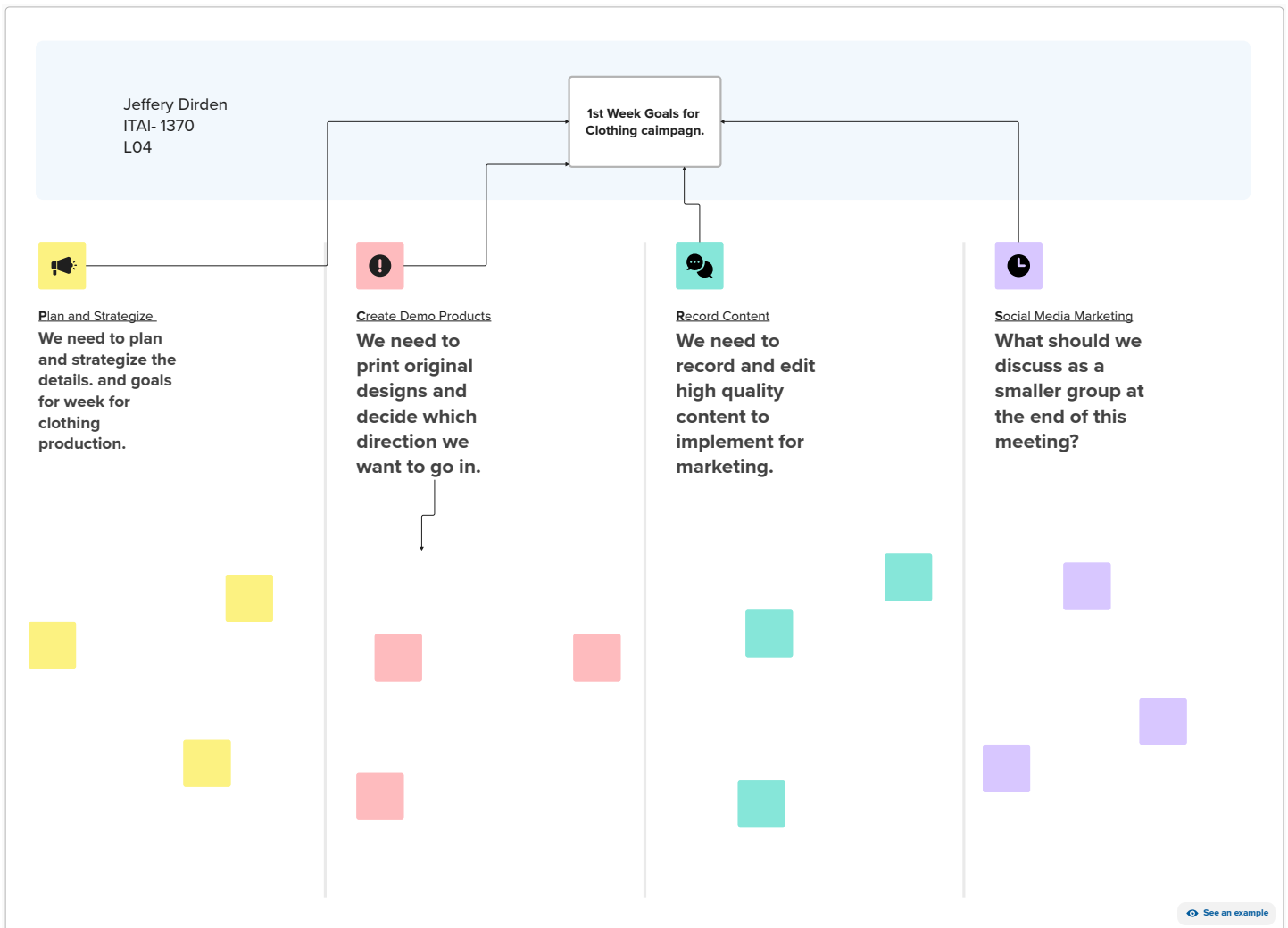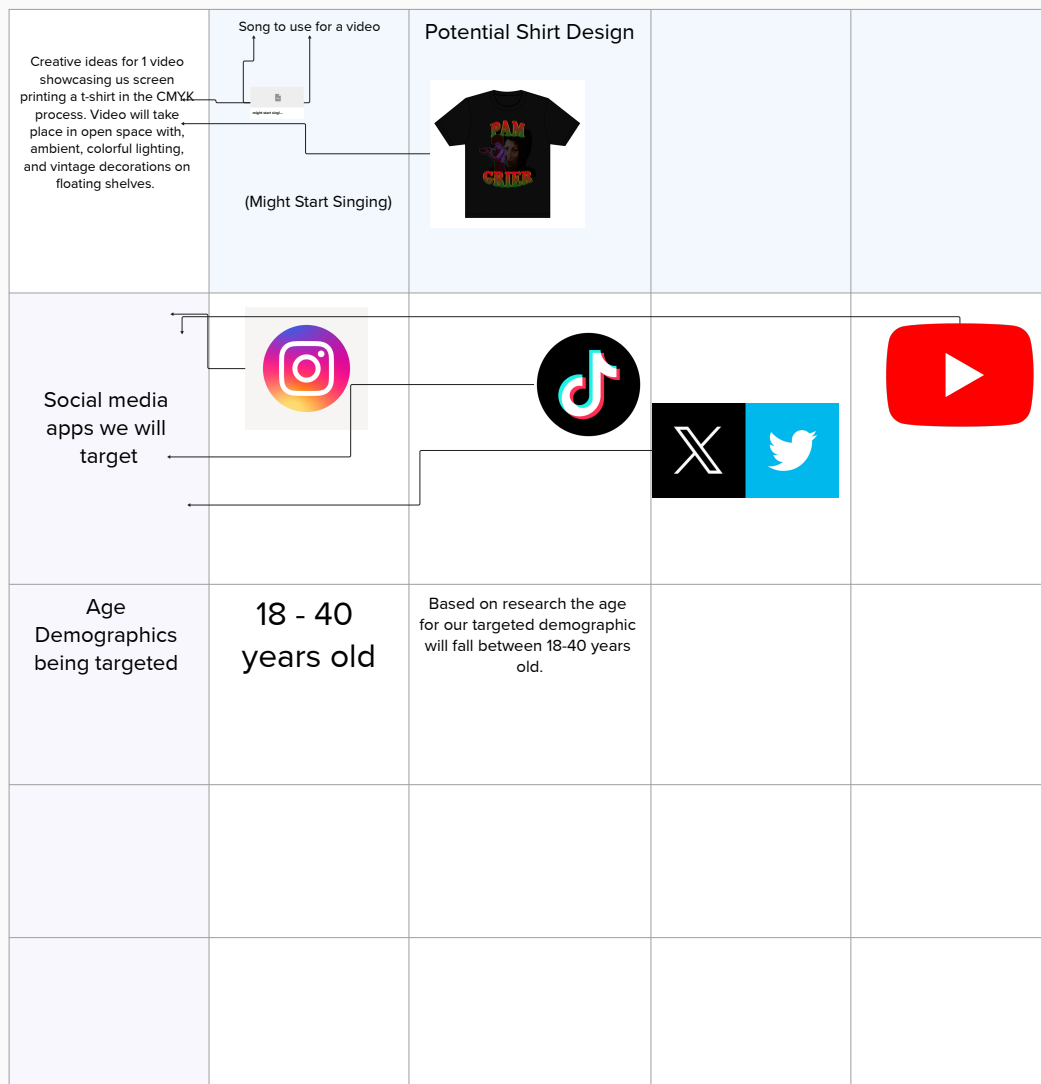Jeffery Dirden
ITAI 1370
September 27, 2024

# L04

Getting familiar with Mural was pretty fun I experimented testing out different templates, learning how to incorporate different file types that can be downloaded by the users involved in the workspace. For my example I wanted to illustrate an example of how a small in house clothing brand might decide to run and plan things out for a simple marketing/ product run for one individual item to gain some traction and just build a foundation on the direction we'd like to go in. For the first meeting I just wanted to give an outline on what the objectives were for the upcoming week, which consisted of planning, creating demo products, recording and editing content, and implementing and planning out a social media marketing strategy.

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L04

**1st Week Goals for Clothing caimpagn.**

**Plan and Strategize**
We need to plan and strategize the details. and goals for week for clothing production.

**Create Demo Products**
We need to print original designs and decide which direction we want to go in.

**Record Content**
We need to record and edit high quality content to implement for marketing.

**Social Media Marketing**
What should we discuss as a smaller group at the end of this meeting?

See an example

For my next example I experimented adding different file types in the meeting space. I added MP3, JPG, and PNG files that I realized could also be downloaded which is very convenient if files need to be shared within a group of people. I prepared a simple illustration for a video treatment plan we can use for a shirt design. I started giving an overview of the overall objective and aesthetic for the video in a very simple way. I added the song I'd like used, the potential shirt design, the social media platforms we should focus on, along with the predicted age demographic. Another cool tool was being able to point and drag the arrows from files and texts to point and connect to a specific text, image, or file. I'll definitely familiarize myself with this platform moving on in the future if I plan on holding a meeting where files, and visual representations are heavily intertwined with the project.



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**L04**

# Getting familiar with the flow and uses.

| | Song to use for a video | Potential Shirt Design | | |
|---|---|---|---|---|
| Creative ideas for 1 video showcasing us screen printing a t-shirt in the CMYK process. Video will take place in open space with, ambient, colorful lighting, and vintage decorations on floating shelves. | (Might Start Singing) | | | |
| Social media apps we will target | | | | |
| Age Demographics being targeted | 18 - 40 years old | Based on research the age for our targeted demographic will fall between 18-40 years old. | | |
| | | | | |
| | | | | |

# Link to my MURAL

https://app.mural.co/t/hccwork8204/home