Personal Statement

In this group cooperation, my position is Marketing, and my responsibility is to develop marketing plans and promote our work through social media. The reason why I took this role is because I'm good at using social software and interacting well with people, so when discussing the division of labor, I think I am suitable for this position and promote our project on social platforms.

Project Process

In the first online discussion, we mainly discussed our respective projects and ideas. Since it is not clear what each person is good at and the position they want to hold, we did not determine everyone's division of labor. At the same time, because everyone's work expression and understanding are different, we decided to rethink the direction of the project for everyone and put it forward in the next meeting. So we did not make substantial progress in the first meeting. In the face-to-face discussion that followed, we determined that our theme was 'Live On Beasley street', The aim is to use the form of 'Live' broadcast to expose the status quo of the life of the people at the bottom and hope to bring hope and help to more people living on Beasley Street through our project.On the other hand, we also have a preliminary design plan,we selected elements to design a series of dynamic posters in our personal projects. After determining we also determined each person's position and plan.

For me, my responsibility is how to better promote our works. Because our audience is targeted at young people, I chose to use the software most commonly used by young people today——Instagram to create our project account.When improving the account information, through communication with creative director Jessie, I chose to use our theme 'Live On Beasley Street' as our username. In this process,whether it was uploading the meeting process we discussed or uploading our personal project, my team members gave me a lot of opinions. For example, Jessie suggested that I add more hot tags when

posting posts so that people in more fields can see our work; Yang also suggested that I can post more of our creative process so that people can better understand the ideas behind the project. At the same time, my team members will also send me the completed posters and design process in time, which provides good support for my work, and I will also publish posts to promote our project as soon as possible.

Challenge

However, I still encountered some challenge in group cooperation. When posting a post later, one of the members was responsible for space modeling, and this work would take a long time,so in the final integration, the post of the complete scene cannot be released in time. But in the end, she still completed part of the scene modeling, and used the TV model combined with the street scene to show our work.

Summary

Generally speaking, I am satisfied with this result, because during the whole teamwork process, my members and I worked together very happily. Due to the tight schedule, the final presentation we made was a unified series of dynamic posters, as well as the entire project's website display and social media promotion. Although some designs were not perfectly presented, the cooperation and communication with the members in the process allowed me I have completed the work very well, and I will continue to challenge myself in the future team work.