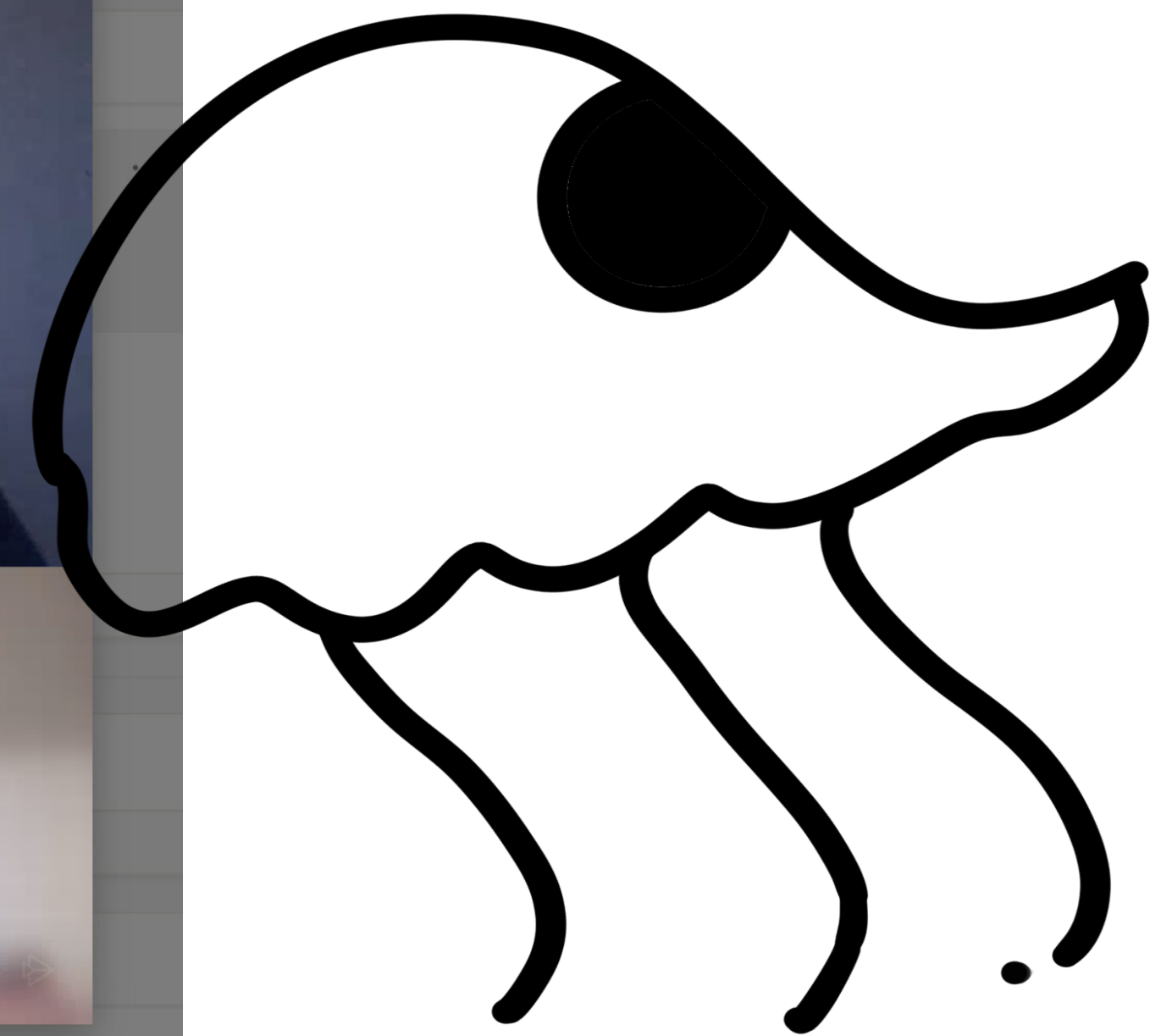
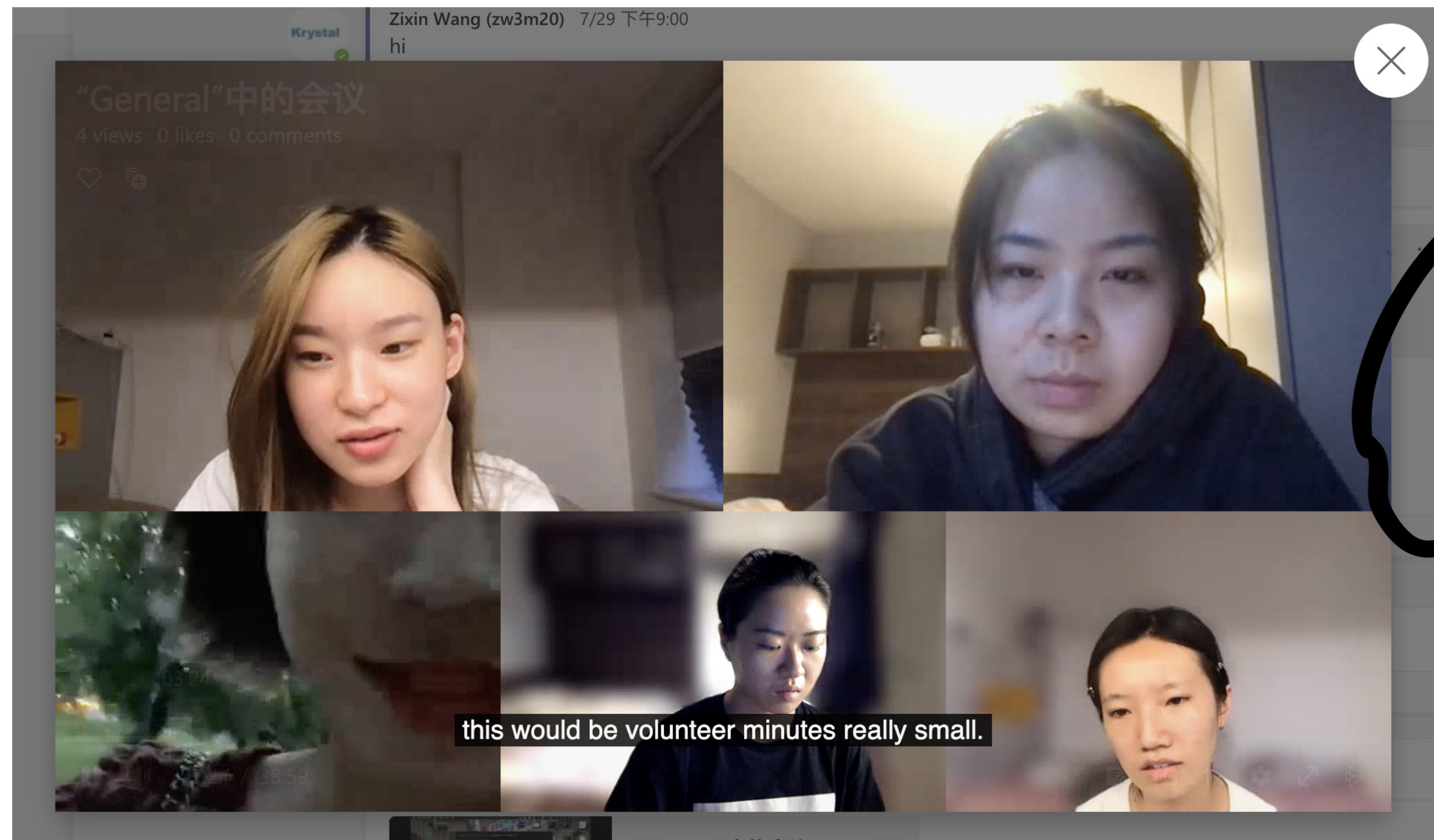


We held our first group meeting on the evening of July 25th. In this meeting, the five of us first showed our own work, and expounded our own ideas and keywords. Find the common ground among five people. Our work is an experimental video, a dynamic illustration and three artistic pop-up books. Our main color is mainly black and white. In the second project, our presentations are all videos.



The First Meeting

First Meeting

New things → Five people remix

↳ Five people's ideas blend (representing the characteristics of the five people)

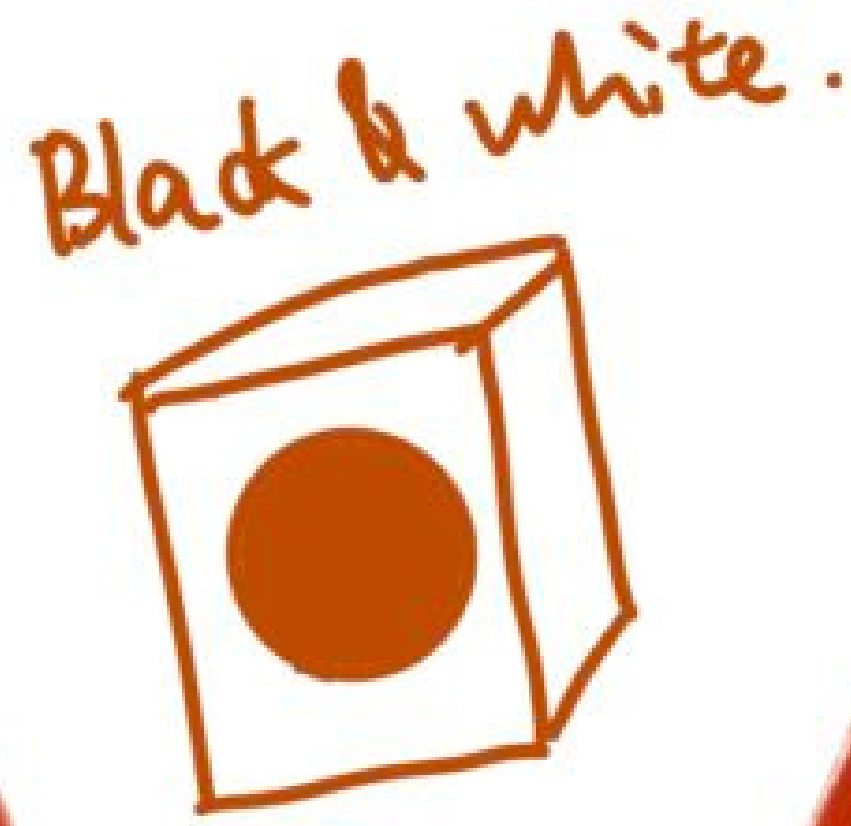
Write down useful or useless things you made
30s black and white video animation for everyone

Everyone's keywords / key design elements /

combined innovation.

- Black & white tone
- Animation
- pop-up books

eyes,
pattern,
Empty, silence, Black & white.



discovery & truth.



Key words

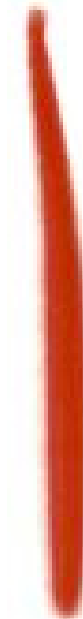
desire, beast,
greedy, love, balance.



Golden Section



Capital /
common people.



Wu You

Marketing

-

create an
Instagram
account for
our team to
post

Wang
Zi Xin

Brand &
logo design

-

To design
an logo for
our teams

Liu
Yang

Director

-

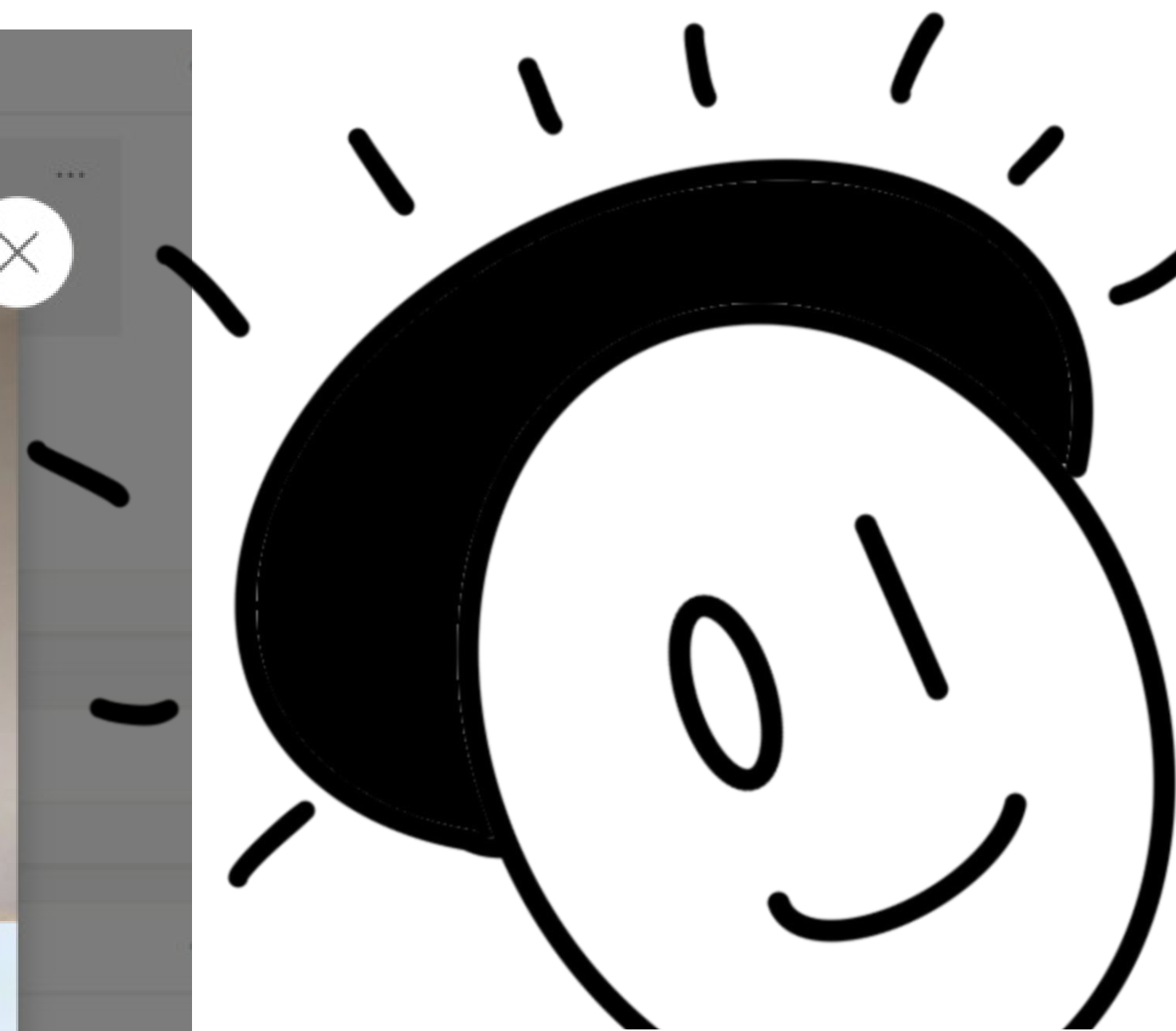
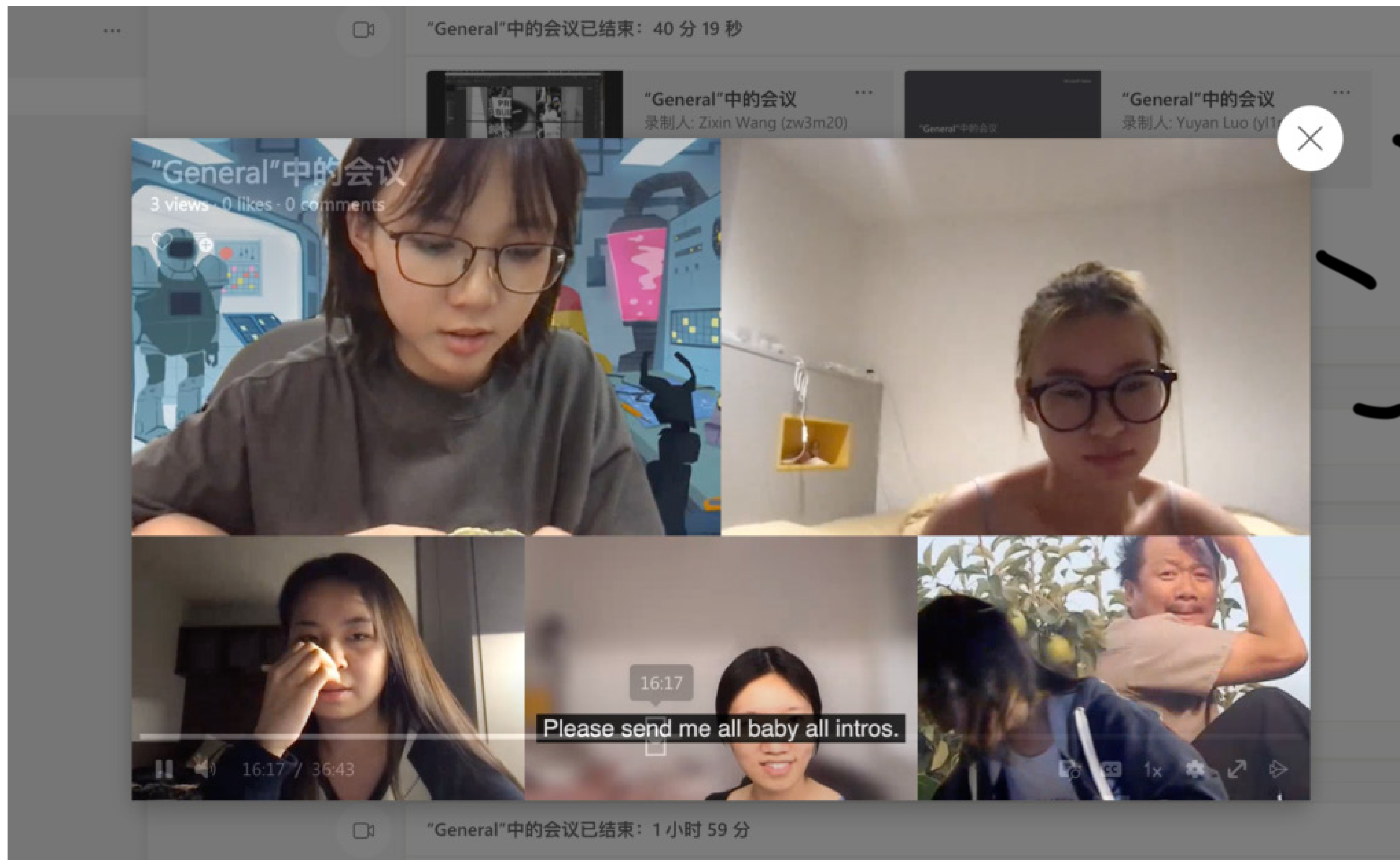
Summarize
and
advance work
&
presentation

Luo Fu Yan
&
Guo Shi Yao

AE & coding

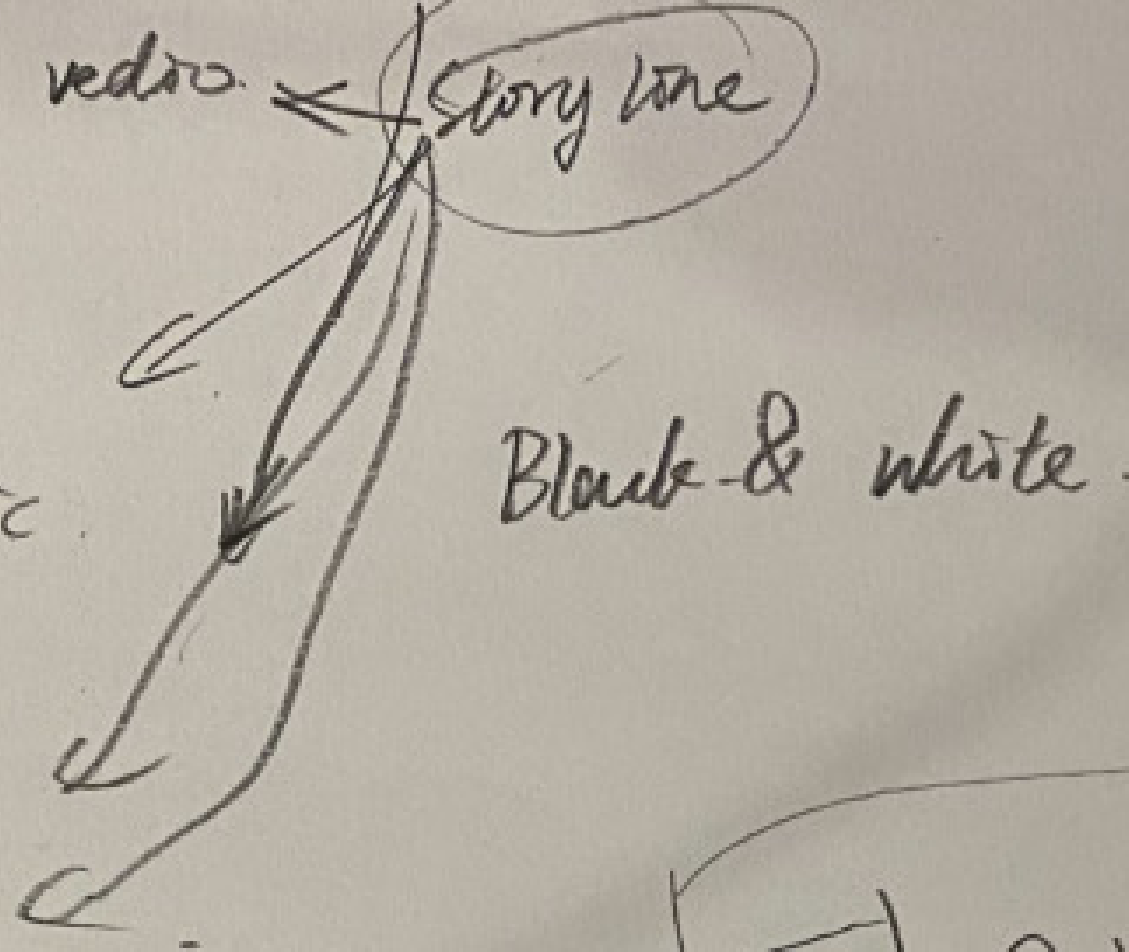
-

After effects



The Second Meeting

- 1. eyes → discover → first video ← Story line
- 2. yo yo → popup book
- 3. krysal → ~~dy~~ moving pic
- 4. Lucky → abstract
- 5. sheer → deluot



They



every body.
↓
3 mins.

My job: Logo & branding design.

Lucy: director

Shea & Luo: coding & After Efector

Koko: Marketing

our team's name.

Time:

every day → every one → 15s introduce → 7.30 start

7.30 → logo deadline

7.30 - 8.4. video make → to instagram → our brand

We have determined that our team's name is them. Because this is the group of people that the author Kae most wants to represent, she collectively thinks they are. Similarly they also represent the 5 of us.

Zixin Wang
Brand designer
[logo design]

Yang Liu (JP)
Copywiter
[overview content
& Ppt Report
presentation]

Shiyao Guo
Direct
[Making video
content and
ending]

Yuyan Luo
Direct
[Make video
content and
beginning]

You Wu
Souial media
[Dynamic poster,
INS promotion]

WHY

The idea of the five of us
is just the understanding of the five levels
and five stages of this poem.

Our main style is black and white.

We integrate each of our works into a
new overall video from abstract to concrete.

That is the people Kate wants to represent most.
The triangle represents the pyramid.

Under the triangle,

they explore the truth with their eyes

to find the truth in the rules.

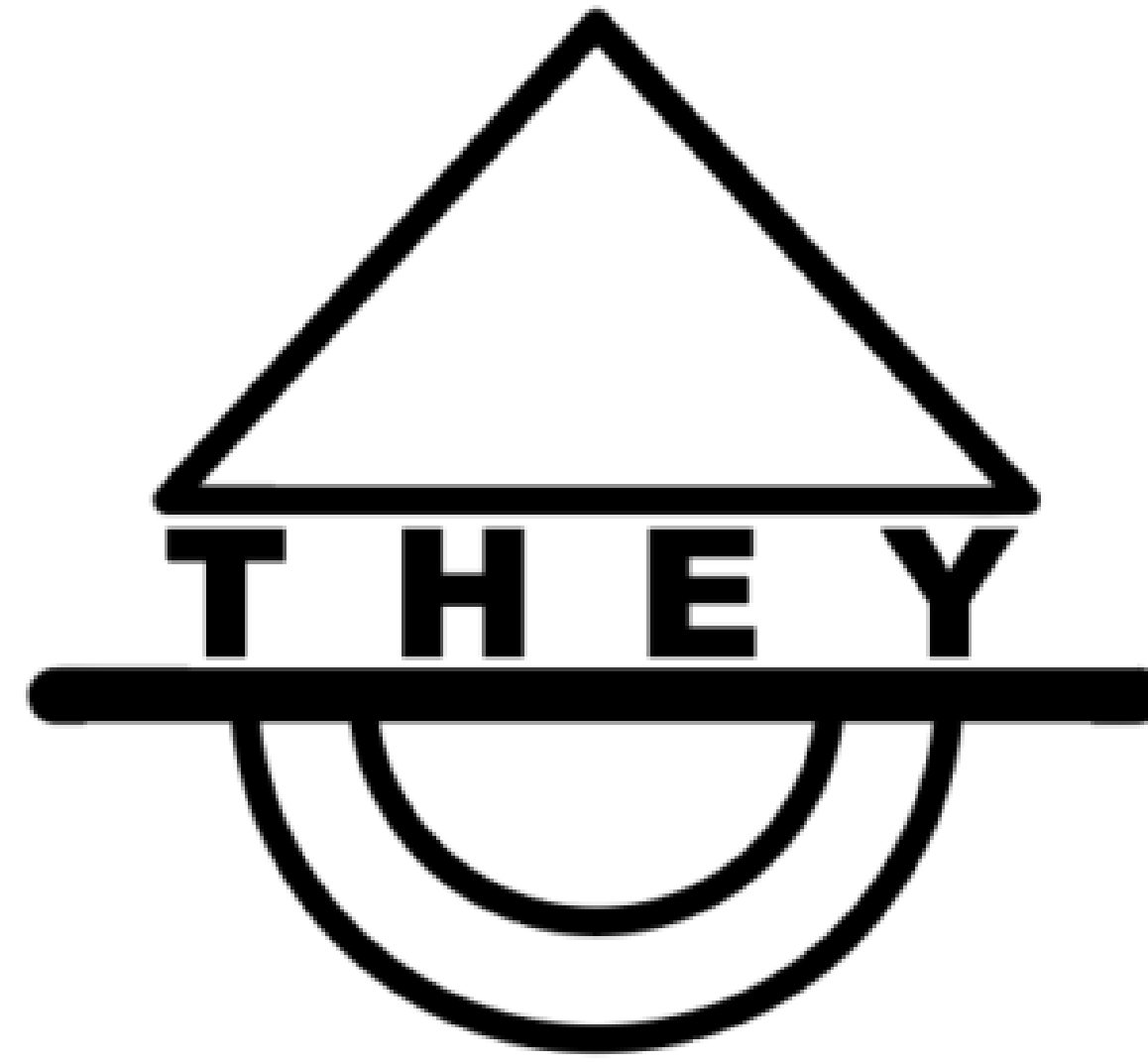
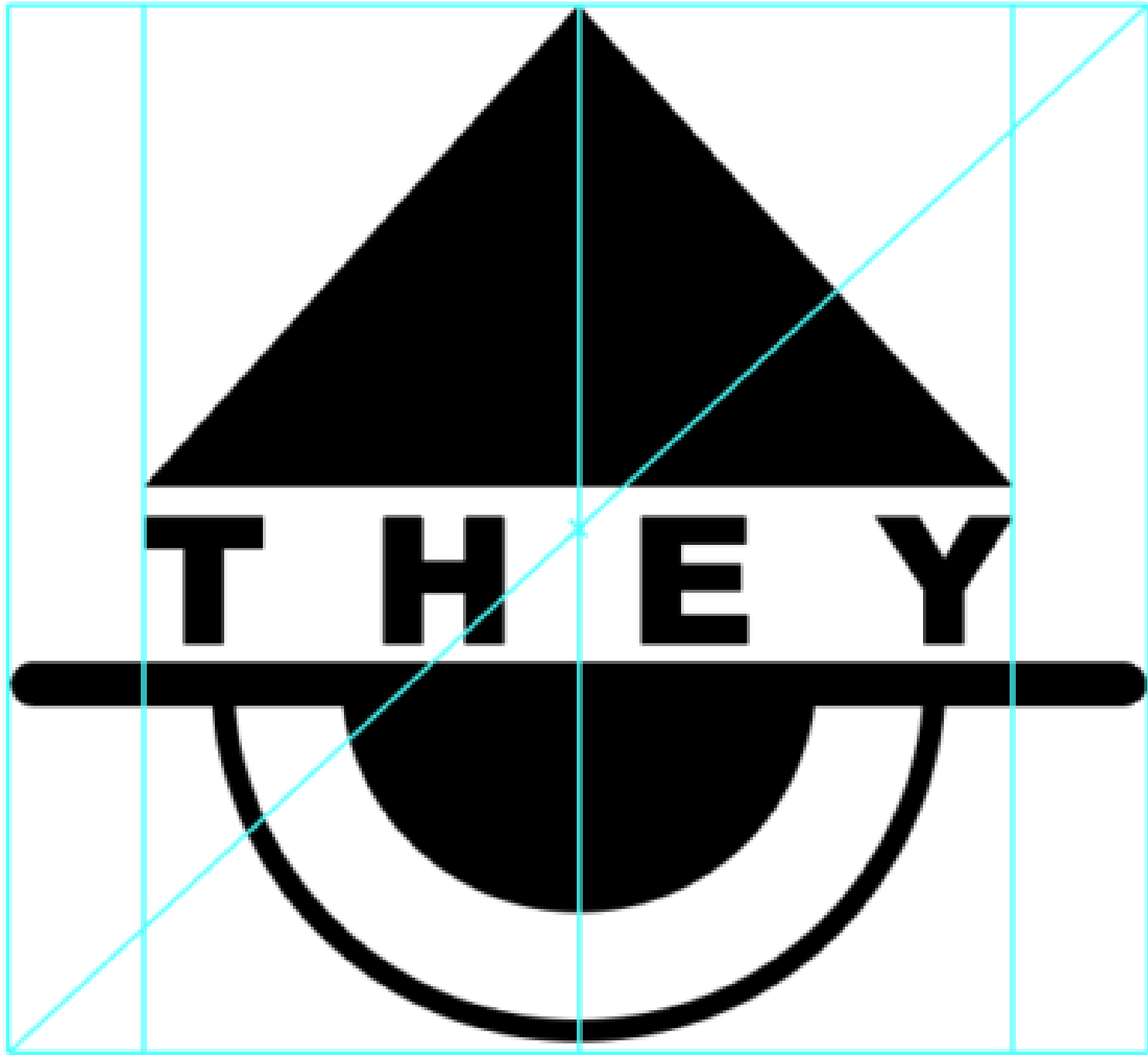
“THEY”?

LOGO DESIGN

key words. \Rightarrow 5 people \Rightarrow 5 projects

1. eyes, pattern, Empty, silence, black & white
2. Truth & discovery
3. desire, substance, greedy, we, balance.
4. Capital & civilian.
5. capitalism, proletariat, golden section

eyes
triangle = balance
truth, \rightarrow hole
eyes
They
people
Civilian
shadow
 \downarrow
balance
 \downarrow
people
THEY
capitalism
proletariat
eyes & balance



The upper triangle represents balance, because the triangle is the most stable figure. they are the name of our team. The eyes below represent exploration and discovery.

Final Logo



Poster Design

Daily Poster

- ① logo
- ② THEY⁺
- ③ Parables + Kea Tempest
- ④ key word

Luo - silence

Wu - explore

Wang - civilian

Guo - **greedy**

Liu - ~~balance~~ **balance** ~~golden section~~

⑤ time 4/8/2021.

⑥ ~~forms~~

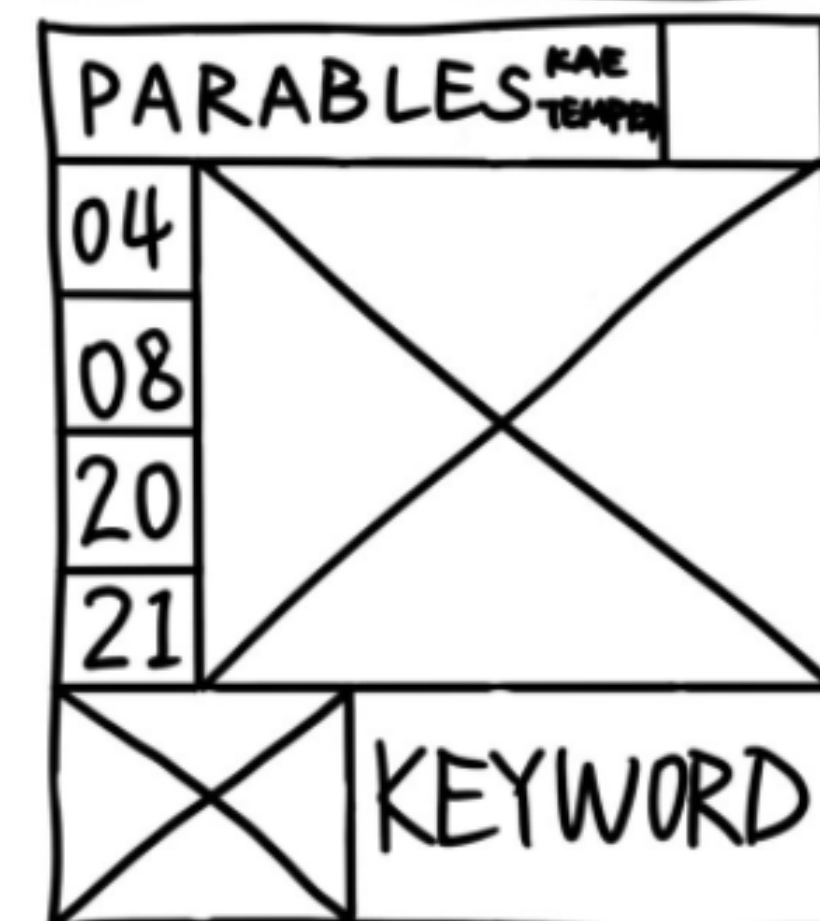
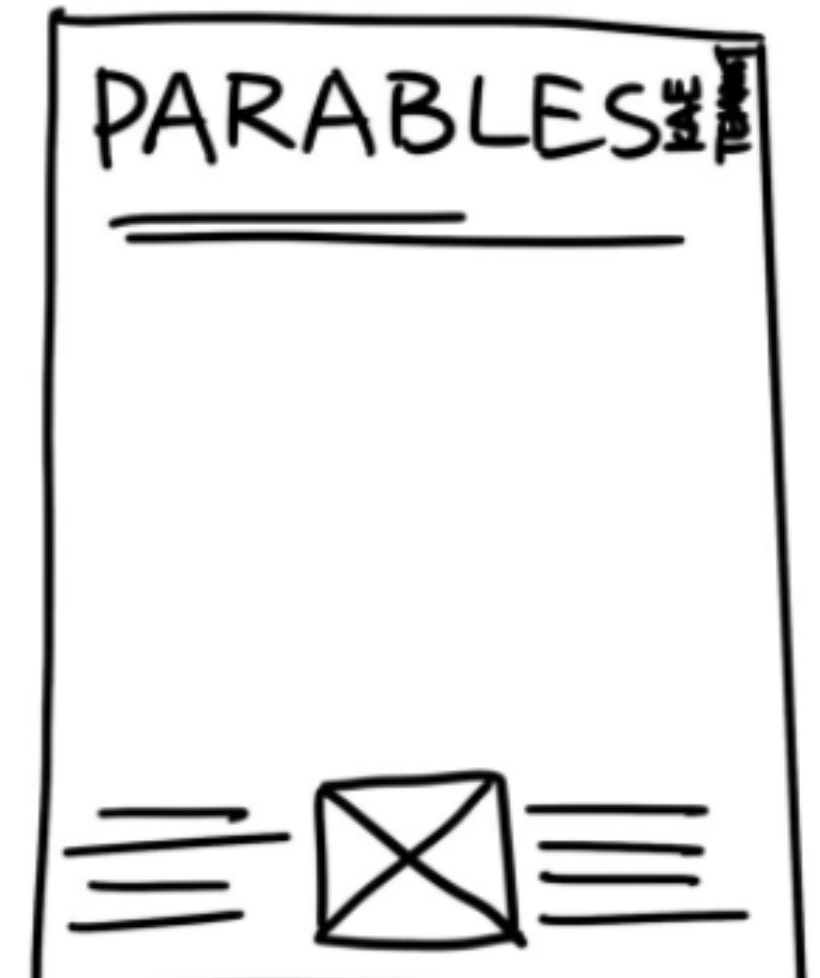
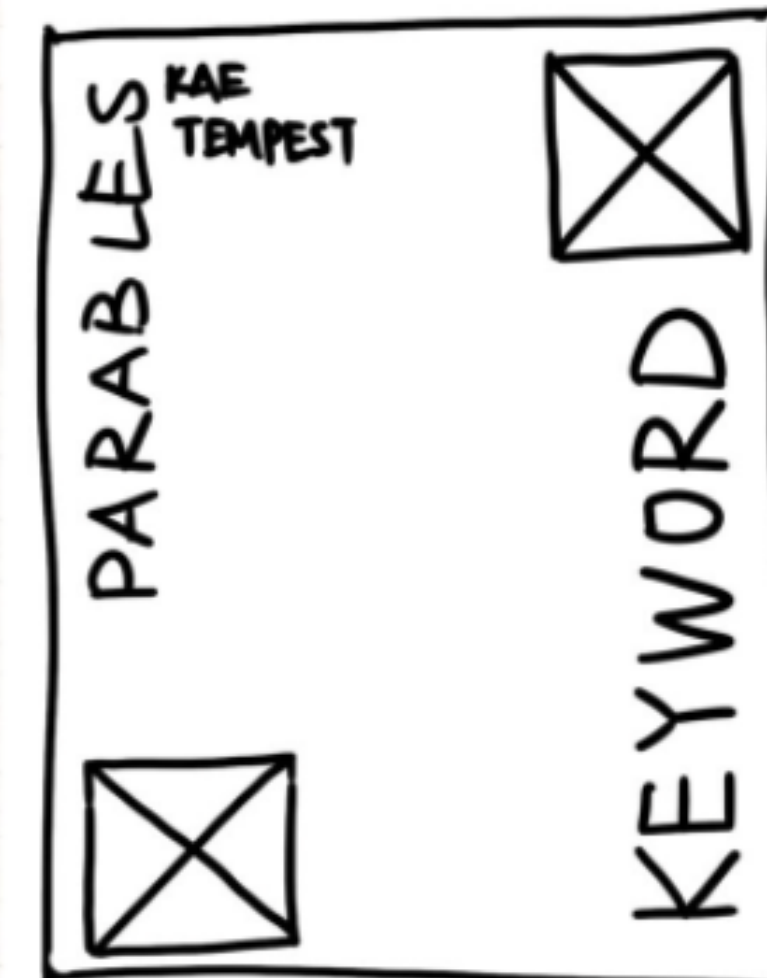
~~Hand made art book~~

~~digital publication~~ **video**

⑦ ~~contact~~

~~ins.~~

open logo → open poster



YUYAN LUO / YOU WU / ZIXIN WANG / SHIYAO GUO / YANG LIU

PARABLES

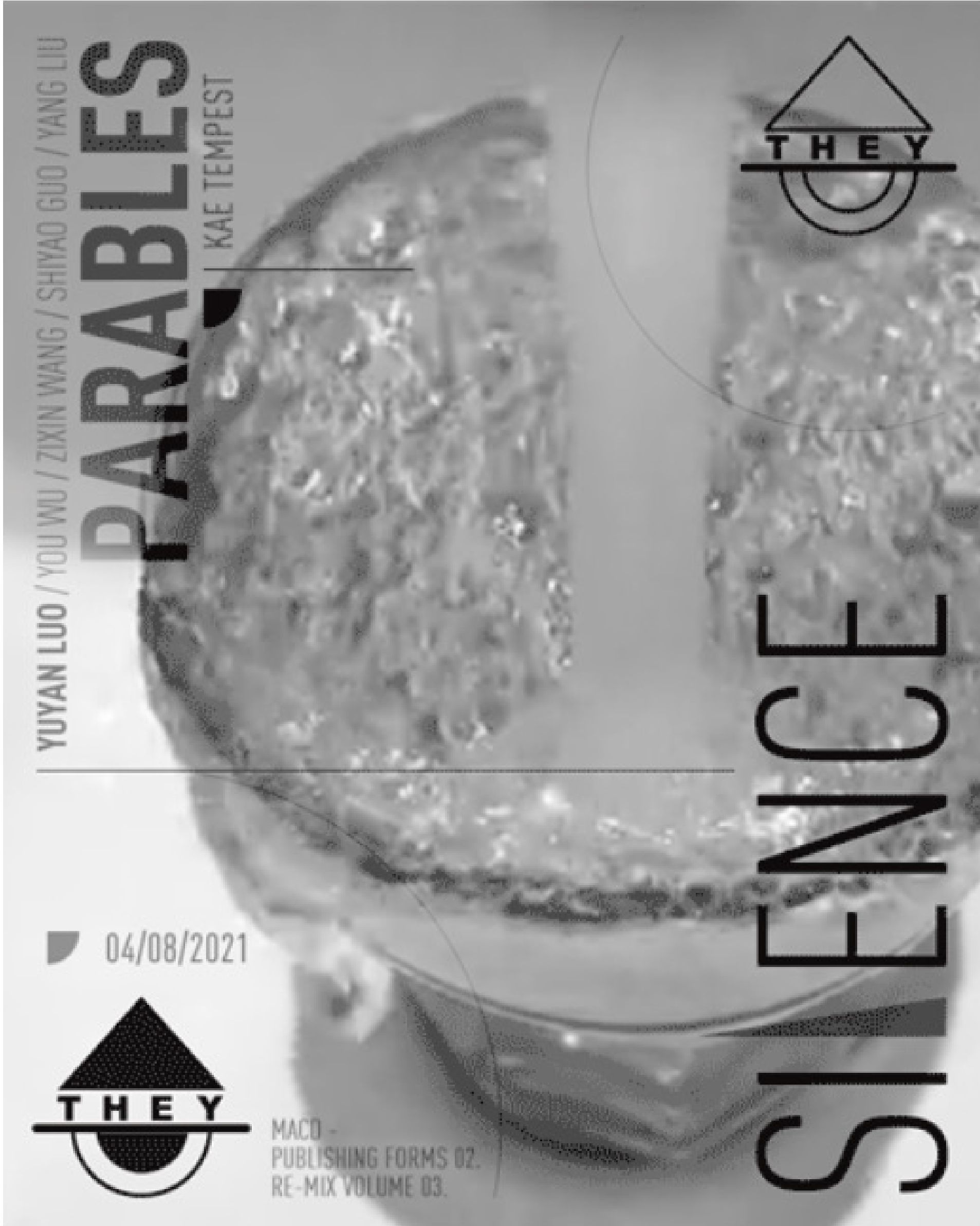
KAE TEMPEST



04/08/2021

MACD -
PUBLISHING FORMS 02.
RE-MIX VOLUME 03.

SIENCE



YUYAN LUO / YOU WU / ZIXIN WANG / SHIYAO GUO / YANG LIU

PARABLES

KAE TEMPEST



04/08/2021

MACD -
PUBLISHING FORMS 02.
RE-MIX VOLUME 03.

SIENCE



YUYAN LUO / YOU WU / ZIXIN WANG / SHIYAO GUO / YANG LIU

PARABLES

KAE TEMPEST

04/08/2021



MACO
PUBLISHING FORMS 02.
RE-MIX VOLUME 03.

st is

EXPLORE



YUYAN LUO / YOU WU / ZIXIN WANG / SHIYAO GUO / YANG LIU

PARABLES

KAE TEMPEST

04/08/2021



MACO
PUBLISHING FORMS 02.
RE-MIX VOLUME 03.

We said
Come,
come wreck
our hearts,

EXPLORE



YAN LIU / YOU WU / ZIXIN WANG / SHIYAO GUO / YANG LIU

PARABLES

KAE TEMPEST

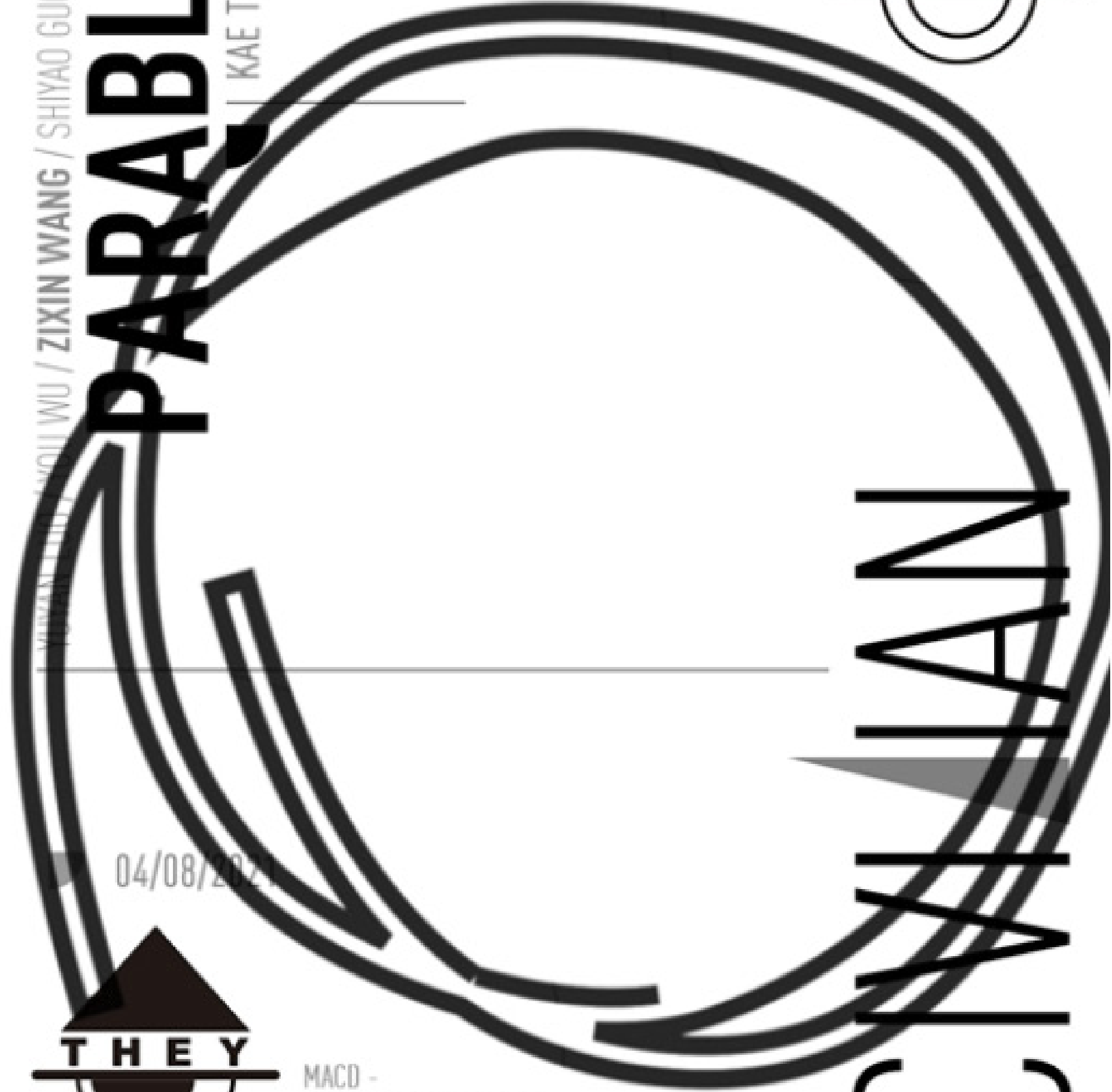
04/08/2021



MACD - PUBLISHING FORMS 02. RE-MIX VOLUME 03.



CIVILIAN



YAN LIU / YOU WU / ZIXIN WANG / SHIYAO GUO / YANG LIU

PARABLES

KAE TEMPEST

04/08/2021



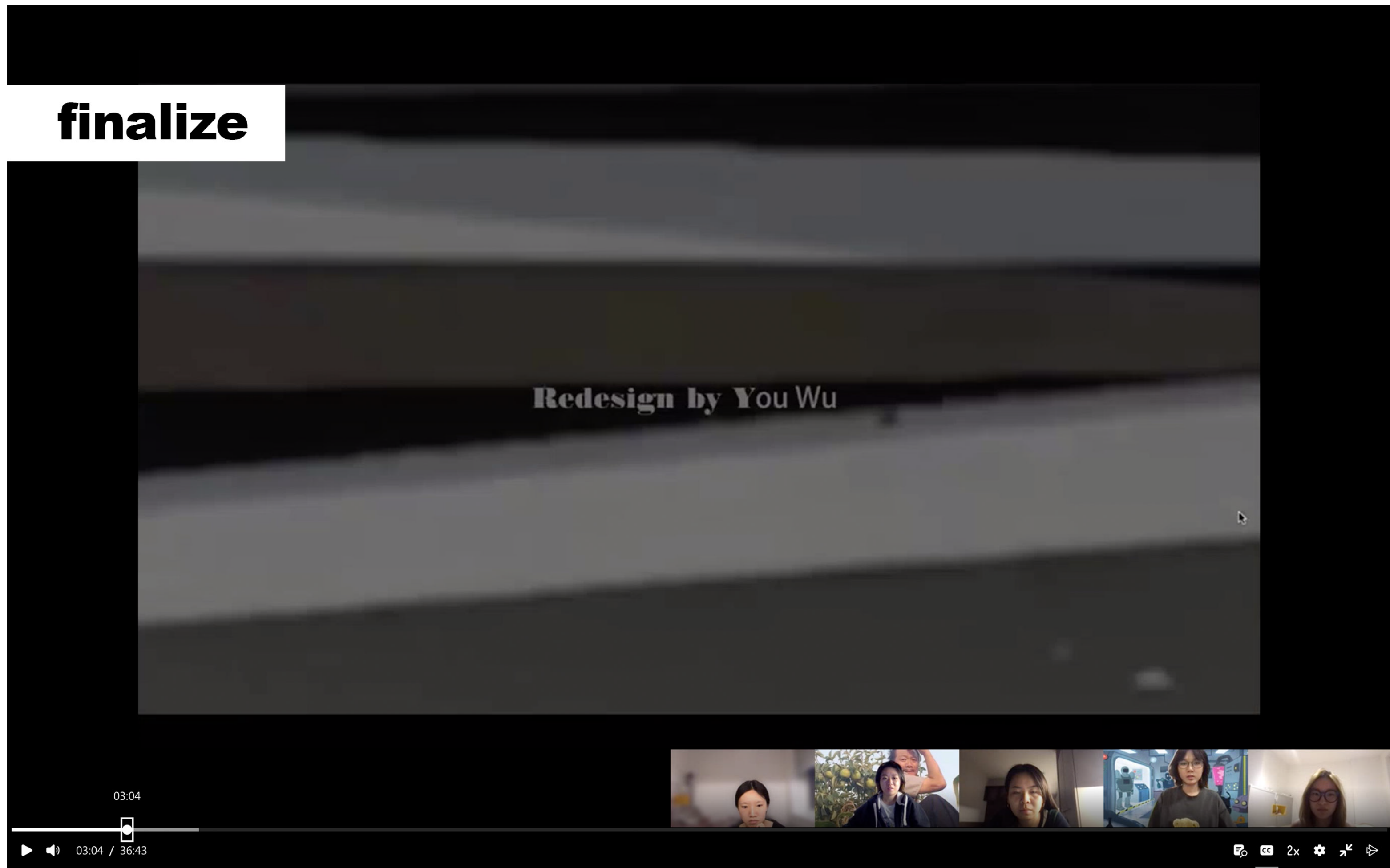
MACD - PUBLISHING FORMS 02. RE-MIX VOLUME 03.



CIVILIAN

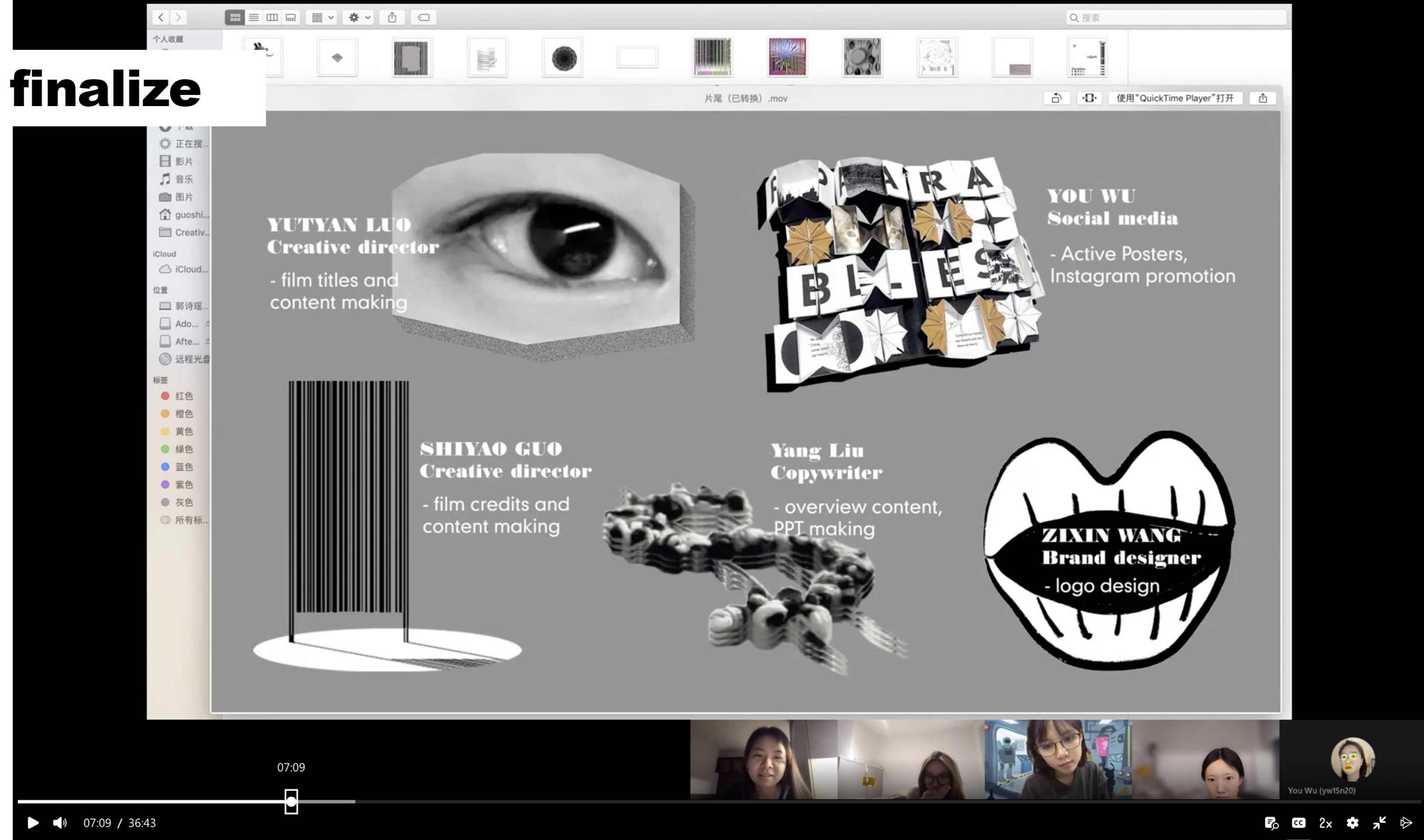


The third meeting



- Lyla show her work (The first half of the video)
film titles + YoYo work
transition

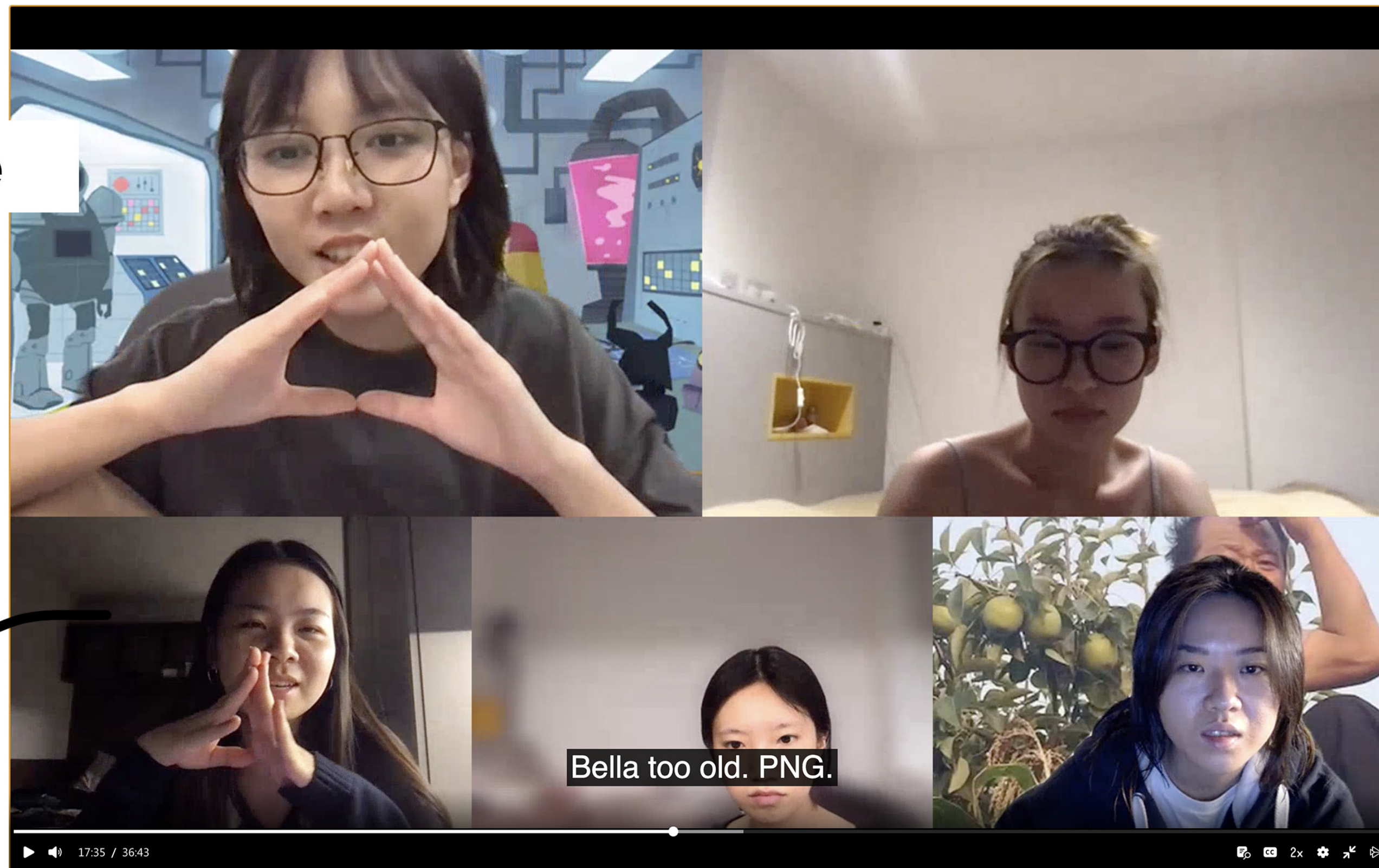
finalize



(Shea)

- I showed film credits that I made.

Outline



Introducing the logo



- Discussion and outline the content of presentation (PPT)

PPT content = 1. Introduce each role and work

2. Design idea.

3. Logo introduce (Krystal)

4. Show Ins.

5. show final film.

Yang Lin.

(PPT)

- After meeting.

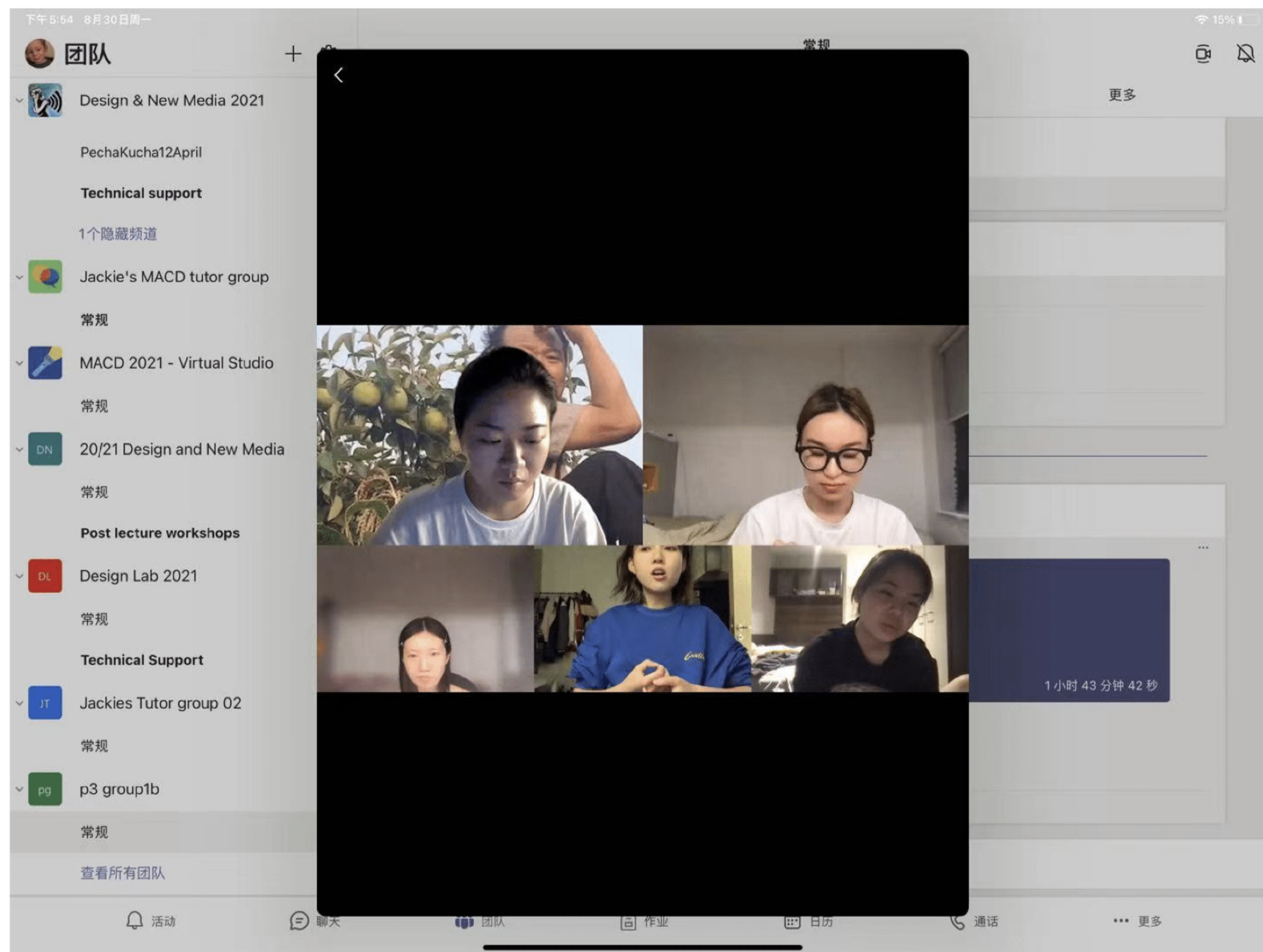
Each member need send a brief of self-work to

Yang Liu.

We will have a modelling exercise presentation

at next meeting.

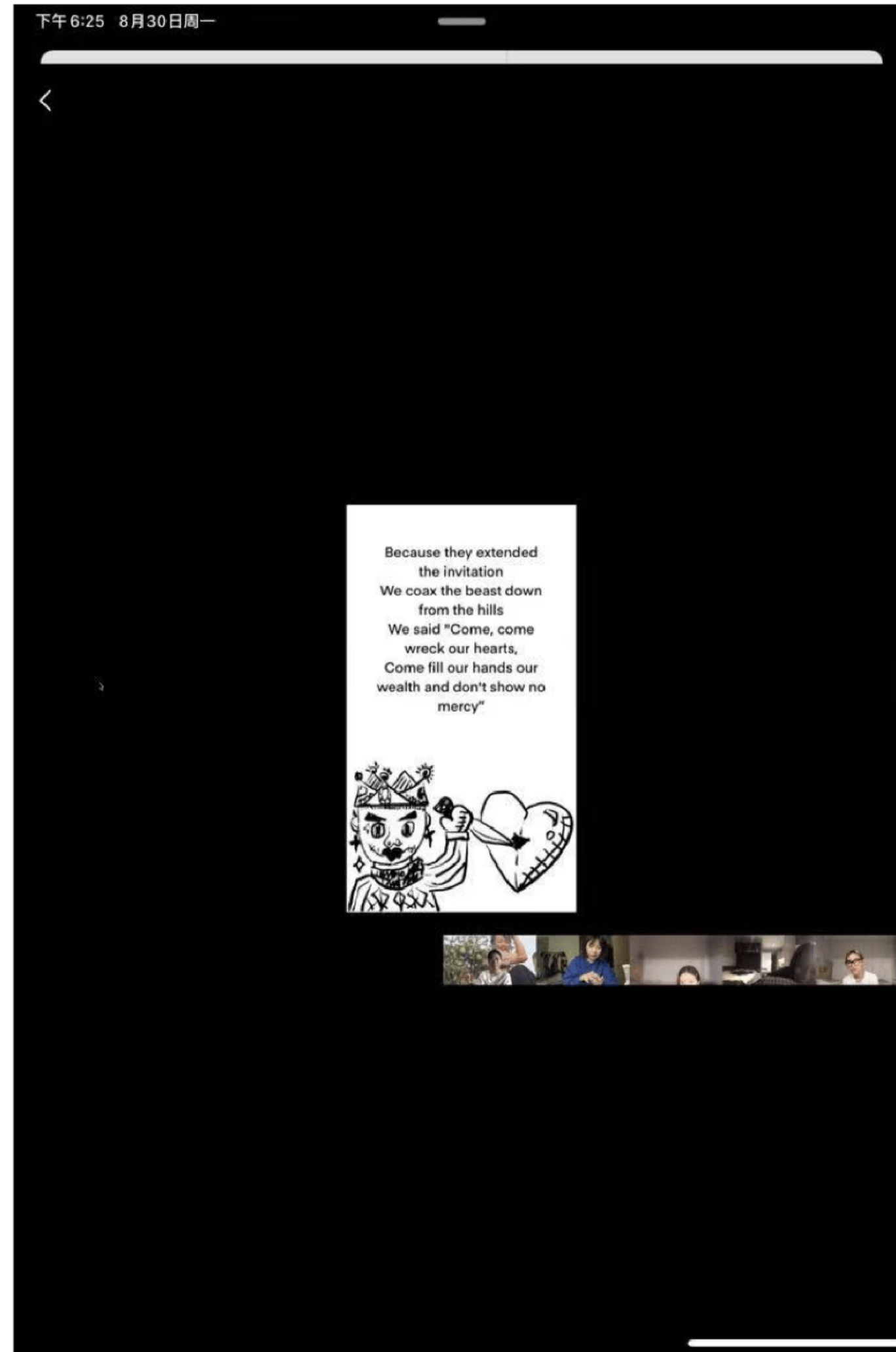
Fourth meeting



At the fourth meeting on August 4th, we previewed the process of the final report and watched the finished film. After the last meeting, we reconfirmed the details of the speech in the reports prepared by the relevant leaders. Finally, we confirmed the content of the powerpoint presentation and added the QR code of the Instagram home page. Ask questions about our project and answer them accordingly. Confirm the order in which project content is introduced.

we discussed for a long time and decided to remix our work in the form of video. because each of us's understanding of poetry corresponds to the five stage of poetry. thus formed a story line. we use this storyline as a clue to the video.

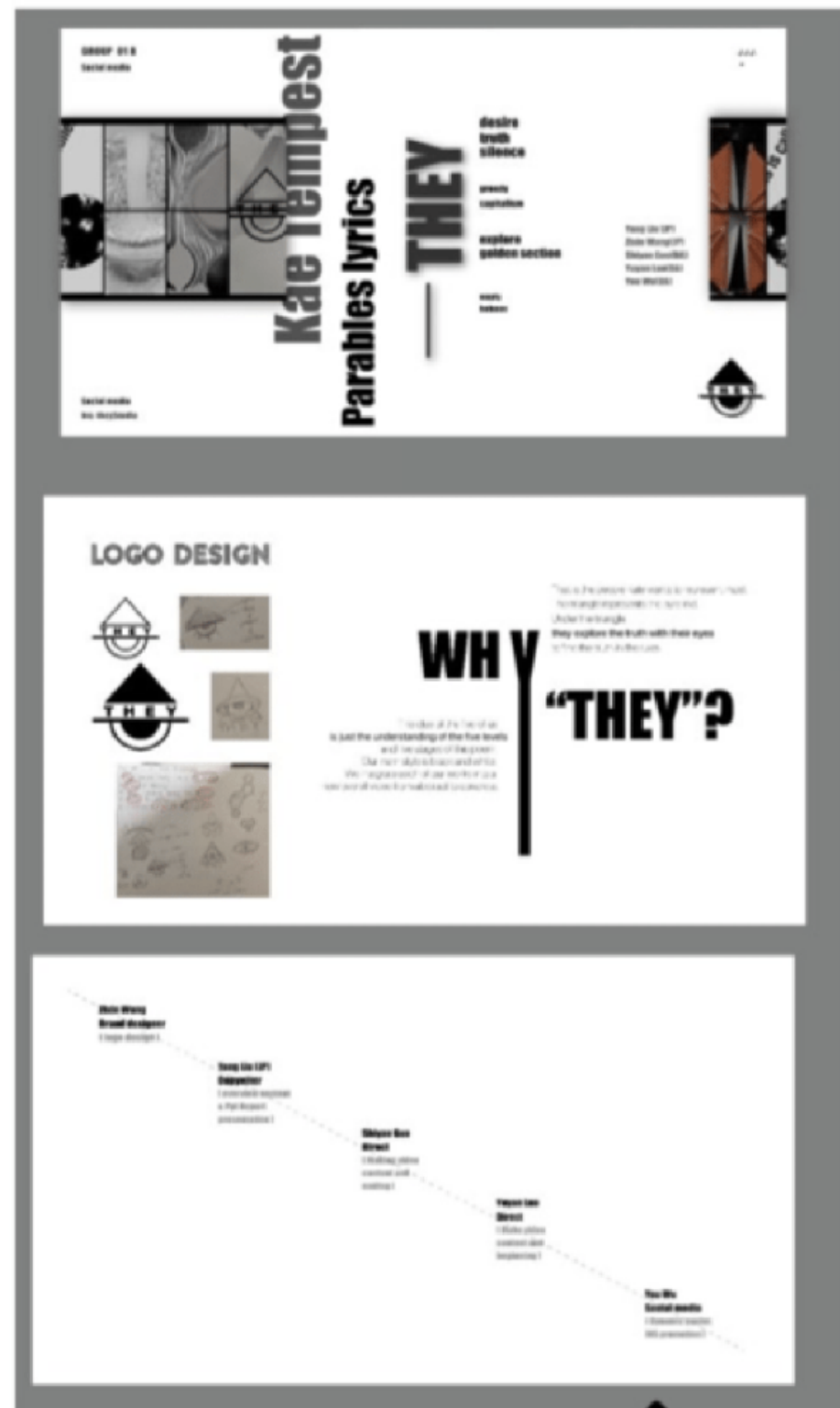
- ① poem
 - ↓
 - ② team name
 - ↓
 - ③ designer
 - ↓
 - ④ video
- full video check



工作室统一风格
模拟 → 方便推广

- ① 介绍诗歌 (组员, 团队, 分工)
- ↓
- ② 放视频
- ↙ ↘
- ③ loop介绍.
- ↓
- ④ ins介绍.

预播放视频.

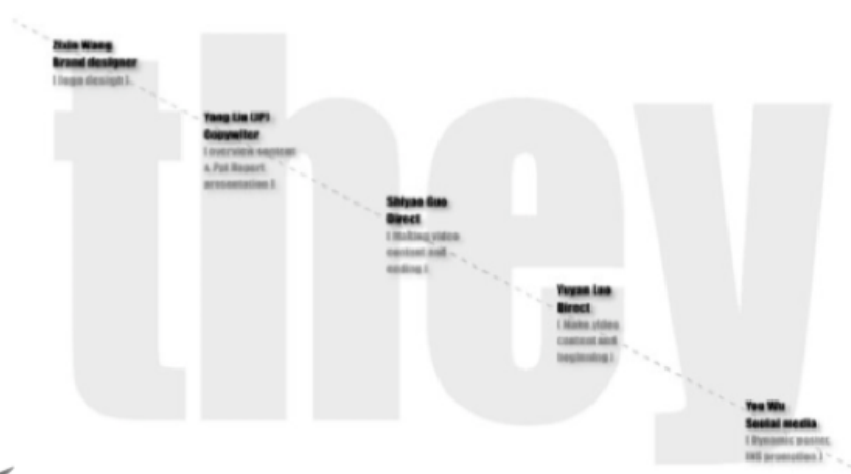


ppt check ↗



Finally, the PPT display has been slightly modified, including the division of labor for five people and the final layout of INS QR code. Because our group mainly focuses on video display, we don't need too much ppt content.

→
change



每个人的动态海报 (ins)
关键词, 的指.
每个人的视频播放.
讨论怎样结合. 五人想法.
抽象 → 具象
介绍顺序 商讨.

- team into
- ↓ role
- They
- ↓
- logo design (groupmate?)
and understand your
(how to communicate
- ↓
- ins tagram team work
- ↓
- idea → . video + QR code



They → 代表配.
作者代表大众

每个人的动态海报 (ins)

关键词, 个 的 指.

每个人的视频播放.

讨论怎样结合. 五个人想法.

抽象 → 具象

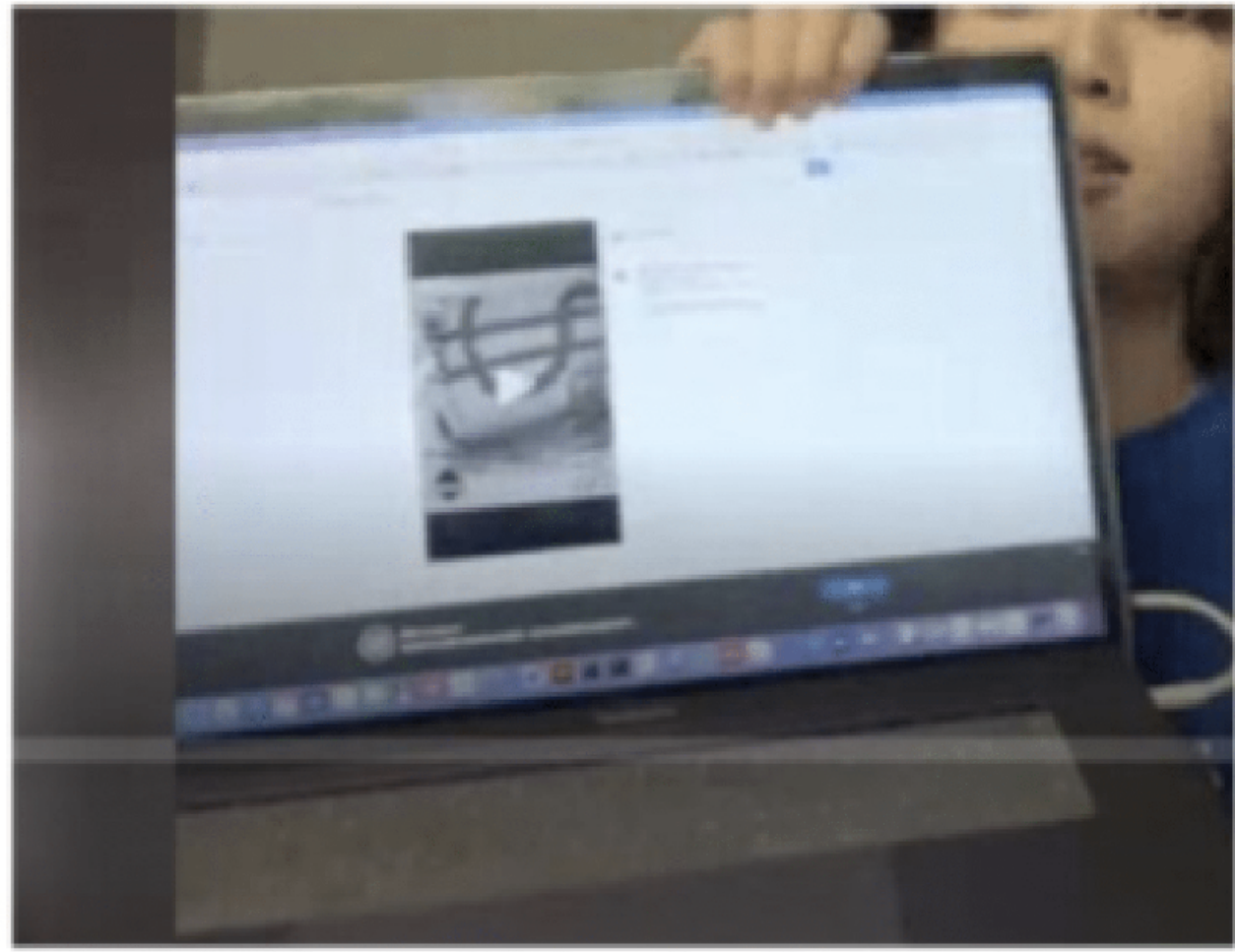
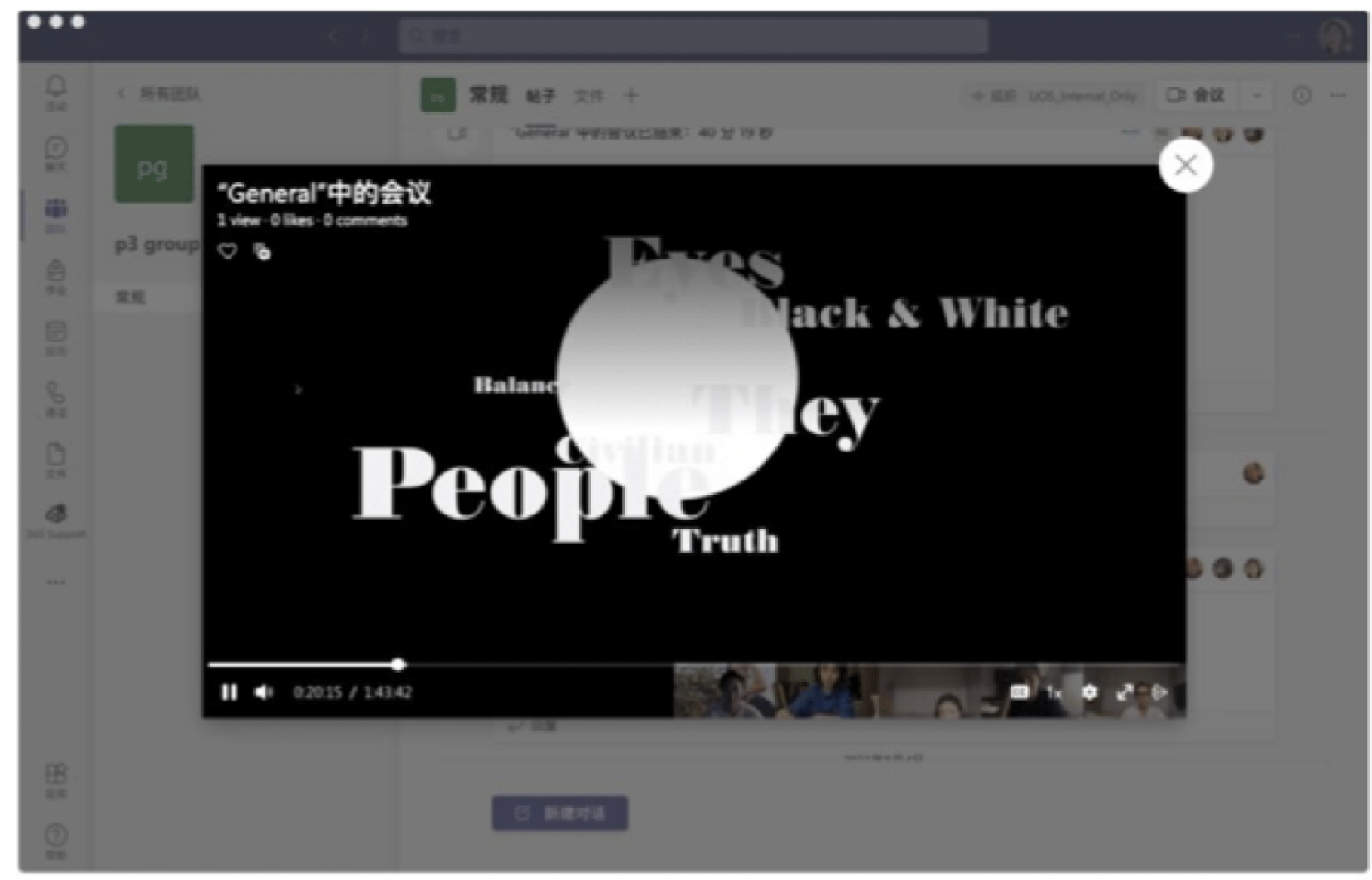
介绍顺序 商讨.

工作室统一风格
模拟 → 方便推广

- ① 介绍诗歌 (组员, 团队, 分工)
- ↓
- ② 放视频
- ↕ ↕
- ③ loop 介绍.
- ↓
- ④ ins 介绍.

预播放视频.

(检查问题汇报讲)



模拟 (演讲)

They → 代表配.
作者代表大众

每个人的动态海报 (ins)

关键词, 个 的 指.

每个人的视频播放.

讨论怎样结合. 五个人想法.

抽象 → 具象

介绍顺序 商讨.

After logging in to the ins account, we checked the finished products in our social accounts, the dynamic posters we posted on instagram, and the introduction of each of our works.