





FPT UNIVERSITY Capstone Project Document REPORT 3

Communication Campaign

THE BLOSSOM OF FLUIDITY < Vẻ Đẹp Của Sự Linh Hoạt >

	< CICADA MEDIA > GSU22MC01				
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Capstone Project Code	SU22MCO1				

TABLE OF CONTENT

PART I: EXECUTION	4
1. Social media	4
1.1 Media Planning - Facebook	4
2. Media Production: Conceptual photography	7
2.1 Name: FOI - PHÔI	7
2.2 Idea	8
2.3 Key message	8
2.4 Mood board	8
2.5 Implementation plan	9
2.6 Human resources	10
2.7 Checklist	10
2.8 KPIs	12
2.9 Actual expenses	14
3. Media Production: Short film	14
3.1 Name: Shape Of Blue	14
3.2 Idea	14
3.3 Key message	15
3.4 Direct treatment	15
3.5 Script	16
3.6 Shotlist	16
3.7 Implementation plan	17
3.8 Checklist	18
3.9 Human resource	20
3.10 Timeline set up	21
3.11 Timeline on-set	23
3.12 KPIs	24
3.13 Actual expenses	25
4. Event	25
4.1 Name	25
4.2 Type of event	25
4.3 Concept	26

FPT University Ma	ultimedia Commun	ication Capstone	Project
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	4.4 Theme	26
	4.5 Key message	27
	4.6 Implementation plan	27
	4.7 Agenda exhibition:	28
	4.8 Timeline set up	30
	4.9 Timeline onset	31
	4.10 Human resources	32
	4.11 Script program	35
	4.12 Event map	35
	4.13 Crisis Management	37
	4.14 Reality of situation	39
	4.15 KPIs	41
	4.16 Actual expenses	44
5	. Media Production - Conceptual photography	44
	5.1 Name	44
	5.2 Idea	44
	5.3 Key message	45
	5.4 Mood board	45
	5.5 Implementation plan	46
	5.6 Checklist	46
	5.7 Human resources	48
	5.8 KPIs	49
	5.9 Actual expenses	50
PA	RT II: Appendix	50

PART I: EXECUTION

1. Social media

Through research in the "Media Behaviour" and "Favorite Level of gender-fluid fashion" sections, the group decided to create a fan page on Facebook and Instagram. Using Facebook as the primary platform and Instagram as a secondary platform.

1.1 Media Planning - Facebook

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Figure 1: Media planning of campaign The Blossom Of Fluidity on Facebook

1.1 Media Planning - Instagram

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Figure 2: Media planning of campaign The Blossom Of Fluidity on Instagram

2. Media Production: Conceptual photography

2.1 Name: FOI - PHÔI

"FOI" is pronounced like the Vietnamese word "PHÔI" (Embryo):

- For plants, before there are roots, stems, leaves, or branches, there must be an embryo. If the embryo is insufficiently robust, the plant cannot grow and develop. Because of this, the series also implies that if we know how to think and are sufficiently mature, we can overcome any internal or external obstacles. Then we will be free to choose our own role models and identities.
- For humans, the embryos depicted in the photographs represent the concept of reverting humans to their most primitive state, when the line between men and women was less distinct and they were not subject to prejudices based on their physical appearance. This demonstrates the openness and adaptability of our approach to fashion.

"FOI" is also an acronym for:

- Fashion Of Imagination: no matter who you are or what gender you are, fashion is an expression of your individual creativity. Therefore, fashion is also the easiest way to communicate your personal appearance to others.
- Figure Out Insight: Observe, learn, and sense the voice of fashion emanating from within yourself and others. Because fashion derives from originality, and only industry insiders know who they are and what they require, fashion is a product of creativity. So, feel free to discover yourself; feel the free beauty of fashion within each individual, regardless of the barriers that surround them.

2.2 Idea

The campaign uses the wild daisy as the image's symbol. Through the use of wild daisy, the story of beauty and liberty is communicated. The conceptual photography will be based on impressive flexibility and creativity through the material of gender-fluid fashion. The desire to bring us back to the essence of fashion and beauty that is not bound by barriers of gender, prejudice, or identity.

2.3 Key message

The goal of conceptual photography is to create an amazing and explosive combination of two elements: fashion and limitless beauty. The material and language of the "FOI" photography project are gender-fluid fashion. Therefore, it aims to convey to Vietnamese youth the importance of positive thought when experiencing the beauty of flexible fashion, unrestricted by the stereotype about gender.

2.4 Mood board



Makeup: Orange and blue makeup according to the palette, creating a classic and sharp feeling.

Costume: The combination of masculine and feminine elements in the costume.

Posing: Mainly simple poses to focus on showing the hardness of the fabric on the outfit.

Props:

- Wild daisy: When thinking of wild daisy, delicate petals immediately come to mind. It posse a gentle, yet extremely alluring beauty. Despite the stormy winds and harsh aridity of the land, this wildflower possesses a strong vitality and continues to produce

- heart-capturing flowers. Therefore, the wild daisy represents strength, resilience, and bravery.
- Soil: The soil is the basis of development, the medium in which all living things grow. In this sense, the image of the land in the collection of photographs is also a metaphor for the notion that if the soil is healthy, the tree will be healthy. To live and develop to their full potential, individuals must have a profound understanding of their desires and refine their souls.

2.5 Implementation plan

TIMELINE	DETAILS
05/05/2022	Unified with Highchic brand in terms of costumes for the photo shoot
06/05/2022	Complete the list of things needed for the photo shoot
07/05/2022	Meet Highchic to receive costumes for the photo shoot
08/05/2022	Meeting with the team to discuss mood board and let the model try on the prepared outfit
09/05/2022 - 13/05/2022	Prepare the props for the layout of the concept
14/05/2022	Take place photo shoot
15/05/2022	Finishing post-production on the product trailer for the "FOI" conceptual photography
16/05/2022 - 19/05/2022	Completing the post-production of the "FOI" conceptual photography
20/05/2022	Completing the conceptual photography - "FOI"
22/05/2022	Post Fan page

Table 1: Implementation Plan for conceptual photography

2.6 Human resources

NO.	POSITION	NAME	
1	Project Manager	Nguyen Nhi	
2	Starring	Hoang Linh	
3	Photo	Hanh Tho, Thai Vy	
4	Set design	Thi Nga, Thanh Thanh, Thai Vy	
5	Studio & Lighting	Hong Duc Pham	
6	Makeup	Tan Phat	
7	Costume	Highchic	
8	Stylist	Thi Nga	
9	Production	Huu Loc, Thanh Thanh	

Table 2: Human resources for conceptual photography

2.7 Checklist

NO.	ITEM	NAME	AMOUNT
1	Shooting equipment	Sony A6300	1
2		Canon 750d	1
3		Lens Kit	1
4		Lens Sony 18 - 55mm	1
5		Lens Sony 50 - 210mm	1
6		Sony battery	3

7		Canon battery	2
8		Toshiba Memory Card 32GB	1
9		Vy's memory stick	1
10	Studio	Hong Duc Pham Studio	4 hours
11	Items	Flowers	4 - 5
12		Recliner chair	1
13		Table	1
14		Soil	1 bag
15		Vase	1
16		Orange fabric for tablecloth	1
17		Blue photography backdrop	1
18	Costume	Shirt	1
19		Skirt	1
20	Accessory	Socks	1
21		Shock pants	1
22		Earrings	1
23		Necklace	1
24		Shoes	1
25		Gloves	1

Table 3: Checklist for conceptual photography

2.8 KPIs

Attain the total organic reach of 30,500 through Facebook and Instagram.



Figure 3: Result of post that create curious about conceptual photography

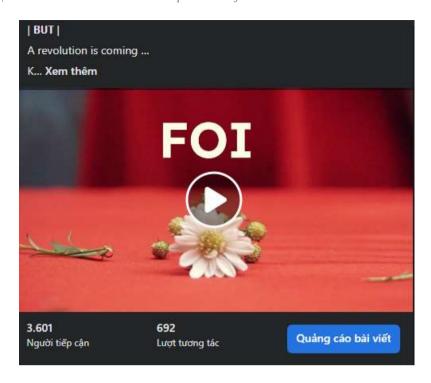


Figure 4, 5: Result of trailer post about conceptual photography

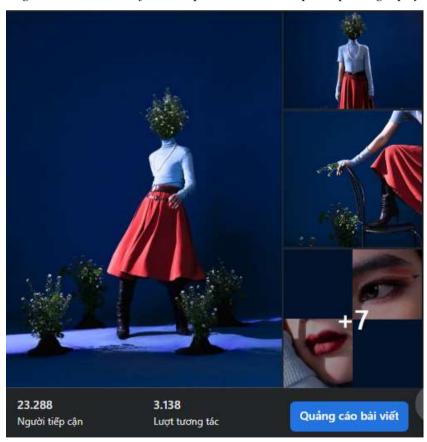


Figure 6, 7: Result of post about conceptual photography

2.9 Actual expenses

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Figure 8: Actual expenses of conceptual photography

3. Media Production: Short film

3.1 Name: Shape Of Blue

Literal meaning:

- "Shape" refers to the image, which incorporates both matter and mind. In addition to representing the progression of development, it represents the emergence of a flower from its embryonic stage.
- "Blue" is a color that appeals to both sexes, male and female. It symbolizes adaptability and harmony. It refers to the color blue as well as hope, youth, enthusiasm, and creativity.

Figurative meaning:

Each of us, as unique individuals, will perceive "blue" differently. Everyone possessed their own vigor and youth. Everyone is aware of themselves and their desires. Even if the present vanishes or disappears, these inherent forms remain in their minds. And for the character Mr. Hoat, "blue" is also the color of the dress, the color of the past, and the color of the desire to live a life of fashion simplicity.

3.2 Idea

The genre is drama movie.

The narrative focuses on the perspectives of a young man with a gender-fluid fashion sense and an elderly man bound by past prejudices. The appearance of the young man helped the elderly man change his perception and overcome the dark memories of being bullied by his old friends because of his gender-fluid fashion style.

3.3 Key message

Take a more flexible evaluation not only of fashion but also of life to avoid regrets.

3.4 Direct treatment

Moods and tones:

- Mood: The film's pace gradually quickens until it settles on instrumental background music without lyrics. People will be able to concentrate more on their emotions if fashion-related short films lack dialogue. Filmic material depicts closeness and everyday life to facilitate the highlighting of fashion items.
- Tone: Numerous wooden props and furniture are utilized in the film. Using the soft yellow light to create a cozy scene. A small amount of blue will be present at night, resulting in a cooler color temperature.

Storyline:

- Scene 1: Describe Mr. Hoat's character and his current lonely life.
- Scene 2: Mr. Hoat's sadness and regret about the past.
- Scene 3: Introduce the character Linh and form the initial meeting between the two characters.
- Scene 4: Forming a relationship and mutual attention between the two characters.
- Scene 5: Linh wants to know more about Mr. Hoat and accidentally discovers a secret photo of his past when he was young. This is the knot that makes Mr. Hoat have a self-contained life.
- Scene 6: After seeing Linh's attitude and sincerity, Mr. Hoat decided to be open-hearted.
- Scene 7: Mr. Hoat feels sympathy from Linh and decides to remove the knot. He gave Linh the blue dress that he kept for a long time.
- Scene 8: Linh appears in a blue dress with dynamism and youth.

3.5 Script

Detail

3.6 Shotlist

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Figure 9: Shotlist of short film SHAPE OF BLUE

3.7 Implementation plan

TIMELINE	DETAILS
05/05/2022	Complete the script for the short film
08/05/2022	Finish the shot list
09/05/2022	Looking for a filming location
11/05/2022	Casting call
18/05/2022	Choose the filming location and prepare rentals and borrow items for setting design
26/05/2022	Set design for shooting scene
27/05/2022 - 28/05/2022	Filming
30/05/2022 - 03/06/2022	Edit the short film
04/06/2022 - 05/06/2022	Edit the trailer
13/06/2022	Publish the fashion short film trailer
15/06/2022	Publish the fashion short film

Table 4: Implementation plan for short film SHAPE OF BLUE

3.8 Checklist

3.8.1 Filming equipment

NO.	NAME	AMOUNT
1	Sony A73	1
2	Gimbal CS2	1
3	Fog	1
4	Tripod	1
5	Electrical outlet 50m	2
6	Slider dana 2m	1
7	Monitor 7 inch	1
8	Forza 500	1
9	Aladin	1
10	Amaran 200X	1
11	Quasar 30	1
12	Bright cutting	1
13	Reflection - Bright fill	2
14	Microphone boom	1
15	Color Filter	1
16	Sconce	1
17	Arm	1
18	Kupo	1

19	Lens 24-70 f2.8 GM	1

Table 5: Filming equipment for short film SHAPE OF BLUE

3.8.2 Filming props

STT	Phân cảnh	Tên	Số lượng
1		Giaring hode pallet	1 cái
2		Tầm nệm 1m2	I chi
3		Géi	1 citi
:4	[Mên	1 cui
5		Bô ga giường trơn máu trung tính	1 16
6		Tu độ	I oli
7	1	Quân áo treo são	10 50
8		Môc treo đồ	20 ciá
9		Thing carton 20 x 30 cm	3 - 4 cii
10		Trung phục ông Hoạt I	116
11	1	Bàn làm việc	1 ciki
12		Ghé ngồi làm việc	I citi
13	1	Kệ đầu giường	t ciù
14	1	Sách	3 - 4 cub
15	1	Sketchbook duc lő	1 cuốn
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17	1	ánh bia tạp chi	3 tim
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19	Phân cánh I và 2	Hú đạng bát	I cái
20	1	Nhiêu loại bút thois:	7-10 cly
21	1	Den him	1 ciú
22	1	Co vê	2 - 3 cky
	-		
23	-	Pallet pha mius	t cái
	1	Three day	I cái
25	1	Hộp kim chi	1 hóp
26	1	Tâm vái mãu be phủ che munocunh	3 met
27	-	Manocanh sát	1 cái
28	1	Chièc radio nhò	I citi
29		Chậu sen đả	4 - 5 chật
30		Tầm ảnh cũ	1 tâm
31		Bánh kem để chụp ảnh	l cái
32		Nón sinh nhật	1 chi
33		Chiéc váy xunh	1 cit
34		Giấy A4 viết về bodyshaming	2 tim
3.5	1	Bút lông đen	1 citi
36		Rêm của voon trắng	1 bo
37		Chậu đưng hoa	1 cái
38		Đái	1 chậu
39		Hoa cúc đại	1 bò
40		Miếng xốp cầm hoa	I miéng
41		Vali	1 cái
42	and the second	Smartphone	1 cái
43	Phin cinh 3	Tại nghe có đây	I cái
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45	1	Trang phục của Linh (day 2 3 4 5)	416
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47	1	Lich để bản	1 cái
48	1	Ly uống mước sử trắng	1 cái
49		Hộp cơm không trong suốt	I cai
50	-	I so sticky note miss such drong	1 ciri
51	Phin canh 5		1 bò.
52	Finans Callin 5	Trang phục của Linh (day 6)	
		Trang phục của ông Hoạt (day 6)	1 160
53		Sot rise	1 cái
54	1	Túi dựng bánh ngọt	1 ciii
55	Phin cinh 6	Bánh và hộp bảnh	1 50
56		Trang phục của Linh (day 7)	1.56
57		Trung phục của ông Hoạt (day 7)	1 50
58		Bộ ẩm vũ tách trũ	1 50
59	Phân cánh 7	Cái mặm trôn	1 cai
60	radio conti	Hinh sânt	4 cas
61		Chiếc vậy xanh	1 cái
62		Băng keo	2 cuộn
63	Description 1	Hồ đán	2 chai
64	Dung cụ hỗ trợ	Kéu	2 cas
65		Bán ci	1 cái

Figure 10: Filming props for short film SHAPE OF BLUE

3.9 Human resource

NAME	POSITION	TASK				
	Director	Directing acting				
Nguyen Nhi	Line Producer	Responsible for all internal issues in the film crew, overseeing production issues, personnel organization, shooting equipment, techniques, budget, filming schedule				
	Script Writer	Write the script and adjust the content according to the reality				
Huu Loc	Production Manager	Support the organization of personnel, shooting equipment, techniques, budget, and a shooting schedule, responsible for the film crew to shoot on schedule and within the budget limit				
	Assistant Director	Support the director to observe images and actors.				
	Script supervisor	Assist the director in observing and taking notes and reminding activities taking place on set				
	Producer on set	Time management, planning and production in the on-set phase				
Thi Nga	Custom Assistant	Assist in the preparation of costumes and make up the costumes for each scene				
	Catering	Prepare full meals and drinks for the team				
Thanh Thanh	Production Assistant	General manager for production planning and timeline throughout the film project				
Location manager		Find the right venue, and contact information and manage the arrangements with the venue				

Catering		Prepare full meals and drinks for the team			
Hoang Phuc	Cinematography	Manage the image of the film			
Thanh Qui	Camera Operator	Work with directors to determine all aspects of shots Shoot scenes according to requirements			
Tuan Khang	Camera Assistant	Support shooting and adjusting the angle required by CO			
Tuan Khang	Gaffer	Responsible for the design and implementation of the defined lighting scheme			
The Anh	Lighting				
Manh Son	Lighting	Adjust the light to suit the filming scene			
Thanh Dat	Soundman	Collect environmental sounds and test the sound.			
Tuan Phong	Character: Linh	Read the script in advance and discuss with the scriptwriter to adjust it to suit the scenes			
Mai Dien	Character: Mr. Hoat	series to adjust it to suit the society			
Thien Kim	Makeup Artist	Makeup for actors			

Table 6: Human resources for on-set

3.10 Timeline set up

NO.	TIME	TASK	NAME
1		Take a camera and paintbrush at Dang Van Bi to take pictures of Mr. Hoat when he was young	Nhi

2		Check to bring A4 paper	Nga
3		Meet Yen, give the phone and take the teapot, glass, tray	Nhi
4		Contact the sponsor for props	Nhi
5		Take a photo of Mr. Hoat when he was young	Nhi
6		Borrow the neighbor's trash can	
7		Borrow blue blanket, black marker, iron, wired headset, sketchbook of Loc	
8		Borrow the mannequin	Thanh, Nga
9		Buy beige fabric covered with mannequins	
10		Buy a cake to prepare for breakfast	
11		Find padding for a taller mattress	
12		Buy white chiffon curtain	
13		Get 15 stone lotus pots in Phien Garden	
14		Print shotlist, timeline, and script	Nhi, Loc
15		Buy a carton (20 x 30 cm)	
16		Visit Nai Decore to buy smoke generators	
17		Borrow the camcorder	Loc, Phuc, Nhi
18		Borrow audio equipment and lenses	Nhi, Dat, Qui
19	26/05/2022	Set design of shooting scene	Cicada team

Table 7: Human resources for setting up

Ngiy	Ce	Thiri gian	Phin cinh	Nội dưng	
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		4b85 - 4b30	-	Klibs tes bål sånh / dao op / set design Diån side at milt	
		4h30 4h40	-		
		4640	-	Cing truck thi quey Ån sing	
		4645 - 5850		Makerup cho điểm viện Đạo diễm đi đường đây / Kiểm ma và sơng thiết hệ	
				Disc lai kicle bin	
				Dặc tá đời mắt	
		6000 - 1000	PC1(A2 - A7) Ong Hopt this day via	A: Focus bits lim việc B: Focus ông Hoạt đơng thức đậy, vuốt mặt Ông Hoạt ngôi đặy, nhật xung quanh, vuốt mặt, buốc đến cá	
			chen dò trong tù quân io.	Trein sieth ing Hoyt babe din cir to	
				Giác từ hướng trong to độ, ông Hoạt lấy độ	
27/85/2822	Sing			Đặc từ hin tuy đưng lướt trên nhưng cái ảo trong từ để	
AMICONYO				Cánh tính tá hình ánh ma-ne-canh đạng phủ một tắm với , ởi Thai huộc đến	
				Camera të manocanh, (ng Hoạt vớn tầm vai tên	
		1200-11021011	and the second second second	Ong Hour back: sang hist linn vide	
		Nh30 - 10h30	PC2 - Ong Hout buist din ma-ner-canb	A: Clim tiles birth	
				B: Cim xúc ông Hopt	
				A: Camera từ vui ông Hoạt, Linh hước ngung của số B: Camera chuyển sang Linh bước đến của chính	
				Focus chiju hos mit Linh dang clim trên tay (Hiju clinh: ênj	
		11h - 11h30	PC3(C1,C3) - Linh ôm Hou, mở cũn vũ	Host dang shin om khung cin)	
		Andrew St.	shin shào ông Hoạt	FTX: ông hoạt phát lở linh., dọn bản lâm việc	
		11500 - 12500		Ān teas, nghi ngoi	
		19h - 20h		An shi, di daing dity	
				Góc từ sau lưng Linh dạng nhin về nhỏ ông Hoạt	
				Góc từ giữa cánh của, Linh bước đến vấp phái chậu củy	
27/05/2022	The	20h - 22h/0	PCs (F2 - F8) - Link xin lỗi ông Huạt	Gốc sau nhinh cây, Linh vận đến đờ chậu cây đây - ông Hoại mở của bước ri	
27.30.234		Scalles III		Đặc tả ông Hoạt nhận bánh	
				True digit Link vi Hogt	
		23500 -23630	PC6 - F1 - Linh di hoc vi	A: Linh bubc lên câu thung	
				B: Diving lại sthin bịch hiệth vũ nhà ông Hoạt	
		5h00		Elicip täge terung tại đặc điểm quary	
		9665 - 9600		Kidne tru bås cánh / dan cu / net denigm	
		5h30	1	Diễn viên có mặt	
		5h40	-	Cùng mưc khi quey	
				An sing	
		3645 - 6650		Makeup cho diễn viện Đạo điển đi đường đây / Kiểm tra và sưup thiết bị Đọc lại kịch bias	
		7500		Blit dha quay ngày 7 cu sing	
				Cân cánh tay ông Hoạt hật radio	
				Ong Host di qua song cafe và nhin theo bong Linh qua	
				Ong Hout clim cui liim việc	
				Cân cánh sán phẩm của ông Hoạt dạng về được 1/3	
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				Linh melt di class of regang qua con só shá-ông Hous	
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			PCI (A3) - Mit circls	Circh mô không gian	
			PC3 (C2,C4) - Linh ôm Hou, mở cũu và	Huting tir sau lung. Link quey một nhân ngang nỗi quey ngư lại chia ông Huat	
			nhin chào ông Hoạt:	Camera bên phủi Linh, đặc từ cám núc Linh bị phát 50	
		8630 - 10630		A: Linh ra khôi nhì, động cũn, trên tay cầm hộp cơm	
			PC5 (E1,E2) - Linh den com que lien ques voit ông Hout	B: Di chuyển đến nhà ông Hoạt A: Linh dùy ở trước nhà ông Hoạt, nhin viar nhà ông Hoạt s nhin viar học com	
				B: Đặc tá hợp cơm	
			PC8 (H1) - APTER CREDIT	Linh bước ra ngoài đi học với bộ đồ mới	
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		11600 - 13600	PC 5 (E3-E7) - Link lift sing trong sich	sinte quark I lust	
		11500 - 13500	PC 5 (E3-E7) - Linh lät ning trung süch selt set ngac shicht ciss misth	B: Từ từ đi đến chỗ hin làm việc của ông Hoạt	
		11500 - 13500		B: Từ từ đi đến chỗ hán tâm việc của ông Hoạt Cận cánh tay Linh lật từng trung sketchbook	
		13500 - 33500		B: Từ từ đi đến chỗ hán tâm việc của ông Hoạt	

Figure 11: Timeline for on set day

3.12 KPIs

Attain the total reach of 10,600 through Facebook and Instagram.

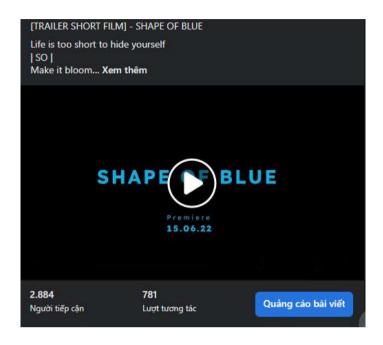


Figure 12, 13: Result for trailer post of short film SHAPE OF BLUE

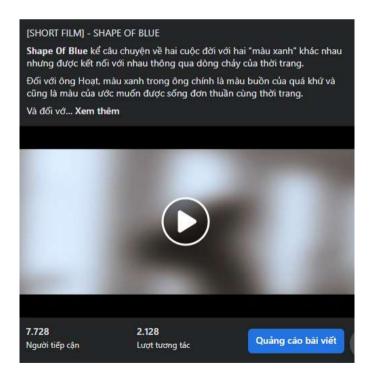


Figure 14, 15: Result for post of short film SHAPE OF BLUE

3.13 Actual expenses

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Figure 16: Actual expenses for short film SHAPE OF BLUE

4. Event

4.1 Name

The Blossom Of Fluidity

4.2 Type of event

The event is an interactive exhibition. Each area at the event is integrated with experiential activities in the whole area. Besides, the event held a minigame called "Finding colorful flowers" that consisted of 3 rounds, and the first 2 rounds took place online on the fan page The Blossom Of Fluidity. In particular, the 3rd round will take place at the event and will have

a sticker collection activity after each person visits the exhibition in each area. This is considered an activity to link the areas in the exhibition together. Besides, the minigame is also an activity to attract people to join in the event.

4.3 Concept

Blooming beauty of gender-fluid fashion style.

The exhibition areas are decorated mainly with fabric as the main material and 70% of the elements are handmade because it will create a feeling of friendliness and youthful energy but equally fashionable for the event.

4.4 Theme

- Main color tone:
 - + Orange
 - + Blue
 - + White
 - + Beige.
- Decoration material:
 - + Fabric (chiffon + canvas)
 - + Corrugated paper
 - + Paper
 - + Brick
 - + Fresh grass
- Props:
 - + Artificial flowers
 - + Mannequin
 - + Pivot
 - + Photo Booth
 - + Backdrop (3D logo)
 - + Cabinet
 - + Whiteboard
 - + Television

4.5 Key message

Whatever it is, bloom in your way

4.6 Implementation plan

TIMELINE	DETAILS
08/05/2022	Come up with ideas
9/05/2022 - 20/05/2022	Research
21/06/2022	Select the idea
22/05/2022	Scout exhibition area
25/05/2022	Complete the site diagrams and design the exhibition areas
30/05/2022	Construct the exhibition areas Submit the proposals to support the event
03/06/2022	Select a template and contact a template to take a picture of the craft for the event
05/06/2022	Script and describe personnel and dividing tasks
06/06/2022	Contact to find human resource
10/06/2022	Shooting to prepare for the event
14/06/2022	Crafting flowers and making things for mannequin
15/06/2022	Edit the images
16/06/2022 - 20/06/2022	Finish the print design
21/06/2022	Edit highlight clip shown on TV Send an invitation to the event Send out print publications

22/06/2022	Find music for the event Send an invitation for media support for the event
24/06/2022	Team meeting Buy stuffs in the checklist.
25/06/2022	Rehearsal Contact the walkies talkie rentals Finish the master script
26/06/2022 - 27/06/2022	Set up the event
28-29-30/06/2022	On set

Table 8: Implementation plan of The Blossom Of Fluidity Event

4.7 Agenda exhibition:

Time: From 8:30 am to 4:00 pm.

Date: From June 28, 2022, to June 30, 2022.

Location: 1st-floor lobby, FPT University, District 9.

DAY 1 (28/06/2022):

TIME	DESCRIPTION
8:00 am - 8:30 am	Check-in, welcome guess
8:30 am - 8:50 am	Opening
8:50 am - 12:00 am	Visit exhibition
12 pm - 12:30 pm	Mini show 1
12:30 pm - 2:00 pm	Visit exhibition
2:00 pm - 2:15 pm	Mini show 2
2:15 pm - 4:30 pm	Visit exhibition
4:30 pm	Ending day 1

Table 9: Agenda for day 1

DAY 2 (29/06/2022):

TIME	DESCRIPTION
8:30 am	Open
8:30 am - 12:00 pm	Visit exhibition
12:00 pm - 12:30 pm	Mini show
12:30 pm - 4:30 pm	Visit exhibition
4:30 pm	Ending day 2

Table 10: Agenda for day 2

DAY 3 (30/06/2022):

TIME	DESCRIPTION
8:30 am	Open
8:30 am - 12:30 pm	Visit exhibition
12:30 pm	Ending exhibition

Table 11: Agenda for day 3

4.8 Timeline set up

Ngky	Ca	Thời gian	Hoạt động	Phụ trách	Chú thích
		Sh00	Moi người tập trung	All teams	
		8h20 - 8h30	Cung trước setup	Thanh	
		8h30 - 8h45	Triển khui nhiệm vụ cho từng khu	Set design	
	Sáng	8h45 - 9h00	Mỗi khu tự triển khai phân chia công việc	Leader tông khu	
		9h00 - 11h30	Set up	Nga quán li chung	Ghể, TV, bộ mixer sẽ lấy vào ngày thứ 2
26/06		11h30 - 1h	Ån uống + nghĩ ngơi	Kim Cường mas đồ ân	11h gọi đặt đồ ăn trưa
		Ih - Ih15	Lender báo cáo tiến độ từng khu cho set design	Set Design	
	[1h15 - 6h	Set up	Nga quán lí chung	
	-000	6h - 7h	An thi	Kim Cương mus đồ ăn	4h30 gọi đặt đồ lin chiều
	Chiću	7h - 10h	Set up	Nga quàn ti chung	
		10h - 10h15	Báo cáo tiến độ List những thứ cần chuẩn bị thêm Đọn dẹp - go home	Set Design	
		8600	Moi người tập trung	All teams	1
	Sáng	8h20 - 8h30	Cúng trước setup	Thanh	
		8h30 - 8h45	Leader triển khai công việc còn chựa hoàn thành tới thành viên	Leader tüng khu	
		8h45 - 11h30	Set up	Nga quản li chung	Lây ghế, bộ mixer, giá giải thích
		11h30 - 1h	Ån uống + nghĩ ngơi	Kim Cường mus đồ ân	11h gọi đặt đồ ân trưu
27/06		1h - 1h15	Lesder báo cáo tiến độ từng khu cho set design	Set Design	
		1h.15 - 5h	Set up	Nga quân li chung	
		.5h	Done setup	Set design	
	Chilu	5h ~ 6h	Brief kịch bàn + nhiệm vụ từng người + từng lead phụ trách Ẩn uống + nghi ngơi	Nga Kim Cường maa đồ ăn	4h.30 gọi đặt đồ ân chiều
		6h30 - 9h30	Rehearsal	Nga	Rehearsal khai mọc + các tiế mục văn nghệ
		9h45 - 10h20	Dân độ + đọn đẹp	Nga	Ngũ sớm lấy sức nha mấy bở

Figure 17: Timeline setup days of The Blossom Of Fluidity event

4.9 Timeline onset

	11	5500	Tập trung	Dja diëm: Phòng 110
		Sh15 - 5h30	Cùng trước sự kiện	Kim Cường chuẩn bị đỗ ân sáng cho sự kiện
		5h45 - 6h30	Ân sing + Đạo diễn họp đi lại đường đây với ckip	1788 Extra 1800 1700 1700 17
	Sáng	6h45 - 7h15	Referent	
		7h15 - 8h00	Các khu vực chuẩn bị và kiểm tra lại checklist của minh	
*****		8h00 - 12h00	Onset D1	11h Kim Cường chuẩn hị đỗ i sáng cho sự kiện
28/06		12h00 - 12h30	Ca nhạc D1	Town chia nhoo ân trus
		12h30 - 2h00	Tiếp tực triển lầm	
		2h00 - 2h15	Ca nhạc D1	
	Chiều	2h15 - 4h30	Tiếp tọc triển lầm	4h30 Kim Cường chuẩn bị đi ân chiếu cho sự kiện
	Caren	4h30 - 5h30	Ān yoʻng - nghi ngri	
		6h60 - 7h30	Rehearsal các tiết mục cho D2	
		7h,30 - 8h,30	Đạo diễn giao việc cho ngày mai theo ca - Đọn dẹp và ra về	
	41	-	TEAM CICADA RA VÊ CUỐI ĐỂ BÁO (QUÂN ĐÔ
			TEAM CICADA LÊN LÚC 6H30 ĐỂ CHUẨN	BI BAN GIAO
	Sáng	7h00 - 7h45	Team or sáng tập trung	
- 1		8h00 - 12h00	Trien läm D2	
		12h00 - 12h30	Ca nhọc D2	12h15 team ca chiếu tập trun
		12h30 - 2h00	Tiếp tục triển lầm.	
29/06		2h00 - 2h15	Ca nhọc D2	
	Chilu	2h15 - 4h30	Tiếp tạc triển làm	
	Chieu	4h30 - 5h30	Don dep - Duo diễn giao việc cho ngày mai theo ca	
	1	6900	Ra vê và nghi ngưi	
			TEAM CICADA RA VÉ CUỐI ĐỂ BÁO Q	UÁN ĐÔ
		1 Mar Charles	TEAM CICADA LÊN LÚC 6H30 ĐỂ CHUẨN	BI BAN GIAO
		7h00 - 7h45	Team ca sing tip trung	
30/96	Sáng	8500 - 12500	Triển lâm D2	
	774.22.2	12h00 - 12h30	Bể mạc (bốc thâm - quay số)	

Figure 18: Timeline on set days of The Blossom Of Fluidity event

4.10 Human resources

4.10.1 Set-up

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Figure 19: Human Resources for set up days of The Blossom Of Fluidity event

4.10.2 On-set Day 1 (28/06/2022)

Khu vpc GHAI MAC + VÂN NGHỆ TRƯA	Tên	Vites	Mô tả nhiệm vụ
SÂN KHÂU	Ngayễn Thị Nga	Director	 Lập kể boạch, lên timeline cho quá trình tố chức sự kiện Giảm sát toàn bộ các bộ phận di trực tiếp dựa ra quyết định Giám sát quá trinh điền ra sự kiện, điền phốs sin khiấu Kiểm seit phán công niện sự, giái quyết siú sự mọng sự kiện
CÁNH PHÁI	Nguyễn Thanh Thanh	Assistant Director	-Trư lý sản nais số là người trực tiếp hỗ trự nhà sản naid, độc hiệt là các công tác hộc cân. Thông thường, trọ lý sản naid sẽ công với đội ngô kỳ thuật hỗ trự về độ họa, kịch bin và bảo cáo từ cá các tiên trình sự kiện cho Produce.
	Nguyễn Hữu Lic	Take care MC	- Take care MC - Quin Ii khu vực backstage
	Huỳnh Ngoyêt Thanh	MC	MC channe trith sayên solt 3 ngiy
BACKSTAGE	Trần Thượ Thượ Tiền	PG	- Ting hos cho NTT
	Nguyễn Mish Chip	Leader buckstage	- Quản li các họn kha vực budotage, phân chữ công việc sau sân khắn
	Thanh Qui	Sound	- Quie li àes fouch
CHECKIN	Hồ Thị Quỳnh Như	Lender checkin Security khu checkin	- Hướng đến mọi người check to và chơi minigame như thể nào
	Hoing Ngât	Take care they of Take care art. Trong	 Hướng dẫn thủy số vị trí ngôi, trúc thủy có động lên khi được nhậc đó sốn, tương dẫn tham quan triển lân. Brief kịch hàn phóng vẫn cho anh Trọng
	laysi	Takeore chii Mai Dies	- Đôn khách mời tới trường, hưởng đần tham quan sự kiện và vị trí ngở
	Thuy Tien	Take cure Highchic + Colormon	- Die khách môi tôi trường, hướng đất thum quan sự kiện và vị trí ngôi
TAKECARE	Thin Kim	Takecare may been pholog wise	- Đón các bạn khi các bạn nói trường, hướng đến tham quan sự kiện và trí nghi
	Jayre	Take care Chú Mai Fhên	
	Nguyễn Lê Trúc Vy	Taker cure Ichán giá	- Hướng dẫn các bạo cut m khởi khu vực sản khẩu, ôn định các ben
	Lim	Security khu I	
	Mai Physing	Security khu 2	
	Phare Mitch Mile	Security khu 3	- Đảm hảo an toán cho các khu vực được giáo
SECURITY	Kim Van Curing	Security lifes 4 (can't to cash phái sán kháu)	
2501 44.352 %	Nguyễn Thể Anh	Security kha Photobooth	The state of the s
	Phan Chu Minh Tri	Security tir slittle tang 2 valing	- Lesck khu vpc blu 1 khi emer.
	Hoing Phong	Socurity life Advocate	Khi khai mọc không cho khán giá trận lớn khu vực từ đượi lới phia khá dái
	During Thi Arih Thur	Leader cameramen	- Phân chia công việc, khu chạp hình cho mọi người - Quân ti hình ảnh của sự kiện
BOI CHUF	Traveng Công Bling	Cam 01	- Chup hinh theo khin vpc dupy gran
	Hå Nguyês Nhi	Cam 92	- Chugo binh theo khu vực được gian (choyển khu photobooth)
	Nguyễn Thị Trúc Anh	Ciam 60	- Chup hình theo khu vực được giao
ĐỘI QUAY	Hoan Trung Ksèn	Lender dijî quay	- Quay recap sự kiện, high light
	Nguyễn Tuần Kháng	Quay 01	- Trá quyền lợi tái trợ (quay cám em NTT)
RIÊN LÂM			
CHECKIN	Hễ Thị Quỳnh Như	Laudar chackin	Hướng đần mọi người vào khu sọc triển làm
	Mai Phrong	Checkin I	Cách thức tham dự triển lầm và chơi minigame HOA ĐA SÁC như nào
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ADVOCATE	Vy Teo	Advicate 1	Cho mọi người lớm firm
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KHU I	Lim	Takecare khu 7 Takecare khu 2	
KHU 3	Hoing Ngân Phạm Minh Man	Tidecare khu 3	Hướng din mọi người tương tức với khu vực + dân sticker + hưởng din đường đi tới khu tấp thao
KHU 4	Kim Vin Coing	Tidecare khu 4	
110000000	Ngayễn Minh Chile	Security 01	Gián sát chung cho sự kiệu
SECURITY	Nguyễn Thể Anh	Security 02	Assert any a least forth off profes.
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Editation /	Hoin Trung Kidn	Leader dội quay	
ĐỘI QUAY	Hoin Trung Kidn Nguyễn Tuần Khang	Leader dội quay	
ĐỘI QUAY TAKE CARE KHẨN GIÁ	Hoin Trang Kidn Nguyễn Tuần Khang Nguyễt Thanh Thuy Tiền	Leader dội quay	Hướng dân mọi người vào than dự triển làm, hưởng dân mọi người v vào hìu check in nhận biệ đổ minigame và tham đợ sự kiện Hướng dẫn các ban than đư sự kiện và take care các ban.
ĐỘI QUAY TAKE CARE KHẨN GIÁ TAKE CARE MÁY BẠN PHÔNG VẨN	Hoin Trang Kiôn Nguyễn Tuần Khang Nguyễt Thanh Thuy Tiền	Leader dội quay	
ĐỘI QUAY TAKE CARE KHẨN GIÁ TAKE CARE MÁY BẠN PHÔNG VẨN	Hoin Trang Kidn Nguyễn Tuần Khang Nguyễt Thanh Thuy Tiền	Leader dội quay	vao liba check in nhận họi đó minigame và tham dự sự kiệu
BOLQUAY	Hoiai Trang Ksin Nguyễn Tuán Khang Nguyễn Thanh Thuộ Tiến Thiến Kim + Thanh Thanh	Lander-dôi quay Quay-91	vao liba check in nhận họi đó minigame và tham dự sự kiệu

Figure 20: Human Resources for on set day 1 of The Blossom Of Fluidity event

4.10.3 Other

Day 2 (29/06/2022):

STT	CA	TÊN	VĮTRI
		Nguyệt Thanh	Checkin 01
		Minh Mån	Checkin 02
		Hoàng Ngân	Takecare khu 1
		Trúc Anh	Takecare khu 2
		Hữu Lộc	Takecare khu 3
	SÁNG	Kim Cường	Takecare khu 4
		Thanh Thanh	Advocate 01
		Thiên Kim	Advocate 02
		Minh Châu	Security photobooth
		Nguyên Nhi	Cam 01
29/06		Thanh Qui	Quay 01
29/00		Nguyệt Thanh	Checkin 01
		Quỳnh Như	Checkin 02
		Hoàng Ngân	Takecare khu 1
CHIÈU		Trúc Anh	Takecare khu 2
		Hữu Lộc	Takecare khu 3
	Kim Cường	Takecare khu 4	
	Thanh Thanh	Advocate 01	
	Mai Phương	Advocate 02	
		Thể Anh	Security photobooth
		Nguyên Nhi	Cam 01
		Thanh Qui	Quay 01

Figure 21: Human Resources for on set day 2 of The Blossom Of Fluidity event

Day 3 (30/06/2022):

STT	CA	TÉN	VĮTRÍ
		Nguyệt Thanh	Checkin 01
		Hoàng Ngân	Takecare khu 1
		Trúc Anh	Takecare khu 2
		Hữu Lộc	Takecure khu 3
	SÁNG	Kim Cường	Takecare khu 4
	SANG	Thanh Thanh	Advocate 01
		Hoàng Phương	Advocate 02
		Tuần Khang	Security photobooth
		Nguyễn Nhi	Cam 01
		Thanh Qui	Quay 01
0/06		Nguyệt Thanh	Checkin 01
		Minh Min	Checkin 02
		Hoàng Ngân	Takecare khu 1
		Trúc Anh	Takecare khu 2
	200	Hữu Lộc	Takecare khu 3
	CHIÊU	Kim Curing	Takecare khu 4
		Thanh Thanh	Advocate 01
		Thiên Kim	Advocate 02
		Thể Anh	Security photobooth
		Nguyên Nhi	Cam 01
		Thanh Qui	Quay 01

Figure 22: Human Resources for on set day 3 of The Blossom Of Fluidity event

4.11 Script program

Scripts

4.12 Event map

4.12.1 Size of the staging area

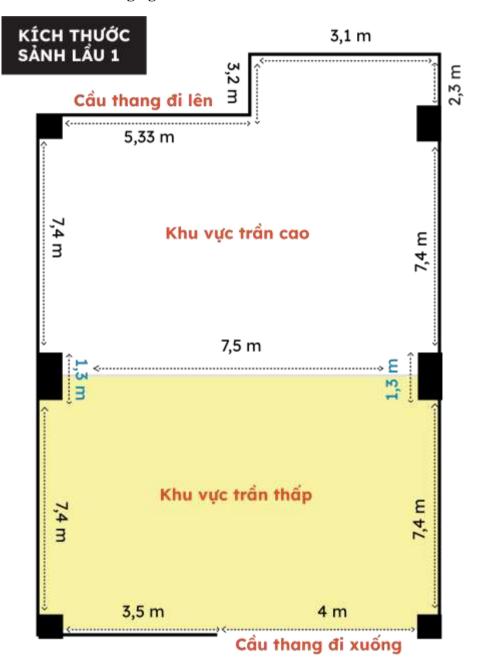


Figure 23: Event Maps - Size of the staging area

4.12.2 Map of the opening exhibition

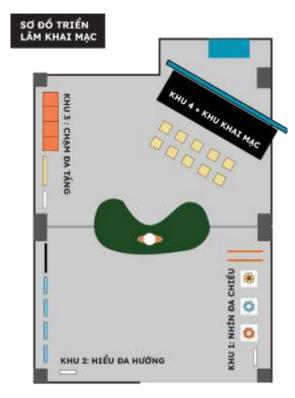


Figure 24: Event Maps - Map of the opening exhibition



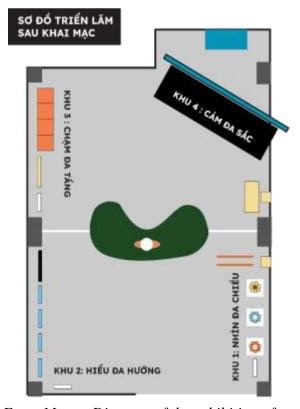


Figure 25: Event Maps - Diagram of the exhibition after the opening

4.13 Crisis Management

NO.	CRISIS	SOLUTION
1	Negative public reaction.	Additional guards to protect important areas, especially the photo booth.
	Description: Since this is a gender-fluid	
	fashion event, there is a great risk of	
	equating it with LGBT events. There are	
	many people who are still prejudiced	
	against gender-related trends,	
	movements, and events. When the	
	reaction does not stop at social networks	
	but explodes into negative actions that	
	can disrupt the event.	
2		Prepare equipment such as a rain cover to cover
	Bad weather.	the display areas when there are signs of bad
	Description: This is an unpredictable	weather. In addition, the areas next to the railing
	situation. Although the event is held in	will have fabric to block wind and rain.
	the school lobby, it is still difficult to	
	ensure the safety of the exhibition area.	
	Because the decoration materials in the	
	event are mainly made of paper, the	
	resistance to wind and rain is very poor.	
	This may cause the affected exhibition	
	area to be changed and relocated.	
	However, the photo booth area is fixed and cannot be moved.	
	and cannot be moved.	

The number of visitors is too large.

Description: The exhibition area is limited to the first-floor lobby area. Besides, the traffic of students passing through this area is very heavy during breaks between classes. This can lead to congested exhibition areas and affect the experience of the event.

Allocate personnel to guard the entrances to the exhibition area. These guides will direct the visitors to the specified entrances. At the same time, inside each exhibition area, there are also other guides to guide visitors in the intended direction. In addition, the guide will have to allocate the number of visitors concentrated in one area to move to the next area if that location is too crowded.

4 Damaged exhibits.

Description: The exhibition is conceptualized and implemented based on paper and fabric materials. These are materials that are easily affected if subjected to excessive physical impact. Most especially, this is an interactive exhibition event, where people can freely touch and interact with the exhibition areas.

Sustainable reinforcement of items displayed in the exhibition area. At the same time, in each zone, there will also be guides to remind visitors to avoid their strong impact, and these will also be the ones in charge of repairing or adjusting when the exhibition area has problems. Especially for the photo booth area, there will be an observation team and reminders to prevent visitors from touching the previously fixed set of settings.

Table 12: Crisis Management of The Blossom Of Fluidity event

4.14 Reality of situation

NO.	PROBLEM	REASON	LESSON
1	Lack of guests at the opening ceremony	 Some of the sponsors were late due to weather problems. Some of the lecturers did not arrive on time for the opening ceremony because of the overlapping hours, so they needed time to arrange. 	The organizers need to be more prepared to contact the guests and arrange the seating position accordingly
2	Opening time is slower than expected	 Did not have enough guests to get started. Because of the bad weather, students came to class late. 	 The organizers need to contact guests before the event starts to urge them to attend in time. The organizers need to have a backup plan to call people in classes to participate in case there are too few spectators.

3	MC introduced without guests	 MC did not know clearly the guests' identities The organizers have not announced the situation and the presence of guests to the MC. 	• The organizers need to provide the latest information and photos of the guests so that the MC can grasp the situation and adjust the narration accordingly.
4	The weather affects the exhibition area	 The organizers have not been able to control the impact of the weather to use the prepared response methods. Lack of manpower to deal with the situation in the weatheraffected area. 	 The organizers need to disseminate the risk treatment plan to all members so that everyone can flexibly respond to real situations. The organizers need to carefully observe and evaluate the effects of the weather to use appropriate prevention

				measures.
5	Personnel is not enough to guide guests	• The main staff of the Organizing Committee had only 4 members, in addition, there was only help from classmates. However, the event took place for 3 consecutive days, so the schedule of these supporters could not fully meet the fixed time frame.	•	On each event day, it is necessary to recalculate positions try to find more personnel to fill important positions.

Table 13: Reality Situation of The Blossom Of Fluidity event

4.15 KPIs

Based on the number of stickers collected, the total number of participations in the minigame "Finding colorful flowers" during the event was 341. Besides, the total number of participants in the event with an evaluation form was 512.

The event reached out and received participation from the target audience, with 18 to 22-yearolds. In addition, the event still participates in other age groups but is generally negligible.

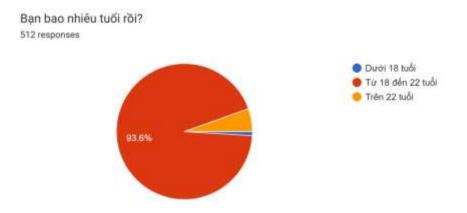


Figure 26: Result for question: "Bạn bao nhiều tuổi rồi?"

Besides, in general, the information about the event has been properly and effectively reached to the target audience. The level of event awareness through Fanpage The Blossom Of Fluidity accounted for 40.4 percent, through standee 42.8%, and 13.9% was introduced by friends.

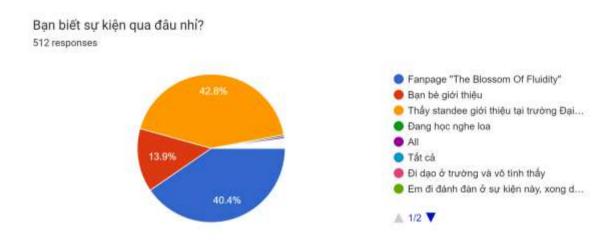


Figure 27: Result for question: "Bạn biết sự kiện qua đâu nhỉ?"

The review report at the event showed that attendees had positive feedback on the experience throughout the event. With a scale of 4 and 5 accounting for a very high percentage, the total positive feedback reached nearly 97%. There are also average reviews but the rate is negligible.

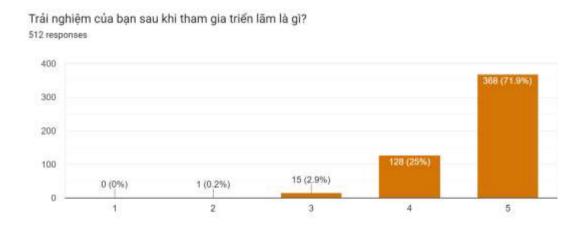


Figure 28: Result for question: "Trải nghiệm của bạn sau khi tham gia triển lãm là gì?"

The content and message of the emotional connection that the event conveyed were understood by the majority of attendees. In particular, the percentage of the audience who "understanding" the stories accounted for more than 53.5 percent, "quite understanding" accounted for a lower rate of 31.6 percent, and understood a little accounted for 14.3 percent. Besides, the proportion of the audiences who want to understand more about gender-fluid fashion styles in general still accounts for a high proportion with a "understanding" of 67.2 percent, "quite understanding" is 24 percent, and "a little understanding" bit accounting for 10 percent.



Figure 29: Result for question: "Bạn có thấu hiểu những câu chuyện được truyền tải trong triển lãm không?"

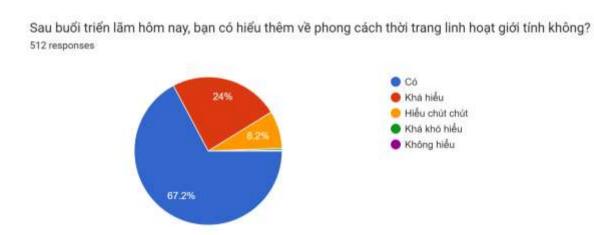


Figure 30: Result for question: "Sau buổi triển lãm hôm nay, bạn có hiểu thêm về phong cách thời trang linh hoạt giới tính không?"

Conclusion: Overall, the event achieved its original goal. This includes conveying the message and increasing the audience's understanding and emotional connection through the creation of activities.

4.16 Actual expenses

STT THI CÓNG - V 1 2 3 4 5 6 7 8 9 MUA Đỗ CHU	HANG MŲC AN CHUVĖN Buckdrop Standoe Hastiag Logo tiši trūn backdrop Tēn sự kiện trũn phonobooth Logo nhỏ Thí công 3 trụ Với liệu 3 trụ	Người	Ngiy	Số heyng	Don vị tinh chi chi	1,350,000 d 160,000 d	1,350,000 4	1,350,000 d
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3 4 5 6 7 8	Standee Hastag Logo nái trên backdrop Tên sự kiện trên phaobooth Logo nhỏ Thi công 3 trụ			5	círi			100000000000000000000000000000000000000
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4 5 6 7 8	Logo nhi trên backdrop Tên sự kiện trên photobooth Logo nho Thi công 3 trụ						160,000 4	160,000 4
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				1	phin	4,500,000 4	4,500,000 4	4,500,000 4
DULL BIO CHILL	Văn chuyên			1	chuyển	400,000 4	400,000 4	400,000 4
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1	Mua do lim hou			1	phân	1,203,000 4	1,203,000 #	1,203,000 d
2	Tú			1	cái	829,000 d	820,000 4	820,000 4
3	Ao custom			11	citi	10,000 4	110,000 4	110,000 4
4	Varbó			1	phân	16N,000 #	168,000 4	168,000 4
5	Tâm fom by:			1	citi	250,000 d	250,000 4	250,000 4
- 6	Mini mroc			1	bó	30,000 #	30,000 4	30,000 ∉
7	Dao rọc giấy và màu thêm			1	bò	73,000 4	73,000 #	73,000 4
- 36	Vai			1	66	643,000 4	643,000 4	643,000 4
9	Dao cy chuẩn bị		-	1	bō.	242,000 d	242,000 f	242,000 4
10	Khâu trang + nên			1	b0	59,800 4	59,000 4	59,000 ∉
11.	Bling kee den		-	1.	bò	11,000 4	11,000 4	11,000 d
12	Gạch 50 viên			1	b6	200,000 #	200,000 4	200,000-4
HÂNSU	10							
-1	Tiên mước 26			1.	phân	293,000 4	293,000 4	293,000 4
2	Đồ ân trưa 26			1	phân	334,000 d	334,000 4	334,000 4
:3	Đồ lin chiều 26			1	phân	540,000 #	540,000 4	540,000 4
4	Tiến ân trưu 27			1.	phân	40K,000 d	408,000 4	498,000 ∉
.5	Tiền nước 27		1	1 1	phân	294,000-1	204,000 F	294,000 4
6	Tidn in chiba 27		_	1	phân.	600,000 4	600,000 #	600,000 4
7	Tiến ân sối 28		_	1 1	phin.	318,000 4	310,000 f	310,000 4
	Trii cây + đồ ân + nước		_	1	phán	1,720,000 4	1,720,000 €	1,729,600 4
9	Trii city			1 1	phân	43,000 4	43,000 €	43,000-1
CHÁC	1191392		-		- pour	400000	40000	
1	Tiến is			1 1	hò	2,595,000 (2,595,000 #	2,595,000 4
2	Bộ đim 10 viii		_	1 1	No.	550,000 4	550,000 4	550,000 4
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4	The dee BTC			<u> </u>	hó .	100,000 (100,000 4	100,000 4
5	Manocash			+	COR.	350,000 4	350,000 f	350,000 4
6	Bür			1	160	25,000 4	25,000 4	25,000 4
7	Hou tặng khách môi 3 bó			1	phin	450,000 d	450,000 f	450,000 4
-	Time tiping account man 7 000		ÓNG CÓ		I Isom	2,0,000	4,0,000	23,138,000

Figure 31: Actual Expenses for short film SHAPE OF BLUE

5. Media Production - Conceptual photography

5.1 Name

"Make scent and make sense" - Based on the scent spreading of a flower when mature. The conceptual photography will carry the positive meaning of the scent to help radiate positive energy to society. This is also the final stage of the campaign - Stage 5: Advocate.

5.2 Idea

Shooting in 4 different contexts, with the concept of creating an association of scents, flexibility, and adaptability in each different context. Models will interact with flowers along

with chiffon fabrics that have the same color as flowers. In particular, these chiffon fabrics will represent the scent and the color of 4 different types of chrysanthemums.

5.3 Key message

"Make scent and make sense" - Inside each person always exists a flower representing their own color and scent. So be free to radiate the way you want and create your own meaning in the way you choose - no need for anything too complicated, just for yourself.

5.4 Mood board

Makeup: 4 samples taken will have simple foundation makeup and each sample is painted with a color on the face.

Costume: 4 costumes will correspond to 4 colors included in the campaign's color palette.

Posing: Basic posing to highlight the subject.

Props:

- Flower:
 - + Daisy (blue)
 - + Camellia (white)
 - + Gerbera (orange)
 - + Camellia (reddish brown)
- Chiffon fabric:
 - + Chiffon fabric There are 4 colors corresponding to the flower
- => The selected props will have the colors corresponding to the four colors in the campaign's color palette. The combination of colorful flowers along with the softness and gliding of chiffon fabric aims to evoke the image of the scent spreading in the final stages of the campaign. At the same time, props will also contribute to the visual attraction because of the variety and flexibility in color. Therefore, this is easy to convey the message "Make scent and make sense".
 - Shooting location: Thu Thiem 2 Bridge
- => The selected context is a close-knit context, and there will be images related to flexibility in the perspective. In addition to having beautiful architecture, it also represents progress,

freedom, approaches to new things, etc. Moreover, it will create a visual contrast between the context and the subject of the shooting.

5.5 Implementation plan

TIME	DETAILS
20/06/2022	Select the idea
21/06/2022	Make a timeline for shooting, make a mood board, and choose a template
07/07/2022	Scout location and finish checklist for shooting
08/07/2022	Prepare props and costumes for the shooting
11/07/2022	Shoot for models 1 and 2 (Phat and Huan)
12/07/2022	Shoot for models 3 and 4 (Vinh and Kim)
16/07/2022	Finish the conceptual photography
17/07/2022	Post Fan page

Table 13: Implementation plan for MAKE SCENT AND MAKE SENSE photography

5.6 Checklist

NO.	ITEMS	AMOUNT
1	Blue chiffon fabric	1 (2m)
2	White chiffon fabric	1 (2m)
3	Orange chiffon fabric	1 (2m)
4	Brown chiffon fabric	1 (2m)
5	Blue daisy	1
6	Orange gerbera	1

7	White camellia	1
8	Reddish brown camellia	1
9	Huan's costume	1
10	Kim's costume	1
11	Phat's costume	1
12	Vinh's costume	1
13	Iron	1
14	Sewing tools	1
15	Dry tissue + Wet tissue	2
16	Umbrella	1
17	Folding chair	2
18	Sunscreen	1
21	Bluetooth speaker	3
22	Camera sony A73	2
23	Camera sony A6300	1
24	Lens fit 50mm	1
25	Lens kit 18 - 55mm	2
26	Lens 55 - 210mm	1
27	Reflector	1
28	Flashlight	1
29	Trigger	1

Table 14: Checklist of MAKE SCENT AND MAKE SENSE photography

5.7 Human resources

NO.	POSITION	NAME
1	Project manager	Nguyen Nhi
2	Starring	Thien Kim, Ngoc Huan, Tan Phat, Hoang Vinh
3	Photo	Nguyen Nhi, Anh Thu, Thanh Qui
4	Makeup	Thien Kim, Tan Phat
5	Stylist	Nguyen Nga
6	Costume	Highchic
7	Account	Thanh Thanh
8	Production	Huu Loc
9	Support	Nguyet Thanh
10	Catering	Kim Cuong

Table 15: Human resources of MAKE SCENT AND MAKE SENSE photography

5.8 KPIs

Attain the total reach of 26,000 through Facebook and Instagram.

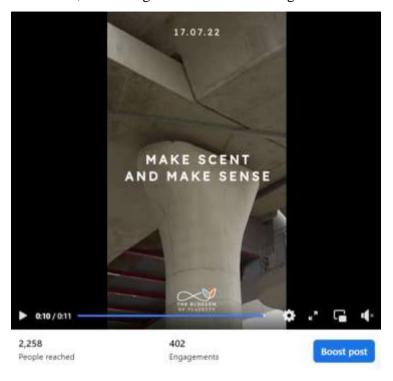


Figure 32, 33: Result trailer post of MAKE SCENT AND MAKE SENSE photography

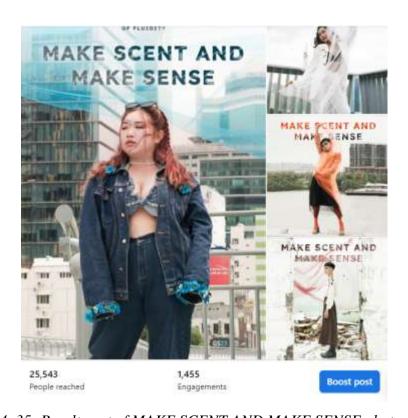


Figure 34, 35: Result post of MAKE SCENT AND MAKE SENSE photography

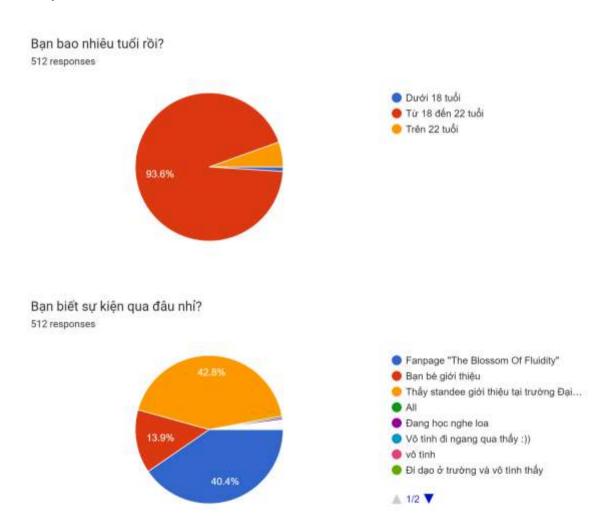
5.9 Actual expenses

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STT	HẠNG MỤC	Người	Ngày	Số lượng	Don vị tính	ĐƠN GIÁ	THÀNH TIÊN	TONG CONG
1	Văi voan 4 mâu	100000	7127	1	bó	190,000 4	190,000 #	190,000 4
2	Hon trắng			1	bó	50,000 4	50,000 4	50,000 #
3	Hoa cam			1	bó.	40,000 4	40,000 #	40,000 ∉
4	Hoa xanh			1	bò	50,000 d	50,000 #	\$0,000 d
5	Hoa đó			7.3	bó	40,000 4	40,000 #	40,000 4
6	Độ ân sáng Đ1	10		- 4	phán	12,000 ₫	120,000 ¢	120,000 d
7	Để ân sáng D2	10		1	phân	15,000 4	150,000 4	350,000 4
8	Nuôc D1	10		- 34	chai	6,000 4	60,000 #	60,000 4
9	Nuớc D2	10		(3)	chai	6,000 4	60,000 #	60,000 #
10	Thuế đền	7		1	cki	200,000 4	200,000 4	200,000 4
		TÓN	G CÓNG					960,000 4

Figure 36: Actual expenses of MAKE SCENT AND MAKE SENSE photography

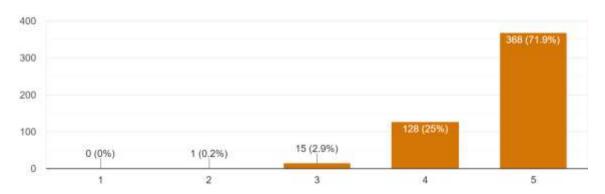
PART II: Appendix

Survey Event



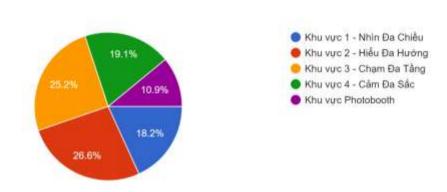
Trải nghiệm của bạn sau khi tham gia triển lãm là gì?

512 responses

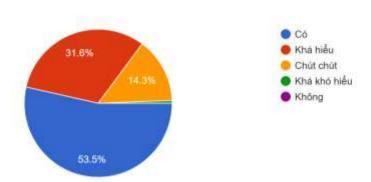


Bạn thích khu vực triển lãm nào nhất nhí?

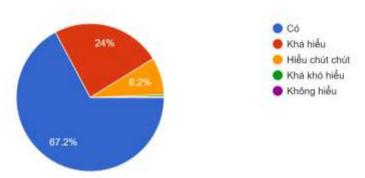
512 responses



Bạn có thấu hiểu những câu chuyện được truyền tải trong triển lãm không?



Sau buổi triển lãm hôm nay, bạn có hiểu thêm về phong cách thời trang linh hoạt giới tính không? 512 responses



Bạn có muốn góp ý hay nhắn nhủ điều gì tới BTC sự kiện triển lãm không?



Chương trình tuyệt vời lắm ạ	^
Không có	
Quá đẹp	
Ко	
Yêu mọi người quá	
Hãy tiếp tục truyền cảm hứng nhé !!!!!	
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tuyệt	•
Đồ quá là xịn	
Ко а	
Dễ thưn ghek	
Rất vui ạ	
Mọi người giỏi lắm ạh	
Dạ rất tuyệt ạ	
Chưa	-











