

Reading Guide

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ICT & Media Design
Semester 3 Class Orange 2

Version	Changes	Date
1.0	First draft	29.09.2024

Table of Contents

Version	
Control.....	2
Table of	
Contents.....	3
Introduction.....	5
Aurora	
Studio.....	10
Burden of proof.....	11

Hello, I am Cretu Claudia,

Semester 3 ICT & Media design student.

I am 22 years old, I come from Bucharest, Romania. After I finish this study program my dream is to become a front-end developer.

I love programming, I consider myself a little creative. I love rainy days, coffee and photography.



Talents:

- Programming
- Photography
- Organizing
- Communication
- Presenting

Personal goals:

I would like to become the best version of me in programming, to learn as many programming languages and frameworks as possible, both back-end and front-end, and to learn how to create and work with database. I would like to also practice my radiology nurse diploma in combination with ICT practice.

Fontys timeline

For the next student years, I already decided what path I want to take. It was hard to decide some things, easy for others but I strongly believe this is going to be the best for me.

Semester 1,2,3 - ICT & Media Design profile

Semester 4 - Smart Mobile

Semester 5 - Front-end Internship

Semester 6 - Minor Health Innovation

Semester 7 - Smart mobile advanced

Semester 8 - Front end, maybe full stack development internship

I chose Smart Mobile for two semesters because in these three semesters I concluded that I am more into programming then design and user research. I also did my research about all the specializations and building web applications sounds very interesting and challenging for me. I know I want to choose the Health Innovation minor since I heard about it in semester two because of my passion for both medical and IT fields, and I think the choices for internships already speak from themselves.

Portfolio

I have decided that I am going to create a website as my portfolio. This will help me achieve new knowledge and practice programming. The website is not yet ready to be displayed because I am still coding it, but I created a [document](#) where you can find all relevant information about my portfolio iterations and my experience learning react. In that portfolio you can also find my Git.

Studio project

Introduction:

I created a team, from three formal intro-week teams. The first thing that we did was to get to know each other. The studio project is about creating our own studio that will represent us.



My contribution:

I wrote a part of the [Team Charter](#):

- Wrote my strengths and weaknesses
- Decided with the team our core values
- Wrote some of the rules
- Was part of the role's discussion
- Wrote one of the goals
- Decided together with my team our products

We chose a name in a fun way. Everyone wrote ideas on my post its and we chose the one we liked more. Doing this multiple times we decided our name was Aurora Rise Studio. We asked feedback for the name. Teacher suggested to remove the word "Rise" because Aurora is already a strong name. We agreed.

Mood boards, logo:

I made two mood boards. Got feedback from the team on them. Gave feedback for my peer's mood boards too. Here is the [link](#) for the mood boards.

Based on that I was a part of choosing a style for which I did another mood board, got feedback on it and gave feedback on my peer's mood boards as well.

Claudia

It is a screenshot because the elements that I used for logo are not free for use in canva, but they are there as inspiration for who knows to draw that :))



From Sumaya:

- I'm having trouble providing feedback because I feel like there's a lot of important information missing, and the color combinations don't seem to align with the brief. It seems like this might not reflect your full potential, and I'm confident you can do more. Please don't take this personally, but at this point, I'm unable to give you detailed feedback. I'd love to see more of what you're capable of in the next iteration!

From Ellyshia:

- I think the first 4 colors and last 4 colors are already a color palette themselves, so you can narrow down to which color palette you want to use, for us to see a clearer direction on the colors
- I see that there are a lot of other colors outside of the color palette that you used, it would be better to stick to the color palette next time
- For the fonts, the hierarchy is not really clear to me, so I think you can organize them more

Magda

- for me it looks more than inspirations gathered together rather than a brand construction
- but I like the logo ideas

From this I learned that I could improve my mood boards, I made them too simple and basic. I now understand how a mood board should look and be made by receiving feedback and looking at my colleague's work.

I made logo sketches:

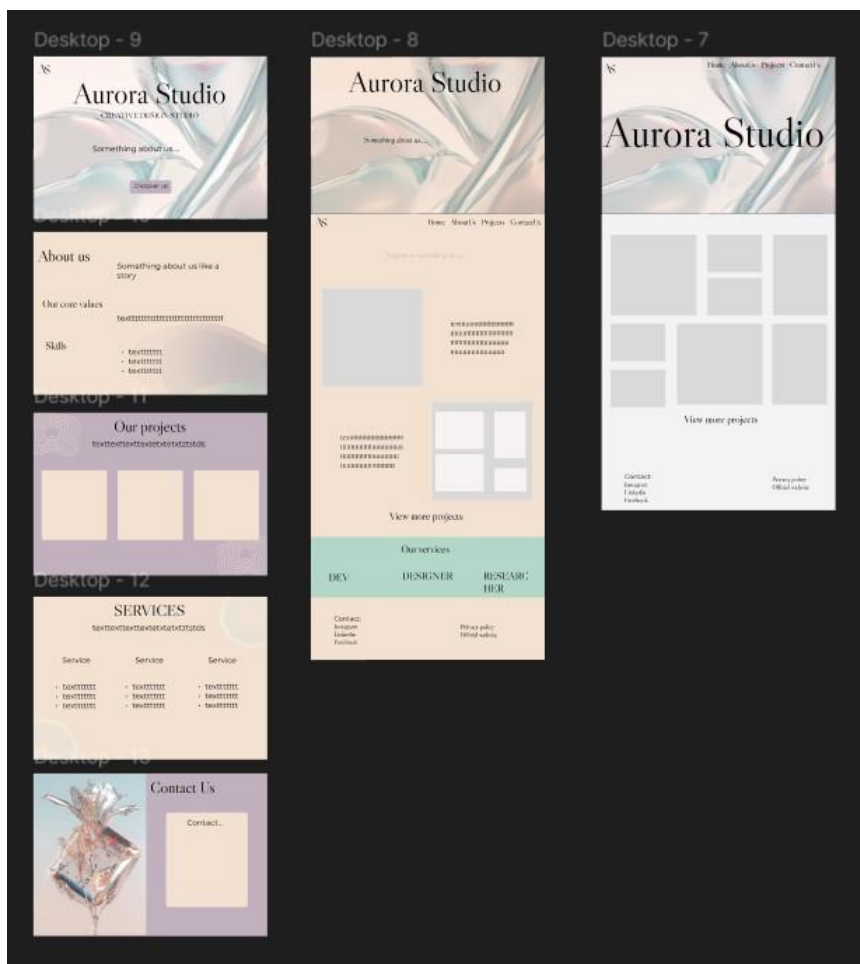


Website design:

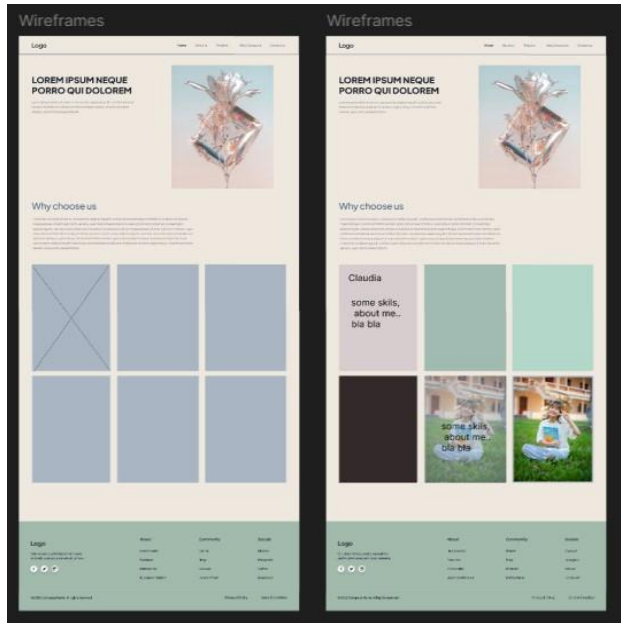
I made a website design together with a peer. I made more iterations on the website design experimenting with colors and shapes until I was happy with the results. I experimented with the style for pictures, project page and contact section asking for feedback from my peers.

In the following pictures you will see my iterative process.

Here is the first design that I made for us to have an idea and some inspiration to create the website.



I had an idea, for displaying the pictures with us. When you hover over the picture it appears the name and some information about the person. I experimented with different backgrounds and chose the transparent one.



I did a user test on the website. This is my user test:

“To validate the team choices the team made several user tests on our final version website prototype. The user test was made with a student from Smart Mobile profile at my house. I recorded the screen of my laptop with the sound on with the approval of the user. After recording I watched the videos and documented my findings. I asked the user to find the About us page and Project page. The user found the pages with no problems. The feedback received from the user is that the website looks nice and professional, the logo fits the rest of the website style, the navigation is simple and clear and the information as well. The user liked the contact section idea and said that the website looks minimalistic and fancy. I asked if the user could tell that this a website for a creative full stack studio and they replied yes.

I am happy with this feedback, that gave us one more validation to go on with it.”

Studio contract:

I helped writing the official contract between the team. I wrote a part of the meeting section and the rules section.

Our team had a small conflict. Communication was lacking from multiple sides and the tasks were a bit chaotic. From that reason someone would just fix other people tasks without asking, people would work on things without discussing and we fight a bit on the group chat that we have. I propose to have a discussion on Monday. At the discussion I respectfully talked about my problems and then everyone shared what they had to share. I proposed some rules that were written by me in the contract and then rephrased in a nicer way by a colleague. Everyone is fine now and doing their own tasks, we have more structure and organization, and we solved our conflict. I will not give any names, and I would prefer the teachers to not ask us about this, I put it here to show my Personal leadership skills and that me and my team managed to solve this situation by ourselves.

Preparing for the client:

Togheter with my team I decided that we should prezent a video for the client, along with the presentation with our products.

I was a part of filming a lot of shots and taking pictures for our video.

Client project

To be added

Passion project

To be added

Burden of proof

Learning outcome	Self-assessment	Proof
L01 - Conceptualize, design, and develop interactive media products	Orienting	<ul style="list-style-type: none"> • Portfolio • Moodboard1 • Moodboard2 • Figma Website • Logo Sketch
L02 - Transferable production	Orienting	<ul style="list-style-type: none"> • Git
L03 - Creative iterations	Beginning	<ul style="list-style-type: none"> • Portfolio • Moodboard1 • Moodboard2 • Figma Website • Logo Sketch
L04 - Professional standards	Orienting	<ul style="list-style-type: none"> • Team Charter • Studio Contract
L05 - Personal leadership	Beginning	<ul style="list-style-type: none"> • Studio Contract • Solving a team conflict • My introduction section in this document