

Building a media product series to celebrate the 10th anniversary of the unit's traditional day - Faculty of Multimedia Communication.

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Abstract: This topic focuses on building an effective media product series to celebrate the 10th anniversary of the founding of the Faculty of Multimedia Communication. The goal is to raise awareness of the unit's history and achievements through diverse forms of media. By combining theoretical research with practical experimentation, the topic will propose specific strategies and plans for this product series, including analyzing target audiences, determining appropriate content and formats, as well as implementing applications on modern media platforms. The expected outcome is to provide a comprehensive solution that enhances communication effectiveness while affirming the Faculty's position in the multimedia field.

Keywords: media product line, 10th anniversary, theoretical research, experimental application