Learning Outcome 1

Conceptualize, design, and develop interactive media products

You create engaging concepts and translate them into interactive validated media products by applying user-centered design principles, visual design techniques and by exploring emerging trends and developments in media, design and technologies.

* **A screenshot of a mood board

  Description automatically generatedA collage of different images

  Description automatically generatedMoodboard:** I created two moodboards with the image I had in my mind for what our group represents. I searched on pinterest the key word I thought of, picked out the images that speaked to me the most.

They difference between them is the amount of pictures there is. The one that has less makes it easier to understand and get to the point, however the other one gets more in detail, making sure the person understands as much as possible.

[**https://www.figma.com/design/D0AByBnS26DElhhpjlQ0ip/Studio-Platalea?node-id=102-2&t=SI2JhDGscAewHT9e-1**](https://www.figma.com/design/D0AByBnS26DElhhpjlQ0ip/Studio-Platalea?node-id=102-2&t=SI2JhDGscAewHT9e-1)

* **A pink card with colorful squares and letters

  Description automatically generatedStylescape:** A more refined visual direction, establishing the brand identity.

I decided to add the main and final products we had for our brand into the stylescape. Adding fading out shapes with our color palette makes it more interesting, colorful and eye catching.

[**https://www.figma.com/design/D0AByBnS26DElhhpjlQ0ip/Studio-Platalea?node-id=102-2&t=SI2JhDGscAewHT9e-1**](https://www.figma.com/design/D0AByBnS26DElhhpjlQ0ip/Studio-Platalea?node-id=102-2&t=SI2JhDGscAewHT9e-1)

* **A collage of pink birds

  Description automatically generatedLogo Design:** I went ahead and picked out a few images of the platalea bird, outlined them while having in mind to either just have the outline as our logo or

make it apart of the name. I didn’t really like the outcomes and neither did the group like their own work so we decided to have the words ‘studio platalea’. Adaline had a drawing of the bird in which I had a vision to put it on the ‘I’ of the name, everyone loved it, so we left it like so.

**A pink and blue logo

Description automatically generated**

[**https://www.figma.com/design/D0AByBnS26DElhhpjlQ0ip/Studio-Platalea?node-id=0-1&t=SI2JhDGscAewHT9e-1**](https://www.figma.com/design/D0AByBnS26DElhhpjlQ0ip/Studio-Platalea?node-id=0-1&t=SI2JhDGscAewHT9e-1)

* **A screenshot of a cell phone

  Description automatically generatedShapes in Stylescape & Website:** When Andy was creating the prototype of the website I thought there was something missing so I suggested to add the shapes I added in the stylescape. I also proposed we make them move around gently.

[**https://www.figma.com/design/D0AByBnS26DElhhpjlQ0ip/Studio-Platalea?node-id=247-102&t=SI2JhDGscAewHT9e-1**](https://www.figma.com/design/D0AByBnS26DElhhpjlQ0ip/Studio-Platalea?node-id=247-102&t=SI2JhDGscAewHT9e-1)

* **Poster:**

As part of our project, my team and I were tasked with creating a poster to represent our concept. We began by individually seeking inspiration and developing our own poster drafts. The idea was to gather feedback on each design and collaboratively refine the one that resonated the most with the group.

For my approach, I turned to Pinterest for inspiration, focusing on designs that were visually engaging—something that would catch someone’s attention at a glance. I collected various ideas and brought them into Figma, where I experimented with combining the elements I found most compelling.

After sharing my design with the group, I received feedback that, while the visuals were strong, the layout felt a bit too busy. It needed to be clearer and more focused. We also talked to our teacher, Josh, who clarified that the goal wasn’t to create an advertisement, but an informative poster that clearly communicates the essence of our product.

Taking that into account, I started fresh with a clean white background. I included our brand name, the company we’re collaborating with (Krom), and the core values of our project. Since dyslexia is the central focus, I made sure it stood out prominently. I used Krom’s signature orange color—not only to stay on brand, but also because it's bright and attention-grabbing.

Once I presented the revised version to the team, everyone responded positively. We collectively agreed to move forward with it as our final poster. To help visualize our concept, we added an illustration of a laptop displaying a questionnaire-style game—highlighting our aim to raise awareness about dyslexia through interactive and engaging methods.

A screenshot of a computer

Description automatically generated

<https://www.figma.com/design/mU9J04F4DDApTGvS5n7lBA/Dyslexia-Things?node-id=0-1&m=dev&t=nblegwtpMWIENDX8-1>

* **Personas:**

To better understand our target audience and design a solution that truly meets their needs, i created user personas. i started by identifying the main types of users who would benefit from our project. This involved discussing potential users' backgrounds, goals, challenges, and behaviors related to our topic—dyslexia.

I gathered insights from initial research, including online articles, user interviews. From this, i began sketching out profiles that represented real user groups. Each persona included details like age, occupation, goals, frustrations.

The goal was to create realistic characters that could help guide our design decisions. For example, i created as one of our key personas a child with dyslexia, highlighting the difficulties they face in a learning environment and what kind of support they would find helpful. And another persona of a teacher, because I think teachers would be one of our most common users, trying to understand their students with dyslexia.

A screenshot of a computer

Description automatically generatedThroughout the design process, these personas helped us stay user-centered. They reminded us to think from the user’s perspective and prioritize clarity, accessibility, and engagement in our project.

<https://www.canva.com/design/DAGipg2x_sI/4kgWFu6uLC_wPli45p0U_Q/edit?utm_content=DAGipg2x_sI&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton>

* **Portfolio Design:**

I still do not have a final Figma design of my portfolio but I have some ideas I want to for sure add. My idea is to make it very artsy, colorful and creative as possible.

A screenshot of a computer

Description automatically generated

<https://www.figma.com/design/eyT866pli9pdFFAzqYZ2fu/Untitled?node-id=0-1&m=dev&t=UtnJIY1ycbIbqVFQ-1>