

You can see the improvement in each of the projects as we learnt different chapters in the year. In the final project I combined everything that we have learnt this year and last. In the first project you can see that I was still learning and making many mistakes but as you go further to the next projects you can see the improvement. My portfolio showcases that i have learnt a lot about keeping an audience's attention, interactivity, how to convey a narrative, design, typography, personal branding etc. I was creatively challenged in different areas with every theme but with the help of the lecturer and tutor I found my way. In the first theme, I did not really know what was expected from me but after consultation and many questions, I created an interactive narrative that conveyed the story of the company logo. With theme 2, every lesson only made the project better and more presentable. Theme 3 is where I struggled to fit the emotion of the song but in the end understood that you need to match the design of the song. The final theme taught me a lot of useful branding lessons that I feel created my beautiful portfolio.