

lulu's drawer campaign

Reflection

In this project, our 1st year exam project we have created an marketing campaign for a company who launches their first fashion collection in July.

Teamwork

We have had a great teamwork in this project. We are all slow starters which, i must admit, stressed me a little in the beginning. But I'm happy to say that we are fast closers, though not fast enough.

My work

My tasks for this project has been everything from writing analyzes, to doing smaller visuals, coding a newsletter

and setting up the report. During this work I have improved my skills in creating newsletters and gotten a little better at InDesign.

Response

(Will be entered at a later time)

Ideas for changes

At this moment I don't have much I wanted to change. The only thing I can think of at this moment is that it would be nice if we had been more structured at the beginning of the project, so we didn't have to run so fast in the end. Unfortunately I haven't learned that from

the previous projects. I'm not completely satisfied with the project, but this could have been avoided if we had had more time for finetuning the project in the end. I need to take charge and not be so quiet in the beginning. I like structure and plans why don't I implement it more?

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