

Personal Statement

Introduction:

This project is a cooperative project. We need to work in groups to remix to show the work of group members. My professional tutor is different from my other three group members (from Andy's tutoring group). To improve communication efficiency, and I have a professional background in related industries. So I chose one of the four positions: "Social Media/Marketing/Copywriting".

Initial work:

Although I am in charge of the market communication and reverse work of the results of the entire group, to better carry out the social media release plan for the later stage of the meeting record work, the joint work of some preliminary project research is also significant to participate. In the early stages of the project, the four of us discussed the final mixed form. The second finished product of your project is evolved from Nick Cave's song The mercy seat. To given the expression of the music, we plan to jointly produce a video to show everyone's work by ANN and RUOLIN. The DYLAN's font is designed to express the transformation of different parts of the work.

Design iteration:

But after repeated discussions with tutors, we decided to change the final main presentation form from a single video to an interactive website. Therefore, my previous marketing plan was also challenged. Initially, I planned to use remix videos for repeated releases on various platforms, but because Andy said: I need to display the work of each member fully. So I plan to use a stable account to build a long-term promotion platform. It is conducive to a long-lasting promotion and a complete display of the details of our work so that the audience can understand the meaning of our work.

In addition, to better fit the core value of group cooperation: teamwork. My original promotion plan for a single person changed to a collective promotion plan. On the first natural promotion day, the mixed works will be promoted. Next, follow the spelling order of the word "dark", consisting of the first letters of the four people's names, and conduct personal promotion in turn. Form a circular, long-term and effective promotion chain.

Challenge:

The most severe difficulty I feel throughout the group work process is not the difficulty encountered in the work technology. However, communication with the group members seems to be more difficult. Since the other three members and I are from Jackie's tutorial group and Andy's tutorial group, I am not

familiar with my group members due to some force majeure (a series of lockdown policies caused by COVID-19). So I spent much time establishing a communication channel of mutual trust with everyone in the early stage.

Summary:

Overall, regardless of the future of learning or work. In addition to improving our professional skills, learning to communicate effectively with partners is also a knowledge we must learn. After all, efficient communication can significantly improve our work efficiency and avoid some meaningless labour.