Meeting Notes

First Meeting 0727

Goal: Part Allocation & Brainstorming
Time: 27/07/2021 8:00 pm.
Duration: 63 minutes
Recorded and collated by Allen & Susan

Part 1 Personal Skills (20min)
Allen: Dynamic Visual Design
(Photoshop, Illustrator, Premiere Pro, After Effect, C4D)
Bolang: Graphic Design
(Illustrator, Photoshop)
Susan(me): Graphic Design, Illustration
(Illustrator, Photoshop, After Effect, C4D)
Song: Graphic Design, Video, Drawing
(Photoshop, Illustrator, After Effect, Premiere Pro)
Xiaoyu: Environmental Art Design
(C4D, Illustrator)

Part2 Brainstorming (40min)
After looking through each other's work, we have disscussed about the styles or sense of this project. We thought maybe this song or our style could be **retro, 80s style**. We also found some references related to it.

Summary & Plan
During this meeting we became familiar with each other's skills and project, but as everyone have almost the same skills we could not decide on which part would be allocate at this time.

We discussed the purpose of the project and made some personal suggestions for the styles and volumns of the project. However, as we were probably not all familiar with each other yet, we were not too bold to give our opinions. So in the next meeting, we deside that everyone has to think about what the ideas in their mind. Find massive references to discuss.

Meeting Notes

Second Meeting 0730

Goal: Reference Sharing & Part Allocation
Time: 30/07/2021 8:30 pm.
Duration: 60 minutes
Recorded and collated by Allen & Susan

Part 1 Reference Sharing (30min)
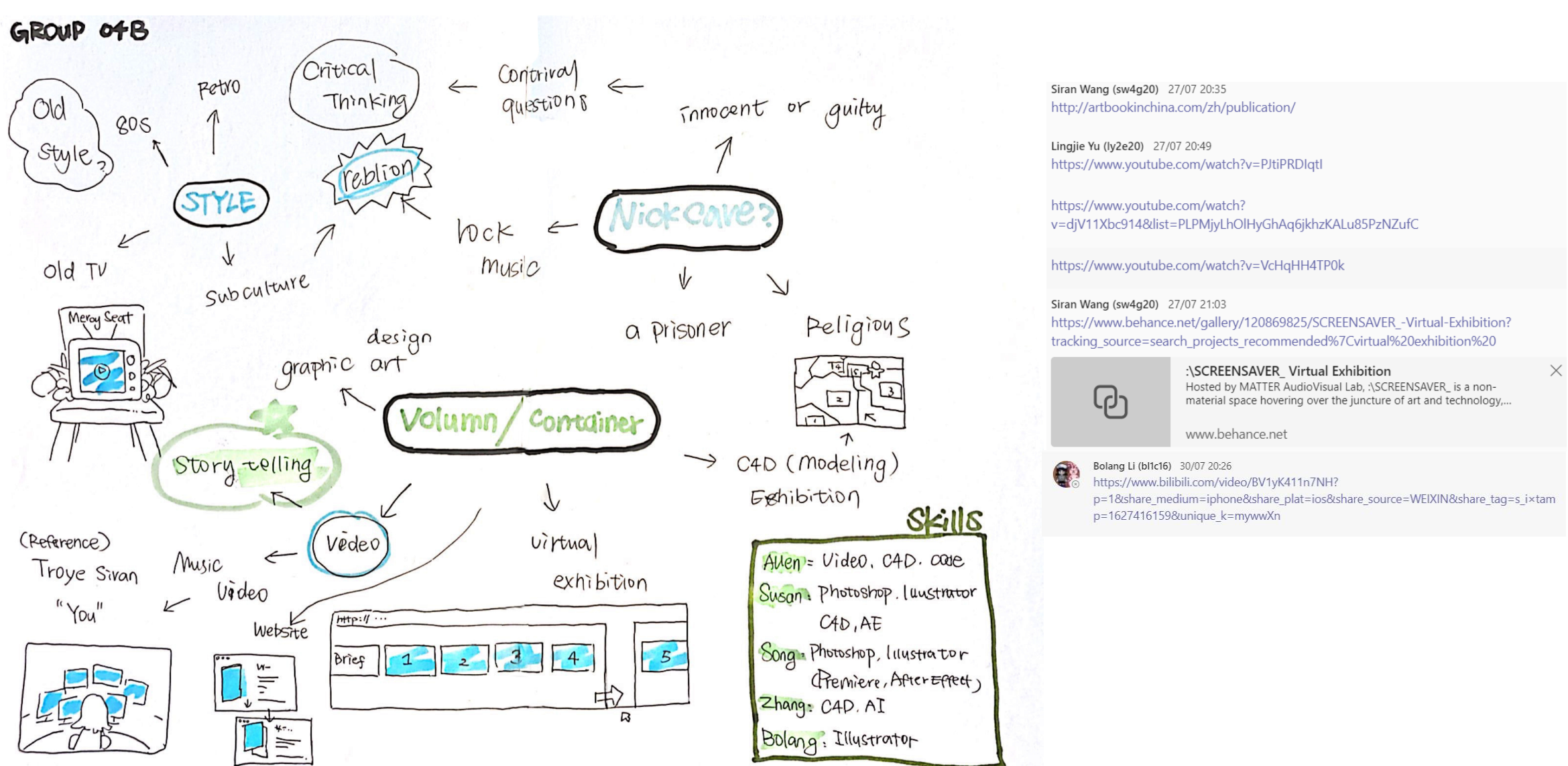Basicaly, in this meeting we were just sharing the references we found.

It contains diffirent directions of:
video, installation design, graphic design, online exhibition, website design.

FInally, video was chosen as the container remix for our work after we evaluated the doable outcomes based on our respective skills.

In addition, we had a discussion about the **theme** of our project.

In this song, we found the similarity with us or the young group of ourgeneration, that is, they all have a **rebellious spirit**.

Part 2 Part Allocation (1) (30min)
Having decided on the format of the project, our group was divided as follows:
Allen: Story board
Bolang: Find references of images/templates in video
Susan: Find references of images/templates in video
Song: Brand Design——Find some VI references
Xiaoyu: Story Board

Summary & Plan
In fact, this distribution is controversial. Susan may think that this part of the video is a bit crowded, as there are four people working on the video. And no one wants to do the creative director and marketing work. This could lead to an uneven distribution and the lack of in-depth research could lead to the project coming out less than impressive.

But others felt it would be good for everyone to be involved in the video production. So we decided to continue with this until the next meeting to discuss the rest of the work.

Meeting Notes

Third Meeting 0802

Goal: Process Check & Part Allocation
Time: 02/08/2021 8:00 pm.
Duration: 82 minutes
Recorded and collated by Susan

Part 1 Process Check (20min)
We all finished our task few days ago. We skimmed through the excellent **story-boards** that Zhang and Allen did last week.
Here is the **story**:
A man suddenly wakes up in a room that is empty, except for a computer
→Forgets who he is
→Turning on the computer
→Computer screen malfunctions
→Opens email, criminal's CV is himself
→Project Cover
→Transition of glitch, the works of five people show up
→Introduction of the work of five people (dynamic poster)

After seeing the large number of references found by Song, we also decided that the **logo** would be in the shape of **an eye and teeth** because of the lyrics "**An eye for an eye , a tooth for a tooth.**"

Part 2 Defination Theme/Concept (40min)
1. Team name discussion
Five Guys → 04B → 404 → **404 Not Found**
The development of the Internet is so rapid that people are drowning under a variety of opinions and information, and we hope to temporarily disconnect the Internet.This is why we named it 404 Not Found.

2. Refine the Theme
Rebelious Spirit
In this meeting we refined the core concept and our thematic concept was identified as rebellion against authority, maintaining critical thinking and being clear-headed youth.

3.Audience
Subcultures / Y2K(the Year 2000) / Generation Z
Need more researches.

Part 2 Part Allocation (2) (20min)
Our group was re-divided as follows:
Allen: Video Making
Bolang: Dynamic Posters/Icon, Assisting Allen with the video
Susan: Creative Director → checks others work and connect with each other.
Song: Brand Design——Logo & Posters making
Xiaoyu: Marketing and Backgroud Research

Summary & Plan
In this meeting, the core elements, part allocation and themes of the whole project were defined.The group members will complete it individually and show their progress at the next meeting at Augest 4.

Meeting Notes

Fourth Meeting 0804

Goal: Progress reports
Time: 04/08/2021 8:00 pm.
Duration: 20 minutes
Recorded and collated by Susan

In this meeting, we showed each other the progress we have made so far, in case one part was off-topic or didn't fit in with the overall style.
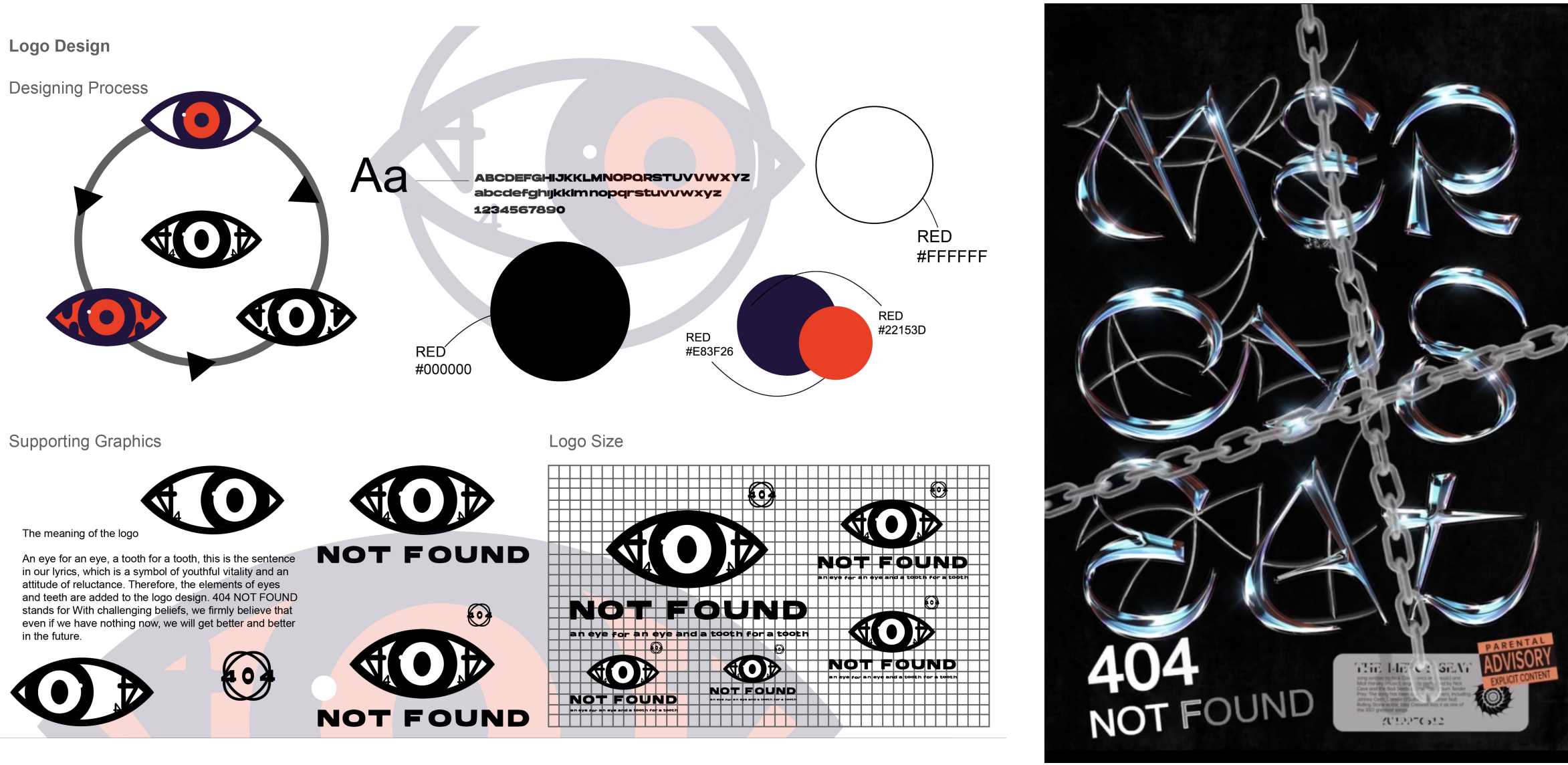
Feedback (20 min)
Allen/Bolang
Produced some teaser clips that work well, but need to catch up on finishing the video.

Song
Modify Logo colours and shapes and correct text mistakes. Need create the posters next.

Susan
Consolidated progress and finished the slides for tomorrow's presentation in good time.

Zhang
Modified some confusing concepts, created social media accounts and uploaded existing progress.