**DIGITAL MULTIMEDIA**

**PROJECT REPORT**

**The Life of Ronaldo**

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| **PROJECT TEAM** | |
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1. ***Overview***

Our project idea is a short animated documentary that revolves around the life of Cristiano Ronaldo. The video will be focused on his early life and his rise to prominence in world football. The main focus of this mini documentary was to show of the life of Ronaldo as we both feel his rise in football in one that deserves a look at. We will start off by talking about his early life dealing with poverty living in Portugal. Then we will show his life in England where he gained attention from the world, this is where everyone realised he would be a superstar. We plan on talking about his commercial success and then to finish we will tell you about his life in Madrid.

We will use a mixture of Adobe Flash and Wondershare Filmora to make our video and any image editing we need can be done using Adobe Fireworks. We want to use transitions between each scene and each scene will have music playing in the background as we feel it will go well with this type of video. We chose animation for this project because we feel it is where our strengths are. It will be done on our HP laptops and any changes that need to be made can be done on the computers in college. For audio we use music to put over each scene, we will get music online that suits the tone of our documentary.

We came up with the idea of this documentary while talking about how certain people of power started off with nothing in life. The reason for focusing on Ronaldo was because we both love football and it would make this project more interesting. We think an animated documentary would be a unique choice in the class and not many would bother doing it.

1. ***Research***

There are many channels on YouTube that produce content of this type on the lives of footballers, their career statistics and some more general information, some examples of these channels are Copa90, Bleacher Report and The Football Republic. These channels and many more produce videos more on player’s career statistics than their early life so this leaves room for a short video on both career statistics and early life and we’ve chosen to do this on Cristiano Ronaldo.

The first video of this type we looked at is titled “Why Edison Cavani is The Real King of Paris” and was made by Copa90. It opens with footage of Cavani speaking of what he would like to achieve and then leads into animation on his career during his time at Paris Saint Germain and how he’s rose to prominence and earned his spot in the first team over other big stars in the PSG team and how since Neymar has arrived there has been a fierce rivalry between the two stars to be the first choice striker in the impressive PSG line-up. I found this video really engaging and the animation to be bright and interesting and the voiceover to be exciting and dramatic and not boring and monotone. The video can be found at <https://www.youtube.com/watch?v=Ari4MolsQtA>.

The second video we looked at that is similar to ours is a Youtube video called “How Napoli made Serie A great again” by Copa90. The video starts with a mixture of recorded and animated content with a background voice narrating. This video is similar to our as it is using animation and music to talk about the rise of something. It is about the rise of a football team in Italy, this also links to our football team. We like how the video uses a mixture of clips and animation but we still want to make ours fully animated as we feel it is better suited to the style we want to portray. The music used throughout is simplistic and compliments it well and gives the video a nice flow. This gave us some thoughts as to what music we want to use and helped our decision making process. The video can be found at <https://www.youtube.com/watch?v=JsXejmBAcZI>.

The final video we researched was a video titled “"CONGRATS TO LITTLE ARSENAL ON MAKING IT TO THE FINAL!" | EVERY PREMIER LEAGUE MANAGER with 442oons” made by 442oons and The Football Republic. This video is more of a comedic take on all Premier League manager’s reactions to their respective wins, draws and defeats on matchday 28. The video just cycles through each manager animated in a caricature style cartoon with a voiceover doing an impersonation of each manager. This video is purely a comedic video and is satire but works well as the animation is bright and colourful and gets the audience engaged as well as gives you the result of each game so is not purely comedic. The video can be found at  <https://www.youtube.com/watch?v=cl2Ed-stAds>.

1. ***Script***

**\***EACH SCENE TO HAVE MUSIC PLAYING IN THE BACKGROUND**\***

**SCENE 1**

* SCENE 1

O INT. PICTURE OF RONALDO AS A CHILD, TEXT READS OUT WHERE AND WHEN HE WAS BORN.

O TRANSITIONS INTO ANOTHER PICTURE WITH TEXT READING OUT ABOUT HIS YOUTH AND FAMILY LIFE.

* TEXT USED FOR SCENE:

"CRISTIANO RONALDO WAS BORN IN MADEIRA, PORTUGAL IN 1985."

“AT 15 HE WAS DIAGNOSED WITH A RACING HEART, HE HAD SURGERY TO TREAT THIS!”

**SCENE 2**

* SCENE 2

O PICTURE OF RONALDO PLAYING FOR SPORTING LISBON WITH TEXT OVERLAYING.

O TRANSITIONS TO 2ND PICTURE WITH TEXT DESCRIBING INTERESTS FROM OTHER CLUBS DUE TO HIS GOOD PERFORMANCES

* TEXT USED FOR SCENE:

"AT THE AGE OF 16 HE WAS PROMOTED TO THE FIRST TEAM BY MANAGER LÁSZLÓ BÖLÖNI..."

“GOOD PERFORMANCES ATTRACTED INTEREST FROM LIVERPOOL, BARCELONA AND ARSENAL!”

**SCENE 3**

* SCENE 3

O THIS PICTURE WILL SHOW HIS TIME AT MANCHESTER UNITED WITH TEXT OVERLAYING.

O TRANSITIONS INTO A VIDEO SHOWING ONE OF HIS GOALS WITH TEXT OVERLAYING.

O PICTURE OF HIM WITH MANAGER ALEX FERGUSON DESCRIBING THEIR RELATIONSHIP.

* TEXT USED FOR SCENE:

"HE SIGNED FOR UNITED IN 2003 FOR £12.24 MILLION, WHICH MADE HIM THE MOST EXPENSIVE TEENAGER AT THE TIME."

“AND HE WAS AN INSTANT HIT!”

“HE DEVELOPED A CLOSE RELATIONSHIP WITH MANAGER ALEX FERGUSON, HE STILLS CALLS HIM BOSS TO THIS DAY!”

**SCENE 4**

* SCENE 4

O PICTURE SHOWING HIS SPONSORSHIP DEALS WITH NIKE WITH TEXT OVERLAYING.

O FORBES LISTING IN 2016

* TEXT USED FOR SCENE:

"HIS SPONSORSHIP WITH NIKE SAW HIM GET HIS OWN BRAND OF BOOTS CALLED CR7.”

“IN 2016, HE BECAME THE FIRST FOOTBALLER TO TOP THE FORBES LIST OF HIGHEST-EARNING ATHLETES, WITH A TOTAL INCOME OF $88M.”

**SCENE 5**

* SCENE 5

O PICTURE SHOWING HIM WITH REAL MADRID WITH TEXT OVERLAYING.

O TRANSITION TO 2ND PICTURE WITH TEXT OVERLAYING ABOUT HIM BEING A KEY PART OF THEIR HISTORIC TEAM.

O FINAL PICTURE WILL HAVE TEXT OVERLAYING ABOUT HIM BEING THE CLUBS TOP SCORER

* TEXT USED FOR SCENE:

“HE SIGNED FOR MADRID IN 2009 FOR A THEN RECORD FEE OF £80M."

“HE PLAYED A KEY ROLE IN BEING PART OF THE TEAM THAT SECURED THE CLUB’S 10TH CHAMPIONS LEAGUE TROPHY.”

“IN THE 2015/16 CAMPAIGN HE BECAME THE CLUB’S ALL-TIME TOP SCORER.”

**SCENE 6**

* SCENE 6

O FIRST PICTURE WILL SHOW HIS BALLIN D’OR WINS.

O CUT TO VIDEO SHOWING HIM LIFTING THE EUROPEAN TROPHY WITH PORTUGAL IN 2016.

O FINAL TRANSTION TO PICTURE WITH TEXT OVERLAYING HIS CHAMPIONS LEAGUE WINS.

TEXT USED FOR SCENE:

O "HE HOLDS THE MOST BALLON D’OR AWARDS.”

O “HE LIFTED HIS FIRST EUROPEAN CHAMPIONSHIP WITH PORTUGAL IN 2016.”

O “HE HAS WON THE CHAMPIONS LEAGUE 4 TIMES.”

4. ***Storyboard***



***5.*** ***Technical Report***

Our initial project idea was around developing a short documentary on Cristiano Ronaldo who is one of the greatest footballers of all time and currently plays for Real Madrid in Spain. The main rule for this video is that it would have to be around 2 Min and 30 Secs in length as this documentary would be put up on social media streams. We found that this length would be ideal to give an informative but not boring video on the life of Ronaldo but also not too long as to lose viewers’ attention. Our main chosen method was video, audio and animation. Initially we had plans to do extensive video editing and a voiceover on this project. But we found that a combination of animation and video editing spread the work out more evenly between the two of us and we decided to remove the voiceover as we had no good audio recording equipment and the overlaying text looked better. The images were all taken from a variety of websites and the videos weren’t copyrighted as they had no watermarks. We both met up in Cian’s house to obtain our images and discuss editing and animation techniques. We decided to use Filmora for editing the video as it is a powerful video editing tool and Adobe Flash for animation for our introduction and credits. We used various techniques throughout the animation like tweening and alphas and for video editing we used transitions and text overlays. We also used fireworks for some image editing as the dimensions for some images weren’t ideal but we liked the images themselves. Filmora was the main video editing software used as the transitions, text overlays and tools were easy to use and were exactly what was needed, all of the video editing was done by Cian because he had more familiarity with Filmora. The second was Adobe Flash as both of us were used to using Flash from class and found the tools useful for making our intro and credits, all of the animation was done by Carl. In our initial script and plan we had thought about using more footage from matches and from his life, unfortunately they are hard to obtain through creative commons as most have watermarks from FIFA, UEFA and other companies. We also planned to have heavy graphic work on the video, we found this graphic work to be really time consuming and the overall benefit wasn’t worth the time. We found that Filmora gave us some problems as a VWE file as it removed our videos and music but solved this by exporting it as an MP4 after we put back in what was removed initially.

***6. Project team***

Below you will find a table with who did what on our project. Overall, we are all very happy with each other’s contribution to the final product. We both had our own roles in creating this video and we gave each other feedback. We divided the workload evenly and it went really well and we both contributed towards the final product. We both utilized each other’s strengths towards this project and that reflects in the table below.

|  |  |
| --- | --- |
| **Name** | **Role** |
| ***Cian*** | * Video editing * Production * Direction * Script * Project overview * Research |
| **Carl** | * Animation * Production * Direction * Script * Storyboard * Research |

7. ***Conclusion***

Overall, we are happy with the result of our video, we feel it was our best option for our skill set. We feel that, even though this is an amateur video, it is still of a good quality when compared to similar videos. We think the video will be effective at showing the life of Cristiano Ronaldo and showing that we both have a genuine interest in him. We think the length of the video is perfect as anything longer would get boring after a while and having it too short would not fully allow us to showcase his life.

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