Work-Integrated Education (WIE)
BA(Hons) in Interactive Media
Co-operative Project (10 weeks, Semester 1, Year 2)

**Concert with a DRAG**

**Collaborator**
Cyphy Media Ltd

**Project Tutor**
Newman LAU, Ted Li

**Students**
FLUNG Wing Wai Coco
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**Project Description**

"Concert with a DRAG" sought to fulfill the needs of sponsors and audiences in an innovative and engaging way. The project combined the concert experience with patented DRAG technology to enhance audience engagement and give more exposure to sponsors. The idea was to introduce a number of interactive activities before and during a concert to emphasize design quality through the creative use and extension of technology. The experience could also be made memorable by incorporating dragged media to review and share.