



PRODUCTION LOG



BASKETBALL NI

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B00809893

MED526 PROJECT SOCIAL

CONTENTS

INTRODUCTION PAGE 4

- **SPORTS FORUM NI PAGE 6**
- **FIRST MEETING PAGE 8**
- **BASKETBALL NI PAGE 9**
- **CLUBS PAGE 11**
- **SECOND MEETING PAGE 12**

RESEARCH PAGE 14

- **SOCIAL MEDIA RESEARCH PAGE 15**
- **VIDEO RESEARCH PAGE 20**

BRIEF

- **COMPLETED BRIEF PAGE 23**
- **BENCHMARKING PAGE 30**
- **RESPONSES PAGE 34**

PROJECT MANAGEMENT

- **CLOCKIFY PAGE 36**
- **TIME KEEPING PAGE 37**
- **SCHEDULE PAGE 38**
- **MEETINGS PAGE 40**
- **COMMUNICATIONS PAGE 46**
- **REVISED PITCH PAGE 70**

CONTENTS

PITCH

- IDEAS PAGE 54
- BRAND GUIDELINES PAGE 56
- STORYBOARD PAGE 62
- SOCIAL MEDIA TEMPLATES PAGE 66
- FEEDBACK PAGE 68
- REVISED PITCH PAGE 70
- FINAL DESIGN PAGE 75

PRODUCTION

- FILM PRODUCTION PAGE 77
- MOTION GRAPHICS PAGE 82
- SOCIAL MEDIA TEMPLATES PAGE 86
- PHOTOGRAPHY PAGE 87
- COMMUNITY PARTNER FEEDBACK PAGE

88

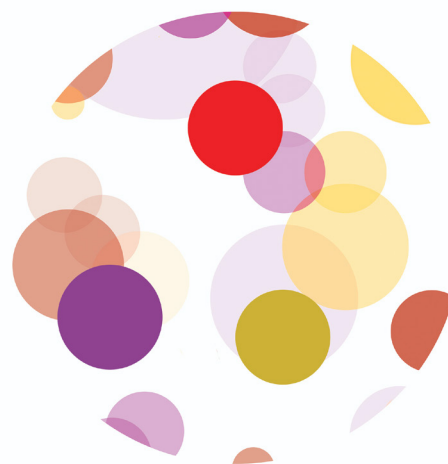
FINAL PIECE PAGE 91

BIBLIOGRAPHY PAGE 96

INTRODUCTION

Project Social involves partnering social media students with community partners to complete interactive media projects. Project Social is a double award module that allows students to become independent media producers using skills obtained through placement and the modules studied in year 1 and 2. The objective Project Social is to allow students to develop their individual media skills in a group environment with the guidance of Adrian Hickey as creative director and Claire Mulrone as project Manager.

As part of Project Social my group was partnered with Basketball NI and tasked with promoting the sport of basketball to women. Our group consisted of Sarah McGarrity, Noble Moncy and myself. Throughout this partnership our group worked alongside existing female basketball teams: the Newry Fliers and Antrim Jets. Initially our group held a meeting to help identify each other's skills and strengths and we agreed that a project based on photography, film and social media would best suit are skillsets.



The Science Shop
Knowledge • Ideas • Results



INTRODUCTION



Initially our group held a meeting to help identify each other's skills and strengths and we agreed that a project based on photography, film and social media would best suit are skillsets.

Subsequently, Claire and Adrian presented 11 projects for community partners all of which required different media skillsets to produce the final project.

As a group, we made a selection of 3. Our first choice was partnering with NI Sports Forum with The Daily Mile Network NI being our 2nd choice and Leander Swimming Club as are final choice. Sports Forum NI was highly

Sports Forum NI was the preferred choice of several groups however the partnership was ultimately awarded to our group because of our skillset and the experience I had already achieved through my current job in the sports industry as Sports Ambassador in Ulster University and through my previous placement within Ulster GAA. I understood the flexibility needed for this project and how to obtain a strong presence on social media through film and photography.

The Sports NI Forum project was to give a visual identity to women's sports and to capture the work that goes behind the scenes. We were tasked with using the creative media outputs of film, photography, and adobe to capture sports activities across the North and to advertise through social media platforms. The main focus for the Sports NI Forum being an "Independent Voice of Voluntary Sport in Northern Ireland".

ABOUT SPORTS FORUM NI

Sports Forum NI currently work with over 70 sports organisations including Ulster GAA (where I undertook my previous placement). Originally the main focus of the project with Sport Forum NI was to create a visual identity of women's sports in line with the company's manifesto. Sports Forum NI aims to provide gender inclusivity and to give better facilities to women, ultimately increasing the investments in sports and events.

Our first meeting with Sports Forum NI took place on Thursday 12th October with Richard and Niamh using Microsoft Teams. The meeting was led by the project manager, Claire Mulroe with the purpose of gathering a better understanding of the project, it's size and to discuss deadlines. Taking all aspects into account, it was agreed that the project should focus on a single club within Sports Forum. A range of sports were discussed including boxing and basketball. On 13th October Claire confirmed that the partnership project would be Basketball NI and would follow a similar, but more focused, criteria as Sports Forum NI.

<https://www.nisf.net>



New and Improved Sporting Facilities

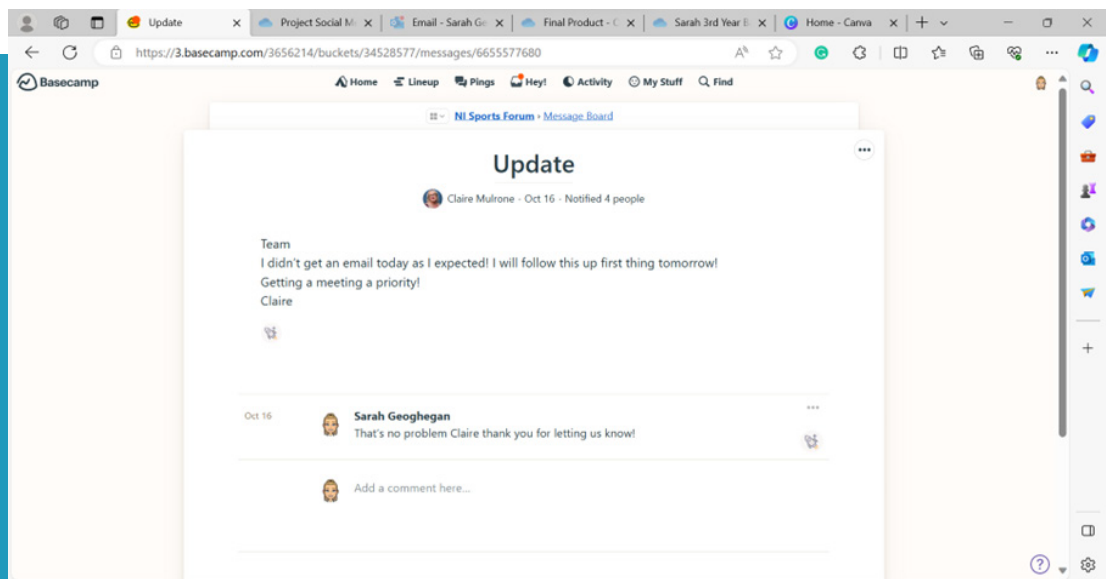
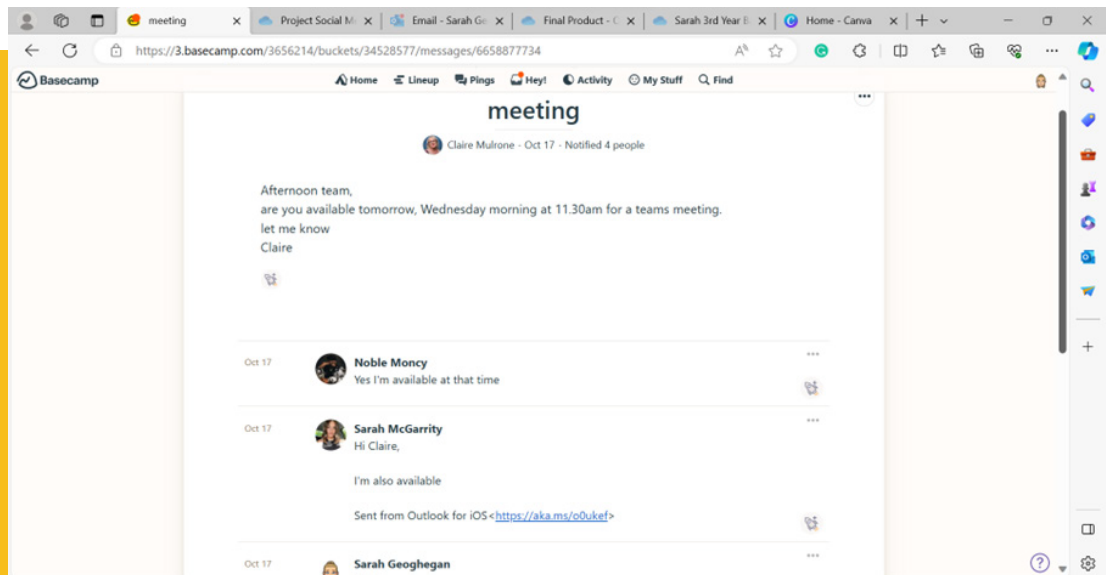
Increased Investment In Sport

Support For Event Bids

Female Sport

BASECAMP RESPONSE

p. 7



FIRST MEETING

Claire Mulroe chaired our first interview with Sports Forum NI with the objective being to establish what they wanted to gain from the project. Before entering the meeting, Noble, Sarah and I had collectively researched the organisation to gain some background knowledge on the forum and its umbrella clubs. Using a benchmarking process, I worked on 2 different sporting bodies - Cycling Ireland and Ulster GAA, researching good practice within the world of sport.

Sports NI proposed working with small to medium organisations. They proposed that the work would be to provide profile-raising material to promote their sports through a social media piece which would encourage others to become involved. The task presented was to capture the impact of the organisations on the governing body.

Given the time frame and the lateness in the season the Chairman (Claire) queried whether there was any existing footage that could be utilised however it was determined that this was unlikely and agreed that as part of our project we would have to go out and capture the content for ourselves. Our first meeting concluded early as the Sports NI representatives said there were several clubs in mind for this project but this would have to be but due to the timeframe these needed to be sifted.

Correspondence was subsequently received advising that Basketball NI became the selected company for our 'Project Social' therefore turning a project for Sports Forum NI to a project for Basketball NI.

BASKETBALL NI

p. 9



1200 PLAYERS



18 CLUBS



23 TEAMS

BASKETBALL NI

ABOUT BASKETBALL NI

Basketball

Northern Ireland



Basketball NI is a voluntary organisation working under the umbrella of FIBA, the International Basketball Federation which is the world governing body for basketball. Basketball NI have 18 clubs with 23 teams and 1,200 registered players. They hold 522 games annually.

Basketball NI promotes and delivers the sport of basketball and physical recreation, throughout Northern Ireland with women and junior Basketball being the focus of this campaign. This ultimately results in improved physical health and wellbeing.

Basketball NI strive to raise awareness of the game in all its forms and identified 2 of their 23 clubs, (Antrim Jets and Newry Fliers) as being ideal candidates for this promotion. The objective of our project was to raise the selected club's social media presence to encourage new players of all abilities to participate in games and events.

Basketball NI were amenable to the idea of new promotional videos along with a social media campaign which would remain accessible, post project, for volunteers to adapt. The agreed project was to include brand guidelines, new slogans, action shots, social media templates and a promotional video - using creative media outputs of film, photography and Adobe. These would capture the sports activities across the North and advertise them through social media platforms.

ABOUT THE CLUBS



ANTRIM JETS

Antrim Jets first began as an American football team playing in the Irish American Football League. As a result of the success of the American football team it was decided to float the idea of a basketball team within Antrim town. The club was founded post-Covid to deliver a cross community sport for all ages in Antrim Leisure Centre. The club has a strong presence within Antrim and the aim of our project was to create a social media approach to help them engage with their supporters.



NEWRY FLIERS

In contrast to Antrim jets, Newry Fliers basketball has been operational for over 30 years. Regardless of age or gender, they provide training in the Abbey Christian Brothers Secondary School. While participation in men's basketball has remained strong, the female following of the game has rapidly decreased. Young girls tend to drop out of the sport once they are in their mid-teens. The aim of our project with Newry Fliers was to help promote their female sessions by documenting training and games using

SECOND MEETING

Our 2nd meeting took place on the 18th of October. Once again, Claire Mulroe, (Project Manager) conducted the meeting. The objective of this meeting was to gain a better understanding of Basketball NI and develop ideas on how we could promote their sport. Lauren McCullough, Club Engagement Officer attended to represent Basketball NI. The original deadline for this project was 19th of October which gave a very tight turnaround with the expectation to create something to professional standards.

Lauren advised that the juniors' basketball had a strong following and Antrim Jets junior teams will be affiliated next year. Basketball NI would like content to help promote ladies basketball. The basketball season runs from September to March and Lauren asked for two promotional videos for the two confirmed clubs - Newry Fliers and Antrim Jets - to enhance their social media presence through a social media campaign.

The target audience for the video was parents on Facebook and players of other sporting industries who could participate when their sport is off-season e.g. Gaelic players. Lauren emphasised that the club's social media is used primarily by its volunteers so the content must be easy to understand, quick and straightforward to use. She added that video content on Basketball NI social media is more commonly used therefore Basketball NI would like to take this approach with the individual clubs. (Although a note that action shots were more viewed on social media than videoed content at the time of benchmarking). Claire, our Chairman, made it clear to Lauren that we would need permission to film on set. This was signed off.

*As an additional precaution, on 27/11/2023 I personally contacted the clubs via Facebook Messenger to ensure it was okay to film and that all safeguarding issues were met. Each club assured me that at registration stage, members had already signed documentation permitting photography and film.

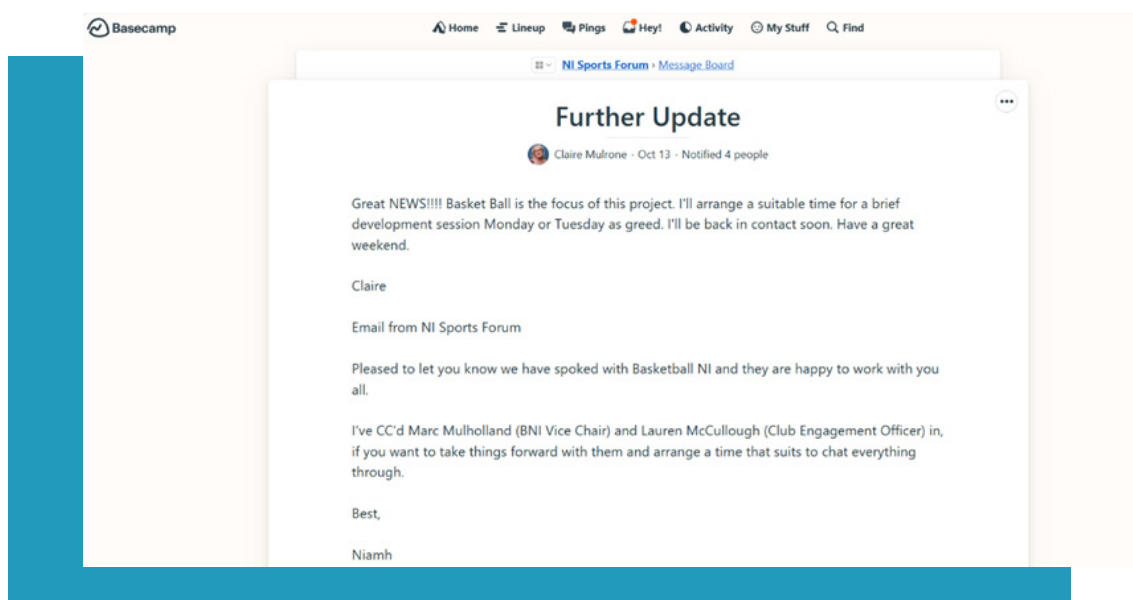
Given the limited timescale for this project, the Chairman (Claire), again queried whether there was any archived footage that could be feasible however it was determined that this was not the case.

SECOND MEETING

Lauran (Basketball NI) advised that Newry Fliers want to promote the women's and junior girls basketball and encourage them to stay as 14-16 year old girls tend to fall away from sport. She stated that a key date is the 8th of March which is International Woman's Day. It was suggested that International Woman's Day would be the launch of the Newry Fliers video and it would be placed on the Basketball NI profile. Lauren suggested the team should come up with taglines that can be adopted into the design. We discussed graphic templates that can be edited on Canva to allow the clubs to edit.

As Newry Fliers and Antrim Jets are in the same division it was apparent that the teams would, at some stage, have to compete with each other. I suggested that a speaker be assigned to this game as it would be useful to have someone discussing the clubs in the background. This was agreed. Lauren (Basketball NI) also suggested a target audience of GAA players as it's the off season which allows them to work their skills into basketball.

It was agreed that as a team we have to collectively create a social media campaign using film, photography and graphic design work to improve the profile of the Antrim Jets and Newry Fliers. In the outcomes there must be clear brand guidelines along with examples of what social media posts should look like. This would assist in the future creative process post Project Social. The video created must have a clear start and end depicting the selected topics of Junior Basketball for Antrim Jets and Ladies Basketball for Newry Fliers.



RESEARCH

In determining the research method of our project, we had to understand what our community partner (Basketball NI) wanted to gain from our skillset. Using the research methods from MED 109 - the fundamentals of digital design - allowed us to understand what Basketball NI represented in the sporting community.

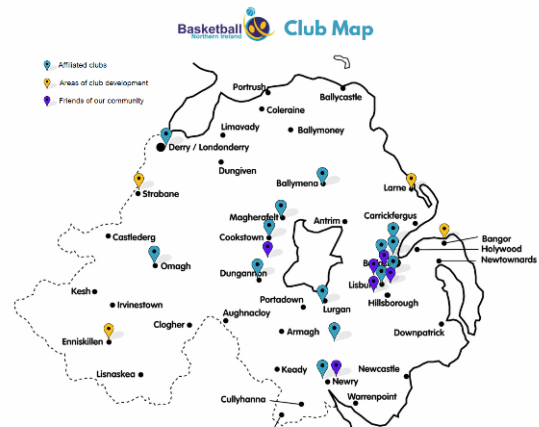
The work we create and put into the world have an impact therefore the communication must be correct for the audience we want to gain. Baldwin & Roberts (2006) This commenced the research process to comprehend other successful sports within Ireland and the UK. Basketball NI is a well-established platform with multiple social media channels including Linked In and Facebook. Our group determined that the video created would need to suit all platforms of social media and therefore a professional production was essential.

Our group determined that our knowledge of film and tv production from MED 110 cinematic practice would come into play. The academic reading from our first years 'Film Makers Eye - Principles of Composition', allows us as a team to collectively create an approach to the brief, demonstrating the types of shots, we plan on creating. Mercado, (2011). This helped to influence our choices in the benchmarking process - to focus on well-established sporting industries within the UK and Ireland.

At the outset of the benchmarking process, our group believed the project was to produce a video for Basketball NI and therefore Noble, Sarah and I researched the company and their principals. The first meeting with Basketball NI began after we had already started the benchmarking process in class. The benefits of this were twofold. It was to prevent us from falling behind in Project Social and secondly it would be preparation for the meeting with our community partner and enable us to influence things such as their brand in the video. Although the project changed from creating a video for Basketball NI to a Social Media campaign with brand guidelines, action shots, social media templates and a video to promote both Newry Fliers and Antrim Jets, the information was adapted to ensure the benchmarking process created still met the requirements.

<https://pin.it/463scOb>

RESEARCH



After the meeting I started to do external research on the two clubs to gain a better understanding on their social media channels. I establish from the Clubs section on Basketball NI website, that Facebook was the target for social media. Taking a look at Newry Fliers and Antrim Jets Facebook page I began the benchmarking process on what I could improve on their channel. I also created an additional benchmarking process on the company's social media campaigns to achieve better knowledge on how these could be improved.

ANTRIM JETS SOCIAL MEDIA

Antrim Jets social media consists of multiple Facebook posts per week. The posts lacked a uniform approach and the focus was on photographs taken on mobile phones. Although the media page was created in 2020, it had a low following and what was needed was better engagement with the local area as well as a broader spectrum of involvement from other clubs.

After analyzing their Facebook presence, the approach I identified that in order to improve their social media the following would be required:

- Action shots
- Social media templates
- Videos and clips that can be made into a reel if they expand their social media to Instagram.
- A short advert to promote the club.

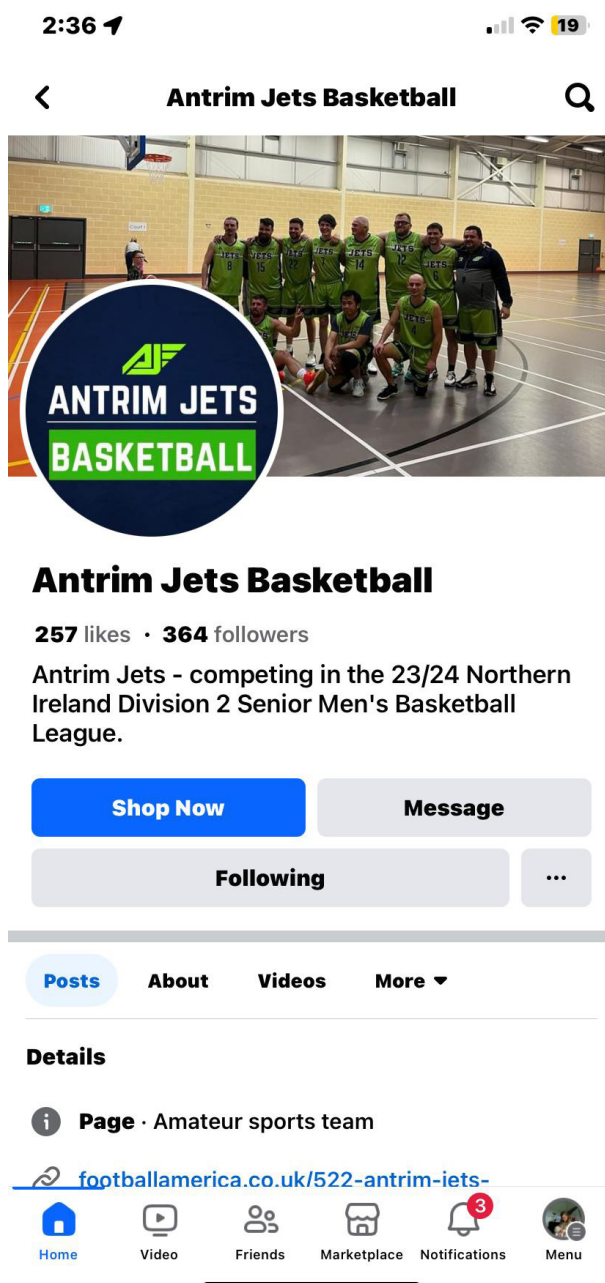


NEWRY FLIERS SOCIAL MEDIA

Newry Fliers social media consists of Facebook posting however this is irregular in nature. Newry Fliers social media platform needs improving due to a lack of frequent relevant posts. The template they used for their fixture posts was created using a mixture of a Word document with the wrong format for social media posts. Similar to Antrim Jets, the top performing posts are the action shots taken of the team.

After analyzing their Facebook presence, the approach I identified that in order to improve their social media the following would be required:

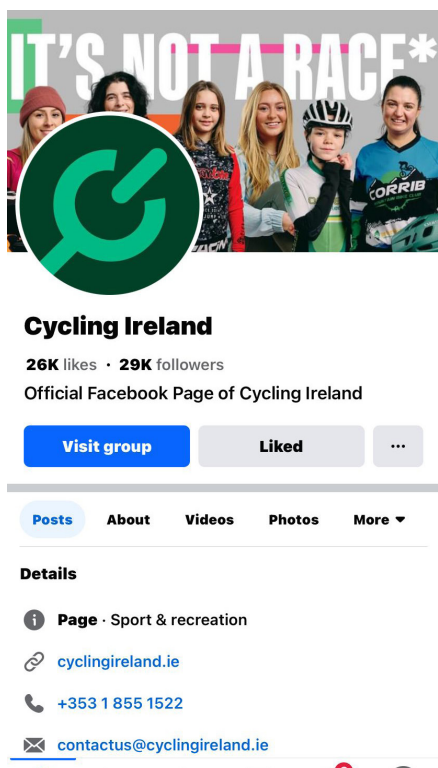
- Action shots;
- Social media templates; and
- Video to promote women's sport as there is no current promotions.



CYCLING IRELAND

Cycling Ireland was the ideal choice for the benchmarking process. Developed in 1987 as the National Governing Body for cycling on the island of Ireland, it is recognised internationally by the UCI and UEC. With a membership of over 26,000 people and nearly 500 clubs, Cycling Ireland sanctions approximately 1,000 events and manages more than 200,000 event entries annually. The organisation aims to develop an island enriched by cycling.

Cycling Ireland and Basketball NI have the same goals of being inclusive sport organisations focusing on participation and performance and creating an environment for investment of resources in the development of the sport. This meant that we could investigate ideas from Cycling Ireland with the outcomes of Basketball NI and adapt the ideas into our own work. Cycling Ireland have successfully built their platform and therefore I believe we could embed the attributes and theories of their platform to Antrim Jets and Newry Fliers.



ULSTER GAA

As my second choice for the benchmarking process, I selected Ulster GAA. Ulster GAA is a provincial council consistent of nine counties for GAA sports including Gaelic football, hurling, camogie and handball. Established in 1884 the GAA follow similar policies to Basketball NI as a strictly non- political party, anti-sectarian, and anti-racist organisation. The organisation is committed to the value of respect. Ulster GAA supports the activities of over 250,000 members, 584 Clubs and 9 County Committees. The work undertaken by Ulster GAA has the same structure needed to achieve the objective of our project i.e. consistency in social media posts and videos created following transmedia storytelling.


In our first meeting with Basketball NI, their representative (Lauren) stated that since the GAA where off season she would like to appeal to the community and influence them to keep up their skills in the off season by taking up basketball. Thereby confirming that the benchmarking choice was correct.




VIDEO RESEARCH

To begin the benchmarking process, I went into the most popular videos of the selected companies i.e. Ulster GAA and Cycling Ireland. My research determined that the required video should contain a message that would remain relevant even post-project. The video needed to provide a clear representation of what the clubs do for their area, showcasing the skills they have developed in basketball and outlining the possible prospects of the sport.


Posts
About
Videos
Photos
More ▼



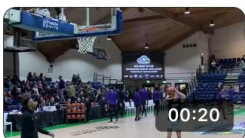
Lurgan Primary Schools Blitz Day
...
9 months ago · 154 views
9




Lurgan Primary Schools Blitz Day
...
9 months ago · 189 views
14




Lurgan Primary Schools Blitz Day
...
9 months ago · 90 views
4



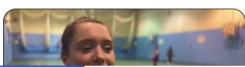
Basketball NI would like to give our Vice Chair Marc Mulholland...
1 year ago · 729 views
32



Basketball NI 3x3 crew are wishing the best of luck to all a...
1 year ago · 464 views
41



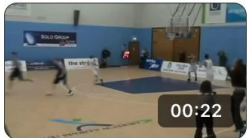
Heavy winds at Clapham Common courts today but our...
1 year ago · 545 views
18



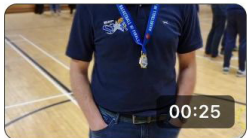
Hear from Charlie McGrath as she talks about this weekends...

Posts
About
Videos
Photos
More ▼


All videos



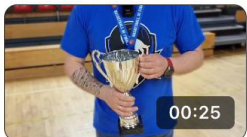
SOLD OUT DERBY THIS FRIDAY
...
1 month ago · 1.3K views
39




Belfast Star Basketball Club U18's Coach !!!
8 months ago · 710 views
41



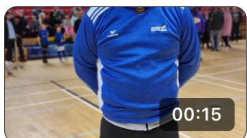
Blackwater Steelers Basketball Club Head Coach af...
8 months ago · 1.1K views
44



BC Wolves assistant coach with a message for the next ye...
8 months ago · 542 views
31



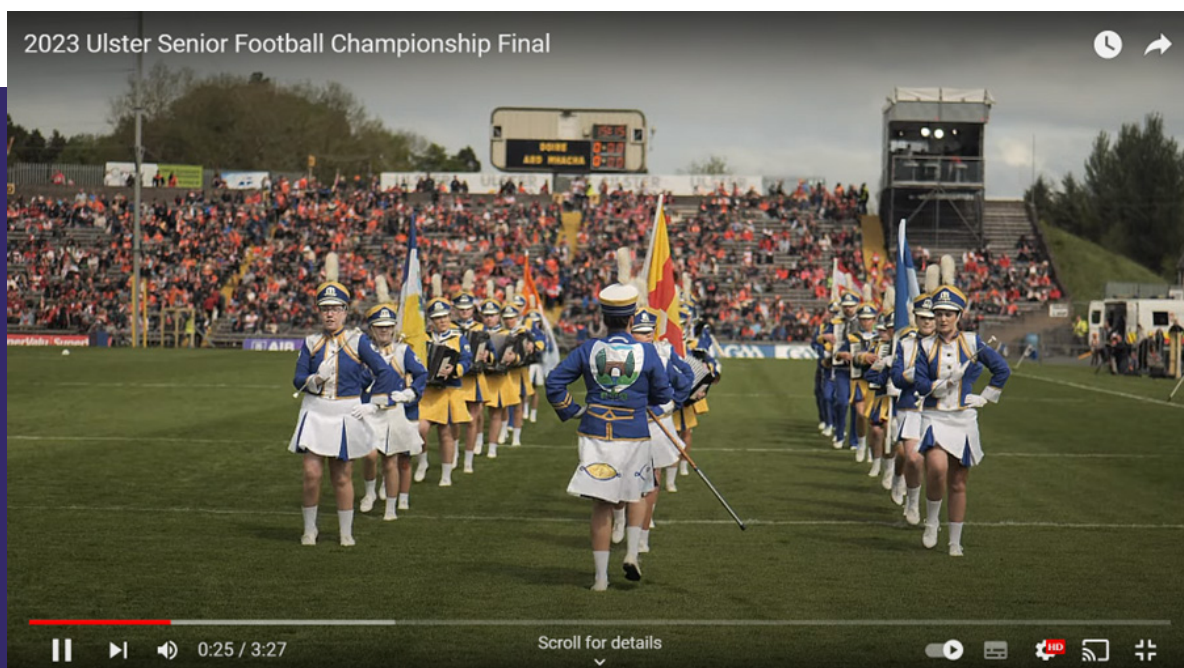
Drogheda "Wolves" Coach with a message to all from the...
8 months ago · 1.1K views
27



A word from Newry "Fliers" Basketball club coach after wi...
8 months ago · 602 views
40

ULSTER GAA

After analysing multiple videos of Ulster GAA, I focused on the Ulster GAA Senior Championship in Clones between Armagh and Derry as it was the most current video and had the highest rate of engagement. This video has been executed in a professional manner following transmedia storytelling. The video has a clear start to the story beginning with the county flags, showing a visual without using graphics on exactly who is performing in the game. I would ideally have liked to capture a similar shot in a basketball situation, however basketball does not advertise their clubs with flags. Instead, I planned on capturing the back of the players' jerseys. The quality of the video is of a high standard which adds to the professional approach along with royalty free music and background audio from the experience. This all adds to the story telling narrative. This video does not have any interviews which I believe to be effective in this instance as it allows the story to flow without a break in the video.



CYCLING IRELAND

Cycling Ireland have a range of videos on their social media platforms but all vary in quality and ideas. The video selected showcases behind the scenes of Cycling Ireland's 2016 competition. This video lacks high definition film but is the top video on Cycling Ireland's social media after seven years. The video has poor lighting however this could have been the result of poor weather or poor flood lighting at the venue.

This video however, used elements that would be relevant to the community partner such as creating effective interviews with management. The interview would include a discussion on what the club are doing for juniors and women as this is a timeless method. Additionally, focusing on capturing game content would add a more competitive element to the sport.



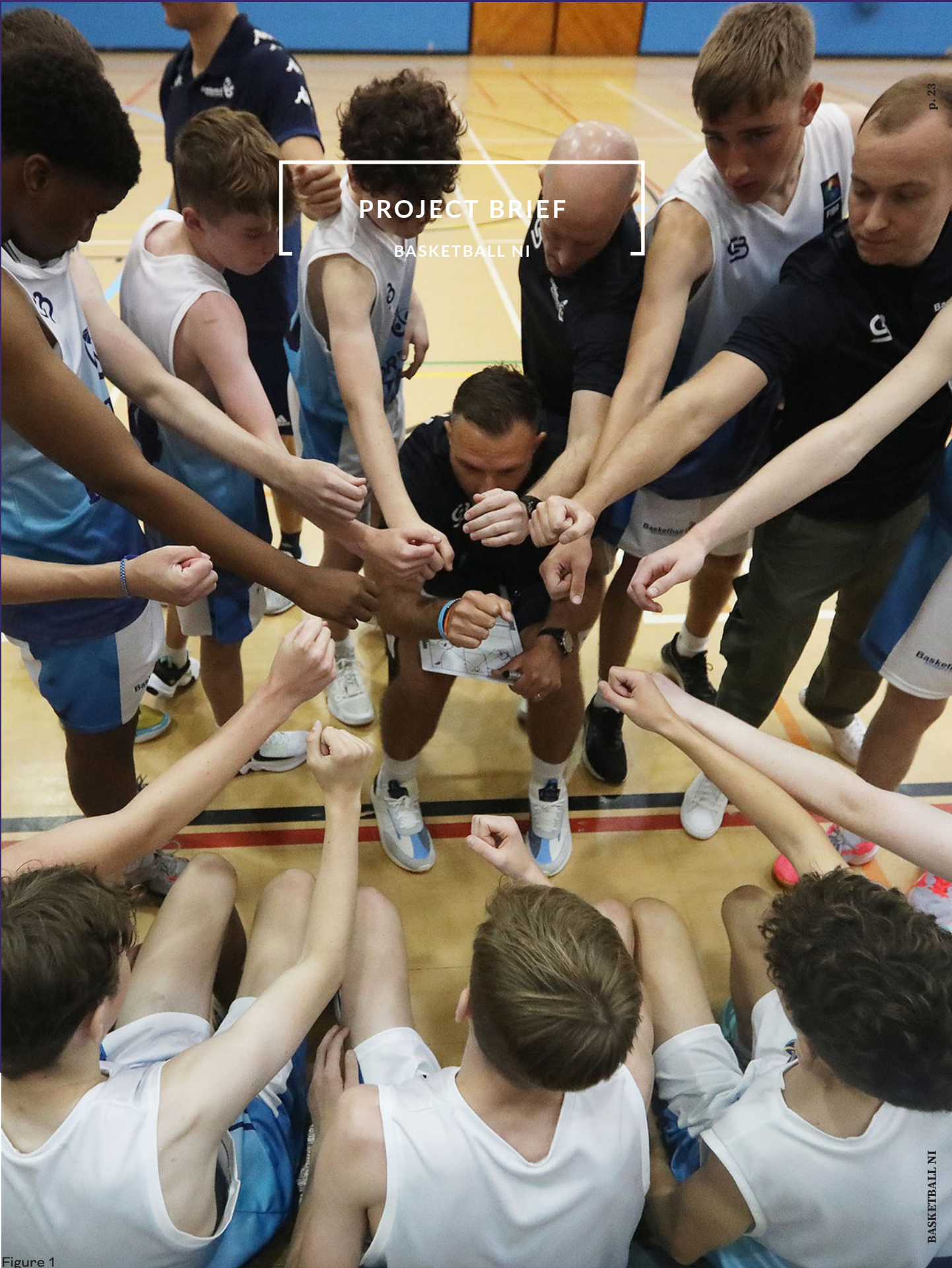


Figure 1

COMMUNITY PARTNER

Basketball NI exist to promote and deliver the sport of basketball and physical recreation, in Northern Ireland. Basketball NI is a voluntary run National Governing Body of Basketball whose membership consists of 23 Club Members who work to grow the sport of basketball. They are the recognised governing body in Northern Ireland working under the umbrella of the FIBA recognised National Federation of Basketball Ireland. Basketball NI is a member of the Northern Ireland Sport Forum, working with over 70 member NGB's and organisations drawn from right across the sporting sector.

Basketball NI are open to the idea of new promotional videos and social media campaigns, including new taglines and slogans, for 2 of their club members, the Antrim Jets and Newry Fliers. During our research we found that the Belfast Celtics were named after the Boston Celtics and were a very successful college team at St Malachy's which had won a few schools All Ireland Championships. From 1961 – 1962 through to 1964 – 1965 the Celtics represented Ireland in the European Club Championships as the Irish Champions. The 1963 Belfast Celtics went down in history as they went toe to toe in the FIBA European Cup vs Real Madrid match watched by more than 8,000 fans in the Kings Hall venue in Belfast.

ESTABLISHED

Basketball NI was originally established in 1955 as the Ulster Basketball Association

CLUBS

Basketball NI is a voluntary run National Governing Body consisting of 23 Club Members.

NI SPORTS FORUM

Basketball NI is a member NI Sport Forum, working with over 70 member NGB'S

MISSION

Basketball NI aim to grow the game in all its forms providing us with 2 of their 23 clubs to help promote their awareness within female and junior basketball.

ANTRIM JETS

Following in the footsteps of Antrim's Cobras and Bulldogs teams, Antrim Jets American Football team was founded in 2015 and are a cross-community amateur side playing in the Irish American Football League. They have recently set up a basketball team, providing senior men training sessions. They want to provide under 18 training and want help to promote this through their social media channels.

NEWRY FLIERS

The Newry Fliers are a well-established Basketball club, they provide training for juniors, right up to senior, male and female. They have found the impact of COVID-19 has effected them drastically and want our help to promote their female training sessions they again, through their social media channels by providing a social media campaign for International Women's Day happening on the 8th of March 2024.



Figure 2

THE PROJECT

The main goal of this project to encourage juniors and females to start playing basketball using social media marketing. We will create short video and show reels to these target audiences.

Basketball NI currently have 18 men's clubs and 5 women's clubs during the season which started in September. They want to expand the established clubs to the desired target audience so they can get more club members. During the meeting the team and the community partner decided to take two clubs and focus on getting engagement from the junior and senior communities (Antrim Jets/Newry Fliers).



Figure 3

TARGET AUDIENCE

NEWRY FLIERS

The primary target audience for the Newry Fliers is females from young children and up, mainly focusing on teenagers. The secondary target audience is parents of young children to help get them involved. The Newry Fliers aim is to project female sports within basketball and to reflect the importance of playing a sport in their teens.

NEWRY FLIERS

The project is to create a social media strategy for Newry Fliers. In this strategy we plan on creating templates that is accessible for volunteer use. Along with the templates there will be a guide to explain how to use this effectively to encourage good practice. As a team we want to deliver video content and instagram reels that represents the club using good cinematic practice. Newry Fliers have both a female team and Junior team which allows for multiple videos to be created aimed at parents and women.

ANTRIM JETS

Antrim Jets are a new founded club and therefore we will create a social media approach to help them expand. The club has a new junior team which is joining Basketball NI, creating an opportunity for us to market what the club is about. Along with this Antrim Jets have an aim of recruiting more woman to participate in the sport. The way this will be delivered is by creating short videos and reels along with social media templates that allow the club to have a uniformed approach on their personal social media channels. The video's produced at the end will include basketball matches, interviews, and voice overs.

ANTRIM JETS

The primary target audience is junior boys. Secondary target audience of parents of the young children to get involved and for individuals to allow them the opportunity to train and develop their skills and knowledge. This will allow development of a team that is fit for purpose by promoting participation deliver the participation opportunities.

DELIVERABLES

1. Promotional videos
2. Motion Graphic
3. New tagline/ slogan
4. Social media template
5. Social media campaign
6. Photographs



Figure 4

This project aims to provide providing a strong social media campaign that allows both clubs to increase their brands image. Ulster University provide media experts through Project Social therefore this is not billable work. The team will perform efficiently and effectively producing content that will be reusable in future campaigns. While this project has no formal budget, the following indicative costs allow Basketball NI insight into social media channels paid advertising should future budgets allow.

Social Media - Boosting a single post via business Facebook meta can increase the reach of the audience between 400 <1.4k accounts. The starting price of this method is £30 for a duration of 5 days.

Social Media -Creating an advertisement over 5 days via Facebook meta business suite can range from £5<£75 total. This can promote to an audience of 126 people per day to 1.8k people per day depending on the investment.

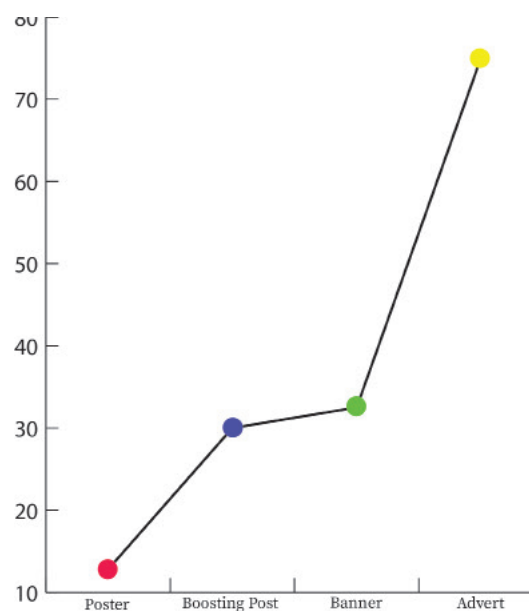
Print -Digitalprinting.co.uk sell 'bronze level' roller banners for £32.50 with the option of bulk buy.

Print -Bonus Print average sized posters to print is £12.80.

Music - Any music used for showreel videos must be royalty free.

Other - Any another marketing materials to be quoted (please note price may modify when purchasing)

BUDGET



TONE, MESSAGE AND STYLE

Creating the content for Basketball NI selected clubs Newry Flier and Antrim Jets, the main focus is to create videos and short reels to advertise the sport. The main objective is to create a point of focus that allows the audience to interact and engage with the sport with an overall aim to increase the sports players.

NEWRY FLIERS

Newry Fliers are an established club that needs to be promoted. The tone of the content is to motivate and engage young people into trying Basketball while increasing the following of the sport to help recruitment in junior and women's basketball. The video must communicate to the audience, showcasing the sport in a promotional perspective that encourages involvement. The club has been established for over 30 years therefore the content must express the success of Newry Fliers and therefore the look of the content will be consistent across the font, colours, and layout.

ANTRIM JETS

Antrim Jets are a newfound club based at Antrim's Leisure Centre. This campaign is to advertise what the club does, through the documentation of activity within Antrim Jets. Promotional material such as Instagram reels will be created with a main focus on inspiring other women to get involved. A theme of encouragement will be made through the work already performed within the club. Antrim Jets have a junior team which seek new members, therefore there will be video based content aimed at parents demonstrating the importance of the sport and encouraging them to get their children involved. The volunteers will receive a social media template that allows the club to have a consistent message which will enhance the clubs' image. Individual brand guidelines will be created for each club highlighting on the brands colour, font, and layout.

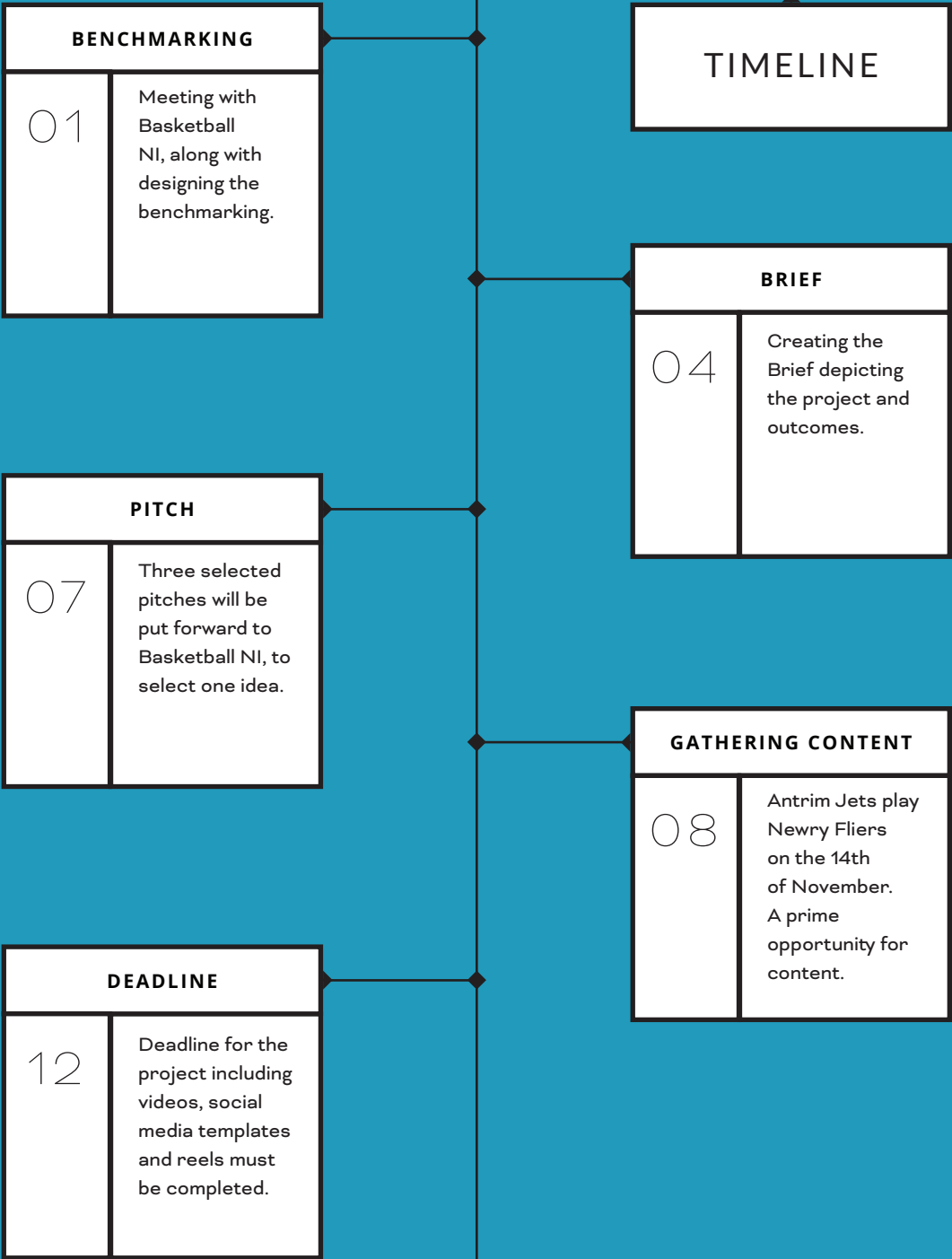
TIMELINE

The team are required to create three different pitches for the community partner. When created our selected pitches will then be presented to Basketball NI in Week 7. This pitch will let Basketball NI to see the potential work that can be done and must select the preferred creative direction for the project. After the pitches are done, we will then be ready for the shooting stage of the project.

On week 8 both Antrim Jets and Newry Fliers are set to play against each other on the 14th of November which is an excellent opportunity for the team to assemble the shots we need for most of the videos and reels.



On week 12 we would be finishing the editing of the footage and updating the social media channels including all new creative elements developed through the project.



MEET THE TEAM



NOBLE MONCY

After concluding a one-year placement visit with Ann's social Media department, I was actively contributing and pushing out social media campaigns. Through this valuable experience I have found that I have a heavy interest in the skills I picked up and been able to develop these skills in photography, film, editing, creating graphics and more.



SARAH MCGARRITY

I love the creative side of things, so I knew that creating social media templates would be fitting for me. After completing a placement year in a Radio Station I have gained a strong set of skills when it comes to editing audio and videos together.



SARAH GEOGHEGAN

While working in the sporting industry as a Communications Executive Officer, I realised that my forte lies in photography, film and graphic design. I take pleasure in combining these to create a production which promotes the community partner in lines with the objectives of Project Social.

Each member has a different desired skillset which we have developed over the years studying and each member has had the opportunity to experience skills during their placement visit last year. Under the supervised of Claire Mulrone and Adrian Hickey this project will be successful.

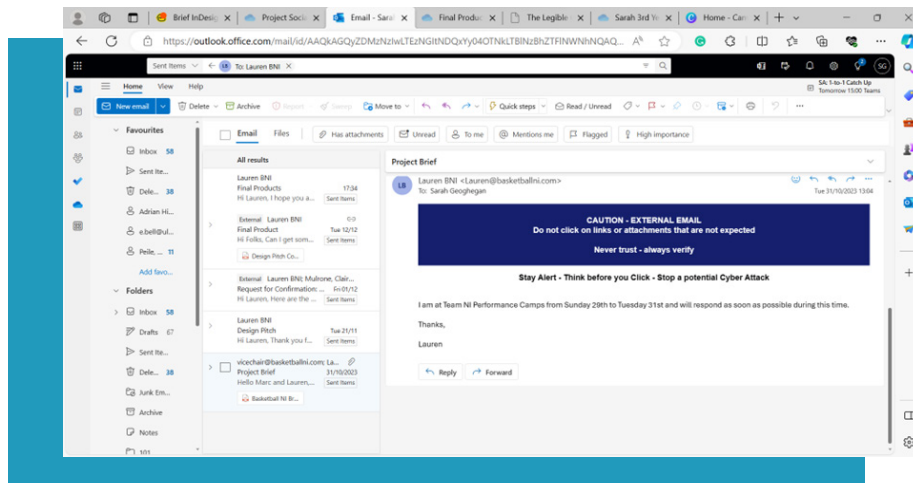
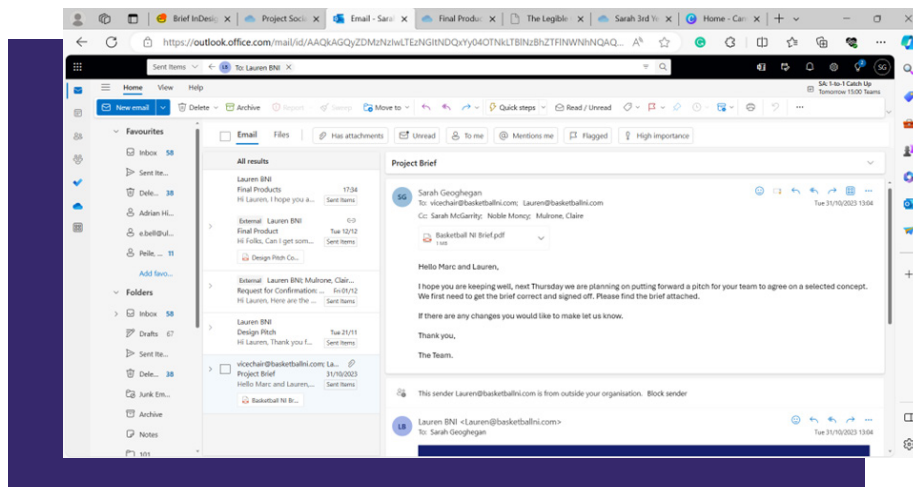
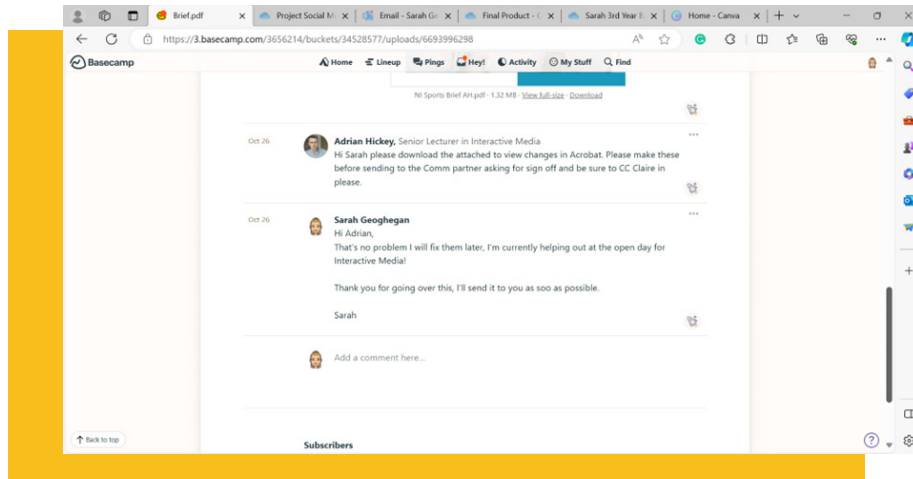
Category	Feature	Cycling Ireland	Ulster GAA	England Boxing	The
Use of advanced editing and filming techniques	Transitions	The use of straight cut transitions throughout create sharp connections between key points in the scene. The use of multiple scenery shots throughout the day creates great storytelling.	The use of jump cut transitions throughout create a movement in time which highlights key parts in the video. The use of slow motion transition freezes time contrasting the jump cuts adding a focus point to the video.	Throughout the entirety of the video it is straight quick jump cuts to a different clip. The use of the quick jump cuts is very engaging for the viewer as they can see what exactly is going on within the club.	Mostly quick cuts to a different highlights of the golf like a comparison was used.
	Lighting adjustment (shading, vignette, etc.)	Consistent use of natural lighting throughout, as daylight falls external lighting would be needed.	Consistent use of natural lighting with consistent exposure. The sun is used as a backlight preventing the need for external lights. The audience is used to add shading and contrast in the scenes.	The lighting adjustment during the video is sharp since it was shot inside the club there was not much need to bring in external lights. The subject being interviewed is also clear.	Some parts of the lighting is very good. They are so good that they have good natural lighting.
	Motion graphics	No motion graphics throughout video.	No motion graphics throughout the video.	No motion graphics included in the entirety of the video	No motion graphics in the entirety of the video.
Use of audio formats	Background music	The duration of the video contained background music. The use of sound bridges piece the scene together.	The video uses background music as the main audio throughout the video proving effective for the contexts of the video.	Background music has been used in the entirety of the video. The choice of background music is suitable for the video and The background audio does lower when the subject is speaking.	Background music is used at the video. The pieces the scene together.
	Audio extract from another source	The addition of an external speaker. Confident in the information distributed created good story telling.	The audio from the raw footage has been used throughout with a cross-fade transitions used to interconnect the shots.	No other external audio source has been used. Raw audio from the footage itself was used entirely.	No other external audio source has been used. Raw audio from the footage itself was used entirely.
	Usage of raw audio recording	The use of raw audio in interviews, external microphones used creating clear audio.	The use of raw audio improved the quality of the multimedia instructional message. The audio was used in the background to assists with the music.	Raw audio has been used in the video. The subject being interviewed can be heard clearly. The background music compliments it well.	Raw audio has been used in the entirety of the video. This is a good thing for the viewer.
Accessibility	Subtitles	Subtitles are used in the video with the option of no subtitles. The position of the subtitles do not clash any elements and are accurate to the speaker and what is being spoken.	Subtitles are not included in this video.	Subtitles included. Syncs up to the subject speaking and the placing of the subtitles is layed out well.	Subtitles are included in the video.
	Platform	Video can be found on Cycling Ireland's Facebook and Youtube.	Video can be found on Ulster GAA's Facebook, Twitter, Instagram, Youtube and LinkedIn	Found on the official website and also their youtube channel	Found on the official website
Score		75%	75%	75%	

Open Golf	NI Football League	Irish Rugby	Newry Fliers	Antrim Jets	Basketball NI
<p>Back jump different clip, the key moments tournament. More simulation video style</p>	<p>There is good use of transitions, in this particular video it starts off slow passed with the footballers in training which goes from normal speed clips to slow-motion clips which is more effective for the viewer.</p>	<p>There is good use of straight cut transitions to create sharp connection between each new scene. The use of having the children involved while interviewing creates a perfect image.</p>	N/A	N/A	<p>Shot clips have been posted on Basketball NI Facebook. The interview is shot on a phone with no transitions.</p>
<p>Some of the video the very dull as they very old footage black and white. Some clips which natural lighting.</p>	<p>Some of the lightening is dull because of the footage being filmed outside the weather on a cloudier day cannot be controlled.</p>	<p>There has been some lightening adjustments very slightly to make the colour green stand out, sticking to their brand identity and social media platform.</p>	N/A	N/A	<p>The lighting used in the clips is artificial lights within the hall. The yellow artificial lights give a warmer tone to the clips.</p>
<p>Graphics included ety of the video</p>	<p>Motion graphics has been used in this particular video for the text to stand out and to emphasis certain words in the colour green.</p>	<p>No motion graphics has been used throughout this video.</p>	N/A	N/A	N/A
<p>Background music was only beginning of the music chosen starting clips</p>	<p>Video is contained of background music, which fits well for when there is no talking, and it is a video of someone scoring a goal.</p>	<p>Good use of background music used in this video, it starts off loud and lowers down as someone is being interviewed.</p>	N/A	N/A	N/A
<p>External audio was g the whole video. was mostly used.</p>	<p>There was audio extract used throughout the entire video. They were confident in the information and built a personality.</p>	<p>The audio from the raw footage has been used throughout.</p>	N/A	N/A	N/A
<p>has been used ety of the was mostly the ry and is engaging ver.</p>	<p>There is no use of raw audio recording.</p>	<p>The use of raw audio is used when interviewing the players, external microphones creating clear audio.</p>	N/A	N/A	<p>The use of the raw audio within the video has been used in all clips.</p>
<p>re not included in</p>	<p>Subtitles used. By having the text on screen, it allows those who are hard of hearing to follow along</p>	<p>Subtitles are not included in this video.</p>	N/A	N/A	<p>Auto-generated subtitles have been used that do not match what has been said.</p>
<p>their official</p>	<p>You can find this video on their TikTok and Instagram.</p>	<p>You can find this video on their TikTok.</p>	N/A	N/A	<p>The platform for the videos is Facebook.</p>
25%	75%	63%	N/A	N/A	N/A

Category	Cycling Ireland	Ulster GAA	England Boxing	The Open Golf
Video Views	Most of their views are in the thousands range. Few videos reaching up to 10k views.	Their video views ranged from 10 thousand to 20 thousand depending on the type of video.	England Boxing video views can range from few hundred to few thousands. Their longer duration videos are the ones with thousands of views.	Open Golf views can round up around 3000 especially on their YouTube channel. On their socials Facebook has much bigger audience with views climbing to around 15-20k views.
Posting Frequency	Very frequent posting. Almost once or twice a day.	Very frequent when posting. 4-5 times a week or more.	Extremely Frequent with posting with more than 15 a week.	There is a low frequency for posting, nearly once or twice a week.
Templates Used	Very few templates are used throughout their socials. Main one they use is for their race series post information. Video templates are different like placement of logo and colour schemes.	Templates have been used throughout with a different layout created for a different subject of information. Example, the year ticket graphic is different from county draw fixture.	The template for every post is different, very few templates have been used. When they are posting their match results, they use the same template repeatedly. The template for every post is different	They follow a certain template for videos (portrait layout). Main template also when showing players result they show the result at the middle and picture of the player behind the score.
Audience Reach	A strong audience reach achieved by engaging content through video content aimed at the cycling community.	A strong audience reach from parents of fundamentals right up until the seniors. Their posts include a wide variety, such as showing children and adults getting involved in games for different clubs and activities for different events, ranging from Cul Camp to inaugural games.	Audience reach is mostly anyone that watches the sport. They suit their audience well with the frequency of posts and its open for all ages.	Audience reach is anyone who follows the sport. The lack of frequent posts on their socials makes it harder to maintain the interest from the audience.
Top Performing Post	Most performing posts are mainly their short Facebook reels.	Top performing posts are action shots of members playing in matches. Also, the most viewed videos are playbacks of matches or active members who have taken part in, such as Cul Camp.	Most performing posts are on their YouTube Channel, highlights of the boxing matches. Also their Facebook reels gets recognition as well.	Top performing post was video honouring a key person within the sport with around 150k views.
Score	80%	100%	100%	60%

NI Football League	Irish Rugby	Newry Fliers	Antrim Jets	Basketball NI
Majority of their video views range from 1 thousand to 10 thousand, with more successful videos reaching 100 thousand	Their video views are high up in the 100 thousands, with their top video having 2 million views on TikTok.	N/A No videos used.	N/A No videos found.	The video views range from 250 to 3,000 views. The video type that has been most successful on the platform was a interview created by the BBC with B roll incorporated throughout.
Very frequent posting. At least a couple of times a day.	Very frequent posting. At least once a day, sometimes twice.	Not very frequent. Posting at least once a week.	The social media is consistent with multiple posts a week.	The last video created was 30 weeks ago. Although content created via graphic designs are frequently posted with multiple posts a week.
Some templates are used when showing the fixtures and score board, however they differ from different styles to different colours.	They use templates when they are showing the fixtures for the match, results, important dates such as 'Match Day' and when showing new players that have joined the team. They also stick to the colour green standing out and mainly the only colour showing on their socials.	Templates are used to an extent but not executed to its potential. Using a blue background with the logo.	No templates are used on the social media platforms although action shot photography is consistent giving a uniformed approach.	Inconsistent layouts are used to create graphic content. Consistency of colours matching the logo are used in the majority of content. No template used in the videos. The videos have been created on a phone seemingly after a game. The addition of titles have been added in the bottom corner, demonstrating good practice.
Their audience reach is successful in connecting anyone who follows anyone who follows football in Northern Ireland with their local teams.	Their audience reach is anyone who follows Irish Rugby, or Rugby in general. They reach this audience very well as they are very active and post to suit all ages.	Instagram is more for their players and members and the Facebook is targeted more towards parents.	The following on the social media platforms are low and therefore the audience engagement is low with 45 likes at the most for a post. This is 13.5% of the followers engaging in the content posted.	In the best performing content got 3,000 views, 69 interactions (likes) and 10 comments. This is a demonstration of what good a good practice can achieve. In one of the lower performing videos the interaction is lacking with 205 views along with 1 like and no comments. Although this content did not achieve a high view there are elements of good practice.
Top performing posts are mainly videos of highlights from the matches.	Top performing post are on their TikTok and it is more personal videos of the players outside of playing matches and training.	Top performing post are action shots of the team.	Top performing post have been meet the team content. Showing photos of a member during the game with content depicting the player.	The top performing post was the video created by the BBC documenting the what Basketball is about. Shooting interviews following best practice such as rule of thirds.
100%	100%	40%	40%	60%

BRIEF RESPONSE



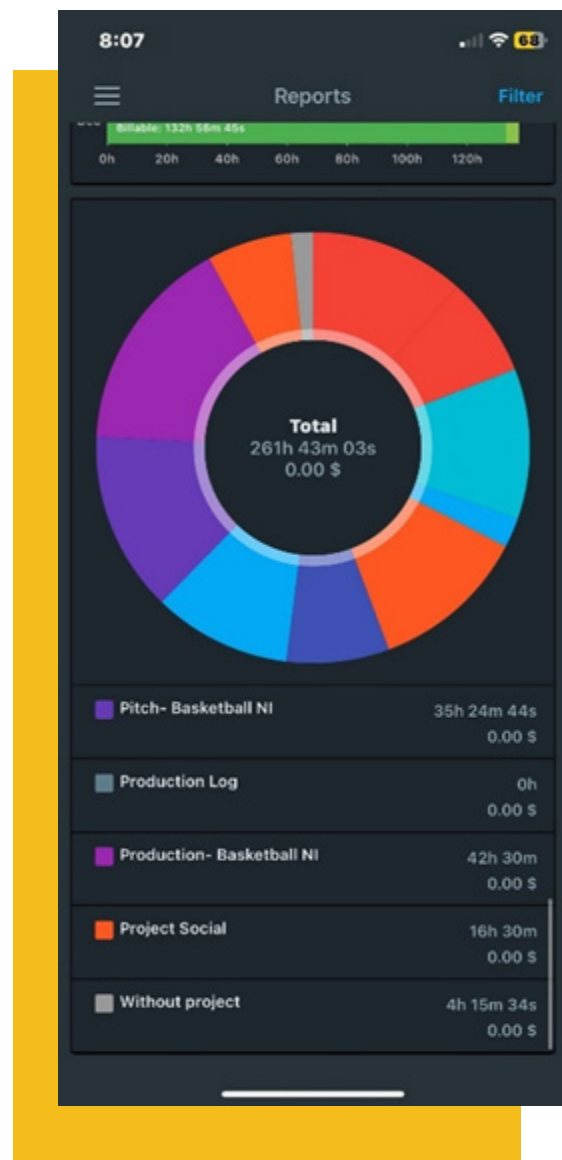
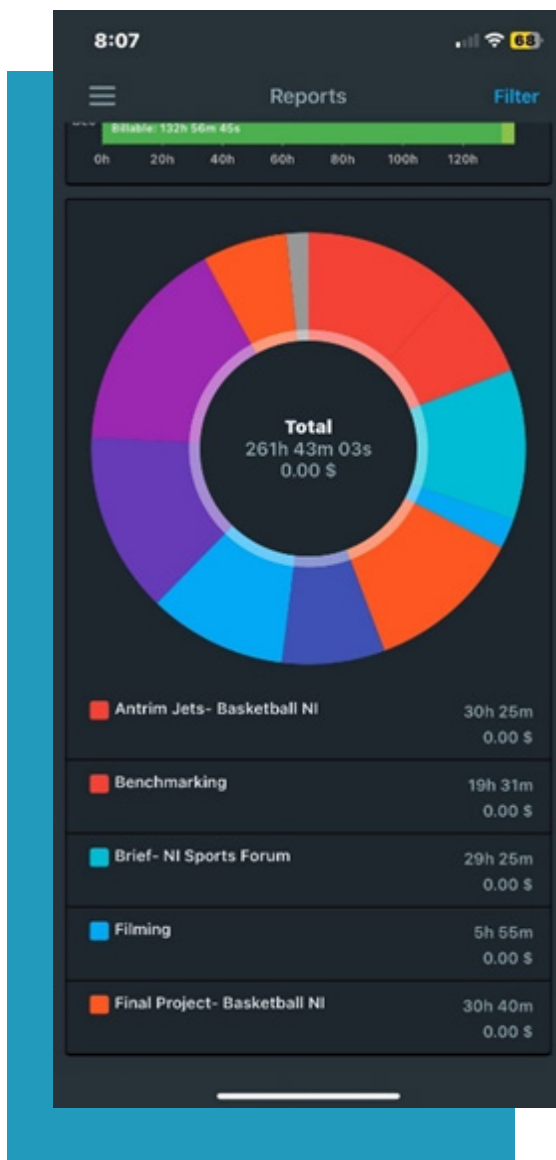
BRIEF RESPONSE

Basketball NI were very happy with the plans that we laid out in the brief. The brief was amended to highlight the 5 governing bodies to be represented in our designs. When designing the website, we had to consider a search system to allow the target user to easily find what they are looking for. When discussing the website with The Female Sports Forum, they required a social media feed of Twitter, Facebook, and Instagram on their homepage. They wanted to have a strong link between their website and their social media pages. In addition, we needed to ensure that when the project is completed, the organisation had a brand guideline document including details of a colour theme, typeface and design to be used when developing content in future. The central message of the website and promotional materials was to attract females in Northern Ireland to keep active and fit.

Initially, Basketball NI did not respond to agree the Brief however on Thursday 2nd November 2023, our Project Manager (Claire Mulrone) contacted them again and the Brief was signed off.

PROJECT MANAGEMENT

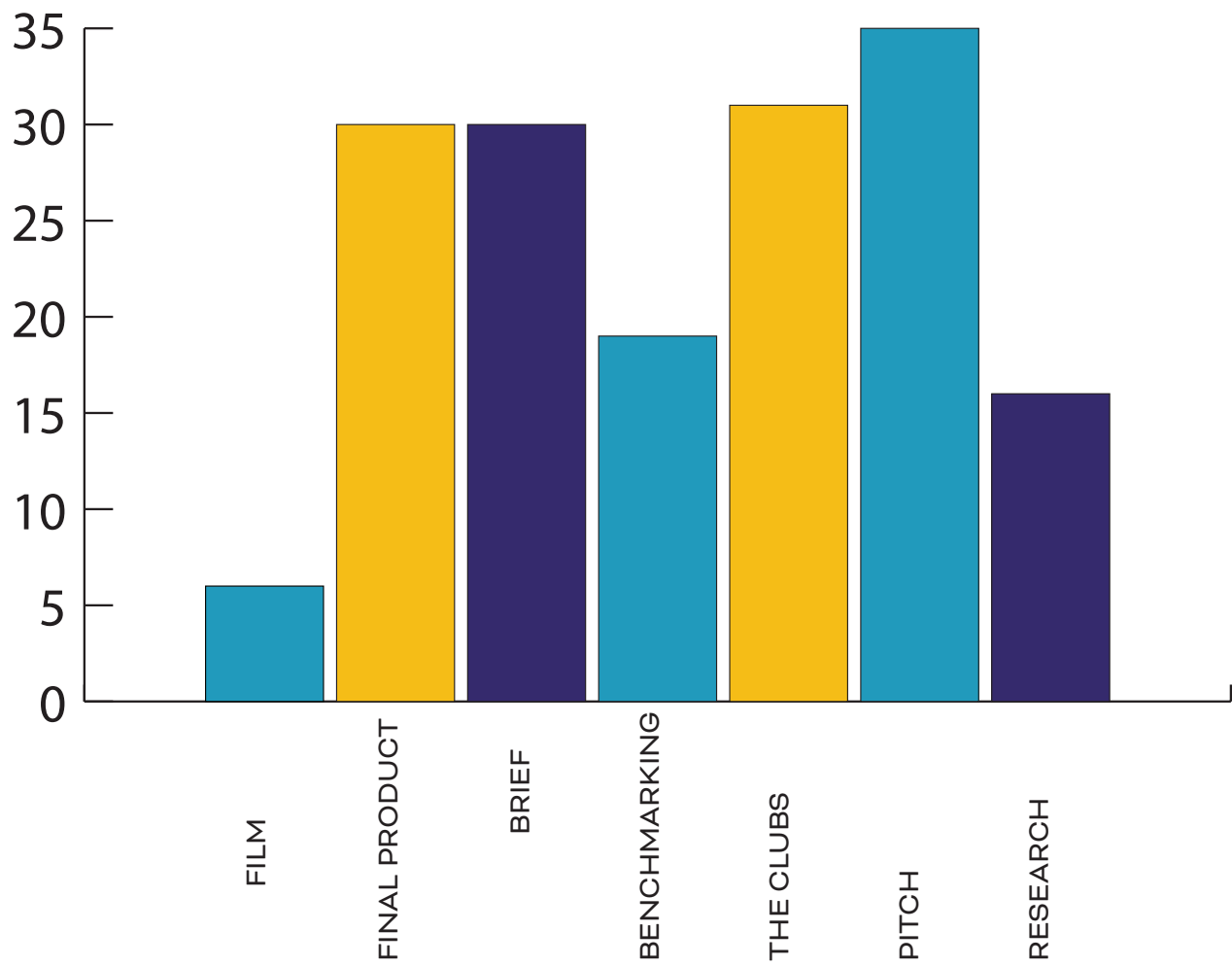
This is my Clockify report on Project Social. Overall I spent 261hours and 43 minutes on this project. I discluded the hours put into the Production Log as it is separate to the work of Project Social.



PROJECT MANAGEMENT

p. 37

Hours spent on each part



PRODUCTION SCHEDULE

Sarah G

- Filming in multiple locations;
- Social media posts for Antrim Jets;
- Social media campaign i.e. brand guidelines for Antrim Jets;
- Motion graphics for both clubs;
- Action shots for both clubs;
- Preparation for filming;
- Risk assessment;
- Booking equipment; and
- Communications with the client.

Sarah Mc

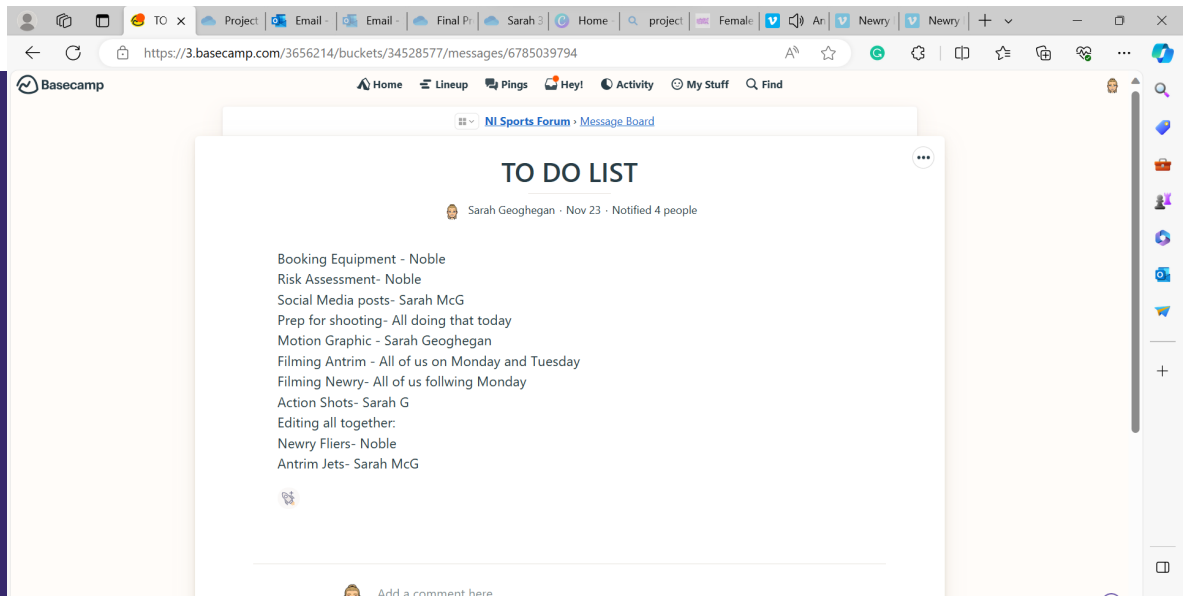
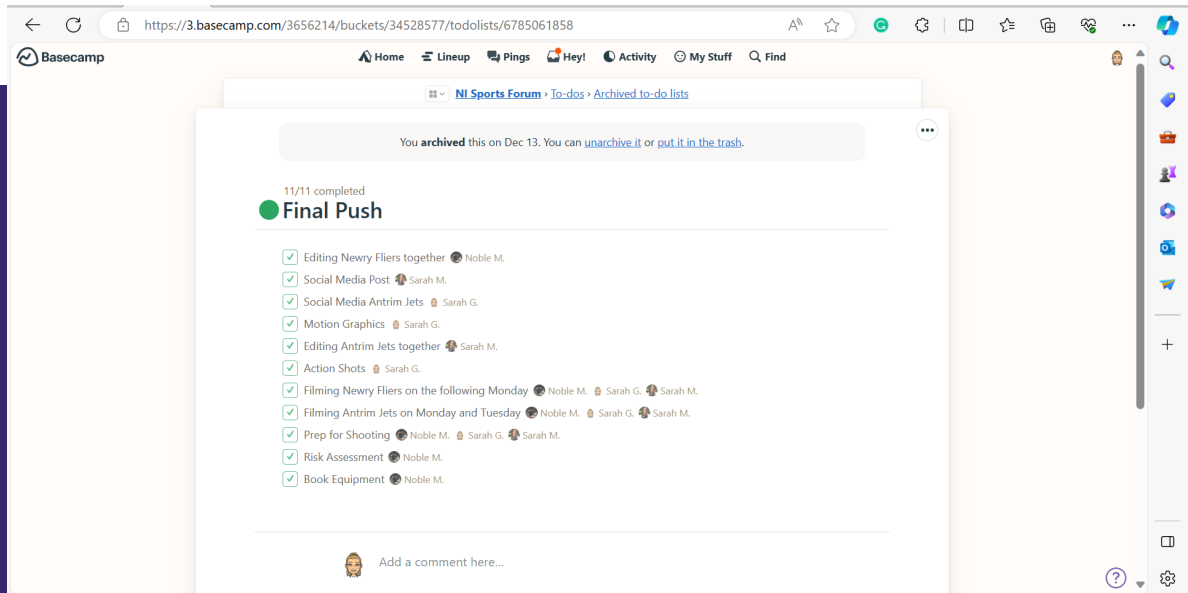
- Filming in multiple locations;
- Social media posts for Newry Fliers;
- Social media campaign i.e. brand guidelines for Newry Fliers;
- Edit Antrim Jets video;
- Preparation for filming; and
- Risk assessment.

Noble

- Filming in multiple locations;
- Edit Newry Fliers video;
- Preparation for filming; and
- Risk assessment

PRODUCTION SCHEDULE

p. 39



Using basecamp to allocate each task we had a deadline of the 7th of December to complete the allocated tasks. Due to issues with filming in Newry we adapted this to the 11th of December giving us enough time to receive feedback from the community partner.

BASKETBALL NI

GROUP MEETINGS

Throughout the project Noble, Sarah and I scheduled regular group meetings - typically on a Tuesday prior to class with Helen Jackson. This was a great way to communicate with each other to assess progress on the project and discuss the way forward. It allowed us to determine each other's skillsets and build a pitch that was executed in a uniformed matter. Each one of use completed a placement in a variation of industries, bringing together different experiences to help improve the ideas put forward in the pitch.



Group Meeting
Minutes : 43

attendance: Noble, Sarah, Myself
Tuesday 10th October 12:15 - 1:15.

Topic: Questions for the client.

What is the aim of the project?

What is the target audience?

What are the needs?

The biggest challenges?

The goal of the project

Do they have any usable Footage.

What would make this project successful to you?

What is coming up in the buisness that we could attend to gain content.

Is there any work you would like us to look into i.e. a companys social media.

Do you have brand guidelines we need to follow?

Is there a paticular software you would like us to use?

Meeting concluded. 1pm.

Group Meeting
Minutes: 1 hour

attendance: Noble, Sarah x2.
Wednesday 18th Oct 3-4pm

Topic - Creating and adjusting the benchmarking

* The meeting ^{has taken} ~~place~~ place after the second First meeting *

- Noble - England Boxing, The Open Golf
- Sarah McG - Soccer for NI, Irish Rugby
- Sarah G - Ulster GAA, Cycling Ireland

In the meeting Noble, Sarah and myself went over the benchmarking we had created.

The discussion on the Brief began where we broke the topics up.

Sarah Mc - About the community partner
the target audience
the deliverables

Noble - What is the project.
TimeFrame
About the team.

Sarah G - Tone, Message
Budget
Final adjustments

Sarah G put forward designing the benchmarking & brief. Team agreed but assisted via basecamp.

Group Meeting
Minutes: 60

Attendance: Noble, Sarah x2
Tuesday 24th Oct 12:15 - 1:15

Creating the brief

Sarah Mc - Discussed the community partner where we went over information that should be include when discussing the brief.

Noble - Noble communicate about how the timeline would suit us as a team. Understanding when we would have deadlines.

14th November to capture content with Newry Fliers Vs Antrim Jets.

Sarah G - Discussed and Further asked questions on what should be included within the budget.

Meeting concluded at 1:07pm.

Group Meeting.
Minutes. 105mins.

Attendance; Sarah x2 Noble
Tuesday 31st October 11:30 -
1:15.

Topic - Pitch creation

Each of us discussed the approach we would take when creating each pitch.

Noble took the approach of following each clubs colours. He took an approach of including photography into the design.

- Noble decided to do a
- player of the month graphic
 - Fixture concept.
 - Final score.

Nobles video pitch for Newry is a womans basketball game narrative.

For Antrim Jets a video focusing on management & training sessions.

Sarah following the same as Noble & I in the brand guidelines. Sarah is creating the taglines for both projects. Sarah is ~~take~~^{taking} a ~~periodic~~^{retro} approach to the pitch.

- Sarah decided to do a
- Full time score graphic.
 - Player of the month.
 - Playoff fixture.

Sarah is focusing on International Woman's Day for Newry Fliers.

Group Meeting.
Minutes 105mins.

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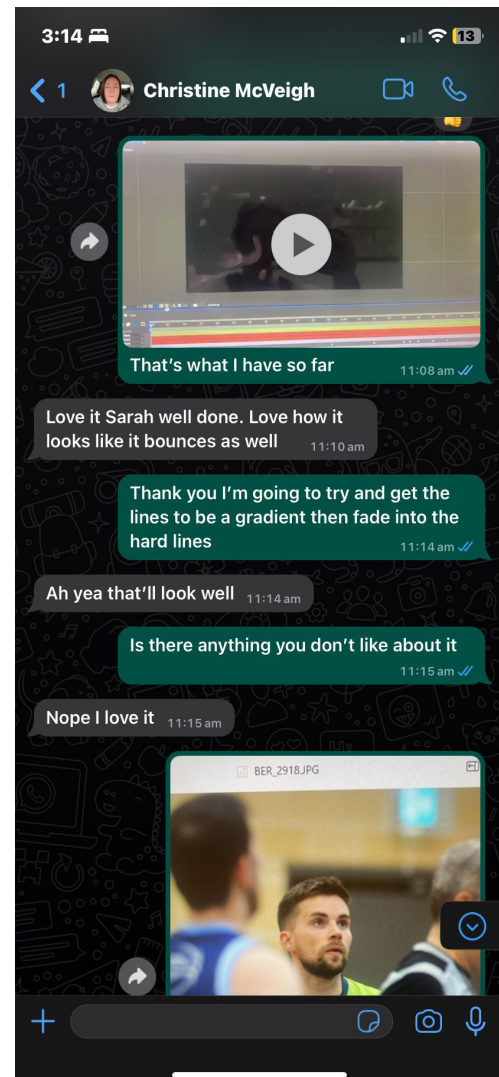
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COMMUNICATION

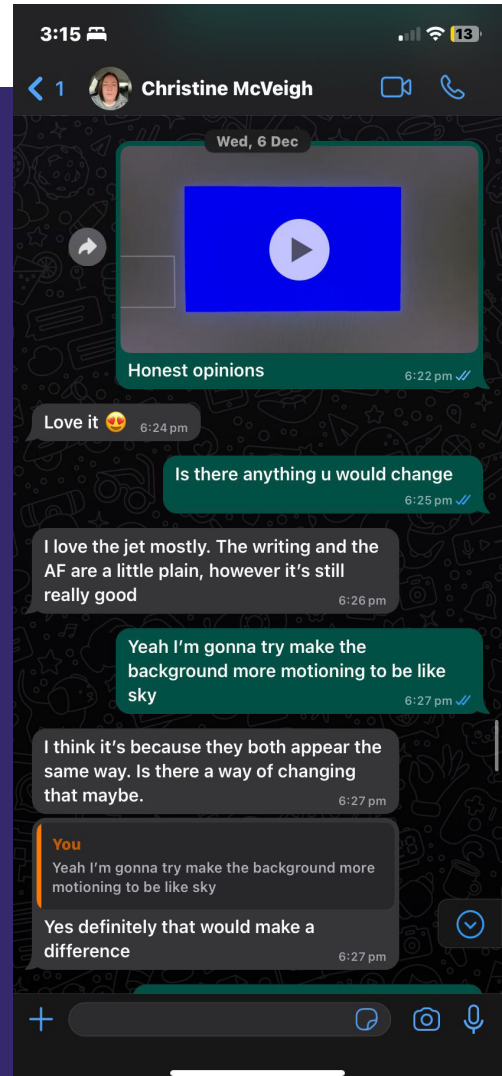
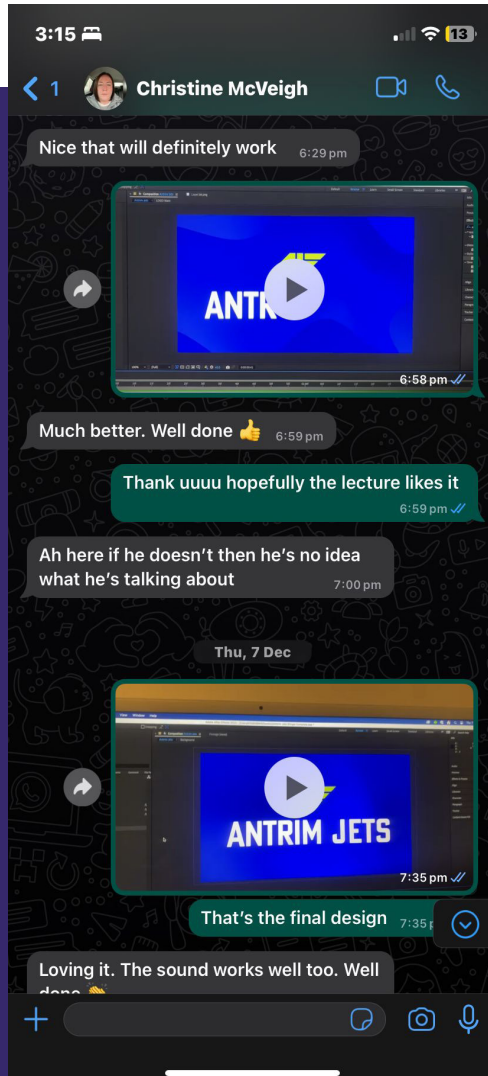
Although the main method of communication was face-to-face, our project team created a WhatsApp group chat that allowed us to communicate information about our 'Project Social'. This format was essential in the project as we had two projects to complete. Through the WhatsApp group chat we discussed issues such as capturing content for Newry Fliers, equipment, software malfunctions etc. This allowed for an almost immediate response thereby preventing a delay in the projects.

Creating the pitch for Basketball NI required indepth research into the basketball industry. Our project manager, Claire Mulrone recommended watching the film 'Air' - a film based on basketball to gain a better understanding on the industry for the project. This film provided a better understanding on the terminology used in Basketball which in turn created better communication with the client. Additionally, I discussed basketball with women from my local area of Armagh and established what message they wanted to communicate. I spoke with Christine McVeigh from the Phoenix Basketball Club in Belfast. Christine did a project for the Phoenix Club and I wanted to gain feedback from someone who had completed a project similar to ours. Christine showed me an example of her work in motion graphics. This example demonstrated the narrative I wanted to apply when creating the motion graphic for Basketball NI.



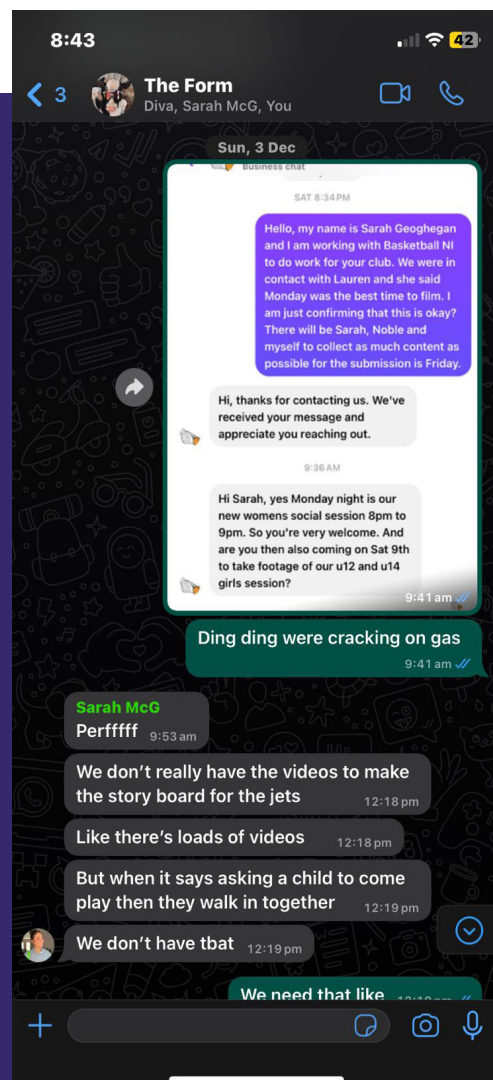
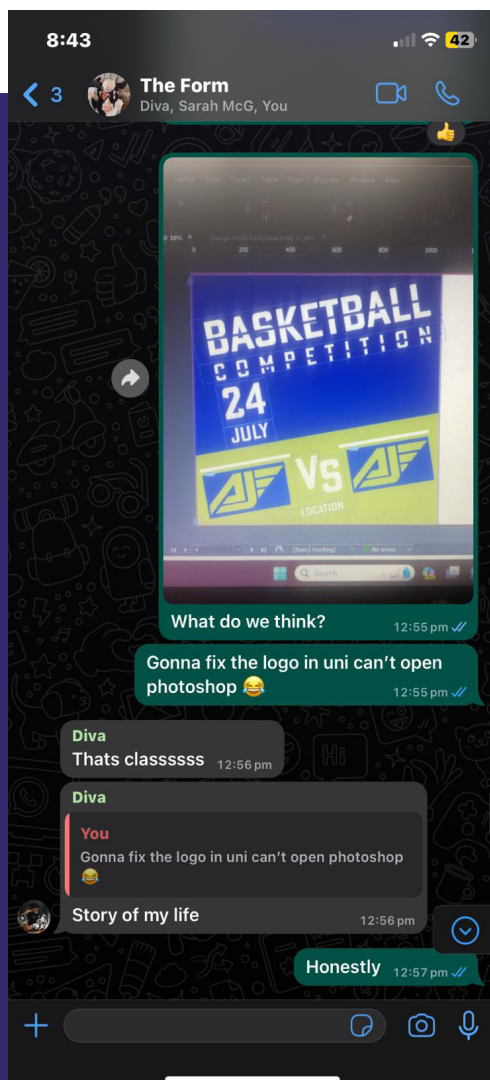
COMMUNICATION

p. 47



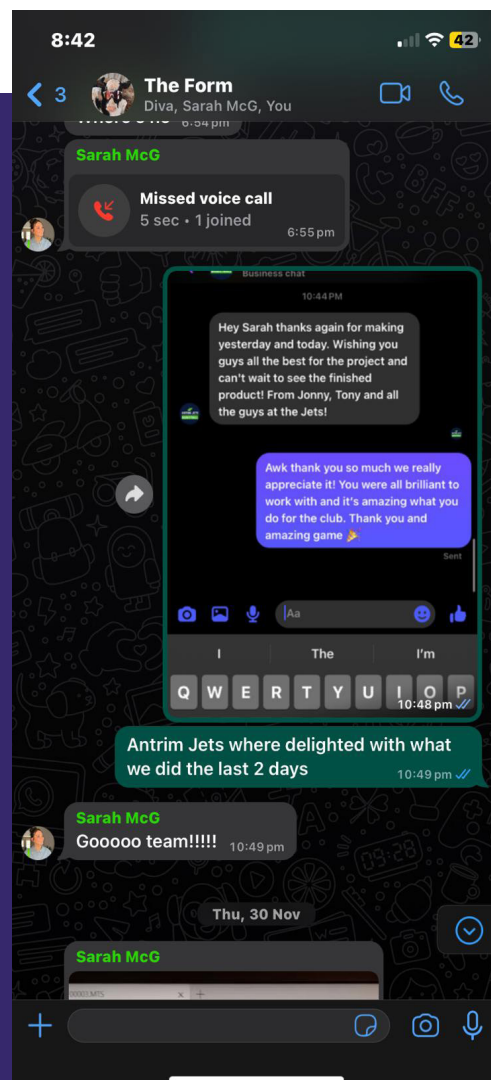
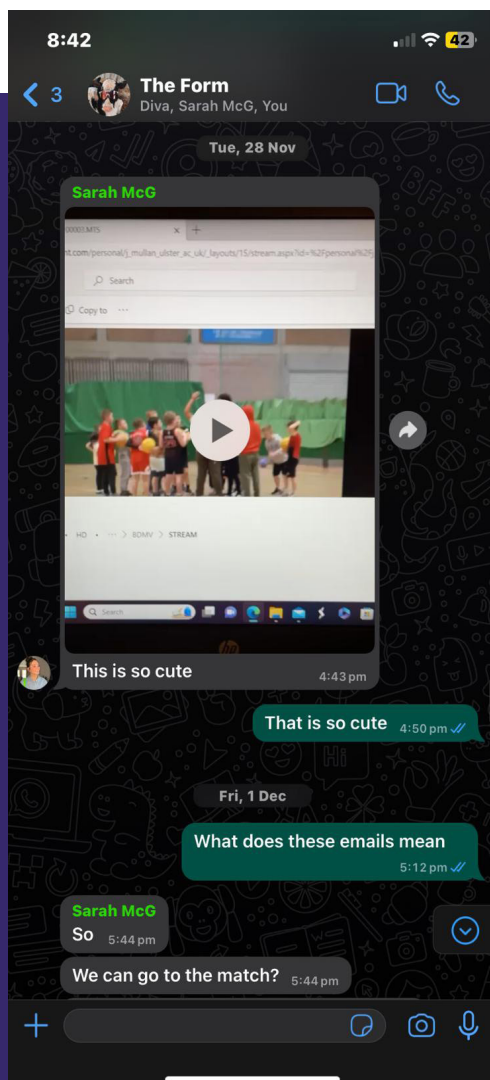
BASKETBALL NI

COMMUNICATION



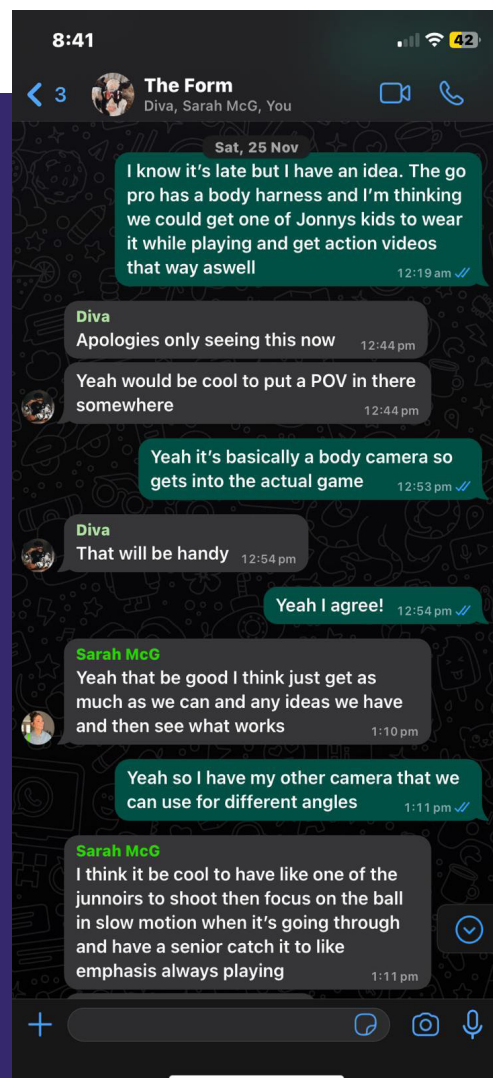
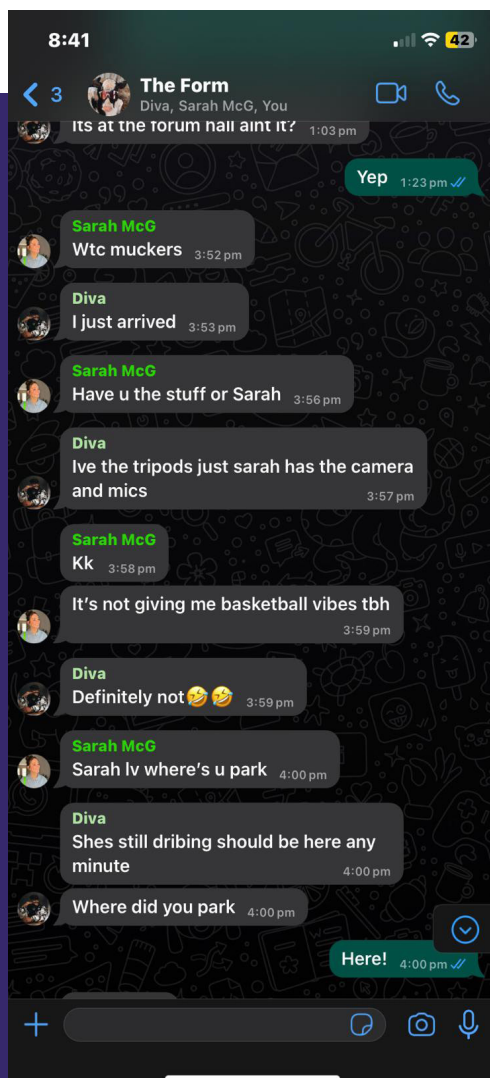
COMMUNICATION

p. 49



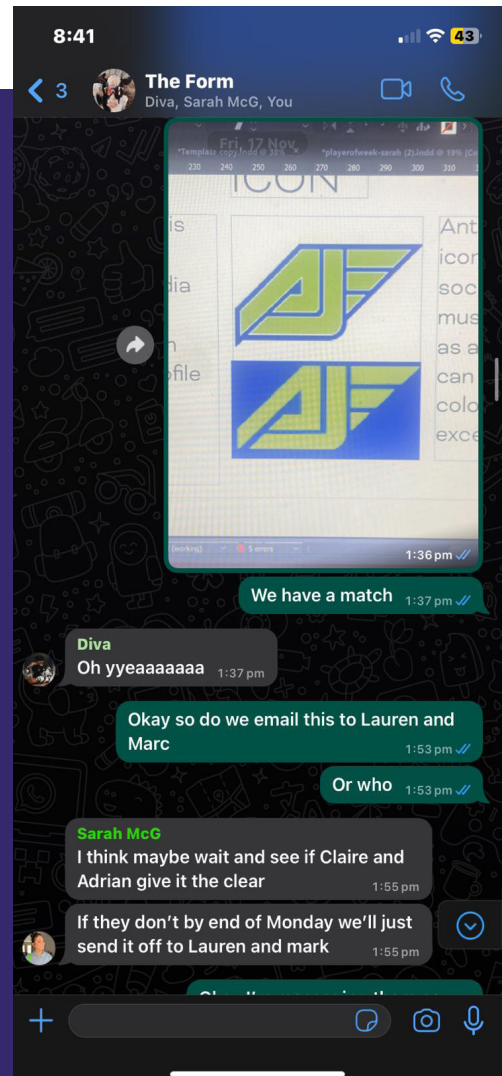
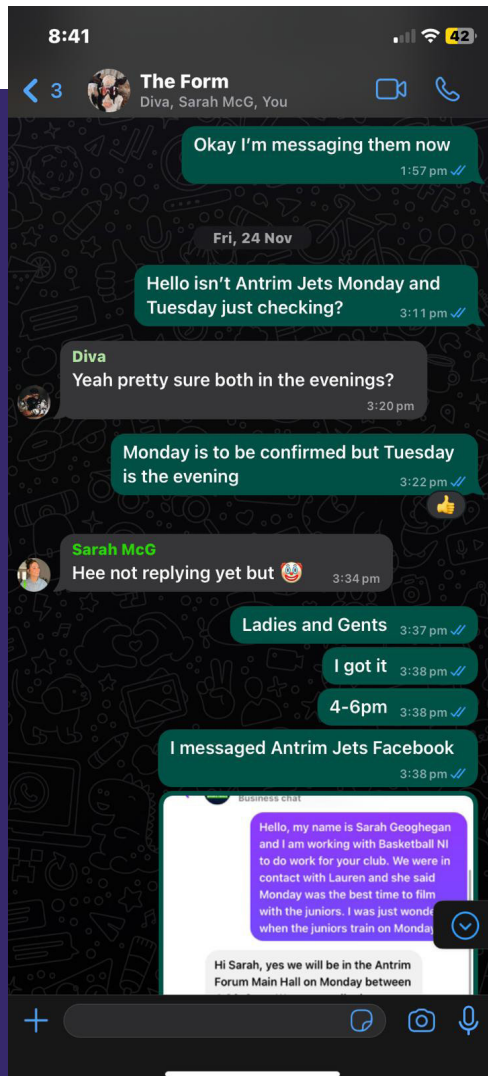
BASKETBALL NI

COMMUNICATION



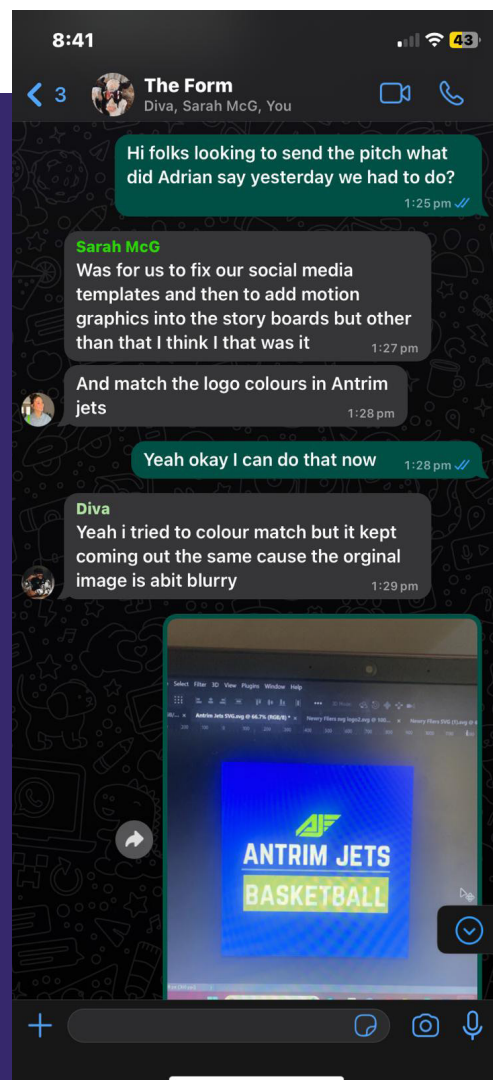
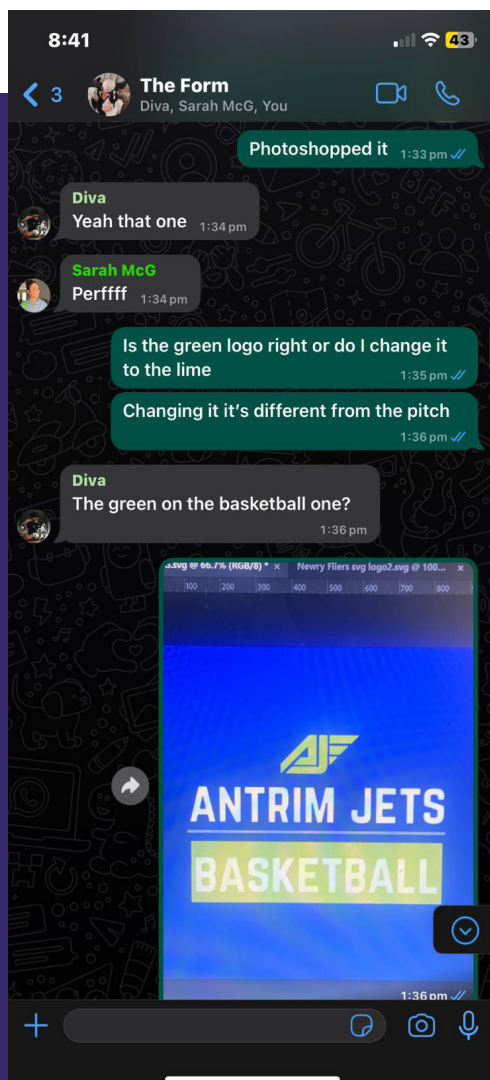
COMMUNICATION

p. 51



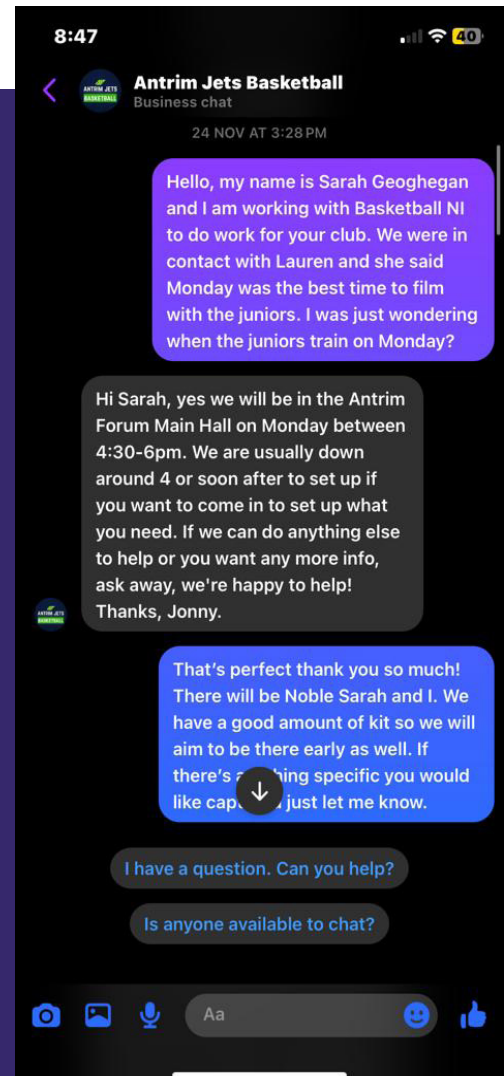
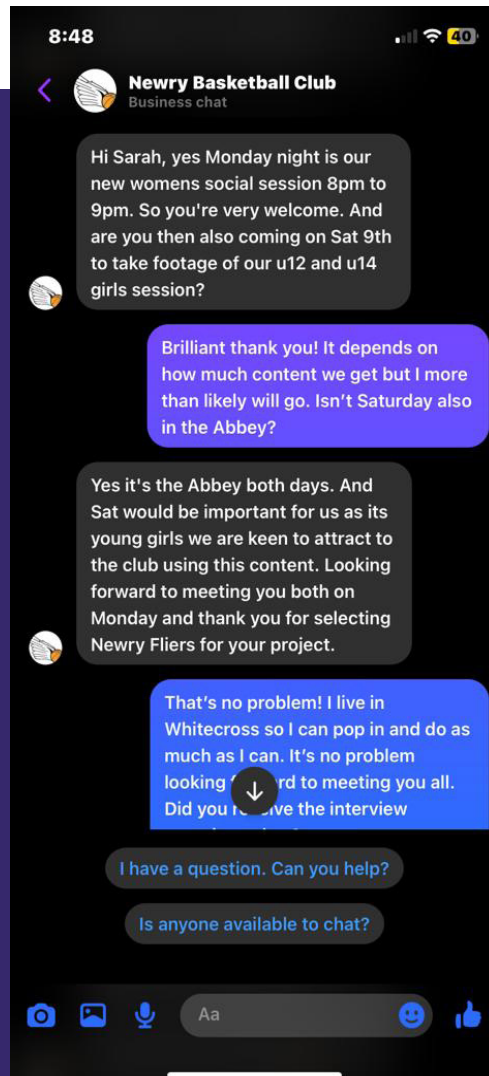
BASKETBALL NI

COMMUNICATION



COMMUNICATION

p. 53



BASKETBALL NI

PITCH IDEAS

Our Project Group were tasked with creating a unified approach to both Antrim Jets and Newry Fliers. We had to work together to create a unified pitch in depicting the clubs and what we can do to help to promote the work they do.

Antrim Jets have the primary target audience of parents, encouraging children to participate while Newry Fliers have a primary audience of women, followed by the secondary audience of junior girls to promote and encourage women to stay active.

1. Promotional videos

Promotional videos that depict the club Antrim Jets and Newry Fliers. Due to the Community Partner being the National Governing Body of Basketball, in the pitch process I wanted to put forward ideas on how we could incorporate them into the video and social media process. Examples such as a GIF that can be used in the video along with their log being implemented into the brand guidelines.

2. Motion Graphic

A motion graphic that connects the logo of Antrim Jets and Newry Fliers. Each motion graphic has their own image that follows the brand guidelines created by our project group. The motion graphic works as a stinger and therefore is only 2/3 seconds long. The motion graphic includes the icons of each logo.

3. New tagline/ slogan

The taglines created can be used as hashtags when posting content. A simple and appropriate tagline that allows the message of each club to be effectively communicated through typography. The social media posts will include a slogan when effective.

4. Social media templates

Social media templates on finals, player of the month, fixtures and playoffs via Canva will be used to allow the posts to be edited. Inclusion of the logos of the different clubs in Basketball NI will allow for a seamless transition. Taking out the background colours and leaving the logos will prevent a clash in brand guidelines.

PITCH IDEAS

5. Social media campaign

A social media campaign will be created presenting the content and allowing the clubs to adapt to their own personal preference. The campaign will be in the shape of brand guidelines and based on examples of how posts should look. The content created must be quickly and effectively changeable as it is being used by volunteers within the club focusing on social media.

6. Photographs

Action Shots will be taken to allow for promotional content such as a successful game. Team photos and any other photos the club need will be taken while we are present.

To gain an achievable pitch concept I also contacted St Pauls High School in Bessbrook as there where junior members from Nerwy Fliers who played for the school's basketball team. I was able to dicuss with the manager (Bill Geoghegan) in person about what approach he would take. Bill suggested an all inclusive approach where boys and girls played together. This was not in the brief for Newry Fliers as the focus is to showcase the new women's team but I was able to adjust his suggestions to Antrim Jets. This meeting took place on the 8th November 2023 at 7pm-7:4

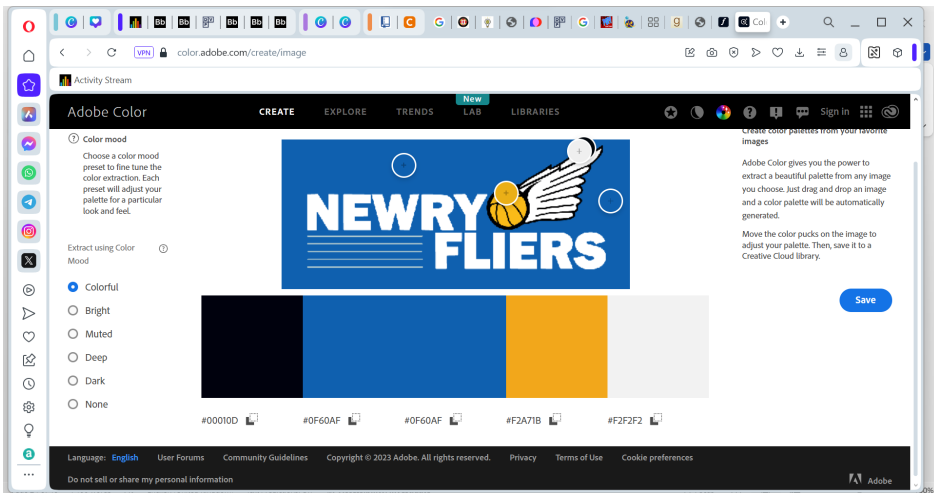
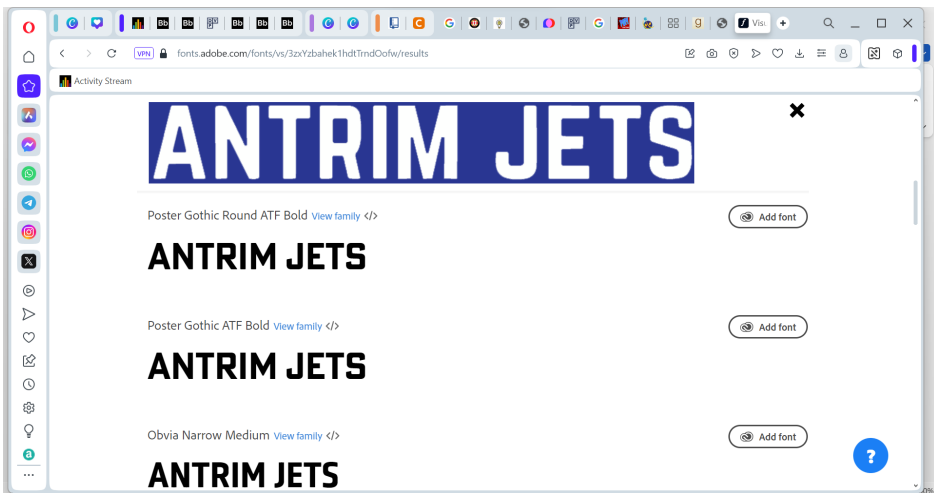
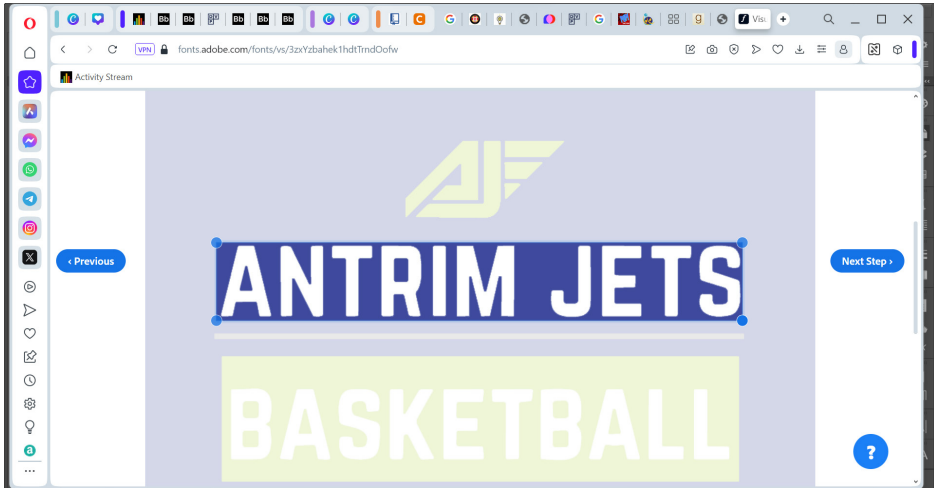
BRAND GUIDELINES

In a discussion with Adrian Hickey and Claire Mulrone after the first meeting, our project group discussed how the project is not just a video campaign but also a social media campaign. Adrian discussed how the project needs to be different but have a similar approach. In my experience, a social media campaign needs to suit all levels of ability and therefore a guide of examples should be available to facilitate a unified approach for those adapting posts. This led to a conversation of brand guidelines. Each one of us had our own vision of brand guidelines but with similar attributes such as colour.

When creating brand guidelines for the pitch I referred back to MED 331 Designing with Data. Duarte (2019) depicts transmedia storytelling as a power source to the brain where media is used to help the audience understand your DataPOV. When this is done effectively an audience's visual culture aligns to the creator.

I want to create Data points for the clubs. This is essential in the transmedia storytelling to give a clear illustration on what the club do for the local community. Brand guidelines assist with providing a unified approach to tie all the elements of the two projects together.

Basketball NI did not want the clubs to change the brand image therefore I took the approach of using what they already had and incorporating this into their social media campaign by placing the logos of the clubs into Adobe Fonts. This allowed me to determine the fonts used by the clubs in their logo. I used Adobe Colors to determine the exact colours of the Clubs logo - giving the #code to allow for accuracy. Using my experience from my placement - when I tagged Ulster GAA into the Ulster Schools post and the target audience increased along with the following - I included the Basketball NI logo as a watermark for the videos and social media's as they are the community partner and the governing body of the clubs with the largest following in the basketball community of Northern Ireland. Although the clubs are effectively including the logos in the social media designs, I want to improve the logo from a jpeg to a PNG as this prevents it looking pixelated.



BRAND GUIDELINE

NEWRY FLIERS

TYPOGRAPHY

TITLE-120pt

SUBHEADING-65pt

FONT- Adrianna Condensed Extra Bold

Paragraph information - No larger than 50pt

FONT- Bicyclette

LOGO



Blue Logo only to be used on dark backgrounds.



White Logo only to be used on dark backgrounds.

ES

ot



ERS

used on

COLOUR

#0f60af

#ffffff

#efb62c

#000000



Newry Fliers colour pallet with Blue and yellow as the primary colour in all graphics. This can be used as a overlay on photos to create graphics.

ORGANISATION LOGO

Basketball NI logo must be included on every post in the centre as a watermark.

Basketball
Northern Ireland



BRAND GUIDELINE

ANTRIM JETS

TYPOGRAPHY

TITLE-120PT

SUBHEADING-65PT

FONT- Poster Gothic Round Cond ATF Bold

Paragraph information - No larger than 50pt

FONT- Bicyclette

LOGO



Antrim Jets full logo can be used as a watermark for social media content.



Antrim Jets logo can be used on all colours of background excluding green.

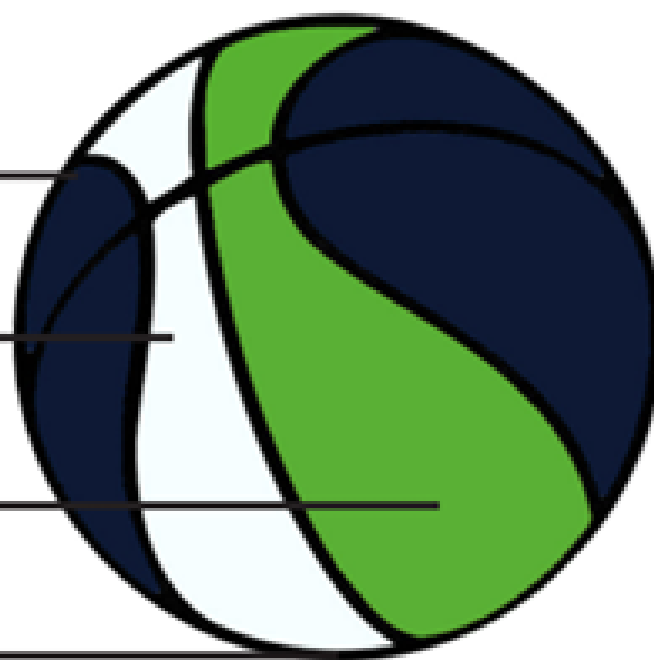
COLOUR

#0d1933

#ffffff

#5ab047

#000000



Antrim Jets colour pallet with navy and green as the primary colours in all graphics. This can be used as a overlay on photos to create graphics.



be used
ground

ORGANISATION LOGO

Basketball NI logo must be included on every post in the centre as a watermark.



STORYBOARD

Following the work of Jenkins transmedia storytelling I wanted to create a main character narrative in my storyboard where we get to navigate the selected player through their basketball journey. The transition from junior to senior in the narration allows parents to understand that this is a community built on the foundations of family and friends. I wanted to build a rapport with the audience to make them feel connected to the person. In my storyboard narratives I followed the benchmarking process when creating my ideas for the pitch. I wanted to create something that was timeless that had a clear start and end.

When creating my storyboard, I was aware of the objectives of our project group and therefore ensured that anything I suggested in the design pitch was something we could actually produce as a team.

STORYBOARD FOR PROMOTIONAL VIDEO 1: NEWRY FLIERS



Video content begins with videoing the back of juniors walking into the clubhouse. *Voiceover, manager describing the sport*



Transitions to the back of the senior men and woman walking into the clubhouse.



Morphs into a line of juniors then seniors walking out onto the court receiving a talk by the coach



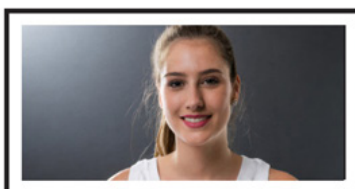
Cuts to a juniors game with wide and close up shots.



Interview with captain discussing what the sport does for them.



Transitions into senior ladies with cuts to a senior of wide and close up shots.



Interview with ladies captain discussing what the sport does for them and the benefits of the sport.



Transitions to behind the scenes of training sessions, group huddles etc.



A motion graphic on club information and how to join the club. Finishing with a GIF of Basketball NI logo and Newry Fliers

STORYBOARD FOR PROMOTIONAL VIDEO 2: NEWRY FLIERS



Club information, motion graphic with key points on the club. *Background music*



Cut shot of 5 second clips with a variation of games.



A slow motion shot of a key point in the game for the ladies



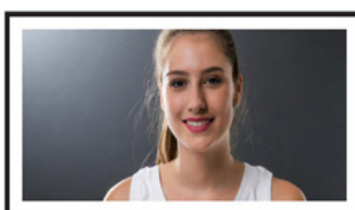
Cut shot of 5 second clips with a variation of games.



A slow motion shot of a key point in the game for the juniors



Transition to an interview with individual junior player asking about the game and how it impacts them positively.



Transition to an interview with an individual ladies player asking about the game and how it impacts them positively.



Transition to an interview with individual junior player asking about the game and how it impacts them positively.



Group saying join us now with the logo GIF and information on where to go.

STORYBOARD FOR PROMOTIONAL VIDEO 3: NEWRY FLIERS



Opening shot focusing on individual woman player passing the ball. Clips to another player etc.



Slow motion transitions to three woman standing outside the clubhouse focusing on location.



Infographic information morphs over the slow motion shot depicting information about the club



Woman's line up shot before match begins.



Cut shots of basketball game.



Transitions to juniors game in a highlights montage.



Juniors do a group interview on what they enjoy about the game. Fade out transition.

STORYBOARD FOR PROMOTIONAL VIDEO 1: ANTRIM JETS



Child observing a outdoor basketball game. Taking a interest in the sport.



Team come over and encourage the child to play with them.



Transitions to the kids walking into club with new player.



Player is introduced to the team where management make child feel welcomed.



Child goes through the first basketball session showing drills etc.



Shows child settled with a new group of friends bouncing the ball and running forward at the camera in a straight line.



Slow motion shots of different children who have now joined.



Morphs to senior players in the same line out.



Juniors saying join us now with the logo GIF and information on where to go.

STORYBOARD FOR PROMOTIONAL VIDEO 2: ANTRIM JETS



Transition shot of camera falling through the hoop like a basketball.



Transition to camera on the floor following the ball



Junior bouncing ball and passing it to other players with additional sound effect i.e. whooshing.



Info-graphic information transitions over passing shots



Cutting shot at shooting the ball into the hoop.



Slow motion shots on individual juniors sitting in the stand, changing room, hall, etc.



Group shot of kids playing and engaging with each other.



Team shouting join us now.



Motioning into a graphic with Antrim Jets logo as a GIF and information on where to go.

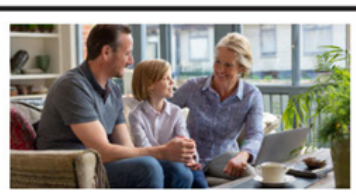
STORYBOARD FOR PROMOTIONAL VIDEO 3: ANTRIM JETS



Child watching there dad play basketball



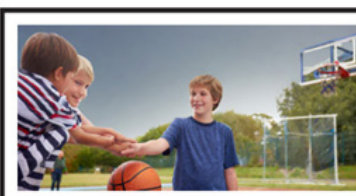
Follows the reaction of the child throughout the game



The mum and dad have a discussion with the child eavesdropping.



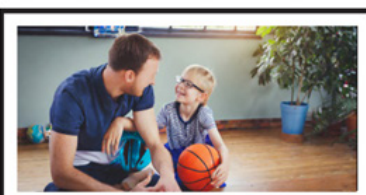
Dad walking child holding hands into the basketball club.



Kids gathering to the child making them feel welcome.



Child playing there first game.



Foreshadowing the child now the dad follows with the same reactions.



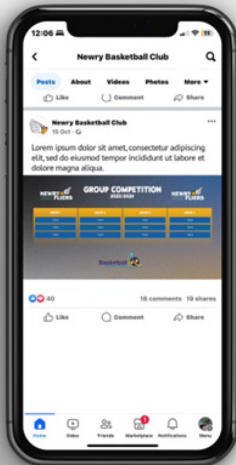
Child hugs dad once game is over.



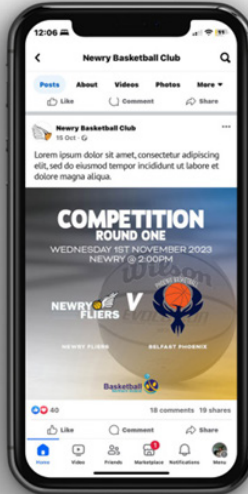
Cuts into a motion graphic of information on how to join the club.

SOCIAL MEDIA TEMPLATES

SOCIAL MEDIA TEMPLATE: NEWRY FLIERS



GROUP FIXTURE

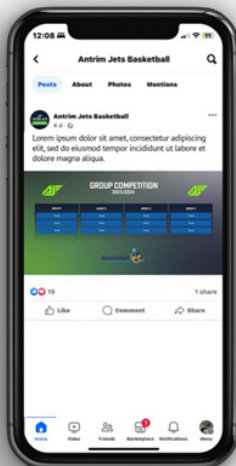


COMPETITION FIXTURE

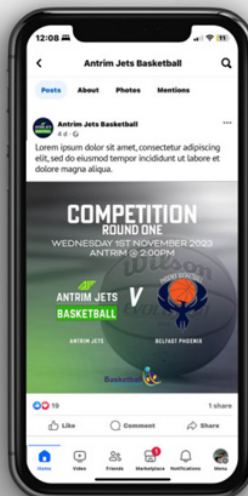


FINAL SCORE

SOCIAL MEDIA TEMPLATE: ANTRIM JETS



GROUP FIXTURE



COMPETITION FIXTURE



FINAL SCORE

SOCIAL MEDIA TEMPLATES

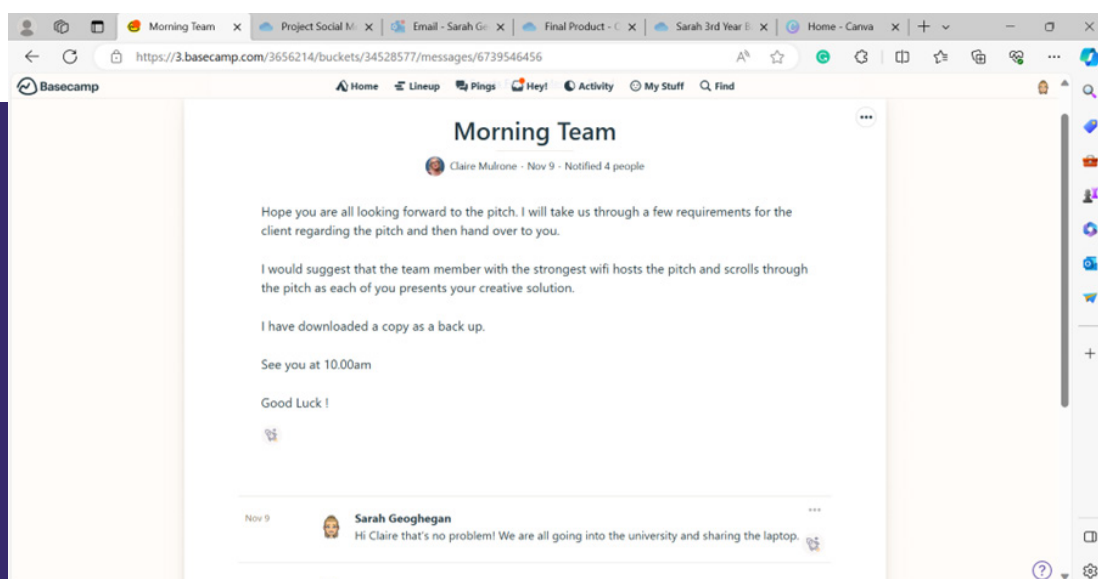
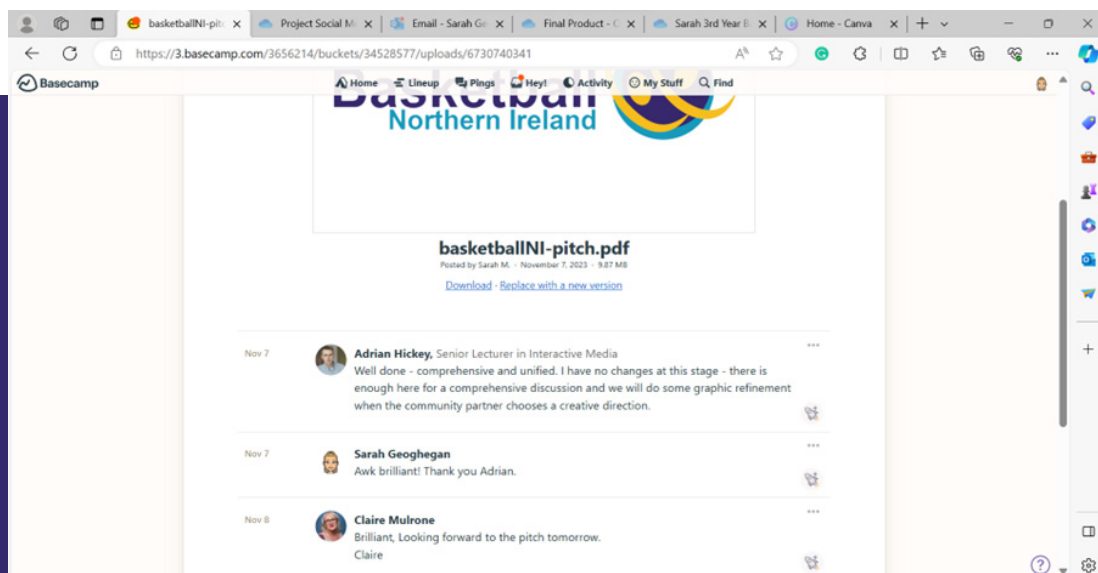
Understanding that a social media presentation needed to be developed, our project group did our individual research on what was our own ideology on the social media posts. We collectively determined that the ideas and layouts on the social media posts follow a calm colour pallet which are enhanced with the addition of graphics and images. This creates a very effective social media post. All elements of the graphic designs are current and seamlessly fit into the basketball industry. As our project involves local clubs who do not have staff members specifically designing social media posts, the software required to maintain posts similar to this design concept cannot be achieved. Therefore, as a team we decided to take a similar approach to the designs and where possible avoid the use of photography in the designs as they will not be able to remove the backgrounds.

As the social media platforms largest engagement is via photography I wanted to focus my design work on photography and action shots as I could take these in the creative process.

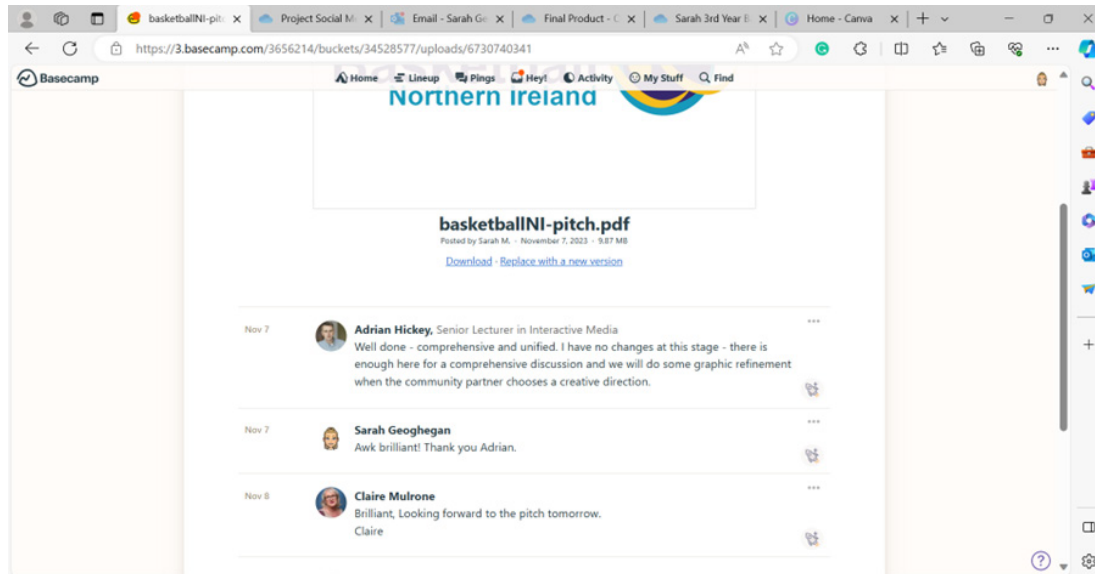
I took inspiration from MED131 Visual Cultures, and the work undertaken within my placement module to create a clear image with essential details on the posts that could be adapted easily on Canva. I wanted to create posts that where neutral and could be adapted to any club while following the brand guidelines. Therefore, I went for the simple yet effective concept of using photography as the foundation of the graphic. Ideally, I would like to cut the image out using photoshop and place it like some of the examples i.e. a player shooting into the hoop. However, Basketball NI felt that they would be unable to effectively achieve this post Project Social. I therefore decided to make the graphic an image with a translucent gradient which follows the brand guidelines. Using only white font in the design to make it stand out.

<https://pin.it/463sc0b>

PITCH FEEDBACK



FEEDBACK



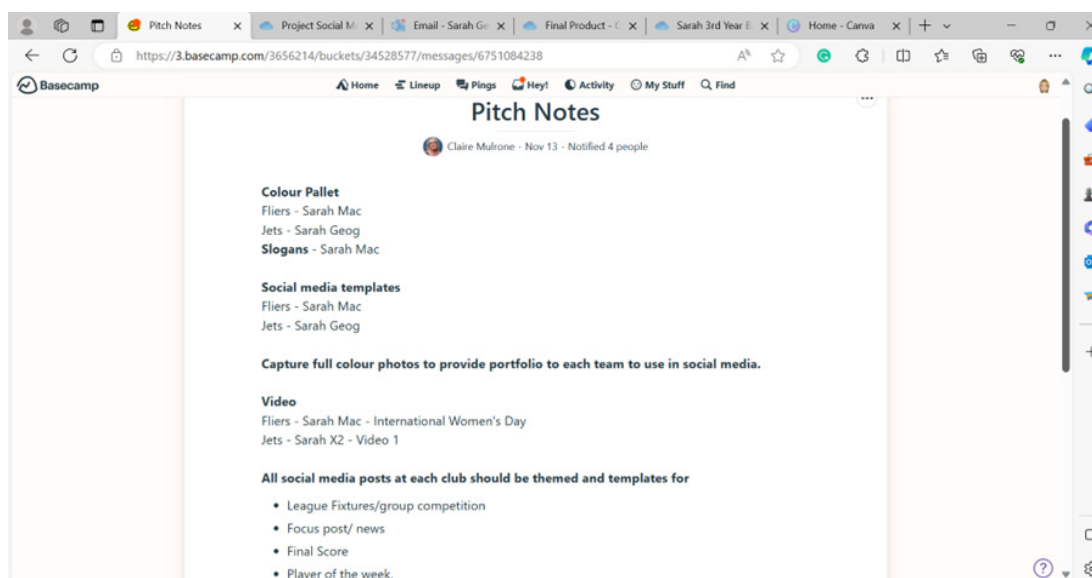
Due to the delay in the first meeting, and the tight turnaround for creating the pitch, a meeting was conducted to allow us to put forward concepts from the brief. Each of us discussed in the meeting the approach we would take and then we collectively agreed that anything suggested in the pitch was achievable.

‘Incorporate the younger girls training’.

‘The thought that went into those ideas and setting up the concepts was absolutely amazing’.

Overall, the pitch went successfully. Each member came up with creative ideas that were feasible and left a hard decision for Lauren to make. I discussed my own personal relationship with sport playing football as a child till I was 17, dropping the sport and then reconnecting with it post covid. This was the issue Newry Fliers were describing to basketball NI, I took my own experience and made an approach to showcase the benefits of the sport through friendship. Although this idea was not selected due to time and budget, I am delighted they appreciated the concepts.

REVISED PITCH



The pitch was selected and amended to the wants of Basketball NI. We as a team had a discussion in class with Claire and Adrian about the pitch, the creative director recommended I adapt my social media posts to be sportier. I went back to the research and took a more graphic approach to the designs. Asking advice from the team on what ways this can be done, I took inspiration from Sarah's work and how she incorporated the side angles into the design. I also stated to the team Lauren did not see the need to include Basketball NI logo. This was removed from my brand guidelines template. Adrian the creative director also suggested to adapt the logo of Antrim Jets to be unified in the colour pallet. Fixing the colour within the logo allowed for a more unified image that was consistent with the brand guidelines.

In the earlier stages of the project, we discussed where are weaknesses were including website design and motion graphic. The creative director put forward the idea of motion graphics within the video. This meets to the requirements of the benchmarking process which the examples from Ulster GAA and Cycling Ireland did not have. Adrian's idea of a motion graphic was essential to give a high level of professionalism within the video therefore, I put myself forward to create two motion graphics. One for Newry Fliers and one for Antrim Jets. Although this was not my strength, I wanted to learn something new and gain confidence in Adobe After Effects.

BRAND GUIDELINES

NEWRY FLIERS

TYPEOGRAPHY

TITLE-120pt

SUBHEADING-65pt

FONT- Adrianna Condensed ExtraBold

Paragraph information - No larger than 50pt

FONT- Bicyclette

LOGO



The logo must be placed clearly as a watermark. The white font logo is only to be used on dark backgrounds ie. blue.



The logo must be placed clearly as a watermark. The blue font logo is only to be used on white backgrounds ie. white

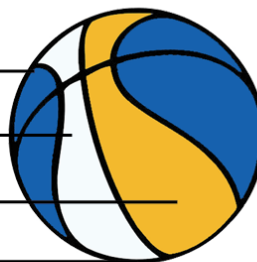
COLOUR

#0f60af

#ffffff

#efb62c

#000000



Newry Fliers colour pallet with blue and yellow as the primary colour in all graphics.

ALTERNATIVE LOGO



This is the icon for Newry Fliers. The icon must be used when the full logo can not. Facebook must have this icon as there profile picture. All social media posts must include this icon.

TAGLINE / SLOGANS

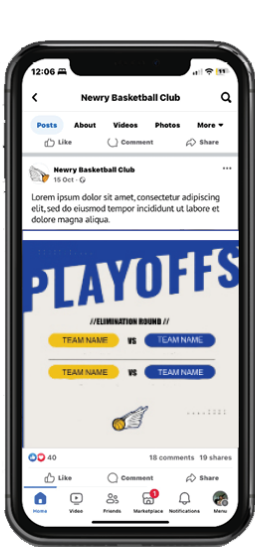
NEWRY FLIERS

DRIBBLE THE DREAM

FLIER FEVER

WHEN IT COMES TO SPORTS, GIRLS RUN THE WORLD.

SOCIAL MEDIA TEMPLATE:
NEWRY FLIERS



PLAYOFFS



PLAYER OF THE WEEK



FIXTURE

STORYBOARD FOR PROMOTIONAL VIDEO:
NEWRY FLIERS



The promotional video will start with young women before a match.



Motion graphic included in transition. Sliding into a coach being interviewed/ continuing to talk in the background of the video.



Transitioning into the girls preparing before a match.



Motion graphic included in transition. Gliding into the girls planning before a match.



Easing into action shots.



Flowing into action shot of basketball going in the hoop in slow motion.



Affectively motioning into the girls celebrating.



Motion graphic included in transition. Transitioning back to the coach being interviewed.



Final shot of girls looking strong.

BRAND GUIDELINES

ANTRIM JETS

TYPOGRAPHY

TITLE-120PT

SUBHEADING-65PT

FONT- Poster Gothic Round Cond ATF Bold

Paragraph information - No larger than 50pt

FONT- Bicyclette

LOGO



Antrim Jets full logo. This is the main logo for the profiles of all social media accounts. This must be clear and all information must be seen in the profile image.

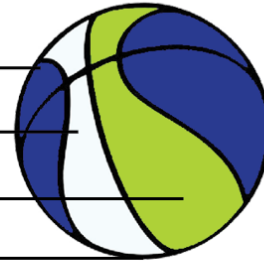
COLOUR

0416a0

#ffffff

#a6fc34

#000000



Antrim Jets colour pallet with navy and green as the primary colours in all graphics. This can be used as a overlay on photos to create graphics.

ICON



Antrim Jets icon. This icon must be used on all social media posts. This must be clear and used as a watermark. This icon can be used on multiple coloured backgrounds except green.

TAGLINE / SLOGANS

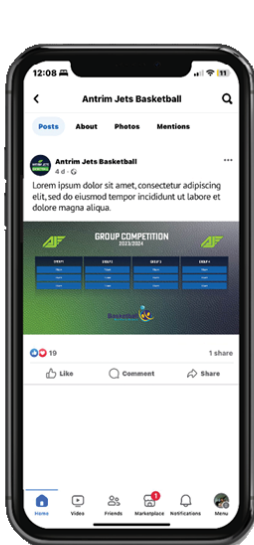
ANTRIM JETS

HOOP IT UP

JET SLAMMERS

STAND TALL, TALK SMALL, PLAY BALL.

SOCIAL MEDIA TEMPLATE: ANTRIM JETS



GROUP FIXTURE



COMPETITION FIXTURE



FINAL SCORE

STORYBOARD FOR PROMOTIONAL VIDEO: ANTRIM JETS



Child observing a outdoor basketball game. Taking a interest in the sport



Motion graphic included in transition. Team come over and encourage the child to play with them.



Transitions to the kids walking into club with new player.



Player is introduced to the team where management make child feel welcomed.



Child goes through the first basketball session showing drills etc.



Shows child settled with a new group of friends bouncing the ball and running forward at the camera in a straight line.



Motion graphic included in transition. Slow motion shots of different children who have now joined.



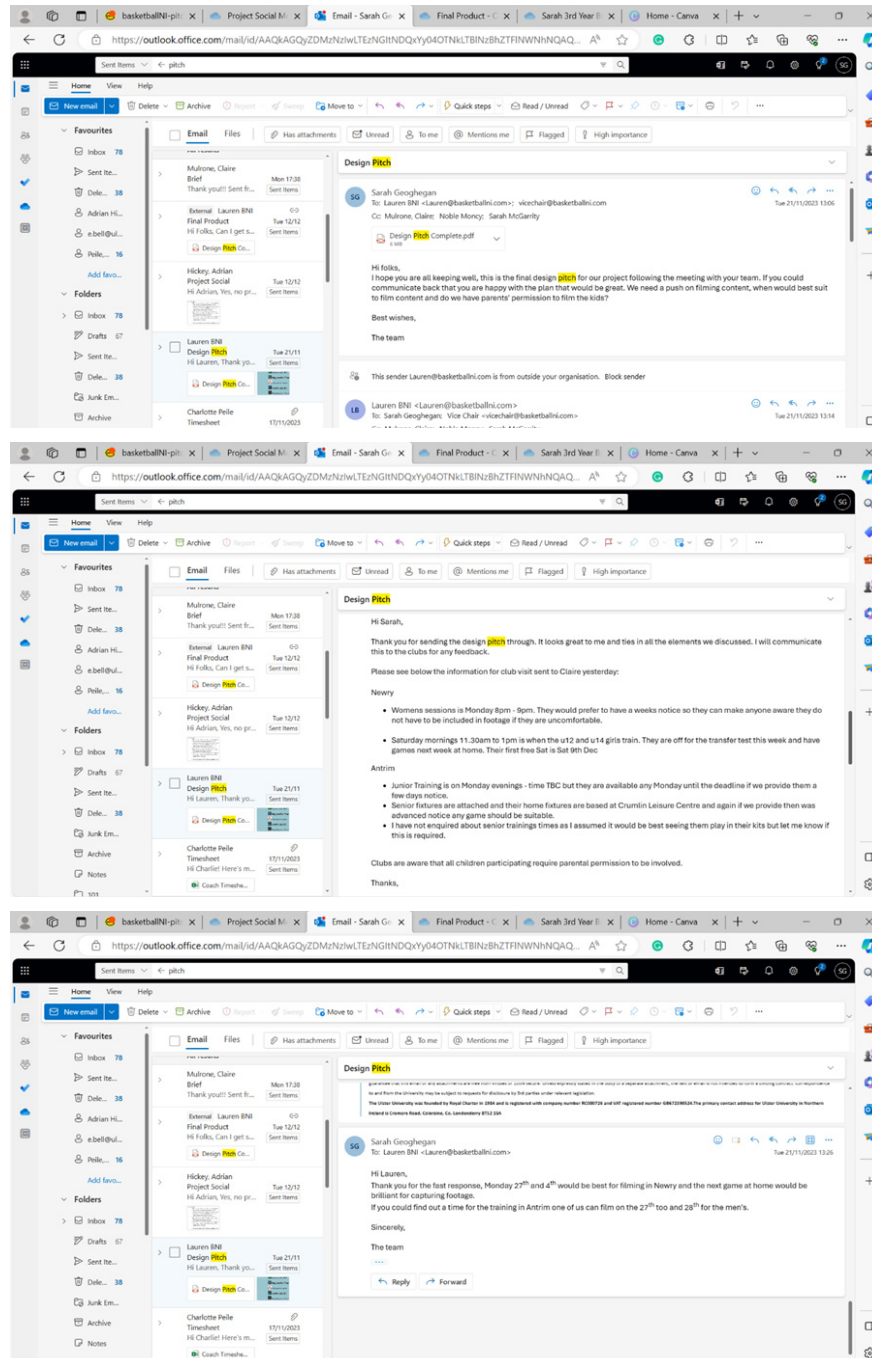
Morphs to senior players in the same line out.



Juniors saying join us now with the logo GIF and information on where to go.

FINAL PITCH

p. 75



All alterations were made in the pitch to suit Basketball NI. Lauren signed off on the pitch, happy with ideas. This allowed for us as a team to start the creative process.

BASKETBALL NI

PRODUCTION STAGE

Risk Assessment

Our project group conducted a meeting in class to discuss what equipment would be required in the creative process. We decided that the equipment that would be necessary was:

- the LED lights;
- the Panasonic Camera with a stand;
- A Go Pro;
- Mics;
- The Hand Recorder; and
- The 360 Camera

Once the equipment was obtained Noble completed a risk assessment. I already had an 850D Canon Camera that is effective for filming and photography. This was essential in the creative process as the camera was very flexible and capable of taking creative shots. I also had a 300mm lens on a Nikon D500, which had allowed for some of my best action shots and therefore I wanted to use it in the creative stage.

School of Media, Film and Journalism
coleraineequipment@ulster.ac.uk

Location Risk Assessment Form

Equipment Collection Room 1045 off the Atrium Faculty of Arts building

Opening Hours
Monday to Friday
9:00am to 12:30pm

Student(s) Sarah Geoghegan Sarah McGarrity Noble Monecy	Student Number(s) B00805893 B00811632 B00803702
Course and Tutor: Interactive Media Adrian Rickney	Production Title: Antrim Into Film Production
Date of collection: 24/11/2023 Time: 12:00	Date of return: 1/12/2023 Time: 12:00
Equipment: List all equipment required to be taken on this shoot:	
1x Go Pro 1x LED Light Kit 1x Panasonic Camera 1x Hand Recorder 1x 360 Camera 1x 850D Canon Camera 1x 300mm lens 1x Nikon D500	
Storage: Describe how equipment will be secured/stored, especially overnight: All equipment will be stored in my house and will be put in a spare secure room overnight. All equipment transportation via Car, equipment also will be secured in the car beforehand before setting off.	
Location: Has a full record been carried out? <input checked="" type="checkbox"/> YES/NO (circle) If NO, please give reasons:	
Location contact: Location address: Cramlin Leisure Centre, 2A Main Street, Cramlin BT25 4UP/ Abbey CBS Newry BT34 2EA Location phone no: Cramlin- 028 9445 2743; Abbey CBS- 028 9445 2743 POLICE – contact the nearest police station to alert them if filming in public or 1 Please record here details of the license of filming with local police	

Page 1 of 3

100% Give Feedback to Microsoft

Risk Assessment

Noble Monecy
To: Sarah Geoghegan
Thu 07/12/2023 10:05

Risk Assessment Form compl...
Saved to OneDrive

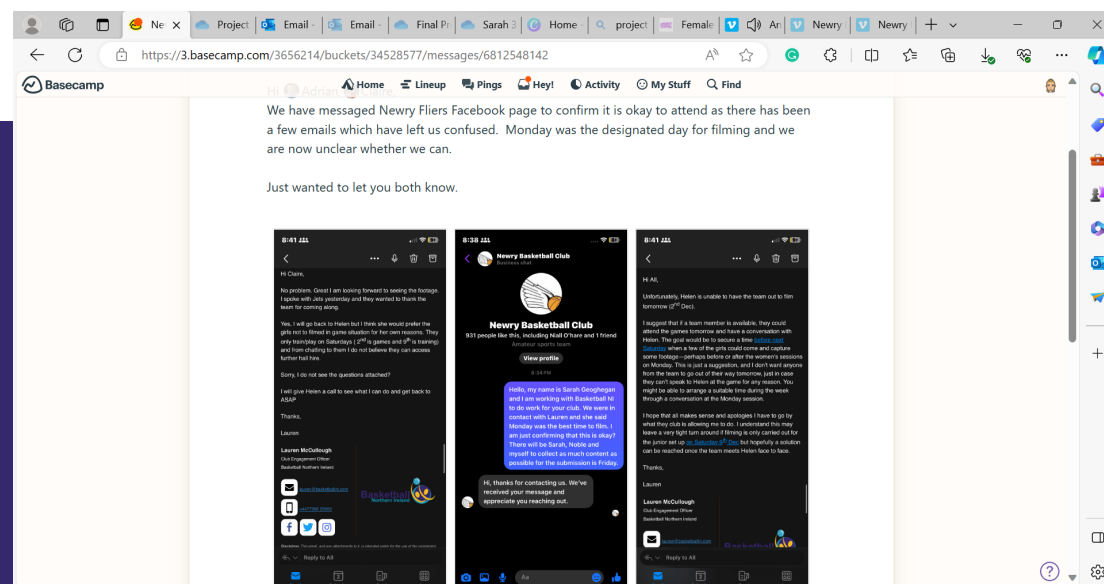
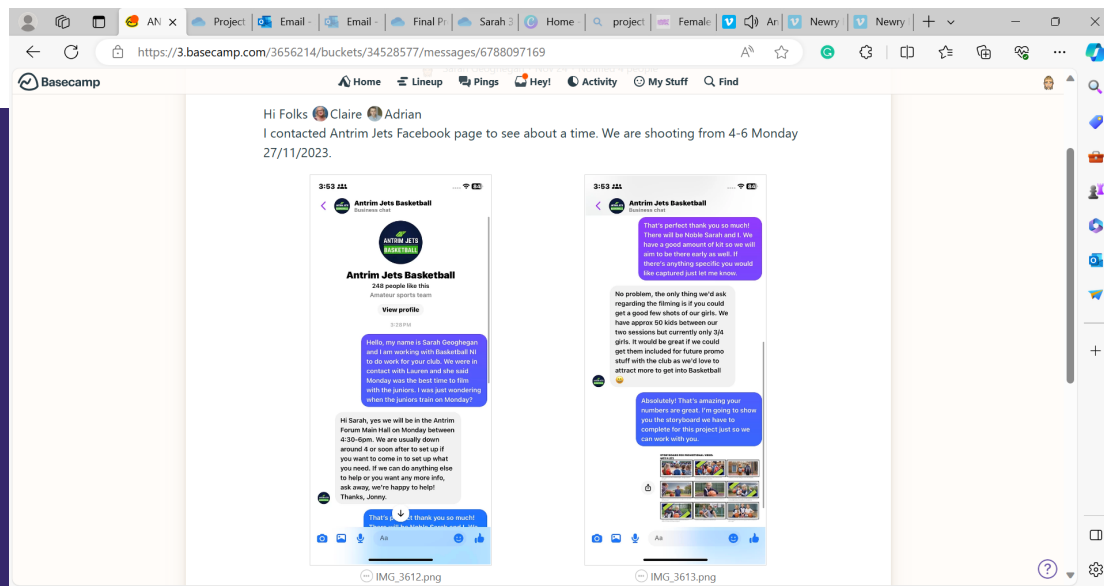
Sent from Mail for Windows

Reply Forward

FILM PRODUCTION

p. 77

Prior to film production, our project group discussed and agreed to liaise directly with Antrim Jets and Newry Fliers through their Facebook page to ensure permission was granted to film. This confirmation was required prior to Noble, Sarah and travelling to the film locations.



BASKETBALL NI

FILM PRODUCTION

Day 1 Filming - 27th November 2023

The managers of the Antrim Jets junior team responded instantly and were eager to have us film and assist their platform. We set up in the hall as this would not impact on the sessions and the junior team would not be distracted. I had already discussed the storyboard with one of the managers who gave his permission to capture his son on film to complete the storyline.

Throughout the production Noble, Sarah and I swapped equipment to ensure each of us gained relevant experience. I encountered a few issues when filming. When trying to conduct an interview, the noise in the hall was excessive therefore we had to reschedule the interview. This did not pose any significant problem as day 2 of filming would be easier as there would be a room free for filming and the interviewee was injured and could not play in the game. Another issue encountered was that the 850D camera ran out of storage. I contacted Ulster University about the possibility of obtaining more Sim Cards.

On my return, I started to transfer the footage onto OneDrive which allowed Sarah and Noble to access to footage. This was a lengthy process so while this was taking place I investigated the possibility of obtaining additional Sim Cards. Once the additional Sim Cards were obtained, it became apparent that the Panasonic camera was outdated. The University therefore gave us permission to trial a new camera which can shoot up to 4K. This camera changed our projects image giving an improved, professional and high quality image.



FILM PRODUCTION

Day 2 Filming - 28th November 2023

Filming on day 2 involved a match with the Antrim Jets senior team. As our ability to move around freely was curtailed we set up in the corner of the hall. This proved effective as I was able to capture one of their best players scoring from the halfway line while maintaining the rule of thirds. Prior to the match I interviewed the team manager. This proved difficult due to our location but I was eventually able to carry out the interview in a vacant changing room, placing soft objects around the handheld recorder to absorb the echo. Once the filming was over the team gave their appreciation for what we were doing for the club. They further contacted me via social media saying they were really happy with our work. I am also happy to state Antrim Jets won the game.



FILM PRODUCTION

Day 3 Filming - 4th December 2023

Our original schedule included filming Newry Fliers in a game on 2nd December however the team management were opposed to this idea. Sarah had almost completed the Antrim Jets Video but made us aware there was some elements missing from the storyboard. Therefore, taking the initiative we double booked ourselves travelling to Antrim for 4pm to finish capturing the final parts of the Antrim Jets storyboard. We then travelled to Newry to capture footage of the Newry Fliers women's training session. This session was in the Abbey School which made it easier to have a remote location set up for an interview. I interviewed the manager of Newry Fliers who stated, 'It's not about being the best, it's about doing your best'. This was a powerful message and our Project Group agreed that when editing we should finish on that line.

Following the work process our project group had established on day one of filming, we continued to alternate equipment and location. Overall, we were able to obtain some good footage despite being unable to film a Newry Fliers game as outlined in the original pitch.



FILM PRODUCTION

p. 81

4th and I filmed 9th in Abbey Grammar School

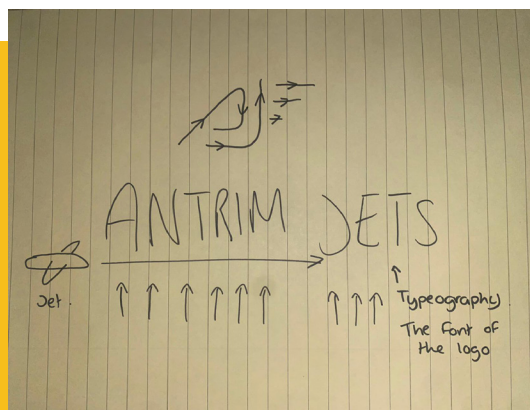
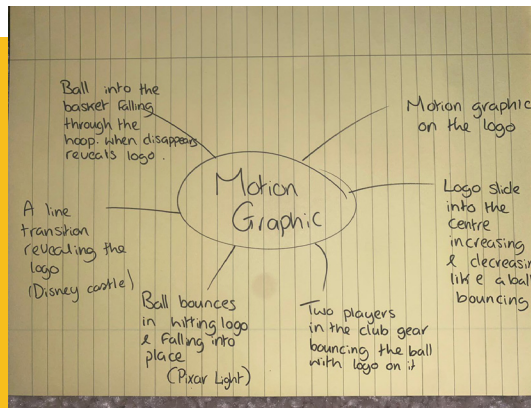
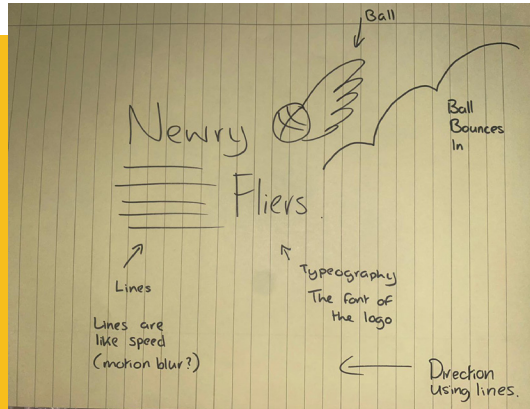
Day 4 Filming – 9th December

The manager of Newry Fliers was eager for our project group to film on Saturday 9th December. As this was not possible for our full project group, I attended the session and was able to capture the Newry Fliers junior girls demonstrating excellent skills. I was able to communicate with the girls and gain a better understanding about their club. I also asked for the manager's assistance to facilitate a shot of the hoop using the 360 cameras. This was not used in the final production of the video. This concluded the capturing of content and I thoroughly enjoyed working in this sporting environment.

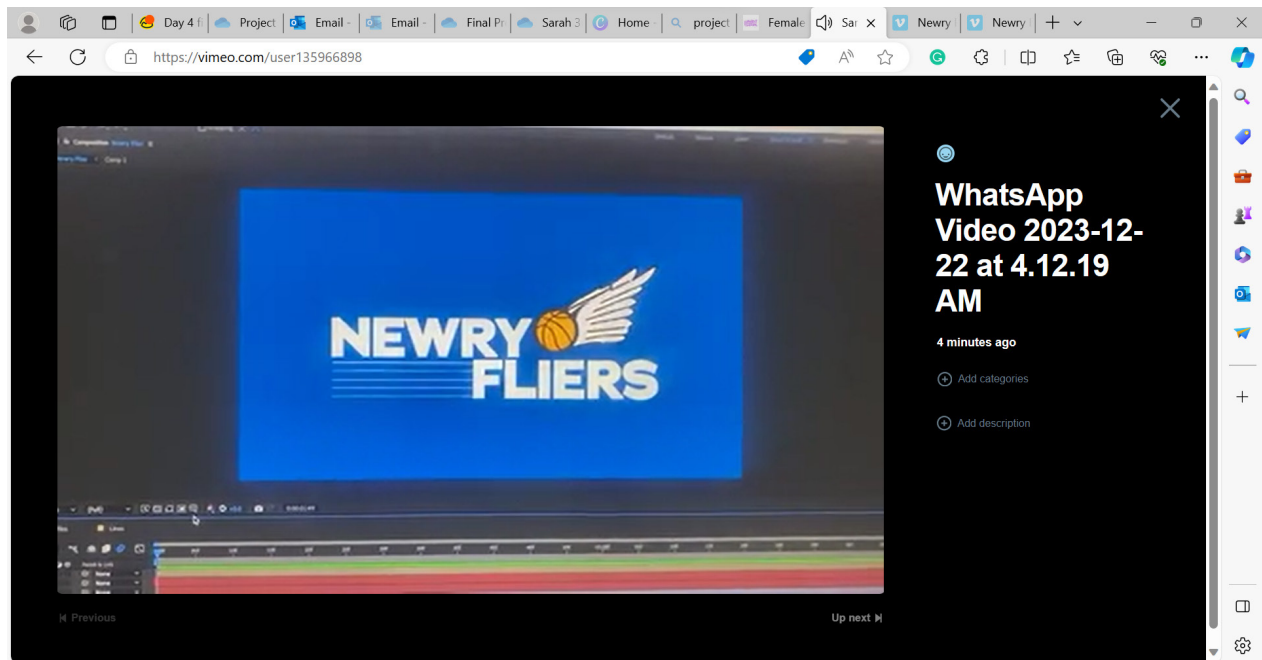


BASKETBALL NI

MOTION GRAPHIC



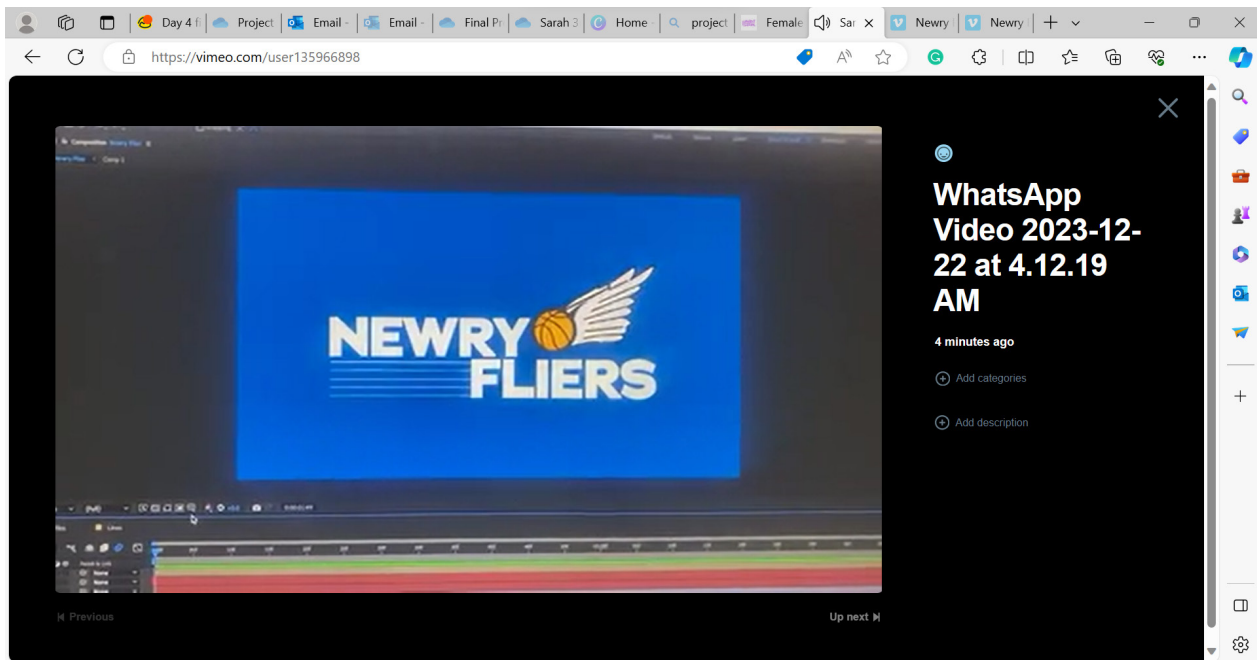
MOTION GRAPHIC



When creating the motion graphics, I referred back to the module MED 107. This module was something I struggled in, having issues with the performance of my computer, the buffering prevented me from seeing the details. I have not changed my laptop since then, so I decided to use the MacBook's from the Isolations rooms in I block to prevent any issues with software.

For a motion Graphic to be executed correctly there must be a start and an end to the storytelling. I began my process with brainstorming ideas for Antrim Jet and Newry Fliers. Although this motion graphic was not a skill of mine after completing this I thoroughly enjoyed the process behind this and have gain confidence in the work I have done. The benchmarking process was beneficial in my motion graphics as the same concepts would be applied when creating the graphic ie. including background sound. I researched logo stingers such as Pixar's. This motion graphic uses the light to complete the logo creating an effective design. Analysing the logos, I was able to envision the Newry Fliers logo adapting to this. I drew up a storyboard and pitched it to Noble and Sarah. They both agreed to the design believing it was a good way to incorporate the logo. This stinger would be the finishing point to the video. <https://vimeo.com/897089705>

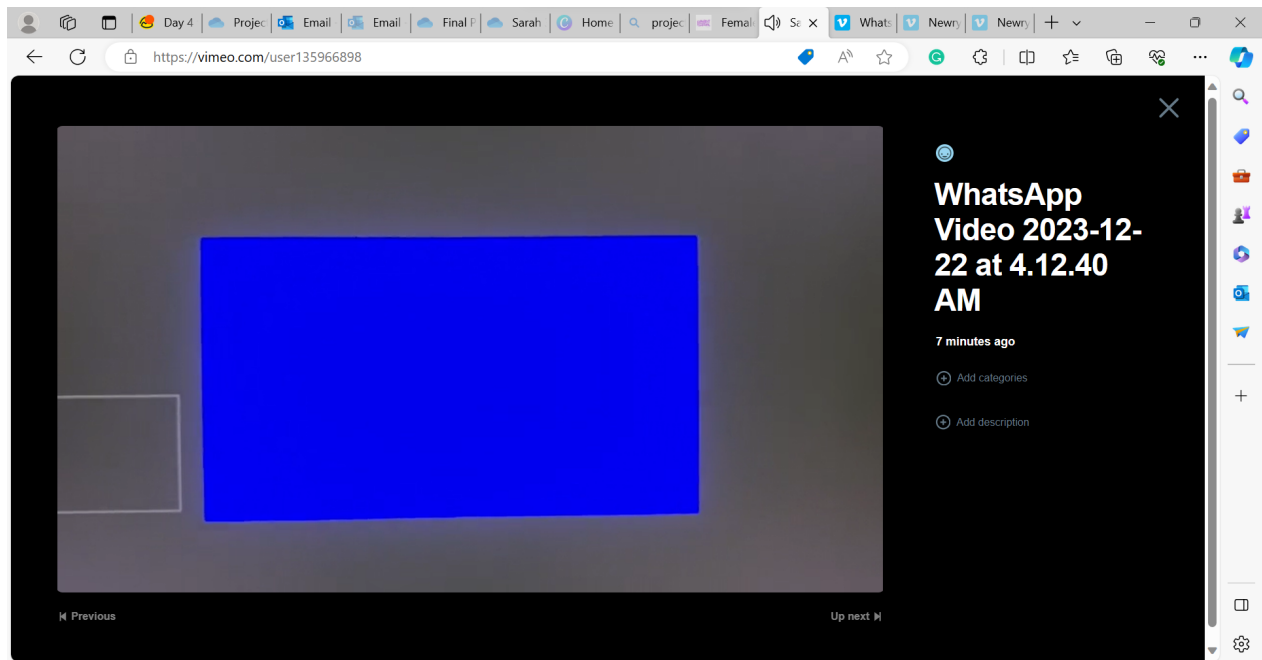
MOTION GRAPHIC NEWRY



I began this process with a line transition, using the square tool I scaled three boxes to the size of the screen. Each one set to motion at different stages in the design. The speed was set to one rhythm which I changed using the speed transition settings to start slow and gradually increase as a crescendo effect. Once I was happy with the speed of the transitions, I grouped the three rectangles together. I duplicated the design twice altered the timing of the transitions. This overall looked really effective but to ensure I showed the team which they approved. Moving on I added the logo, scaling it to fit the graphic. I used the text tool and replicated the text creating a more effective navigation with the assistance of Adrian. I positioned the text to motion into the centre from the right. A group discussion occurred in class on what we envisioned the lines to do. It was described as Speed lines therefore I used the line tool and added a slight transition that made them appear and gradually get longer. To finish off the design I used photoshop to cut out the ball that it can freely move following my storyboard I position the ball to the finish point. I motioned the ball using the position tool to bounce into the screen. To add more to the storytelling, I added the sound of a ball bouncing with the final buzzer. This proved effective and gave an ending to the story.

MOTION GRAPHIC ANTRIM

p. 85



After creating this I struggled to come up with a unique perspective for Antrim Jets. I needed more inspiration and I decided to create the motion graphic after we filmed in Crumlin to help with my creative thinking. In the game there was a large rumble that I was made aware by Sarah to be a plane as the airport was beside the centre. This sparked a story I could tell as it gave a meaning to the name Antrim Jets. Focusing on incorporating a jet into the design to add a visual to the typography. One of my ideas was to use a single line transition to reveal the logo taking inspiration from the Disney castle transition. I made an illustration of the Antrim Jets logo, revealing in a swift motion the logo. I wanted the text to rise like clouds therefore I made a rising transition for each letter, making it seamless by masking the full rise. The jet then moved with the texts changing the opacity to fade the letters away. Adding the noise of a jet finished the story together.

Asking for feedback from the group it was made clear the background was very plain and did not add to the imagery of the sky. I used the effects gradient tool which allowed me to motion the colours at different stages. I am really proud of the designs as although Motion Graphics was not in my skillset, I improved from the experience I had with it in first year and created something the club will hopefully like. <https://vimeo.com/897089691>

BASKETBALL NI

SOCIAL MEDIA TEMPLATES



I wanted to have a uniformed narrative in my designs, after creating the motion graphics I adapt my designs to follow Sarah's templates along with the Antrim Jets motion graphic. Taking the Brand Guidelines that had been agreed in the pitch and implementing them in the design. I focused on using green and blue in a way that prevented the graphics to be overpowering. I included the Taglines into the graphics to promote morality to the design. This is to give the audience a better understanding on what the club is about. Following Sarah's design and the concept of a jet rising in the air I placed the designs at a 100 angle. To follow the narrative of the motion graphic I split the title and added the jet to the end to give a unified appearance to the motion graphic. I also wanted to make the design process easier for the clubs, so I adjusted all the club's logos to have a transparent background added to Canva.

I discussed the graphic in class with the team and Adrian where it was agreed the new graphic was sportier and more improved the image of the Clubs.

<https://vimeo.com/user135966898>

PHOTOGRAPHY

p. 87



Photography is something I am confident in and therefore I wanted action shot that where to the highest quality. Using my personal Camera, it became apparent that the court was halved which left issues with a 300mm lens. Adapting this I opened the entrance doors to the hall and stood at a distance which allowed me to capture full length photos of the juniors. I was able to show Noble and Sarah how to use the camera where they also where able to take some excellent action shots.

BASKETBALL NI

COMMUNITY PARTNER

Noble and Sarah worked hard on following the storyboard design to the fullest, we captured excessive amounts of footage which had to be narrowed down. From the content was captured this left a short turn around to edit therefore, I helped Noble and Sarah with the editing by adjusting some of the clips and adding in subtitles through premier pro. I made a transcript for Antrim Jets and added the subtitles in manually to prevent the wrong message being presented to the audience. When Sarah and Noble showed the final video, I went through the bench marking process to see if we met all the requirements needed for good practice.

Overall, I am pleased with the final outcome with my only issue using content taken of the Panasonic Camera. On the 10th of December with 5 days left till the hand in I sent an email with the finished product of Antrim Jets and Newry Fliers to Basketball NI. We want to ensure that we met the needs of the community partner.

Marc the Vice Chairman made notes on what he liked and did not like which I then forwarded to Adrian and Claire. This allowed for us to gain a better understanding on what was expected and what was achievable within two days. Although it was not agreed in the pitch to include Basketball NI, we altered the video to include a watermark of Basketball NI in the videos and social media posts. This led to Sarah and Myself editing are brand guidelines to suit this adjustment. I created an additional graphic of the final score into the Antrim Jets posts. I added additional B Roll Footage to the video of Tony as when interviewing I would not take a camera into a changing room even when vacant. Overall, I appreciate the feedback Marc gave as it allowed for us to gain experience and improve the work.

COMMUNITY PARTNER

p. 89

HA

Hickey, Adrian

To: Mulrone, Claire; Sarah Geoghegan

Tue 12/12/2023 15:26

Reply Reply all Forward

Hi Sarah and Claire

Here's my take –
Green – ignore/no action – Yellow please address

- Newry Vid
 - A great narrative connecting women & girls' basketball – No Action
 - Sound needs adjusting - What way?
 - Would advise next time filming be mindful of lighting the subject, framing the subject and the areas for sound the subject for interview. – Not possible given the lack of cooperation and support to organise filming
 - Nice piece to join Women in Sport etc together - No Action
 - Would have been nice to have Basketball Northern Ireland mentioned within this – I would suggest having the Basketball NI logo at the end of each video – Put logo on please
 - Appreciate it was difficult to follow the pitch story narrative without being at games so well done – No Action
- Newry Images
 - Fixture and Player of the Month are labelled incorrectly – Fix please
 - For the Fixture image I would add examples of team logos as they may leave it bare - Fix please
 - BNI Logo should be included somewhere on all - They are playing in Basketball NI leagues. I should have confirmed this during the pitch. – Add logo on please
 - Playoffs is not the best wording as this only happens once a year - best to be named upcoming fixtures (maybe monthly fixtures?) – Change to Fixtures please

- Jets Video
 - Would be great to see Tony a few times. – Edit Tony in please
 - Tony Talks well – No Action
 - The video differs from the story narrative in the design pitch – No Action
 - The Antrim Jets and ourselves won't be able to use the video as it stands with the commercial backing track – Replace with royalty free music and make that clear on delivery please
 - A really nice narrative for this also – So ignore bullet point 31 - No Action
 - Again - Would have been nice to have Basketball Northern Ireland mentioned within this – I would suggest having the Basketball NI logo at the end of each video – Add logo on please
- Jets mages
 - This is a very different format from the Design Pitch that was agreed on. Design pitch has different designs of group fixture and final score while playoffs, fixtures and POTM has been sent. Happy to have POTM added to original. - No Action
 - BNI Logo should be included somewhere on all - They are playing in Basketball NI leagues. I should have mentioned this during the pitch. Add logo on please
 - Playoffs is not the best wording as this only happens once a year - best to be named upcoming fixtures (maybe monthly fixtures?) Change to Fixtures please
 - Also are the clubs getting the brand guidelines from the design pitch? – Confirm with Lauren that they are please

This is just between us – once you have addressed the issues you can send it back with a list of changes.

Hope that is ok?

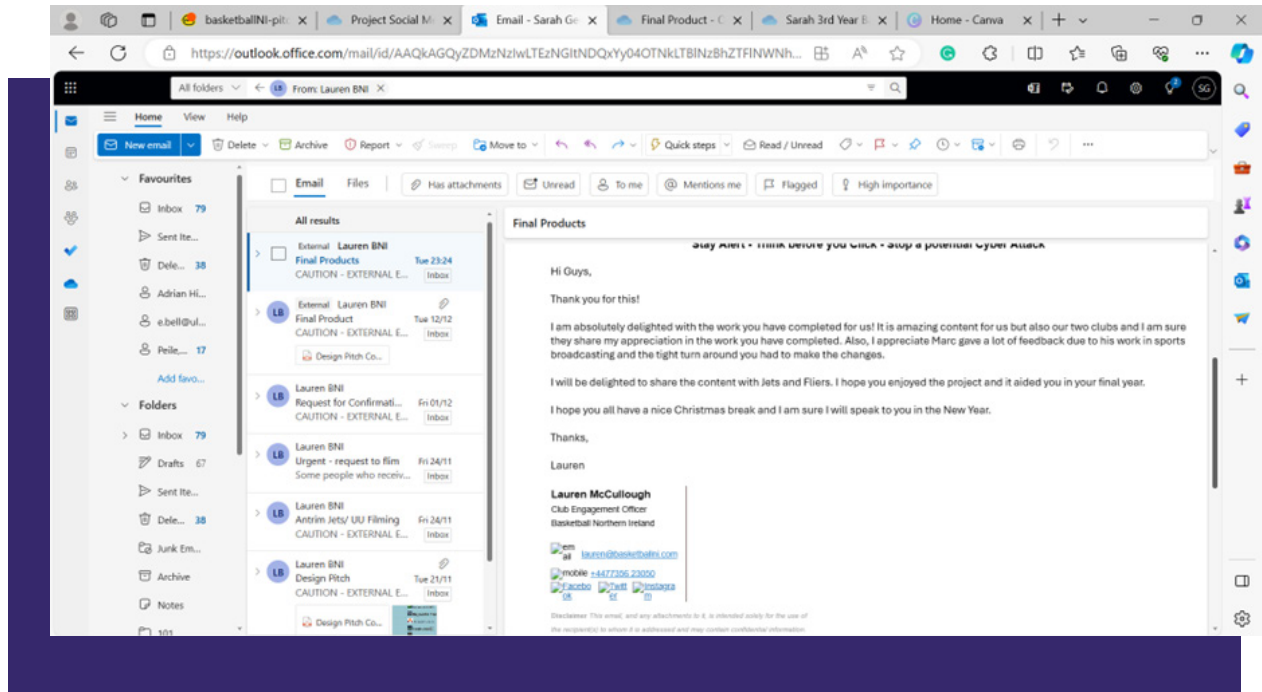
Claire, anything to add?

Thanks

Adrian

BASKETBALL NI

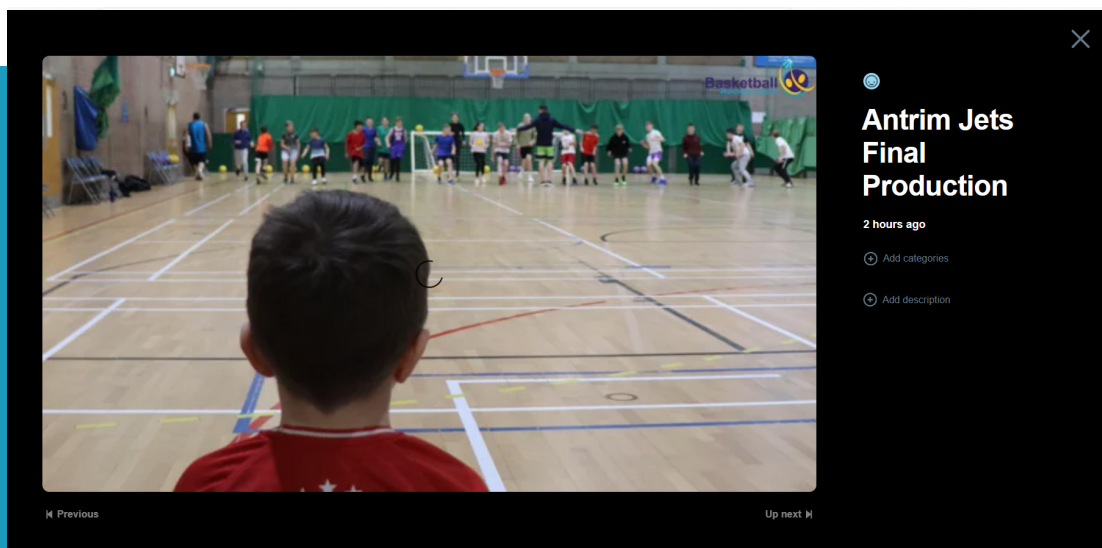
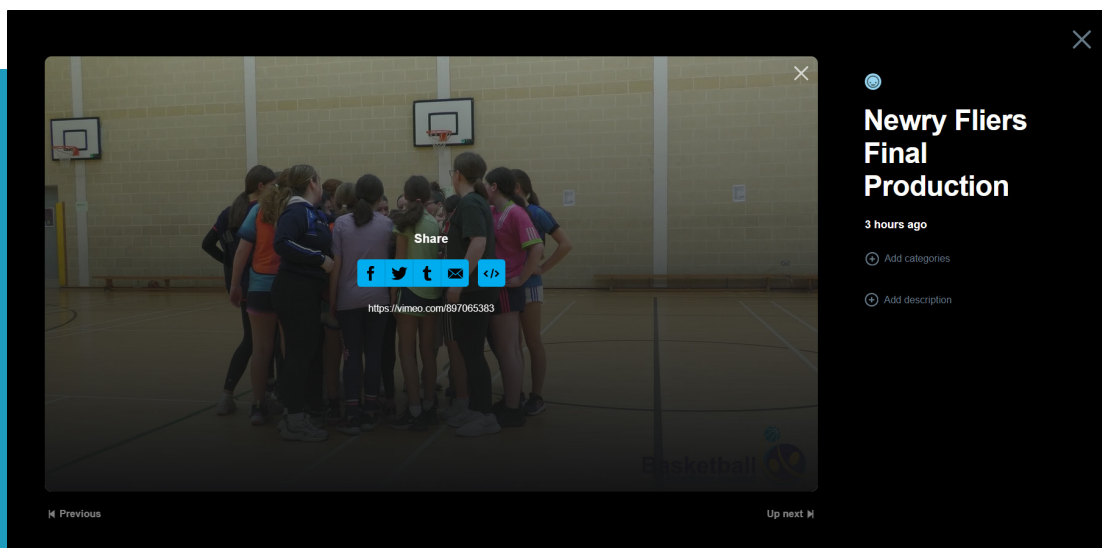
SIGNOFF



Overall Basketball NI where happy with the work we created in project social. We as a team ensured everything was done to the heights standard we could achieve. I am really proud of Noble and Sarah with the support they gave to the project allowed for us to gain an impressive piece of work.

FINAL PIECE

p. 91



BASKETBALL NI

FINAL PIECE


BRAND GUIDELINES
NEWRY FLIERS
TYPEOGRAPHY
TITLE-120pt
SUBHEADING-65pt
FONT- Adrianna Condensed ExtraBold

Paragraph information - No larger than 50pt

FONT- Bicyclette
LOGO


The logo must be placed clearly as a watermark. The white font logo is only to be used on dark backgrounds ie. blue.



The logo must be placed clearly as a watermark. The blue font logo is only to be used on white backgrounds ie. white

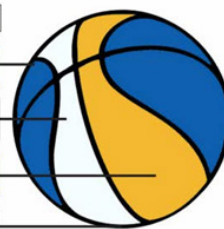
COLOUR

#0f60af

#ffffff

#efb62c

#000000



Newry Fliers colour pallet with blue and yellow as the primary colour in all graphics.

ALTERNATIVE LOGO


This is the icon for Newry Fliers. The icon must be used when the full logo can not. Facebook must have this icon as there profile picture. All social media posts must include this icon.

ORGANISATION LOGO

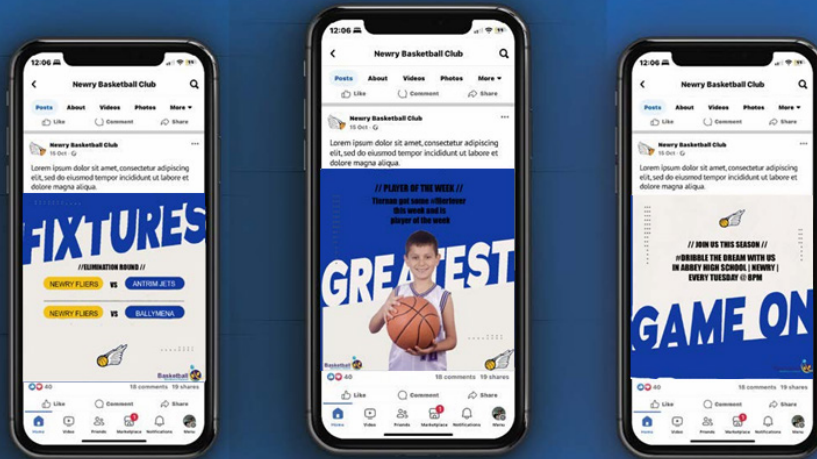
Basketball NI logo must be included on every post in the centre as a watermark.



FINAL PIECE

p. 93

SOCIAL MEDIA TEMPLATES



FIXTURES

PLAYER OF THE MONTH

ANNOUNCEMENTS

TAGLINE/ SLOGANS

DRIBBLE THE DREAM

FLIER FEVER

**WHEN IT COMES TO
SPORTS, GIRLS RUN THE
WORLD.**

BASKETBALL NI

FINAL PIECE



BRAND GUIDELINES

ANTRIM JETS

TYPEORGRAPHY

TITLE-125PT

SUBHEADING-65PT

FONT- Poster Gothic Round Cond ATF Bold

Paragraph information - No larger than 50pt

FONT- Bicyclette Regular

COLOUR

# 0416a0	
#ffffff	
#a6fc34	
#000000	

Antrim Jets colour palette: Green and Blue are the prime colours with white as the secondary colour used only for the font. This colour palette is consistent with the Logo and icon of the Antrim Jets. These colours are the only colours that can be used for Antrim Jets Social Media posts.

ANTRIM JETS LOGO

This is the main logo for Antrim Jets. The logo follows the correct colours for Antrim Jets Basketball and matches the brand guidelines. The full logo must be used from now clear and not obscured to the background. This logo must not be used on social media posts.

ICONS

This icon can only be used on blue or paper backgrounds. This icon must be used for the social media profile.

BASKETBALL NI LOGO

Basketball NI exist to promote and deliver the sport of basketball and physical recreation in Northern Ireland. The Basketball NI Logo must be included in all social media posts. This must be included in all social media posts as a watermark. This logo must be placed over the green of Antrim Jets.

FINAL PIECE

p. 95



BASKETBALL NI

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