

Improvement Project

Petans/Reuzer

Why is it needed?

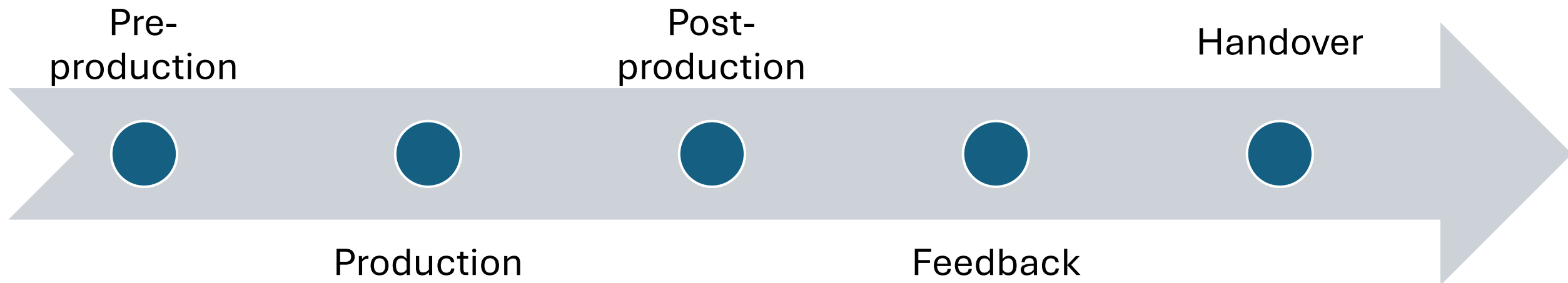
- Videos are becoming outdated
- They will need to be changed eventually, better to do it early
- Videos feature dialogue issues
- Messy editing
- Keep the course feeling modern

Expected Outcomes

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- 3 Full animated videos (hypothermia, cold shock, lifeboat)
 - 1 graphic
 - Re-edited version of distress flares and signals video
 - Better engagement
 - Modernized look
 - Good ROI
 - Less need for future changes
 - Positive feedback
 - Eliminate previous issues

Required Resources

-
- Finalized script
 - Storyboard
 - Clear budget
 - Clear timeframes
 - Good communication/feedback
 - Assets – lifeboat, launch system, rig, characters
 - Voiceovers
 - Animator



Pre-Production

Before work begins, it is key that scope of work, learning objectives, expected outcomes and the cause of the project are clearly defined.

This includes:

- A storyboard
- A finished script
- Design style
- Video format
- Video length

Production

This stage includes building the animation and creating the product.

Software such as Adobe Sweet, Cinema4D and Blender will be used.

1A

000

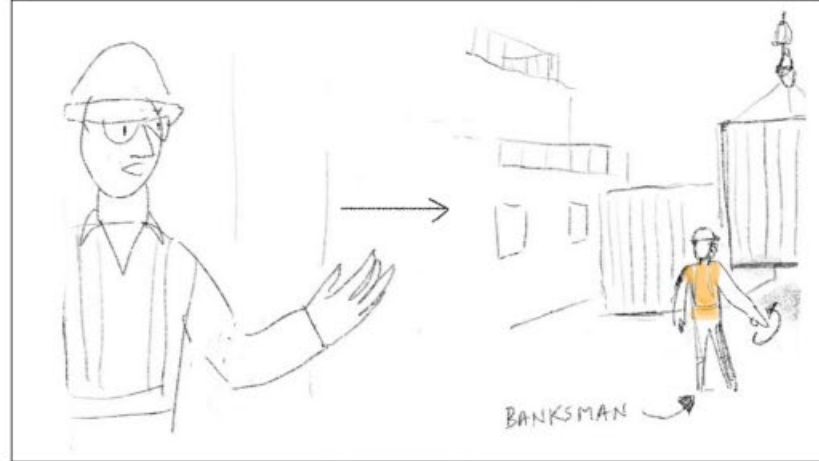


Narrator: OK, with everything we've learnt so far,

Action: (The 'Engage' white male presenter is on the rig deck, and talking to camera).

2A

000



let's see an engage conversation take place.

(Camera pans across to lifting scene. His voice continues to narrate while he is out of shot during the scenario).

3A

004



We'll talk you through it as it unfolds.

(We see container being lowered. A banksman in banksman jacket, 2 roustabouts (white males) and 'bystander' (afro-caribbean male) are present.)

4A

006



(We see crane operator in his cabin - perhaps with a different coloured helmet, like green?)

Benefits of animation

- Can use simple character designs
- Showcase any scenario
- Usually less empty space
- Less human error
- Simplifies complex procedures
- Improves worker engagement

Hidden costs to be aware with throughout

Storyboard Revisions – Changing the storyboard after approval may increase costs and cause delays. Thorough initial feedback can lower this risk.

Stock Asset Licensing - Stock music libraries charge £100-£500 per track. Premium stock footage (if incorporated) adds £200-£1,000+.

Rush Fees – If planning is poor, weekend and additional work may be required which would require additional wages. Ensure proper planning to avoid this.

Quality Assurance – Post-production tasks may require additional time and resources.

These can be minimised or even eliminated with proper planning, feedback and time management,

Priority videos

- 1.Hypothermia First Aid**
- 2.Cold Shock**
- 3.Fire theory**
- 4.Lifeboat Operations**
- 5.Distress Flares and Signals**

Hypothermia First Aid – Asset 1

Issues:

- Poor quality
- Bad dialogue at points
- Confusing at points – second half
- Could be compressed down
- Inconsistent tone

Effects of this:

- Delegates won't understand necessary information
- Delegates could lose interest
- Delegates won't understand the severity



Solution - 1

Create a 2D animation no longer than 2 minutes. It should address the problems mentioned with the existing video.

Justifications:

- Contains all relevant information
- More engaging
- Can showcase a more relevant scenario at sea
- Shorter, easier to take in information
- Would feel more modern
- No confusion
- Fix the dialogue issues



Possible design style

Cost:

40-50 hours, at £65/hour the cost could range between £2600-£3250. This excludes retakes, rush fees, quality assurance and other unexpected costs. Leave 10-15% of budget for this.

Cold Shock – Asset 2

Issues:

- Very outdated
- Grainy video
- Old equipment
- Olympic athlete
- Not a real-world scenario
- Incorrect tone

Effects of this:

- Delegates may not take it seriously
- Difficult to pay attention to the actual video topic



Solution - 2

Produce an informative graphic showcasing facts and figures and any necessary information about the event of cold shock. When being presented the information should come in bit by bit to avoid it feeling overwhelming.

Cost: Around 3 hours, £185

Why a graphic?

- Very informative
- Instructor can explain it fully and ensures it is engaging
- Low cost to produce
- It could be printed and given to delegates to look at themselves

Facts about Cold Water Shock



3 The number of minutes the first stage of Cold water shock can last



As the arteries constrict due to the effects of the cold, the heart has to work harder. This can lead to cardiac arrest, even in fit people.

<15°C Cold water shock most prevalent in sea temperatures below 15C

10x The amount breathing rates can increase

Cold water shock induces an automatic gasp reflex. If your head goes underwater during this time, water may enter the lungs and result in drowning. Prolonged hyperventilation can cause fainting.

15 Within 15 minutes in cold water blood flow decreases to the extremities in an effort to preserve heat at the core. You will lose movement of legs and arms and will be unable to stay afloat unless wearing a flotation device

55% Of annual open water drownings occur within 3 metres of a safe refuge *

30 Number of minutes it takes for most adults to become hypothermic in icy water, sometimes longer.

66% of people who drown in open water were regarded as good swimmers *



Wearing a lifejacket or PFD will keep your head above the water and help prevent inhalation of water into the lungs. Using a spray hood also prevents water inhalation in rough seas or due to fainting. If you have the choice, immersing yourself slowly into the water minimises the shock. Wearing clothing that offers thermal protection also reduces the effects of Cold Shock.

*Statistics from:
*Handbook on Drowning:
Prevention, Rescue,
Treatment*

Fire Theory – Asset 3

Issues:

- No audio
- Poor quality
- Not informative

Effects of this:

- Makes it feel like a waste of time
- Feels extremely unnatural
- Only video within the fire section of the course



Solution - 3

Create an animation using whiteboard animation in 2d style. It should be no more than 2 minutes It should cover more topics than the original video. These being:

- Types of fire
- Fire extinguishers
- Convection, conduction, radiation

Justifications:

Doing this would not only improve the existing video but improve the whole fire safety section of the course.

Cost: Roughly 25 hours, £1625. Leave additional 15% for any unexpected costs.

Lifeboat Operations – Asset 4

Issues:

- Messy editing
- Overlapping and zooming shots
- Bad quality
- Sound effects louder than narration at points
- Soft narration
- Long video
- Could be condensed

Effects of this:

- Delegates will lose focus
- Hard to concentrate
- Feels old

The main problem here is that it is easy to lose focus, noticed in other delegates of the course.



Solution - 4

Condense the video down to a 5-8 minute long 3D animation. Assets of lifeboats will be used to highlight the key features of the boat. Roughly 1 week and a half per minute of 3D animation.

Justifications:

- Far improve engagement
- Improve enjoyment
- Keeps the course feeling modern
- Animation will eliminate the need for it to be changed again

Cost: Roughly 155 hours, £10,075. Likely to be much higher as it is the longest and perhaps more detail is required. Changes throughout will add large costs.



Distress Flares & Signals – Asset 5

What is wrong?

- Messy editing
- Narration is too soft
- Too much music, specifically at the start
- Too long
- Overloaded with information

Effects of this:

- Delegates may lose attention
- Hard to focus on scenes
- Not take in the topic



Solution - 5

Re-edit the video into 5 shorter segments. Between each video can be a slide possibly showcasing additional information, short introduction for the next video or questions about the video.

- 1. Introduction: start – 4:30**
- 2. Red handheld: 4:30 – 6:00**
- 3. Smoke signals: 6:00 – 7:30**
- 4. Rocket/parachute flares: 7:30 – 9:00**
- 5. Additional information: 9:00 – end**

Benefits:

- Better memory retention
- Keeps focus

Outcomes

- **1x Hypothermia first aid animation**
- **1x Fire theory animation**
- **1x Lifeboat operations animation**
- **1x Cold shock graphic**
- **5x short videos from distress flares and signals**

Thank you for Listening

Any Questions?