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Change Order

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Client	Electoral Commission
Project	Victor the Vote Counter
Job number	CI3151
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	**glue Studio to action and suggest alternatives**
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 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.	**Acceptance of all requested changed** **glue Studio to action**

			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. 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 –	**Acceptance of all requested changes** **glue Studio to action**

23.03.11			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.	**Acceptance of all requested changes** **glue Studio to action**

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			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.	**Acceptance of all requested changes** **glue Studio to action**

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