

Lorenzo Minissale

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Learning Portfolio Reflection Post

Integrative Seminar 2

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### **Short Bio**

My name is Lorenzo Minissale and I currently attend The New School. My major is strategic design management and the reason I chose this is because I would like to graduate with a bachelor in business with a touch of design to it. I have developed a growing passion for Business and Design over the past few years and believe that Parsons school of design would have the most dynamic environment for me to succeed in.

### **Summary**

Throughout my first year my Studio/Seminar classes offered a wide spectrum of learning with various teaching methods and interesting themes. I learnt to analyze authors and artists work ranging from well known to an online search. An example of this would be Yoko Ono in comparison to an Instagram page known as "Themoon\_Hiker". I learnt to analyze trends and patterns when studying a specific matter which became helpful towards the end of the first semester and the rest of the year. I learnt to take the road less traveled and go a different direction that most of the class to try and have as much differentiation as possible. There was a common theme throughout both semester which was the ability to go the extra mile and take any project which might already seem out of the ordinary even further. This gave me a great taste for imagination. What I enjoyed the most in these projects is that even though a lot

of the material thought to us could sometimes be heavy to read and perhaps boring there was always a way to relate it to a common interest of mine when producing our final projects.

## **Two Highlights**

### **Therealmoon\_hiker Instagram project**

When creating this project a lot of thought and changes were to be made as the project originally started as writing a fake essay about my travels to see how the perception of fake could be applied because of globalization. Eventually I decided posting pictures on an Instagram to back up the essay would be fantastic however a next idea came along. I decided to make my whole project on a fake Instagram as if i were to become an Instagram celebrity famous for his beautiful landscapes and scening travels. I decided to take it a step further and make the Instagram of an Astronaut as if i were to fly to the moon. I created a 6 week project with all the various steps a normal training camp at NASA would have and made a funny out of the ordinary and over the top intstagram.

### **Age Link**

The company age link initially started off as an online platform for students to communicate and became a consulting website for students to reach out to the professional generation out when graduating from school. The reason for these dramatic changes is because the idea was to big and could not be achieved within 12 weeks. It was to much for a student to create alone without having to deal with government regulations and legislations. I decided to find a way I could link the school into this and noticed that my project ended up mirroring my business class or professional communication. It was a simple and double idea. I decided to interview professionals in various industries and include my knowledge of the course to

create a website that bridges the communication gap between the younger and older generation by advising and educating them on things such as; how to make your own resume, how to prepare for an interview and tips on how to make you a well rounded individual.

## **Conclusion**

I am hoping to further some of these projects in the coming years and perhaps merge them with my existing company. Thanks to these skills I have learnt that thinking outside the box is always an option and nothing is too crazy for this world. I have learnt that a lot of what I study will always be connected when making projects. I can then benefit from any project to help build up another one. This can be categorized as an investment in knowledge which would pay the best interest. In the coming years I would like to learn how to implement government regulations and legislations easily in order to set up a second business within the coming year or interested I may develop.