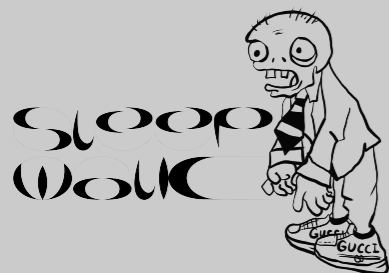




REMIX PUBLISHING
Group 02B

SLOOP
DOLC





Creative Director : Qiuyan Jiang _ Natalie

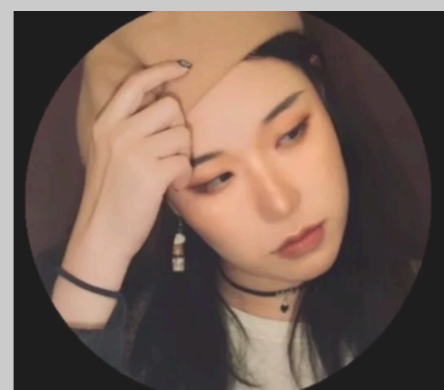
Web UI Designer : Shuyu Ma _ Pony

Marketing : Xiaoyu Xu _ Xu

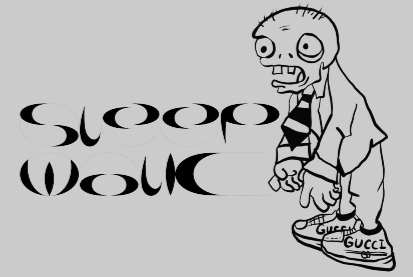
OUR TEAM

Brand Strategist : Yue Wu _ Vera

Brand Designer : Duanqian Shen _ Jessica



OUR PLAN OF PRESENTATION



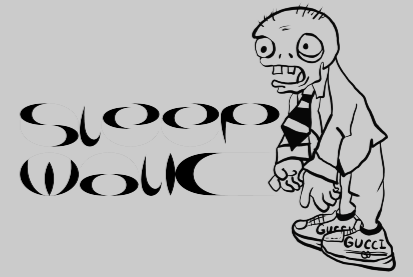
Plan A:

Our first plan is to **make a physical exhibition** that could be **touched**. Since most members of our group have made **physical books** (binding book, pillow book), we plan to rearrange and combine copies of physical books to form an new **installation** that can be truly touched. It will be an immersive experience for the viewer. In addition, we will **play video works in the background screen**, along with embellished music, to help the viewer go into the book.

Plan B:

Our second plan is to do an **online exhibition**. It's going to be a **playful website**, and it's going to be a collection of all of our individual work, our remix work, our design objects (poems) and our team. The site will be adapted to **most electronic devices**, and we'll experimenting with touch-free interaction. It's a big challenge, and it requires a lot of work and interaction designers, but it also means some breakthroughs.

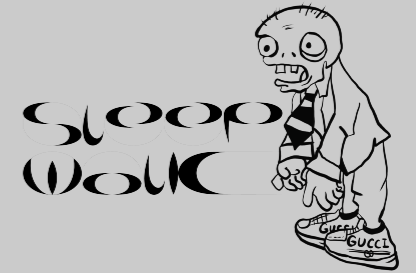
OUR PLAN OF PRESENTATION



Final Plan:

Our final plan is to do an **online exhibition**. It's going to be a **playful website**, and it's going to be a collection of all of our individual work, our remix work, our design objects (poems) and our team. The site will be adapted to **most electronic devices**, and we'll experimenting with touch-free interaction. It's a big challenge, and it requires a lot of work and interaction designers, but it also means some breakthroughs

WHAT WILL THE WEBSITE CONTAIN?



The poem

- The punk poem written by John Cooper Clark

6 dynamic poster design

Based on the 6 stage of getting out of your Nightmare
**fear, pain, confusion, struggle, hope and
exploration.**

a work collection: a short video contains all our work

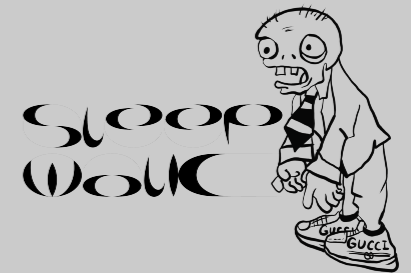
a short video of demonstrating our final work of Project 2.

Our individual work

Our team

Our team member, title, our duty and work hours.

MEETING NOTES



Meeting Notes
— First discussion

Online Meeting = teams & Wechat

① Present out own work on project 2.

② Share our understanding of the poem.

Natalie ⇒ "I want to be yours"
↓
understanding of the poem.

★ Question: What is "Remix"?

Form? { Others work
"How to remix?" } Existing work
↳ We have physics book
& e-book (video)

Needs to be done after Meeting

Research { "concept" of remix
Form
Browse some excellent works.

Time: 27.07.2021

Number : 5

Length : 1.5h

Meeting Notes
— Second discussion

Online meetin - teams & Wechat

① Brand ⇒ "visionaire"
Form: public art installations. Web.
Films. immersive.

② Decision
Films? or Poster
↓
show our remix work
Publicize? remix our work?

④ Title
of our member
BD ⇒ Shen.
CD ⇒ Jiang & Wh.
WD ⇒ Ma.
Mar ⇒ Xu.

③ Final outcome form
a series of dynamic poster.

Time: 31.07.2021

Number : 4

Length : 1h

Meeting Notes.
— third discussion

Marketing ① Where to promote our products?

User group = 18-40 years old
love poetry/punk music.

Platform they use: INS TIKTOK Facebook
YouTube comparison.

Review branding "Which?"
Fashion persona/users/Revenue

Research mainly in INS TIKTOK X

dynamic poster
post videos/photos/
brand stories
Long video
Tag videos

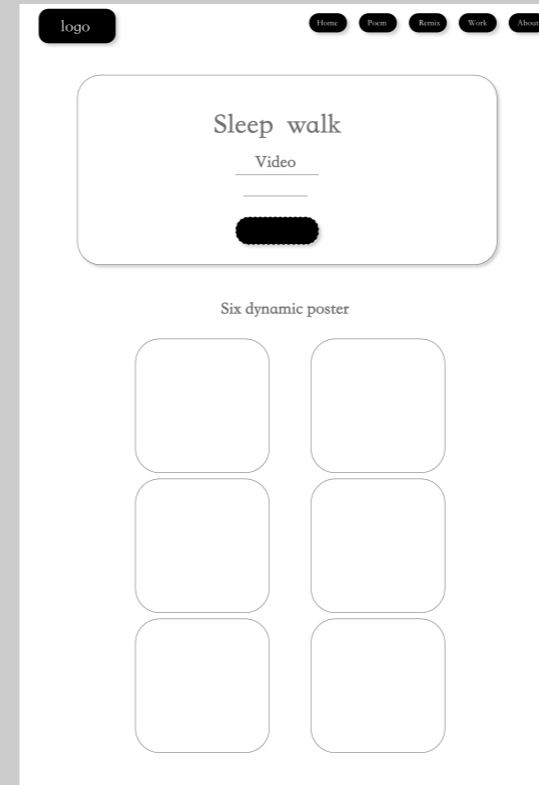
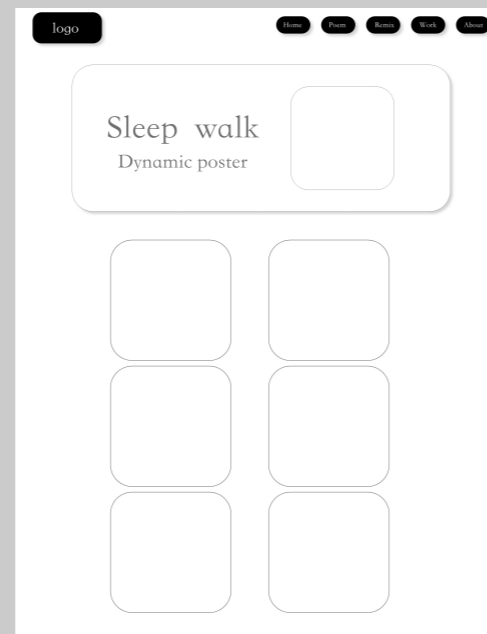
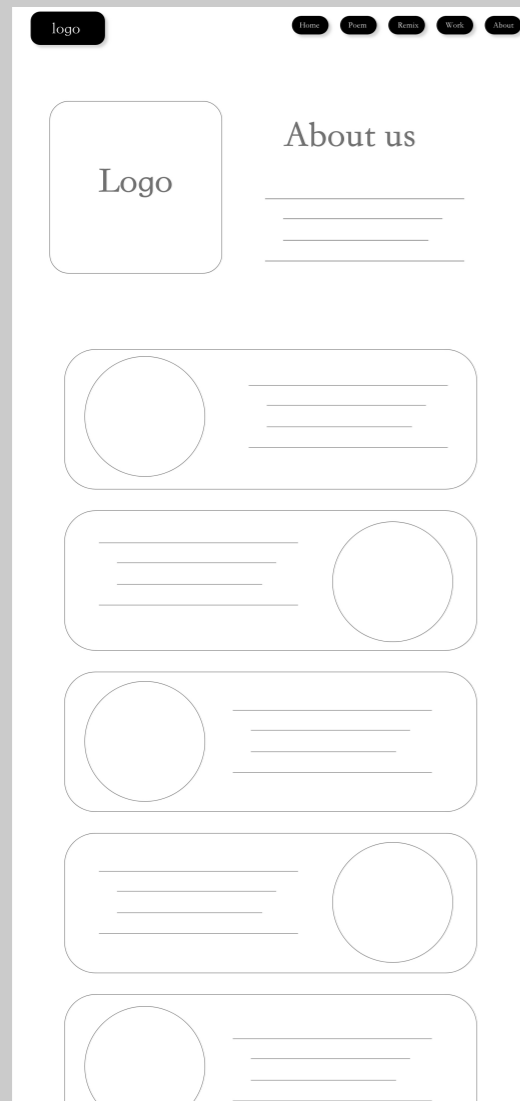
Question: Web ⇒ Typost & ins put what?
Where to put?
promote platform.

Time: 02.08.2021

Number : 5

Length : 35min

OUR WEBSITE DESIGN

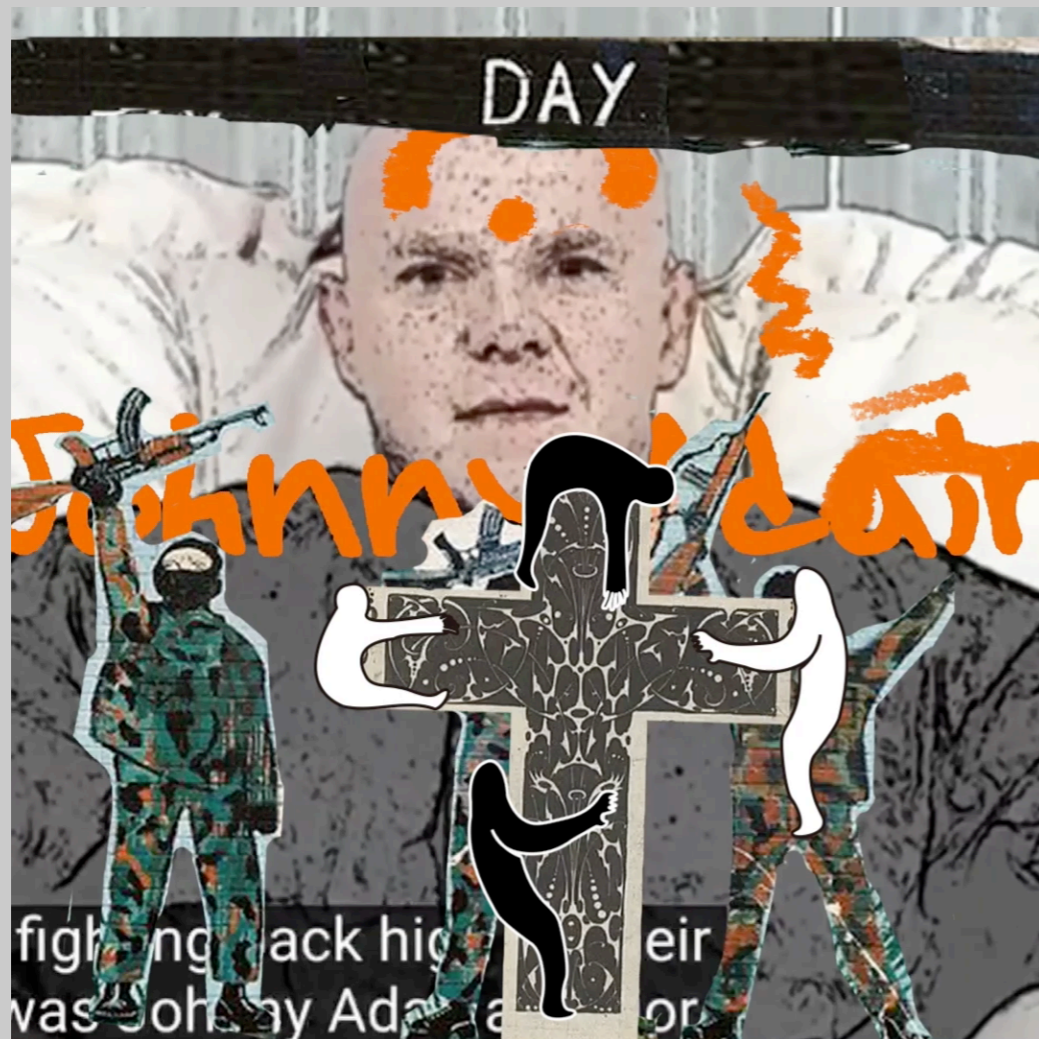
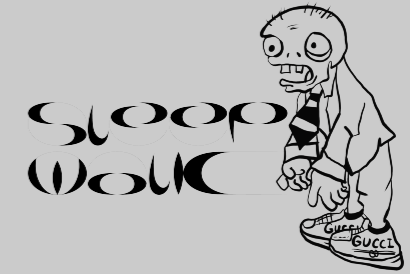


Link:

<https://symici6.wixsite.com/sleepwalk>

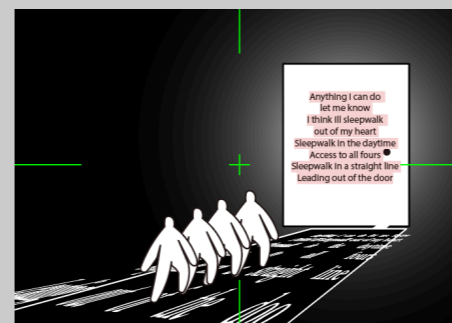
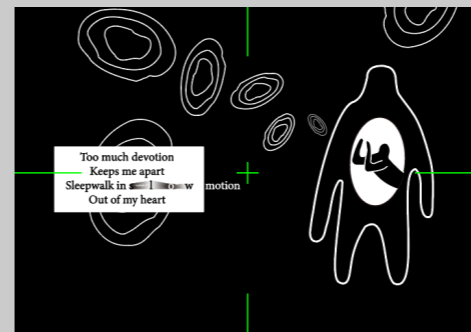
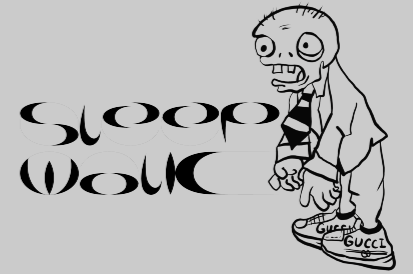
The QR code of our website

OUR REMIX POSTER



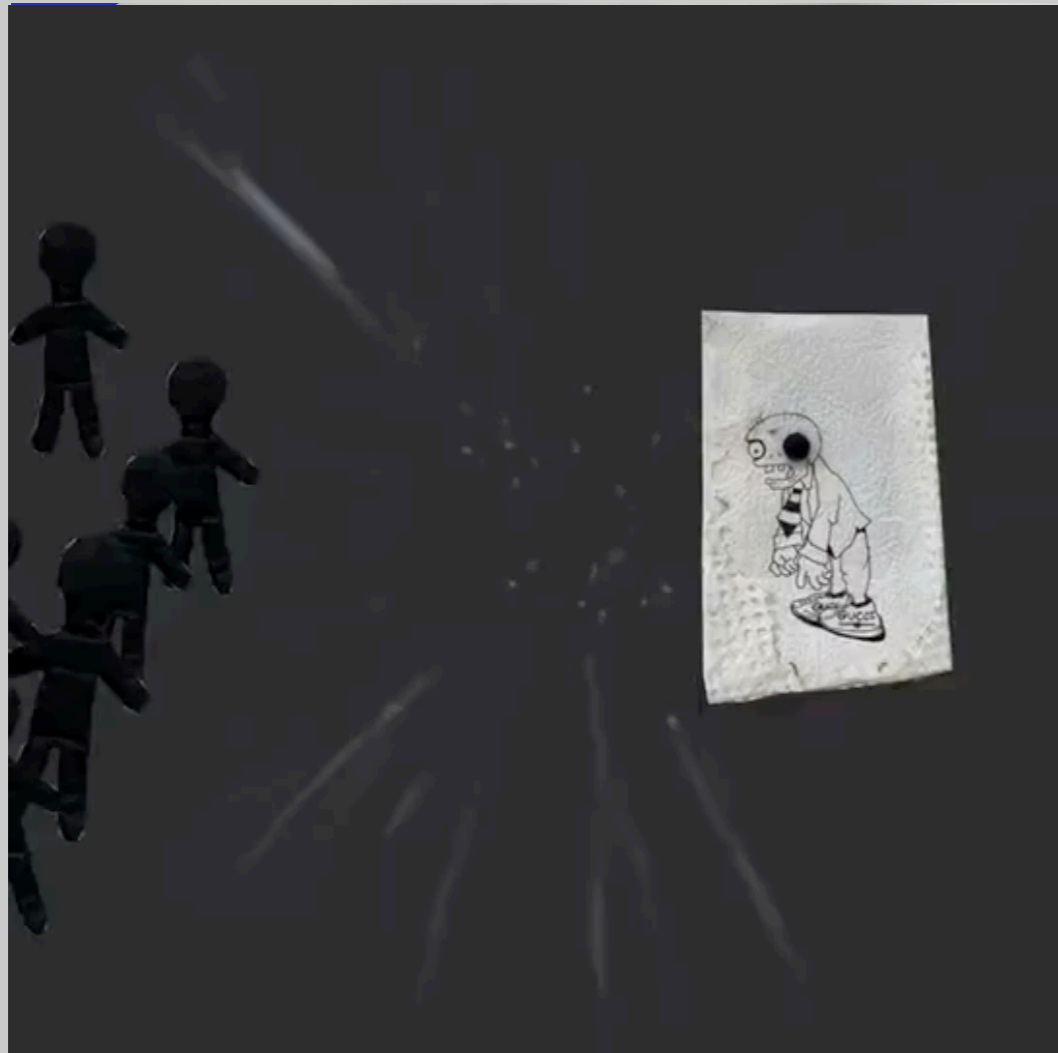
The first poster is **Fear**. The little girl's weakness and fear in her eyes are contrasted with the arrogance and ambition in the men's eyes. The soldiers holding up guns are passionate and eager for conflict, which shows that the vulnerable groups are forced to experience the fear brought by war.

OUR REMIX POSTER

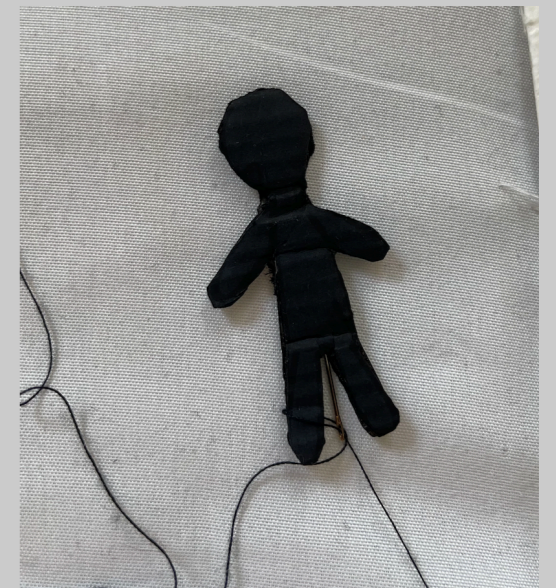
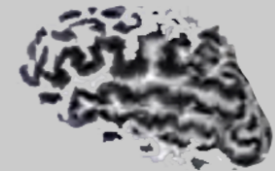
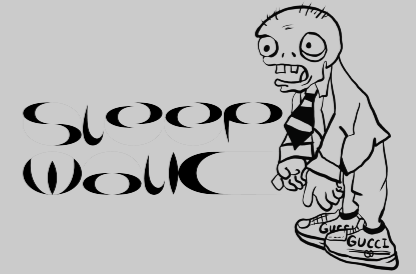


The second poster is titled **Confusion**. Real life has brought people a dark nightmare, and redemption seems to be a distant thing which forces them to walk in confusion like a walking dead.

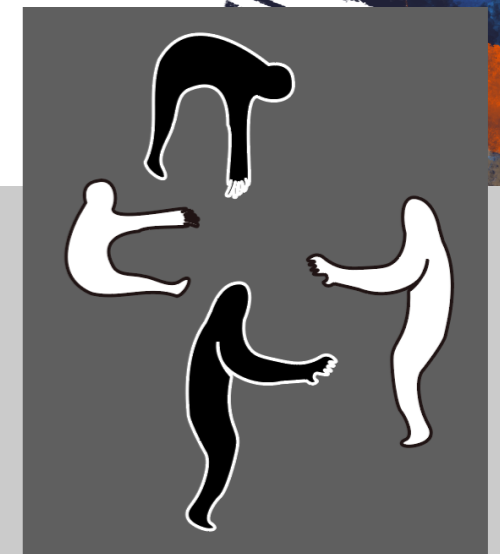
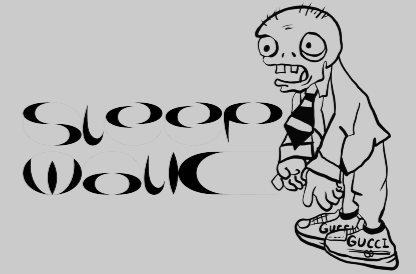
OUR REMIX POSTER



The third poster is **Pain**. The sleepwalker gazes into the mirror. Outside the mirror, they are all human beings with a pulse. Inside the mirror, they are indeed the reflection of zombies, their minds and lives held uncontrollably in the hands of others.

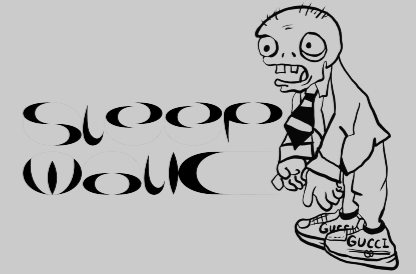


OUR REMIX POSTER



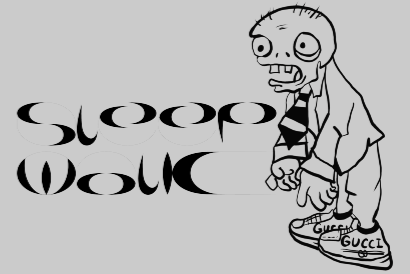
The fourth poster is **Struggle**. The prolonged dizziness makes it impossible not to start struggling, and the sleepwalkers refuse to endure it and start looking forward to a reorganised world. The blood-soiled grass, the shelled buildings, all traces of the nightmare of war, begin to disintegrate.

OUR REMIX POSTER



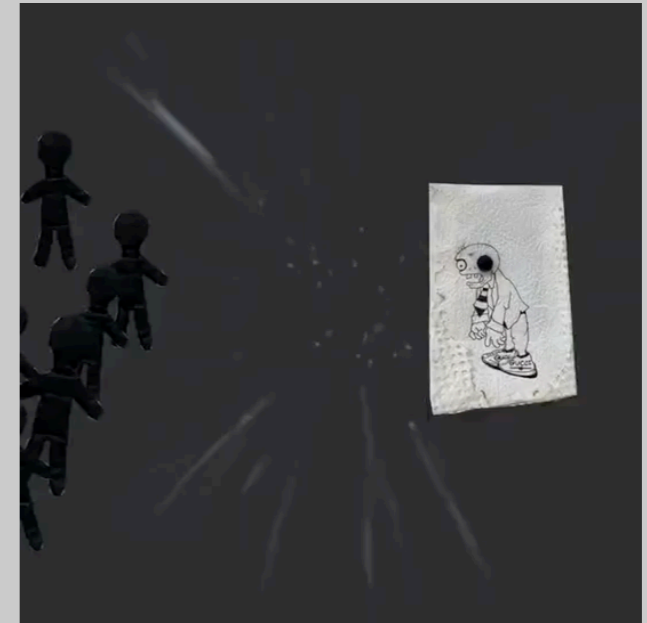
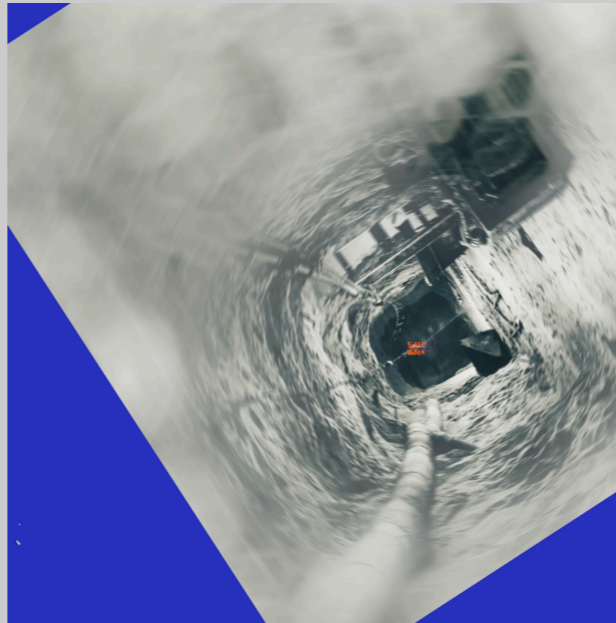
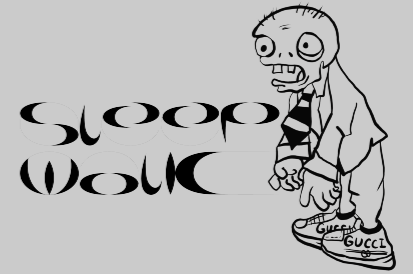
The fifth poster is **Exploration**. Hope brings endless excitement. The consciousness of the sleepwalkers began to wake up. They began to look forward to exploring a wider world and a more peaceful world. They raised their hands and cheered, waiting for peace to come.

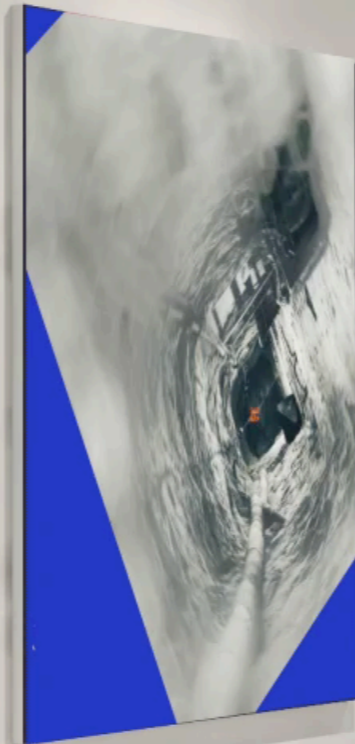
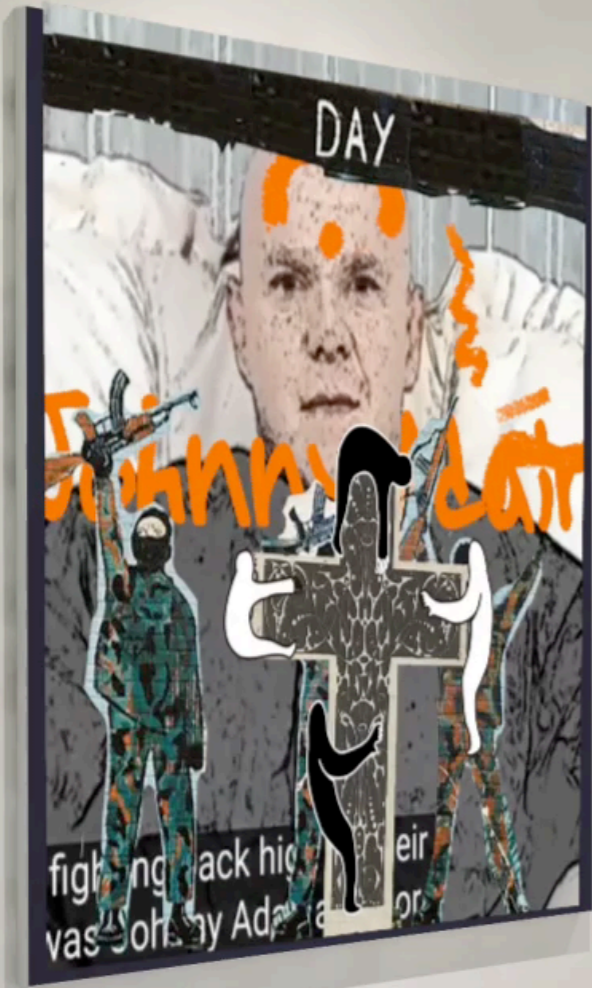
OUR REMIX POSTER



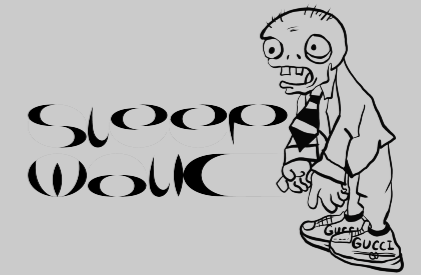
The six poster is titled **Hope**. The awakening after the struggle brings a little energy to the oppressive world. Sleepwalkers hunch their heads down as they begin to look away and upwards, building hope with anticipation.

OUR REMIX POSTER





OUR PUBLISHING MARKETING



Our brand mainly focuses on **publishing products**. We have published 4 books of different styles based on a punk poem called Sleepwalk, published by John Cooper Clarke in 1980.

We created a brand account on **instagram** called "**macd_mjwxs**" and posted the highlights of these 4 books on our homepage, as well as using instagram as a platform to promote the brand with a dynamic poster.

We also have **an official brand website** where you can view more details of each work. We hope that our brand will provide a gathering place for **fans of poem and punk music** to promote this poetry and inspire them to imagine more of it.

After comparing the two platforms through secondary research, we thought that with similar user profiles, **INS** with its ability to post videos with hashtags, long videos, photos and brand stories would be more in line with our final format of promoting with dynamic posters.