# FOLLOW
## MY JOURNEY

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DISCOVER MORE!

MY PROJECTS

## SEE MY WORK

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### STUDIO

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SEE MORE

### PORTFOLIO

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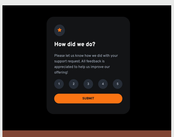


### CHALLENGES

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ABOUT ME

## WHO AM I?

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### INTERACTIVE PROTOTYPES

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### DEVELOPMENT

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# PROJECTS
## THAT I'M PROUD OF

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LEARNING OUTCOMES

## MY PROCESS

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### INTERACTIVE PROTOTYPES
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### DEVELOPMENT
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### CREATIVE ITERATIONS
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### STUDIO 'SAKURA CREATIONS'
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### CBR GROUP PROJECT
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### PROJECT X
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### PORTFOLIO
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### PERSONAL CHALLENGES
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PROJECTS
Studio 'Sakura Creative'
CBR Group project
Project X
Portfolio
Challenges

LEARNING OUTCOMES
Interactive media products
Transferable production
Creative iteratoins
Professional standard
Personal leadership

# STUDIO
## FOLLOW MY PROCES

We created a studio which we have called **'Sakura Creative'**. We created a few branding means including a logo, brandbook and a website.

PROJECTS

# SHORT INTRO

During the first few weeks of the semester, we worked on creating a studio. We went through a few steps, in which we learned more about each other, our weaknesses and strengths and what we enjoy. We also learned who needs a bit more help in certain aspects, and discover how we can help each other in a positive way.

For me specifically, I worked on the logo and the brandbook. I am also the scrum master. Which means that I am the person that mostly manages the Monday environment, and makes sure that everything stays on track. I am also the person that divides the tasks. I find it important that each person is able to do what they enjoy or what they want to learn more about. This is something that I'm still learning, and that I still ask feedback on from my group mates.

PROJECTS

# MAIN INFORMATION

**Timeline:** 9.09.2024 - 27.09.2024

**Used software:**
- Monday
- Procreate
- Adobe Illustrator
- Teams
- Figma

**legend**
- Interactive prototypes: 📱
- Development: 💻
- Creative iterations: 🎨
- Professional standard: 📋
- Personal leadership: 🧭

**downloadable deliverables**
- *team charter*
- *collaboration contract*
- *Brandbook PDF*
- *link to FIGMA*
- *Retrospective PDF*

LEARNING OUTCOMES

# WHAT DID I LEARN?

### Creative iterations

During this project, I added feedback for different branding means from different teachers. The main things that I learned from this are:

- Think about what you want to achieve before starting to create a logo.
- Think about how something will look on mobile when creating a design for a website.
- When creating a minimalistic design, make sure that it doesn't get too minimalistic. Find the balance between the 2.

**Products:**
- Logo
- Brandbook
- Website

### Professional standard

During this project, I learned a lot about working in teams and how to plan things accordingly. I also learned more about designing something along with someone else, and what process you go through while doing this.

In short, I learned a lot about how to work in a team while making sure that everyone can mostly do what they're good at, and how to plan things accordingly. I also learned how important it is to ask for feedback, because it really good view on how things were going and who needed help with something but also on when the deadlines where.

**Products:**
- Monday video
- Retrospective

### Personal leadership

During this project, I reflected a lot on what I want to learn, what my goals are and what I learned in this process. I reflect on each part of the project, what feedback I got and what I thought or and did with it.

**Products:**
- Retrospective PDF

**Quick access**

Set up of the project | The logo | The brandbook | The website prototype | Retrospective | Overall reflection

LEARNING OUTCOMES

# SET UP OF THE PROJECT

We started with getting together with the group, and setting up some ground rules. This was an important first step, as it makes sure that everyone is on, or, I think, I think that for me personally, it was very nice to see that this was important to them, and that they wanted to make it feel like by doing this, we can hold people accountable if they are regularly not there, or just not doing what we agreed upon. During this time, we also talked about what people where good at, and what parts of the project they could lead.

We had a presentation about the scrum method, and as a group decided that we wanted to use this method in combination with Monday. I, as the person who took on the role of scrum master along with the designer role that I already had, We set it up in such a way, that everyone could easily see what their tasks are, and what story and epic they fall under. I think that by doing this, we make it easier for people to understand what their task is, but also to keep a group on what is done, what is being tested and what is done. I think that this method is really ideal doing it this way, and I think that this will be something that I want to keep using and doing in the following semesters. 📱 🧭

We assigned roles, in which I took the role of "Designer". This means that during the projects we will be doing this semester, I will be the one responsible for making sure the design of the project is done, but also to give feedback on designs of other people. I find this very important, as if someone is stuck, then I am the person that they will go to. I find this quite a challenge, as I sometimes find it a little bit hard to give people feedback. I'm scared that this hurts someone, and that is the last thing that I want to do. This is something that I'm still learning, and I think that this is a good opportunity for this. 📱 🧭

Screenshot of monday. Click **here** to view the video

# THE LOGO

The next main part of the project, was creating a logo. We decided that we would all create a few sketches, and that we'd go from there. I started thinking of how I could combine what we do, so creating websites and branding means, in combination with the Sakura blossom. In Japan, the Sakura blossom is a very well known symbol, and not immediately recognizable. But once people recognized it, they quite liked what I did.

We talked to a teacher, and showed the logo's we as a group had made. We got feedback on our logos, and we included some that in my group made. There where a few points that really set us thinking. 🎨

- Avoid complex looking logo's. It is important to make sure that detail and meaning is not lost when resizing the logo.
- Make sure that the logo is usable in different environments, such as a website, business card, as a lanyon, Instagram profile picture etc.
- Think about what you want to achieve as a studio and try to incorporate this in the logo.

After this feedback, we moved on with the first sketch of the logo that one my group mates made. We liked the initial thought of this, but it was just too detailed in the beginning. I took this as a starting point and simplified the design so that it used just some basic shapes.

First logo sketches by me

Logo's designed by a team mate.

We talked about this, and liked the direction where it was going. But it wasn't quite there yet. I looked at some pictures of Japan, and saw that a lot of Japanese signs are very simple, and that they mostly consist of a circle and a few lines, or a circle with pink colours. I took this as the initiative to create a new version, with the tree being in full bloom. This stands for our process, and how we help businesses bloom with the best version of themselves.

We decided that we liked it the most without the mountain, as this went a bit against our brand identity. I asked for feedback from one of our teachers and got a very positive response back. There where a few points that we iterated on from this point on:

- In japanese style it is very common to see the use of brush strokes, try to experiment with this.
- The tree looks nice like this, but it might be nice to add some leaves falling off to visualise that time is passing, and that this can be beneficial to growing up to be better.

We ended up with the following version: 🎨

Logo's designed by me, inspiration taken from logo of my team mates

Final logo sketch

At first, we agreed that this would be our final logo. But, during our mishaps presentation we got some more feedback from both Dirk and Stan that made us change a small detail in our logo.

- Stan mentioned that the final logo looks a bit feminine where the sketch originally does not show,use this. Try to find a balance between the two.
- Dirk did agree with this and mentioned that where it looked a bit feminine, it also showcased balance and he really liked that.

To get into a bit of a middle way between this I used a new font that I found during the exercise earlier that class. The font is called "Poiret Revolution" and it looks a bit like a brush stroke. I feel like this really fits with the whole Japanese style.

Final logo design

In the end, we ended up with a design that I am very proud of. We created a few variations of this to be able to use it on different things, like different colours so that we could also use it on a darker background. Looking back on this part of the project, I think that I learned a lot in terms of how to take inspiration from something that wasn't originally a logo, and how to make it into something to be able to include a different culture in my design and to see what Japanese style looks like and how western society uses and views it. 🎨 🧭

# THE BRANDBOOK

When we first started the brandbook, we used a lot of white and black without any accent colours. I worked on this along with another group mate of mine, but we divided the pages. Therefore, I can easily write about what part of the brandbook I made and which parts aren't mine.

Our Lo-Fi brandbook included just black and white, and wasn't very special. We did have some inspiration pictures that we found on Behance and Dribbble.

Brandbook inspiration

Lo-fi brandbook

We got some feedback after this from 2 different teachers, but both kind of mentioned the same thing.

- They liked the structure and the hierarchy of the pages, but that it missed some colours. Stan then went on to show the brandbook he made for his customers, Hem, he used black and white for the content pages, but used a different colour for the title pages.

We talked about the feedback we got, and together we came to the conclusion that we really liked that the title pages stand out from the rest. We iterated on this by including this in our design. 🎨 🧭

Together we created a lot of different pages with different colour palettes so we could try to figure out what we wanted to use. We decided that we liked the purple one the most, as it created a really nice contrast between the white and the purple.

During the final presentation, we got some feedback from Dirk on our brandbook which is the cause of us changing it again. It was just a minimal change, but it was something that I hadn't thought about before.

- Nobody knows what the kanji letters in the corner mean. When using these elements, find a way to add it in English so that people know what it says. 🎨 🧭

Colour tests of brandbook. Click on image to view the full image

Colour tests of brandbook. Click on image to view the full image

In the end, we ended up changing the colour of the brandbook. This wasn't something that I did. So I won't be going into this a lot.

I am very proud of the way the brand book ended up looking, and I think that the way it looks now really fits our brand. Teamwork wise, I learned a lot in terms of working together on 1 product. I had never done this before, and I came more naturally then I expected. I really liked working on this with more people as it divided the work better, and in a more optimal way. 🧭 🧭

# HERO IMAGES PROTOTYPE

One of my groupmates created the first few iterations of the prototype for the website. After the mishaps presentation we decided to change a few things. The feedback we got doing the mishaps presentation regarding the prototype was:

- The website looks too clean, try to find a way to incorporate more japanese style element. Make it look more minimalistic. 🎨

During the class, I created a version of the website where we had the tree in the middle, with the text going above it. Where we liked where this was going, we got the feedback to try and experiment with designs that do not use the tree as we where very focussed on the tree itself.

Website prototype during lecture.

We decided that we would all create some iterations on the feedback that we got the past few days, and that we would go and finalise the design from there. I created the following versions based on the feedback above, which is also a part of how we got to the final design. The final design we settled on is the version I made, but with some different artwork in the vertical square. 🧭

I think that overall, we created something that I am very happy with. I think that our teamwork in this part of the project was very good, and I am happy with how it went. I think that for me personally, I need to make sure that with the next project someone else also has a chance to do the branding. For the logo and the website the final designs that I did where based on what someone else had created, and I think that I could have learned more from this if I had made the designs myself. This does a chance for me, I think that my goal for the next project will be to take a slight step back from the designing of the branding products, but to give them feedback and help wherever I can without completely taking over. 🧭



Example of one of the tries. Click **here** for the figma file.



Final version

# RETROSPECTIVE

The final part of this project, was to create a retrospective so that we could look back upon the past few weeks and discuss what went well, what didn't go well or what we want to add into our way of working. I think it was really good to sit together with everyone and do this and it helps everyone understand what the other people in the group want or expect from everyone to discuss the things they want to improve on, but also to make sure that everything goes well and that everyone feels good about the things we are doing as a group. 🧭 🧭

I created notes about this meeting, and I think that the things we discussed really helped us to create a better team environment but also made sure that we are all on the same page.

The main thing that was the most important for me was that we will all be responsible for our own tasks, and communicate when something is not in people where not there at the agreed upon time. While this can happen sometimes, it is quite annoying when this happens every single day. This is something that I think it's important to work on over the next sprint.



Retrospective. Click **here** to download the PDF.

# OVERAL REFLECTION

I think that overall, the past sprint went really well. I got to know my group members a bit better, but also just had a really good time working on products and getting better at designing things as a group. I think that the main thing that I need to work on next sprint is to also give other people a chance at designing something. I can give feedback, but I think that it is important to give them the time and space to design things themselves and to figure these things out on their own. I think that this will help them learn and grow, and it will also help me with my feedback skills. I don't want to take a step back from designing, and work a lot more on the coding aspect of things when possible. 🧭 🧭

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LEARNING OUTCOMES
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