



BLUSEED

STUDIOS

Social Media Team / Website Team
Kyungmin Gu , JinSeo Bae / Stephen K

Agenda

1. Background Overview
2. Process
3. Social Media Team
 - 3.1. Objectives
 - 3.2. Deliverables
4. Website Team
 - 4.1. Objectives
 - 4.2. Deliverables
5. Communication
6. Lessons Learned



Background Overview

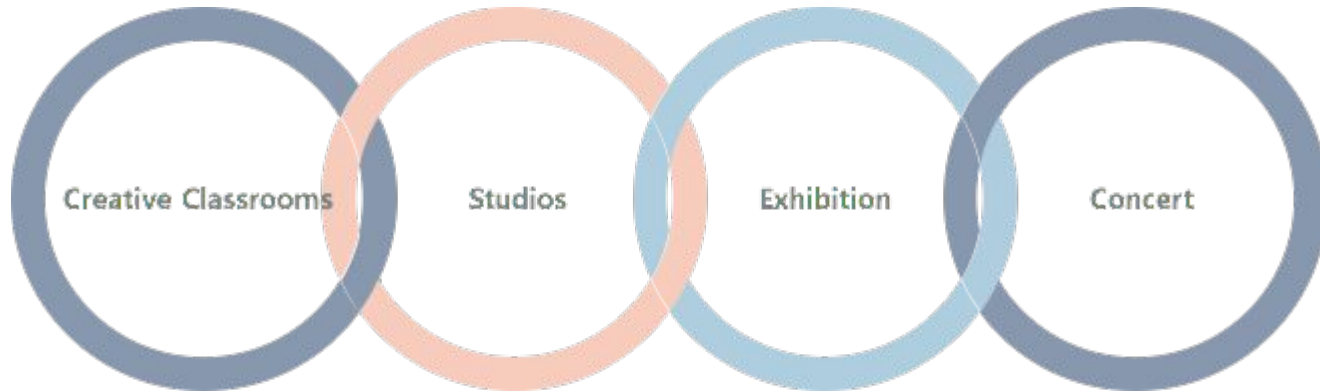
BluSeed Studios provide space for diverse educator and artists to unite community through art.

Founder: Carol Vossler

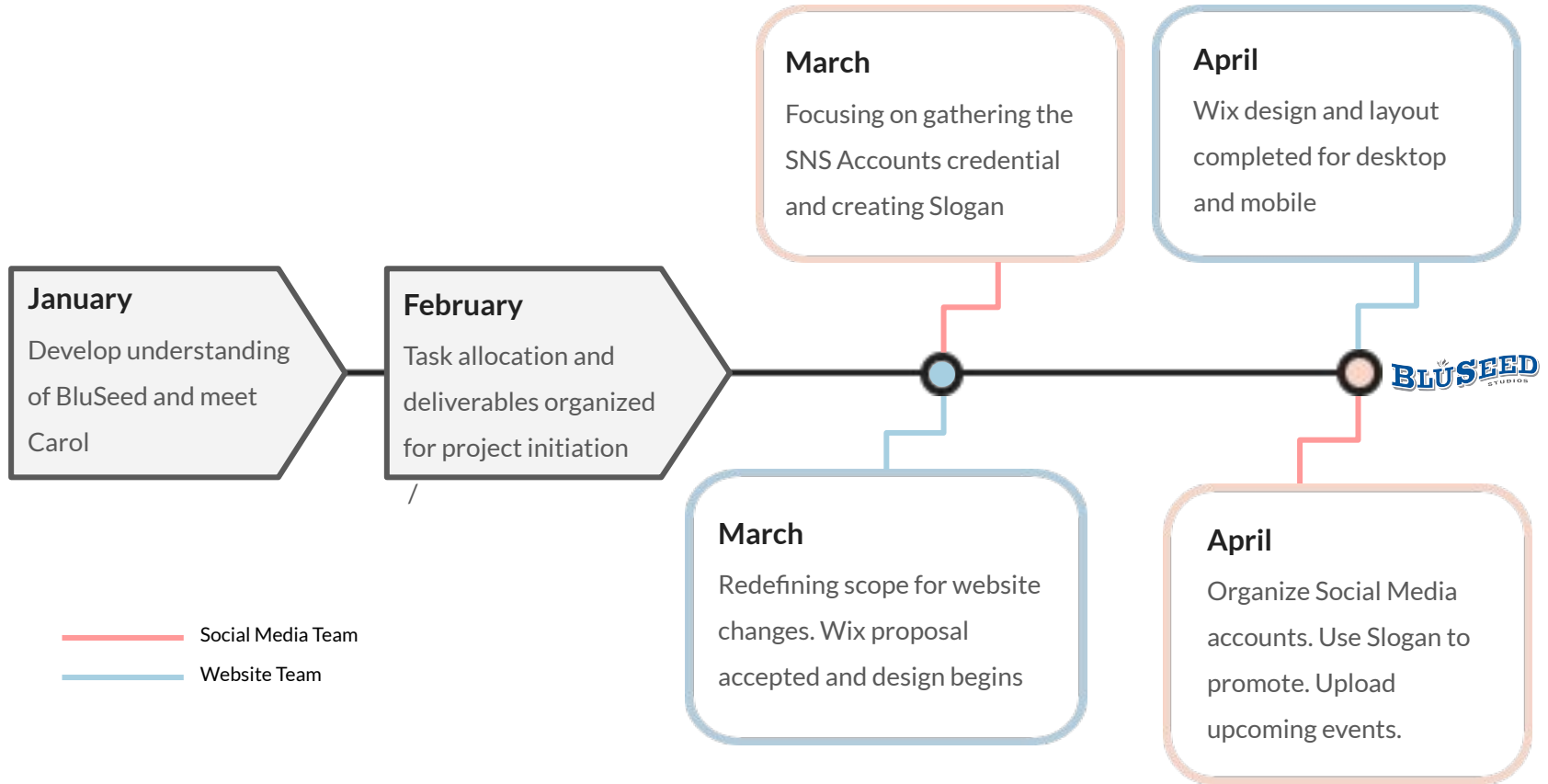
Established: Built in 1930 (originally hardware house)

Transformed: March 2001 (Non-Profit Organization)

Funding: New York State Council for the Arts, Few Private Foundations and Corp., Fundraising



Process Overview



Objectives : Social Media

Initial

1. Promote BluSeed Studios through Social Media
2. Upload Upcoming Events
3. Create Slogan
4. Create and collaborate with social workers and PTSD with Saint Joseph's and promote their creative classes



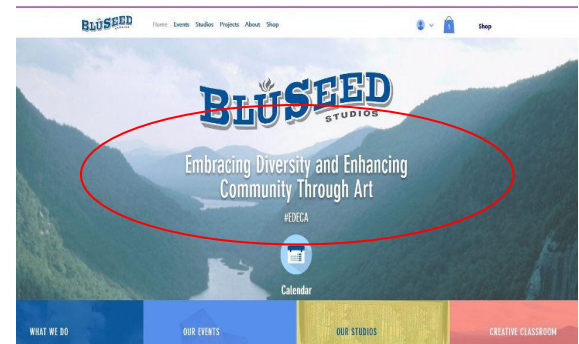
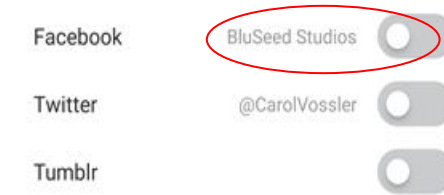
Changes

1. Re-organize Social Media Accounts (***Priority**)
2. Upload Upcoming Events
3. Collect Data of Artists
4. Make Slogan that could promote BluSeed Studios

BluSeed Studios Slogan



Deliverables: Social Media Team



Deliverables: Social Mean Team

BluSeed Studios

To better serve the community, please fill out the survey.
Thank you for taking time to respond. This will be used for marketing and grant funding purposes.

1. What is your/group's Name?

Your answer

2. Please tell us about your/group's background in art.

Your answer

3. How did you hear about BluSeed Studios?

Your answer

4. What did you do at BluSeed Studios?

Your answer

5. In scale of 1 to 5, How was your/group's experience at BluSeed Studios?

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

5-1. Please write about your experience

Your answer

6. Would you recommend BluSeed Studios to others?

☐ Yes


☐ No

6-1. If so, Why?

Your answer


SUBMIT

Never submit passwords through Google Forms.

 bluseedstudios 34초

Don't forget he is coming
TOMORROW!

D-day 1



Nicholas Edward Williams
Ramblin' Around

APRIL 18 SARANAC LAKE, NY
APRIL 19 WESTPORT, NY
APRIL 20 ALBANY, NY
APRIL 21 BALTIMORE, MD
APRIL 24 NASHVILLE, TN
APRIL 27 OAK RIDGE, TN
MAY 4 ISLE OF PALMS, SC
MAY 8 ST AUGUSTINE, FL
MAY 23 CHATTANOOGA, TN
MAY 24 CROSSVILLE, TN
MAY 30 SAVANNAH, GA
MAY 31 JACKSONVILLE, FL

BLUSEED STUDIOS
LEGGIE HILL
TWISTED VINE
FOUR HOUR DAY LUTHERIE
TRUE MUSIC ROOM
CRAFTERS BREW
MORGAN CREEK
PROHIBITION KITCHEN
CAMPHOUSE
GRINDER HOUSE
SENTIENT BEAN
CULTIVATE JAX

WWW.DATTE.ME WWW.NICHOLASEDWARDWILLIAMS.COM

@nicholasedwardwilliams

Everyone is welcome! 😊

BLUSEED
STUDIOS

Objectives : Website

Initial

1. SEO
2. Transfer content from Wordpress to Wix
3. Create new Comprehensive Web Layout
4. Guide Wix mission
5. Publish Website



Changes

1. SEO out of scope
2. Publication not possible with given timeframe and given technical problems
3. Website had to adhere to BluSeed artistic standards

Deliverables: Website Team DEMO

<https://art9298.wixsite.com/bluseedbeta>

Communication

With BluSeed Studios

- Communicate **once a week** through video chat with Carol
- Regularly send **emails and texts** with Carol for project details

With our team

- Our social media team met at least **twice a week**
- Website team worked sporadically and varied time meetings
- If necessary, we talk through **text or video chat** for information that needs to be updated

Lessons Learned

- 1) Communication skill with clients
- 2) Presentation skill
- 3) Working together as a group skill
- 4) Advertisement skill
- 5) Organizing accounts skill



Team member 1



Kyungmin Gu

Social Media Team

Team member 2



Jinseo Bae

Social Media Team

Thank You
Questions?

Team member 3



Stephen K

Website Developing Team

Team member 4



William Wang

Website Developing Team