

**COMM2700**

**Working in digital media**



**ARMY**  
**BE THE BEST**

**The Digi5's**

**Written documentation**

**Word count: 2980**

# Contents

TEAM PROFILE.....	3
PROJECT MANAGEMENT REPORT.....	5
RESEARCH REPORT.....	12
DESIGN REPORT.....	17
DEVELOPMENT REPORT.....	22
REFERENCES.....	28

# Team profile



**Aoife**

Project Lead

**Skills:** organisation, team work, time management, keeping people informed and helping with other team roles  
**Responsibilities:** arranging supervisor meetings, weekly group meetings, organising an overall plan, making sure everyone is on schedule by communicating and creating a project management report.



**Lilly**

Research Lead

**Skills:** Forming focus groups, selecting a target audience, photography, library skills, will keep everyone in the loop and is organised  
**Responsibilities:** research audience, existing material, user research, booking equipment and costumes for filming, creating a survey, sharing research results and creating a research report.



**Brandon**

Design Lead

**Skills:** Photography (particularly Photoshop), planning and organisational skills, filming and editing videos  
**Responsibilities:** designing posters, designing website layout, producing final posters, planning shots and angles for video, filming for video and photographing, and contributing to video editing.

# Team profile



**Camille**

Design Lead

Skills: photography (particularly Photoshop), creating videos, poster experience and is willing to help with other team roles

Responsibilities: researching visual identity for campaign, designing posters, editing posters, planning and filming the video, photographing for posters and creating a design report.



**Louisa**

Development Lead

Skills: Using Photoshop and Illustrator, creating documentaries and websites  
Responsibilities: creating a kinetic typography video, creating a website with a forum, an online quiz, and a gallery of the posters and video advert, and contributing to a development report.



**Will**

Development Lead

Skills: Scriptwriting, story boards, final cut, recording voice overs, and creating videos

Responsibilities: planning and creating video, filming and photographing, recording voice overs, editing and producing video advert and contributing to a development report.

# Project management report

# Responsibilities

My initial responsibilities were organising supervisor and group meetings, directing weekly meetings and planning for deadlines. Lilly's were creating surveys and finding existing information about the Army through online sources. Camille's were studying the guidelines of the brief, and creating designs for both the posters and the video. Similarly, Brandon's were creating designs for the posters, and taking photographs for the campaign. Will's were creating a script for the video advert and editing the footage together with voiceovers. Lastly, Louisa's were creating a website from coding, and also a kinetic typography video.

# Project plan

In the first supervisor meeting, Joanne suggested that I make an overall plan of the project (see figure 1). Although we had been setting tasks for everyone in each weekly meeting, the overall plan allowed us to visualise how much time we had to complete our first drafts.

WEEK	WILL	LOUISA	CAMILLE	BRANDON	LILLY	AOIFE
<b>PLAN/PREP</b> Week 5 20/02/17	Story board/plan for video	Plan website layout + typography video	Planning	Planning	Kinetic typography video script	Planning
<b>FILM/UPLOAD</b> Week 6 27/02/17	Filming	Designing website + typography video	Filming	Filming	Filming	Filming
<b>EDITING</b> Week 7 06/03/17	Plan layout of video	Finish typography video	Design + edit posters	Design + edit posters	Blog entry	Blog entry
<b>EDITING</b> Week 8 13/03/17	Editing video- voice overs	Add video to website- voice overs	Editing- voice overs	Editing- voice overs	Editing- voice overs	Editing- voice overs
<b>FIRST DRAFT</b> Week 9 20/03/17	First draft of video	First draft of website	First draft of posters	First draft of posters	Plan research report + risk assessment	Plan management report + profile
<b>EASTER BREAK</b>	Plan pitch 30 sec Finish editing video Development report	Plan pitch 30 sec Finish editing Development report	Plan pitch 30 sec Design report Finalize posters	Plan pitch 30 sec Design report Finalize posters	Plan pitch 30 sec Research report and risk assessment	Plan pitch 30 sec Management report and team profile

Figure 1 – Weekly plan.

# Filming plan

After we decided on our ideas for the four executions, I created a plan for us to follow to gather the footage for the video adverts and also the photographs for the posters, which enabled us to complete these tasks in one day (see figure 2).

TIME	ACTOR/ACTRESS	ROLE	LOCATION	COSTUME	PROPS
12pm	Louisa	Electrician	Rodger Stevens	Camo jacket	Screwdriver
12:30pm	Sophie	Driver	Ziff building	Camo jacket	Car
1pm	Brandon	Nurse	Inside	Camo jacket	Gloves + syringe
1:30pm	Alex	Photographer	Outside	Camo jacket	Camera
2pm	Elizabeth	Musician	Outside	Red jacket	Flute
2:30pm	Pai	Office worker	Computer suite	Camo jacket	Mouse
3pm	Will	Outside worker	Outside	Camo jacket	Map

3:30pm Upload footage and return equipment

Figure 2- Filming schedule.



# Timeline of projects

## Choosing brief

- After discussing our roles and skills, I gave everyone two votes, and read through the briefs asking everyone to choose their two favourite ones. We were left with the fur and Army brief and discussed possible ideas for each one, we then had one vote each on which brief we preferred, and all agreed on the British Army one.

## Choosing executions

- Based on our skills we chose to create four executions: posters, a video advert, a website, and kinetic typography video

## SWOT analysis of brief

- Strengths: interesting, can be passionate, everyone has a chance to excel in their skills
- Weaknesses: relying on the power of words, not as creative as other briefs
- Opportunities: discovering new skills, can enter the D&aD competition
- Threats: time management, breaching away from the brief

### Planning ideas

- At the start of each group meeting I would ask everyone if they had any new ideas about the executions, once we had listened to everyone we would then discuss which we thought was the strongest, this worked extremely efficiently for us

### Filming and photographs

- This was completed in one day

### Editing

- We then had two weeks to create our first draft

### First draft of executions

- They were completed on schedule

### Final draft of executions

- We came back from Easter with our final drafts based on the feedback that we had received

### Pitch

- We met up on both of the two days before the pitch in order to practice, which made the actual pitch less daunting.

# Risk management plan

At the beginning of the project I also created a risk management plan (see figure 3), which highlighted that in order to keep everyone involved and up to date, we would need a good communication skills. It also made us, as a team, aware of the possible problems we could face, therefore we saved each piece of work to a Google drive document, and also on a memory stick. We did not face any of our members dropping out, or any conflict within the team. Despite the, the plan made me aware of having regular checks at each stage of the project, and planning ahead of the deadlines.

RISK + CONSEQUENCE	PROBABILITY	IMPACT	PRIORITY	MITIGATION RESPONSE
People missing meetings	5	3	15	Good communication so they can catch up or do it at home
Lose all of work	3	5	15	Keep emailing, sharing and saving
Conflict	3	4	12	Hold and group meeting and learn how to compromise
Poor time management	3	4	12	Have regular checks at each stage and plan ahead of deadlines
If someone drops out	1	4	4	Equally share their responsibilities around the group

Figure 3- Risk management plan.

# Research report

# Research foundation and process

## Research foundations:

Throughout the role as researcher I needed to build a foundation for our campaign to find out what the British Army can do for our audience. It was important to understand why the British Army were looking for a campaign on awareness of employment and recruitment, therefore the main body of my research campaign was to understand employment in the Army.

## Internet research process:

By watching YouTube videos online of Army recruit interviews and making use of the extensive website the British Army offer, I discovered not only the recent lack of applicants, but also the extensive range of jobs on offer. This helped to build a focus point for our campaign, by discovering the Army offers jobs in almost all fields of work, including: sports, teaching, music, driving – not just the obvious ones. I discovered the variety of ethnicities, gender, age range and fitness range acceptable and it was much larger than expected. We linked this into our ideas of teaching the audience that the Army is more than fighting, but that it is a safe place to secure a job and income in something you love doing alongside a job outside the Army. I read profile of musicians on the Army, whom said in the week days they were, for example, a music teacher in a primary school, but on weekends serve the Army in their orchestral band – they claimed it was the most secure job they had.

We combined this extensive range of jobs to our campaign by displaying to audiences you could have a variety of different skills to join the Army, and showing you don't have to be the stereotypical strong white male to join. This was important in making our campaign stand out as we learnt we could reach a much wider audience than first anticipated.

# Audience research and finalizing

## **Audience research:**

Research also involved learning what our audience wanted – which I achieved through creating surveys on Survey Monkey, and then posting them to social media sites such as Facebook and Twitter. Here I discovered what our audience wanted out of our campaign, which slogan they preferred, and what interested them most about an array of topics on employment in the Army. Asking questions on their prior knowledge of the Army, we discovered upon response that most people did not even know the Army offered all these jobs, and chose this as our focus point for our campaign to educate audiences and hopefully increase applicants.

## **Finalizing research – towards the campaign:**

Finally, my research conducted of selecting a few diverse Army jobs to be chosen for our campaign by evaluating my survey data and choosing employment options that the audience did not know were on offer to them. This was then the foundation for our campaign, as we could begin to develop work that showed the Army in a new, fresh and more approachable light for audiences and make our campaign stand out as something directed to a wide selection of people that prior to our campaign would not believe they could be involved in the Army in any way.

# Research survey - the start of the campaign

<https://www.surveymonkey.co.uk/r/C9Q9K28>

British Army

What are your thoughts on the British Army?

1. What is your favourite slogan to describe being part of the British Army?

- Be a HELPING HAND
- Be Committed
- Be Adventurous
- Get involved
- Be Dedicated

2. What do you think the most important quality you must possess in the army is?

- Devotion
- Dedication
- Motivation
- Commitment
- Courage
- Other (please specify)

# Research survey of the final executions

<https://www.surveymonkey.co.uk/r/7RGFLC8>

1. Do you believe that our website is inclusive of all ethnicities and genders?

- Yes
- No
- Somewhat

2. If answered 'No' to previous question, are there any suggestions on how we could achieve this?

3. Were you surprised by the job roles that were advertised in the posters?

- Yes
- No
- Somewhat

4. In your opinion, who do you think the posters were aimed at?

- Men only
- Women only
- All genders
- Unsure



# Design report

# Design logistics

## Design objectives:

The design team followed the British Army design guidelines as outlined by the D&D British Army recruitment style guide and brand guidelines document. From the website, videos and posters, the design was clear and homogenous across the campaign; meticulously adhering to the Army guidelines whilst offering our own creative touch to the campaign. Our objectives were to adhere to the British Army aesthetic and design guidelines whilst design a campaign which appealed to our diverse audience. Hence, all designs were based on Audience research.

Figure 1- Army logo.



## Following the design guidelines:

All colours, typeface and font are the same size and the official colours used by The British Army. The choice of font (Haettenschweiler) was very close to the original used by the Army.

In terms of the photography, as the brand guidelines state “Images can be worth a thousand words” (British Army: p.2). We ensured that the photographs taken communicate the aesthetic of the army making each of the Army employees in our campaign relatable, highlighting the job role. In this way, we kept a consistent manner, whilst showing to viewers of our campaign the diversity of roles available within the British Army. Moreover, we ensured that a link was formed between text and image. Through designing the posters and website to match the slogan “Be a Helping Hand” with the images of the hands of Army employee’s undertaking various roles, we ensured that a clear narrative was formed which matched the entire design of our campaign. All designs were checked through with the group along with some members of the public. From start to finish, each aspect was taken into consideration, building upon these criticisms to form the final executions.

The white search Army logo and British Army logo were made by ourselves using Adobe Photoshop (see figures 1&2). This was done to ensure that all logos matched the Army aesthetic and strapline “Be the Best” whilst being visible to our audience, given the dark background in most our digital media artefacts.

# Posters and design

For the design of our campaign we had to work within restrictions as the brief stated that our artifacts must be copy-led and build on the British Army brand rather than change it, but had to focus on the “power of words”. To accommodate this the design and research team began to explore existing British Army print and broadcast advertisements to study how they have used words to attract people to join. After this the design team put forth two possible poster ideas and created mocks of these; one involved a conversation via text and the others centered on what a member of the British Army hands go through. The inspiration for this came from an existing British Army poster that used a pair of boots and words to show what the members go through in the army.

Once the drafts had been produced the team met and decided to build on the idea of using hands as a theme for our artifacts, which is when a member of the group thought of the slogan “be a helping hand”. We all agreed to use this for all the artifacts as it was powerful, catchy and built on the army brand. From then the design and development teams began filming and taking photographs of the hands of people acting in army jobs to use for the final posters and broadcast advertisement. In the footage and photographs we used mainly ethnic minorities and women to achieve the aims of the brief. We also made the cast perform jobs that would not normally be associated with the army such as an electrician or musician.

The next few weeks were then spent making the posters as eye catching as possible by using a bold font, similar to that of the Army, as well as contrasting colours and boxes to go round the font. The poster is simple but striking to fit in with the British Army brand and it makes the writing stand out as much as possible without taking the effect of the image away, to show the power of the words “be a helping hand”.

The logo consists of two lines of text. The top line reads "SEARCH" in a large, bold, black, sans-serif font. The bottom line reads "ARMY JOBS" in a white, bold, sans-serif font, set against a solid black rectangular background.

Figure 2- Army jobs logo.

# Poster design timeline

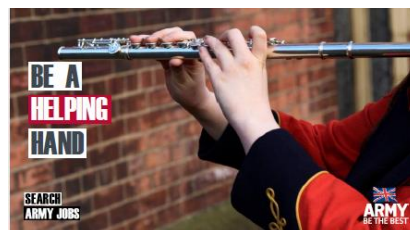
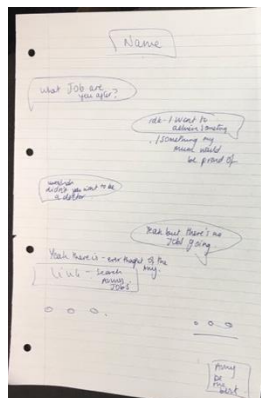


First drafts

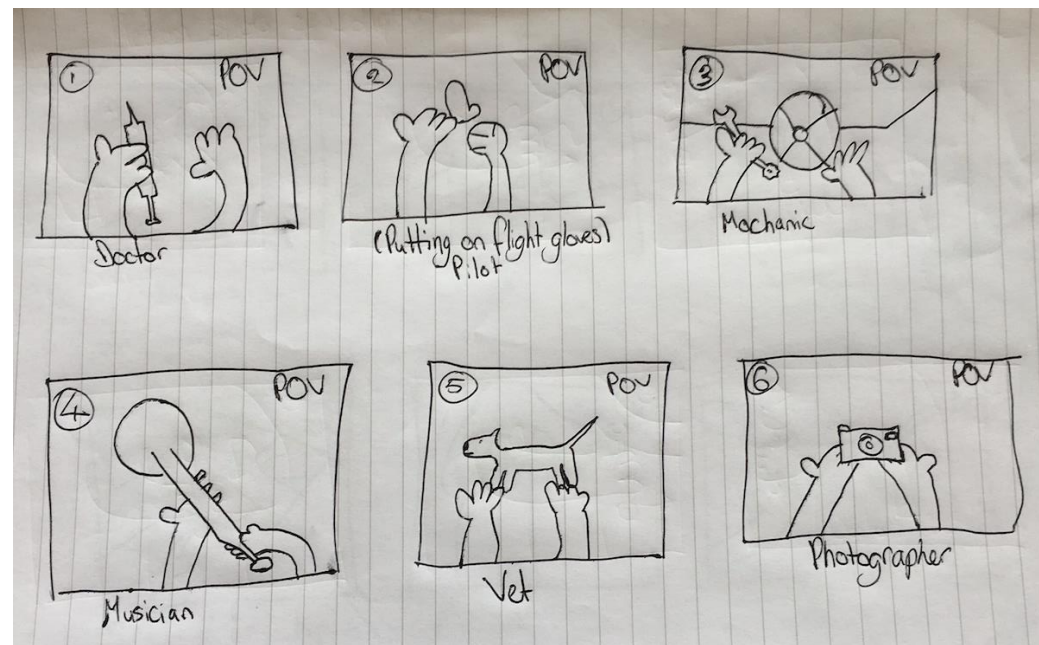
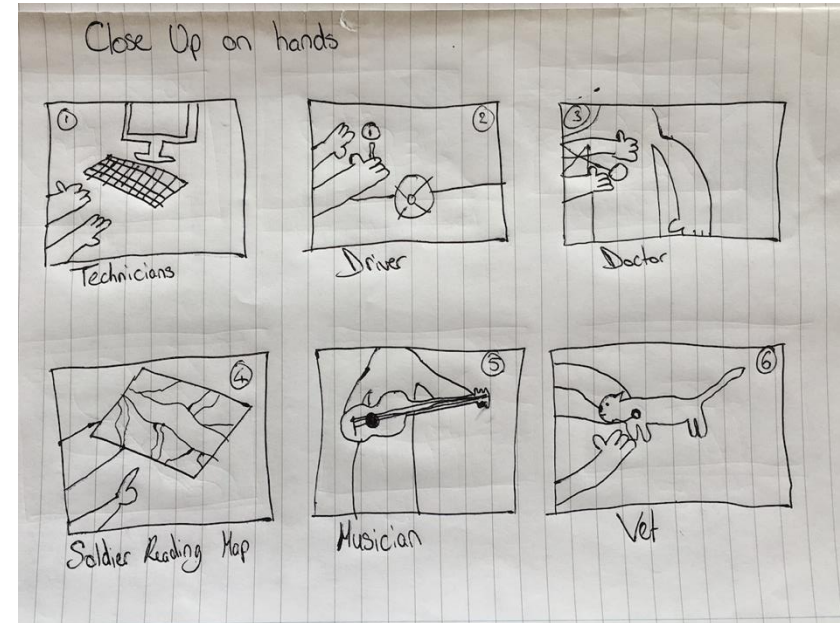
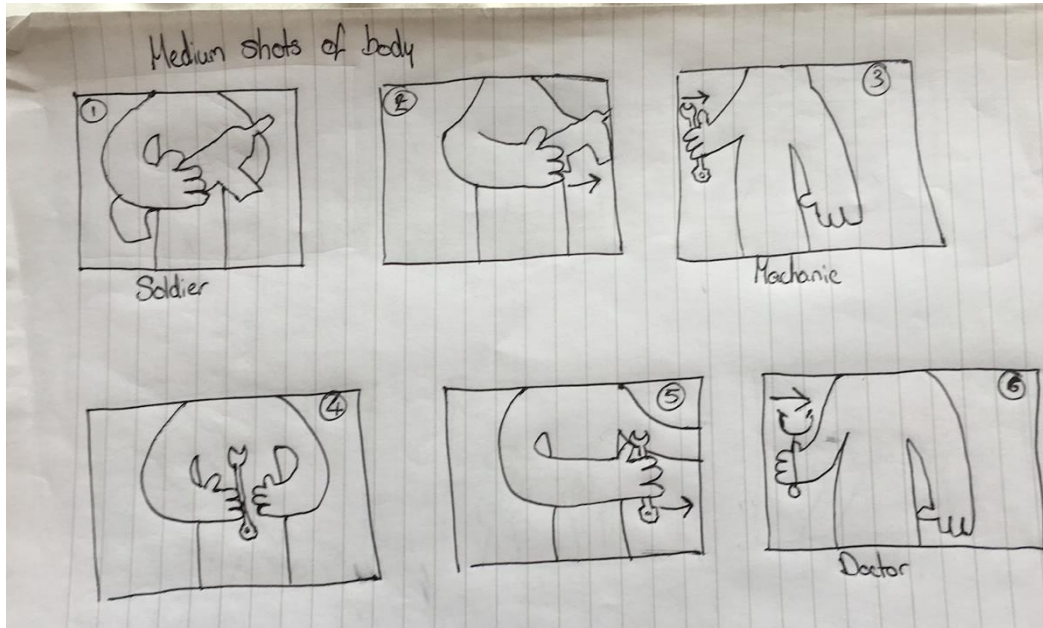
Final posters

First ideas

Second drafts



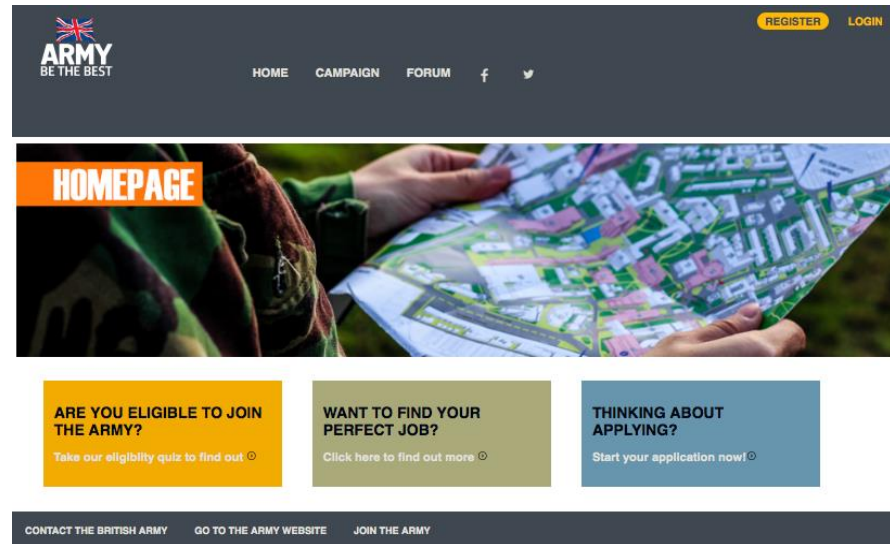
# Advert story boards



# Development report

# Website

<http://me15lp.leedsnewmedia.net/bethebest/index.php>



## Main Focus:

Our main focus for the website is to bring the attention of the target audience to the positive social impact that the British Army has, and to allow them to feel welcome and part of the British Army community no matter who they are.

## Process:

The process of creating the website included planning the content with the research lead, designing the webpages by hand and then developing the site purely using code. The development stage consisted of using HTML, CSS, PHP and also MySQL, which allowed the website to be responsive and usable for the audience, as well as allowing me to freely follow the design guidelines for the British Army. The pages on the site are as follows:


- **Homepage**
- **Campaign** – used to present our campaign executions.
- **Forum** – allows users to communicate with other members by asking questions about the British Army, or sharing their own stories and experiences.
- **Login** – the area for members to log in to the site.
- **Register** – allows users to register to the site to be part of the British army community further – registered users are able to like other posts as well as having their own username that posts with their comments.
- **Quiz** - a form that the user fills out to see whether they are eligible for the British Army (the questions are characteristics in a person that the army does not consider, such as their sexuality or gender, so therefore every answer will come back the same – this enforces that the army do not discriminate and in fact target a much larger audience than people may first imagine).

# Website

## Overcoming problems:

The forum page is a great feature for the website, as it allows users to communicate and feel part of the British Army community. However, issues are raised with forum sites due to spam and harmful links being posted to them. This is something I considered, and therefore to overcome this, I included debugging functions as well using CAPTCHA systems. This is a technique used to differentiate between humans and computers (Zeryass, 2008). The system was incorporated on the forum page (see figure 1) for those who are not registered to the site to therefore avoid unwanted spam from hackers or robots. It was also used on the register page to prevent robots from signing up to our site and again commenting harmful or unwanted posts.

Share your British Army story or ask a question:

 I'm not a robot   
reCAPTCHA  
Privacy - Terms

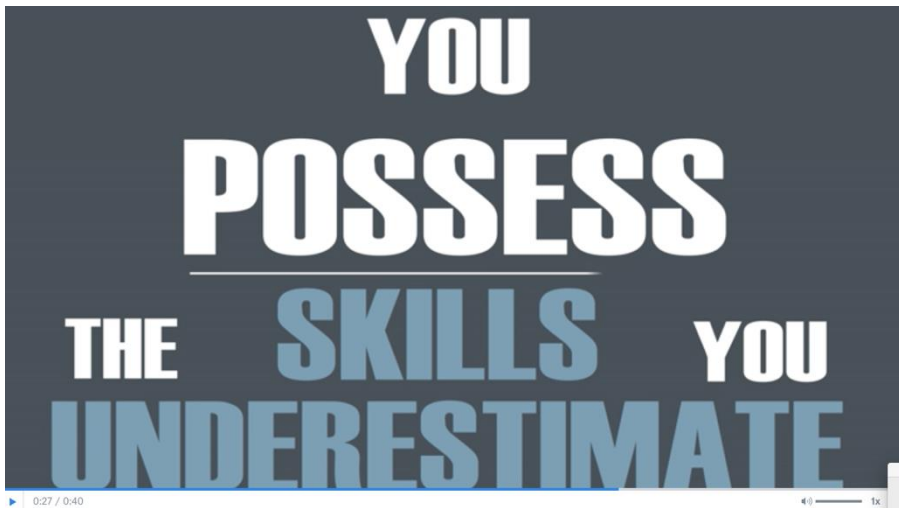
Submit

Figure 1 - reCAPTCHA technique.



# Kinetic typography video

Along with the website, an online video was developed which was created for the British Army social media platforms, such as Facebook and Twitter. As a team, we decided that the video would only use words so that it would adhere to the brief, and therefore craft an effective message but in a creative way.



## Process:

Research was undertaken to find the best way to creatively present words, and this led us to Kinetic Typography videos, which is displaying text in an animated and exciting way. Therefore, Adobe After Effects was the software used to create the video as this allowed for complex and creative animation.

The research lead scripted the video, using powerful words that feature heavily in other British Army campaigns. We wanted the audience to be able to relate to the words being presented though, and this led us to using them as describing words for family members and friends. Once the video was scripted, the development stage could begin. The video needed to be as exciting as possible so that it would catch the audiences' eye when scrolling through social media. Therefore, the pace of the video was important, so we decided to make it quick and upbeat to enhance the powerful message.

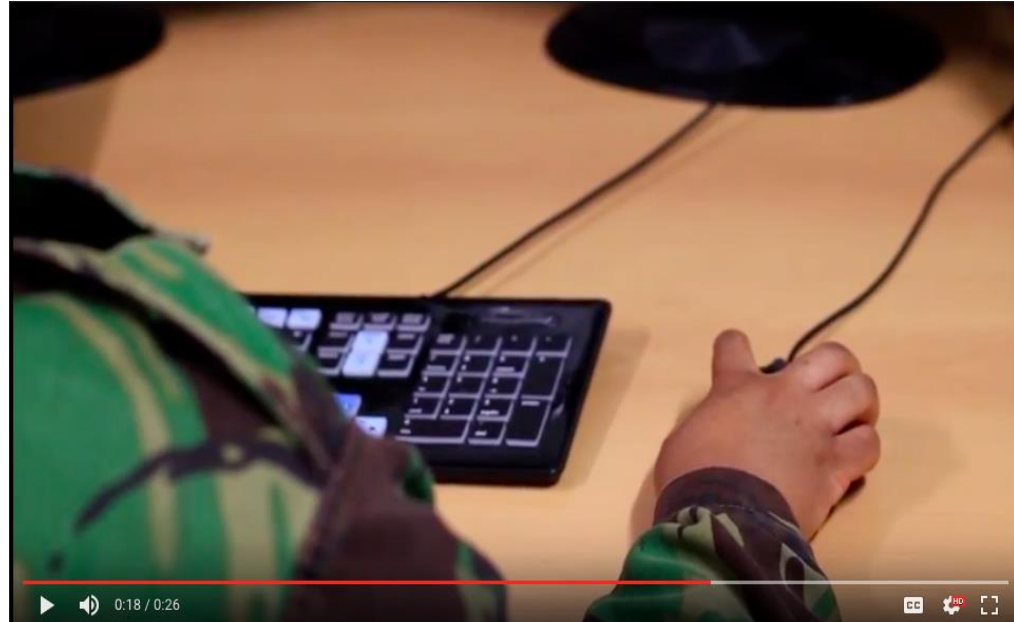
## Overcoming problems:

One issue we came across when developing the video was the voiceovers. Initially, we wanted to have a different voice for each part of the video to emphasize how diverse the British Army is. However, during the development, it sounded very broken up and did not flow the way we imagined. To solve the issue, one voice was recorded and then edited to the pace of the video, which made the video feel smoother. However, the voice over is not crucial, because the video can be watched silently without it affecting the message, which is another advantage to it.

# TV advert

## Choosing the idea:

By focusing on the brief, in which individuals all receive equal respect within the British Army regardless of their skillset and background- we came up with a neutral subject to shoot. Our hands are the common denominator in most scenarios, we use them to accomplish a wide variety of tasks. Our advertisement uses the same concept to showcase the diverse range of careers available in the British Army by having close-ups of hands in action. The theme of hands also ties in with our digital posters, providing for a cohesive campaign overall.



## Production of film:

Pre-production was swift, owing to the resourcefulness of our team members. Casting, costuming, and equipment were arranged for in accordance to diversity of careers and backgrounds planned for in the film. This allowed us to quickly move on to shot planning. On our filming day, our crew ran into problems with weather and closed locations but remained on schedule to obtain all of the footage that we needed.

# TV advert

## Recording voiceovers:

Being a word-driven campaign, we made sure that voiceovers featured prominently in the advertisement. As such, we scripted in a memorable and rhythmic phrasing. Each character describes their role, drumming it into the viewer's mind in combination with evocative visuals of the characters at work. Closing up on hands is intentional, as it detracts from what differentiates us (i.e. ethnicity, gender) and instead highlights what we have in common. Much like the career paths portrayed through visuals, the words spoken also replicate a range of unique job natures, from exploring the outdoors to administration work.

## Editing decisions:

The sequence of shots begins with an image of a soldier in a forest. With the uniform, this is an expected image which immediately connects the audience with the Army. Only then, we move on to the less heard of vocations. We avoided placing male characters consecutively and likewise for female characters, to maintain gender diversity. In using the same ending title as in the social media video, it keeps our campaign's momentum going across differing platforms. The soundtrack was minimalistic as the brief asked for words to drive the message, yet at the same time, subtle marching sounds maintained a consistent tone of respect for the British Army.



# References

Zeryass, Q. 2008. Practical Web 2.0 Applications with PHP. [Online]. New York: Ampress. [Accessed 13 April 2017]. Available from: <https://www.safaribooksonline.com>