

BOWTIE NEWSLETTER WEEK 2

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Brainstorming!!

During this week we did great a couple of great brainstorming sessions to discuss some relevant points that will guide our project. We are very excited because we got some great ideas and now we are more clear of what kind of things we want to develop in this project.

Branding

We had some branding sessions to define the values and features of our brand. More than a logo, we want an identity that expresses the values of our team and project.

Siimon, Rachina and Juan presented to the group their proposals for a brand.

"You can't solve a problem on the same level that it was created. You have to rise above it to the next level." -

Albert Einstein

Meeting with Advisors

We had a meeting with Brenda to see what we could get from her experience. She gave us very helpful tips and advice on what specific type of things we should focus on. She also explained us the difference between an actor and a character and encourages us to discuss this with the director.