

---

# INDUSTRY ENGAGEMENT: SELF INITIATED PROJECT

KAYSHAN HINDS ANNA KLIMOVA JESSICAH XUE

SUMMATIVE  
09/06/2016

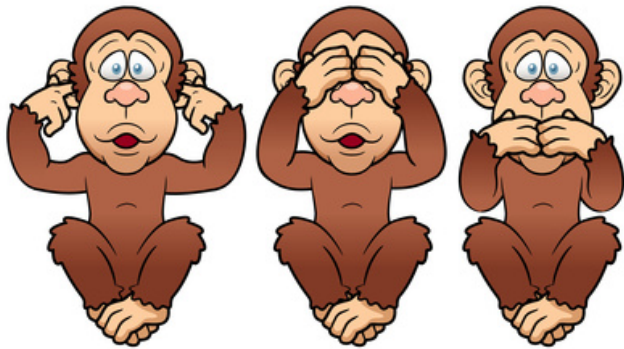
# CONCEPT

- Chinese, Russian and Caribbean girls breaking stereotypes in London City



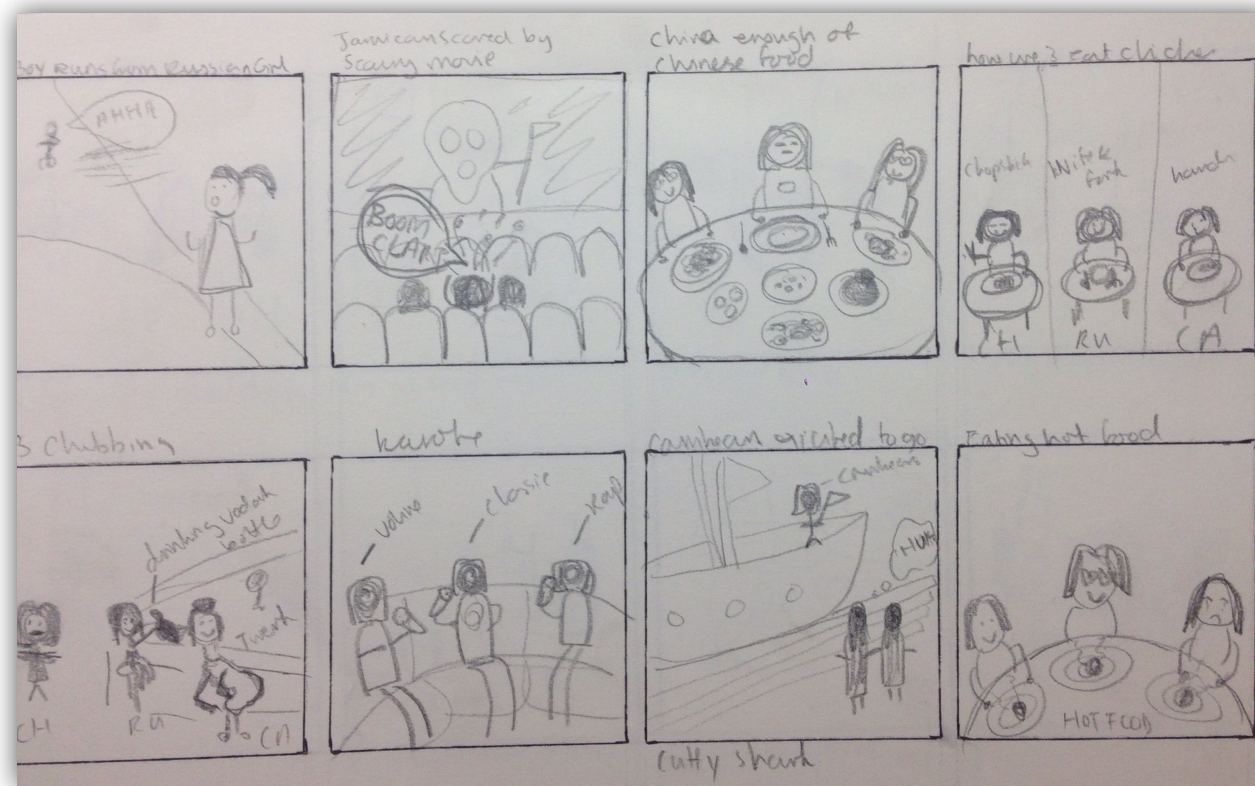
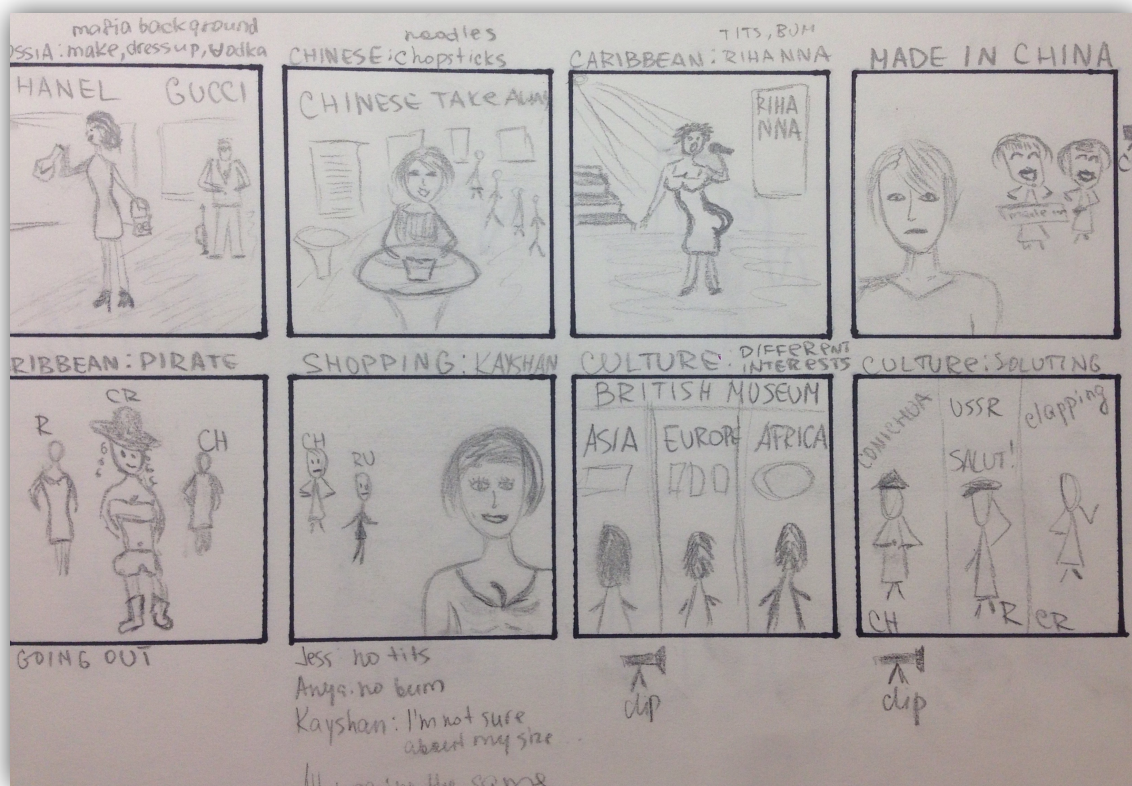
# INSPIRATION

- Smack the Pony
- Three girls being stupid silly (comedians)
- Inspire us to be funny, entertaining

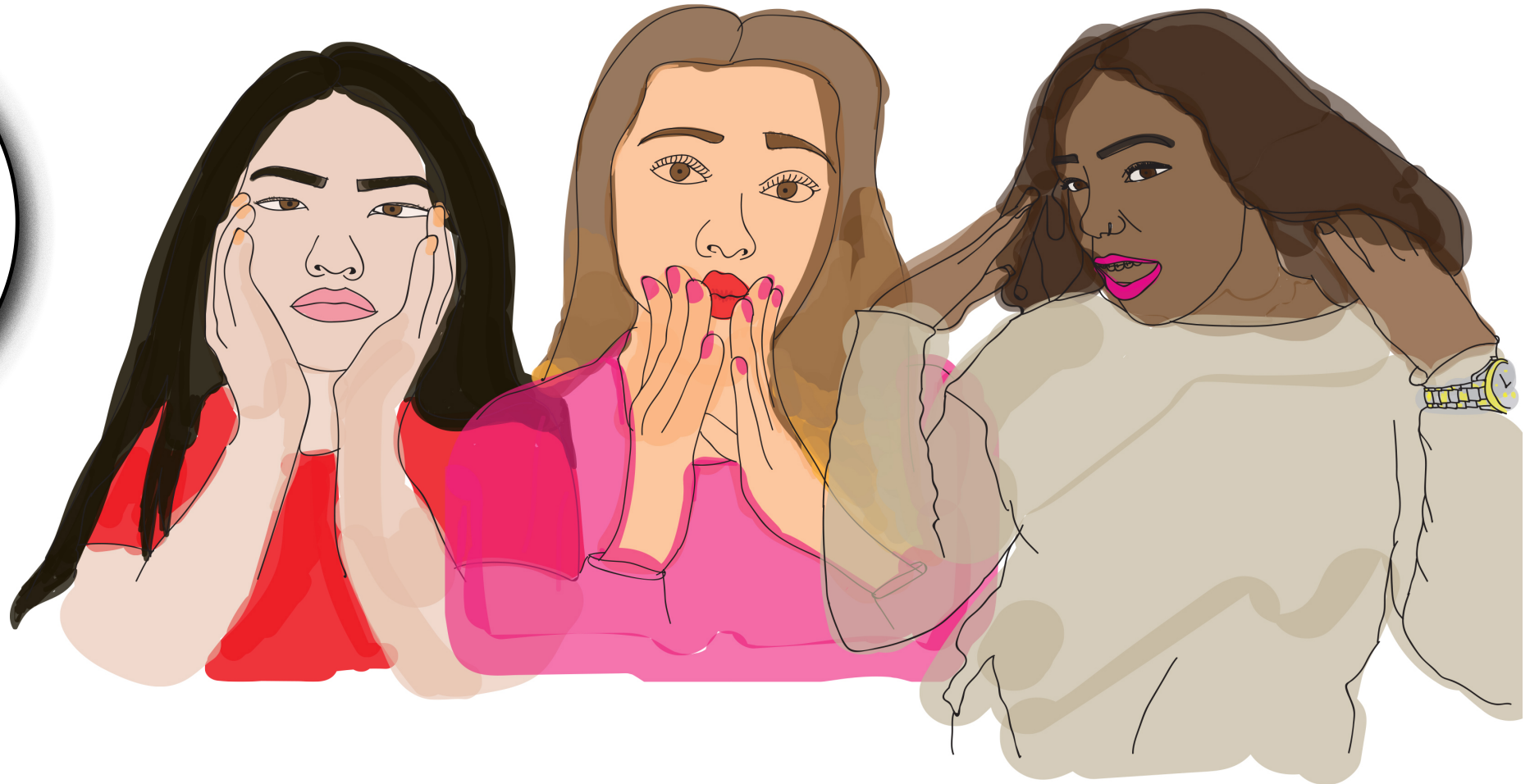


# SKETCHES

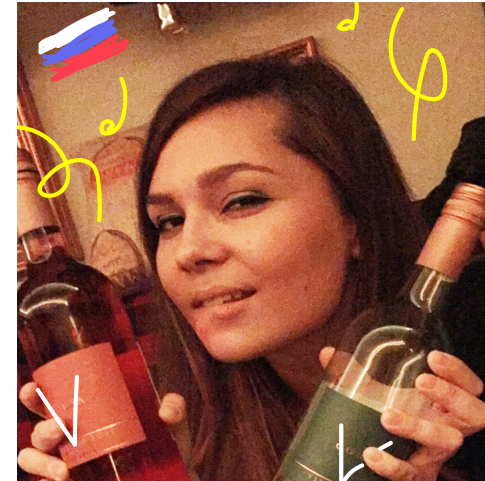
- We've got a list with about 40 different ideas



# LOGO AND THE MAIN ILLUSTRATION



# IMAGES



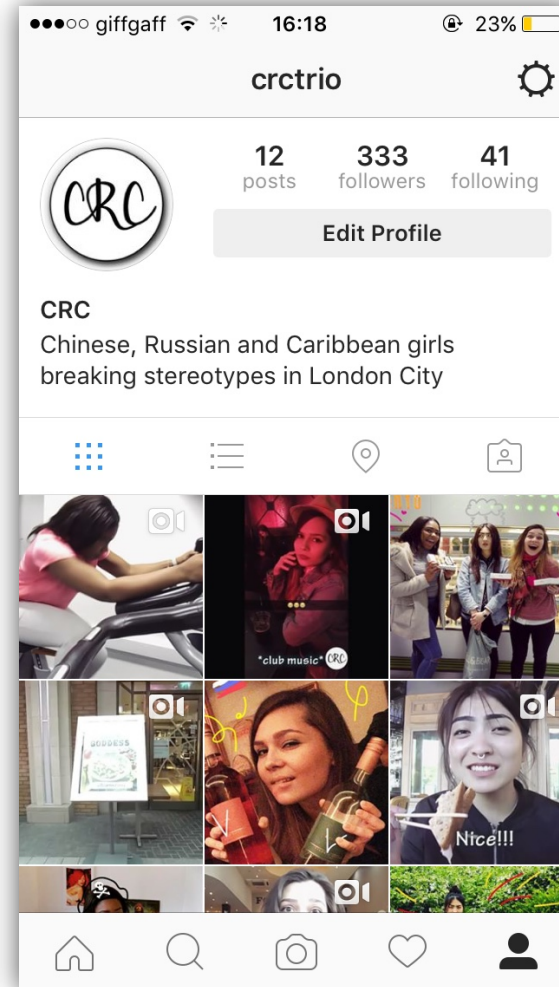
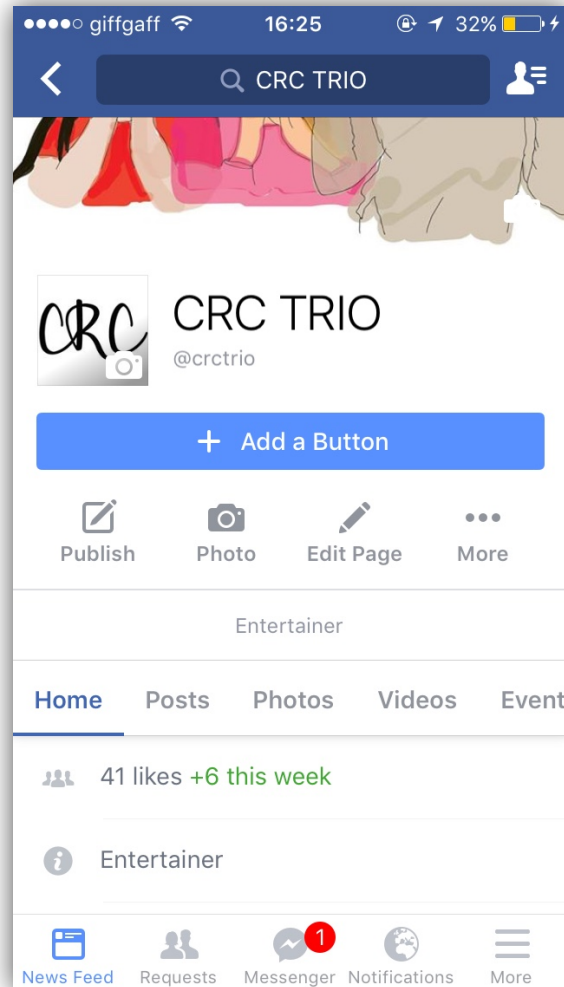
# LINKS TO SOCIAL MEDIA PLATFORMS

- Facebook - <https://www.facebook.com/crc trio/?fref=ts>
- YouTube – <https://www.youtube.com/channel/UCa l KYtMluCY44JlCtZ9WVTw/videos>
- Instagram – <https://www.instagram.com/crc trio/>
- Twitter - <https://twitter.com/CRC trio>



# RESPONSE

- The latest updates from social media on 8<sup>th</sup> June





# CONCLUSION

- During this project a few things we've learned are:
  1. Think about your project as a brand (logo, colors, structure);
  2. Think about your audience and their interests;
  3. Try to not make inside jokes and to not offend any race;
  4. Promote yourself;
  5. Keep posting frequently.



# BLOGS

- Kayshan - <https://kayshanhinds.wordpress.com>
- Anna – <https://anyaklimovablog.wordpress.com/category/industry-engagement/>
- Jessicah - <https://jessicahxue.wordpress.com>





Thank you for your attention and let's make fun together!