

Final Presentation, Student L

So what I learned at MoDA? I learned a bit about copyright, even though I had to double check it a few times. I think I gained an understanding of the basics of copyright and what museums and galleries are actually allowed to post on social media. So I discovered more of MoDA's collections. I didn't realize how big your collections were and it was really nice to actually be able to discover them through research.

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And one thing I struggled with at the beginning was narrowing down the research information into short snippets for the infographic carousels or the captions. But I think as I went along, I found that a lot easier, and it's definitely something I can take forwards.

And so I had never used Canva before as well, and it's a really interesting creative tool. I found it really helpful to work collaboratively with the other team members and they think it helped us a lot to make the posts look visually similar and just to see what everyone else is doing so we don't overlap information as well.

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I understood MoDA's current following a bit more through doing these iterations and how to reach a new audience through using the hashtags. The different graphic styles and the content, as well as looking at the other teams' post and seeing how their posts have done.

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And I learned a bit about Instagram Analytics and how to analyze those and understand and evaluate the successfulness of posts and take that information and turn it into goals for future posts.

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And I also really enjoyed learning about the other jobs within the creative industry. So I didn't know a lot about the digital side of things before starting this project and it was really nice to see there are actually a lot more Groups (?) in the creative industry than I had originally thought.

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So there were a few things I didn't expect. I'm normally quite a quiet person and I'm not very good at speaking out loud usually. But this project has really helped me become more confident at talking within a group, because we've had to do that within our smaller groups and also when we meet up

and explained to the other groups what we've done and how it's going. And I think that's been really helpful for me.

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Obviously, didn't expect to have a sort of sense of achievement when an idea is successful and it actually works and you can see something's making a difference. And again, the size of MoDA's collections was just something I didn't realise and I look forward to still discovering everything you have.

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And I met a lot of great people. It was really nice to meet all of you and find out a bit about you and what you do at uni. And I found that really interesting as well. And so going forward, I'm going to hopefully use the skills I learned with my own Instagram page. I don't have a lot of followers and it would be nice to grow my professional page a bit more, using what I've learnt, carrying out my own experiments and hopefully improving my page.

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Overall, I hope to continue to learn about jobs within the creative industry. I really like visiting museums and galleries and it would be great to work within one. And so I'm thinking of emailing a few people and just museums in general to see if there's any opportunities where I can continue to learn about different jobs within the industry.

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And I've also learned from the public the guest talks to like it's OK to grow your professional network even if you haven't necessarily met someone in person. If you're interested in what they're doing, or you've seen them in the talk, it's OK to just reach out to them and see if there are any opportunities out there for you.

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so I think that's something I'm going to do as well.

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And I really am interested in MoDA and in seeing how you're going to use our experiments going forwards and see where it leads you next, as well as where the experiment leads the other project members in their professional careers going forwards.