

Original Work Assessment

Throughout my Original Work project I learned so much about the whole process of creativity and design in order to complete my original work. My project was focused on marketing that businesses do in order to lift off the ground. Which is exactly what I did. My project focused on a brand that I had already been working on with a couple friends of mine. The brand is called “Advanced Boys”, which is a comedy group and we are going to make comedy videos and skits.

My idea for this project was to create a marketing campaign that successfully launched the beginning of our company and take it from the ground into something functional. I had to research color palettes and different strategies that companies use in order to come up with a perfect plan. The plan that I focused on was creating a website that would be the foundation for all of our other platforms, it would be the stem for the roots so to say. It took quite a long time to find the perfect theme, color, and format for the website, which I would say was the hardest part of the project. Though I do know that the hardest part of anything is taking the initial leap to get started. Another aspect of the project that I found very challenging was working with the other guys. Yes, the project was completed on my own, but because it was for an actual business I am starting with others, I had to inform them on my ideas and my goals. Getting together and discussing our ideas was very helpful but made the project harder and lengthier than it had to be. After I had come up with the actual design for the website, I then quickly made an instagram functional for the needs that we wanted, and by word of mouth we reached over fifty followers. Going along with more research I watched multiple trailers in order to the typical format for most action movies, as that is one of the projects Advanced Boys is going to be producing. An action packed documentary. This documentary filmed over the course of a couple months was something that also needed to be marketed through the Advanced Boys... so I had to make a trailer for it. As we all know, trailers are the typical format for movie marketing. So, i took a couple of hours to make a professional trailer. Once that was published on the website I was able to achieve another aspect of the overall marketing campaign.

Going forward, I know that I will need to continue to spread the word of our brand, and with fifty followers that is a good start and a good foundation. I also know that I am going to begin editing together the documentary as it will be released in the spring. Along with marketing for advanced boys as a whole, I will be able to increase the marketing for the documentary. On the instagram, through flyers, and ads everywhere. It is going to be incredibly interesting seeing how large I can expand the business over the course of this next semester going into the new year.