Bachelor's Degree in Audiovisual Media

FARMACIOLA VERDA

Report

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Dedication.

All people who helped me with this project like my family, friends and professors.

Thanks to

The people who collaborated and made possible the realization of this project, especially my partner of project with whom we did a very good teamwork.

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Abstract.

This work tries to analyze all aspects of the project. The realization was made by two students from Audiovisual Media Degree, Jordi Colominas Ruiz and Gastón Ficarotti.

Farmaciola verda is an audiovisual report that wants to show the benefits of the medicinal plants. The project that it's going to be displayed in this document will show the different phases to understand the development of the project.

Resum.

Aquest treball intenta analitzar tots els aspectes del projecte. La realització de Farmaciola Verda es va fer per dos estudiants del Grau de Mitjans Audiovisuals, Jordi Colominas Ruiz i Gastón Ficarotti

Farmaciola Verda es un reportatge audiovisual que mostra els beneficis de les plantes medicinals. Aquest document mostrarà les diferents fases per a entendre el desenvolupament del projecte.

Resumen.

Este trabajo intenta analizar todos los aspectos del proyecto. La realización de *Farmaciola Verda* se hizo por dos estudiantes del Grado de Mitjans Audiovisuals, Jordi Colominas Ruiz y Gastón Ficarotti.

Farmaiola Verda es un reportaje audiovisual que muestra los beneficios de las plantas medicinales. Este documento mostrará las diferentes fases para entender el desarrollo del proyecto.

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Glossary of terms.

FV	*Farmaciola Verda*
TCM	Traditional Chinese Medicine
NSI	National statistics institute
CC	Creative Commons

1. Project Overview.

1.1. Purpose.

Farmaciola Verda is a non-profit audiovisual report with a didactic purpose. This project helps to learn and shows an option in the medicine. The report wants to remember the traditional practices from our grandparents about solutions of health problems based on plants.

The world changes at a very high speed and humanity tries to adapt to new developments forgetting old practices. It is normal in this society to qualify as obsolete and useless the practices of our ancestors. This project wants to spread these traditions used many years ago, as well as raising awareness about different useful plants to solve health problems thus to stop the conventional medicine abuse.

1.2 Finality.

We normally ask the doctor or pharmacist to prescribe us a solution to a problem without being aware that we're taking. The finality is to show society that we have another option to solve our health problems that normally the doctor or pharmacist doesn't know.

This project wants to inform about these medicinal plants and their benefits trying to change the consumer mindset. We want people to be more responsible of their health and begin to get information about what they are consuming.

1.3 Object.

The object of the project is the audiovisual report with the website that gives it consistency.

The finality of the website is to inform about our report. You can find information about the interviewees, photos, parts of the interviews, interesting websites and contact with us. The Facebook page connected with the website will also inform about forthcoming events about health and related topics, for example food fair. There is also a YouTube channel where there will be the interview videos.

All information that we can show in these multimedia platforms (Website, Facebook page) gives consistency and shapes our final project.

1.4 Scope.

Farmaciola verda's aim is to arrive to a lot of people with the same worry that this project shows. The mindset of the people is changing step by step so the project wants make a contribution in this change. The quality of interviewees and content will help to convincing the public and intervening the mouth-to-mouth the project to be confident that the report can be success in the network.

2. Briefing.

In this part you can find all information about the beginning of this project, why this topic is treated, how we accomplished it and a lot of elements that helped complete this report.

2.1 The Origins of the project.

The idea started with the curiosity of the team about health. Besides, the world changes so fast in all directions valuing petty thinks like money and forgetting other important thinks. Aware about the fast evolution of food and pharmaceutical industry, the project began to inform the audience about the topic and principally to learn.

The project had to be to be interesting to capture the viewer. At the beginning the project wanted to talk about the food and pharmaceutical industry but was so extensive to treat and finally is centred in the pharmaceutical industry, focalizing in the medicine based in plants.

2.2. Research of the project.

At the beginning, to start to model the project, a very long research about the topic had to be made. The team knew that it was a issue very wide and had to get well organized to make the work easy.

The first contact and one of the reasons to do this project was to know a organization that works with medicinal plants. This organization calls *Dolça revolució* ("Sweet revolution) itself and promotes and teaches about the benefit of the plants to solve different health problems. It's a group of activists against the present-day sanitary system without scientific knowledge but with a big experience in the area. They were the first contact for our report and responded our message very applicants in the idea because they are interested that it becomes expanded.

"Dolça revolució" was an interesting contact for us because they promote the old practices with knowledge for experience. It was necessary to seek information and learn about plants and how are used in natural therapies. To contact with professionals in the matter was important to explain us about the plants uses.

The *Farmaciola verda* team found a important contact who works in a laboratory in the natural medicine industry. He works in PLAMECA (**Me**dicinal **Pla**nts from **Ca**talonia). Talking with him in an appointment, guided and helped us to get the necessary people for our report.

The information and advices from professionals during the preproduction who helped us was important to have clear the topic. Besides the information extracted from interesting websites on natural medicine and plant uses, as well pages of organizations or companies where we recorded our interviews, like Dolcarevolucio.com or plameca.com

While concretizing the interviews with the different experts, the preparation of the technical aspects for the project started. We needed to know what we wanted to say and how we wanted to say it thinking an audiovisual format. We were sure about what we wanted to say but not how it was going to look in the script. The research made the ideas be clearer and better structured.

2.3 Project realization.

The phases that we skipped to make *Farmaciola Verda* will be described in this subsection.

2.3.1. PHASE 1: Preproduction: Information compiling and the study.

This project needed a big compilation of information and analysis. As the report is about the medicine based on plants, a lot of websites with interesting information about plants and their benefits are researched. The FV team found people and organizations that work with medicinal plants and they try to expand the knowledge. It was important to contact with them by telephone to know the information that they could tell us. The information extracted from the internet and professionals made the base of the report.

2.3.2. PHASE 2: Making the script.

The research and information compiling to know the topic carried us to start to make the project. At this stage, we begun to organize and analyze the knowledge to know what we wanted to show and what not.

In the meantime, the kind of professionals, people and location that can appear in the report making form the project were decided. The targeted people were not easy to find because not all of them got back to us when we reached out to them.

It is also important to check other audiovisual projects to create an idea about how to show the information and analyze the technical aspects. After viewing different documentaries and TV reports, FV extracted ideas about the format.

After completing the research and know how we wanted to show *Farmaciola Verda*, it was time to the script. Making the script is important to know the structure of the project. With the acquired knowledge we started ordering the information in a logic way. The script was very difficult for the team because we didn't know the answer of the interviewee and for this reason the script was written in a very open way. Depending on the answer, the information could change the script. So the script changed many times during production.

The video needed a flow to direct the history. At the beginning the idea was to interview different grandparents to know their life and past, focusing on the use of medicinal plants and how they solved the health problems. But the team decided that it would be easier to explain the day-to-day of one grandmother with a healthy life. Her ancient practices using the natural medicine are very important in our project, also the day-to-day using natural products complete the work. The grandmother will introduce the different professionals during the report. The script is included on the APPENDIX I.

The professionals in our project have a very strong importance as they contribute to the video with the information and suggestions. *Farmaciola verda* decided to divide the video in different parts in a logic way. Old practices open the topic at the beginning, referring to the human history until nowadays. Then the information of professionals of the matter will conduct us to know the benefits of plants. Mixing people with knowledge by experience and experts with studies will allow knowing all the points of view. The video finishes with opinions and suggestions of interviewees talking about the solutions about how take a healthy life avoiding health problems.

2.3.4. PHASE 4: The production.

Farmaciola verda's production lasted a month and half during the months of April and May. At the beginning the interviews were not so good because we didn't have enough experience. Step by step the filming improved, getting better results and winning more time. The interviews that were recorded badly had to be repeat, upgrading the image and result. In two cases the interviews were repeated changing the date.

The interviews located in Lleida were far away from where the *Farmacia verda* team live. The days of recording in Lleida were planned in a sequence in order to not repeat the journey again. The team spent three days sleeping in Lleida realizing the production and saving money and travel time.

The production depended of availability of the interviewees. People were very busy and the production team had to adapt to they. The recording started with all professionals doing two or three interviews for week and during this time the team took the opportunity to take the necessary resources shots. The production finished with the filming of the grandmother, who showed us where her house and the village used to be in order to introduce us into her day-to-day.

2.3.5. PHASE 5: : Creating website and Facebook page.

After finishing the production of our project *Farmaciola verda* started to create the bases to give more consistency to the product. These bases are the website and Facebook page. Facebook gave us the possibility to show our product to our target public without spending money. The big popularity of this social platform allowed us to arrive to a lot of people.

The Facebook page is used to maintain the people informed about topics related with our report, like activities or fairs in the local area (Catalonia). Also In this page will appear videos from our YouTube Channel to know other information that our professionals providing in the interviews but are not in the report.

Nowadays having a presence in the WWW is very important for all projects. In the website you can find all information that the report doesn't explain. You will know the interviewees, the filmmakers and will be a platform to upload our project. Also the website will be connected with facebook.

2.3.5. PHASE 6: Postproduction.

The postproduction is done with Adobe premiere pro cs6 completed with After Effects, Photoshop and adobe Audition.

For the postproduction the team started viewing of interviews and images to do a selection. After that the edition with Adobe Premiere began, linking all cuts in a logic way, keeping the project line. Then is time to start with the colour an audio correction. The colour balance in the postproduction is very important to prevent the colour change between the clips that can annoy. Also the audio correction allows having a sound with similar levels without peaks improving the result.

The introduction of graphics in the video is the last phase of postproduction that gives a personal visual aesthetic and adds information to the report.

3. Project Objectives.

3.1. Main and secondary objectives.

When *Farmaciola verda* decided to start this project it was sure that showing the amazing benefit of plants in the health was the main objective. A lot of people know the properties of the medicine plants but a big quantity of population disclaim these natural drugs and obey the doctor's order or druggist no matter that they are consuming. For these reasons *Farmaciola verda* wants to show and teach about this another alternative.

Besides, the project has a several other aims. The objective for the *Farmaciola verda* team was to acquire knowledge about the subject in question. Knowing the world of natural medicine and beneficial properties of the plants was one of the causes of this work. Moreover learning and improve the audiovisual techniques acquired during the degree was another personal goal.

Finally, the work wants to get a change of viewer vision to be more critical in all life aspects and especially with the system.

3.2. Linkages.

A lot of people and organizations are interested in expanding these practices and knowledge. The solidarity in this industry is important because is starting to growing and doing free publicity help both gangs.

FV will show in its Facebook page and website information about fairs, activities where it's promoted the practice of natural medicine and the importance to taking care of our health. Events, videos and articles will be linked to enrich the *Farmaciola verda* project and help the cause.

3.3. Target audience.

Farmaciola verda cannot define the target audience because we are talking about our health, which affects all population including adults and children. The target audience is from Catalonia, because *Farmaciola verda* language is in catalan and many plants are

local. Perhaps the most interested public is that one informed and conscious about the current system, also worried by their health and searching for a better life quality.

3.5. Project Workplan.

Throughout the project, the team proposed dates to finish different tasks. These tasks are finished during the three phases of the project. In the following table you can see which phases occupied the tasks.

	Main tasks	**Period 1**	**Period 2**	**Period 3**
1	Research	X		
2	Finish the script	X		
3	Find the interviewees	X	X	
4	Get necessary material	X	X	
5	Locations	X	X	
6	Making website		X	X

Table 3.1. Main tasks

During the project, the FV team proposed dates to end some tasks. The table shows the milestone with the set date and if the milestone was accomplished.

Milestone	Date	COMPLETED
Finish the script	30 March	YES
Get the interviewees	30 March	NO
Finish the production	9 May	YES
Finish the website	31 May	NO

Table 3.2. Milestone

4. Project description.

4.1. Synopsis.

FV is an investigation report that shows medicine used many years ago that was forgot and substituted for the current drugs system as an alternative. FV proposes to recover many of these old practices and reflects about our sanitary and drugs system. The report analyzes the conventional medicine and presents a natural option showing the plants useful in different cases. The project shows the evolution of medicine over time: we meet some of benefits of medicinal plants used during the history and solutions to solve health problems. It's a independent project

4.2. Project name.

The title has to describe to some extent the content of the project, that's why it is decided to name it *Farmaciola Verda*. The translation of *Farmaciola Verda* is Green first-aid kit that define so good the topic of the video and as the video language is in Catalan the title too.

At the beginning the name of the project was *sowing alternatives*, but investigating and talking with the experts was not the correct title.

4.3. Project delivery.

The team of the project consists of two members who realized the necessary functions of the phases to do the work. Sometimes was necessary the help from another assistant during the production.

PREPRODUCTION	
Jordi Colominas Ruiz	Director and producer
Gastón Ficarotti	Director and producer
PRODUCTION	
Jordi Colominas Ruiz	Camera director and sound assistant
Gastón Ficarotti	Sound director and camera assistant
Marina Royo	Interviewer and production assistant
POSTPRODUCTION	
Jordi Colominas Ruiz	Video editor and sound technician
Gastón Ficarotti	Graphics designer and colour correction
WEBSITE AND SOCIAL PLATFORMS	
Jordi Colominas Ruiz	Content designer
Gastón Ficarotti	Web designer

Table 4.1. Project delivery

4.4. Project location.

The approach about the location is started studying the profile of interviewee, where the place identifies the character with his environment.

The production tried to record the different interviews in the job place because it is a good way to show the reality where these professionals work always taking care about the composition. When the interviewee has contact with nature and promotes it, the best place to interview was an exterior place with sun light and natural sound in the background, also a natural composition. If the person works in a laboratory studying the plants was most

suitable an interior in an office. In the case of grandmother had to be natural and for this the location was her house and around.

Every location of this project was reviewed and chosen according to work requirements. FV tried to characterize correctly the interviewee and take care with the sound. When the location was not the suitable the production team changed the place.

The FV production often had to travel to realize his interviews. This travels were very distant from Barcelona. Some places were near Lleida so it was important to have an organization to save time and money.

The next map shows the locations used of the project in Catalonia
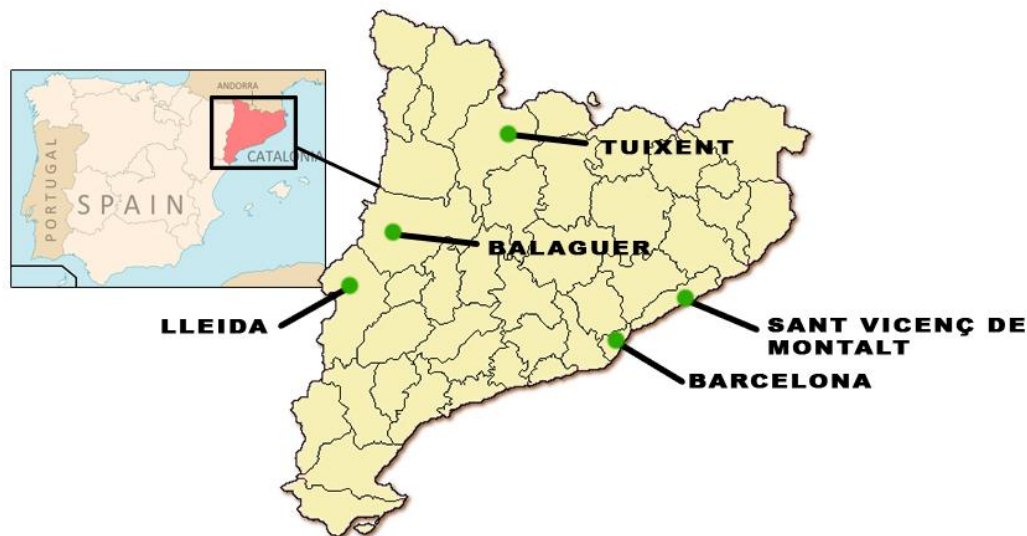

Figure 4.1. Location project map

The information about the locations used in the project is included on the APPENDIX II

Each location had the permission of the person responsible for recording without any problem. To images filmed in Barcelona required asking permission by internet. This permission is included on the APPENDIX III

4.5. Interviewees.

During the preproduction the production team had to decide the kind of people that could participate in the project. The profiles of professionals were defined before starting the interviewee search.

In the part that talks about the history about the use of medicine based on plants the participation of a History professor that knows the evolution of the medicine until nowadays was significant.

Two professional profiles participate in the project, on one hand the people with knowledge by experience and popular ways, on the other hand experts with studies and scientific knowledge that shape the idea. It is important to know different points of view from which the viewer will take his conclusions.

The participation of the elderly in the project was significant because it shows the use of plants in the past and remembers these old practices. Showing the day-to-day of this character and her history will discover practices used in the past and forgotten in the present, so creating a link with the public.

The profiles of people used were:

- Naturopath

- Naturist Doctor

- Herb Farmer and activist

- Pharmacy history professor

- Pharmacology and pharmacognosy professor

- Museum director

- Biologist

- Technical manager in Natural medicine industry

- TCM Therapist

The profiles are included on the APPENDIX IV

The questions during the interview were agreed beforehand. The questionnaire was sent in advance to the interviewee to have idea or prepare. Depending on that the project wanted to get from each respondent made the corresponding questions. Some were very open and some more specific. The questionnaire also had questions repeated to get two opinions or explanations and having two different viewpoints.

4.6. Colour palette.

Defining the colour palette for the project to make the graphics and website was very important to keep a line during the work.

Farmaciola Verda works with brown and green. It used the different tonality of these colours to do the graphics form the graphic identity.

Green is the main colour because is related with the nature. It represents harmony and stability, being the most relaxing colour for the human eye. Also the green is used in the medicine industry. For this reason it is the principal colour used in *Farmaciola verda's* logo.
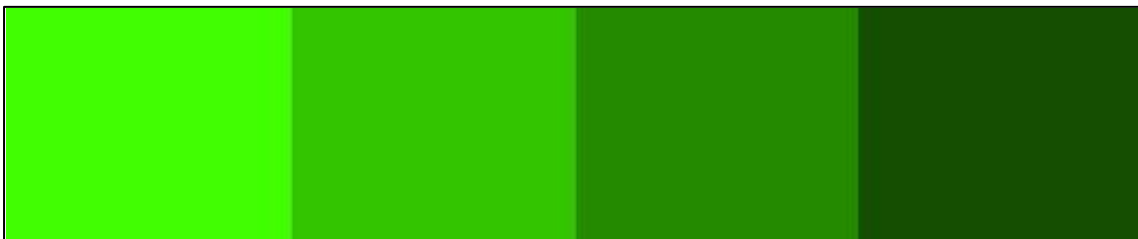

Figure 4.2. Green tones

The brown is another colour related with the nature like earth or autumn leaves. It's a hot colour that works very well with green. The logo of FV report contains the brown that represents the ground where the grass grows.
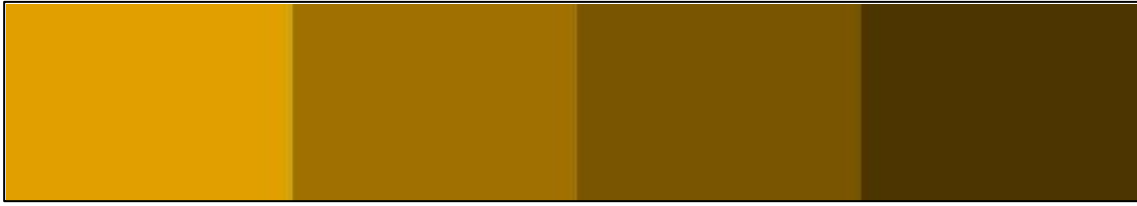
Figure 4.3. Brown tones

Logically white and greys to some graphics are also used. The white is a clean colour and it's usually related with medicine and represents peace. The use of the greys is very adequate because it's usually harmonious with most colours. Also the black colour is necessary because it enhances the rest of colours and contrasts very well with the bright colours.

4.7. Graphics design.

The graphic identity has to follow a line and is the sum of all the graphic elements of the project. This section features the used graphics in *Farmaciola Verda*.

The idea was to create a logo that would give an identity to the project. At the beginning we wanted a logo to describe the project with an image, but we later decided to incorporate all in one without an iconic logo. The name itself would describe the video, on the one hand the title and on the other hand the added effect. For this reason fill the name of the project with grass was a good idea to relate with plants.

Figure 4.4. Farmaciola verda logo

The logo was made with Cinema 4D using a tutorial from YouTube to incorporate the grass in the letter. The 3d effect in the logo gives depth being nice for the viewer.

In the website, the logo is incorporated on an old rumpled paper. This idea relates the ancient use of medicinal plant with the branding. It is accompanied by a text that explains the topic of the website: "a report about medicine based in plants"

Figure 4.4. *Farmaciola verda* header website

This graphic respect all colours in the colour palette choose for the project. It uses black, green and brown tonalities. The graphic was made with Photoshop using the exterior glow in the text, and for the old paper effect is used a brush taking from internet.

During the video appear graphics like chyrons, informative statistics and photographs of plants.

The chyrons is important to know who is talking. Is used a easy readable font for the chyron and a simple presentation of interviewee information. It appear the name of the character, which is her job and where develops it. The font used is Arial and the colour is white. The height position of chyron will be similar in all cases but the side sometimes will be right or left depending the character's position, and the text has shadow to avoid confusion.

Figure 4.5. Chyrons

The chyron will have an effect made with after effects. First the white line appears, and then come out the interviewees information.

During the video, the different interviewee will explain properties and curiosities about plants, and it is important to recognize these plants. For this reason, the video will show pictures of the plants with his scientific name.

Figure 4.6. Medicinal plants picture in video

The image of the plant appears embedded in a frame. This frame is orbed and appears from right or left depending the character's position. The plant image is moved slowly inside the frame creating a nice effect, and the text shows the name of plant and has an effect made with after effects.

Sometimes, an informative text appears talking about statistics that affect the population. These statistics is related to the subject that the character is talking about.

The graphic used to display this information is similar to the previous. The text is written in black and Arial font. The base is a white paper in poor conditions and transparent like others used graphics.

Figure 4.7. Extra information in the video

Translation: 30 % deaths in Spain are related with circulatory system diseases by NSI

All graphics are made by Photoshop and then in after effects is added the movement effects, using masks. Also the movement effects incorporate sound effects.

The project has introduction to present *Farmaciola Verda*. This introduction is made in after effects to create the effects. First, graphics and images retouching were made in Photoshop. Then, all of these graphics were incorporated in after effects composition. From here, it began to transform the images, playing with movements and effects that give After Effects.

Figure 4.8. Introduction project picture

It's used an old paper to make the transition between medicinal plants pictures. It was taking from internet under CC license and retouched with Photoshop. Besides, every picture has incorporated a wave effect that make picture nice.

This introduction has music, and its synchronize with the images and movements. Also it's used sound effects for transitions between pictures.

Finally, the introduction shows the title of the project with the old paper background, where is mention the production and direction team.

4.8. Website and Facebook page.

4.8.1. Website: farmaciolaverda.com.

The website of this project was made to complete the audiovisual report. The objective is to offer data and information about the video that might interest the viewer.

In the website you can find the full report and other videos of interviews. Complete information about the professionals and experts in the natural medicine appears in the section *interviewees.*

It's a platform to have close contact with audience. If they have any questions or suggestions they can contact with the production team.

The report is for a local audience and Catalan is the main language, but the user has the possibility to view the site in English. The website can be traduced to Spanish in the future depending the demand of the audience
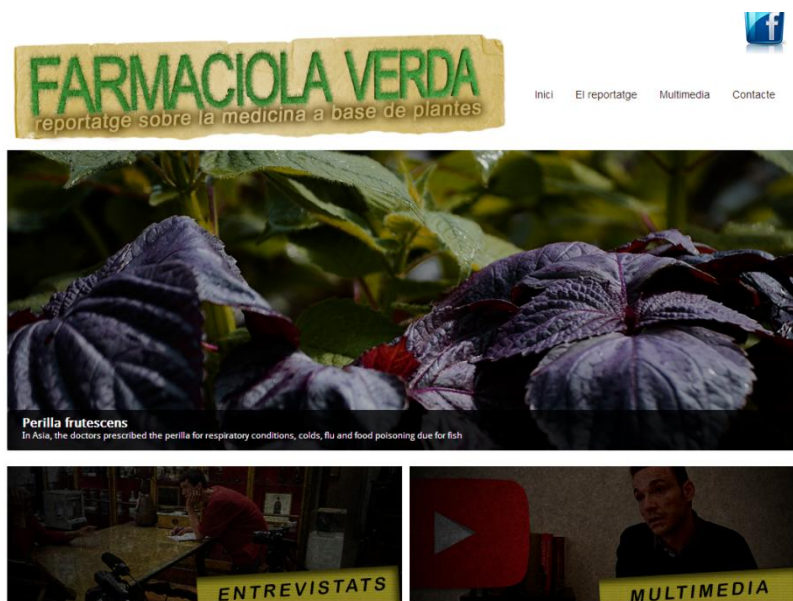
Figure 4.9. Website image

The software used to make the website is Joomla. This program helps to make easier the website. Modifying codes the template is adapted to project requirements. The design team contracted a domain .COM to have visibility into the network.

4.8.2. Facebook.

Facebook is a tool very important to have presence in the net. This platform allows the contact with viewer without any barrier. The idea of *Farmaciola verda* is to publish videos of interviews and interesting events related with the project issue. In the facebook page is possible complement the report with a lot of information.

Figure 4.10. Facebook page image

5. Methodology.

5.1. Project methodology.

Making a decision about the methodology is important to keed on a line and making work easy.

During the investigation, the FV team organized information and professionals. Before the production the team tried to set an appointment to get physical contact with the character and know the localization to organize the interview with full knowledge.

To obtain the material from the university and to be sure that the equipment were sufficient, the team reserved extra batteries before all interviews, as it was important to have sufficient batteries and not delay the interview. Sometimes the equipment was not correct, so always after collect the cameras the production checked it.

To record the interviews the FV team always used the same methodology. It is based on the use of three cameras, two to record the image and one for the audio. To record the image FV used two Nikon DSLR, one for the medium shot and the other for the close shot. A JVC video camera is also used for the sound directing the shot to the mouth of interviewee to make an easy synchronization in the postproduction.

The interviews were recorded first, and then the resource images. This way allowed us to complete the interviews and not trouble the professional because they were normally working.

On the postproduction, the editing team tried to

5.2. Problems found.

A lot of problems appeared during the project record. The first interviews taught us to know to record properly and to improve the organization of the interviews, even we lost the shame.

The first interview was a test and result was bad. *Trementinaires* museum director was first interview and it's recorded in exterior. There was a lot of noise and people and cars passed

continuously avoiding a good interview. The team didn't have enough experience with the cameras and recorded images were not good. In addition, the audio equipment wasn't adequate and wasn't in excellent condition. All of these mistakes helped us to improve for the next interview and anticipating possible potential problems. The interview is repeated to improving the result

In the second interview with Roser Vila, the technical equipment was not correct. the organization improved but was wrong the choice of material. The interview is recorded with two different kind of camera. The problem was the JVC images is very different than Nikon. Unhappy with the images and the location, the interview is repeated again to improve the image and the composition. The *Farmaciola verda* Team learnt and decided to use two Nikon for the image recording and the JVC for the audio, because rarely the Zoom H4 handy recorder was available.

In another interview the problem was a picture which created reflection, where the camera operator team is looked. To solve this problem was repeated the invalidate scene to control the reflection. Also, the audio recorded sometimes was not good because the material from university were not in the best condition. The microphone produced noise peaks that ruined the audio and the solution was to make a good audio correction on postproduction.

Another problem founded during the production was the shots with grandmother. She wanted make the interview but she didn't agree with the daily tasks shots. It was important her participation, and for this reason it's used the interview. Besides, the sound was not perfect, because the microphone was very sensitive and appeared wind blows. On the postproduction, all of these problems is tried to solve with the audio correction phase.

In some cases, the production team is found with equipment in bad conditions or with absence of components like batteries or cables. The production team tried to adapt and solve problems to minimize risks. Luckily these problems didn't intervene in the performance of the work seriously.

On the postproduction, a medium shot was recorded with different format, in 1080i. It appears undesirable lines on the image but it is used because is a important image for the video.

5.3. Factors implicated on the project.

During the project there was some factor that led the result. Is important to know which are these factors and how affected the work.

5.3.1. Social Factor.

This factor is very important in this kind of project. The topic that *Farmaciola Verda* treats is a social problem that may conflict with ideas or knowledge of people. The objective of this project is not criticizing the conventional medicine. *Farmaciola Verda* just wants to show the reality as it is. It was important not enter in critiques and logically the social factor was crucial in the how we wanted to show it.

5.3.2. Physical Factors.

Sometimes, the *Farmaciola Verda* production used the public transport to move the material to the interview. In this cases, the team tried to move the less material possible to the location because was heavy material for few members. During the production, it was used the indispensable material to avoid overweight.

5.3.3. Aesthetic Factors.

During the project, is considered the aesthetic factor. All shots had to follow an aesthetic line to define the idea. In the audiovisual is important the constancy between clips. For these reason, the production team was careful with composition image and the colours of these, adjusting the camera settings to get the same results.

The graphics of the audiovisual product and website is tried to follow a line, respecting the chosed colour palette that best adapted to this project.

5.3.4. Material Factors.

The *Farmaciola Verda* team had not enough material to make the project properly. The availability of technical equipment depended from University and could cause unwanted problems. For this reason, was purchased one Nikon D5200 and laptop to reduce potential obstacles.

The team depended in the university material, which had not enough for all projects. The material is reserved in advance to ensure the availability, although sometimes the interview was not confirmed by the professional. The recorded Zoom H4 was very difficult to reserve because many people wanted it, so we used the JVC camera recorder.

5.3.5. Costs Factors.

The budget for the project was very low. Considering that members are students and have not incomes, it had to adjust the expenses the maximum possible. Two investments were made to rely less the university material and to facilitate the work.

It had to make several trips to the interviews. The team spent three days sleeping in Lleida realizing the production and saving money and travels. Also, the production team had to eat during all these trips. This produces an extra expense that it necessary to cover. The production team tried to save all possible money during the project but trying to affect less possible the dynamic.

6. Technical material.

Before the filming, the team had to know the necessary material and analyze the availability of these. The next list shows necessary the technical equipment for the production and postproduction.

. **CAMERA EQUIPMENT**	
	- Nikon D5200 + Batteries
	- Nikon D3100 + Batteries
	- 2 SD Cards (16 GB) and 1 SD card (8 GB)
	- Nikon Lenses
	- Tripod Manfrotto
. **SOUND EQUIPMENT**	
	- JVC GY-HM150 (Recorder)
	- SD Card (16 gb GB)
	- Lavaliere microphone
	- Headphones
. **LIGHTING EQUIPMENT**	
	- 3 focus + 3 tripods + filters + diffusers
	- Photometer Digipro F Gossen
	- Dimmer
	- Flash Nikon SB700
	- Reflector

. EDITING EQUIPMENT	
	- 2 Laptop SONY VAIO
	- 1 TB External Hard Drive

Table 6.1. Technical material

To create the website and make the postproduction the team needed graphic and edition software. In the following list is listed the used programs.

POSTPRODUCTION SOFTWARE	
	- Adobe premiere CS6
	- Adobe after effects cs6
	- Adobe Audition cs6
WEBSITE AND GRAPHICS DESIGN SOFTWARE	
	- Adobe Dreamweaver cs6
	- Joomla 2.5.x
	- Adobe Photoshop cs6 - Cinema 4D Studio

Table 6.2. Software necessary

7. Planning and timeline.

This part of the memory presents the organization of the project. It is divided in preproduction, production and postproduction, mentioning the different tasks of every phase and quantified in days.

The next figure shows the tasks included in the phase of preproduction
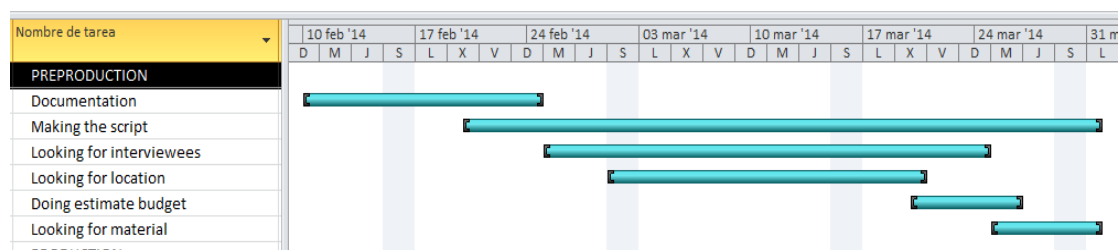
Preproduction - 10 February to 31 March

Figure 7.1. Preproduction organization

The documentation was a task that needed special attention because the issue is very extensive and to have the clear ideas. To know the topic is important to make the script with knowledge. This part lasted almost two weeks.

Making the script was the most difficult task because it lasted almost the whole phase of preproduction. At the beginning the ideas was not clear. Talking with professionals and analyzing the information helped to shape the idea.

During the making of the script the team started to look for interviewees and locations. Logically we first looked for characters and then the locations began to emerge.

At the end of this phase, the costs during the project to have are quantified an idea and to know the calculated budget versus real. It also began to analyze the necessary technical equipment to continue with the project recording.

The following figure is the next phase named production.
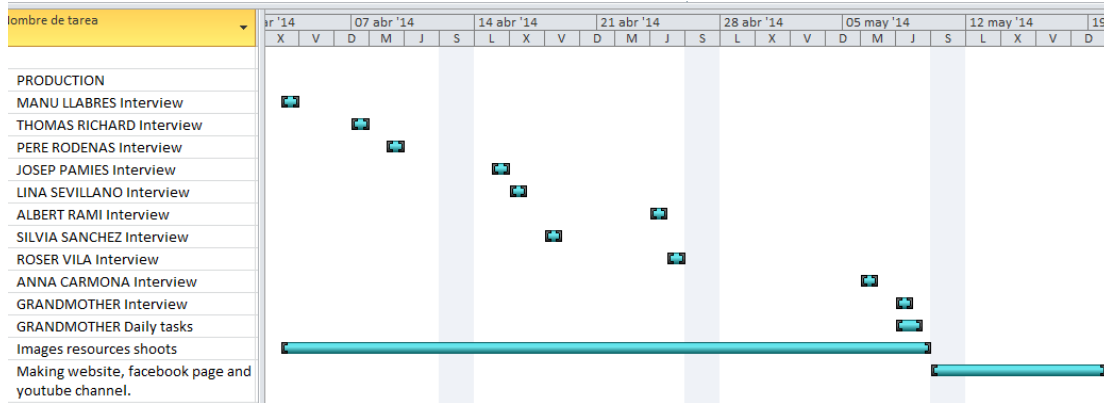
Production - 2 April to 19 May

Figure 7.2. Production organization

Before to start the production, it's made a shooting plan to organize the different interviews. This shooting plan is included on APPENDIX V

In the timeline of production is show the different interviews spreads throughout April and may. The production tried to separate the appointments with the character to have time to prepare and to pick up the material. Normally the interviews lasted one day but in the of grandmother the production team had to record in two days. During all this phase resources images were recorded.

The last of production is made the website and facebook page to have the necessary platform to distribute the contents.

The last graphic shows the tasks realized during the postproduction.

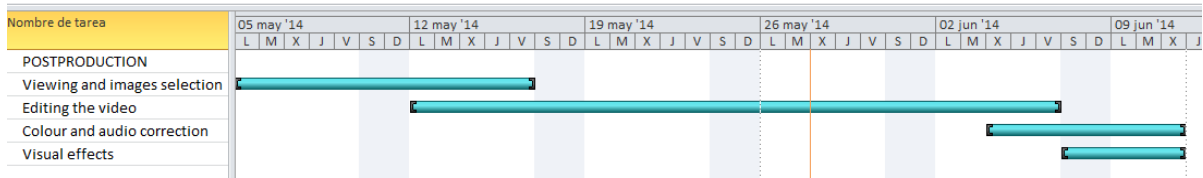<u>Postproduction - 5 May to 7 June</u>

<div align="right">Figure 7.3. Postproduction organization</div>

As is normal in the last phase is time for the viewing and images selection. When is decided the correct cuts, the video editor started with the video editing linking the images in a logic way keeping the script. After that, the colour correction corrects the changes of colours and to try to match. The same is done with the sound, removing peaks and matching the levels.

To finish this phase, the last task is to add the graphics and visual effects improving the final result.

The memory is realized during the three phases. But, the major quantity of work falls on the last phase of postproduction.

8. Environmental impact.

The *Farmaciola Verda* team always tried to cause a minor environmental impact possible. In this kind of project that promotes the use of nature to achieve a better life quality it is important to respect nature.

Sometimes the interviews were in distant locations and FV had to use the car in order to carry the materials. In other cases the interviews were in Barcelona or around for this reason the movement of material was realized by public transport causing less contamination.

The use of electricity during interviews was very low because always had enough batteries and the focus was used infrequently.

It is also important to think in the printing and quantity of paper that it will use. *Farmaciola Verda* used recycled paper for all necessary prints during the project. Delivering the project in PDF format in Glyndwr University contributes to print of less paper and over-exploiting less the nature unnecessarily.

As the project is distributed by internet and the environment consequences are null, because it only occupies space in the network and not consume cds or paper to promote it.

9. Intellectual property.

The *Farmaciola Verda* team followed all legal rules and respected all properties during the making of this project.

Almost all the content that you can find in the website, facebook page or in the audiovisual report has been created by FV members. On the other hand the project used pictures and audio from free libraries on internet because we didn't have material and were important for the project. The author of the music used on the video gave permission to use her work by email. All of this material taken from internet is under the "Creative Commons" licence, which allows its free use.

All graphics that appear in the report and website are made by us with Photoshop and after effects. The website has a template downloaded from internet which is totally free with limitations. The template structure is modified to obtain the desire design.

All content from video and website included in the project will be under Copyleft in future. This license allows the free distribution of copies and modified versions of work and requires that the same rights be preserved in modified versions of the work. The objective of the project is totally didactic and non commercial and for this reason we will share our project to interested people.

10. Conclusions and improvements.

Farmaciola verda was performed with the objective to inform about beneficial properties of medicinal plants. The project accomplishes this goal showing different plants during the report to solve some health problems or symptoms, completed with a website in which the viewer has a lot of information to query.

The realization of this work was very positive for me because I put my knowledge into practice in a real project and I learnt about a very interesting issue. Besides, this knowledge will be useful in my life to solve or to help some health problems. It also changed my habits being more responsible around my health and actions. It was a great experience where we met very interesting people and professionals. During the project I matured as a person and lost the shame with the people. Besides I learned to improve from my mistakes and to how act before the unforeseen.

Although the experience was very positive we have to change many things to improve the result. I think the methodology of the interviews using a short and long shot of character is correct but lacked other types of shots. Although it was not planned to do more resource shots in some interviews, it's true that it would have been nicer and we would have more resources in the postproduction.

Although the organization was good, maybe it could improve. Sometimes we tried to do many tasks at the same time, provoking chaos during the preproduction. In this phase we shared roles and would have been better distribute the roles. In the following phases, roles were distributed improving the organization and efficiency of the project.

In my opinion, the final result is good, because we fulfil our aims. I think that the content of the project is interesting, and the visual experience is agreeable. Besides, we manage to make a good edition, where the answers follow a history, and it relate between them perfectly.

11. Filmography.

[1]   http://www.tv3.cat/videos/1495359/Reportatge-Espai-Tera-21092009

[2]   http://www.tv3.cat/videos/3116590/El-Reportatge-24092010

[3]   http://www.lasexta.com/videos-online/programas/salvados/noticias/gavilan-veces-medicamento-antes-que-enfermedad_2013040700094.html

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[1]   http://www.dolcarevolucio.cat

[2]   http://www.plameca.com/

[3]   http://www.ramiremeis.cat/

[4]   http://biomaresme.com

[5]   http://www.who.int/mediacentre/news/notes/2007/np10/es/

[6]   http://apps.who.int/iris/bitstream/10665/82062/1/WHO_HIS_HSI_13.1_spa.pdf

[7]   http://www.fitoterapia.net/portada/portada_editor.php

[8]   http://www.nlm.nih.gov/medlineplus/spanish/

[9]   http://www.ncbi.nlm.nih.gov/pubmed

[10]   http://jardibotanic-gombren.cat