

Personal Statement

In this teamwork project, my position is Marketing. I like to post on social software and interact with users daily, so I think I am suitable for social media to make promotion plans for our projects and publicize them on social platforms.

Project process

In the first offline meeting, team members met and read the brief together to discuss the presentation form of the project. Through brainstorming, we identified our traditional theme as "The Revolution will be traditional", without The word "NOT" in The original project. We hoped to present formal information liberalization through this project, where people will have many ways to make their voices heard. At the same time, we also have a preliminary design direction for the design scheme -- to build an online gallery so that the audience can watch the exhibition virtually by computer. After identifying themes and roles, we also have a plan for the direction of work for each position.

Next, I conducted preliminary research and analysis of competitive products for the project. I learned about the proportion of men and women who are currently watching the exhibition, their age distribution, and the problems they encountered during the display to help us determine the project's target group. I also analyzed the advantages and disadvantages of existing online art museums from function and layout. Meanwhile, according to the survey results I released, Instagram is currently the most popular social software.

Through the research results, we determined that the target users of this project are people interested in history, culture, and social issues and made persona. Meanwhile, Instagram was set as our propaganda platform. Next, I communicated with the design director about the summary results of the survey, and Eva also put forward some suggestions to promote the better progress of the project.

During the process of the project, I kept communicating with Brand Designers and Coding Designer. Monica and Ada would send me the completed project publicity posters and visual avatars, and I would also timely promote the project on our social accounts. Let more people know the process of our project. Team members will also offer comments on the copywriting posted on social platforms.

When making the PPT for the presentation, the group held a meeting to discuss the contents of the presentation slides, which helped me carry out my work better. The slide shows the work arrangement and schedule of team members and offers the completion process of the whole project through communication and iteration among members of different positions. The team members also put forward suggestions for modification to make the PPT content more precise and complete.

Challenge

I think the challenges I had were the scheduling and the way the team communicated. Everyone has different design ideas and insights, and how to integrate the concepts of team members. Secondly, as a Marketing, I need to promote the project so that more audiences can understand it, so I made a marketing plan to help promote our work better.

Summary

In completing this team project, I fully felt the importance of teamwork and team spirit. In the beginning, I planned to make a future publicity outlook for our project at the end of the work, and maybe propose some ways like VR exhibitions based on the current development of electronic technology to provide users with a better experience. However, due to the tight schedule, I also failed to realize some design plans. Maintaining communication between members in the design process is conducive to better project completion, which I will continue to learn in future work.