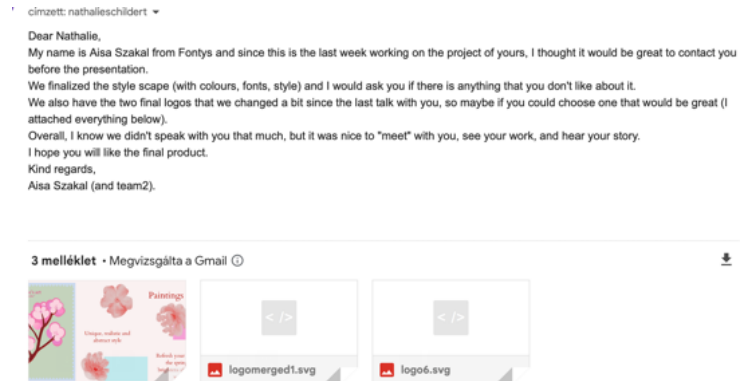


Learning outcome 4: Professional standard

In the First Group Project in the 2nd Semester, I took the lead in executing the **project plan** and **content strategy**, including the development of the **MoSCOW plan**. Additionally, I **maintained regular communication with the client** on behalf of the group, ensuring alignment with their expectations and needs throughout the project.

Reaching out for the client, for the needed information.

WorkMap			
Shirine	Aisa	Mayca	Bryan
Team charter document	Writing the project plan	Designing a styles cape	research about social management
Writing, printing and delivering the survey for client research	Designing a styles cape	Thinking about a MOSCOW plan	Designing a styles cape
	Thinking about a MOSCOW plan	Designing logos	Thinking about a MOSCOW plan
	Designing logos	make the brand guide	Designing logos
conducting the interview			
Filling in the survey data	making a persona	instagram prototype	Prototype for an instagram page
Making a summary of the survey	reaching the client		Prototype for website
Making a persona	making the content strategy		
website prototype	designing a poster/flyer		
	making the final presentation		



Making sure that everyone is happy with their work.

The Project Plan for the group

Project Plan

Members: Mayca, Aisa, Bryan, Shirine

1 Project Definition

Our group has to come up with a branding plan for an artist (called : **Nathalie Schildert**), since as an artist she does not have a complete brand yet. The goal is to reach more people who would like to buy her art pieces.

1.1 Client

Nathalie Schildert

1.2 Team

1. Bryan
Role: Designing

- Thinking about the designs for the brand.
- Making sure that everything looks aesthetically pleasing.
- Keeping a creative flow in the group.

2. Aisa
Role: Group Leader, Critic, Designing, documenting

Role description:

- Clarify the team's objectives, make sure every member understands their role.
- Assign tasks to members so they can help the team achieve their goals.
- Encourage others on their team to consider all sides of an idea or argument before concluding.
- Encourage people the think outside of the box, to not go with the flow.

To have comfortable working flow within the group, I tried to arrange a few group meeting, where everyone could clear out their thoughts about the project.

On Notion (it is a great website to arrange group projects), I added a spot for the to-do list, a weekly planning, a sprints overview, where everyone could see what is in progress already or what is completed already, a general documents page, where everyone could find the project plan, content strategy, etc, and finally the end of the home page was the place where everyone could add their inspirations, and finished designs.

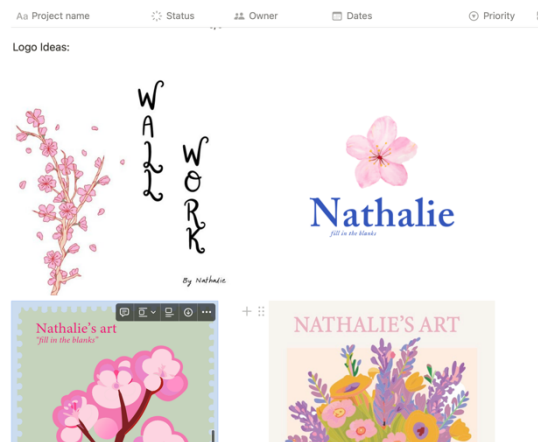
3rd WEEK's to-do

- ☒ Finalise styles cape MONDAY
- ☒ Finalise logo MONDAY
- ☒ Summary of the survey MONDAY
- ☒ (make instagram template)
- ☒ make a persona TUESDAY
- ☐ brand guide

Planning week 1-2

Week 1:

- Monday Start-up with client
- Activities by students:
 - Understanding the client
 - Style
 - Core value
 - Convert to stylescapes



To do list and weekly planning

Spot for the creative products

General documents

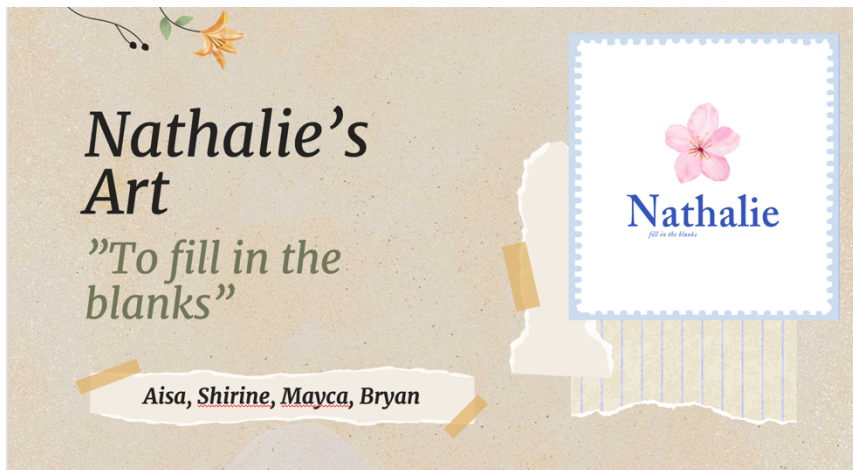
- 📄 S2-Project plan 1st.docx 19.0KB
- 📄 What we know now
- 📄 excel survey semester 2.xlsx 9.3KB
- 📄 Transcript interviews semester 2.pdf 660.7KB
- 📄 Team charter.pdf 2202.2KB

project plan

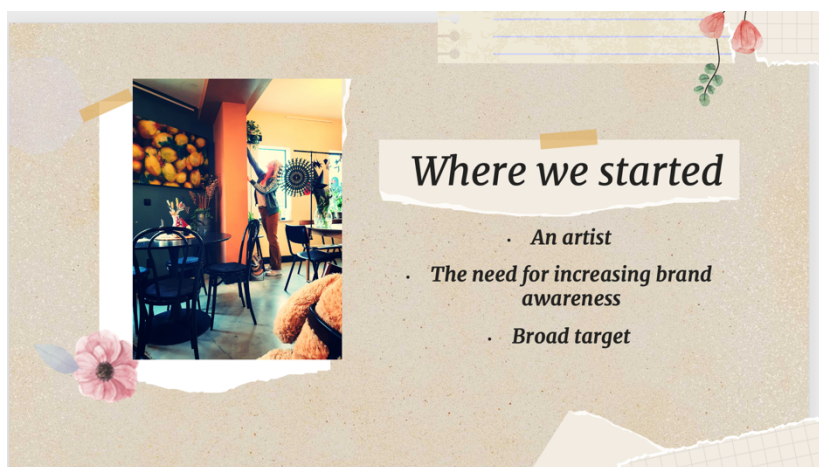
- + :: Interview:
- Why did you start it it?
 - She just started to paint bc she liked it, it become and bigger.
 - Is there any message that you want to tell?
 - No, it's more like an invitation, there is no message you like it or not.
 - She works, with young people who lives with depression, and anxiety.
 - What emotions you want to give when you showcase your brand?
 - Curiosity, get in touched
 - Do you have a certain target group, or is it for everyone?
 - I don't know.
 - Are there any websites or platforms that you admire or like?

General documents page

Designing the final presentation, was a something I had a clear vision about. I wanted to design something very flowery, pastel coloured, and creative, but I also wanted to connect it to the stamp like design, that appears on the logo and posters.. My decisions were mainly based on the client's request, who had some specific ideas about her brand.



You can see for the background I used a canvas like textured image, I tried to add our logo and slogan immediately, so it sticks more to the client throughout the presentation.



To add a little story telling to our presentation we showcase our earlier design, and talked about how we worked as a group.

Finally, we **printed some of our posters**, so we could present it in real life, and also we could give it to the client, which was a strong ending in my opinion.



I tried not to write a lot of text on the presentation, so everyone can focus more on the products or the speaker.

The structure of the end of the presentation was simple, we talked about the research first and with the conclusion we could reflect on our choices. So, everything was more understandable for the listener / client.