

‘Hey Ya’
Outkast
Weekly Report 19
1/28 to 2/3

This past week in ISM I began looking and reflecting on my original work and what I wanted to say in my presentation next week. Overall, I wanted to incorporate why I decided to do this project in the first place as well as what I learned about branding and cohesiveness to really make a company's advertisement stand out. I also wanted to display how branding and marketing are different, however showing how one is not possible without the other.

So far my original work presentation is off to a good start, as I attempted to display graphic and visual branding within my own presentation. I incorporated aspects similar to my research presentation by adding accents of green to continue by color scheme, in addition to also continuing to use a bolder font to contrast with the colors. Through the way I chose to design my powerpoints, I was able to visually show my research and explain it by using the colors and fonts I used in the powerpoint. I feel like this will be my best ISM presentation yet because I already have my research done, and I am passionate and confident about what I did for my original work which will hopefully allow me to improve in my confidence while presenting.