

2022Final Presentation, Student P

Hi everyone, apologies for not being able to attend the session in person.

This will be my recorded presentation on what I've learned working with MoDA for the past couple of months,

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So I would like to begin by talking about digital reflection and how that helped me to grow my skills in this industry. An aim of teaching and learning within the arts industry is to encourage students to engage on ongoing particular reflection on their creative practice.

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Now critical reflection can involve things like what they did, how they did it, and then potential meaning in the world. And reflection practice has huge benefits in increasing your self-awareness too.

Now this can lead to like increase in emotional intelligence and develop a better understanding of the others.

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Now reflective practice can also help you develop creative thinking skills as I had the opportunity to discuss with my peers about each iteration. So on each iteration we discussed that that is what we did, Why we are doing this? What will that lead to and then how will we achieve it? This really changed the game for me as it helped me to narrow down the goal and focus on the objective. Hence I got the idea of the experimental method of post of posting on social media.

Next I would like to talk about my digital intention behind doing things.

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So before my focus was only on creating exciting content, whether it is a video content or something with graphic design. I was very meticulous about my design choices and doing things like very perfectly like I have to do this calculating this way I have to. I'll put the text using this font and,

But at the end of the day I learned that, that the clients do not care about these things. All they care about is like increasing the ROI and then reach and then reaching a lot of audience and creating a good story within from the post that will that will stay in the audience's mind.

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So working with MoDA, I realized that I have to be better at marketing what I create and always make sure that there is demand in my content.

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I learned that by identifying the wide topics to show keys and by analysing the metrics of the previous post, I post things by looking at the data instead of just assumptions. That aspect really changed the game for me.

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OK, so next I would like to talk about how I improve my skills in digital content creation as a digital media artist it is necessary to always stay on top of the game and trends and always practice my skills actually creating content.

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I learned more about Carousel Instagram post and how to create a story within the post. I also learned a bit about creating animated videos on videos and how editing short content video works. So I learned that nowadays people are having even less and less time to spend their free time so we are moving towards a short video content format and short post format. So delivering the information like a very short span of time that that requires a lot of practice and actually analyzing, like where did where are they looking at like whatever story they want.

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So that is what I learned in MoDA. And there's like no better way to get better at creating content for the audience than by actually doing it. Now, this is what I practice by working with MoDA.

So and then so on this note I would like to end by saying that thank you so much for providing me the opportunity to work in MoDA. I thank my team members for contributing all the great ideas and I also thank Zoe and Sian for believing in us and helping us carry on with the project.

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Thank you.