

STUDIO DESIGN

Cretu Claudia
ICT & Media Design
Semester 3 Class Orange 2

First Mood board

Stylescape & creator name CLAUDIA

What's already good

Claudia

- Color pallet nice
- Sun rise idea

Sumaya:

Sunrise and love to see your idea of what you liked about the logo back.

Ellyshia:

- The color combination of the
- gradient
 The sunrise is a good philosophy for our company value
- Clear visualization of which direction you're going for

Nikoleta:

- Nice color palette
- I like the gradient colors idea
- The associations with the sun
- Clear idea and representation
- Simple and memorable logo I personally prefer the way you ordered the pictures in the second board a bit better

Improvement points

More cute than professional

Sumaya:

Claudia

it is indeed very beautiful, but we have to look at the professional side and this is a good structure, but the style escape does not provide good coherence, I only see inspiration photos.

Ellyshia:

The type of font that you would like to use is a little unclear to me, so maybe you can organize the position of the elements better or emphasize it more.

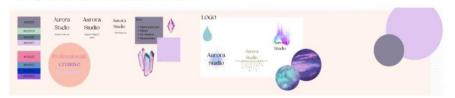
Nikoleta:

- A nice mood board, but today you don't see fonts that are the "handwriting type" used for
- The brand can be made clearer by diversifying the pictures a bit more

Second Mood board

Claudia

It is a screenshot because the e 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 :)))



· 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!

Magda

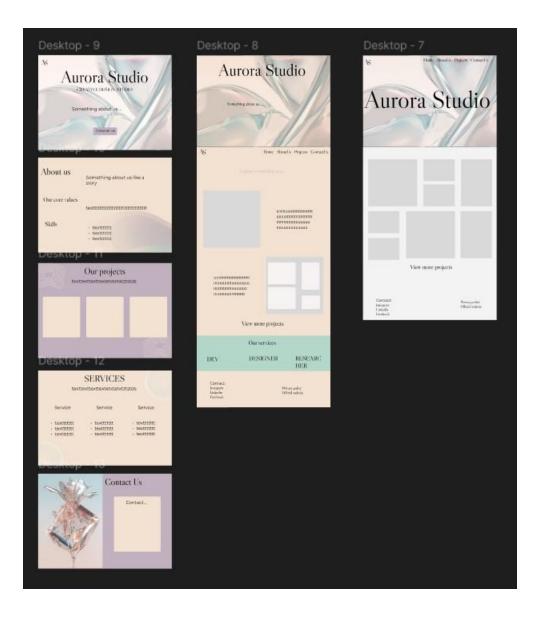
- · for me it looks more than inspirations gathered together rather than a brand construction
- · but I like the logo ideas

From Ellyshia:

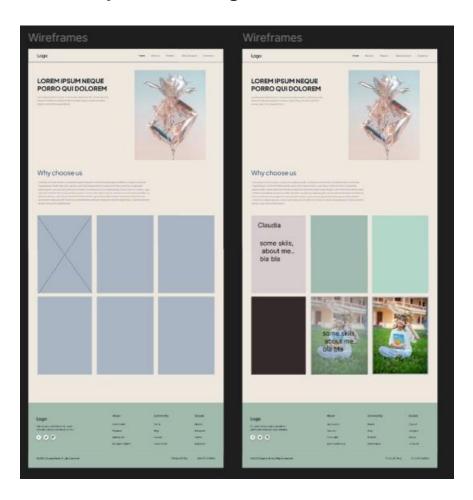
- · I think the first 4 colors and last 4 colors are already a color palette themselves, so you can narrow down to which color palette you want to use, for us to see a clearer direction on the colors
- · I see that there are a lot of other colors outside of the color palette that you used, it would be 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

Website design

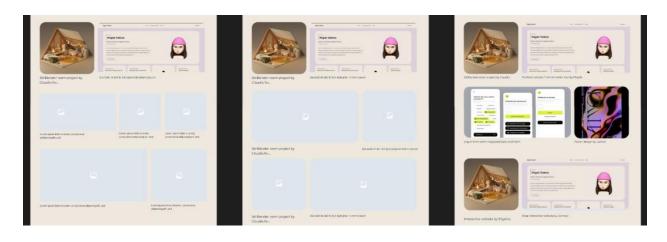
Website ideas first iteration



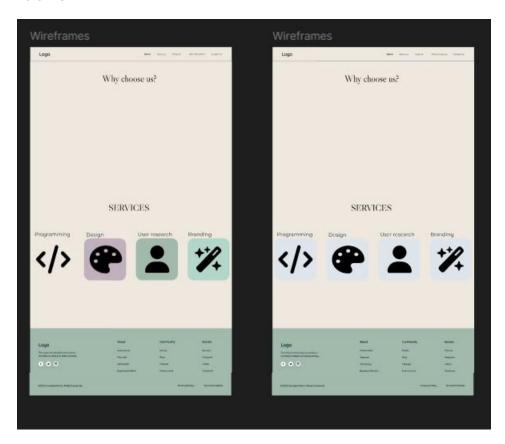
Picture layout and design ideas



Project page layout



Icons



Contact iterations



Logo sketches

