Taylor Salamone reflection:

This group project was a lot of fun and allowed us to expand upon the skills we had previously learned in other units. In creating this social media campaign, we used Unsplash, Pexels and Wikimedia Commons to source photos for the website (all of which you will conveniently find linked in the footer at the bottom of each page on the site) and Templated for the original website template. All three of us used GIMP to edit photos for the website, design a logo, cover photo and some graphics to use for tweets and Facebook posts. Because we ended up holding ourselves to a high standard of quality for all of these things, we ran out of time to incorporate a YouTube video into our project. However, all of the components of our social media campaign are cohesive and well-designed.

We ensured that across the board we were upholding the design elements discussed in class. We took careful consideration when choosing the colors for our logo so that it would reflect the colors of a chicken but be bright and attention-getting for emphasis. We utilized white negative space to create balance so as to not overwhelm the eyes of our followers. This color palette was carried over to the website for a cohesive look, and was accented with a bright blue to add more contrast as well. Each element was thoughtfully designed for a purpose. Our Facebook page and Twitter allow us to interact with/engage users directly and spread the word about our cause on social platforms with a potential for large outreach. Our website acts as the hub for everything, and not only provides more information but links back to our social media pages.

I took the initiative on creating the website, and though it was difficult I actually was proud of myself for the notable strides I have made since the web design unit when it comes to HTML and CSS. I did start with a template this time which helped, but regardless I was able to edit the code and make changes much more easily than I did when making my own website. Overall I am more confident with this skillset and it was nice to have teammates to ask for help if I did stumble at all. Eli was a big help in helping me troubleshoot problems such as picture formatting and sizing and showing me how to leverage the inspector tool to be more efficient. I’d say the hardest part about the website was trying to embed the social media. Twitter was easy but embedding the Facebook post proved a little confusing, and then I was uncertain as to how to center the post on the page (thankfully I figured both of those things out!!)

All in all I definitely think our project meets the baseline and aspirational criteria for this unit. We paid attention to design elements when creating our social media, we used GitHub for a single repository to house everything, and all of our work is brought together in a cohesive design. We also learned new skills (I certainly did with the website) and we went so far as to schedule tweets and Facebook posts. We have slowly began to build a following outside of the class, and will continue to do so by promoting the accounts to our friends and engaging with users and popular pages on both platforms (i.e. liking tweets, replying to tweets, commenting on Facebook pages, following accounts, etc.)