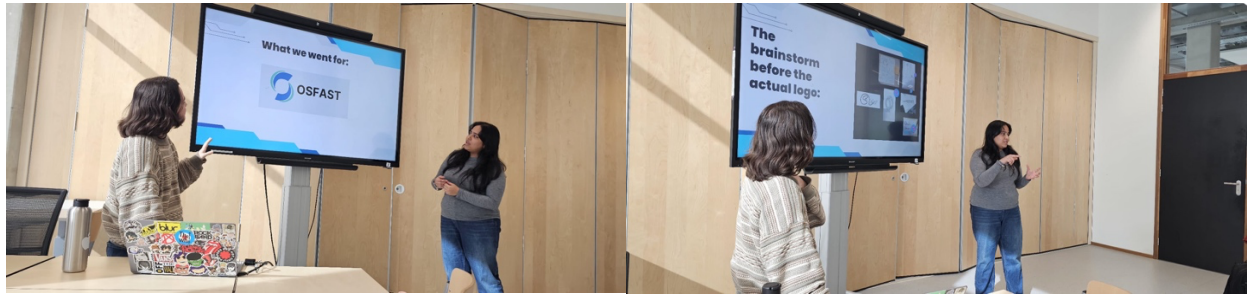


PRESENTING FOR OSFAST

Together with gabriel I presented the end presentation to our client oscar and the rest of the class. We went trough our process of how the logo making and visuals started and what choices we made before and after brainstorming and feedback and even showed the end result. Afterwards me and gabriel listened to oscars feedback and answered his questions.



CONCLUSION OF FEEDBACK AND REFLECTION: reflecting on the final presentation Gabriël and I delivered I felt that, although it was well-received, the pacing was a bit off; Gabriël spoke more slowly, which made my part feel rushed and caused me to skip over some details in the content strategy. Feedback confirmed this and pointed out that the strategic approach deserved more attention. For next time the approach should be to prepare and practice the presentation beforehand.

Oscar, our client, was very pleased, especially with the brand guide and the tone of voice concept. Moving forward, I plan to improve my pacing and clarity, making sure I communicate all key points effectively. I also want to strengthen communication within the team to ensure better collaboration and alignment throughout future projects.

**Shingrani, Tina T.** a month ago

Gabriël and I delivered our final presentation to our client, Oscar, covering the style scapes, designs, brand guide, logo, and content strategy. From my perspective, the pacing felt slightly unbalanced; while Gabriël spoke more slowly, I found myself speaking too quickly, which made my part feel rushed. As a result, I didn't fully elaborate on the strategic approach of the content strategy.

Frank's feedback echoed this concern; while not everything can be included in a presentation, the content strategy didn't get the justice it deserved compared to how well it was developed on paper. However, the rest of the presentation went smoothly, particularly our explanation of the brand guide, color coordination, and overall design process.

Oscar was highly impressed with our work. He especially loved the logo and expressed a strong desire to use it. The brand guide resonated with him, particularly the tone of voice concept, where we used the letters of "OSFAST" to define his brand's communication style, the tone of voice. He found this approach, along with the font choice, perfectly aligned with his vision.

The team really enjoyed the presentation and didn't feel that I rushed through it. Instead, they thought I spoke with confidence, clarity, and precision, even though I overlooked some details in the content strategy. For Gabriël, the main feedback was to work on his pacing for next time, but overall, his delivery was solid. Apart from that, we were told we did an excellent job presenting, successfully bringing the client's vision to life and leaving him highly satisfied; which reinforced that we performed really well.

reflection and areas for improvement:

While the presentation was well-received, there are areas that could be improved for next time. One key aspect is pacing; I need to find a better balance to ensure I deliver information clearly without rushing through important details. Specifically, I should take more time to fully explain the strategic approach behind the content strategy, making sure it gets the attention it deserves. Additionally, Gabriël can work on refining his pacing to create a more even flow throughout the presentation.

Beyond the presentation itself, one major area for improvement is group communication throughout the project. At times, our collaboration felt disjointed, and clearer role definitions within the team could have improved workflow and alignment. By assigning and reinforcing specific responsibilities earlier in the process, we could ensure everyone is on the same page and that each aspect of the project is developed more cohesively.

For future projects, we will focus on improving communication within the (future) team, ensuring we check in more regularly to align on progress and expectations. Additionally, I will practice refining my delivery to maintain clarity and engagement while ensuring all key points are thoroughly addressed.



Write a summary of what you discussed with your teacher...