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Developing a Football Training Product (eBook)



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ABSTRACT

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Title of the Publication: Developing a Football Training Product (eBook)

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The purpose of the thesis is to produce training material in the form of an eBook with accompanying video content targeted at amateur and low-level football. The basis of the training aid is to guide the user through the motor development stages of some of the most common skills in football, providing exercises with increasing flexibility as the players develop.

The aim of the project is product development and to deliver educational content to the training aid, that is easy to absorb by the audience. The theoretical framework of the thesis will discuss about learning styles, motor development stages and existing of similar products to the eBook as well as marketing of the product.

The project is commissioned by TKT, a sports club in Tampere with many amateur football teams ranging from Under 8s to adults. The implementation of the written eBook content for was successful. The authors planned and implemented the product from beginning to end. The aims of the authors were to develop their own competence in practice and learn new skills in the field of content production, writing and marketing.

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1 INTRODUCTION

In the last few decades' football has gone from one extreme to the another when it comes to training methods; compared to the 1980's when players did very little or no training even at the top level, present day professionals go through an assortment of daily training drills, team practices and fitness routines all monitored by coaches and medical staff. Though many articles have been published regarding this type of training most fail to address grassroots or amateur level football for various reasons, including overuse of equipment/staff or simply not catering to the level of football at play.

The aim of this project is to produce training material in the form of an eBook with accompanying video content targeted at amateur and low level football. The premise of the training aid will be to guide the user through the motor development stages of some of the most common skills in football providing exercises with increasing flexibility as the players develop.

The project is commissioned by Tampereen Kisatoverit (TKT). TKT is a sports club where people have an opportunity to practice and play different types of sports. The club's range of sports includes football, handball, volleyball, track and field and gymnastics, though football is the largest and the most popular sport inside the club. The club has one field with shared access to a number of others, several football teams from Under 8s to adults, and for both genders. In total the number of football teams at TKT is around 15 with approximately 15-20 players each, all of these teams are staffed and run off of the back of volunteers, many of whom are parents with varying experiences. TKT's idea behind the activities and especially in football is to produce life long lasting joy through the hobby.

The club is interested in new training methods and different approaches and has expressed a need for a training aid utilizing modern technology such as tablets and smartphones. TKT would benefit from the proposed project in the form of a free copy of the training programme. Innovation is key to any competitive sport and having access to the research conducted in this paper and a license to use the training aid could shape, or at least inform future coaching decisions.

The focus of the project is product development and creating the training aid, some literature research will also be included regarding learning styles and existing models. Though not included in the eBook itself will be used to inform and shape its production.

2 PROJECT BACKGROUND

2.1 Introduction to Football Coaching & Training

Football is the most popular sport in the world. Two 11-player teams play against each other and try to score goals in the opponent's goal as well as prevent the goal from reaching their goal. The basic skills of a footballer are running, passing, dribbling and shooting. Since the football match lasts 90 minutes, the footballer must have good endurance skills. The crucial performance of the game is, however, without exception, short performances done with maximum power. So, power and speed are important features without forgetting self-confidence (Eskola, et al., 2003).

The versatility of football gives training great challenges and demands. Training in football is aimed in a way that players would have the necessary physical, technical, tactical and psychological conditions to play in the game in the best possible way. It is important to combine the training efficacy with game like drills in practice and practice the training with the ball as much as possible. Exercises aim at improving through various drills and small area games. The essential parts of football training are technique and basic skills, game skills and tactics. Technique and basic skills are the foundation of everything and they should be practiced in addition to team exercises, as well as individually. Basic exercises include, for example, different types of passing (on different parts of the leg, along the ground, in the air, etc.) and receiving exercises on different parts of the body, dribbling exercises and decoys (Viitanen and Lindström, 2005).

Coaching is teaching, guiding and educating. The most important thing is not what the coach knows, but what players are learning. Coaching is aimed at achieving successful and correct performance. Teaching includes guidance, feedback, encouragement, monitoring, requiring and rewarding mistakes. Coaches need to know key issues related to basic skills to enable players to learn from the very beginning (Suomen Valmentajat, 2018).

Good coaching is human coaching in both individual and team games. Coaching is a long-term development process, where both are learning. In sports-based activities, the coach's main goal is to help the athlete find, develop and use their own resources. At the center is a player, his abilities and inner motivation to learn. The players should participate in all phases of the coaching process: design, implementation and evaluation. This is how they can grow accountable for their own doing and have a strong ownership of the sport and that way also a possibility to have good relationship with the coach. In football, both the coach and the players' roles are demanding. The coach is responsible for the whole training process. The coach's role and responsibility are different in the various stages of the players' path (HJK ry, 2018).

The coach's duty is to create exercises that will allow players to succeed in selected themes. For example, if the idea is to get into scoring situations, the training drills must be planned and executed in a way that players can succeed in different combinations and in 1v1 situations. In that case, the number of opponents, size of the area, or even touch limitations can affect the potential for success.

For younger players, it is natural to teach football and motor skills related to each age. At 6-12 years of age, learning is easier compared to when a person is older. The coach's job is to plan and select the exercises that fit for that age. The idea is to improve step by step. Practices and games must therefore be easy to difficult. In football, training in basic skills can't be overemphasized, as learning more difficult things is always based on what has been learned earlier (HJK ry, 2018).

The coach's influence on the player can be lifelong in both positive and negative terms. Inspiration, and teaching skills are educationally important for young footballers.

2.2 Learning Styles

Individuals employ a variety of different learning styles to learn new skills. Learning style is defined as subconscious tendency to promote and use certain types of learning to adopt new knowledge (Kauranen, 2011). There have been hundreds of different learning style models depending on the basis, but in motor skills, the focus is often on the significance of sensory channels in learning. In this project, the style of learning refers to the individual information reception method that allows the individual to adopt and absorb the received information in the most favourable manner.

Knowing own personal style of learning helps and benefits training, providing the basis for finding and creating the most optimal training environment. In sensory based analysis, learning styles are divided into visual, auditory, and kinesthetic style (Kauranen, 2011).

Visual learners learn best by receiving information visually. They acquire and adopt information in the most illustrative form, including photos, videos, and movies. They try to visualize everything in their minds (Kinsella, 1995).

An auditory style learner comprehends new things best, when information is presented through hearing and audio. In exercise situations, they listen to the instructions and repeat them aloud in their minds. Verbal guidance and feedback are in fundamental key for them in learning (Kinsella, 1995).

Kinaesthetic individuals learn best through sense of touch and when they are allowed to do something with their own hands and body. In learning situations, they learn new objects, things, and materials best when they get to experiment with them. With kinaesthetic learner, it's good to encourage physical and active learning situations and avoiding sitting still. It is essential to exercise theories in practice (Kinsella, 1995).

2.3 Motor Learning

Motor development is the process in which new physical skills are attained and can be broken down into three stages. Initially when the skill is new to the learner they must focus entirely on the movement, this is called the cognitive stage as the learner is trying to gain an understanding of the skill. As the movement becomes more refined with practice the learner is moving onto the associative stage, during this time in the learning process the learner begins to get a feel for the movement and relies more on their internal senses. The last stage of the motor development process is called the autonomous stage as during this phase the action can be performed largely automatically (Wulf, 2007).

One theoretical approach of the skill based learning, that supports teaching games for understanding is ecological theory. According to this, motor learning is the interaction between the environment and the learner and the result of its development. The theory includes three factors; the learner, the environment, and the task to be performed (Jaakkola 2016, 34). The development of one factor will change all interaction. Therefore, in practice, the learner understands the environment and adjusts his or her movement by adapting to the requirements of the environment. The ecological theory is comprehensive and is very applicable for practical training and motor learning in practice (Jaakkola, 2016, 38).

Other theory of the beginning and regulation of movements is the theory of information processing, that looks at the phenomenon from a very different point of view compared to ecological theory. The information processing theory focuses more on processes occurring within the body. For example, the functions of the central nervous system, motor programs and the upper parts of the cortical brain and the functions of brain neural networks (Jaakkola, 2016, 38). The theory provides basic information about motion control and helps to understand the mechanisms that cause movement to begin and go along.

It has been stated that all ages enjoy workouts more when it is fun. Different types of variations in games and alternatives in training develops skills in a gaming based environment and forces the learner to make decisions based on different gameplay areas (Webb & Pearson, 2008, 1-7). The aim is to develop games

with playable and playful situations with observation, decision making and action. Although this training ideology is aimed at people of all ages, however, it requires some sort of foundation on what to build.

3 MARKET RESEARCH

3.1 Existing Products

The following pages of this section contain the market research conducted into existing similar products to the eBook and is focused on literary content, page layouts, page styles, text and imagery. The aim is to develop a clear understanding of books in this genre, their trends and conventions. As this product research was intended to be a working document it has been organised into tables for easy access and reference during the planning and production of the eBook.

A significant number of books were examined during this research, to cut down the excess information and allow for usability, four books were selected which represented the reading material and were most similar to the eBook to be produced in this project. To summarise the key findings of this research most of the books relied heavily on text to convey information but in various ways and some books used imagery more than others, colour was used in titles whereas body text is primarily black.

Jalkapalloilun Malliharjoituksia Tanoke- menetelmin			
<p>Summary: The purpose of this book is to provide a list of group drills to a coach designed to improve team play and individual skills. The book contains drill diagrams accompanied by a description, skill rating (1-5 stars) as well as some suggestions and variations, Preceding the drills is a Key (legend) to understanding the diagrams, some tips for individual football skills are also provided. The book has an easy to follow layout and is consistent. A disadvantage of this book is a lack of interesting illustration and presentation, clarity on some of the drills could be improved.</p>			
	Purpose	Quantity	Delivery
Text	Explain drill, duration & variations etc.	Two or three information blocks per page. About 30% page coverage.	Blocks of text in consistent columns, little variation in font or size. Descriptive language with a neutral formality. Drill titles informal.
Imagery	Provide visual representation of drills	2 Diagrams per page, small.	No colour, diagrams effective only with text. Uniform column layout, to left or right of text.
<p>Miettinen, M., 2010. <i>Jalkapalloilun Malliharjoituksia Tanoke- menetelmin</i>. Helsinki: Kannystuvalmentus P.&k. Oy.</p>			

Youth Football Coaching: Developing Your Team Through the Season

Summary: The purpose of the book is to provide a general guide to beginner football coaches, focusing on team development and personal coaching skills. The book starts with some basic coaching principles for the reader and follows with some coaching sessions for teams. This book provides a coaching knowledge with a youth development and wellbeing perspective. Clarity is missing from the drill diagrams and the text content is very heavy.

	Purpose	Quantity	Delivery
Text	Explain drills and key factors.	Very text heavy, pages are mainly text, around 70%.	Initial paragraph followed by key factors which are bullet pointed. Text black including titles. size and font uniform.
Imagery	Diagrams for conveying drills.	20-30% page coverage	Diagrams lack a Key and do not provide standalone clarity (only understandable with surrounding text.)

Jay, S., 2009. Youth Football Coaching: Developing your Team Through the Season. London: A&C Black Publishers Ltd.

Football Skills: Key Tips and Techniques to Improve Your Game			
Summary: The purpose of this book is to deliver key basic content and comprehensively cover the game of football, it has an absolute beginner player perspective going through the basic game, positioning, player skills and team concepts. The breadth provided is effective for those with no knowledge of football, however lacks depth for more experienced readers.			
	Purpose	Quantity	Delivery
Text	Most of the content is delivered through text with little reliance on diagrams.	Large amounts of text in general, page coverage varies significantly.	Variable size, font and colour grabs reader's attention. Magazine style presentation. Informal language.
Imagery	Artistic illustrations to capture readers interest.	Significantly used throughout the book, though page to page variance is high	High editorial standard, mostly photographs cartooned with filters. Effective and colourful presentation
Bridle, B., 2011. Football Skills: Key Tips and Techniques to Improve Your Game. London: Dorling Kindersley Ltd.			

Skills and Strategies For Coaching Soccer: The Complete Soccer Coaching Manual			
Summary: This book is designed to provide a coach with a mixture drills and coaching theory. A “Drill finder” page is included near the start of the book to provide the casual reader with quick navigation and aid session planning efficiency, more theory focused readers may use the book cover to cover. The book is well designed in structure and effective for use, Illustration and use of diagrams could be improved.			
	Purpose	Quantity	Delivery
Text	The text provides the vast majority of information in the book.	Significant amount of text are used, to the point where some pages appear as essays at first glance	Titles in colour, body text is black. Text has a neutral formality. Some areas are overloaded with information
Imagery	Little reliance is placed on imagery though some supporting photographs are use as visual aid	Sporadic and limited use	Photographs primarily. Stages of drills and move shown as snapshots
Hardgreaves, A., Bates, R., 2010. Skills and Strategies For Coaching Soccer: The Complete Soccer Coaching Manual. Leeds: Human Kinetics.			

3.2 Publishing and Selling

Publishing and selling is an essential component of any product in this market, the following chapter will discuss potential avenues for the eBooks retail.

The primary outlet for the book's publication is Amazon Book Store via Kindle Direct Publishing KDP (Amazon, 2018). Amazon is one of the largest retailers in the world and allows users to publish for free. Given the low budget of this project Amazon appears as the go to option, with the addition that the KDP system allows for authors to keep up to 70% of royalties from sales.

To access the android market, the eBook's submission to Google Play is required. Google Play comes as standard in all android devices and therefore commands a significant user base. Publishing on Google Play requires an EPUB or PDF submission of the book and works on a revenue share basis with google (Google, 2018).

The market for Apple devices, iPhones, iPads and Macbooks etc. is controlled by Apple's iBooks app and therefore access to this market requires a PDF submission through the app, Similar to Google Play and Amazon Kindle the submission and publication is free, with payment working on a revenue share basis with Apple (Apple, 2018).

Neither Amazon, Google nor Apple ask for exclusive publishing rights of the book and therefore allow the authors of any eBook to publish elsewhere at the same time. Publishing on all three (subject to acceptance of the publisher) would provide coverage for approximately a 95% share of the mobile device market, as of March 2018 (Statcounter, 2018).

3.3 Marketing Strategies

Nowadays social media platforms offer businesses and products a remarkable opportunity to reach out for new consumers. There are currently many social media sites and platforms including Facebook, Twitter, LinkedIn, Google+, and Instagram among others. There are many ways of using social media as part of a marketing strategy. For example, using Twitter and Facebook to share content and news for customers. Or posting photos and videos about the product to Instagram (Schaefer, 2018).

One effective way to benefit from social media is to create an own social media page, such as a Facebook or Instagram, where it is possible to create and share content and at the same time interact with old, new and potential consumers. The most effective social media marketing is when other users share the content of the site forward, so that information about the product is spread. Potential new consumers rely more on people they know than the actual own marketing. However, the biggest benefit of marketing can be achieved by combining free and paid advertising. Paid advertising guarantees bigger coverage for publishing and allows the sharing of voluntary content of users. (Genero, 2012.)

Marketing in house with Amazon is another credible option, Amazon offers many advertising and marketing devices for eBooks that they publish including pay per click advertising and pricing strategy tools (Amazon KDP, 2018)

4 PRODUCTION PROCESS

4.1 Content Design

The production process of both the eBook and the video content is largely shaped by the needs and intentions of the product. The primary aims of the products are to deliver educational content in a form that is easy to digest by the reader / viewer, and this dictates many production decisions and details, including but not limited to camera angles, lenses, font style, page layouts and colour schemes.

The eBook needs to deliver content in a way that is manageable for the reader, maintains their interest and doesn't overwhelm them with excess text. Sans-Serif fonts have been chosen as they are much easier to read on a digital screen (Wood, 2011). Black and white have been used for body text and background by standard convention, where colours have been used for titles and diagrams to make them stand out. The green/purple/blue colour scheme for the book is triadic using three colours evenly spaced around the colour wheel, this is to make it vibrant among the white background and black text.

In terms of the video it is essential that viewer can clearly see the drills being performed as well as the context they are being performed in. For this reason, wide shots have primarily been used as they allow for both a clear view of the player as well as the environment around him (Kenworthy, 2013). For this project a digital camera with an M4/3 sensor is available, with a sensor of this size a 25mm lens is standard for shots which include the face and 14mm is a standard wide angle for this reason an adjustable 14-42mm lens was selected for use.

4.2 Content Selection

The content selected for the eBook is based on the fundamental skills of the game and the needs of the commissioner, with the desire to create versatile product that will appeal to the wider market.

The commissioner requires a training aid to assist with drill selection reducing session planning time and allowing for smoother improvisation on the field. They expressed a need to create uniformity and ease among less experienced and non-professional coaches, therefore the decision has been taken to concentrate on skill development based drills which are relatively simple to set up and execute and can accommodate a variable number of players; this approach is also mutually beneficial in that it gives the product broader appeal.

The skills to be covered in the eBook are those fundamental to an individual player in a game: ball control, passing and shooting. The product is organised into three corresponding sections of roughly equal size, 3 to 4 drills, to provide the book with structure and make it easier to use it.

The ball control drills: side roll, figure of 8 and relay races, they have been selected to provide the reader with exercises covering the entirety of the boot and motor skills required to control the ball on the ground. The first drill in the passing section, send and receive, brings the reader onto aerial control and is included as a logical step, with the rest of the section dealing with passing on the ground with varying movements. The three separate shooting drills used in the final section cover the most common shooting scenarios and aim to train shooting whilst moving. The final skill games page aims to get the coach thinking about incorporating these drills into an objective based learning experience for the players.

4.3 Pre-Production Planning

Pre-production planning is an essential part of any media production. Though this planning can take many forms the main documents of relevance for this project are the shot-list and script which have been copied into this report (below). In

the case of this project the script has been cut down to include only what is necessary for the audio part of the production, leaving visual information to the shot-list alone.

4.3.1 Shot-list

Shot list: 23-24.04.2018		
Equipment / Personnel:		
2 personnel, Lumix camera 2x batteries & SD cards, 14-42mm lens, tripod, weatherproof cover, 6x football cones, 2x footballs, camera stabiliser, camera slider & H1 Field Mic 2x batteries.		
Shot No.	Shot Type	Description
1a, 1b & 1c.	Wide Shot	Cone in foreground, goal in background. Player performs ball step over on approach to cone and releases shot on goal. 1b. switch step over for hip fake. 1c. switch step over for
2a, 2b	Wide Shot	Cone and one player in foreground, goal in background. Second player runs into the foreground of the screen with the ball, passes to the waiting player who returns the ball with a single touch. After running player receives the ball back he shoots immediately at the goal. 2b. Instead of shooting immediately the player takes one controlling touch first.

3a & 3b	Wide Shot	two cones on the ground. One in the foreground one in the middle ground. Player performs step overs backwards and forwards between cones. 3b. Player performs individual step overs and stops the ball between each one.
4	Cut in	Camera on a slider, close to action. Player performs step over movement. Camera slides to follow the direction of the step over
5	Wide shot	Static camera. two cones on the ground. One in the foreground one in the middle ground. Player performs figure of eight movement around the cones.
6	2 Shot	Static camera, send and receive drill is performed showing a player receive the ball with his foot, knee and chest numerous times.
7	Wide shot	Cut away shot of guy pacing out some cone spacing.
8	Wide Shot	Cut away shot of football juggling, camera on a stabiliser
9	Extreme Wide	Static shot of players dribbling around a line of cones. Cones stretch from foreground and backwards.

4.3.2 Script

Due to budget and time restrictions there is limited control over the environment and scene of the filming are available, for this reason, though unusual the script has been produced only as an audio direction. Due to this lack of control over the outdoor filming environment the decision has also been taken to produce all audio separately in an indoor location and will take the form of narration.

Video 1: Fake and Shoot

Narrator:

The fake and shoot is a simple drill to get players shooting on the move and a little bit more off the cuff than they otherwise would do.

For beginners instruct them to approach the cone head on, create some space and then get a shot on target. Allow them to choose their own fake or skill move to get around the cone.

As players progress more and more balls will start hitting the middle of the net, when this happens more often than not, you can give instructions to start choosing corners.

For advanced players you may also want to add a goal keeper.

Video 2: Send and Receive

Narrator:

The send and receive drill is a great way to get players practising their aerial control. Have players split into pairs, one player throwing the ball and the other returning the ball with the first touch of his foot.

As players progress they can take a touch on the knee, chest or head before returning the ball with the foot.

Due to its fairly low work rate its good for warm ups or active rest sessions between more vigorous training.

Video 3: Skill Games

Narrator:

Skill Games are a great way to bring a number of techniques together and create an environment where you allow the player to develop them automatically

To allow for this development players are given an objective or a goal rather than a defined method of how something should be done

A great example of this and a classic is the relay race, the relay race is so customisable and adaptable, based on the techniques you want to practice, the level of the players and the equipment available.

5 PRODUCT

The following section contains the product in whole, though reformatted to fit into this document and the cover page removed.

This eBook is subject to copyrights; editing, reproducing or distributing in part or in whole without the express permission of the authors is forbidden.

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Introduction

The Essential Football Drills eBook serves as a resource for coaches planning football sessions and works on the premise of developing simple movements and refining them to encourage an automatic control. Developing skill in football players is about creating a practise environment that gets the most out of existing ability and encourages them to progress. This eBook is aimed coaches coaching beginner and intermediate level players and covers the three core elements of football when it comes to motor skills; ball control, passing and shooting.

Side Roll

Ball Control • Beginners



A side roll is a quick way to transition the ball from one side of the body to the other. Using the sole of the boot the player can quickly gain space to evade a defender and get the ball away.

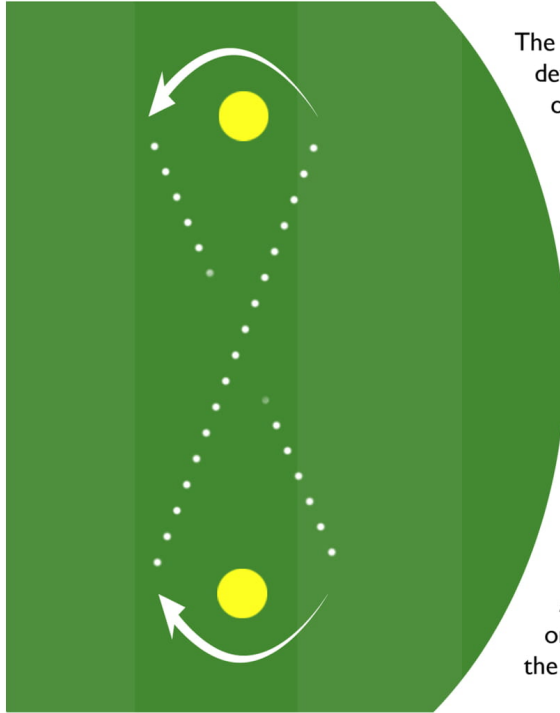
To perform a roll, the player starts with the ball on the inside of the foot and pulls it across his body using the sole of his foot to transition the ball, finishing with a controlling touch on the outside of the boot. The move can also be performed in reverse, starting with the ball on the outside of the foot and transitioning it to the inside.

This skill can be easily practiced by placing two cones on the ground a short distance apart and going between them using only side rolls, remember to use both feet and in both directions.

When practicing the side roll between two cones the player will progress through the beginner stage of this skill, to increase the difficulty and maintain development increase the level of distractions the player is exposed to, get them to change direction on a whistle blast rather than when they reach the cone.

Figure Of 8

Ball Control • All Levels



The figure of 8 is a classic tried and tested drill for developing ball control skills and confidence changing direction with the ball. The drill, as illustrated in the diagram, forces the player to make tight turns around a set of cones to create an 8 shape.

This drill stands the test of time because of its simplicity and versatility. It's perfect for beginner players first learning to put soft touches on the ball and can easily be adapted to suit the needs of more experienced players.

The drill can be performed using only the outside parts of both feet, this focuses the soft forward touches most often used in dribbling the ball in forward run situations. Alternatively, the player can be instructed to use only one foot, forcing them to practice with both the inside and outside of the boot.

To keep the drill productive for more advanced players force them to pay attention to something in the greater environment such as a whistle and not just the ball, for example instruct them to change foot on one whistle blast and change direction on two etc.

Relay Races

Ball Control • All Levels



Divide the players into two even teams. Teams compete in a relay race, dribbling the ball between a line of cones. The first player from each team must dribble the ball in and out of the cones, come back the same way and leave the ball for the next player. The race is completed when all the players have gone through the track and the faster team wins.

Key things are to find out the technique that is the fastest for dribbling and completing the track. Inside and outside of the boot should be used to dribble the cones the fastest way. Players must learn to keep their head up so that they are aware of the space.

After progression there can be modifications to the rules; e.g. the players can only use the weaker foot or the cones can be moved closer together to make the track more difficult.

Send & Receive

Ball Control • Intermediate



Send and receive is a passing and ball control driven drill which gives the player the ability to learn the useful way of passing the ball straight from the air, as well as coordination skills between ball and foot. The drill is easy to execute with 2 participants and a ball, which makes it a popular and convenient drill.

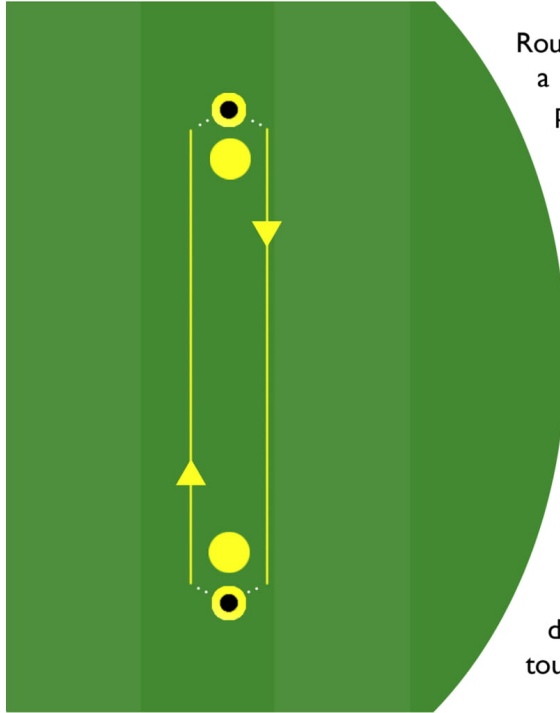
The idea is to have one person to take the ball in their hands and the other player is the player executing the drill with their feet. Player throws the ball and the other one passes it back to the other players hands straight from the air. In the beginning the aim is to pass the ball back by only using the inside of the foot. Every throw, the foot being used is changed, in order to have repetition on both of feet. This drill can go on for certain amount of time before switching the turns.

Essential thing is to have a good touch with the ball by locking the ankle and seeing the passing movement going all the way in the direction where the ball is supposed to go.

When the drill is being completed properly and progress has been made, the next step is to have various other ways to return the ball to the thrower. For example, two touches from thigh to foot or from chest to foot and passing it back to the other players arms.

Pass & Receive

Passing • All Levels



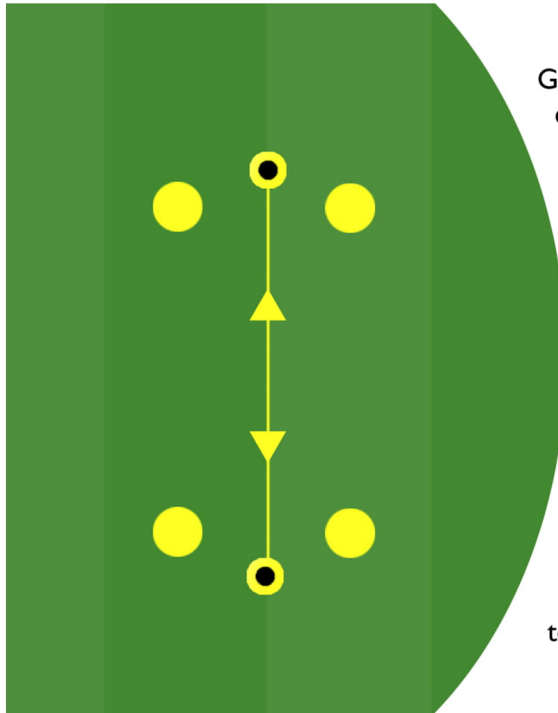
Round passing drill is effective practice to train a players first touch and passing skills. It provides needed game like situation for taking the first touch in to the right direction while also having to pass the ball on the ground accurately.

Set up two cones about 10 meters apart. In the beginning the objective is to pass the ball e.g. clockwise, receiving the ball on the right side of the body, tapping the ball to the left and then passing back to the other player from the left side of the body. The key on the first touch is to have good amount of weight on the ball and tapping it 45 degrees to the side. That way the player can deliver a good pass already with the second touch on the ball.

After a certain amount of time, change of direction is recommended so both feet and sides get in on the action. At first it is acceptable to take more than two touches, but as the drill gets more familiar and the players progress, it's good for players development to allow only two touches. To make the drill even harder or to more progressed player, a good way is to increase speed and that way pressure or to have a player shout out loud how many fingers the coach or the other player is holding up in order to keep the eyes off from the ball.

Gate Passes

Passing • Beginners



Gate passing is a drill that gives a player the essential skills that is needed for short and accurate passing while keeping the ball on the ground. Football skills need a lot of repetition to master them so with lot of quality repetition this drill will improve the players passing accuracy, power, and precision.

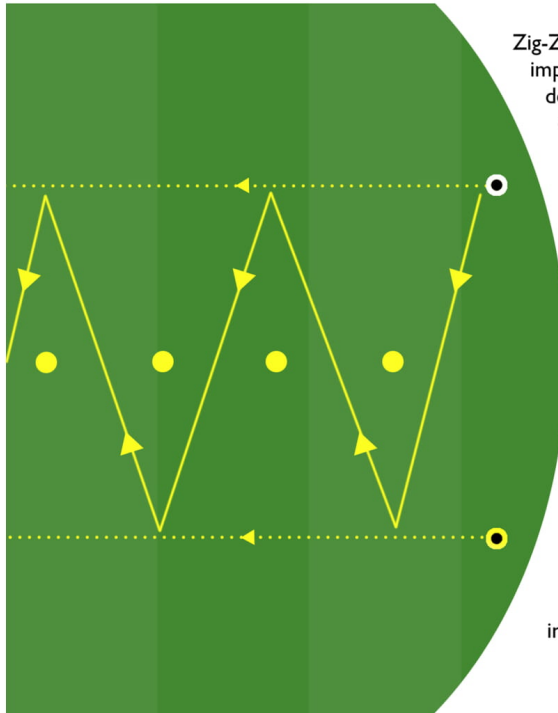
Set two cones about one meter apart and another two cones the same way. These are called the “gates”. Distance between the two set of cones should be about 5 meters. Players are going to be behind the gates and pass the ball back and forth between the gates by allowing the ball to come through the gate each time.

When starting the drill with 2 touches, it’s important to have a good first touch right in front of the body, to keep the rhythm in the passes. Repetition and carefully executed passes are vital for progression.

After progression it’s good to continue with one touch only. That is going to be beneficial in a game situation and game pace.

One Touch Passing

Passing • Intermediate



Zig-Zag passing is a game-like drill that helps players to improve their first touch pass. In a game, players need fast decision-making skills and one touch passes to get past the opponent, and this easy drill provides the training of both.

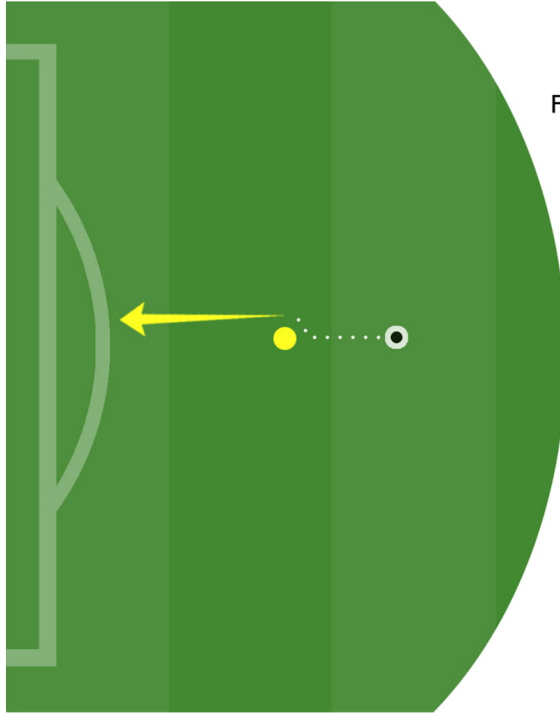
Set up 5-10 cones in a line 1-2metres apart and one player on each side of the first cone. Two players start sprinting in the same direction and passing through the cones with one touch pass with the inside of the foot. The foot to use should be the outer foot. The cones represent defenders so to make the drill work, the players can't run too close to the cones. Once the players reach the last cone, they turn around and start executing the drill the opposite way so that both players can use both feet in this exercise.

Key things are concentrating to the quality and accuracy of the pass. At first the passing distance can be a bit shorter so that the players get the passes successfully where they want, then little by little increasing the distance.

As the players progress they can also pass with the outside of the foot, and with other variations. Since in a game there isn't always a possibility to use the inside of the foot, so it's good thing to learn various techniques and improvisations.

Fake & Shoot

Shooting • Beginner/Intermediate



Fake & Shoot is one of the best game-like drills for shooting. It gives the player the ability to shoot straight on the move, just like in an actual game. This drill also helps the player to improve on their dribbling skills by including different skill moves.

Key points to remember are to dribble as fast as possible and to concentrate to have a clean shot on target.

Initially it is important to have fewer touches with the ball, and when the goal is getting closer the aim is to have more touches with the ball so it will be easier to take the shot.

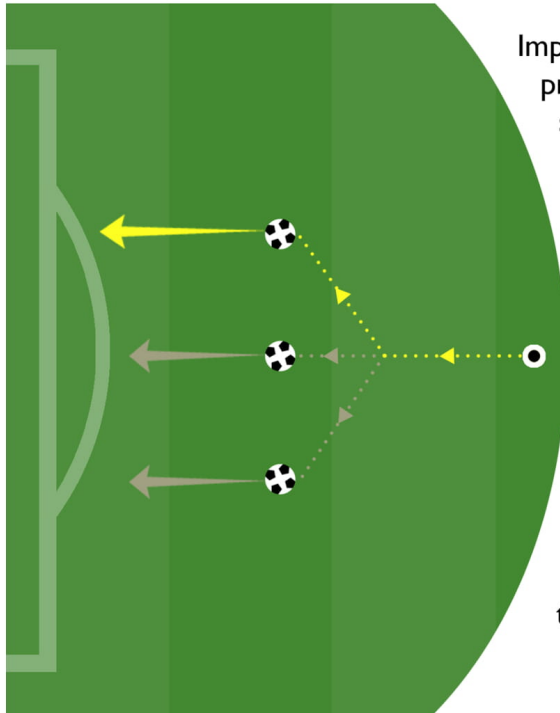
Set up a cone 5m away from the starting point, which will be around 25m away from the goal. Player starts to dribble to the cone and chooses a skill move to dribble past the cone and after that the player shoots the ball in to the goal. (easy)

As the drill come easier to execute, include a defender 5m behind the player, to get the player to perform faster and under pressure.

Possible additions can also be an accuracy task or to have the player shoot only with the weaker foot

React & Shoot

Shooting • All Levels



Improvised shooting is a good way to practice the reaction skills in a game situation while also training for shooting and scoring. Key things to remember is to have a quick, sharp movement and to focus on a good shot.

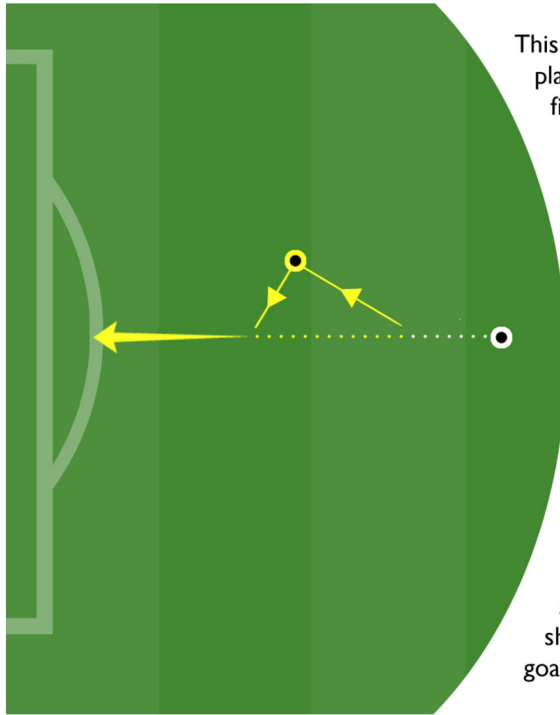
Set up 3 balls in a line, clearly apart. Person starts running towards the balls from a distance when hears instructions to either, left, middle or right, and the person shoot that ball to the goal, runs back to the start and repeats the drill with 2 balls left. After that there is one ball left and he shoots the ball that is left in the original line.

As players progress, include an accuracy task, where there is an accurate place where they shoot the ball to.

Along with previous progression, possible addition is to shoot with the players weaker foot, or to an even smaller and accurate target inside a goal.

Pass & Shoot

Shooting • Intermediate



This is a simple but extremely effective drill, where a player can easily advance past the opponent and find a way to score a goal.

The player with the ball dribbles to a cone and passes the ball at the right time to another player, who plays the ball back to an area where the first player runs and then strikes the ball to the goal. The ball must be passed at the right time, which is approximately 2 metres away from the cone. Ball must be passed straight to the foot in order this drill to succeed.

Player should pay attention to a fast dribble towards the cone and a careful pass with the inside of the foot. Quick change of pace to an open area makes it easier to execute the drill. After receiving the ball, concentrating to the shot is essential. Clear and accurate shot to the goal completes the drill.

After progression it's good to make few rule changes to the drill in order to improve. Adding a one touch rule to the shooting, gives the players the ability to perform the learned things faster and in more game-like situation. Weaker foot rule and passing with the outside of the foot are also ways to make the drill more challenging.

Skill Games

Mixing Skills and Abilities

Three Zones Game

Divide the players into three teams of 3-4 players and every team goes into their own area. One team at the end, one in the middle and one on the other end.

The objective is to have the middle team as a defensive team who is trying to get the ball. The other two teams are trying to play the ball through the defensive team and to the other side while keeping the ball on the ground. From the defensive team, one or two players can go the area where the ball is and try to take the ball. The team with the ball should pass the ball inside their own area first and keep the defenders off the ball and try to create openings from the defensive teams' area, so they can play it to the other side.

The drill allows the player to practice on holding the possession, creating openings on the defensive line and accurate passing through defenders.

Ball Protection Game

Set up an area big enough for certain number of players to move with a ball. All the players inside to the area with the ball, except one defender who is trying to get the ball away from other players. The objective is to control and cover the ball as long as possible without the defender kicking it out form the area. Whoever is the last one in the area with the ball on their feet, wins the game.

To make the game more challenging, add more defenders to the area to get the ball away.

Key things to remember in the drill: keeping eyes off the ball when dribbling to see where the defender and the empty space is. For covering the ball remember to keep the ball close to the foot and the defender on the other side of the body to cover the ball successfully,

6 DEVELOPMENT TASK

The process started in the beginning of November 2017, with the topic selection based on the meetings with the commissioning party and afterwards with the teacher supervisor. The project was chosen because of our interests in football, football training and previous knowledge. TKT were asked to be the commissioner, as the one of authors had links to the club as a player and knew about their background and needs.

The process continued throughout the spring of 2018. The task was to deliver educational content to the training aid, that is easy to absorb by the audience. The theoretical basis of the training aid was to guide the user through the motor development stages of some of the most common skills in football, providing exercises with increasing flexibility as the players develop. The process helped the authors to understand more about the process of football players' skill development and about the production of the whole project.

During the spring, the thesis plan was written and presented to the teacher supervisor. The plan and the discussions with the teacher supervisor made the process clearer on what things was needed to include in the thesis.

The filming and the final stage of the production was carried out during April and May. The final version of the eBook was ready at the end of April and the thesis report at the end of May.

Through the development of this project the authors gained professionally applicable skills in product research, content management, product design and experience developing coaching methods in football. The project also allowed for research into a variety of background including learning styles and motor development, further adding to the student's development of professional capabilities.

Developing the eBook product filled a need in training material for a football/sports club with limited available resources but a significant impact on sport in its local community. Furthermore, provided more choice and content for the

wider football coaching consumer, and provided a base from which further projects and productions could be influenced or launched.

The final literary content of the project in the eBook fulfilled the requirements of the commissioner TKT, in that they now possess a resource for planning and executing coaching sessions efficiently and portable. The project also met the desires of the developers from both a learning and outcome perspective.

In the terms of the wider coaching community the project has developed more choice of content for readers/coaches and offered a new approach the topic of basic skill development in football players. Though the approach is somewhat tailored to TKT's needs, these needs are not necessarily individual and the final product has struck a balance between the requirements of TKT and being a more widely applicable resource.

7 CONCLUSION

The aim of this project was to create a football training eBook with accompanying video content. The eBook was intended to provide coaches with a mobile tool that was based on skill development theory and allowed them to coach basic footballing techniques, to that end the literary portion of the product has been completed with a reasonable level of success, though areas of possible improvement could include aesthetic consistency regarding diagrams and imagery.

The initial plan for the product was to provide a free copy to the commissioner and to go on and potentially sell the product in the public domain (Amazon, google etc.). The production of the written eBook content for these purposes has been successful, though through a variety of logistical reasons the video content lacks the depth required to be sold as a product. Though the videos are no longer going to be included in the product themselves the time and effort of production was not wasted, as they may go on to be used as marketing content in some way for the book, or as templates for improvement for any future revisions.

Through the completion of this project the authors have managed to engage skills learned during the bachelor programme as well as develop and practice new skills in the field of content production, writing and marketing.

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