

Interactive Design

Through Interactive Design, I learned how to create user-friendly interfaces and build quick mockups of my designs (prototyping) using professional tools like Adobe XD and Illustrator. For this project, Illustrator's sharp graphics were great for illustrations, while XD's features helped me make the design easy to use. Even though I used XD most for the mockups, I'm still exploring Figma because it's easier for me to use for prototyping and I have more experience working with it.

Nathalie's Art

Objective:

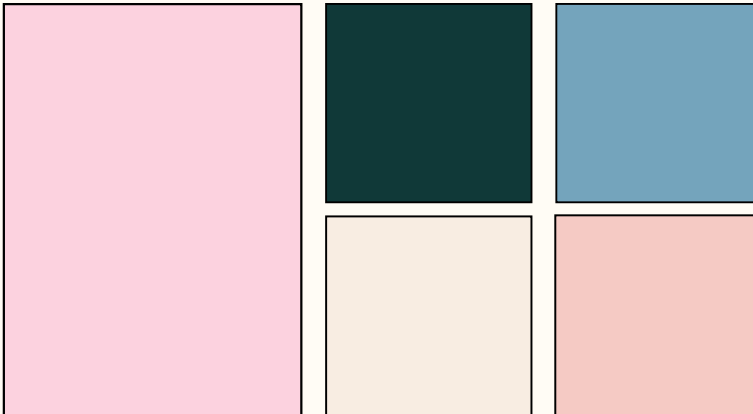
My group and I were tasked with rebranding Nathalie Schilderts art brand. Nathalie described her brand as "casual and dreamy". She did not know exactly what to expect from us and gave us a lot of space and freedom to create a new brand for her.

Approach:

We concluded research to define her target audience. The research revealed a diverse audience with a general interest in art and the story behind it. This enabled my group to focus on designing something meaningful.

02 Colors

The process of choosing colors was quite a struggle. It took some time due to everyone in the group wanting different things. Recognizing Nathalie's preference for a calm and inviting tone, I took the lead in crafting a color palette that would harmonize with her desired brand ambiance. By going for shades that felt peaceful and friendly, I made sure the colors fit well with Nathalie's style.



01 Logo

The process behind this was quite simple for me.

The client's wish:

House style: pastel colors, pink and gold

Logo: blossom incorporated

Name: international character e.g. 'N-art'.

Immediately, I started experimenting in Illustrator and XD and crafted something she requested. Our client gave us feedback that she liked the simple flower with her name together with a different design from a fellow team member. So we incorporated the 2 designs and delivered them as the final product.

I personally have never designed a logo before, so this was very new for me. It was also my first time working with Adobe. Adobe express was very useful because it had a lot of templates and a friendly user interface, which made it easier for me to start designing.

03 Typography

To achieve a minimalist look and ensure the artwork remains the center of attention, I took fonts that minimize visual clutter.

For the first two fonts I took sans-serif fonts, specifically because they improve readability on mobile screens, which our research revealed is where most of our content will be viewed.

the only font with serifs, Lora, adds a touch of sophistication and elegance to the brand identity, differentiating it from the simplicity of the sans-serif fonts.

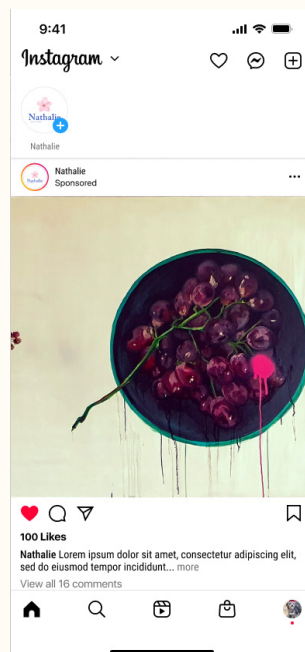
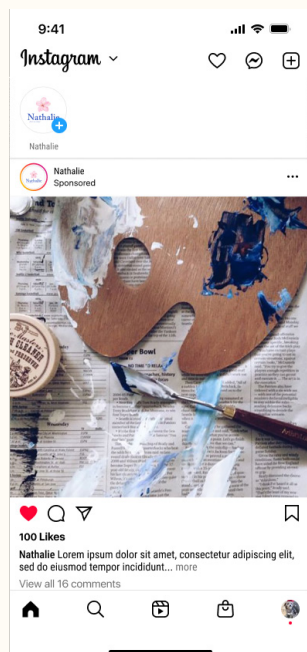
.01 Josefin Sans

.02 Lato

.03 Lora

04 Style - scape

Due to my limited understanding of rebranding, I constructed the style scape without a clear plan. It was created before we settled on our main colors, typography, and logo, resulting in a disconnect from the rest of the brand. Drawing inspiration solely from my classmates, I aimed to produce a satisfactory outcome despite the absence of a unified direction.



05 Mock - ups

I took the initiative to translate our conceptual ideas into tangible form by creating mock-ups using Figma. The process was characterized by a fluid and exploratory approach, as there was no rigid framework guiding the mock-up development. Instead, I relied on intuition and visual aesthetics to guide the design process, ensuring that each mock-up captured the essence of our envisioned brand identity.

06 Feedback and Review

After our presentation, Joan (teacher) pointed out something important. She mentioned that while we presented multiple concepts to Nathalie, they didn't really fit together well. I noticed this in our products too, they seemed a bit all over the place. So, for future projects, I realize the importance of ensuring that all ideas fit together and maintaining consistency in our work.

Client feedback:

Hey groep 2,
you were great. You listened really to what my questions were.
Cute logo, tips for socials and find out who is going to buy my work.
Your communication was clear and really friendly. That makes me feel that you 'see me' as a customer.
You gave me choices and gave me tips I did not think about.
Your flyers were also surprising en stamp logo original.
So, I thank you for working together and wish you all the best

Learning Experience:

During this project, I learned a lot of new things. I got to use design software like **Illustrator** and **Adobe Express** for the first time, which was exciting. Rebranding was also a new concept to me, so it was a big learning experience. Working with a real client and coming up with ideas showed me just how much goes into branding.

I also learned about **color theory** and **typography** in lectures, which was fascinating. It helped me understand how to use colors and fonts effectively in branding. How much time and effort is put into "small things" like this was really shocking for me and made me appreciate the people behind branding.

Lastly, I learned how crucial research is for making design decisions. This project taught me that doing thorough research before starting a design helps make better choices.