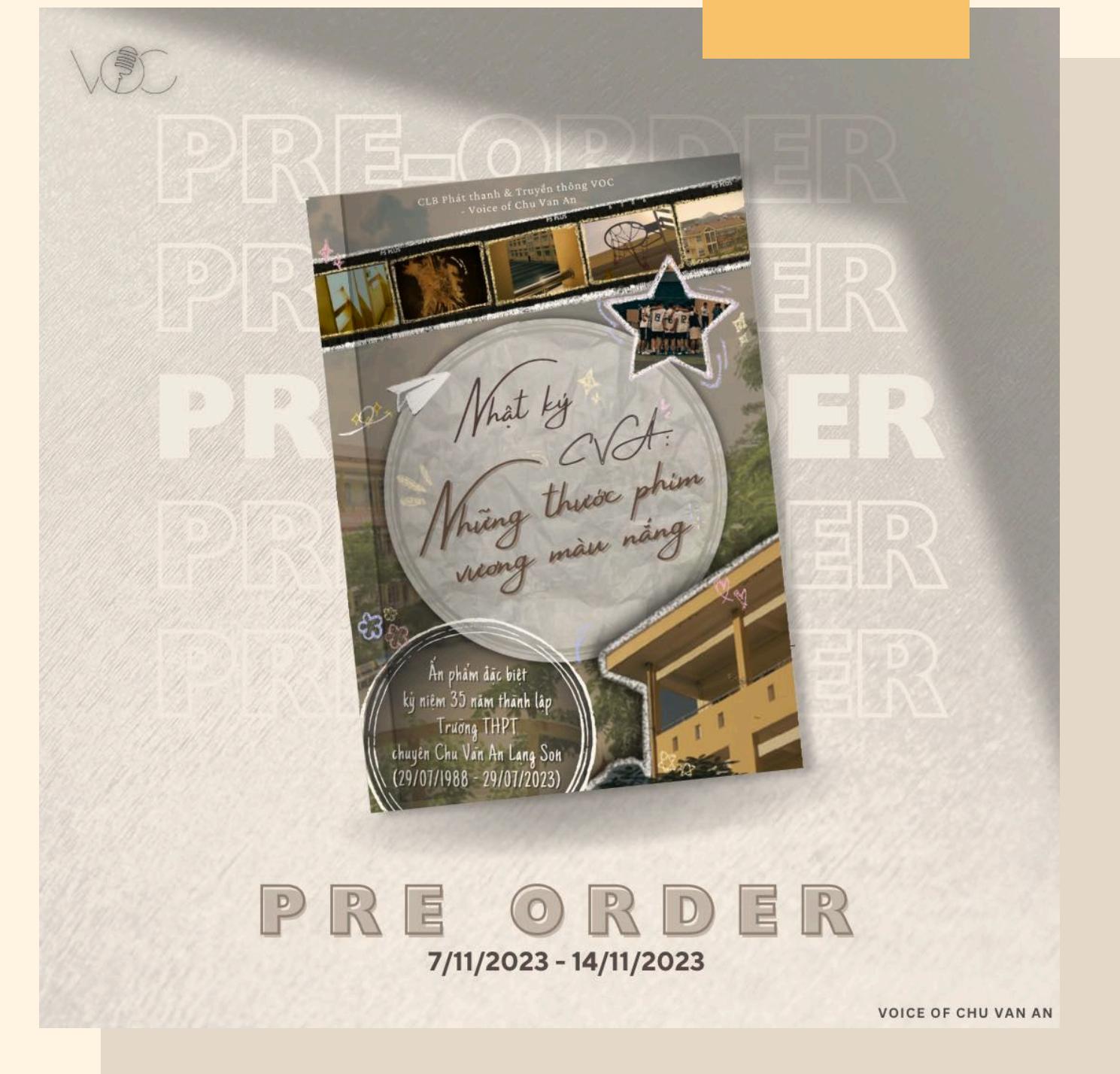


Sep - Nov 2023

Project Director
of the publication:

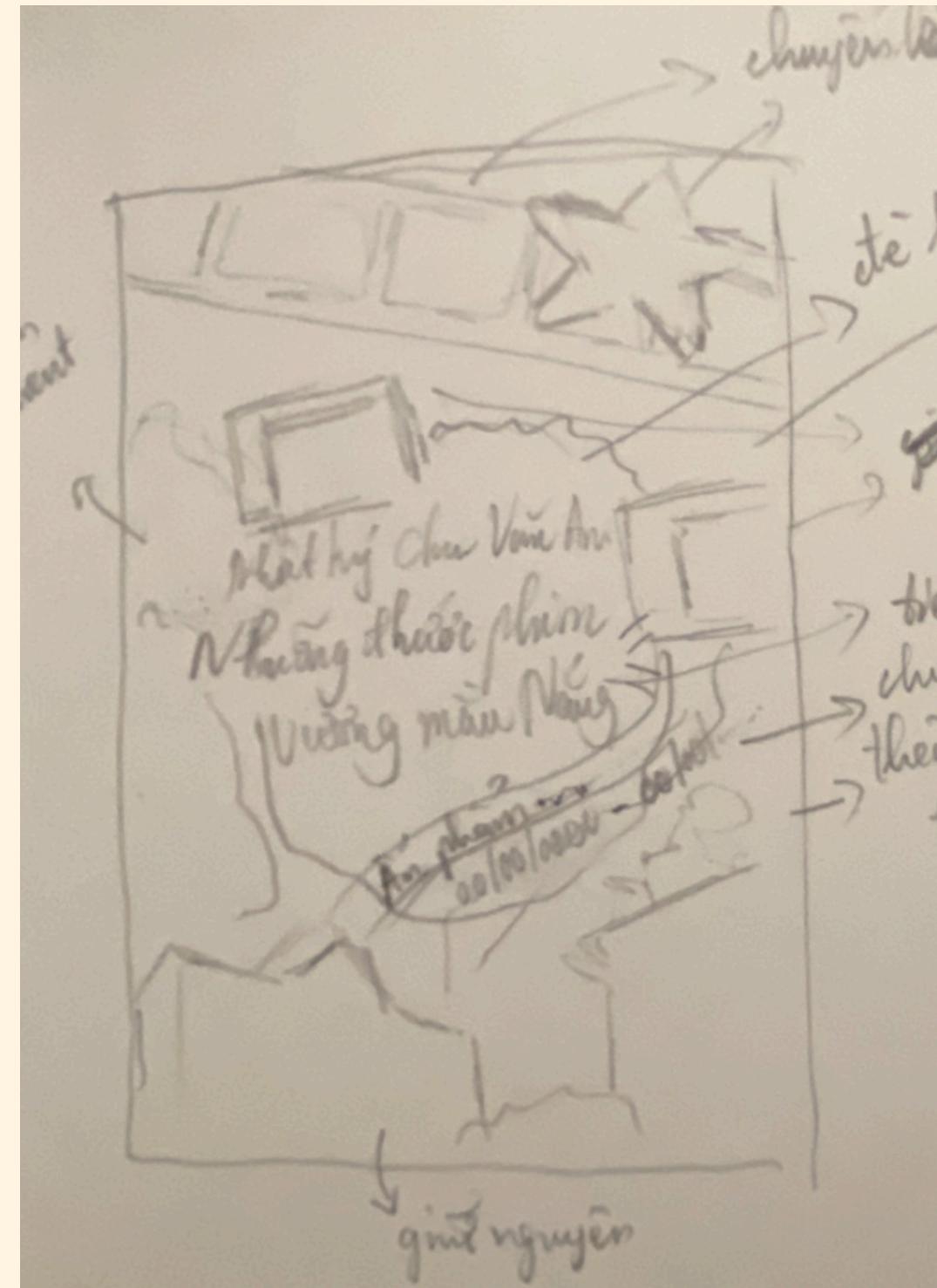
**"CVA DIARY:
FOOTAGES TINGED
WITH SUNLIGHT"**



about the project •

- Purpose: celebrating the 35th anniversary of Chu Van An Highschool for the Gifted's establishment
- Inspired by the magazine *Color of the Sun* (2022 - published by VOC), scrapbooks and bullet-journals
- Idea: a notebook to give information about the school's culture and let users write and attached photos about memories here

cover sketch



process.

Sep 2023

Preparatory stage

Strategized stages, contacted sponsors, assigned tasks to 6 groups

1st–18th Nov 2023

Marketing

Launched online & offline media campaigns, contacted school managers and publishers and alumni for promotion

Oct 2023

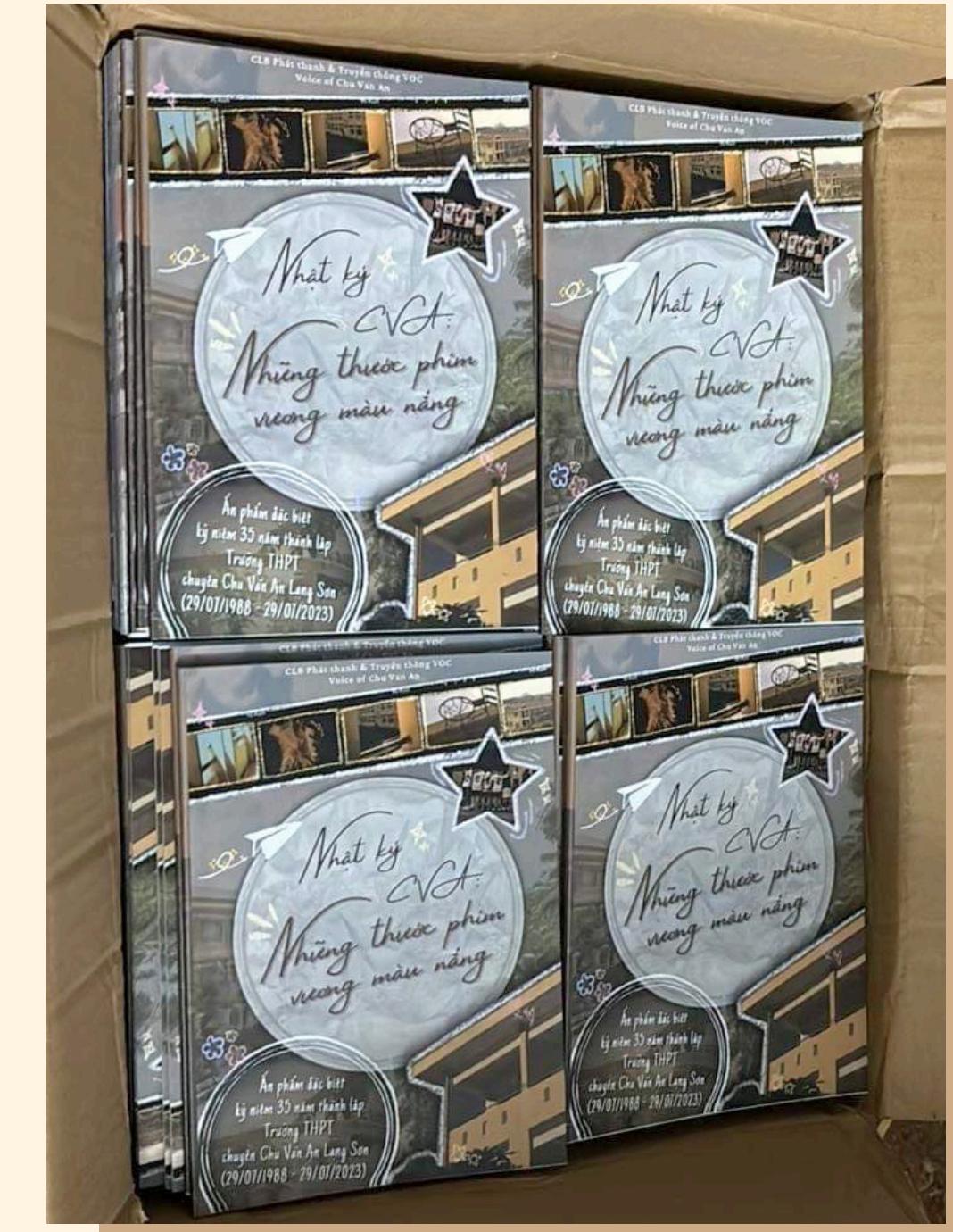
Implementing

Conceptualized and outlined contents, managed specialized teams, assured the final quality

19th, 20th Nov 2023

Selling

Sold products in school's start-up fair, school's anniversary and continued selling online



results.

- Received **4,5M VND sponsored** money
- Received **5M VND profit** money
- Product was chosen to be gifts for former teachers and alumni

