Sara Nesteruk
Year 2 Info-graphics - Big Screen Projections

DATES OF THE PROJECT
February - March 2015

OUTLINE DESCRIPTION
The project ran with students in year 2, in 2015,
as part of the Process and Production Module
- now TID1422. The material was created in the
workshops. In three groups, including all students.
The projections were organised with the
marketing team at the University, taking place
on the front of the CAB building. I got in touch
with the marketing team after seeing the projections
displayed on campus.
The project makes us of television motion
graphics production - in the past I have
worked on projection projects at the National
Theatre, and the Royal Albert Hall in London.
Large scale projection design and motion graphics.

RESEARCH PROBLEM / QUESTION
Use motion graphics to display information,
data and statistics from the university website
- suitable for large scale projection and
production. Design and teach methods of
production suitable for fast-turnaround work,
for large groups of students (around 45) to
complete within 4 hour workshops - using
techniques and wipes to integrate, collect,
and curate the work into longer films.

Exploring - individual production, within
a greater whole.

CONTEXTUAL / LITERATURE REVIEW

The production design was based on a project
I completed whilst working at BBC Sport in
2014, a piece of work for the BBC Sport website
http://www.bbc.co.uk/sport/football/26673882

Wenger's Arsenal in numbers
A fast turnaround piece of work, using data,
statistics, live data (changeable and
updateable production design) images and
text. A production system that allows the
integration of images and text, into, and using,
component parts, that are structured and
linked together using a series of wipes.
This method of production is used in
television regularly in the edit suite - and
has been integrated here into the motion
graphics content, as a system for building
work quickly and effectively, with the potential
for changes to the text and images at short
notice.

*Takepart: Participant Media - Waiting for Superman
Infographic, by Buck, Jr.canest.*

This piece of work was shown to students at
the start of the workshop, as reference for the
project.
https://vimeo.com/12677264

Reference includes the use of a limited colour palette, textures, stats, data, pulse and rhythm of the work, animating data and fast turnaround processes in After Effects. Icons, graphic devices, building narratives with data - the use of text and graphic elements in storytelling.

RESEARCH PROCESS / METHODS

Key Colours
There were three groups of students, each group had between 20-45 people in the class. Each group was given a set, series of statistics on one of three films.
Group A - Huddersfield
Group B - University
Group C - The Course
Each group was given a key colour to work with, and a set of technical guidelines. The key colour was intended to link the students work together, to create one unified film, for the group, from the individual students parts. Each student created 10 seconds of motion, and was asked to include the key colour in the work. The colours was taken from the university branding guidelines, found online.

    — ** uploads data pack images.*
        − Key colour, data pack.
        Project Material

TRANSITIONS AND WIPES

In the workshop - each student chose two statistics to use in their work. In some workshops, one statistic was split into two parts.
The information was created using 2, five second pieces of motion, linked together using a system of wipes, transitions, that allow, and build rhythm and pace. This is used as a production technique on television. The wipes were created in the workshop to a standard format, the same design, each student chose the colour and texture. The intention, was to link the parts, from one statistic to the next, and from one student's work, to the next piece of work. The components also build rhythm and pace along the films, and a consistency of style.

* Wipe - upload image.
Transition. Set up. Still

SIGNIFICANCE

The big screen projections at the university were displaying slides, at this point, the screens hadn't been used to display moving image work before.
The technical approach gave, and allowed students a technique for producing material quickly and effectively, within short time-frame. An introduction to the use of statistics and data - to the course and students involved.

A live brief for the students - completely democratic in it's approach. An opportunity to work with a client, respond to client changes, view final projects live, and see work on public display. Peer review, and public broadcast.

ORIGINALITY

The production processes used are innovative, and developed as a result of research and production when I worked at BBC Sport. This was the first time I had experimented with the processes as a collaborative production process.
This is one of a number of collaborative projects that I have developed at the university. Exploring methods of production that can be used, and experienced by groups of students. Ways, for each student to have ownership, authorship, and creative freedom, with, and for an output for a project, within a set criteria, that allows also, for the works to exist collectively and collaboratively within a group. A final piece of work, that is and becomes, greater, that it is greater than the sum of it's parts.

"You can add up the parts,
you won't have the sum
— Leonard Cohen, Anthem

Output from the courses, and the motion graphics
students, hadn't before, as far as I know,
been projected using the big screen projectors.
A relationship has been established with the
central Marketing Team, and other project was
displayed as a one off Christmas Special,
in December 2015.

RIGOUR

The final works can be found online on a collection
on Vimeo here
https://vimeo.com/album/4254336

— upload stills

01 Huddersfield Infographics.
work by Kerrie Freeman.
Film online at
https://vimeo.com/album/4254336/video/121905549

02 University Infographics
Work by —
Film online at
https://vimeo.com/album/4254336/video/121905550

03 Course Stats 2
Work by Bronwyn Stubbs
Film online at
https://vimeo.com/album/4254336/video/122133793

The work is all displayed clearly on Vimeo.
The individuals projects have been published
on the students sites on Vimeo.

Innovative techniques, methods or ideas -
production, fast turnaround graphics, data
production in After Effects, Motion Graphics
Production, television design, broadcast systems,
collaborative practice, live projects, production
workshops. Links, wipes, transitions. Colour as
a branding device. The use of live projects as
production material. Live projection within the
university, collaboration with the marketing
department, display and public broadcast,
projection design.

The projects have been sent to industry,
possible collaborators and clients, and have
received good feedback from within the
department.