

We Made Ourselves Over

Plan of Activity

Phase 1 - Research & Pre Production (June – Dec 2016)

Project Management

- Recruiting extended team for project management and community engagement
- Recruiting core film production team inc. director and production designer
- Development of relationships with University of Hull and independent researchers

Technical

- Kick-off with technical partners and developers
- Functional specification for the interactive platform for phone boxes
- First development sprint and technical demonstrator for interactive platform

Research & Community Engagement

- Partner development with schools, community and youth groups for workshops
- Workshop preparation including scenario development with researchers
- 4 x Workshops with invited researchers and community groups

Communications

- Digital strategy and audience engagement plan
- Identity and visual design for the project
- Editing and publishing videos and material from workshops
- Design of new city map and skyline
- Launch of project website

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Phase 2 - Film and Interactive Development (Jan – Mar 2017)

Project Management

- Recruiting of extended film production team
- Resource planning for film shoot

Creative Development

- Creative and script development for films with scriptwriter and storyboard artist
- Script development for interactive platform and face to face encounters
- Visual and production design for film including sets, costumes and props
- Virtual asset development for post-production

Community Engagement

- Location scouting and documentation
- Casting and community call out for participation in film production

Production

- Production planning for shoot
- Production planning for face to face encounters
- Production planning and location scouting for mobile projection platform

Technical

- Second development sprint for interactive platform
- Interactive platform demonstrator with smartphone app and phone box integration

Communications

- Publishing production designs and location photos via social media and website
- Editing and publishing videos from casting via social media and website

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Phase 3 – Filming and final production (Apr – Aug 2017)

Project Management

- Planning for launch and public event

Creative Development

- Delivery of final storyboard and script for films and interactive platform

Community Engagement

- Liaison with community cast and at locations during shooting

Production

- 5 x 5 day shoots on location around Hull
- 5 x 15 days editing, sound and colour
- 5 x 15 days effects including 3d compositing, camera tracking
- Build and scheduling for projection platform
- Production, schedule and recruiting for face to face encounters

Technical

- Final development and testing for interactive platform and app
- Final platform demonstrator

Communications

- Publishing production blog and stills via social media and website
- Production of stills and video for press
- Pre-launch publicity campaign

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Phase 4 – Public Event and Finale (Aug - Nov 2017)

Project Management

- Oversight of launch and planning for Finale

Public Event (running for 10 weeks)

- 20 days of 1-to-1 interactions via electric vehicles
- Community screenings via mobile projection platform tour
- Finale hosted at @theDock

Technical

- Monitoring and maintenance of the interactive platform

Communications

- Press launch event
- Social media campaign
- Filming and photography for documentation
- Publishing videos from face to face encounters on YouTube and website

Phase 5 – Legacy (Nov 2017 onwards)

Documentation and Analysis

- Editing videos from face to face encounters and documentation
- Compiling participants' contributions and data from the interactive platform