benchmarking. Instead of looking at other organisations, we looked more at social media campaigns related to what we would be making (LQGBT+, International Women's Day and Autism Awareness Day).

For each social media campaign, we looked at three different campaigns to evaluate them all, as there were three of us in the team we took one campaign each. I took International Women's Day, Michelle took LGBTQ+ History Month and Mia took Autism Awareness Day to research into. Doing this helps to be able to view other organisations and compare them by seeing the strengths and weaknesses of each one.

After researching and looking through all of the different examples we then created a table to summarise what our findings were. Throughout the research and within the table we wanted to highlight first impressions, visual identity and content.

LGBTQ+ HISTORY MONTH – Rainbow Project, Cara Friend, Aeracha Uladh – Michelle

Autism Awareness Day – Autism NI, Sports for Autism, National Autistic Society – Mia

International Women's Day – This Girl Can, International Women's Day (socials), Glow NI – Bethany



International Women's Day

Benchmarking

Category	Feature	This Girl Can	Women's Day (Twitter)	Glow NI
First impression	Aesthetics	Clear theme throughout with a variety of different content (videos, GIFS, photos and quotes).	Use of photographs to represent all different women.	Clear theme throughout with different types of content.
	Identifiable target audience	All girls no matter their age or background.	All women around the world.	Women and girls in Northern Ireland.
	Identifiable chief aim	Encourage and motivate girls to keep active.	To celebrate women's achievements.	Giving opportunities to women and girls.
Visual identity	Organisation logo	Yes, displayed throughout campaign.	Yes , displayed on their Twitter page.	Yes, displayed on Instagram, Twitter, Facebook and web-site.
	Specific event logo	No	No	No
	Hashtag or Tagline	#ThisGirlCan	#BreakTheBias #IWD	None
	Photography	Mixture of high quality photos and phone quality photos	Mixture of high quality photos and phone quality photos	Phone quality photos
	Illustration	None	Yes, range of illustrations to inform their audience.	Yes, range of illustrations to inform their audience.
	Video Content	Short video clips and GIFS.	Short motion graphics but mostly only uploaded photographs.	Short Reels are uploaded on their Instagram but phone quality.
	Colour Palette	Bright and colourful	Bright and colourful	Reds and pinks
Content	Explanation of Service	In the bio - inspiring people to keep active.	In the bio - to celebrate International Women's Day.	In the bio - opportunities for women and girls.
	Likes	50 - 400	10 - 100	10 - 50
	Followers	129k	55k	2k

After benchmarking three different social media accounts based on their campaigns on Twitter, Facebook and Instagram – This Girl Can came out with the best practise. Their campaign follows a clear theme throughout with high quality content including photos and videos. Their posts are in line with their target audience and chief aim is which is to encourage and motivate girls to keep active.

Category	Feature	Autism NI	Sports For Autism	National Autistic Society
First impression	Aesthetics	Clear theme throughout social media, content shared across Instagram, Facebook and Twitter (images, videos, quotes, event posters).	Not lots of content within a theme, branding is minimal throughout Facebook and Instagram, no Twitter account.	Very clear and strong theme throughout social media, all content includes brand colours across Instagram, Facebook and Twitter.
	Identifiable target audience	Parents, professionals and autistic individuals.	Parents and autistic individuals.	People on the autism spectrum and their families.
	Identifiable chief aim	Autism NI exists to support autistic individuals and their families and campaigns to raise awareness of autism within the wider society.	To give individuals with autism a chance to enjoy sports in a comfortable environment.	To transform lives by providing support, info and practical advice and to change attitudes by improving public understanding of autism.
Visual identity	Organisation logo	Yes, displayed on Instagram, Twitter and Facebook.	Yes, on Facebook and Instagram.	Yes, displayed on Instagram, Twitter and Facebook.
	Specific event logo	No	No	No
	Hashtag or Tagline	#BeKindToDifferentMinds #AutismAcceptance	#SportsForAutism	Transforming lives and changing attitudes
	Photography	Mixture of high quality and phone quality photos.	Phone quality photos.	Mixture of high quality photos and phone quality photos.
	Illustration	None	None	Yes, range of illustrations created for holidays e.g. Easter
	Video Content	Video created to showcase AAD that was shown in NI Movie House Cinemas before a film during the trailers, videos showcasing fundraising and campaigning, webinars.	Videos showcasing members doing sport.	Motion graphics showcasing online courses, stories from the spectrum (vlog type videos).
	Colour Palette	Blue and green, Blue is the colour associated with autism.	Bright, primary colours.	Bright colours, purple being the main colour.
Content	Explanation of Service	In bio - NI's autism charity, to provide local autism services throughout Northern Ireland.	Only in Facebook bio - gives individuals with autism a chance to enjoy sports in a comfortable environment.	In bio - The NAS is here to transform lives, change attitudes and create a society that works for autistic people.
	Likes	10-70	10-100	20-1500
	Followers	13k	2k	250k

Category	Feature	Rainbow Project	Cara Friend	Aeracha Uladh (Ulsters first LGBTQ+ Inclusive GAA Team)
First impression	Aesthetics	Clear theme with content shared across Instagram, Facebook, Twitter and website (images, videos, quotes, event posters).	Clear theme with content shared across Instagram, Facebook, Twitter and website (images, videos, quotes, event posters).	Clear minimalist theme across only Instagram and twitter as the group is still very young.
	Identifiable target audience	LGBTQIA+ people and their families in Northern Ireland.	LGBTQI+ Youth	LGBTQ along with the GAA community.
	Identifiable chief aim	To help LGBTQIA+ people and their families in Northern Ireland improve the physical, mental & emotional health and well-being.	Offer support to LGBTQI+ Youth.	Supporting LGBTQ community while promoting GAA culture.
Visual identity	Organisation logo	Yes displayed on Instagram, Twitter and Facebook, along with on all graphics	Yes displayed on Instagram, Twitter and Facebook, along with on all graphics	Yes displayed on Instagram and Facebook along with on their jerseys and merchandise
	Specific event logo	No	No	No
	Hashtag or Tagline	None	None	None
	Photography	Phone quality photos.	Mix of phone quality photos and a few high quality images.	Majority of content is with phone quality photos.
	Illustration	Limited with mix of low quality and high quality	A variety of graphics for informational purposes of events	Very limited
	Video Content	None	None	None
	Colour Palette	Muted colours of the rainbow pride flag.	Bright versions of the colours of the rainbow pride flag.	Main colours of red and white along with pale rainbow colours.
Content	Explanation of Service	In bio - is chief aim	In bio - is chief aim	In bio - is chief aim
	Likes	10-50	20-100	10-300
	Followers	3,000 - 13,000	1,200-12,000	200-1,600



Creating the Brief

Brief

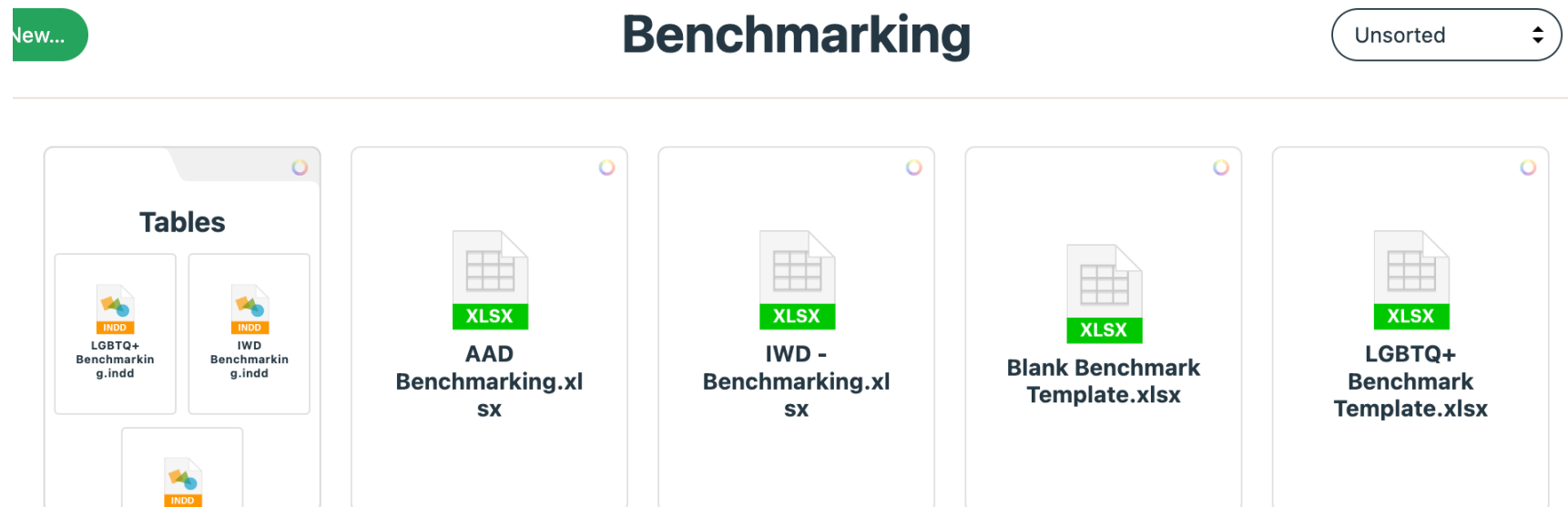
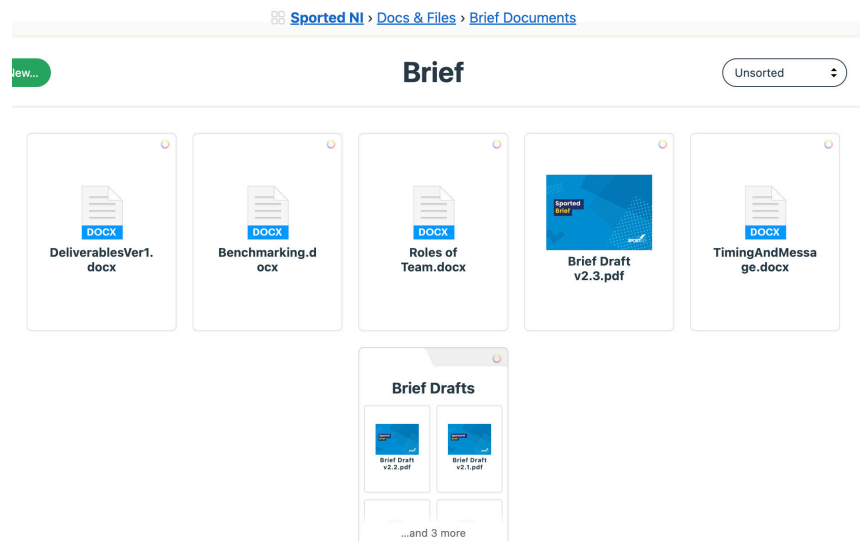
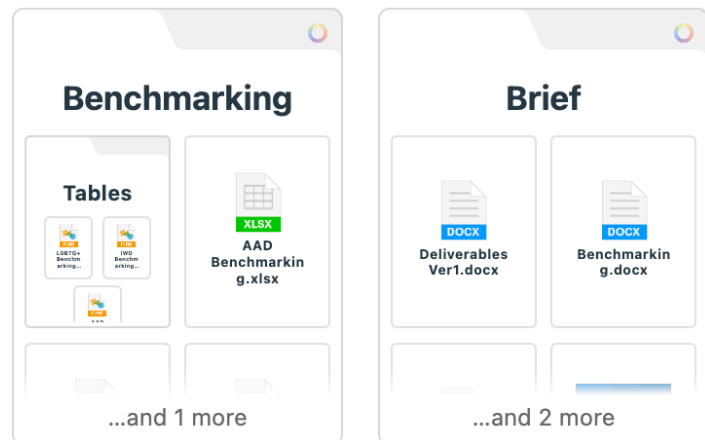
After having our first meeting with Judith from Sported, we started to think about the process of creating our brief for the community partner. The purpose of creating this brief was to show Judith what our plans were and how we were going to meet her expectations of what Sported wanted us to create. There were many different aspects we had to think about including within the brief to clearly lay out our ideas, these included:

Community partner, project, objectives, target audience, deliverables, benchmarking, tone, message and style, timing, budget and meet the team.

We had a team meeting where we were able to discuss what we thought initially about the brief and this is when we split up each element under the headings between us. Michelle did community partner, project, objectives and target audience. I was in charge of deliverables, IWD benchmarking, tone, message and style and also time line. Mia did the remaining two headings of Budget and Meet the team, but she also created the brief document and brought both mine and Michelle's work into one brief.

We originally started working on the brief, where we created our first version of it by bringing all our individual research and work together into one document, although at this point we were a bit confused with what we were creating at this point of the process. After talking with Adrian and Claire in class we got back on track and understood fully with what needed to be done. We were also confused when it came to the benchmarking process as we originally were trying to find organisations similar to Sported, but as Claire and Adrian pointed out we should just look at social media campaigns relating to the ones we would be creating. They gave us a few ideas of what we could benchmark which was very helpful and we quickly were back on the right track after that!

Brief Documents



6/6 completed

Week 2 List

- Add a to-do
- ✓ Find a NI, UK & international IWD campaign within sport - benchmarking Tue, Oct 11 BR Bethany R.
 - ✓ Find a NI, UK & international LGBTQ campaign within sport benchmarking -Pride Sports -Nike BeTrue -GAA WhereWeAllBelong Tue, Oct 11 MC Michelle C.
 - ✓ create points 9-11 Tue, Oct 11 MD Mia D.
 - ✓ Find a NI, UK & international Autism Awareness Day campaign within sport - benchmarking - Level Playing Field - Spautism - Foot Locker Tue, Oct 11 MD Mia D.
 - ✓ create points 5-8 of brief Tue, Oct 11 BR Bethany R.
 - ✓ create points 1-4 of brief Tue, Oct 11 MC Michelle C.

The tasks I was in charge of was :

- Deliverables
- International Women's Day benchmark
- Tone, message and style
- Time line



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Community Partner

Sported is a UK wide based charity who aim to promote fairness and equality for young people to reach their full potential through supporting grassroots sporting and physical activity groups.

They promote the use of sport to connect young people, no matter their gender, ability or disability or social background, making sure they know their voices are heard.

Sported helps underfunded and under resourced clubs and fill in the gaps by providing professional expertise, resources, and operational support free of charge. In Northern Ireland, Sported reaches over 35,000 participants within 270 groups and approximately 27 volunteers.

They work with expert partners to collaborate on projects to help create equity. Sported's partnerships and partners are essential to enable them to support their network.



The Project

Spoted already has a strong brand identity, so it's up to us to use this and build upon it. With a focus on Northern Ireland, they have asked our group to build and design 3 separate campaigns.

These campaigns are for the following events:

- **LGBTQ+ History Month** – This is an annual month-long observance of lesbian, gay, bisexual and transgender history, and the history of the gay rights and related civil rights movements.
- **International Womens Day** – This is a global holiday celebrated annually on March 8 to commemorate the cultural, political, and socioeconomic achievements of women.
- **Autism Awareness Day** – This is a day encouraging Member States of the United Nations to take measures to raise awareness about people with Autism Spectrum Disorder (ASD) throughout the world.

We have decided to run these campaigns on LinkedIn, Facebook, Instagram and Twitter. We would advise using Twitter and LinkedIn to specifically target local councils, prospective partners and funders (primary audience). Content will also be created to post on Facebook and Instagram to showcase the power of sport throughout each event.

4



Objectives

Judith, the National Manager for Spoted in Northern Ireland set out the objectives in our first meeting. They want to:

- Showcase the power of sport and the good it does within youth clubs/church groups and any community group
- Showcase the work they do to current and potential funders

Overall, our main objective when creating the content will be to showcase **the power of sport** within the campaigns for International Women's Day, LGBTQ+ History Month and Autism Awareness Day.

The specific outcomes for each campaign will be delivered in line with each of the following target audiences.

5



Target audience

The primary audience for each social media campaign will be funders, prospective partners and local councils to showcase the good that Spoted are doing for the local communities - we would advise using LinkedIn and Twitter to target these audiences.

As we are creating 3 sepearte social media campaigns for sepearte events, we will have a secondary target audience for each:

For **LGBTQ+ History Month**, the target audience for the campaign will be those individuals that are part of the LGBTQ+ community that are involved with sports and those that are interested in getting involved in sport within their local community/group.

For **International Women's Day**, the target audience will be women involved in sports and women that are interested in getting involved. The target audience will also include those women volunteers that give up their time to coach groups.

For **Autism Awareness Day**, the target audience will be individuals on the autism spectrum that are involved in sport with Spoted and those that wish to get involved. We will also be targeting the families of those individuals that are on the autism spectrum.

The 3 companies shown are all that have previously invested in under-funded sports clubs within communities in Northern Ireland and we aim to target similar companies.

6



Deliverables

The deliverables for this project with Spotted include a social media campaign for each of these events including: Autism Awareness Day, LGBTQ+ History Month and International Women's Day. The deliverables created will be for digital purposes on their Twitter, Facebook, Instagram and their website. These include:

- Social media calendar which will include dates and hashtags
- USB containing all content for each campaign which will include graphics, videos, photography, gifs and motion graphics.
- Document containing all captions for each post

Benchmarking - LGBTQ+ History Month

All these organisations use social media with a content driven approach. However, **Cara Friend** can be identified with having the best practice with their content as it clearly follows set guidelines, and they are very consistent in outputting their beliefs and aims. Their content quality is also at a consistent higher quality in comparison the other 2 companies.

Category	Feature	Rainbow Project	Cara Friend	Aeracha Uladh (Ulsters first LGBTQ+ inclusive GAA Team)
First Impression	Aesthetics	Clear theme with content shared across Instagram, Facebook, Twitter and website (images, videos, quotes, event posters).	Clear theme with content shared across Instagram, Facebook, Twitter and website (images, videos, quotes, event posters).	Clear minimalist theme across only Instagram and twitter as the group is still very young.
	Identifiable target audience	LGBTQIA+ people and their families in Northern Ireland.	LGBTQI+ Youth	LGBTQ along with the GAA community.
	Identifiable chief aim	To help LGBTQIA+ people and their families in Northern Ireland improve the physical, mental & emotional health and well-being.	Offer support to LGBTQI+ Youth.	Supporting LGBTQ community while promoting GAA culture.
Visual identity	Organisation logo	Yes displayed on Instagram, Twitter and Facebook, along with on all graphics	Yes displayed on Instagram, Twitter and Facebook, along with on all graphics	Yes displayed on Instagram and Facebook along with on their jerseys and merchandise
	Specific event logo	No	No	No
	Hashtag or Tagline	None	None	None
	Photography	Phone quality photos.	Mix of phone quality photos and a few high quality images.	Majority of content is with phone quality photos.
	Illustration	Limited with mix of low quality and high quality	A variety of graphics for informational purposes of events	Very limited
	Video Content	None	None	None
	Colour Palette	Muted colours of the rainbow pride flag.	Bright versions of the colours of the rainbow pride flag.	Main colours of red and white along with pale rainbow colours.
	Content	Explanation of Service	In bio - is chief aim	In bio - is chief aim
	Likes	10-50	20-100	10-300
	Followers	3,000 - 13,000	1,200-12,000	200-1,600

International Women's Day

After benchmarking three different social media accounts based on their campaigns on Twitter, Facebook and Instagram - **This Girl Can** came out with the best practice. Their campaign follows a clear theme throughout with high quality content including photos and videos. Their posts are in line with their target audience and chief aim is which is to encourage and motivate girls to keep active.

Category	Feature	This Girl Can	Women's Day (Twitter)	Glow NI
First impression	Aesthetics	Clear theme throughout with a variety of different content (videos, GIFS, photos and quotes).	Use of photographs to represent all different women.	Clear theme throughout with different types of content.
	Identifiable target audience	All girls no matter their age or background.	All women around the world	Women and girls in Northern Ireland.
	Identifiable chief aim	Encourage and motivate girls to keep active.	To celebrate women's achievements.	Giving opportunities to women and girls.
Visual identity	Organisation logo	Yes, displayed throughout campaign.	Yes , displayed on their Twitter page.	Yes, displayed on Instagram, Twitter, Facebook and web-site.
	Specific event logo	No	No	No
	Hashtag or Tagline	#ThisGirlCan	#BreakTheBias #IWD	None
	Photography	Mixture of high quality photos and phone quality photos	Mixture of high quality photos and phone quality photos	Phone quality photos
	Illustration	None	Yes, range of illustrations to inform their audience.	Yes, range of illustrations to inform their audience.
	Video Content	Short video clips and GIFS.	Short motion graphics but mostly only uploaded photographs.	Short Reels are uploaded on their Instagram but phone quality.
	Colour Palette	Bright and colourful	Bright and colourful	Reds and pinks
	Content	Explanation of Service	In the bio - to celebrate International Women's Day.	In the bio - opportunities for women and girls.
	Likes	80 - 400	10 - 100	10 - 50
	Followers	129k	55k	2k

Autism Awareness Day

After researching three similar organisations that use social media with a content driven approach, National Autistic Society has been highlighted in green as they show best practice. Their content ranges from professional photography to illustrations to vlogs which is really effective across different social media platforms.

Category	Feature	Autism NI	Sports For Autism	National Autistic Society
First Impression	Aesthetics	Clear theme throughout social media, content shared across Instagram, Facebook and Twitter (images, videos, quotes, event posters).	Not lots of content within a theme, branding is minimal throughout Facebook and Instagram, no Twitter account.	Very clear and strong theme throughout social media, all content includes brand colours across Instagram, Facebook and Twitter.
	Identifiable target audience	Parents, professionals and autistic individuals.	Parents and autistic individuals.	People on the autism spectrum and their families.
	Identifiable chief aim	Autism NI exists to support autistic individuals and their families and campaigns to raise awareness of autism within the wider society.	To give individuals with autism a chance to enjoy sports in a comfortable environment.	To transform lives by providing support, info and practical advice and to change attitudes by improving public understanding of autism.
Visual Identity	Organisation logo	Yes, displayed on Instagram, Twitter and Facebook.	Yes, on Facebook and Instagram.	Yes, displayed on Instagram, Twitter and Facebook.
	Specific event logo	No	No	No
	Hashtag or Tagline	#BeKindToDifferentMinds #AutismAwareness	#SportsForAutism	Transforming lives and changing attitudes
	Photography	Mixture of high quality and phone quality photos.	Phone quality photos.	Mixture of high quality photos and phone quality photos.
	Illustration	None	None	Yes, range of illustrations created for holidays e.g. Easter.
	Video Content	Video created to showcase ASD that was shown in NI Movie House Cinemas before a film during the trailers, video showcasing fundraising and campaigning webinars.	Videos showcasing members doing sport.	Motion graphics showcasing online courses, stories from the spectrum (vlog type videos).
Content	Colour Palette	Blue and green. Blue is the colour associated with autism.	Bright, primary colours.	Bright colours, purple being the main colour.
	Explanation of Service	In bio - NI's autism charity, to provide local autism services throughout Northern Ireland.	Only in Facebook bio - gives individuals with autism a chance to enjoy sports in a comfortable environment.	In bio - The NAS is here to transform lives, change attitudes and create a society that works for autistic people.
	Likes	10-70	10-100	20-1800
	Followers	13k	2k	250k

Tone, message & style

The main message that Sported share is that they are community based and they want to highlight the power of sport. We will continue to be consistent with this message throughout each of the social media campaigns and will ensure we also follow brand guidelines in relation to tone and message.

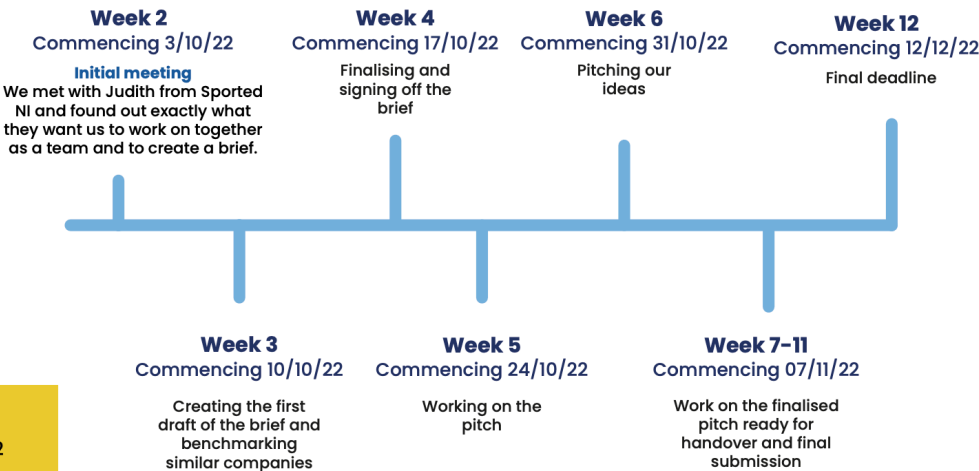
Each campaign will have it's own message depending on the event:

LGBTQ+ History Month - During this month's campaign, the message will be to support LGBTQ+ individuals and the history of gay rights within sport.

International Women's Day - We will be supporting the achievements of women in sport as well as women within Sported.

Autism Awareness Day - The message we will achieve with our campaign will be raising awareness for Autism Spectrum Disorder (ASD) especially within sport and within the Sported groups and communities in Northern Ireland.

Timeline of deliverables





Budget

We do not have a budget.

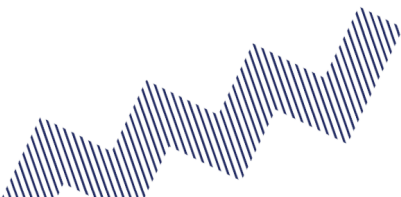
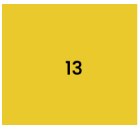
As our project consists of three separate social media campaigns, there is no cost for printing, web domains, hosting etc.

When creating content that will include music, we will be using music that is royalty free.

If content was to be promoted on **Instagram**, a post would cost approximately £0.35 – £0.75 per post.

If content was to be promoted on **Twitter**, on average it would cost £0.37 – £1.27 per tweet.

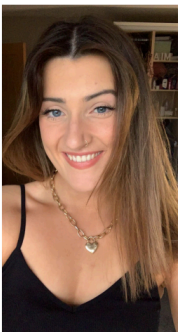
If content was to be promoted on **Facebook**, it would be approximately £0.76 – £1.06 per post.



Meet the team



Bethany Rosborough
Bethany has a strong interest in graphic design with experience through multiple modules and creating content for social media.

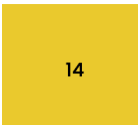


Mia Dixon
After completing a placement year with Ulster University's Global Engagement Department, she has a strong interest in creating graphics and videos along with creating content for social media campaigns.



Michelle Campbell
Michelle has completed a year's work placement in Ulster GAA's Digital Communications team in which she was involved in the creation and output of their campaigns. This experience has given her skills in graphic design, photography and social media output.

Supervised by Adrian Hickey and Claire Mulrone



We uploaded our final version of the brief onto basecamp and talked with Adrian and Claire to make sure it was all good to send off to Judith to get her feedback and to sign off! We sent the brief to her on 21st October and she got back to us on 24th with only a few minor changes which would be easily changed. We changed them as soon as we could and got the brief document back to her for Judith to sign off and she was happy to proceed with the project on 8th November.

Brief feedback & adjustment

Sported Brief - Review



To: Mia Dixon

Mon 24/10/2022 15:28

Cc: Claire Mulrone; Adrian Hickey; Michelle Campbell; Bethany Rosborough

Some people who received this message don't often get email from j.rankin@sported.org.uk. [Learn why this is important](#)

Hi everyone,

Many thanks for sending this through and great to see the brief coming together.

A few minor changes from me:

- In any planned comms, please always refer to "Sported" rather than "Sported NI" (I think this is just on the front cover). This piece of work will focus on NI, but under the wider organisational name & branding of Sported.
- I'm not sure when you'd need this, but my title is "National Manager – NI".

And then just to clarify:

- *Primary audience* should be funders, local councils, prospective partners. Secondary targets would be individuals from the underrepresented groups (e.g. those living with autism), to encourage them to participate but they are not the primary target. The main purpose is to showcase how sport can positively impact these groups of persons.
- *Key messaging*: showcase the power of sport – e.g. 'this is how local grassroots groups have used 'the power of sport' to support individuals from the LGBTQ+ community' / 'this is how a local club can support young people with autism...'

Apart from the above clarifications, it reads well and I'll look forward to hearing more ideas at the pitch! Don't hesitate to reach out if you've any further questions. Please do let me know any suggested dates for this as my diary is a little hectic and I'm keen that we can do this in person, on campus.

Thanks,
Judith



Thu 27/10/2022 12:08

Sported Brief - Review



MD

Mia Dixon

To: j.rankin@sported.org.uk

Fri 21/10/2022 10:42

Cc: Claire Mulrone +3 others

[Sported Brief.pdf](#)

Hi Judith,

Hope you're well!

I've attached a brief below which is ready for you to review and sign off - let us know if you're happy for us to proceed or if any changes are to be made!

Kind regards,
Mia, Michelle & Bethany

MD

Mia Dixon

To: Judith Rankin <j.rankin@sported.org.uk>

Cc: Claire Mulrone; Adrian Hickey; Michelle Campbell; Bethany Rosborough

Hi Judith,

Revised brief attached.

Clarifications have been made on pages 4-6 - please review and sign it off if you're happy with it!

We will get back to you as soon as we can about a date for our pitch!

[Sported Brief - V2.pdf](#)

Many thanks,
Mia, Michelle & Bethany

Sported Brief - Review



JR

Judith Rankin <j.rankin@sported.org.uk>

To: Mia Dixon

Cc: Claire Mulrone; Adrian Hickey; Michelle Campbell; Bethany Rosborough

Some people who received this message don't often get email from j.rankin@sported.org.uk. [Learn why this is important](#)

Hi everyone,

Huge apologies for the delay in responding as you caught me on annual leave. I can confirm I'm happy to proceed with the revised changes and look forward to hearing from you around the pitch date.

Thanks,
Judith



Tue 08/11/2022 15:06

Official sign off of the brief! We can start working on our pitches.





Initial

Ideas

Before I began the creative aspect of this project, I wanted to create a **moodboard** for each campaign. This is when I researched into more about each celebration and found out things which could help me for when I was creating content. I added pictures for inspiration of things that I liked and things that would help me create my own designs such as symbols and the representing colours. By doing this research it really helped me get more inspiration and gave me somewhere to start designing.

Although we had to follow the Sported brand guideline and stick to their limited colour palette, we made it work!

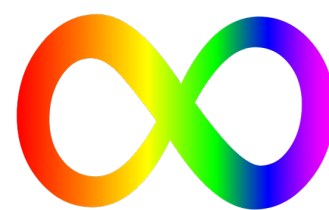
For each campaign I wanted to keep it all similar and consistent I wanted to create a 9 grid on Instagram, stand alone graphics, a video and also an animated GIF for each.

Moodboard – AAD



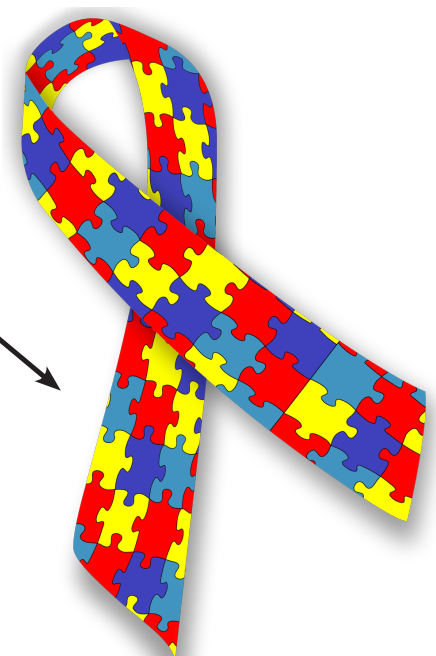
The colour blue supports the awareness of autism - it gives a calm feeling

**AUTISM
AWARENESS
DAY**



Rainbow represents the range of abilities and challenges for each individual who has autism. The infinity symbol represents inclusivity

Jigsaw pieces with different shapes and colours represents the people and the families who have autism



Moodboard – IWD



Purple, green and white are the colours that represents International Women's Day



International Womens Day logo



The mimosa flower is used to symbolise International Womens Day and represents **sensibility, strength and sensitivity**



The use of photography with a quote or hashtag overlayed ontop of image

INTERNATIONAL WOMENS DAY



Representing all women in all different types of sport

Bright and bold typography with the use of illustrations



Moodboard – LGBTQ+



LGBTQ+ HISTORY MONTH

Motion graphics / animation with statistics and stories using a voiceover



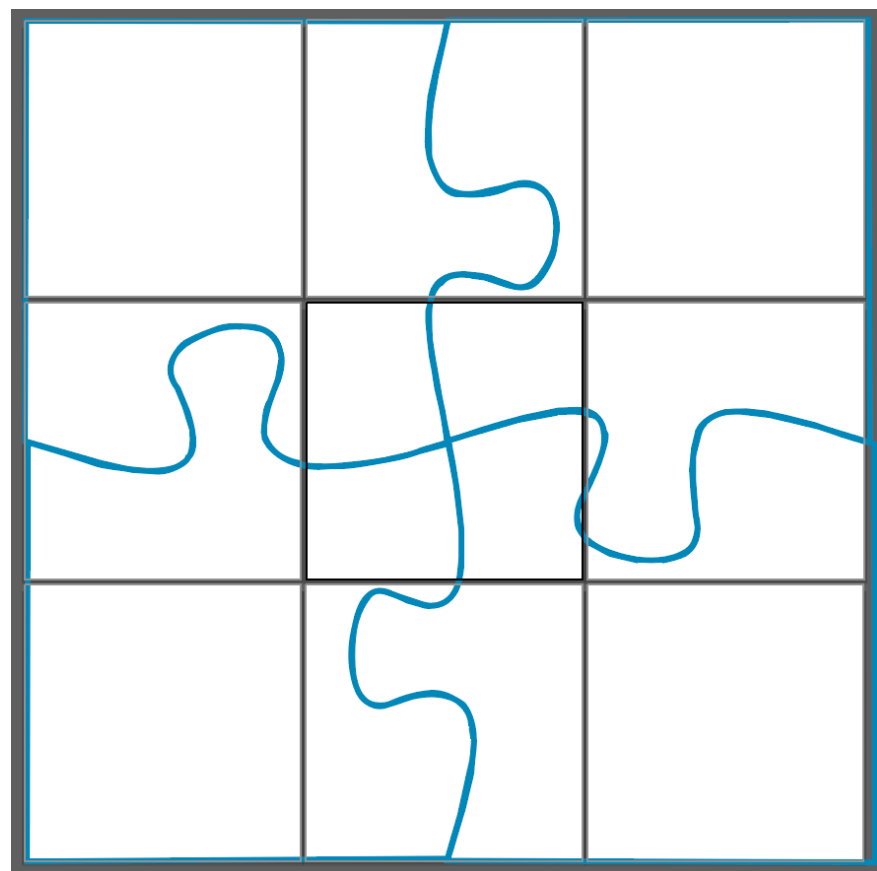
Showing the history of sport in LGBTQ+ history month using a timeline

LGBTQ History Month has three taglines -
Claiming our past
Celebrating our present
Creating our future

YEAR	CLUBS & TEAMS	COMPETITIONS	NEWS & EVENTS
1976	Gay Outdoor Club		
1977		CAGS Tennis	
1982	Goosings Swimming Club (and badminton) constituted as club, although its origins were back in 1976		lesbian gay bisexual trans history month
1983	Long Yang Club created in London, a gay sports club with active badminton and tennis clubs – for Asian and Western members		1982 British athletes attend the first ever Gay Games, San Francisco. UK athletes and sports groups have attended every Gay Games, Out Games and Euro Games since. Multi-sport events have been the catalyst for the growth of the LGBT sports movement worldwide throughout the last 30 years.
1984			
1985			
1986			
1987			
1988			
1989	Gay Football Supporters Network (GFSN)	4Play Squash	
1990	London Raiders Softball team forms (originally called Rainbow Raiders)		Out to Swim is the first gay swimming club formed by athletes returning from Gay Games
1991	Stonewall Football Club is the first gay football club to form		EGL SF (European Gay & Lesbian Sports Federation) formed
1992	Dynamo Dykes Volleyball Club		Carl Hester represents the Team GB Equestrian and attends the Barcelona Olympic
1993	British Gay & Lesbian Sports Federation		John Curry 1974 Olympic ice Skating Gold medalist passes away
1994	London Spikers	Streatham Volleyball Team	Kings Cross Steelers
1995	Stonewall Football Club	Storm ice hockey	London Frontrunners
1996	Village Manchester Football Club		Ishtgaki Leicester Wildcats FC
1997	Grace's Cricket Club		
1998	Brighton Lesbian & Gay Sports Society (BLAGS) forms to unite Brighton Sports groups		Irons Golf
1999	Nine LGBT sports groups, including Northern Wave Swim Club, Village Spartans launched by Team Manchester. Bowling Bears out gay footballer, commits suicide		Justin Fashanu Britain's only Village Spartans out gay footballer, commits suicide
2000	Out for Sport London is formed and they hold first multi-sport day at Crystal Palace		Left Footers Football Club
2001			Northern Ace Tennis
2002	First UK Gay Sports festival	Lee Pearson Team GB	Orion Rowing Club
2003	London Raiders Softball team forms (originally called Rainbow Raiders)		Northern Elite Badminton

Initial Designs – AAD

After researching more into AAD to start off with creating the graphics I wanted to use the symbol of a jigsaw is a well known symbol for supporting people with autism. I began by drawing a jigsaw piece in illustrator and they thought about creating four pieces joined together in the shape and size of a 9 grid on Instagram. I layed this out in 9 artboards on illustrator and got to thinking how I could create a graphic.



I then saved a few images from the Sported website and social media posts to use as examples. I played a round with a few ideas and quickly realised how best I should lay them out.

I used the pen tool to make a clipping mask of the images in the shapes of the jigsaw pieces to make them all fit correctly in each space, I highlighted them blue as a way of #LightItUpBlue.

I then thought about putting the animated GIF into the middle post of the grid.

I based the whole Autism Awareness campaign around the hashtag #LightItUpBlue



Aswell as having the 9 grid posts for Instagram, I also need a standalone post for the other socials that Sported use. I based this image off my previous one and made another version to see what was best.

Again I used the jigsaw piece as the main symbol and input photographs into that shape. I tried different colour ways of the image background and the jigsaw outline and thought the dark blue and yellow was best.

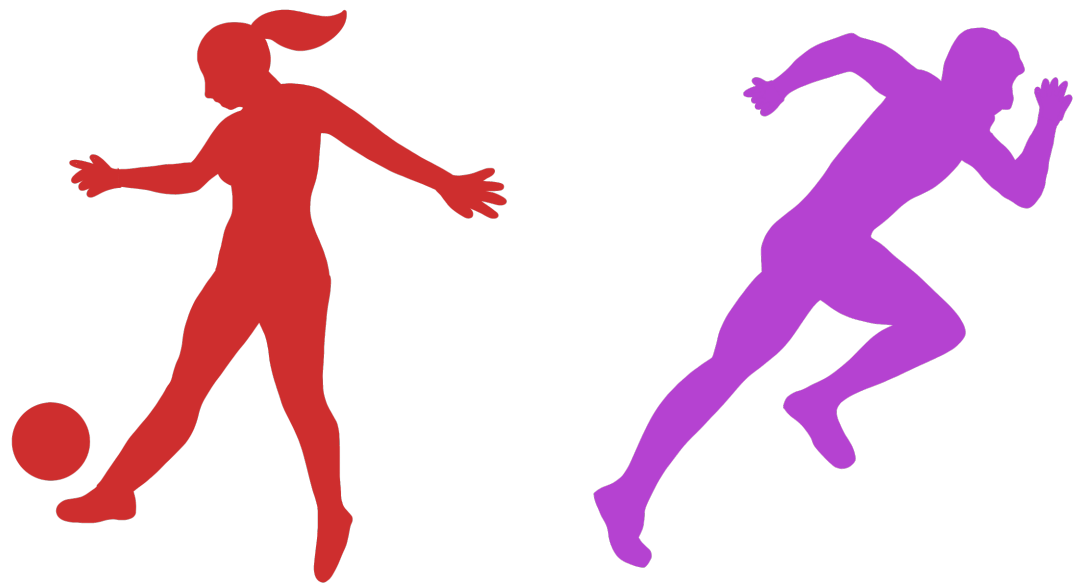


I came up with the idea for the animated GIF, initially for the pitch I didn't actually make the GIF I just drew the light bulb image and used it describe to Judith what would happen and how I would like to animate it - which was the light bulb coming in and then lighting the screen up blue with the hashtag and Sported logo.



Initial Designs – LGBTQ+

For the LGBTQ+ campaign I started by drawing out different silhouettes using an app called Procreate – I wanted to use these illustrations rather than photographs of people to allow anonymity.



I wanted to make it bright and bold to really stand out within the instagram grid, so I used the rainbow colours of the LGBTQ flag. I also made it obvious as to what was being celebrated by using the big bold font of each letter. I added the silhouettes to the background and made them overlap onto the next colour to lead you on to the next post. I also added an image in the middle three posts where I wanted a group image of people from Sported.



Aswell as having the 9 grid posts for Instagram, I also needed standalone images for the month campaign. The other posts which I wanted to create used photography rather than silhouettes. The images showed teammates and the community in sported without showing any faces again to allow anonymity.

In the standalone images I would use short quotes of peoples experiences within sported, highlighting the key word in the rainbow colours.



Aswell as creating graphics for all social media accounts, I wanted to create an animated GIF. Initially I thought about a simple GIF with the colours coming in like the flag, with a wavy animation and then coming in with Sported supports LGBTQ+ History Month!



Initial Designs – IWD

After researching about International Women's Day, I found that the main colours used to represent were green and purple and also that there was a purple symbol which is used to celebrate the day. So I wanted to incorporate those into the designs even though we had to follow the Sported colour palette I thought I would let Judith see both options. I started by drawing out the symbol and thought it would be a good idea to insert an image into the blank space in the middle of it. I put it in each corner as these images would also work as standalone images. I made it clear by using the by using the big bold letters to showcase what they were celebrating! I used purple and green in one, and then used the blue and yellow of Sported in the other. I much prefer the top version of the IWD colour palette.



Aswell as having the 9 grid posts for Instagram, I also needed to create standalone graphics to post on the other social media accounts on the run up to International Women’s Day. By creating the 9 grid, I had four standalone posts which I can take from it but also created another one with the hashtags included again using the purple colour and Sported’s colours.



I also wanted to create an animated GIF for International Women’s Day and this would be animation of the post above. I wanted the hashtag to stay in place and animate the words to change between – strong, powerful and confident.

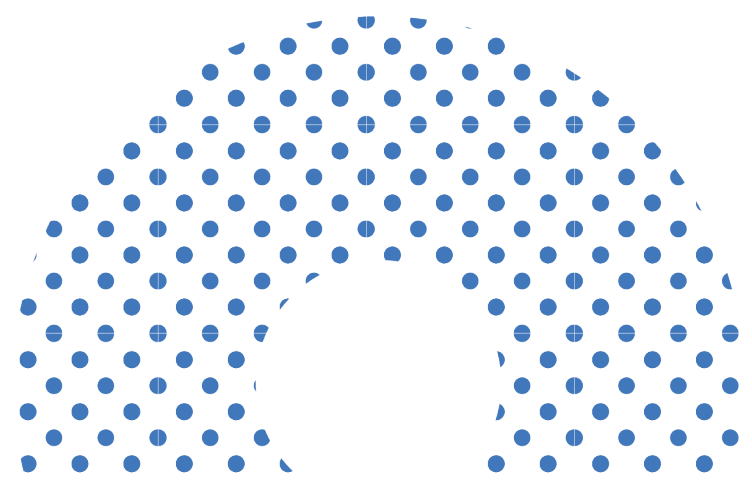
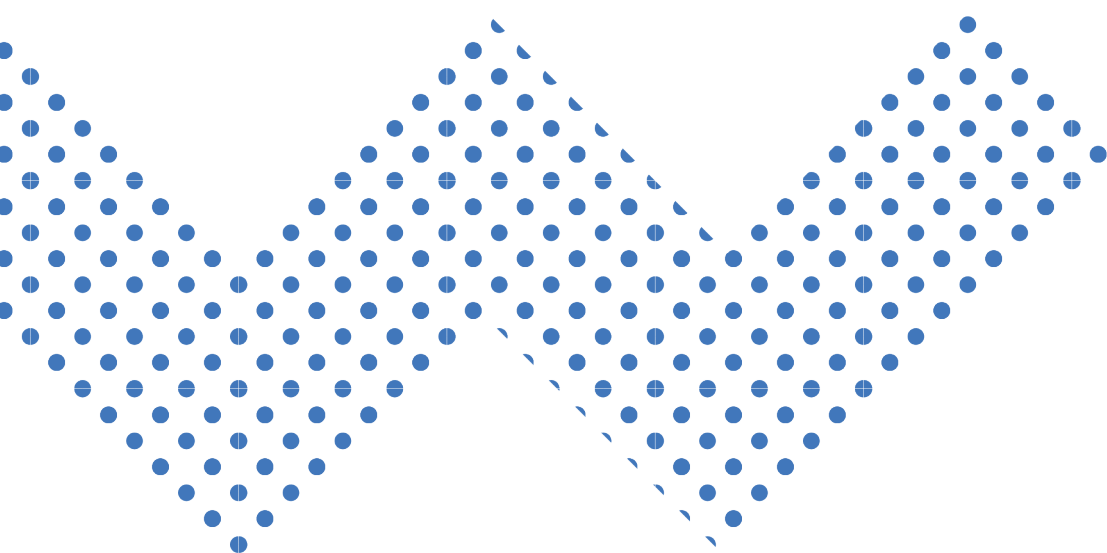
Reflection of designs

Although I am happy with how the designs have turned out. I should have come up with the concepts a lot earlier in the process to allow time to have feedback from Adrian and Claire.

I only uploaded the final pitch ideas, the day before the pitch only allowing feedback in the class the day of the pitch. This only allowed me to make quick changes although if I created the concepts earlier in the process, the feedback would have allowed me to create an even stronger social media campaign for the community partner.

From the feedback, I did get I needed to make all of the autism awareness graphics using all of the same blues as once I put them all together I used different blue colours. Also for the International Women's Day graphics there was too much writing going on, if I had more time I could have made the graphics overlap over a few posts but again I didn't have enough time so had to roll with what I had!

Of all the things that I have created, I think my favourite one was the LGBTQ+ History Month campaign. Specifically, the Instagram grid because it so bold and bright, and it is very easy to be able to tell what we are celebrating which makes it stand out!



The background is a vibrant blue with various abstract elements. In the top left, there's a large, dark blue geometric shape resembling a stylized 'H' or a series of connected lines. In the top right, a series of small, light blue dots are arranged in a curved, trailing pattern. The bottom half of the image features a large, dark blue triangular shape on the right side, and a series of parallel, dark blue diagonal lines on the left side. The text 'Creating the Pitch' is centered in the middle of the image, with each word on a separate dark blue rectangular background.

Creating the Pitch

The Pitch – AAD



#AAD

LINKEDIN – 3 posts
(video,images)

TWITTER – 3 posts
(image,video and GIF)

FACEBOOK – 3 posts
(image, video and GIF)

INSTAGRAM – 9 posts on
Autism Awareness Day

Autism Awareness Day Video
Planning the filming of the promotional film
Length of video: around 40 seconds



Footage - Animation of the sported logo
Sound - upbeat royalty free music



Footage - Showing the community of sported and people working as teams
Dialogue - voiceover of volunteer talking about their experience



Footage - Volunteers working with the teams
Dialogue - voiceover of volunteer talking about their experience



Footage - Short animation to keep viewers attention
Sound - upbeat royalty free music



Footage - Quick clips showing a range of different sports
Dialogue - upbeat royalty free music



Footage - Showing team work, people supporting each other
Dialogue - voiceover of volunteer talking about their experience

Autism Awareness Day Motion Graphic
Planning the filming of the promotional film



Footage - Short animation to keep viewers attention
Sound - upbeat royalty free music



Footage - Animation of the sported logo
Sound - upbeat royalty free music



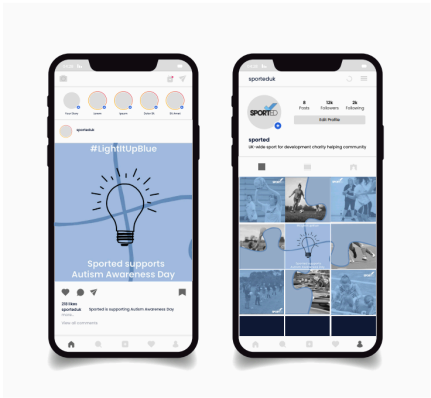
Footage - Animation of the sported logo, with Sported supports AAD
Sound - upbeat royalty free music



Animated GIF



Instagram



Twitter



The Pitch – IWD



#IAm

#IWD

LINKEDIN – 3 posts on IWD (video,images)

TWITTER – 12 posts (10 images,video and GIF)

FACEBOOK – 12 posts (10 images, video and GIF)

INSTAGRAM – 9 posts on IWD

International Women's Day video
Planning the filming of the promotional film
Length of video: around 40 seconds



Footage - Animation of the sported logo
Sound - Fast paced royalty free music



Footage - Volunteers working with different people
Sound - Fast paced royalty free music
Dialogue - Volunteer telling their experience



Footage - Wideshots of girls playing a sport with volunteers
Sound - Fast paced royalty free music
Dialogue - #IAmStrong



Footage - Close Up shots of volunteers with players
Sound - Fast paced royalty free music
Dialogue - #IAmPowerful



Footage - Close Up shots of girls playing a sport
Sound - Fast paced royalty free music
Dialogue - #IAmPowerful



Footage - Close Up shots of girls playing a sport
Sound - Fast paced royalty free music
Dialogue - #IAmDetermined

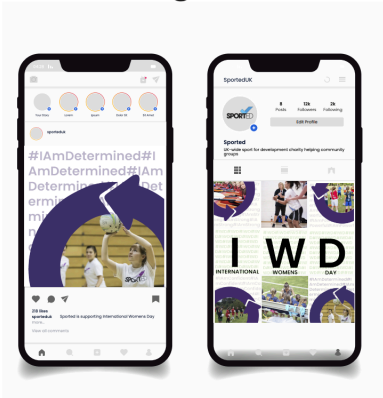
International Women's Day Video
Planning the filming of the promotional film
Length of video: around 1 minute



Footage - Animation of the sported logo
Sound - quite upbeat royalty free music



Instagram



Facebook



The Pitch – LGBTQ+

LGBTQ+ History Month 2023



#LGBTQ+

LINKEDIN – 8 posts
(images,GIF and video)

TWITTER – 8 posts
(images,GIF and video)

FACEBOOK – 8 posts
(images,GIF and video)

INSTAGRAM – 9 posts on
first day of the month

LGBTQ+ History Month Motion Graphic

Planning the filming of the promotional film
Length of video: around 1 minute



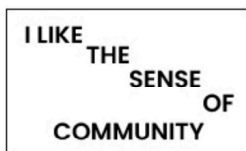
Footage - Animation of the sported logo
Sound - quiet upbeat royalty free music



Footage - Kinetic typography animation of positive words
Sound - quiet upbeat royalty free music - voiceover of positive words



Footage - Transition
Sound - quiet upbeat royalty free music



Footage - Kinetic Typography of what the volunteer says in the voiceover about their experience
Sound - quiet upbeat royalty free music



Footage - The sense of community within sported
Sound - quiet upbeat royalty free music



Footage - Transition
Sound - quiet upbeat royalty free music

LGBTQ+ History Month Motion Graphic

Planning the filming of the promotional film
Length of video: around 1 minute



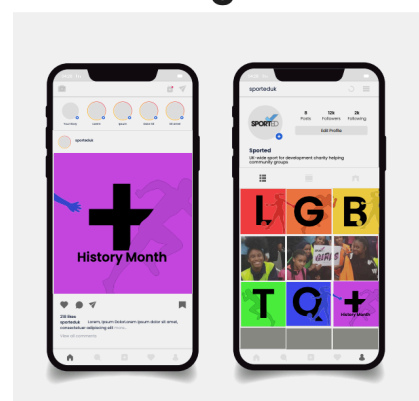
Footage - Animation of the sported logo
Sound - quite upbeat royalty free music



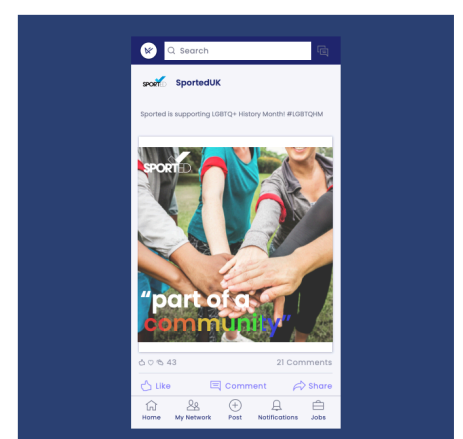
Animated GIF



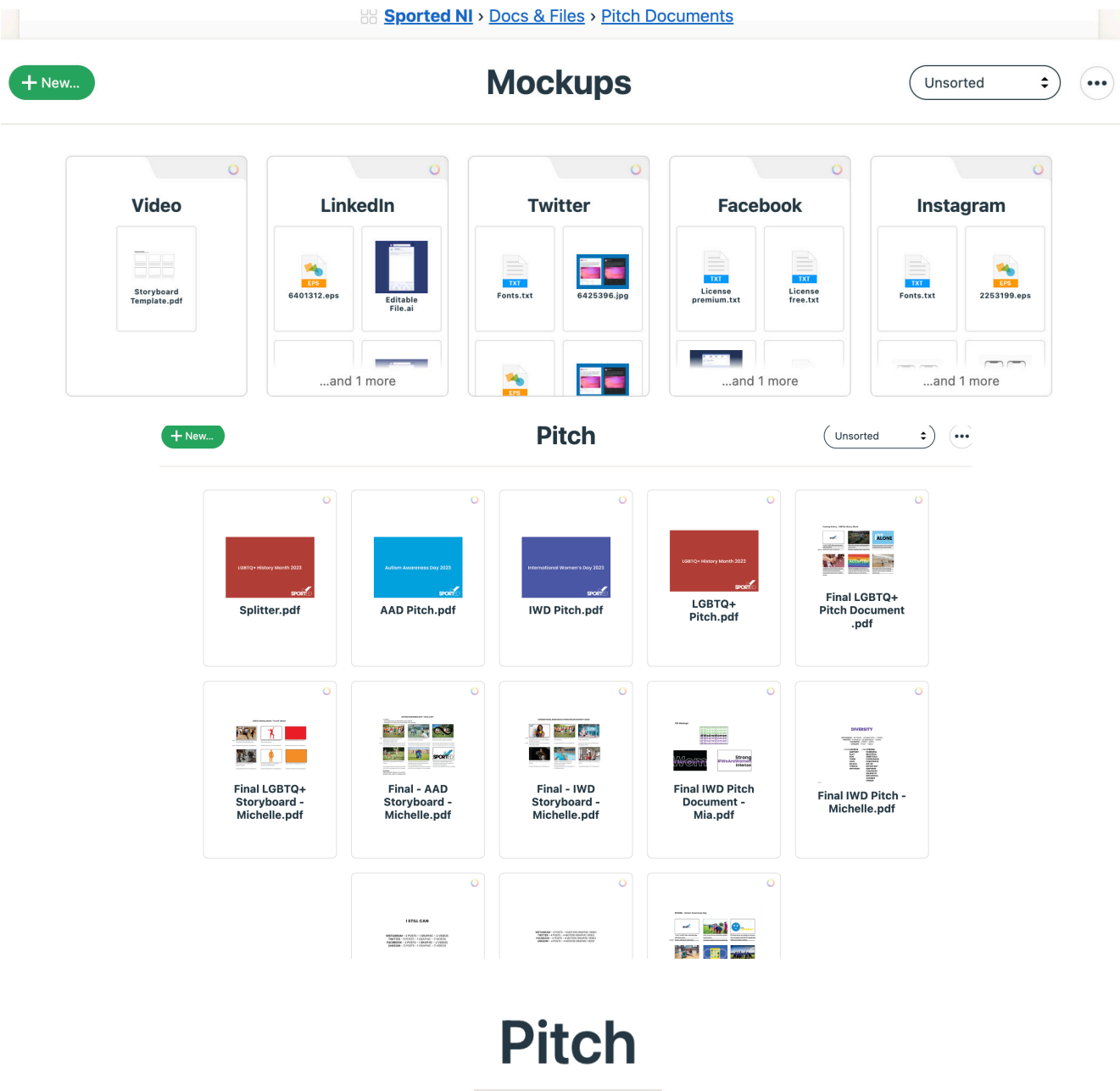
Instagram



LinkedIn



These documents on the previous pages were my individual pitches which I was presenting to Judith. Each team member did one design deck per social media campaign – LGBTQ+ History Month, Autism Awareness Day and International Women’s Day. To ensure we all had a consistent layout of pitch documents we used the same mock-ups and layouts.



Good news Judith is free on Thursday 17th at 12.30pm and she wants to come to the Coleriane Campus as its closer to her than Belfast.
I'll get a room organised and we can slip out of class to do the Pitch.

- DATE:** 17th December
- WHERE:** Coleraine Campus
- ATTENDANCE:** Claire, Judith, Michelle, Mia and myself

We met with Judith on campus to be able to do our pitch in person. Before going in to do the pitch I was nervous because I had never done anything like this before! We also came up with the order of Michelle pitching her ideas first, then me and then Mia went last. I think overall our pitches turned out really well and Judith like what we had designed as out initial ideas for the campaigns.

Feedback from pitch

Sported Pitch. Judith Lawton.
17/11/22.
Instagram post
3x in one
colour.

LGBTQ+.
Michelle — Main focus.

IWD
Mia — main focus —
we — we reflects. Sported.

Autism Awareness.
Mia & Bethany — Social media
post & light it up Blue.
Sport is inclusive —
#lightitup —
#Ican.
#MyTeam.
Blue of sported.
Ability to light Bulb Gof.
Yellow — Shock value with
Branding.

LGBTQ+ —
Football GAA Rugby. (?)

Acoustic & dance quest Summer.
Tag line — Better future for all
Supporting a Better future for all.

#Sport for all.
Annualised gif + Instagram Grid

IWD.

Sported colours specific posts
IWD colours specific posts.
Grid in sported or IWD
#wearewomen.
Pink gear.

These are notes that Claire took down during our meeting with Judith when we were each pitching our ideas.

Overall for LGBTQ+ History Month campaign, Judith liked Michelle's videos. For the International Women's Day she liked Mia's pitch and for Autism Awareness she liked a mix between mine and Mia's ideas (my graphics, hashtag and GIF and Mia's video idea). When it came to the hashtag I used, we collectively thought it would be better to just make it #LightItUp as it is shorter.

We changed the pitch decks to align with what Judith liked from each of our individual pitches, into three separate documents for each campaign. We sent them off to her to make sure she was happy with everything included.

Revised pitch



Mia Dixon

To: Judith Rankin <j.rankin@sported.org.uk>

Cc: Michelle Campbell; Bethany Rosborough; Hickey, Adrian; Claire Mulrone



Wed 23/11/2022 19:17



LGBTQ+ History Month 2023... 2 MB

Hi Judith,

Sending through the revised **pitch** decks of each campaign.



[IWD 2023 Pitch.pdf](#)



[AAD 2023 Pitch.pdf](#)

For the LGBTQ+ History Month campaign, after discussing as a group, we think it would be best to not do a grid with each colour of the flag due to each video being posted on different weeks during the month and each video containing 3 colours - we just don't think it would sit right in a grid and would look disjointed throughout the month. Let us know what you think!

Many thanks,
Mia, Michelle & Bethany



Judith Rankin <j.rankin@sported.org.uk> 

To: Mia Dixon

Cc: Michelle Campbell; Bethany Rosborough; Hickey, Adrian; Claire Mulrone



Thu 24/11/2022 11:00

You don't often get email from j.rankin@sported.org.uk. [Learn why this is important](#)

Hi everyone,

Thanks for sending these through – happy to proceed!

Great to pick up on the grid for LGBTQ+ being across the whole month and therefore being disjointed. This makes a lot of sense and happy that this isn't included.

I've shared some existing Sported images via Claire, and please let me know if anything else if helpful (e.g. introductions to groups for filming etc).

Thanks,
Judith

Before we sent the email about our revised pitches, as a team we were discussing about the LGBTQ+ History Month Campaign 9 grid instagram post. And after thinking about it we made the decision that it was best to not create this as it wouldn't look right when being posted, we let Judith know and she was glad that we picked up on it and was happy to proceed with the project.



Final




Outcomes

When it came to creating the final outcomes we thought it would be a good idea to let the person who pitched the idea of what Judith wanted to create them as they understood exactly what they wanted it to look like at the end of the process. Michelle took the lgbtq+ campaign as Judith really liked her motion graphic videos that she pitched. Mia created the International Women’s Day campaign and I made the content for Autism Awareness. We were all able to help each other by giving opinions and advice if needed during the process of creating the content.

4/4 completed

● Social Media





Add a to-do

- ✓ Calender
- ✓ AAD captions & hashtags  Bethany R.
- ✓ LGBTQ+ captions and hashtags  Michelle C.
- ✓ IWD captions & hashtags  Mia D.

4/4 completed

● LGBTQ+







Add a to-do

- ✓ Motion graphics  Michelle C.
- ✓ Graphic  Mia D.
- ✓ Rainbow flag  Michelle C.
- ✓ Cut silhouettes  Michelle C.

6/6 completed

● AAD





Add a to-do

- ✓ Graphics  Bethany R.
- ✓ Motion graphics  Mia D.
- ✓ Video  Bethany R.
- ✓ Filming and photography  Mon, Dec 12
- ✓ Voiceover for video  Mon, Dec 12
- ✓ GIF  Bethany R.

4/4 completed

● IWD

Add a to-do

- ✓ Video  Mia D.
- ✓ Filming & Photography  Sun, Dec 11
- ✓ Graphics  Mia D.
- ✓ GIFS  Mia D.

Filming

Judith got back to us about introductions for filming, she gave us a few contact details for some clubs and we reached out to them to set up dates for filming content.

Mia Dixon
To: Judith Rankin <j.rankin@sported.org.uk>
Cc: Michelle Campbell; Bethany Rosborough; Hickey, Adrian; Claire Mulrone

Morning Judith,


Hope you're well!

Just wondering if you would have any previous video footage of clubs just as a backup until we receive word from a few more clubs?

Also, in terms of filming permissions, do you have a form for Sported that individuals would need sign, or do we use the university's permissions form?

Many thanks,
Mia

☺️ ↩️ ⏪ ⏩ ⋮
Tue 06/12/2022

JR Judith Rankin <j.rankin@sported.org.uk> 
To: Mia Dixon
Cc: Michelle Campbell; Bethany Rosborough; Hickey, Adrian; Claire Mulrone

☺️ ↩️ ⏪ ⏩ ⋮
Wed 07/12/2022 13:47

Great Mia, glad the quotes are helpful.

[This link](#) should take you to a WeTransfer of some existing NI footage. It's limited but hopefully helpful as a plan B.
[This link](#) is a trailer for a separate project – you might be able to use some of the clips / B-roll, but a request to please not use any footage of the individuals speaking to camera.

Let me know if any issues with accessing the files.


Thanks,
Judith

Revised Campaign Pitches

🔒 This sender j.rankin@sported.org.uk is from outside your organisation. [Block sender](#)

📄 2 🔍 🗑️



Judith Rankin <j.rankin@sported.org.uk> 

☺️ ↩️ ⏪ ⏩ ⋮
Tue 29/11/2022 14:02

To: Mia Dixon
Cc: Michelle Campbell; Bethany Rosborough; Hickey, Adrian; Claire Mulrone

You don't often get email from j.rankin@sported.org.uk. [Learn why this is important](#)

Hi everyone,

I've reached out to a number of groups re: the filming / photography and unfortunately still waiting for many to get back to me. I'll pass on details as and when I get them, as I appreciate you'll want to get things in the diaries.

For now, please feel free to contact:

- Collette Quigley at Portrush FC Youths collettequigley@gmail.com – IWD
- Dave Bradley at Ardmore Cricket Club jdavebrad@hotmail.co.uk – IWD. Note they are currently 'off-season' so may be limited in footage opportunities
- Grainne Kearney at Newry Rowing Club grainnekearney@hotmail.co.uk – IWD and Autism (*I appreciate this is some distance from campus, but they've been doing a lot of great work with their young women and also really keen to be involved in the autism awareness campaign*)

Due to running into a few problems at this point in the project we had a meeting to discuss about what we could do as plan b, we thought about emailing Judith to ask if there was any previous images or footage which we would be able to use. She got back quickly with quotes and footage! So we got started in creating our content!

We ran into a few problems after contacting all of the clubs Judith gave us details for, some of them had already finished their training for this year, some cancelled their training session and then we had to cancel one of the filming days due to weather conditions – it wasn't looking great at this point!

MD Mia Dixon 1:56pm
hey guys, got a few emails back over the weekend and some this morning, for Collette (Portrush FC youths), they finish training tonight and won't be back until mid january, still no reply from David (Ardmore Cricket club) and Grainne (Newry rowing club) has replied saying they train at 8am on a Sunday morning!

Judith also sent through another contact this morning so I think it's best to send out the usual email to them,
B Bethany M Michelle what do you think?

and I'm thinking we could get back to Grainne and maybe ask for some quotes for AAD since tonight is the last night they are training?

M Mia M Michelle Yeah I think we should send the email out to them and also Judith said she would be able to provide some quotes for AAD as well

MC Michelle Campbell 2:30pm
M Mia Dixon
Judith also sent through another contact this morning so I think it's best to send out the usual email to them,
B Bethany M Michelle what do you think?

Yes send out the email and state it would need to be within the next to get stuff completed 🍀

MC Michelle Campbell 2:36pm
And yes get back to grainne for some quotes and maybe to the other groups we have contacts with

We only had one successful filming night at Randalstown Hockey Club, where we got some photographs and filming done to help with creating our content for the campaigns.

MD

Mia Dixon

To: junemcgrillen@hotmail.com

Cc: Michelle Campbell; Bethany Rosborough; Hickey, Adrian; Claire Mulrone +1 other

Mon 05/12/2022 14:34

Hi June,

Hope you're well!

Judith Rankin from Sported has passed on your email for us to get in contact with you about getting out to take a few photos and videos of your club.

Just a quick intro of us, myself (Mia), Bethany and Michelle are working on a project together with Sported to showcase the power of sport within Northern Ireland and we're focusing on three campaigns for next year; LGBTQ+ History Month, International Women's Day and Autism Awareness Day whilst working under the supervision of Adrian Hickey (Module Coordinator) and Claire Mulrone (Community Engagement Manager).

We are hoping to get filming sometime in the next week due to being on a very tight schedule and we're wondering if there is a specific day/time that would suit you best for us to come out and get some footage?

Hope to hear from you soon!

Many thanks,

june mcgrillen <junemcgrillen@hotmail.com>

To: Mia Dixon

Cc: Michelle Campbell; Bethany Rosborough; Hickey, Adrian; Claire Mulrone +1 other

Mon 05/12/2022 21:22

You don't often get email from junemcgrillen@hotmail.com. [Learn why this is important](#)

Mia,

Our senior players train Wednesday 7-9pm at Antrim forum Astro **pitch** grounds - lough road - it's best to go past entrance to Antrim Forum, towards Massereene Golf Club - you'll see lights at Astro **pitch** on the right , and park there . Let me know when you are going and if you need a contact when you are there . Hope all goes well .

June

Sent from [Outlook for iOS](#)



Hockey - Antrim videos

Unsorted

MVI_9115.MP4

MVI_9114.MP4

MVI_9112.MP4

MVI_9111.MP4

MVI_9103.MP4

MVI_9101.MP4

MVI_9098.MP4

MVI_9097.MP4

MVI_9096.MP4

MVI_9095.MP4

IMG_9327.JPG

IMG_9326.JPG

IMG_9325.JPG

IMG_9324.JPG

IMG_9323.JPG

IMG_9322.JPG

IMG_9321.JPG

IMG_9320.JPG

IMG_9319.JPG

IMG_9318.JPG

IMG_9317.JPG

IMG_9316.JPG

IMG_9315.JPG

IMG_9314.JPG

IMG_9313.JPG

Today				December
SUN	MON	TUE	WED	
4	5	6	7	
11	12	13	14	
18	19	20	21	
25	26	27	28	

WED, DEC 7

Filming BR

7:00pm - 9:00pm

We went to their training session on 7th December, collected images and footage and uploaded all of the files onto Basecamp into a folder in docs and files so everyone has access to them easily.

Designing final outcomes –

Graphics

With already having most of the graphics done due to creating it for the pitch I just had to replace the images and fix it up a bit! I replaced the images with some that we took and the photos which Judith sent us added a blue overlay and placed on the sported logo.

I played about with the other images being black and white or colour but made the decision colour would be better as I want it to stand out and I feel like when it is in colour it is more positive! I also changed the colour of the jigsaw pieces to the sported yellow colour rather than blue to make it stand out even more which I think definitely looks a lot better.

I also created another standalone image using the same concept of the four jigsaw pieces and photography only this time only using four images with the blue overlay and again made it with the blue and yellow jigsaw pieces but chose the yellow to match the other graphics on Instagram.



Designing final outcomes -

GIF

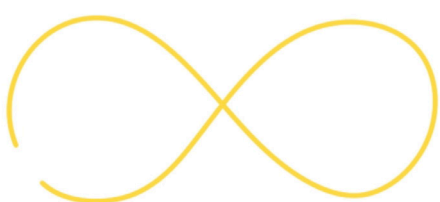
When beginning to create the GIF I struggled on how to make it look good initially my idea was for it just to be a light bulb and it to light up blue. During the pitch Judith and the team talked about it starting out as an infinity sign and turning into a light bulb shape and then lighting up blue with the hashtag.

So I got into illustrator and drew a light bulb shape, each part on a different layer and also drew an infinity sign - made these the same thickness and chose that they look best in the sported yellow colour.

When in after effects I played around with different ideas, initially I wasn't sure how to make it look good by turning from the infinity shape into light bulb. I started by inserting the infinity symbol and creating a trim path for it to come in smoothly and then drawing a continuous line while moving a camera into the light bulb although I thought this looked ok, I still wasn't fully happy it as it wasn't what I imagined it to be like.

So then I started to insert the light bulb and use a trim path, making it smooth by adding easy ease and after the light bulb came in I made the screen light up blue added the hashtag and sported logo and showed it to my team and Adrian. Adrian showed me a useful YouTube video for object transition - to help with the infinity into the light bulb. This video then led me to researching a bit more about object transition finding another video which really helped me create the final outcome.

I really liked the final outcome of the animated GIF and really happy with how it turned out in the end, because at the start I was struggling with how to make it look good! The feedback was good, once I had showed the team the final GIF.



Designing final outcomes –

Video

The GIF took a little longer to do than I thought it would but after getting it done, we had a team meeting on Microsoft Teams where we let each team member know how we were getting on with our tasks on the to-do list and this is where I said I would be happy to create the Autism Awareness Day Video.

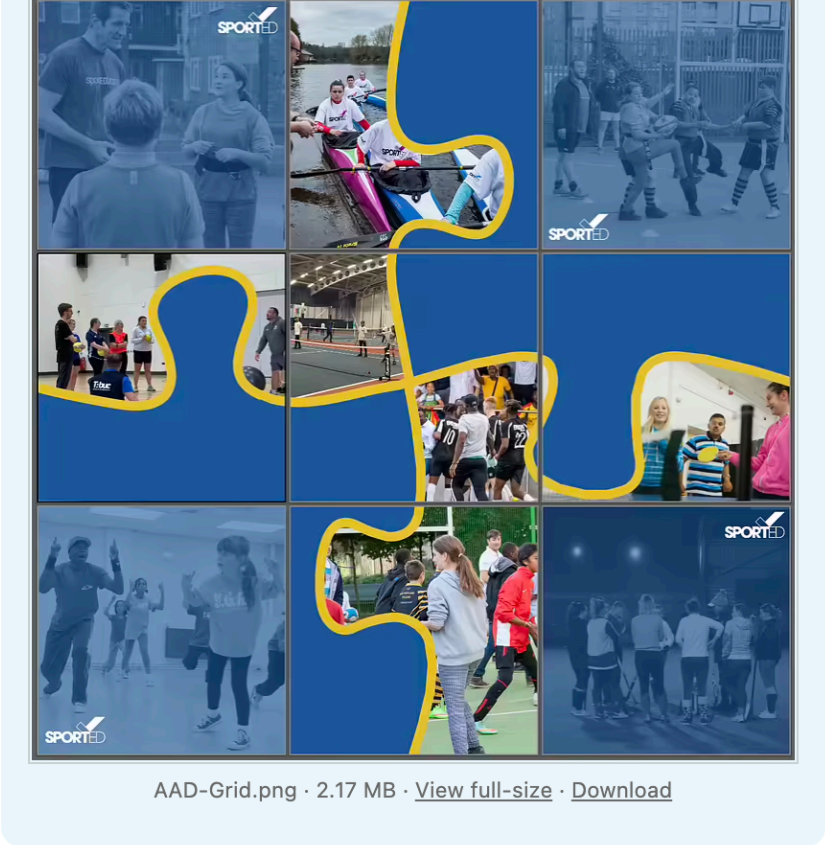
I started by downloading all of the video footage files that Judith had sent over and watched the video files we had filmed and downloaded a few of them from basecamp. As this video was Mia's initial idea, I also downloaded a copy of the video storyboards that she had pitched to Judith.

Due to cancelling our final filming day we didn't get any of the sported volunteers or players to be able to voice over the quotes or say "Light It Up" to camera – as at short notice due to Mia and Michelle being close to campus they got their friends as actors to use to film these parts and I think it turned out good!

As this video included motion graphics of kinetic typography, I created one of these motion graphics on after effects and Mia did the others as she had got the illustrations already made from her pitch earlier in the process.

I went on the PixaBay to search and download some royalty free music, as a team we decided that gentle music would be best suited for this type of video. I found a few different songs and listened to each and picked on I thought was best – I uploaded it onto basecamp in the camp-fire to get the others opinions and they both thought it sounded good so I got started with the editing.

I edited it altogether in according to what was in the storyboards and I am happy with how it turned out in the end!



MC Michelle **MD** Mia, originally I had the GIF in the middle image although I thought it would mess the grid up as the shape in the middle wouldn't be completed, so I put in them two images instead do you think this looks ok?

MC

Michelle Campbell 7:55pm

BR

Bethany Rosborough

MC Michelle **MD** Mia, originally I had the GIF in the middle image although I thought it would mess the grid up as the shape in the middle wouldn't be completed, so I put in them two images instead do you think this looks ok?

Yes I think this is great and I understand! We could maybe change the output of the complete graphic on the other social platforms to the GIF?

MD

Mia Dixon 9:54pm

MC Michelle **BR** Bethany I think all content looks really great!!! and yes, I think putting those two images in the AAD graphic looks great!

12:56pm **Me**

BR



[MusicForVideo.mp3](#)

MP3

4.66 MB · [Download](#)

MD Mia **MC** Michelle does this music sound good for the Autism Awareness video?

MD

Mia Dixon 12:58pm

BR Bethany yes i think that'll be great!

MC

Michelle Campbell 1:15pm

Yes its perfect!

MD

Mia Dixon

BR

Bethany i think this looks brilliant!!!

MC

Michelle Campbell 12:22pm

BR

Bethany Rosborough

Hi **MD** Mia **MC** Michelle I have just uploaded the Autism Awareness video, let me know what you think and if there is anything that I need to change!

I think its great! Well Done 😊

I have all LGBTQ+ History Month videos up now too, what do you think **MD** Mia **BR** Bethany?

Social Media Calendar

We created a social media calendar as part of our deliverables for the community partner. This document was made to clearly set out what file needs to be posted, what social media it needs to be posted on and also the time at which it should be posted at. We renamed all of the documents to clearly state which was which, to make it easier to follow along (naming them clearly such as AAD_GIF1). With there being three different campaigns, we each took one campaign and wrote out captions and hashtags for each post, I did Autism Awareness Day, Michelle did LGBTQ+ History Month and Mia did International Women's Day.

April – Autism Awareness Day

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

Content being posted on this date

The above calendar shows which dates during the month that content will be posted.

All times, captions and hashtags of each post are detailed below.

Autism Awareness Day Captions and Hashtags

Sunday 2nd April

Time: 9am

What to upload: AAD_GIF.mp4 uploaded on Facebook, Twitter and LinkedIn

Caption: We are lighting up blue in support of Autism Awareness Day 2023!

We want to showcase that here at Sported we are there to help, support and empower communities through the power of sport and the commitment of all of our amazing volunteers!

#LightItUp #AutismAwareness

Time: 12pm

What to upload: AAD_GRAPHIC.png uploaded on Facebook, Twitter and LinkedIn

Caption: Today is Autism Awareness Day 2023 and we are lighting up blue in support!

We would like to shoutout to all of the incredible, committed and passionate volunteers who are there to help and support young people succeed within our communities!

Here at Sported we want to give everyone the same opportunity to fulfil their own potential by using the power of sport. 🙌

#LightItUp #AutismAwareness

Time: 5pm

What to upload: AAD_VIDEO.mp4 uploaded on Facebook, Twitter and LinkedIn

Caption: Take a look at our incredible volunteers and young people who are all part of the community within Sported.

We aim to give everyone the same opportunity to fulfil their potential and to allow them to succeed, sport is for everyone!

March – International Women’s Day

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

Content being posted on this date

The above calendar shows which dates during the month that content will be posted.

All times, captions and hashtags of each post are detailed below.

International Women’s Day Captions and Hashtags

Sunday 5th March

Time: 12pm

What to upload: IWD_GIF1.mp4 uploaded on Instagram, Facebook, Twitter and LinkedIn

Caption: It’s going to be an exciting week! 🎉

#WeAreWomen #IWD #PowerOfSport

Monday 6th March

Time: 12pm

What to upload: IWD_GIF2.mp4 uploaded on Instagram, Facebook, Twitter and LinkedIn

Caption: - We are strong, we are daring, we are intense, #WeAreWomen 🙌

#IWD #PowerOfSport

Tuesday 7th March

Time: 12pm

What to upload: IWD_GIF3.mp4 uploaded on Instagram, Facebook, Twitter and LinkedIn

Caption: - Get ready to celebrate all of our amazing women with us tomorrow! 🙌

#WeAreWomen #IWD #PowerOfSport

Wednesday 8th March

Time: 9am

LGBTQ+ History Month Captions and Hashtags

Wednesday 1st February

Time: 12pm

What to upload: LGBTQ_GRAPHIC.png uploaded on Instagram, Facebook, Twitter and LinkedIn

Caption: Today marks the beginning of LGBTQ+ History Month!

Every week Sported will be reinforcing that

- Sport has no barriers of gender or sexuality
- Sport is inclusive
- Sport is For All

#SPORTFORALL #LGBTQHistoryMonth2023

Friday 3rd February

Time: 12pm

What to upload: LGBTQ_VIDEO1.mp4 uploaded on Instagram, Facebook, Twitter and LinkedIn

Caption: Be a Team player. Be an Athlete. Be who you want to be and pave the way for the next person.

Sport has no barriers of gender or sexuality. Sport is Inclusive. Sport is For All.

#SPORTFORALL #LGBTQHistoryMonth2023

Friday 10th February

Time: 12pm

February – LGBTQ+ History Month

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28					

Content being posted on this date

The above calendar shows which dates during the month that content will be posted.

All times, captions and hashtags of each post are detailed below.

Final handover of files

Basecamp

When we were approaching the final deadline of **submitting the final outcomes, on 16th December**. We created a folder on docs and files on Basecamp called “Claire Final Outcomes”. We all organised the files into separate folders according to the social media campaigns, in an order which was easy to navigate with clearly named labels to separate all elements as it is important to be organised.

To make it clear we made a main folder and within that folder we had separate ones for each campaign, and then inside that folder we separated the graphics, videos and gifs each in a folder. We also named all of the files an appropriate name according to what we had written in the social media calendar to make sure it was easy for the community partner when it comes to uploading the content to the social media platforms. The way we have uploaded to Basecamp is easy to navigate and understand with names clearly labelled.

I contributed to the final handin by uploading:

- AAD_VIDEO
- AAD_GRID(1-9)
- AAD_GRAPHIC
- AAD_GIF
- Captions and hashtags to go along with each post.

+ New...

Claire Final Outcomes

Unsorted



Autism Awareness Day

Video

AAD_VIDEO.mp4

Graphics

AAD_GRID9.png

AAD_VIDEO03.mp4

...and 7 more

GIF

AAD_GIF.mp4

LGBTQ History Month

LGBTQ_VIDEO04.mp4

LGBTQ_VIDEO03.mp4

...and 1 more

International Women's Day

IWD_VIDEO.mp4

Graphics

IWD_VIDEO03.png

IWD_VIDEO04.png

...and 7 more

...and 1 more

Social Media Calendars

IWD Calendar.pdf

AAD Calendar.pdf

...and 1 more

Autism Awareness Day

Video

AAD_VIDEO.mp4

Graphics

VisualOfInstagramGrid.png

AAD_GRID9.png

GIF

AAD_GIF.mp4

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Project Management

Throughout the whole 12 weeks of the semester, we as a team used an app called '**Basecamp**' to be able to manage our project effectively throughout.

Having a place like Basecamp to manage the project was definitely important to us as it has many different features such as docs and files, schedules, to-do lists and also camp-fire where it was easy to communicate with the team. We used camp-fire as our main way of communicating with each other when we needed to chat about something or if any of us needed advice to see what everyone thought about the work, and where we made some decisions.

Using Basecamp was also a way of letting Adrian and Claire see how we were getting on with the project and as a way of communicating with them if needed.

The team also had a **Whatsapp** group chat as another way of communicating, but we mainly used Basecamp as it keeps everything all in one place! We also used **Microsoft Teams** a few times as a way of catching up with each other to ensure we were all on track with our tasks. A lot of our communication was **in person** during uni in class and afterwards as it was much easier to communicate in person rather than over the internet.

To be able to track how much time I was spending on different tasks, I used an app called '**Clockify**'. Using this app allowed me to start a timer when I was working on different aspects of the project and allowed me to track the timing throughout the whole semester. It made it easy to see how much time I was spending on individual tasks.



Sported NI

Set up peopleBRMDMC

Message Board

Project-Social Pass

User: sported Pass:

Try this link for

Ulster Photographic and video consent

Pitch

Good news Judith is free on Thursday

Untitled

I have Emailed Judith offering her

Instagram multi tile campaigns

Email from Judith

To-dos

Social Media

AAD

LGBTQ+

ALL DONE!

Docs & Files

Claire Final Outcomes

Autism Aw

LGBTQ

Social Media Calendars

LGBTQ+ History Month

Autism Awareness Day

International Women's Day

Footage and Content

Campfire

BR Bethany Rosborough 12:53pm

BR Bethany Rosborough 12:53pm

MC Michelle MD Mia, originall...

MC Michelle Campbell 7:55pm

MD Mia Dixon 9:54pm

MD Michelle BR Bethany I think all co...

Adrian Hickey 9:18am

Schedule

Set important dates on a shared schedule. Subscribe to events in Google Cal, iCal, or Outlook.

Claire Final Outcomes

Autism Awareness Day

LGBTQ History Month

Social Media Calendars

AAD Calendar.pdf

IWD Calendar.pdf

LGBTQ+ History Month

Video 4.mp4

Video 2.mp4

Autism Awareness Day

Video

Light it up clips

International Women's Day

Video

Graphics

Footage and Content

Consent

Hockey - Antrim Images

Pitch Documents

Pitch Feedback Documents

Revised Pitch Documents

Brief Documents

Benchmarking

Brief

Sported Catch Up

Mia Dixon

My calendar

Sported Catch Up

8 November 2022 14:00 - 14:30

Join

Accepted

https://teams.microsoft.com/j/meetu...

Chat with participants

Mia Dixon

Organizer

What are you working on?									
Project									
00:00:00									
START									
Wed, Oct 12									
Total: 02:33:34									
4	Brief and Benchmarking	Project			10:47	-	19:09		02:33:34
	Brief and Benchmarking	Project			18:31	-	19:09		00:37:15
	Brief and Benchmarking	Project			16:43	-	17:31		00:47:50
	Brief and Benchmarking	Project			11:37	-	12:32		00:54:44
	Brief and Benchmarking	Project			10:47	-	11:01		00:13:45
Tue, Oct 11									
Total: 02:08:34									
2	Brief and Benchmarking	Project			15:49	-	21:14		02:08:34
	Brief and Benchmarking	Project			20:07	-	21:14		01:06:55
	Brief and Benchmarking	Project			15:49	-	16:51		01:01:39

53

Evaluation and Reflection

TEAMWORK:

I feel like Mia, Michelle and I worked really well as team throughout this process. Even though at the start of the year I didn't know them due to me coming straight from second year and them being on placement year it was really easy to get along with them, which helped when it came to communication throughout the project. We were able to communicate well by giving each other our opinions and any advice or help when needed. We all had our own skills which we used to develop the social media campaigns and I think it turned out really well which was down to us working well as a team!

APPLYING KNOWLEDGE AND SKILLS:

Throughout this semester and the process of creating to a brief for the community partner, I have been able to apply all of my skills and knowledge that I have learnt throughout my time so far studying Interactive Media from modules like 'Fundamentals of Digital Design' and 'Designing for Data'. During this process as a team, we were able to gather information, organise it and utilise the ideas during the different stages. I was able to use my skills in Adobe Creative Cloud which were essential when it came to creating our content for the community partner, using Illustrator, After Effects and Premiere Pro. As a team, we were all able to put our knowledge and skills together to make the right decisions throughout when it came to creating the final social media campaigns.

WORKING WITH A CLIENT:

This was a really great experience for me, as I didn't go out on placement year this gave me experience of working within a team with a client and working to a live brief. Working with the community partner was enjoyable, Judith was very helpful when it came to any problems we ran into and enthusiastic about what we were creating. She replied quickly so we weren't waiting around for responses and told us to email her if we had any problems. Using basecamp really helped us when working with the client, as we were able to make quick decisions when it came to communicating with her. I learnt a lot through this module when it comes to working with a client and overall really enjoyed it!

KNOWLEDGE OF SOCIAL ENTERPRISE:

Our preparing for placement modules gave us experience of what it

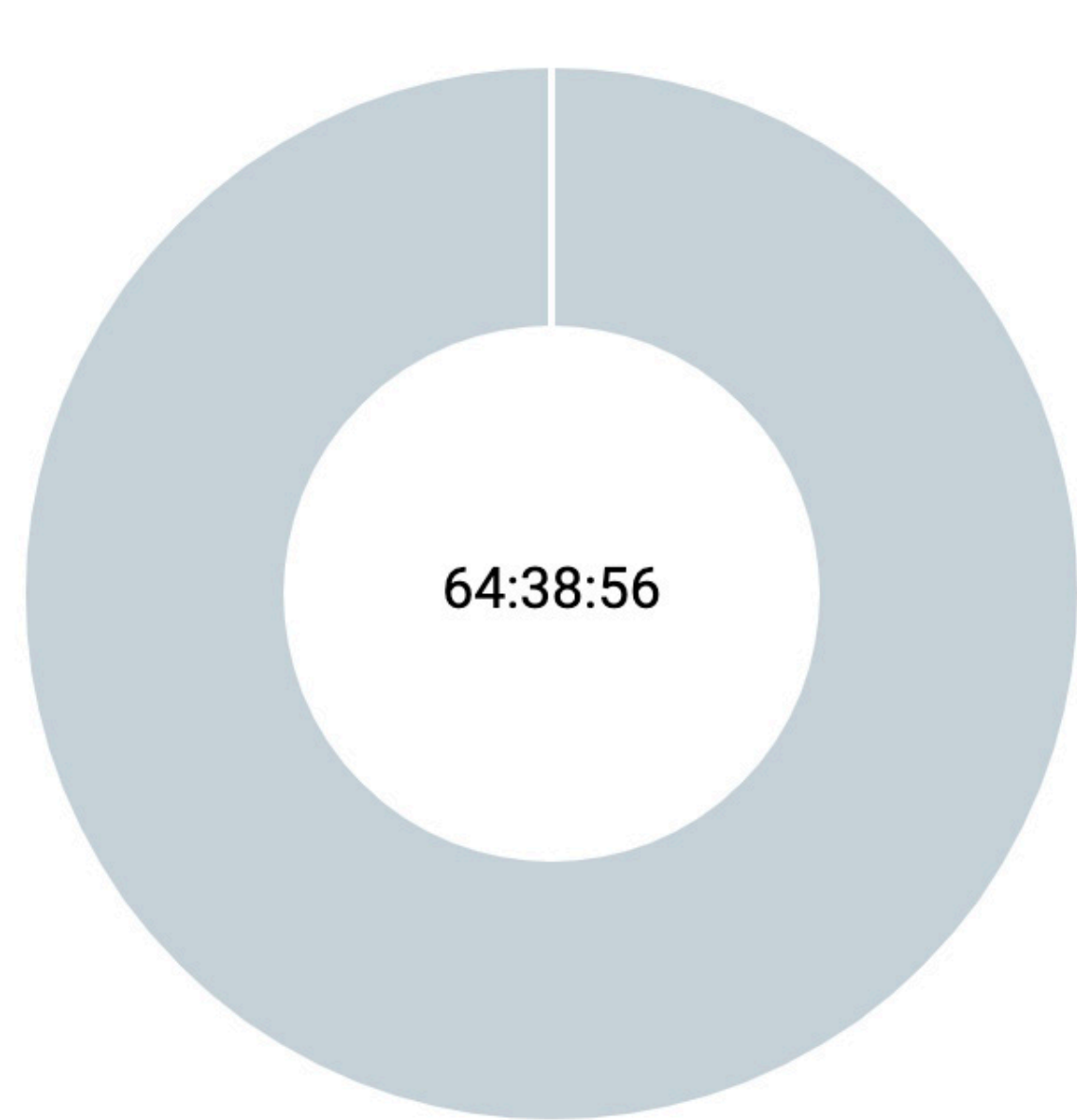
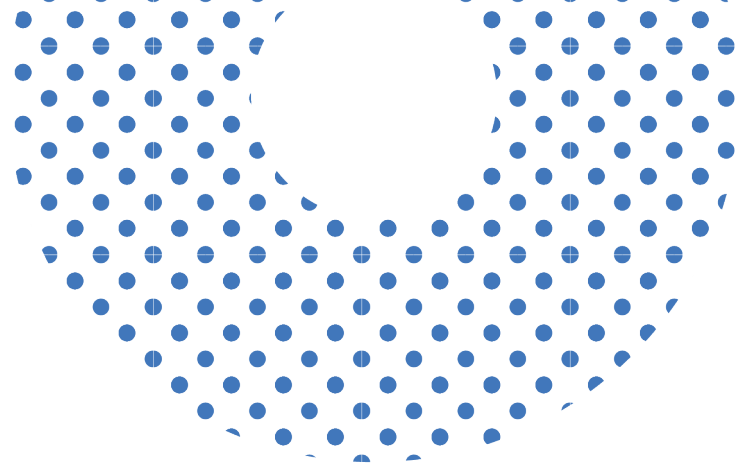
Evaluation and Reflection

would be like the work within the design industry, we are putting our skills we have learnt back into society by creating this brief. We were told about the skills that are important such as time management, communication and organisation. I feel like as a team using Basecamp really helped with these skills as everything was all in one place, we were able to communicate easily with each other, organise all of our documents professionally and also writing to-do lists and schedules really helped with our time management.

CONCLUSION:

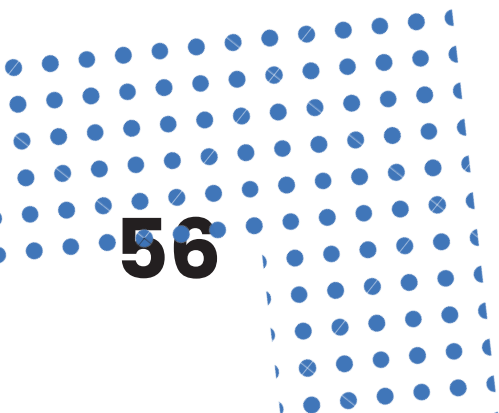
Overall this has been a positive experience and I am really happy with the final outcomes of the social media campaigns that we have created! I have found it exciting working with the community partner as part of a live brief, as well as working well within our group. It enabled me to show the skills that I have and improved on my organisation and time management skills. It gave me experience of what I could be doing after I graduate and finish the course. I feel like we all contributed equally to this project and created the best deliverables that we could!

Timings



Most tracked activities	All ▾
Production Log <ul style="list-style-type: none">(no Project)	24:18:31
Designing <ul style="list-style-type: none">(no Project)	22:36:45
Pitch <ul style="list-style-type: none">(no Project)	08:49:12
Brief and Benchmarking <ul style="list-style-type: none">(no Project)	06:11:16
Filming <ul style="list-style-type: none">(no Project)	01:15:00
(no description) <ul style="list-style-type: none">(no Project)	00:58:12
Meeting <ul style="list-style-type: none">(no Project)	00:30:00

I have used clockify as a way of tracking my time throughout the project. My total was around 64 hours, although I know that this is not accurate at all as it doesn't include all meetings or times where we worked in class or after class. This is because it was difficult to remember to turn on the timer every time I started working on something!



Final Feedback



Judith Rankin <j.rankin@sported.org.uk>



To: Mia Dixon

Thu 15/12/2022 15:56

Cc: Michelle Campbell; Bethany Rosborough; Hickey, Adrian; Claire Mulrone

Hi everyone,

Thanks so much for sending this through. I'm afraid I've only been able to take a quick glance though as I'm in back-to-back meetings... no sign of a 'wind down' here!

From my perspective, you've done a great job with the LGBTQ+ history month campaign, despite not having any photos from Sported groups. I think the icons have worked really well with this and brings a clear message.

ADD: I particularly like the jigsaw graphic with the mix of colour and b/w imagery

IWD: I feel the gifs could be really effective for this campaign. The graphics are really engaging too.

Sorry I can't provide any more in-depth feedback just now (I don't work Fridays) but there are no obvious gaps or things I'd change after a first glance. I appreciate the challenges you've had in getting out and about to film groups etc., so what you've shared has exceeded my expectations!

I'm at my desk on Monday if there's anything urgent before you 'submit', but well done – I hope you can all enjoy a great Christmas break too!

Thanks,

Judith

After we had submitted our final files onto basecamp, we also sent them over to Judith to get her opinions and any feedback. Although she said she was busy and couldn't provide in depth feedback – she said what she liked about each campaign and there is no obvious gaps or things she would change at first glance.

Judith also said that what we shared with her had exceeded her expectations!

Bibliography

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