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Change Order

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Client	Electoral Commission
Project	Victor the Vote Counter
Job number	CI3151
Change	**FINAL ANIMATION AMENDS FOR AV AND FPTP REQUESTED ON 25/03/11**

Date	Requested by	Execution / Page	Description	Action / Status
25.03.11	**EC + glue**	**FPTP**	1. **At the start – the first ballot shown - both show candidate B as first preference – Victor then goes and puts them in candidate A's pile – can you change so he puts them in candidate B's pile – that's significant as we can't have Victor committing electoral fraud!** 2. Where the ballot paper appears on screen, the cross is entered in line with the VO, but Victor's finger should point to the marking also. 3. Make the grey pile darker to stand out from the room 4. Add furniture to the room to match the AV section 5. Add celebration for the FPTP winner. Has to be identical to the AV celebration.	**glue Studio to action**
25.03.11	**EC + glue**	**AV**	1. **At the start – the first ballot shown - both show candidate B as first preference – Victor then goes and puts them in candidate A's pile – can you change so he puts them in candidate B's pile – that's significant as we can't have Victor committing electoral fraud!** 2. *In AV – when candidate C's ballots are being redistributed there are originally three pinks in that pile. Victor holds 2 ballots up – looking at the votes the one on the left would have been a pink one and the one on the right a green one. When we go back to seeing the pile – there is now only one pink in the pile (suggesting Victor has two pinks in his hands) – this needs to be changed so there are two in the pile. He is also walking with two ballots and puts a pink on Candidate B's pile. It is fine for him to put one on there but technically if he is putting those two*	**glue Studio to action**

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			that were shown – one should be green and one pink. As this won't work we suggest he just has one in his hand when he is walking so if anyone were to look that closely he has put the green one back where it was and is just redistributing the pink one. **To summarise there are two things we would suggest changing:** **a. There should be two pinks in the pile after we have seen the tow ballots on screen** **b. Victor walks with only one ballot in his hand** 3. Victor needs to leave the room slightly later; i.e. when the VO says 'Thank you Victor' 6. When the ballot papers appear on screen, the numbers appear as they are spoken but Victor's finger should also point to them also. 7. Make the grey pile darker to stand out from the room	
25.03.11	**EC**	**INTRO**	1. When working on audio, please ensure that any whistling from Victor does not clash with the talking	**glue Studio to action**
25.03.11	**EC**	**ENDING**	1. Amend ballot so it more similar to an actual ballot paper – i.e. yes and no one above the other (yes top) on the left and the box to put cross on the right 2. The capitalised text is inaccessible as caps are harder to read – it doesn't matter so much for the signage etc when there are just a couple of words but it really stands out on the ballot paper where there is a lot of text so can you put it in sentence case as it is in the booklet – including having the inverted commas too (") 3. As per FPTP and AV, Victor's finger should point to the Yes and No box when it is referenced in the VO	**glue Studio to action**
25.03.11	**EC+glue**	**ALL**	1. Throughout, when Victor goes into his office, please ensure 5 May is circled on the calendar 2. Add subtle wallpaper with a simple, minimal pattern to the rooms. Please ensure this does not clash with anything.	**glue Studio to action**

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25.03.11	**glue**	**AOB**	ADDITIONAL AMENDS TO ADDRESS (spotted in glue QA) 1. Watering can asset changes after scene 1 – need to make it consistent throughout all four so it doesn't suddenly glitch. 2. Between scenes 2 and 3, the desk shifts forward and left a few pixels - must stay in the exact same position throughout. 3. During AV, in the frame before Victor shows the ballot slip to camera after picking up pile D, he's got three arms. 4. The thickness of the lamp cord changes across scenes – that office needs to be identical throughout, so it looks consistent when you jump through it using the HTML controls.	**glue Studio to action**

END of amends requested on 25/03/11

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Client	Electoral Commission
Project	Victor the Vote Counter
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Change	ANIMATION AMENDS FOR AV AND FPTP REQUESTED ON 23/03/11

Date	Requested by	Execution / Page	Description	Action / Status
23.03.11	**CC**	**ALL**	1. Colour of Victor's tie has to be changed as we're using pink as one of the graph colours. 2. Remove the clock behind Victor 3. Would make more sense for it to say 5 May referendum and underneath have the polling station times. It should also have our logo on and preferably the campaign identifier if it is possible to include that. 4. END FRAME Priority: 1. About my vote.co.uk 2. EC logo 3. 5 May Referendum 4. Polling stations open 7am – 10pm	**Actioned and submitted on 25/03/11**
22.03.11 **23.03.11**	**CC**	**CI3151 Victor Animation** **FPTP SECTION**	1. Ballot paper should say Candidate A, Candidate B etc 2. Each ballot paper pile should be a different colour 3. The first pile should be the winning pile 4. I think we need to label the piles (A to D) – it is more important in AV but both videos should match where possible 5. Victor needs to put rosette on winning pile 6. Please change colour of the cross on the ballot from magenta (as previously mentioned the yes and no campaigns are pink and purple so best to avoid where poss) 7. Change the pile of ballots from magenta to something else – possibly a mix of colours? 8. The arrangement of the ballot papers should be the same in both the FPTP and	**Actioned and submitted on 25/03/11**

			AV scenarios, so we shouldn't have them stacked in a pile for FPTP but in a net hanging from the ceiling in AV. **For both FPTP and AV, please can they be stacked in a pile on the floor** when Victor first enters the room – as per the current FPTP set-up. AGENCY RESPONSE: Approved script outlined that different arrangements of the votes for each system. Plus we strongly feel that Victor's pulling the votes from the suspended net is one of the more interesting, playful parts of the animation that adds an element of fun to what viewers are watching. If there is a preference of using the same method, could both FPTP and AV use the suspended net animation? We feel that it's important to retain the humour and charm of Victor and using the suspended drop to introduce the votes will support this. If we are stripping out so much of the entertaining parts, the animation will become flat and lose its appeal to be a more engaging, sharable experience in comparison with the PDF download. AGREEMENT to replicate the votes being suspended in a net animation present in AV into the FPTP section 9. Similar to the AV section , Victor needs to sip from a cup of Tea in the animation	
22.03.11	**CC**	**CI3151 Victor Animation** **AV SECTION**	1. On the ballot paper, the 4th candidate needs to be filled out 2. Should the pile of ballots be multi-coloured – or at least not pink since one of the piles is pink? 3. I think we need to label the piles (A to D) to make it a little clearer 4. When Victor is first putting the ballots into the piles – there is a point when he looks like he has eaten a ballot! 5. At the point it says 'Victor can start round 2' – some pink ballots appear on top of pile 2 (the grey pile) without it having shown Victor moving them there (he is still moving the pile to the site of the screen). There is something wrong with the sequencing of this whole section because when the VO says the ballot is added to candidate B – the graphic shows the ballots moving to candidate A.	**Actioned and submitted on 25/03/11**

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23.03.11			6. When candidate C's pile is being carried to the side – it is pink – it needs to be green 7. In the final round – can you make sure only the green ballots cross over the line (as in the booklet) 8. After candidate D is eliminated and it shows two ballots – they are still wrong – please check the script as it is correct on there 9. Please change colour of the numbers on the ballot from magenta (as previously mentioned the yes and no campaigns are pink and purple so best to avoid where poss) 10. In the final round the pink bits of the two piles are increasing as well as the green. That shouldn't happen – only the green should. *11. When we cut to the close up of the ballot paper being filled out, it could be misinterpreted as Victor filling out the form. Could we therefore show a close up of a ballot paper but not make it look like Victor is filling it out – we suggest no pencil is used – or if you have another suggestion on how this can be done…* AGENCY RESPONSE: We don't want to have a static image on the screen and we feel it is important for Victor take users through the ballot entries in time with the VO. Our recommendation would be for Victor to be holding the ballot with the entries then popping up sequentially (similar to how 'D' on the floor marking pops away when Victor carries the pile away). Alternatively we see Victor holding the ballot paper with the entries already present but he is pointing to each one with his finger sequentially rather than entering them with a pencil. AGREEMENT for the numbers to appear as Victor holds the ballot paper. There must be no pencil. 12. For the **3rd round of counting,** can we take out the close up of the filled in ballot	

papers and just cut to Victor allocating the papers? The explanation in the voice over is fine, but the visuals with ballot papers marked up makes it feel quite confusing so it would be better not to show the detail of the papers in this round. The close up of the completed ballot papers in the 2nd round is really clear and gives a good illustration of how the system works.

AGENCY RESPONSE: Whilst the process is explained in the second round, we feel that it is important to be consistent and have a visual representation at each count. Also, If this was removed and the VO explanation present, users (esp. those that are seeing this for the first time) might actually feel more confused as they have to follow the VO but have no on-screen reference.

In order to make this less confusing on screen, our recommendation is to keep the ballot paper on the left and drop the one on the right. This single ballot paper could also have a single strike through the bottom two candidates for a tidier appearance. We feel that this is a strong compromise that works better than having dead space, which would need to be filled in with something else happening on screen.

AGREEMENT for this to keep as it was, i.e with two ballot papers on the screen.

13. In the final round the pink bits of the two piles are increasing as well as the green. That shouldn't happen – only the green should.

AGREEMENT ON THE SOLUTION: As there are pink votes left to be distributed when candidate C is eliminated the pink parts of the piles should increase. HOWEVER, we currently have this increasing more than the three pink slips that are left. We'll therefore only ensure that candidate A and B's piles are increasing by this amount.

14. The original 1st preference votes for candidates A and B (grey and brown piles) – should never ever change – you have them growing bigger and somehow A ends up higher than B – the piles should only grow as things are added on top of them – the bases should never change. I think perhaps you have the 'Half of

			remaining votes' line too high and can't reach it with just the pink and green votes added on top of the A and B piles. If you move it down a bit it should work and you wouldn't then need to increase the brown and grey piles. NO Agency Response.	