GIG1005 SOCIAL ENGAGEMENT REPORT

Faculty of Computer Science and Information Technology

Bachelor of Information Technology (Multimedia)

Group 10

Project Name:

Creative Studio (Online Adobe Photoshop Workshop)

Lecturer:

Dr. Nurul Fazmidar Binti Mohd Noor

Project Date:

27th April 2020 - 5th May 2020

1.0 Program Report

1.1 Project Background

The name of our project is Creative Studio. It is a virtual project. In this project, participants learned how to use the Adobe Photoshop software to design poster through the tutorial videos that we provided and then they joined the poster making competition where they applied the skills that they learned, win prizes and at same time raised awareness of Covid-19. This project has been a good learning experience for the participants as they managed to acquire an essential multimedia skill which will be of great use in their future.

1.2 Objectives

i. To promote the usage of Multimedia to the public

ii. To provide an opportunity for the public to learn Adobe Photoshop

1.3 Target Community

The public and students of University Malaya

1.4 Location of Target Community

Due to the spread of the COVID-19 disease, tutorials were done online through pre-recorded videos so participants can access them through links from any location.

1.5 Distance of Location of Target Community from University Malaya

No set distance as participants were located all throughout Malaysia.

1.6 Amount of times carrying out a social engagement program with this community.

This is our first time organizing a project that is open to the public and students of University of Malaya.

1.7 Number of Participants (Community)

32 Participants

1.8 Number of Participants (University Malaya)

1 lecturer and 35 students

1.9 Gantt Chart

Activities	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 9	Week 10	Week 11	Week 12	Week 13	Week 14
Introduction to the role of individuals in society and the importance of volunteering work.	✓												
Briefing and fieldwork guidance		✓											
Suggesting projects		✓											
Discussion with lecturer		✓					✓						
Organising positions and team members		✓											
Choosing of project			✓										
Assignment of tasks			✓	✓									
Team discussion			✓	✓									
Preparing for backup paper presentations			✓										
Presentation of proposal				✓									
Notice letter to the faculty office				✓									
Conducting of project					✓	✓	✓	✓	✓	✓			
Preparation of short report and presentation												✓	
Report presentation													✓

1.10 Time and Date

Whole Day

(27th April 2020 - 5th May 2020)

1.11 Implementation

For the pre-implementation process, each team was assigned to script write one chapter each for the tutorials, which consisted of the modules introduction, colours, textures, photo manipulation and designing a simple card. Once the script writing was done, our team leader Sivasudar recorded a video of him teaching the tutorials. These pre-recorded videos were then uploaded to a Google Drive where it is easily accessible to all team members and participants.

Next, our project was carried out online by providing the participants with the links to the pre-recorded tutorials on Google Drive. This is due to the spread of the COVID-19 disease which required people to keep a safe distance between one another to prevent further spreading of the disease. The link to the first chapter of the tutorial was shared with the participants on the 27th April 2020. We continued to share a link to each chapter daily until the 1st May 2020. Once the tutorials were completed, the participants then proceeded to continue with the poster design competition.

Once all the participants have completed their posters, our team evaluated the posters to decide on the winners. Then, the winning participants were announced on our Instagram page.

Instagram link:

https://instagram.com/creative_studio2020?igshid=1um37cuz3uvat

1.12 Issues and Challenges

Our team has faced many challenges while doing this project. Firstly, what was meant to be a face-to-face interaction workshop with high school students ended up to be an online tutorial due to the ongoing COVID-19 disease. Thanks to our technologically-advanced world, we were still able to carry on with our project. We also made a mistake in calculating the expected expenditures as we had to edit our proposal multiple times due to some changes in the project. The team members have taken responsibility and have collected RM200 to cover for the insufficient funds.

Next, poor internet connections have made it difficult to communicate between team members and participants. Fortunately, the problem was not permanent and the project could still run smoothly. Another challenge that we faced was that some of the participants are not able to understand the tutorials completely because it wasn't a face-to-face session. Thus, we overcame this by creating a WhatsApp group with the participants so they get help from any team members to provide guidance on the tutorials.

1.13 Do you plan to continue this program with the community next semester?

We have not planned to hold any programme with the community next semester as we are still not over with the Covid-19 pandemic but if we have a chance to continue this program, we will be very much pleased and will be looking forward.

1.14 Achievements

Our team was successful in promoting the usage of Multimedia towards the participants as there were multimedia elements involved in the Adobe Photoshop tutorials, such as text and images. When designing their posters, the participants have used texts and worked with different fonts and typefaces so the information can reach the audience. Graphics such as images were also used to create a more visually attractive poster that will capture the attention of the audience.

Besides, through the tutorials provided, participants have also learned the basics of Adobe Photoshop. Some of the few examples are learning how to use the basic tools such as pencil, move tool and many more. They are also provided information on colours, textures, photo manipulation and much more. Even though there is still more to learn on the software, we believe that this project has given the participants a stepping stone to sharpen their skills in using Adobe Photoshop.

1.15 Documents

Registration Form:

https://docs.google.com/forms/d/e/1FAIpQLSeMjV6rZ4vo0Xx4QhMyq3jRoRPgwhtwFXNqs87S_g_k7GRAcA/viewform

2.0 Photos and Videos

2.1 Photos of Activity

https://drive.google.com/drive/folders/10Rf5BymJ4D8nymTYbr6DvBaRr81qsF-8?usp=sharing

https://drive.google.com/drive/u/0/folders/1Hww1NrMF4c78KQmjEhIzxyVpPI7F7Cu6

2.2 Videos of Activity

https://drive.google.com/drive/folders/1NtMWHUL24rIEs1sFUZD2TnBzhgiLu0NA?usp=sharing

2.3 Testimonial Video (Before and After)

https://docs.google.com/spreadsheets/d/1GsZSYHpSCxdq2qKfWiN6uDJ0iXjyZ40UIefVzY8ilMA/edit?usp=sharing

3.0 News Template

None

4.0 Expenditures

Expected Expenditure

No	Items	Total Amount (RM)
1.	First Prize (Cash)	300.00
2.	Second Prize (Cash)	200.00
3.	Third Prize (Cash)	100.00
4.	Consolation Prizes (Gift Vouchers) -RM10 x 20	200.00
	Total Amount	RM800.00

Actual Expenditure

1. RM800.00
2. RM200.00
   -Mistake in calculation of consolation prizes which was supposed to be **RM20 x 20** instead of **RM10 x 20**
   -RM200.00 is covered by team members.

   Total Amount : RM1000.00
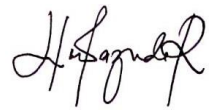
5.0 Financial Source

Internal - HEP: RM800

External - None

6.0 Conclusion

As a conclusion, even though there were challenges and obstacles faced while doing the project, we have overcome them as a team. With the continuous teamwork and support provided by each party, our project has turned out successful. We managed to achieve the objective of the project as the participants now has basic knowledge on how to use Adobe Photoshop. Our team has also gained some experience on how to handle a project which requires cooperation from every team member. We hope that we can use the knowledge that we have gained in our future endeavours.

Signed by,

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