

# Meeting Record One

**First meeting:** July 23, 2021  
**Participants:** Ann Ruolin Dylan Kong  
**Conference content:** display their research results and homework results  
**Meeting place:** teams group meeting (online)

**Kong:**

The style of my final presentation combines the style of Gothic Rock and the presentation form of vinyl records. In order to better fit the repetition in the content of the song and the helpless psychological emotions of the singer, the form of gif is used to express the state of repetition and continuous singing.

Next is the first picture... The second picture...  
 The last picture shows the fading back and also heralds the end of the book.



**Ann:**

@Dylan, would you show your work first?

**Dylan:**

Ok

The final presentation of my work is in the form of font transformation. And made these fonts into a feeling of swimming in the water. The songs are full of religious elements, and water is one of the important elements in religion. I extracted the keywords in the song and arranged these keywords in the font I designed. Finally, I chose to display it in the form of video.



My presentation is over. Ann, where's yours?

**Ann:**

Okay, my final form is a physical book. I haven't finished the final shooting yet, let me show you the layout content of the electronic version first.

**Dylan, Kong and Ruolin:**

OK.



**Ann:**

I reinterpreted the content of the mercy seat. I designed and produced some illustrations to show the content of the lyrics. I finally plan to use the text content of these illustrations and lyrics to make a multi-form physical book. Many different materials constitute a diversified reading experience. It is space, sight, smell and touch.



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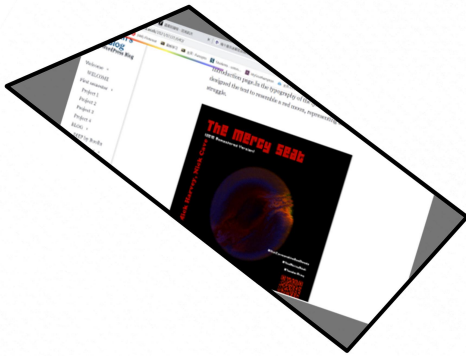
**Participants:** Ann Ruolin Dylan Kong

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**Ruolin:**

Then I will show my content.



I directly published the content on the portfolio website, and you can log in to watch more detailed content. Time is limited, let me give a brief introduction to the content of my work.

My target audience is the audience of this singer or people who want to simply star the song. So I made a dynamic poster in the form of a record package. It's like a restless CD. It represents how I can't wait to tell the audience my story.

**Ann:**

So let's end this way for the first time today? Then we choose a time when everyone is free to hold a meeting at school?

**Dylan, kong and Ruolin:**

OK.

## Goal Achieved

1. Have a basic understanding of the respective team members.
2. Understand the content of the team members' work and the expression form of the work, paving the way for the synthesis of the next work.
3. Arrange the time for the next meeting, and prepare for the preparation of preliminary materials to improve the output efficiency of the next meeting.



# Meeting Record Two

**Second meeting:** July 28, 2021

**Participants:** Ann Ruolin Dylan Kong

**Conference content:** discuss the basic plan of project three and determine the division of labor

**Meeting place:** school cafe



**Ann:**

Let's discuss the division of labor first?

**Dylan:**

My work is more flat. I can be a brand designer and do some graphic work. Or to assist you in making some video content.

**Kong:**

So is our final content presented in video format?

**Ann:**

I think we can finally adopt the way of video mixing to reflect your work. Then use the text content designed by Dylan.

**Ann:**

Okay, then I will be director, and then work on remix content with Ruolin. Then we discuss the form of brief three?

**Dylan:**

I think it's okay to do video mixing and editing, but I don't think there is a particularly big need to edit the music.

**Ann:**

I think it's more dynamic to change it.

**Ruolin:**

I think we can directly use some dynamic drum beats.

**Kong:**

Or we can find some similar music and edit it, or I think we just use the pure music of the last paragraph of the mercy seat.

**Ann:**

We can look for music works individually. Then you are all divided into roles, or I will be the director.

**Dylan, Kong and Ruolin:**

Ok





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**Kong:**

I think the video format is still very good, because dylan and ruolin and I are basically in the video format. Then ann your content, I think it can be mixed in at the end.

**Ann:**

Yes, but we still need to discuss the form of mixed cuts.

**Dylan:**

You can use my font content for subtitles. Or I can provide you with the source file, and change the color by multiplying, and then unify the color.

**Ruolin:**

Okay, let me make a model first. We will watch again when the time comes.

**Kong:**

I will organize a set of plans for the content of social media and post it in the group for discussion.

**Ann and Dylan:**

Okay

## Goal Achieved

1. Determine the division of labor

**Dylan:** BRAND DESIGNER / STRATEGIST

Carry out graphic visual design work. Font design, poster design, logo design. And to assist other related visual work.

**Ann:** CREATIVE DIRECTOR

The overall plan of the team is controlled, responsible for overall planning time, and coordinating the work content of the team members. And assist in web design and graphic design.

**Ruolin:** WEB/ CODING DESIGNER/ SPACE ORGANISER

Responsible for web design, video production and other coding related technical work. To bring functionality to the design form/space.

**Kong:** SOCIAL MEDIA / MARKETING/ COPYWRITER

Responsible for the marketing of the finished product display, and write the plan. And perform related text editing functions such as meeting minutes.

2. Each completes the work, at the time of the next meeting. Bring your own preliminary work.



# Meeting Record Two

**Third meeting:** July 29, 2021  
**Participants:** Ann Ruolin Dylan Kong  
**Conference content:** preliminary work delivery  
**Meeting place:** teams group meeting (online)



**Ann:**

The previous plan may need to be improved. Andy said that everyone's work needs to be displayed completely. Then our previous mixed-cutting style may not work anymore

**Kong:**

Are we going to edit in sequence or put everyone's stuff together?

**Ruolin:**

Either it is to remix the content with AE in the order of dark or everyone's name.

**Dylan:**

I think it is possible to deal with the change of pictures based on the rhythm of the music.

**Ruolin:**

Or we can make a web page to show everyone's work.

**Ann:**

I think it's okay, and then I will cooperate with you to make web pages and cut videos. The video still needs to be done.

**Kong:**

I can re-edit the video content for social media publishing. So I think the video still needs editing.

**Dylan:**

Then I will continue to do the visual expression aspects of the poster. Or make some single-person posters to cooperate with the publicity.

**Ann:**

I think it can. Then you are making some icons and logos for web pages.

**Kong:**

The logo can also be used as a social platform.

**Ruolin:**

The poster can be used on the cover of a web page.



# Meeting Record Two

**Third meeting:** July 29, 2021  
**Participants:** Ann Ruolin Dylan Kong  
**Conference content:** preliminary work delivery  
**Meeting place:** teams group meeting (online)

**Kong:**

I plan to post some of the social media on the ins and Tik Tok platforms. Take ins as the main visual display platform. Because the amount of related topics about nick cave on ins is relatively large.

**Ann:**

Yes.

**Kong:**

Tik Tok can be used as an aid.

## Goal Achieved

1. Modify the plan, from the original single video display to a webpage plus video display direction.
2. Modify the personal work direction. Establish a specific implementation plan



# Meeting Record Three

**Fourth meeting:** July 31, 2021

**Participants:** Ann Ruolin Dylan Kong

**Conference content:** discussion on video style, modification of poster opinions

**Meeting place:** school cafe



**Ann:**

Ruolin and I searched for some video styles yesterday and uploaded them to teams.

**Dylan:**

Okay, I have seen it with Kong. I think the style of the video is okay, but my work style tends to be more concise.

**Ann:**

It can be used as an expression of font changes.

**Ruolin:**

I think music can be played with fast-paced drums. In this way, the works that cooperate with everyone can leave a strong visual impact and attract the attention of the audience.

**Kong:**

In the social media display section, I intercepted some more dynamic music in the mercy seat. As well as the display part of the personal video, I may compress it.

I thought that ins and Tik Tok have a time limit.

**Ann:**

Yes, but I think we still have to show everyone's complete works.

**Kong:**

Then I can use the form of atlas to cooperate with the display.

**Ruolin:**

I think the part of the video can be confirmed in this way.

**Ann:**

After discussing the layout of the webpage with Ruolin, I think I still use Dylan's poster work combining four people as the starting page of the webpage.





# Meeting Record Three

**Fourth meeting:** July 31, 2021

**Participants:** Ann Ruolin Dylan Kong

**Conference content:** discussion on video style, modification of poster opinions

**Meeting place:** school cafe

**Dylan:**

The element of the eyes of four people can be used as the icon for the personal page to enter the link.

**Ann:**

I think it can. The personal page is still used to fully display your work

**Ruolin:**

The video I edited before can be used as an introduction to the web page. It can also be counted as a preview of the display of personal works.

**Kong:**

Ok, some of my works have different frames. You can tailor them according to the situation.

**Ruolin:**

Okay..

## Goal Achieved

1. Determine the video style. Plan the video into a short video format of 20-40 seconds.
2. Determine the music style. Choose a fast-paced music style with heavy bass and bubble sounds.
3. Carry out the preliminary iteration of web page layout.



# Meeting Record Four

**Fourth meeting:** July 31, 2021

**Participants:** Ann Ruolin Dylan Kong

**Conference content:** discussion on video style, modification of poster opinions

**Meeting place:** school cafe



**Dylan:**

Let me show you my poster first. The poster is mainly made by using the fonts I designed and the brief introduction of everyone's work. Then I adopted a stronger element of black and white contrast. Can better highlight the content that the text wants to express.

**Ann:**

I think this style may be too indifferent. I think the style of this poem is still a bit darker.

**Kong:**

This song still belongs to the music style of death rock.

**Ruolin:**

I think it's still possible to add a little gothic element in it.

**Dylan:**

Before, Andy said that the style of this song is not bloody. But I think it is still possible to add gothic elements. And some religious elements can also be added.

**Kong:**

The mercy seat is more typical, or the element of water can also be used.

**Ann:**

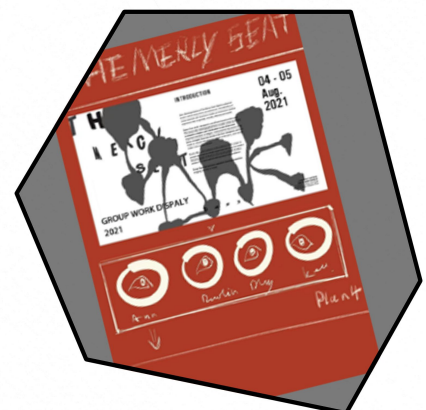
I think it can be modified a bit, and also incorporate some of your work styles.

**Ruolin:**

Yes, most of our works are still darker.

**Dylan:**

Okay, I will discuss with Ann and make changes to her website.





# Meeting Record Four

**Fourth meeting:** July 31, 2021

**Participants:** Ann Ruolin Dylan Kong

**Conference content:** discussion on video style, modification of poster opinions

**Meeting place:** school cafe

**Kong:**

Ok, I think I plan to adopt two release forms for marketing. First of all, you can publish some atlases on ins to display your personal works. And publish their respective video introductions in the snapshot section. The expiration of Snapshot is 24h. But I think I can carry out a long-term maintenance.

**Ann:**

Anyway, try to be as complete as possible.

**Kong:**

ok

**Dylan:**

The individual poster profile of the individual can be used as the cover of the ins release.

**Ruolin:**

The mixed cut video can be used as a publication on the Tik Tok platform.

## Goal Achieved

1. Propose specific posters and video revisions, and allow time for revisions.
2. Determine the final main color of the web page and the layout and color of the sub-pages.
3. Establish the final promotion form of the social platform.



# Meeting Record Five

**Sixth meeting:** August 4, 2021

**Participants:** Ann Ruolin Dylan Kong

**Conference content:** the final presentation form discussion. Establishment of the final display form of all content

**Meeting place:** school cafe

**Ann:**

Let's play the final video Ruolin first?

**Ruolin:**

Okay, the final video still took the form of mixed cuts. Taking the works of four people as the theme, stepping on with rhythmic music. The image change can match the rhythmic accent in the music, which can make the whole video more impactful. And the main color of the video is black as the main color, and Dylan's font is used for color conversion. The final presentation results are more variable.

**Dylan:**

The part of the single poster I made uses the initials of each person's name to highlight their personal characteristics. And the first letter is formed into the form of the word "dark". "Dark" not only represents the theme of the song, but also covers the names of the group members. In addition, I created the icon of the button to enter the personal page based on the characteristics of each person's eyes. Eyes can represent that we are seeing the world through this song, and it can also allow the audience to see our understanding of the work through this eye.

**Ann:**

Okay, let me introduce the webpage I made with Ruolin. The webpage is finally made with mix, and the webpage made by mix will be more interactive. The homepage of the webpage first displayed a large poster content to highlight the theme of this exhibition: Digital Art Exhibition about the reinterpretation of The Mercy Seat. And add a song introduction about the mercy seat, in order to facilitate the user group to understand more in detail. And there is a page for personal work introduction and personal work introduction on the webpage.

**Kong:**

Ok, let me talk about the final social media release plan. I plan to spread it more widely through the ins platform. And at the same time as the content is released, detailed and targeted labeling is carried out. This will allow the target audience to pay attention to our work while browsing related topics. And I followed a lot of target users through the official account created in this exhibition. Once these target users can return. Then eventually we will gain more user stickiness..



# Meeting Record Five

**Sixth meeting:** August 4, 2021

**Participants:** Ann Ruolin Dylan Kong

**Conference content:** the final presentation form discussion. Establishment of the final display form of all content

**Meeting place:** school cafe

**Ann:**

I don't think there is any problem with the specific plan operation. So on Thursday's presentation, we will mainly show the part of the webpage. It happens that I am also a creative director, so I will mainly report and explain to the teacher. Can other students answer questions?

**Dylan, Ruolin and Kong:**

Okay, no problem.

## Goal Achieved

1. Sort out the final project results
2. Establish the final report form
3. Establish the candidate for the keynote speaker and answering questions.