Learning Outcome 2

Transferable production

You document and comment your code using version control in a personal and team context and communicate technical recommendations.

* **Brand Guide - Tone of Voice Page**
* **Brand Guide - Color Palette**

A screenshot of a pink and blue brochure

Description automatically generatedI wrote the tone of voice page with the help of templates on the internet and of course what our group wants to present ourselves as.

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

* **Contacted client:**

Throughout the passed weeks, staying in touch with the client was an important part of the process to make sure we were on the right track. Whenever Jerryl, our main coordinator, wasn’t available I reached out to the client a couple of times to arrange our first meeting, coordinating schedules and confirming the time.

* **Double diamond project Krom document**

Me and Adeline were responsible for applying the Double Diamond method to guide our design process. We began by researching the method and combining it with CMD tools to explore the challenge.

In the **Discover** phase, we interviewed Studio Krom and conducted research to understand the target audience and their needs. In the **Define** phase, we created personas and research to better understand different types of dyslexia and how they could be represented in a digital format. During the **Develop** phase, we explored potential solutions and gathered user feedback to refine our ideas.