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Arne Delie
Internship
Lundgren&Lindqvist

57.7089° N, 11.9746° E
Gothenburg, Sweden

Report
Week 01

WHO	I am being guided by Carl-Johan one of the Founders. Together with Andreas he runs Lundgren&Lindqvist. There are 2 other designers at work in combination with one developer and an other development Intern.
WHAT	Calm 5 person studio located just outside the center of Gothenburg
WHERE	Calm studio located just outside the center of Gothenburg. We have a view on the Älvsborgbrug and the building we are in is a renovated factory.

57.7089° N, 11.9746° E
Gothenburg, Sweden

I chose this internship because of the unique way of designing, their website immediately stood out for me from the rest and their work is something you don’t see anywhere else.

I got the feeling I would be able to grow my skills much faster here than in any other agency.

lundgrenlindqvist.se

TheDock

Assignment

Lundgren&Lindvist are working on creating a software program/app, ‘TheDock’ that adds a layer on top of WordPress. This layer let’s you create websites through with WordPress but with an Interface of TheDock. This allows users to create websites faster more reliable and safer. No need for additional plugins that can cause danger for non experienced users.

They sell this software through a website. My assignment was to add an extra design layer on top of the layout of the website.

WEEK 1 DAY 1

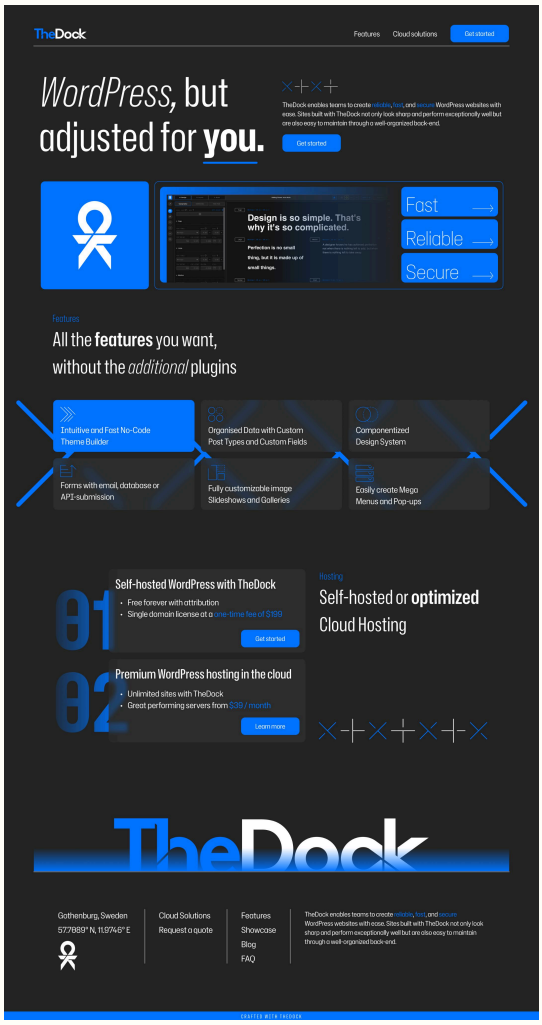
17/02 I got an introduction of my working environment and also received an explenation of TheDock. My coach showed me the brief in detail and gave me as a deadline Friday(21/02).

FIGMA https://www.figma.com/design/3HrxEw4dtOi3iPc2fMXoM2/TheDock?node-id=0-1&t=mwntFFjhkFzqmul7-1

Week 1 DAY 2

18/02 Today I also created a second version of the design so I could propose 2 different styles. After I received some feedback I explored further on the positive comments my coach gave me.

FEEDBACK To much design elements not needed, to much difference between the font styles → not coherent enough. Colour is good because it matches with TheDock branding. To much content in general. Tone it down a bit.



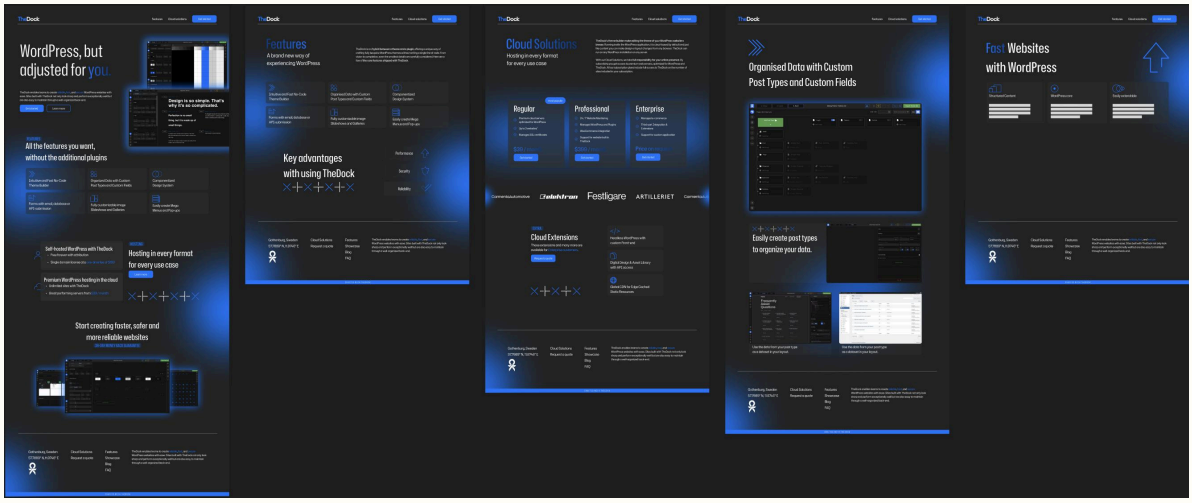
Week 1 DAY 3

19/02

I tried to remove the design elements and reduce the overall chaos. I also added a gradient background to replace the harsh design elements with something softer, more subtle. I also tried to be more consistent in the typography to create a calmer environment in general.

FEEDBACK

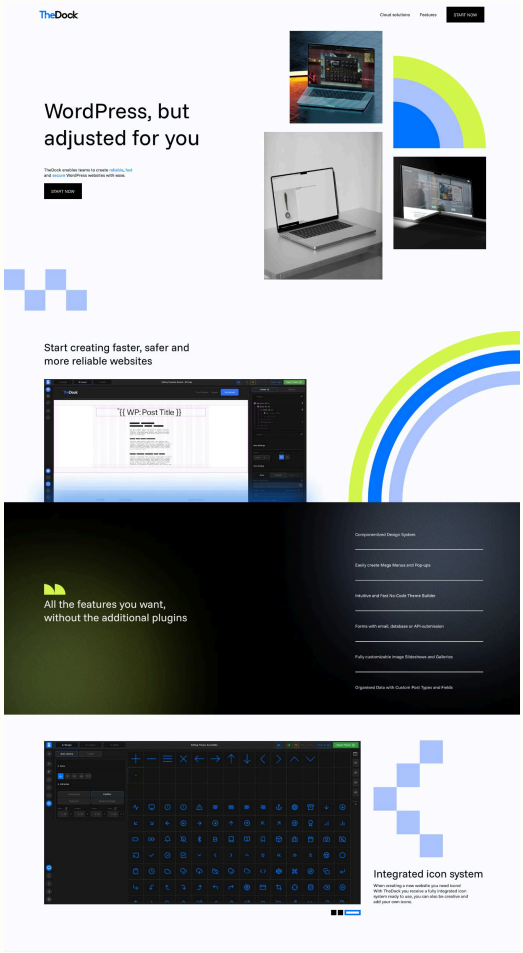
Going in a good direction, but still to many design elements. Taking Figma, Squarespace and Shopify as good examples. I need to limit my typography to create a cleaner and calmer vibe. Maybe introducing small playful design elements that will enhance it.

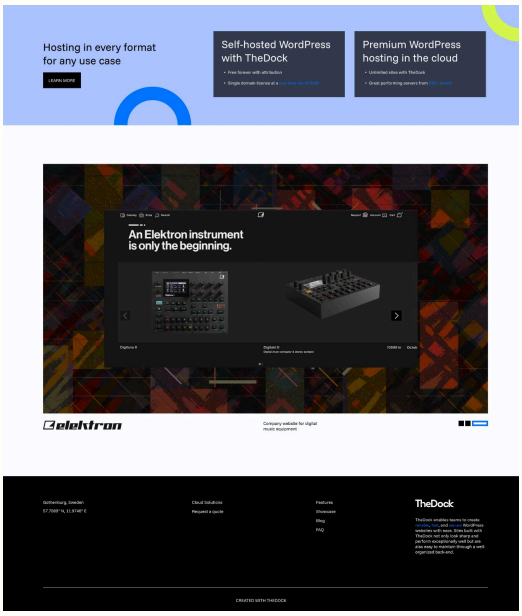


Week 1 DAY 4

20/02 After the tips and feedback I received I started with a completely new look for the design, changed the font, white background new styling.

FEEDBACK The style is already something new, definitely works for this website, but the structure in the previous example was better, the site was more fluid to read through. I should tone down the design elements and try to fill up the space with the layout of the site. So my general feedback was to pick the layout from the previous design and apply the styling from the latest design.





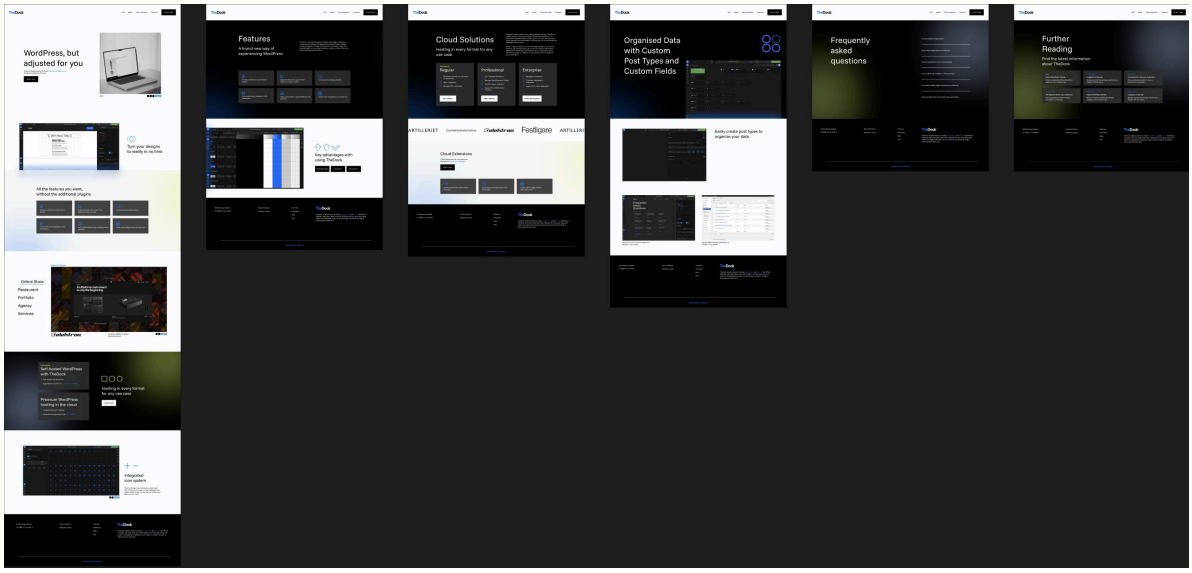
Week 1 DAY 5

21/02

This was my final version before having some new feedback.I took into account the feedbcak from the day before and expanded out the design to almost all the pages. My coach had a meeting with the co-creator of TheDock and they decided that the design of day 4 would be the best fitting for TheDock.

FEEDBACK

They do want to put the focus on the fact that it is a software program / app instead of the visual elements. My coach was happy that I explored both paths and that we should have a final meeting to discuss the parts we want to keep from both designs.



Week 1 CONCLUSION

GENERAL FEEDBACK

My coach told me that I can apply feedback very well and understand the need of the client(my coach) when asking for a change etc. I have a pretty good understanding of the tools that I am using like Figma.

WORK

This week was focussed on design, I needed to help adding an extra layer of design on top of the website of TheDock. TheDock is a software program that adds an extra layer on top of WordPress. With TheDock you can create websites faster, more reliable and don’t need additional ‘unsafe’ plugins.

PROGRESS

I used Figma everyday so I defenitly feel like I got faster at it, I also learned new shortcuts and ways of handling content.

TIPS

Kill your darling, breaking loose from what you have already made, when you are stuck and just moving pixels start over again and tackle the problem in a completely different perspective.

Instead of the black background and font change it up completely. Instead of iterating on ONE design for ever, start to iterate on a good concept/visual with completely different styles and pick of the # of iterations the best one and create more iterations based on that one and repeat this process.

When receiving an assignment or brief you immediately have an idea in your head how the final product should look and even when iterating a lot the initial idea/concept in your head might be the best one you still have tried and you can tell your client that you have tried all the possible combinations and the result is the best one suiting the brand/ assignment etc.

end of week 1