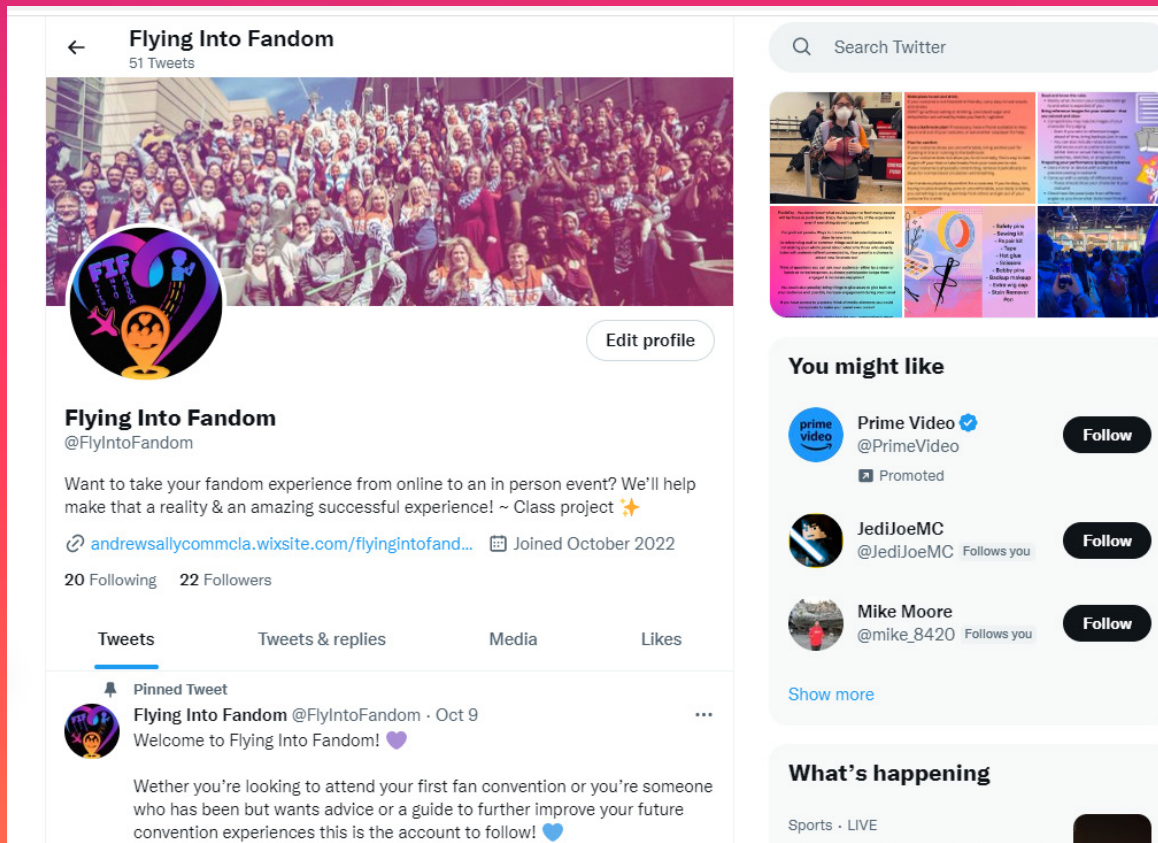


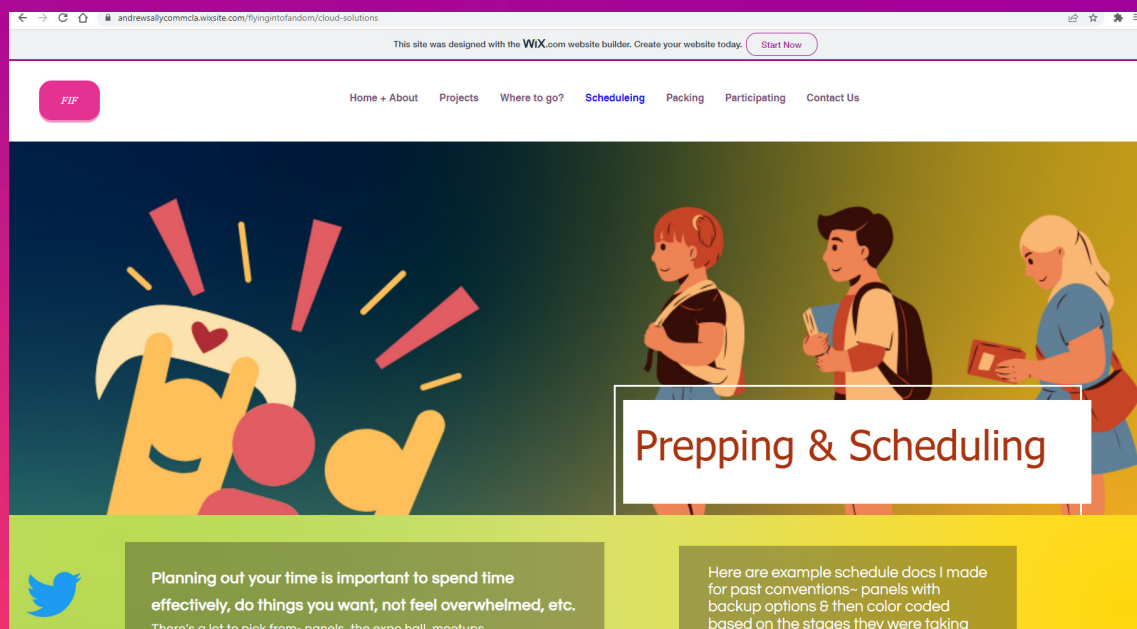
Ally Andrews - Flying Into Fandom

I've always been super invested and involved in fandom. One daunting part of fandom is attending your first convention. But it is a super cool and fun opportunity, so when presented with the opportunity to provide advice to fans through a company I felt fan conventions was a great area to focus on.



I ran a 5 week long social media campaign on Twitter. I chose Twitter because fandom is very active and accessible on Twitter, thus its a good place to provide information on attending conventions for fans.

Throughout my social media campaign I provided both information and advice on attending conventions. For my posts I focussed on how to navigate events such as fan panels and cosplay competitions more effectively, advice on deciding where to go and how to prepare, and other information regarding opportunities at the convention.



On my website I carried over all of the information I shared on Twitter so if people were on the website they could find all of the info. For organizing information I placed it into 4 sections of the different steps of the fan convention attending process - finding out where to go, prepping and scheduling, packing, and participating. This way if fans are on a specific step of the process then it is easier for them to navigate to information on that.

Also on my website I have projects including a podcast, logo, brochure, newsletter, magazine cover, advertisement, and business card. On the right I have an example, a page of my Newsletter I created in InDesign. These projects helped me further develop my tech and design skills such as learning how to use Adobe programs.

I wanted to make stuff that looks professional but could also appeal to the more creative and chill vibe of fandoms. With each of my projects I worked to combine image that could appeal to and get fans excited about attending fan conventions with the design elements we learned for each project.

Fan-ventures



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