Learning Outcome 3

Creative iterations

You present the successive iterations of your creative process, and the connections between them, of your methodically substantiated, iterative design and development process.

* **Logo Design Process:**

Created multiple versions of the logo, refining the design iteratively.

* **Stylescape & Website Concept Development:**

Contributed ideas and adjusted designs.

* **Interview:**

Together with my teammate Adeline, we took the lead in conducting the first official client meeting. This session was key to understand their expectations and vision for the final product. I prepared a set of interview questions in advance, focusing on their goals, target audience, and what message they wanted to communicate through the project.

During the meeting, we actively listened and asked follow-up questions to clarify any uncertainties. It helped us gain a clearer picture of their priorities.

After the meeting, we shared what we learned with the rest of the team, which helped guide our design direction moving forward.

That meeting ensured that our ideas aligned with their needs from the very beginning.