

YOUR NAME	STUDENT NUMBER	GROUP NAME
PRIA-ROSE RODRIGUEZ	00979725	STUDIO 4

	Producer	UX Designer	Visual Artist	Director
%	30	20	40	10

I confirm that my contributions to the project have been discussed and approved by the rest of my group.	
Signature	
DATE:	29/01/2020

* Replace this text with the title of your own contribution(s) UP to five (you could have just one).

§ Insert the percentage of each specific contribution to the project (make sure this row adds up to 100).

Producer (for a multi-platform project)	
Previous experience (100 - 200 words)	<p>With the British Film Industry, I developed a short story into a film. In this process I oversaw the project from concept to completion, organized a screening at a local theatre and designed and distributed marketing materials (leaflets and posters). Reading, researching and assessing ideas to implement. Raising funding, managing budgets, helping other team members and building relationships to network and share project.</p> <p>Both academic and experiential knowledge helps remove illusions about this role and previous experience reveals the complexity to deliver work within a collaborative team. The challenge and complexity of producing a multi-platform experience is something I have done independently; this would be the first time executing many outputs as a team.</p>
What more will you need to learn, and how will you learn it? (100 - 200 words)	As a Producer for a multi-platform project there is an expectation to make crucial decisions with budgets, designs and project direction, but as well as this, the main role requires being a team-builder. In order to do

Producer (for a multi-platform project)	<p>this, documents and books about leadership will enforce skills to collaborate and communicate within a team.</p> <p>A major role in the production is the overview, the schedule, the tasks – and as a Producer this is where organisation is key. To learn quality organisation skills planning will take place immediately and will be reassessed throughout the project – taking into consideration the individual needs, responsibilities and lifestyle. Resources on management will help learn this as well as using project structure mapping on basecamp to communicate and order the project requirements within the team professionally.</p> <p>A requirement is to understand job roles and help where necessary – therefore learning how to track and monitor progress of results (ROI) and marketing will enforce the production and the role to help team members. To learn others needs reading, research, support and tests will be made to ensure delegation is done fairly and the individual demands of team members are thoroughly understood. This requires practice in delivering work to deadlines and learning about the limitations of my other team members to better help them deliver their work too.</p> <p>Creating a project outline, establishing goals and milestones, checking in regularly, asking how I can help and establishing clear deadlines are ways I can learn this.</p>
Summary of what you will produce (100 - 200 words)	<p>A functioning and healthy work environment within Studio 4. The main outcome will be supporting documents of research about the theories we're addressing, the techniques we're required to use and research on methods to successfully go about our plan. Of course, a plan must then be made in advance – further to the project bible, that outlines the extent of work, estimated time and expectations of the project as well as individuals.</p> <p>Coherent and collective messages all understood by the team will be released across multiple platforms using social media, merchandise and digital interactivity. Main aim is to raise awareness about the emotional health of those affected by everyday traumas.</p>

Producer (for a multi-platform project)	
	<p>An outcome is meaningful and educational team work that is aided as a Producer by bringing important topics to light and sharing resources where necessary.</p> <p>Under this role I will produce helpful materials, guides, schedules and project outlines to help each of us work efficiently and independently when needed.</p>
How will you measure success? (100 - 200 words)	<p>Success will be measured by team morale, contributions and the commitment we make. Mainly, as a more grounded measurement – how well (as a Producer) communication was made, how well organisation was engrained and resources were shared to help the team complete the work.</p> <p>Outside of the work within the studio is the success of the audience, which can be measured using focus groups, reviews of user engagement and tracking fan loyalty.</p> <p>Consistency with content production and team communication weekly is a way to measure the success of a Producer as a manager of the project. Identifying areas of improvement as well as celebrating the effort of team members and the project overall is key to building a healthy work environment, the execution of this will be an indicator of success.</p>

UX Designer	
Previous experience (100 - 200 words)	<p>My experience in User Experience design has been in roles where I've managed a project and communicated the desirable experience to the UX designer. In this way I funneled the experience through visual aids and prototypes, descriptions and demonstrations that became fully executed by another member of the team.</p>
What more will you need to learn, and how will you learn it? (100 - 200 words)	<p>How to use digital design to deliver products and content on leading platforms that generate appeal and improve the user experience. I will learn to help the brand grow by using design to solve problems and articulate brand identity in the flow of user experience.</p> <p>By testing and prototyping plans and charts of the experience, I will realize a first-class design experience and propositions for the audience</p>

UX Designer	
Summary of what you will produce (100 - 200 words)	<p>and help the other team members achieve their goals in new ways of communication.</p> <p>Aiming to produce a collaborative effort that improves the outcome of the individual contribution to the User Experience. The team work and personal research will fuel an analytical and experimental workflow that aims to improve overall custom engagement and brand consistency.</p> <p>As a UX Designer, the main outcome will be improving user usability, accessibility, and desirability provided in the interaction with all products – videos, the quiz etc.</p>
How will you measure success? (100 - 200 words)	<p>As someone who wants to apply User Experience to my area of work in the future, I will use guidelines in UX Design, Product Design, Service Design, Psychology, Prototyping and Strategy to apply, execute and evaluate the project. How well problems are solved in communicating with our audience using UX will be measured by recording and acknowledging the issue then documenting the solution and tracking the responsiveness.</p> <p>Comparisons from user engagement will be made to show the change in execution and the success of certain areas of testing. Hands-on data analytics workflows will help to measure the success of a particular method of UX.</p>

Visual Artist	
Previous experience (100 - 200 words)	<p>Previous experience within designing visual art has been creating storyboards for short animations and films, designing a consistent brand design for small businesses and team projects in University and for teams I've worked with at film academies and theatres.</p> <p>As well as this, I often create social media content for businesses, designs for leaflets at churches and websites for personal brands. My most recent experience as a visual artist was with the Tedx event in Greenwich where I acted as a set designer but also a graphic designer and prop designer.</p> <p>Visual artist is a title of the role I will take to manage the visual production of the project – in whichever form it could take.</p>
What more will you need to learn, and how will you learn it? (100 - 200 words)	<p>As part of the Art direction I will need to explore and visualize the universe of the story and illustrate specific moments to develop ideas with the team before fully executing them. Sometimes this could be a simple sketch of a digital concept painting that would suggest a final frame in the video, for example.</p> <p>Alongside this I may need to learn to create motion tests which shows the motion of the camera through a scene. First and foremost, my job will require me to learn to create appealing visuals for an audience – not based on personal choices. This will require practice and research into the target audience and pre-existing visuals that have been successful within that demographic.</p>
Summary of what you will produce (100 - 200 words)	<p>The project is set to produce five short videos, a quiz, social media accounts and posts and t shirts. Within my role, I am responsible for the visual consistency throughout these outcomes. The social media icons, email newsletter (be that we go forward with newsletters) and the content across platforms should adhere to a brand guide I will create.</p> <p>The brand guide, much like the project bible, outlines the 'rules' to follow within the project. I will create this and use it to keep all designs within the universal feel and personality of the project. The visuals will represent the intention of the team and portray colours and shapes that enhance our message.</p>

Visual Artist	
How will you measure success? (100 - 200 words)	<p>The brand guide will be accessible to any team members that assist with designing visuals – as our job roles indicate management and responsibility of an area which we will mostly produce in.</p> <p>Success for this job role will be the consistency of the visuals overall once the products (videos, t-shirts etc.) have been produced. Success should also be measured by user feedback to the appeal of the brand in a way that reveals that the visuals were easy to identify with and that the visuals are unique.</p> <p>Feedback can be conducted by identifying whether users can find the brand on different channels and trust that it is a continuation of one project because of the visual foundation – colours, typography and composition etc. We can also receive feedback by forms and interactivity on Twitter for example.</p> <p>Alongside this, successful execution of this role includes meeting deadlines and using design research of brand identity and visual interpretation from books and journals that could be for graphic design, production design and character design. These research tools will be used to assess whether the outcomes have fulfilled principles in visual communication.</p>

Director	
Previous experience (100 - 200 words)	<p>Previous experience includes operating a professional video camera, interpreting a book or concept into a short moving image and leading a team in creating films.</p> <p>As a chief storyteller, I have taken the creative leadership role to orchestrate group efforts towards projects that involve designers, programmers and editors. Many of my previous roles have involved determining the outcome of a project, communicating ideas and using knowledge and capabilities in design and management to bring a team to one goal. Showing a desire to understand and improve problems as well as feedback from the teams for excellent collaboration, communication and organisation.</p> <p>Often showing an ability to empathise and translate needs into exceptional experiences and a belief in the importance of design quality and authenticity is what would be effective for me in this role as a Director.</p>
What more will you need to learn, and how will you learn it? (100 - 200 words)	<p>Guiding the writing and acting of the videos towards the same vision so that all output work to tell the same story. Focusing on technical execution as well as aligning the performance with the story outline.</p> <p>I will learn how to use camera skills to an advance level and enhance the scenes with control of the lighting and stability tools. Books, tutorials and experimentation will help learn the requirements of this role, as well as sharing ideas with my team and other peers, tutors who can share tips and advice from their own experiences.</p>
Summary of what you will produce (100 - 200 words)	<p>The results will be 5 videos that become webisodes as they communicate one whole story and insight into the characters ambitions and trials. These scenarios unfold through approximately 20-30 second videos, like those we see used in paid advertising that appear briefly on YouTube.</p> <p>The topics begin as lighthearted and humorous to entice an audience then the topics in the videos become more serious when we have the audience's attention and loyalty to absorb and share the message. The first video is about unpleasantness, the second about racism, the third about sexism. The last two videos are about how to deal with personal</p>

Director	
	<p>choice such as dealing with negativity/bullying on Twitter. Through all the injustices in the topics raised, the videos show all the mental improvements of the main character made to become a stronger person. This ends the series of videos in a way that shows the audience it's okay to be disheartened about the small injustices. The humor attached to these video events is what reassures the viewers. The visual motif in each video, where the main character is faced with an issue and the camera, once identifying the issue zooms into his face to clearly show his hesitation as a way to show that we can change our habits by slowing our thoughts.</p>
How will you measure success? (100 - 200 words)	<p>Success for directing will be measured by the quality of the final videos and the similarity to the visual development ideas. Whether the videos match the intended outcome shown in the storyboard and concept art will be a big success.</p> <p>As well as this, success will be measured through the skills and techniques executed and the level of execution following guidelines in research beforehand. The criteria for these techniques would be in books such as <i>Get Started in Filmmaking</i> (2014) by Tom Holden.</p>