

VISUALISTS SUMMARY by Alaina Mack

BERLIN

As a whole, the Berlin Team of Visualists believe their work has been a success. They worked well together as team, while still accomplishing individual tasks. One area of improvement would have been more engaging time “offline“ as a team; also, enlarging the bridge of online videos and pictures with more offline activity. When it came to working with the Missoula team, there was not much communication. It was clear from the start that the teams would have different visions in executing their films. This explains the lack of communication; even so, we were able to benefit from each other and utilize the different videos from the other group by re-posting videos that still underlined the point of the campaign. It was a great joy for the visualists to have creative ideas and be able to make short films out of them. The creation process was effective as we came up with ideas as a team and executed them individually with our own twist and flare. Our individually-made videos were unified through the slide at the end: “Why not Drink Tap Water?”. The interviews and live footage from the taste test was also a successful addition to our videos, and proved to be one of the most rewarding tasks. A few challenges video-making was time management and developing sufficient editing skills. Our widely used photos and videos gave us a chance a chance to develop our creativity and give the campagne the creative edge it needed!

MISSOULA

The Missoula group of Visualists worked successfully as a team and individual endeavors meshed well with the team effort. Each team member was able to benefit from the others as they brought forth different specialized areas of skill. They could have improved when it came to initiating a common thread between their videos and also achieving more activity online in response to their work. Communication between their team and the Berlin group was limited, as the separate teams took different approaches. Still, they were able to advertise and re-post the work of the Berlin group. A successful part of the video-making process was the spontaneity that characterized the excitement and reality of the footage. The best part was actively taking part of the flash mob and having a visual and creative influence for this event. Although communication between group members at the start was a challenge, as well as patiently working through the video-making process, the effort was extremely successful and lots of fun!