

## **Animal Farm Campaign Project Reflection**

### **Poster**

While making the poster for our Animal Farm Campaign project, I demonstrated my communication skills with both my group and my audience. One of my roles in the group was to make the poster. With my group, I also set up a text messaging server where we would post recent progress for the rest of my peers. Here I would message people about the poster and get advice from my peers. Once advice was given, it was time to put that into place. I also had to research about our animal Benjamin for the poster. If my group stumbled upon anything, they would be sure to let be know, vice versa. Although I communicated a lot with my internal group, I also communicated with my audience through special artwork on our poster. I designed the poster so it would be colourful and catch people eyes. If something is visually appealing, there is a higher chance that your information will be communicated thoroughly. We also decided to use a bolded font for titles and sub-headings to bring out our main points. In conclusion, I managed to demonstrate my communication skills at a superb level while designing, critiquing and constructing the Animal Farm poster.

### **Video**

The video was a huge portion of our Animal Farm Campaign project. In this section, we had to make a campaign video for an animal of our choosing. During the construction process and the final product, we managed to use communication skills. While constructing the video, we shared an idea of what the video might look like. Here, we decided on a format for the video. When the video format and storyboard were decided, we all focused on working on our individual parts. If any of us need help, we could always post something on our messaging server to get feedback from fellow group members. It wasn't just the building process that made our video demonstrate communication skills, it was also the final product. In our video, we used an animation style for our filming. This was appealing to the eye. If something is catchy, people will often remember it better. At the beginning, I took control of the leadership position. We gave each other rules and I would check in on people to make sure that they had done their part. I would also set due dates to make sure that the project gets done on time with an "A" quality level of work. The campaign video for Animal Farm was an amazing example of how I can use my communication skills in everyday life.

### **Needs Improvement**

Although I communicated quite well in my group, I could have changed many things. One skill that I need to focus on is having an open mind to new suggestions. Often in group work, I tend to have one vision on the final product and do nearly all I can to get it there. In this determination process, I usually keep my idea window closed and focus on one thing. This leads to others ideas not being heard as well as they could have. Something else that I can work on with communication is not doing "too much work". Since I only have that one view of a final product, sometimes, I do nearly all of the work to get my view the way I want it. Unfortunately for the others, they don't have a chance to do much of the work. I also need to work a lot on getting all of my ideas presented to my group members in an understanding way. Sometimes when I get ideas, I can't find a way to communicate them to others in an understandable way. My descriptions can be very hard to understand. In conclusion, many of my communication skills revolving around group work could be improved. These skills would include listening to others ideas, spreading work evenly among people and sharing my ideas in an understandable way.