

Behind the Scenes
Royal Delft Museum
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2023-06-19

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Chapter 1: Research

Introduction and problem description

This assignment focuses on testing the AV promotional production for the Royal Delft Museum video on the target group in order to find out if it inspires them to attend the upcoming Picasso ceramics exhibition. The client's annual report from 2021 says that they had 142 thousand visitors that year, but only 20% of them were living in the Netherlands (Royal Delft Museum, 2022). This means that the Royal Delft isn't attracting the residents of The Netherlands that have a museum membership. The Royal Delft Museum's goal is to attract more museumkaart holders to the exclusive Picasso exhibition that only they will be holding in the Netherlands. To achieve this they reached out to us for help making the promotional video. The goal of this field research is to find out if the video we created suits the wants and needs of museumkaart holders and to figure out how it can be improved in the final product by interviewing them.

There are currently 1.3 million museum card holders (Amsterdam Tips, 2023) and despite the free entrance for museumkaart holders and the number of them in the country, that hasn't influenced the number of visitors to Royal Delft Museum (Royal Delft Museum, 2022).

Furthermore, the museum's management believes the upcoming Picasso exhibit is the perfect opportunity to bring awareness about the museum (Berg, 2023). By creating an advertisement that showcases the museum and Picasso ceramics in a creative, not overly informational way and highlighting that museumkaart holders can visit for free the expectation is to attract more people to visit the exhibit. In the end, the goal is to receive more visitors for the exhibit and retain them as regulars in the future.

From previously done desk and field research it is known that the interviewed target group members haven't visited the Royal Delft museum and hadn't known that Picasso had made ceramics which is why the created AV promotional video emphasizes these facts and showcases both the museum and ceramics (Baranauskaite, 2023).

Research objective and questions

The research objective is to find out if the target group is pleased with the advertisement for the upcoming Picasso exhibit hosted by the Royal Delft Museum as well as figure out what could be improved in order for them to be more likely to attend. Additionally, the objective is to see how the AV promotional video influences the target audience by exploring which parts of the video appeal the most and least.

The central question of the research is:

How can we improve the AV promotional video to attract the museumkaart holders to the upcoming Picasso ceramics exhibition in the Royal Delft Museum?

The main problem the client has is that they aren't attracting enough museumkaart holders and they strive to fix that problem by releasing a promotional video. The video concept was created based on the target group interviews as well as desk research, but it is necessary to hear the target audience's opinion on how the AV promotional video can be improved to appeal to them, which is why this is the central question of research.

The sub-questions of research are:

What parts of the video resonate with the target audience?

This question is important to find out how the video makes the target group feel, and which parts of the video stand out to them positively and should be emphasized for the video to fit their wants and needs as much as possible. Additionally, this question allows for an interview question about what the target audience dislikes and would prefer to see changed.

Is the information included in the promotional video enough for the target group?

In the target group interviews, the audience expressed dislike for overly informational advertisements but said they still wanted the basic and important information for context. This question is important to figure out if the amount of information we included in the promotional video isn't too much or too little and to gauge if any information seems unimportant for the target audience.

Chapter 2: Research

Methodology

Quality of research

Validity:

Through the use of specific research questions and objectives, proper data sources, and thorough consideration of the best research methodologies, I have carefully constructed the study approach. In order to ensure that the findings are varied and reliable, I have gathered data from a number of sources. In order to obtain information from suitable sources, this involves conducting interviews and desk research.

Reliability:

I made an effort to keep the research findings consistent and reproducible to guarantee reliability. I follow standardized procedures when performing the research, such as employing the same interview questions for all interviews with the target audience and applying the same standards to evaluate secondary sources. My target group of interviewees were trustworthy and pertinent as

well. Regarding reliability of interview coding, I can say that it's presented clearly and transparently. Coding helps to see common themes in the interviews as well as determine similar opinions from the target group. The research matrix is a reliable method to connect central question to sub-questions and then interview questions, it makes clear how the questions connect and where they arise from.

Limitations:

One of the drawbacks is that my research was carried out in a limited amount of time and with scarce resources. The fact that I only spoke with three members of the target audience could be perceived as a drawback because they might not adequately represent the bigger population of office workers. The findings could not be accurate or generalizable, or there might be a discrepancy in opinions among those I didn't get the opportunity to interview.

Preparation for the target group interviews

To prepare for the target group interview, I had to set a very clear image of who it consists of. Having done that, I had to prepare the questions I felt would help me answer sub-questions and create the best possible concept for this target audience. Afterwards, I had to find someone who fit the description of the target group which I tried to do with the help of my Dutch classmates and the Netherlands subreddit on the Reddit platform. To best answer my sub-questions and central question I made a matrix to find out what I should ask the target audience in order to get a clear view of the needs of the target group. The interviews with David, Ana and Djordja were conducted via phone call.

I decided to interview the same people in the same way that I did in Unit of Study 1 when researching their needs and wants, in order to get the most valid and relevant data. I selected the members based on the STP model done in Unit of Study 1 so that they reflect the average member of the broad target group. The interviews were semi-formal, and the questions were open-ended. We called up at the time most convenient for them, I sent them the rough cut of the video in the chat and after they viewed it, I asked them the interview questions I had prepared. To prepare for the target groups, I considered the research objective, central question and sub-questions. From the sub-questions, I thought about relevant and important things I need to find out about the promotional video from the target group, which is how I came up with the interview questions. The goal was for the interview questions to answer the sub-questions I had about what resonated with the target group and if they think the information included is enough. By interviewing the target group, I gain a better understanding on how the promotional video appeals to them and how it will perform once release to the public and gain valuable feedback that is necessary for the advertisement to succeed in attracting museumkaart holders to the upcoming Picasso exhibition.

Justification choice of members of the interviews

These interviewees were chosen based on the STP model's description of the target group from Unit of Study 1. All three interviewees are museumkaart holders who are older than 27 and have a passion for learning and the arts. David, Anna, and Djordja were picked because they exemplify the diversity of the target market and might offer helpful insights regarding the promotional video's efficacy. These interviewees were chosen in part due to their openness to taking part in the process. The three participants were all really excited about the idea and eager to give their thoughts on the film.

Anna and Djordja are both mother's over the age of 40 who express their appreciation for art and learning, and regularly visit all sorts of museums alone or with family. They can provide a great insight into a family person and their interest to visit an exhibit with all the limited time they have for themselves. David is a 27-year-old single man who enjoys various types of museums and going there on dates. He is a city person who can provide insight into a younger generation's preferences when it comes to advertisements for museums. For more information about target group members please see Appendix 2.

Overall, the choice of interviewing David, Djordja and Anna for target audience interviews was based on them fitting the criteria set in Unit of Study 1 and their willingness to participate. By having a range of personalities from the target group, I can get a better picture of what an average member of the group would want, need, or prefer to see in an advertisement for an exhibition.

Matrix

Central question	Sub-question	Target group interview questions
How can we improve the AV production promotional video to attract the museumkaart holders to the upcoming Picasso ceramics exhibition in the Royal Delft Museum?	What parts of the video resonate with the target audience?	What did you like about the video? Can you point out the three most memorable parts? What did you find unnecessary in the video? Would you visit the exhibition based on this advertisement? What do you expect at the exhibition based on the promotional video? How does the promotional video make you feel?

<p>How can we improve the AV production promotional video to attract the museumkaart holders to the upcoming Picasso ceramics exhibition in the Royal Delft Museum?</p>	<p>Is the information included in the promotional video enough for the target group?</p>	<p>Does the advertisement provide the information you think is necessary? What information did you gather from the video? Do you have any questions about the exhibition after watching the promotional video?</p>
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Chapter 3: Results

Results

From the target group interview analysis, it is clear that the video mostly satisfies their needs and wants, but there are slight changes that could be made in order to improve the AV promotional production.

From the interview with David, it is clear that not enough information was provided in the promotional video and basic information such as the date of the exhibit, the address of the museum and the fact that museumkaart holders visit for free should be added in the final portion of the video where Picasso is waving. While he did enjoy the travel part of the video and how it was shot, he thought of it as an NS advertisement and wanted more practical information about the museum itself. David did remember the fact that Picasso is the most stolen artist, so using “Experience the works of the most stolen artist”, as a tagline could provide a subconscious connection to the advertisement. Additionally, changes should be made to the fact portion of the video as the colour blends with the background and matches the colour of the ceramics which is too confusing. Overall, David had a positive experience watching the video and it was effective in influencing him to visit the upcoming exhibit.

The interview with Anna indicates that the promotional video fits the target group’s wants and needs as she expressed greatly enjoying it as well as different aspects it incorporated. In her opinion the ending and the little preview of exhibit it provides does a great job of showcasing what potential visitors can expect. Additionally she enjoyed that the video incorporated young people and students as it sends the message that even they will enjoy what the exhibit is offering. She didn’t see anything that might be unnecessary for the video and said that she would visit the exhibit based on the video which means its effective. Moreover from her interview it’s clear that the video gives enough context for the viewer to understand what its for. On the other hand, she mentions having to stop the video to read all the facts about Picasso because of how fast they

appeared and disappeared. Anna also mentions that it would be nice to include more basic information such as the date of the exhibit, the address and that museumkaart holders can visit for free.

From the interview with Djordja, it's clear that the video is creative and interesting as she expressed that she like the idea of showcasing people rushing to the museum as well as the showcasing of the Picasso ceramics. In her opinion, the facts about Picasso were unnecessary and should be replaced by either a voice over or added into the last part of the video because in that part there is a lot of free space. She does express that she would visit the exhibit after seeing the advertisement. Additionally, from Djordja I learnt that the video communicates that its an exhibit of Picasso ceramics in the Royal Delft Museum properly and that its entertaining and fun to watch. Furthermore, Djordja repeats the previous target group interviewees statements about including more technical information such as the date, address and that museumkaart holders can visit for free.

<i>Category</i>	<i>Color</i>	<i>How many times mentioned</i>
feelings	red	21
improvements	green	12
effectiveness	yellow	11
information	blue	10

Conclusion

It is clear from the analysis of the target group interviews that the Royal Delft Museum's upcoming Picasso exhibit's advertising video has gotten favourable feedback. The tone and style of the video were praised by the participants as being appropriate for the intended viewership. There were some suggestions for improvement though, that would help the video work even better.

One of the things that needs to be changed is addition of basic information regarding the logistics, such as the date of the exhibit, the address of the museum and that museumkaart holders can visit for free. This is due to overflow of facts about Picasso, but lack of understandment of full context of the exhibit's logistics. Additionally, the facts about Picasso in the target group's opinion are fun, but unnecessary and hard to read without pausing the video as they appear quickly all over the screen and are the same colour as the changing ceramics which makes it confusing what they should focus on. To address that, the text colour should be changed to contract bothe the ceramics and background or it should be fully removed as the target group is unable to read all of it when it appears.

The audience, found the video to be visually appealing, entertaining to watch and effective in communicating that the Royal Delft Museum will be hosting a Picasso ceramics exhibit in the future. They expressed that they would visit the exhibit after seeing the advertisement which

means it's effective and should lead to higher visitor numbers. What resonated the most with them was the creativity and inclusion of the video. They enjoyed seeing students going to the museum, getting a unique preview into what the exhibit will showcase.

In conclusion, the target group interviews have given us important new information about the needs and wants of museumkaart owners. The promotional video for the upcoming Picasso ceramics exhibition at the Royal Delft Museum can be even more successful by incorporating the suggestions for improvement, such as adding more fundamental information at the end of the video and changing how facts about Picasso are presented. These observations can be used to increase the target audience's satisfaction with the promotional video.

Chapter 4: Production

Team production process

The team faced several obstacles during the production process, but due to our creativity and adaptation, we were able to get past them. Finding locations for filming that would fit the desired atmosphere of the scenes was one of the biggest problems. However, the crew was able to achieve the desired impression with meticulous editing and camera placement. Additionally, scheduling the shoot was tricky as everyone had varying availability and a last-minute sickness of one of the acting team members meant that we were down one extra and had to adjust the script to reflect it.

Moreover, we had to change the script after we realized that filming at train stations is against the law, but we replaced that scene with a person walking instead of taking the train.

Furthermore, our team had to shoot in the middle of the day in Delft which meant a lot of interruptions of shooting scenes by cars, bikes and people rushing because of which our schedule was delayed and we had to film additional retakes. Also, right before filming one of our group members dropped out of the university which meant having to adjust the script and scene list. Another challenge our team encountered was finding suitable background music for the video, that would be fast-paced enough for the animation part of the video but also not too fast for the travelling scenes at the beginning of the video. To find the right music a few of us searched for royalty-free music that would capture the urgent energy needed for the video.

To conclude, we as a team worked well together and embraced everyone's skills and strengths by assigning tasks in accordance with them. Fabio's experience with filming and editing as well as knowledge of techniques helped us to film good-quality shots and edit a cohesive video.

Danique's creativity and visualization, writing skills helped create the script and storyboard which was necessary for filming. Sheena's rationality and objectiveness helped us determine the feasibility of production and adjust in accordance. Emmeline's budgeting and analysis skills helped us analyse everything necessary for a successful production shoot and project outcome and my organizational skills and attention to detail helped us schedule everything and work efficiently.

Contribution reflection

I, as a production coordinator and the rest of my team was essential to the success of the project management for the AV promotional product. Here is a thorough account of how I contributed to each stage of the project:

1. Initiation phase

In this phase, I identified the problem the client is experiencing and the objectives for the promotional video. Bringing awareness to the Royal Delft Museum and the upcoming Picasso ceramics exhibition, while inspiring the target group to visit. As asked by our client, I made sure to tailor the advertisement to museumkaart holders. I was able to determine what they desired in the video—a creative, not overly informational video that provides only the necessary information and urges the museumkaart holders to attend the exhibition as soon as it starts as it might not happen again for a long time —by interviewing them and then analyzing and coding their responses. The objective is to give the target audience a preview of the exhibits which suits their wants and needs and inspire them to attend. I and my teammates seek to inform potential visitors that this is an exclusive exhibit and that only the Royal Delft Museum will be having in the Netherlands to commemorate the 50-year death anniversary of Picasso.

Along with the outcome, the method for getting there must also be specified. This entails setting roles and duties for each team member as well as critical milestones. The project plan includes a timeline that describes the schedule for production as well as the resources needed for the project, including funding, employees, and equipment. The team chose to combine all of the different concepts into one, and we all convened in a crealab to read through them and select the one that best fits the end result. Unfortunately, we realized that that isn't feasible and decided to research other famous museum advertisements to find inspiration and combined that with our own ideas.

2. Planning phase

In this phase, I had to flesh out the ideas we created in the initiation phase. It involved expanding on the rough concept idea and realizing how we could bring the vision to life. To accomplish this, we brainstormed ideas and researched promotional videos from other famous museums for upcoming exhibits to see what we could do without access to Picasso's ceramics. Additionally, we delved into various filming and editing techniques to determine which ones would best fit our concept. This process helped us create the final concept and production plan while ensuring that everyone understood our goal and vision.

Furthermore, at this stage, I needed to revisit the conditions we had set in the initiation phase and make any necessary adjustments. This included considering the budget and project timeline. It was crucial to ensure that we could accomplish our goals within the budget determined in the initiation phase and that the milestones set earlier were attainable. Additionally, I determined which tasks required prioritization and identified tasks that were too large for one person to handle. I divided these tasks into smaller ones and assigned them equally among team members. I reviewed the original concept and verified that it still aligned with the needs of the target groups and clients. To ensure this, I conducted additional research and target group surveys,

identifying potential risks, challenges, and difficulties that might arise during the production phase. I developed an emergency measures plan to mitigate their possible impact.

In conclusion, throughout this phase, my focus was on completing the project on time and delivering the desired result. I'm pleased with my contributions and believe they were necessary to build the foundation for the following phases and to ensure the success of the project. I will continue to actively participate in the project.

3. Execution phase

During this phase, I was tasked with completing the scene list, call sheet, project management and script justification. This phase was the most challenging for me as it required close cooperation with the rest of the team and a lot of attention to detail, but with the deadlines I had set during the planning phase, I was able to complete my parts efficiently and on time.

We conducted additional meetings during this phase, both on WhatsApp and in person at Crealab, to guarantee excellent team communication. During this period, quality control was extremely important, and I often participated in reviews and evaluations of our work to make sure it was up to par. In order to guarantee that the final result was of the highest standard, I further took part in performing numerous rounds of reviews and comments. Last but not least, I collaborated with the team to identify potential risks and create backup plans to reduce them. To ensure that the project was effectively finished, this included switching tasks around to accommodate group members that were on the university field trip.

In conclusion, I trust that my contributions were necessary to ensure the success of the project as I took the role of the project manager. Our group worked and communicated nicely together and were able to control quality and resources.

4. Monitoring and control phase

I actively participated in the project's implementation phase as all of the team members. I participated in the promotional video shoot as an extra, helped manage the filming gear, and contributed feedback and ideas for a few of the images. I collaborated extensively with the production crew during the rough cut review process to pinpoint any problems that needed to be fixed and to offer feedback on the footage's quality, timing, and message.

Since this was the stage where all of our preparation and hard work paid off, I thought it to be really exhilarating. It was also a period that called for a great deal of versatility and adaptation to deal with any problems or changes that emerged during the production process. To make sure that the finished result lived up to the client's expectations, our team had to stay on task, work well together, and communicate frequently.

Overall, I believe that the team benefited from my contributions throughout this phase. I appreciated being a part of the video's creation and learned a lot about the production process.

5. Closure phase

I participated in the final evaluation of the commercial as part of the closeout phase team to make sure it surpassed the stakeholders' expectations. I also took part in the team feedback meeting, where we spoke about our strengths and weaknesses as a unit and pinpointed

opportunities for development. I felt it was crucial that we took the time to evaluate our performance and draw lessons from any errors we made so we could improve moving forward. I also helped to complete the project documentation, including the report, budget, and plan. To maintain track of the project's development and to give stakeholders transparency, it was crucial to ensure that everything was properly documented.

Feedback reflection

Based on the feedback I received from my group members Fabio, Sheena, Emmeline and Danique was mostly positive, it is clear that I was a crucial member of the team during the project as a Minute Taker and Production Coordination. The feedback received is positive and the work I put in is appreciated. My teammates acknowledge my contribution and initiative, they express that I was the first to pick up tasks if no one wanted or was able to do them, they noticed that I would do more than only my tasks and that I was very initiative to complete the assignment as quickly as possible without sacrificing quality. Additionally, my group noticed my motivation to work, complete everything as well as possible and get a good grade. Also, everyone complimented my planning and time management skills as that was mostly my task and I was the one that coordinated the research, production and management and entrepreneurship schedules. It was said that I'm an easy member to collaborate and discuss ideas with and a good listener that didn't take my opinion as the only one. Moreover, it was mentioned that I was quick to fix any issues and find necessary solutions. My openness and directness about my opinions and availability were received positively.

However, it was expressed that I was too straightforward when I wanted others to catch up on the assignment and to reply to messages within a timely manner. It was brought up that I didn't come to every CreaLab but my notice ahead of time was appreciated as well as still staying up to date with the assignment from home.

In the future, I hope to improve my forwardness by being more patient and understanding that not everyone is able to complete assignments on a strict deadline. I also hope to be more empathetic and less cold.

In conclusion, my contributions were appreciated and my work ethic was noticed. The group members believe I was crucial to the success of the project and that I contributed a fair amount as well as motivated everyone with my personal motivation. I will continue to develop my strengths and work to improve my weaknesses so that I grow as a team member.

Budget reflection

Without funding, making a promotional film may be a difficult but interesting process that calls for the team to be inventive and innovative. Without a budget, it's crucial to concentrate on making use of the tools at hand as well as the team members' abilities and talents. It might be challenging to produce a high-quality movie due to the restricted resources available, but this could also be an opportunity to get inventive with the equipment and tools at hand. In our case,

we were fortunate to have a member of our group who has his own professional equipment and editing software.

On the other hand, we encountered difficulties with not being able to shoot the exhibition itself which lead to us having to think outside of the box to still provide the preview that the target group wants without actually shooting it. Additionally, we couldn't hire any actors which meant we had to act ourselves which was fun but delayed the production because we couldn't focus. Working jointly with the team members' abilities and talents is one of the most important advantages of making a promotional film without a budget. With this strategy, the team feels inspired to approach the project with greater intentionality and focus, which results in a final product that is more powerful and effective. Additionally, this experience promotes the problem-solving, resourcefulness, and originality of the team members.

Overall, making a promotional film on a tight budget can be difficult, but it also gives you the chance to be creative and make something special and memorable. A great promotional film can be produced with limited funds by concentrating on making the most of the available resources, working with team members, and adhering to the main theme. Despite this obstacle, we managed to produce an engaging promotional video that successfully communicated the message of our client. This event taught us the value of working with the resources and constraints that we had, as well as the importance of resourcefulness and teamwork. In the end, the lack of funding ultimately had no impact on our team's ability to produce a successful promotional video, and it served as an important learning opportunity.

Conclusion

In conclusion, the group's ability for overcoming obstacles and collaborating well with one another contributed to the creation of the AV company's promotional video going well. The team members worked together and delved into their own skills to create a finished product that satisfied the client's requirements. The unpredictable nature of manufacturing processes emphasizes the value of having a committed and flexible workforce that can successfully communicate, problem-solve creatively, and collaborate to produce desired results. scheduling the shoot more in advance could improve the production quality for future productions as everyone had varying availability and a last-minute sickness of one of the acting team members meant that we were down one extra and had to adjust the script to reflect it. Also, conducting a more extensive research into filming laws in public space would save time and prepare us for delays in the future as this time we had to expand our shooting schedule by an hour. My contribution to the production was essential, as were the contributions of each of my team members as a minute taker and production coordinator. Together, we were able to overcome a number of challenges and successfully complete the production process. We put a lot of effort into the project, and I think it was apparent in the end product, which was well appreciated by the customer and the audience. There is, however, always room for growth.

Chapter 5: Management and Entrepreneurship

Success and failures factors

The QTOFIM model is used to assure that the company can deliver a quality product effectively and efficiently (Grit, 2021). The QTOFIM methodology can help reflect on the success and failure factors of my group.

Quality - product quality refers to how well a product satisfies customer needs, serves its purpose and meets industry standards. When evaluating product quality, businesses consider several key factors, including whether a product solves a problem, works efficiently or suits customers' purposes (Indeed Editorial Team, 2023).

Success - With regard to quality, our business was successful in producing a video that met the demands of our assignment, and we did so using top-notch tools, such as a wonderful camera and editing software (Harrison, n.d.). Additionally knowledgeable and skilled in AV technology, our team was able to provide a high-quality end result (Indeed Editorial Team, 2022). Additionally, our exceptional customer service made dealing with the client easier. Failure - Despite the high quality of our crew and equipment, the video's overall quality could have been a little higher. We understand that even with the best resources and personnel, the finished product can always be enhanced, thus we will keep pushing for even higher standards of excellence in our work.

Time - refers to a project management timeline which is a detailed schedule for our project. It spells out all of the tasks involved and a deadline for each so that our entire team can see when individual steps will take place and when the whole project will be wrapped up (Atlassian, n.d.).

Success - our team had excellent time management and guaranteed efficiency by setting deadlines for each task in order to deliver the product on time (Atlassian, n.d.). Failure - we had underestimated how long it would take us to film in busy city streets which caused scheduling difficulties with one team member having to leave early because of an appointment (Innovatefm, 2019).

Organization - relates to the firm's capacity to oversee and plan every step of the manufacturing process. To guarantee that projects are finished on schedule and within budget, the organization should have a clearly defined project management methodology in place (Kantana, 2017).

Success - we managed to produce the video on schedule, in accordance with the client's specifications, and under budget (Kantana, 2017). We were able to keep on task and make sure that everyone was in agreement thanks to our weekly online meetings and task plans. This reduced our stress and enabled us to effectively complete the project and hand it off to our client (Chron, 2019). Failure - we hadn't thought of the fact that being in the middle of the city in the afternoon means intense traffic which interferes with filming and leads to us having to do a lot of retakes of various shots.

Information- refers to the business's capacity to successfully collect, process, and use information. The business has processes in place to gather and analyze information about its customers, rivals, and market trends such as website cookies, marketing and PR teams (Data

Clarity, 2019). Success - we managed to have good and transparent communication with the client and provided them with accurate information (Porter, 2014). Failure - because of budget and time constraints we were unable to collect a large quantity of data to get as accurate of a target group's preference and opinion in regards to concept and end product.

Money: Profitability is crucial to a business. We diversify the AV items we provide in order to boost a company's revenue (Chron, 2016). Even though we didn't make any money on this project, it can still be viewed as a success because it gave the company and its employees tremendous experience and learning opportunities. The organization can use this experience to enhance its offerings in the future and boost profitability (Business Gateway, 2018). Failure is not relevant as we had a very minimal budget and stayed within it and we knew we wouldn't profit from the project.

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Appendix 1

Biography of the target group

David

David is a 27-year-old resident of The Hague, Netherlands. He holds a Museum Card, indicating his interest in visiting museums. He particularly enjoys interactive museum experiences as they actively engage him. His eagerness to visit museums is fueled by exhibitions that revolve around his areas of interest, such as history and art. David also finds the company he visits museums with, including dates, to be a motivating factor. Advertisements do not catch David's attention, and he tends to ignore them. Instead, he selects museums based on his personal preferences and areas of interest. While David is fond of Picasso's works, he is unaware of the artist's involvement in ceramics. Nevertheless, he expresses a desire to visit the Picasso Museum in Paris. Emotionally-driven advertisements appeal to him more than informational ones, as he prefers to conduct his own research when seeking information. Being a voracious consumer of data on a daily basis, David appreciates creative promotions. As a city dweller, he enjoys the hustle and bustle of urban life. While he has yet to visit the Royal Delft Museum, he has previously explored an Army museum. Ceramics, in general, do not captivate his interest, but he does express curiosity about Picasso's ceramic works and would like to see them firsthand.

Djordja

Djordja, a 51-year-old resident of The Hague for the past 25 years, possesses a Museum Card, reflecting her fondness for exploring various museums. She holds a broad appreciation for all types of museums and finds the combination of informative and interactive exhibits to be particularly appealing. Djordja's eagerness to visit museums stems from her desire to be exposed to art and engage in continuous learning. While Djordja does not check whether a museum accepts the Museum Card prior to visiting, she has yet to explore the Royal Delft Museum. As a mother with daughters, she values the charm of Delft and has already visited several museums in the area, indulging in its cultural offerings. Advertisements don't typically get Djordja's attention, but she does have a appreciate humorous ones. While she finds Picasso's work interesting, she doesn't actively seek out advertisements. Instead, she prefers them to highlight the more humorous side. Djordja is intrigued by Picasso's artistic journey and enjoys observing how his art evolved over the years. The prospect of a Picasso ceramics exhibit piques her interest, as it presents an opportunity to explore a lesser-known aspect of his artistry, something she considers to be a rare encounter. To captivate Djordja's attention, an advertisement should emphasize the hidden facets of Picasso's art that the general public might not be aware of, enticing viewers to explore further. She appreciates creative advertisements that go beyond the conventional approach. Djordja suggests including essential details in the advertisement, such as the specific museum hosting the exhibit, the start date, and providing a preview of Picasso's work to offer the audience a glimpse into the upcoming exhibition.

Anna

Anna, a 41-year-old resident of The Hague, is an avid Museum Card holder. She possesses a deep appreciation for the diversity of museums and finds joy in simply experiencing the vast array of art they have to offer. Anna remains open-minded towards both modern and classical art, relishing the opportunity to explore various forms of artistic expression. For her, visiting museums is a delightful way to spend her weekends, strolling through beautiful environments that are brimming with new discoveries.

Anna's eagerness to visit a museum stems from its overall interest factor, including captivating architecture and intriguing artworks. She values art that is both aesthetically pleasing and holds personal interest. While she acknowledges that modern art often carries a message, she sometimes finds it lacking in aesthetic appeal. Additionally, she is drawn to museums showcasing artists who pique her curiosity.

Despite her Museum Card granting access to numerous museums, Anna has encountered intriguing institutions not covered by the card. This has made her more open to exploring museums she might not have considered otherwise, and she often discovers unexpected and fascinating treasures within them. Anna emphasizes the importance of art being beautiful and finds the accessibility provided by the Museum Card to be a gateway to enjoyable and enlightening experiences.

Anna typically avoids science museums, perceiving them as more suitable for children and less interesting to her personal tastes. However, she discovered her fascination with a car museum and its captivating architecture, which challenged her initial assumptions. Advertisements generally do not resonate with Anna, and she tends to ignore them. Nevertheless, she admits that poster advertisements tend to catch her attention more effectively. During her younger years, Anna held a strong admiration for Picasso's work, but it has been some time since she last immersed herself in his art. She would eagerly attend a Picasso exhibit and is particularly intrigued by the prospect of seeing his ceramics, a lesser-known aspect of his oeuvre.

For an advertisement promoting a Picasso ceramics exhibit, Anna suggests showcasing the artist's best works to spark people's interest. She prefers creative and visually engaging advertisements rather than ones overloaded with informational content, as she wishes to avoid feeling as though she is in a history lesson. In the past, Anna had limited opportunities to visit museums due to the demands of caring for her young children, but she is now excited to rekindle her passion for art exploration.

Appendix 2

Target group questions

Feeling 4 / information 4 / effectiveness 1 / improvements

1. What did you like about the video?
2. Can you point out the three most memorable parts?
3. What did you find unnecessary in the video?
4. Would you visit the exhibition based on this advertisement?
5. What do you expect at the exhibition based on the promotional video?
6. How does the promotional video make you feel?
7. Does the advertisement provide the information you think is necessary?
8. What information did you gather from the video?
9. Do you have any questions about the exhibition after watching the promotional video?

Appendix 3

Target group interview with David

Adelina: Okay. So what did you like about the video?

David: Well I liked the beginning of it. I liked Little Montage having go there. That's it, that's what I liked about the video. I liked the montage.

Adelina: Okay. Could you point out the three most memorable parts?

David: That there have been more Arts? Well, yeah, there were, Picasso is the most stolen artist, I guess.

Three most memorable part. Yeah. The girl on the Ov bike. Mm-hmm. That Picasso is the most stolen artist. Mm-hmm. And that Picasso waving. Okay.

Adelina: But did you find it unnecessary in the video?

David: I don't know. I think like Although it does show like, how you get to the museum the first part is like an an NS ad.

But, but I think everything is like necessary, you know? It gives me an idea of how you would get to the museum.

Adelina: Would you visit the exhibition based on this advertisement?

David: I think I would, yeah. I quite enjoyed it. I think I would like to see a bit more of like what it has to offer.

Mm-hmm. Like those facts, they were very, very fast. Mm-hmm. And I couldn't like really read them. Plus there was like a lot going on and the text was kind of like, meshed in with the background. So I would like it to pop a bit more. Okay. But I would probably visit it. Yeah.

Adelina: Okay. After watching it, what do you expect to see at exhibition?

David: Eh, I expect to see Picasso's works. I did see Picasso's pottery, so that was nice. So I do expect to see that. Yeah. Mm-hmm.

Adelina: How does the video make you feel?

David: Makes me feel. I don't know. It makes me feel like I'm watching an advertisement. Mm-hmm. It's like I don't have any feelings towards it. But it looks nice, like it's shot very well.

Adelina: Okay. Does the advertisement provide the information you think it's necessary?

David: I don't think so. Mm-hmm. If it did, I did not catch it. Either I was way too distracted by everything that was going on. Mm-hmm. Like. I don't know, where was it? Like provided information?

Adelina: Yeah. At the same time we're on the wall. The potter was changing. Yeah. I feel for me too, I feel the same. Like it pops up the pottery changes and the text changes at the same time, and we are both wide. Yeah. So it's hard to,

David: okay. Yeah. So if it was provided at that moment, then the only thing I could catch is like the fun facts about Picasso.

Mm-hmm. And like, Yeah, it is way too much going on in a very short amount of time.

Adelina: Okay. What information did you gather from the video?

David: Picasso was the most stolen artist .

Adelina: Okay. That's it. Okay. So you would like to see s ever slow slowing down, not changing as quickly or being a different color?

David: I would like it to be like, Very, very obviously stated to me like mm-hmm.

In bold, taking up half of the screen. Mm-hmm. Like I just want to see the information. That's it. And like, free for cardholders. That would be the best thing to see. Mm-hmm. That would like probably sell me on the advertisement.

Adelina: Would you like it to be, because the video is like three parts, the first one, people traveling to museum.

Then it's a preview of different ceramics by Picasso. And then the last part is just Picasso waving. What if the basic necessary information would be there?

David: Yeah, I guess like all of the basic necessary information, it would be nice to have it in the last part where the Picasso is waving. Mm-hmm. Like the, I guess where you're going and like free, you are not free.

And then what I also want to see it's just an idea, but like when you're traveling to the destination, maybe you could like put the tableau of the address, like on the screen. So it's like you're not just going anywhere. You're going to a specific address.

Adelina: Okay. Thank you. Do you have any questions about the exhibition after watching the promotional video?

David: I guess I wanted to know like how long the exhibition is going on for. Mm-hmm. Because I gathered where it's happening at. I would need to Google like the address. Yeah. Yeah. But I would like to know how long the exhibition is being held for. Okay.

Adelina: Okay. Well thank you. Yeah, no worries.

Target group interview Anna

Adelina: Um, okay. I will just get right into the questions. What did you like about the video?

Anna: I liked. How I like the ending a lot. Mm-hmm. I liked how you could see different ceramics from Picasso. So despite there not being an exhibition that you could see mm-hmm. You could still see what you could expect from the exhibition.

I also liked, um, how the video incorporated students and young people, so it shows like that. It's a fun exhibition there even they can go to.

Adelina: Okay. Um, can you point out three most memorable parts?

Anna: Three most normal parts. Um, I definitely liked how at the end mm-hmm All the ceramics went from the Royal Delft Ceramics.

Yeah. To like the Picasso ceramics. I also liked Picasso waving at the end, and I don't know why, but I also remember like the tram doors opening. I don't know, but that one was memorable, I guess.

Adelina: Okay. Um, Was there anything that you found to be unnecessary in the video?

Anna: Um, no, not really. I feel like everything that you guys incorporated in the video made sense for like, the story and, and everything, so no.

Adelina: Okay. Uh, that's good to hear. Um, would you visit the exhibition based on this, uh, advertisement?

Anna: I would, it looks fun and interesting.

Adelina: Okay. Um, what do you expect at the exhibition based on the promotional video?

Anna: Um, I expect Picasso and ceramics to be shown. Mm-hmm. Uh, I expect it to be like a fun place to where you can go with your friend and view it.

Adelina: Okay. That's good. That's good. Um, how does a promotional video make you feel?

Anna: It made me feel like good watching it. It was like a light video that wasn't too, I don't know, chaotic or maybe like too much information. It had the right amount of information and was like entertaining.

Adelina: Okay. And do you think that the information provided the, was it necessary information or was it just a lot of irrelevant information, that's not really helpful.

Anna: No, I think all the information was relevant. Mm-hmm. Uh, I did have to pause the video to like read, uh, yeah. Like every little text that, that there was, but the text that you guys incorporated was, um, like, it wasn't unnecessary. It was necessary.

Adelina: Okay. That's good.

Um, what information did you gather from the video?

Anna: I gathered that there was, uh, a Picasso exhibition that I should come and visit. Mm-hmm. Uh, and that it was about his ceramics. And I also saw like a little like, explanation about who he was.

Adelina: Okay. And do you think that, uh, there should be more basic information such as when the exhibit begins or that museum card holders can come for free?

Anna: Actually that would be really, that, that would be good. Like when the exhibition is, that's always a good Yeah. Thing to include and maybe to attract more museum card holders, you could include that. It's free for them. Yeah.

Adelina: Okay. Yeah, because, uh, the person I interviewed before said that he just learned that Picasso is the most stolen artist, but not really when the exhibit will begin.

Anna: So yeah, I did notice that there was nothing about the dates. Mm-hmm. Like it just said, come and visit, which is enough. Really. Yeah. But for people who are really planning on going then you also have to include the dates. Yeah.

Adelina: Yeah. And especially if for older generation, if they don't see it, they might become confused.

Anna: Oh my God. Yeah, definitely. Cuz they don't know how to Google after that. They're like confused.

Adelina: Mm-hmm. Um, and then do you have any questions about the exhibition after watching the video

Anna: if I have any questions about the exhibit? Um, no.

Besides like, when, when would it be? Yeah, I think it's all pretty clear. It says Royal Delft. Yeah, it's ceramics. It's about Picasso. I don't know what else someone would need. Yeah.

Adelina: Okay. Well thank you very much. That's it. That's all I have.

Anna: No problem.

Adelina: Yeah. Bye bye

Target group interview Djordja

Adelina: Starting the recording. Okay. So what did you like about the video?

Djordja: I really liked the idea about the video and how everyone, like the whole first part when everyone is meeting and going together to the museum and also the pieces of pottery art mm-hmm. That are popping on the board. Yeah. That's the thing that I like the most.

Adelina: Okay. Could you point out the three most memorable parts?

Djordja: Okay. So the, the arts that are changing on the wall mm-hmm. At Royal Delft, the Picasso waving. Mm-hmm. And, and how the first part when you all going to the museum was created.

Adelina: Okay. What did you find unnecessary in the video?

Djordja: Text about Picasso with the board.

Mm-hmm. I didn't like how it looks like it's better with only the art and maybe mm-hmm. The information as a voiceover or text someone somewhere else.

Adelina: Okay. Would you visit the exhibition based on the advertisement?

Djordja: Yes.

Adelina: Okay. What do you expect at the exhibition based on the video?

Djordja: I expect that it'll be like different pottery with Picasso theme on it.

Adelina: Okay. How does the video make you feel?

Djordja: it was very entertaining. Mm-hmm. And yeah. Good vibes. I like it

Adelina: overall. Okay. Does the advertisement provide the information you think is necessary?

Djordja: Yes. Yes. Maybe information about like, where is the museum located, but it's like the small detail.

Adelina: Yeah. Okay. Because The other two people said that there's too much text about Picasso's life, but not enough about when the exhibit starts where it is and stuff like that.

Djordja: Yeah. I also can agree with that.

Adelina: Mm-hmm. What information did you gather from the video?

Djordja: Mm, that there will be a Picasso exhibition at Royal Delft.

Adelina: Okay. But that's it, right? Nothing else that's important. Mm. Yeah. Okay. Also how did you find the pacing of the text appearing with the pottery in that scene?

Djordja: And what exactly, like, what's with the time?

Adelina: Wasn't it too fast?

Djordja: I feel like you can stop the video. Mm-hmm. If you are actually interested in Picasso and read, everything carefully. I'm not really interested in about, like, details about his life, so I, yeah. Read it like really briefly, and I don't mind if it's like too. Time.

Adelina: Okay. And then one last question. Do you have any questions about the exhibition after you watched the video?

Djordja: Mm. Like I'm curious what I can see on the exhibition exactly, but.

Mm-hmm. I'm not gonna ask this question cause I will go to the museum and I'll see on my own. Yeah.

Adelina: Okay. Well thank you very much. That's it. That's all I have.

<i>Category</i>	<i>Color</i>	<i>How many times mentioned</i>
feelings	red	21
improvements	green	12
effectiveness	yellow	11
information	blue	10

Appendix 4

Feedback forms for teammates

Feedback given by: Adelina	
Name: Emmeline Role: Executive producer Grade: 10	
Contribution of content	<i>From what I recall you contributed an equal amount to everyone else, but the parts you've had to do were harder and more serious. You completed everything on time and of great quality and were the one that checked the assignment before submitting and formatted it to look nice. I think you were crucial to the success of the project.</i>
Initiative	<i>I think you and me took most initiative in the begging of the group project and you were proactive. Most of the decisions were made by you and me, so without you it wouldn't have been possible and we wouldn't been able to efficiently create concept and complete the following tasks.</i>
Punctuality	<i>You are probably the one that's most present at lectures and crealabs and if you aren't you inform us ahead of time. You also are almost never late and if you know that you'll be you also inform us.</i>
Motivation	<i>I think you are very motivated to finish everything and get a good grade which motivates the rest of us.</i>
Planning	<i>I think you're very organized and have good time management. I really have nothing bad to say about anything you've done!</i>

Feedback given by: Adelina	
Name: Fabio Role: Camera operator, editor Grade: 10	
Contribution of content	<i>Without you we would've been clueless about the technical stuff and all your parts are of excellent quality. You are the one that filmed and edited which greatly helped us. I think you were crucial to our project's success. Additionally, even if you were on the field trip, once you came back you did all your parts, and it was as if you've never been gone.</i>
Initiative	<i>I think you took quite a lot of initiative in parts that you are more familiar with such as fixing call sheet, script. Additionally, you were quick to reply to messages and help with any troubles. You also took the initiative with filming and editing which is the most important part of the project.</i>
Punctuality	<i>I'm pretty sure you're almost always present at the lectures, <u>crealabs</u> and never late and if you know you'll be late or missing you always inform the team.</i>
Motivation	<i>I think you're motivated to get the assignments finished in good quality and just be over with school for the summer which is a great motivator! Your motivation affects others in a positive way.</i>
Planning	<i>I feel like you're well organized and have good time management, never late on your parts, always prepared. </i>

Feedback given by: Adelina	
Name: Danique Role: Scriptwriter Grade: 9	
Contribution of content	<i>You contributed a decent amount to our projects; you wrote the script and created a storyboard. Most importantly you completed all your assigned tasks.</i>
Initiative	<i>You took the initiative in scriptwriting and creating the storyboard which was greatly appreciated. Maybe could've expressed your opinions more during brainstorming sessions for the concept.</i>
Punctuality	<i>You were punctual, always said if you won't come or will be late.</i>
Motivation	<i>I feel like you weren't that motivated and focused on the assignment, but you did complete what you had to.</i>
Planning	<i>You didn't participate in the planning that much but were always present at meetings and shooting.</i>

Feedback given by: Adelina	
Name: Sheena Role: Director Grade: 9	
Contribution of content	<i>You contributed towards the group projects a decent amount. You did the conflicting interests and explained the use of resources which were done very well. Your parts were well done and on time.</i>
Initiative	<i>I feel like you didn't really take any initiative, but you participated and were open to various tasks, weren't scared to step out of your comfort zone. I think next time you should express your opinions more during creation process, such as brainstorming the group concept.</i>
Punctuality	<i>You were always punctual and would always inform whether you're coming and if you're going to be late.</i>
Motivation	<i>I think you were motivated to complete the project and move on which is appreciated.</i>
Planning	<i>You weren't that involved in the planning phase but you always showed up when needed.</i>

Appendix 5

Feedback forms received from teammates

Feedback given by: Fabio Holkema	
Name: Adelina Erika Baranauskaitė Original role (we worked more as a team than role based) : Minute taker Grade: 10/10	
Contribution of content	From what I noticed you brought the most contribution to the project out of the group. You always did what you needed to do within the set date of when we wanted to do it.
Initiative	You took a lot of initiative in the group. If no one picked up things or when it seems like there was a lack of working you were the one to put the pressure on and guide the group towards a great grade.
Punctuality	In the crealabs you were in time most of the time, and if not you communicated this in time with the group. And in terms of work you finished the work that was needed within the time frame we discussed.
Motivation	You seem very motivated to pass projects with high notes which is a very good thing within a group, making everyone more motivated to achieve the best that is possible.
Planning	You held the group on a good planning usually, pushing people when needed to achieve the ideal planning. Nothing negative to say really.

Feedback given by: Sheena Mae <u>Siman</u>	
Name: Adelina Erika Baranauskaitė Role: Minute Taker (Everyone acted as a team and not solely based on their role) Grade: 9	
Contribution of content	Adelina performed very well with her tasks and responsibilities and was a very reliable team member. Her inputs are mostly focused on the M&E parts, script justification, and she described the client feedback. She was very helpful not only with the written report, but also on the filming parts where she performed her role very well. Throughout the journey, I could personally say, Adelina was the one who kept everyone on track and ensured everyone is well informed with their designated tasks.
Initiative	Everyone in the team was very initiative not only with their own task but rather the whole deliverable as well. As for Adelina, personally, her initiative was highly seen compared to other team members. She always took initiative to volunteer on completing certain parts of the reports and delivered a qualitative input.
Punctuality	A clear and open communication is established within the group where everyone respected their own availability and timings. Adelina, was always present when needed and she was always on time, otherwise she would communicate openly to everyone.
Motivation	Everyone in the group was motivated to deliver an excellent final product, Adelina was highly motivated as a team member and her input is clearly seen throughout the whole journey. Although, there was a time, where she was too direct with pushing the assigned task to be done, which might seem too straightforward (Not for me but rather for some team members), where it can be seen negatively for others. But overall, I personally appreciate her efforts, where her motivation also motivated everyone.
Planning	Adelina was always open and direct with her availability making her very thorough when it comes to planning. She always follows the team's plan and I do not have any negative to say in this certain aspect.

Feedback given by: Emmeline	
Name: Adelina Role: Minute taker Grade: 10	
Contribution of content	You worked very well within the group and in my <u>eyes</u> you were a very easy member to collaborate with. You were part of discussions and did not take your opinion as the only one, but considered other's opinions as well so that group work was very pleasing. I know that the work you contributed was always very extensive and detailed and you did not shy away from doing proper and thorough research.
Initiative	You were definitely one of the group members that initiated a lot of the work that was to be done, it was easy to collaborate with you and you usually had an overlook over the workload. Even though you did not appear to every <u>CreaLab</u> , I know you were there for everything that was relevant to the group and made sure to be there if it concerned group work!
Punctuality	You were usually on time, and if <u>not</u> you were expressive about coming late to class or <u>CreaLab</u> so that it would not cause any confusions to the group.
Motivation	In my eyes, you are very motivated to finish your work on time to avoid any time problems and stress. It was easy to work with you because you as well as <u>me</u> wanted to finish the group work as soon as possible and keep the group work on track, which worked out perfectly.
Planning	You kept a list of all the work that had to be done so that it was easy for us as a group to assign each other the roles and tasks within the group. Thus, I would say your planning skills are <u>pretty well</u> developed, and even if something wouldn't turn out the way we wanted it to, we including you were quick to find a solution on another occasion.

Feedback given by: <u>Danique de Windt</u>	
Name: Adelina Role: Minute Taker Grade: 9	
Contribution of content	<i>Adelina was the minute <u>taker</u>, and made sure to keep track of how much time we'd spend working on the assignment in <u>Crealabs</u> as well as the time we spent on the production part of the assignment.</i>
Initiative	Good! She showed initiative in moments of in-between deadlines, as well as moments where she saw we could be doing more, and that was admirable.
Punctuality	Good! As far as I remember she was on time In meetings and even if <u>not</u> she'd let us know she'd be late.
Motivation	<i>Good! Motivated group mate to have.</i>
Planning	<i>She basically made the plan for the group project, so the Planning part was a 10, for sure.</i>