

2022 Final Presentation, Student H

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So, uhm, I've put together a presentation about like some of the skills that I've learned. I don't even think I've managed to put all of everything that I've learned throughout the course of the experiment.

00:00:15.330 --> 00:00:19.320

But yeah, so using the pyramid that you've given us, I've realized that I've learned how to manage time and professional relationships with the person I was working with in my group. So meeting every week and kind of like messaging between ourselves. I think to me that was quite important because we kept quite a professional relationship between ourselves. And then as well we can't.

00:00:43.740 --> 00:00:46.722

We recognize the strengths and weaknesses within myself and within the group and we kind of worked together to kind of create content, write and then at the end as well. Because we kind of knew, OK, I'm creating content and my colleague was creating writing. We kind of said OK, let's do it together now. So that was great.

00:01:12.882 --> 00:01:15.842

And then the thought process behind one iteration and how the analysis of this would directly impact future iterations. So I never really realized how important it is to kind of analyze what you post on social media and then posted something else relating to it in terms of not necessarily the content itself but relating to the figures.

00:01:40.620 --> 00:01:44.396

So I have the capability now to have a clear intention before completing the task online and understanding what I want to get out of that task and what my priorities are.

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And I think this really helped because of the iteration.

00:01:59.140 --> 00:02:01.160

Runners.

00:02:01.160 --> 00:02:02.288

And as well, I understand the numerics and what they mean based on the previous iterations. So kind of everything that was saying beforehand, but I understand now like what the numbers mean in terms of engagement and how I could improve like the next post.

00:02:19.360 --> 00:02:22.480

UM, I would say as well. I'm now able to research current trends and appropriate hashtags, and I know a few and kind of seeing how people get lured in based on Instagram and using their techniques.

With the Instagram stories, I've realized the engagement rates and how audiences are more likely to be engaged in audience in in stories if the story.

00:02:49.950 --> 00:02:52.670

Regular and with Instagram feeds.

00:02:52.670 --> 00:02:55.904

I've realized the importance of having a coherent feed and so then if one iteration one post goes viral then they can come back and they have a post that matched the viral post. So then that way people are more likely to follow the whole account.

00:03:12.870 --> 00:03:16.540

So in terms of skills, I've, UM, I think that I already knew Photoshop, but I think I improved my Photoshop skills in terms of fonts and so on. I've learned how to work on Canva and not just by myself, but also collaboratively, which I think is really important.

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And I also know how to use Microsoft Teams more effectively as well now, because we had had like to use folders and the project, notebook and so on, and it was. They were all overlapping within themselves, which I think are the beginning. I was struggling, but now I know how to do it and I've seen a personal improvement in graphic skills and layout of content with colored them fonts.

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Because we've had to do quite a few iterations while three iterations, but within those iterations, quite a few slides,

00:04:06.170 --> 00:04:08.306

and then through the guest talks, I've learned that skills are actually transferable, especially within the creative digital world, and I know I now know the importance of copyright as well, and all the other copyright terms which overlap within themselves.

00:04:29.230 --> 00:04:32.880

So this is just like a reflection.

It's just me speaking about how,

UM, I've realized how much analysis, uh, a company or an institution has to put within their Instagram, and how when I see a pretty picture now, I don't necessarily think about the picture as, just like nice, I think about all that team he's actually monitoring this like day by day and seeing what they're doing with the numbers and everything.

00:05:04.130 --> 00:05:05.750

So it's kind of impacted how I Uh, experience your social media and so yeah, I think that MoDA has done an amazing job at portraying all the elements when that needs to be considered when you're trying to reach for an audience. And yeah,

00:05:25.418 --> 00:05:30.880

I just had a really good time and I believe that this this experiment has helped me professionally, but also, personally.