

# LEARNING OUTCOMES



Coralie Erasmus - S2 2024

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# Introduction

This document contains detailed proof of my learning outcomes, with links and images included. It showcases my progress and achievements throughout the semester, offering a clear understanding of the steps I took, the challenges I faced, and the solutions I implemented.

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# Interactive Media Products

What I Did:

## Interactive Paper Prototype Game

- Developed "Octo-cooked," an interactive game aimed at fostering teamwork, communication, and time management skills.
- Conducted trial runs with students and a teacher, receiving positive feedback on the game's effectiveness

## Branding Project

- Created an interactive website mockup for our client using Figma.
- Actively sought and incorporated feedback from stakeholders, Mr. Amer and Jan.
- Received positive feedback on the prototype's layout and design, along with valuable suggestions for improvement, reinforcing our understanding of the project requirements.

## Project X

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How I Did It:

- **Octo-cooked** was made interactive by making the game completely out of paper and cardboard. This way we could conduct user testing in the most efficient way. Every aspect of the game was digital, from the ingredients for the paper burger to the utensils used to cut the ingredients.



- **Branding project**, for this my team and I conducted user testing using an interactive mockup of the website on Figma. We did this by using the prototype/interaction feature on Figma. This way we could do user testing efficiently, and have a more clear look as to how the website would look if actually made.

### How It Helped:

Throughout the development process, we engaged with our peers in Mrs. Li's class, presenting various layout options and incorporating their input into our final design. This collaborative approach ensured that our prototype not only met the project criteria but also benefited from diverse perspectives, resulting in a refined and effective end product.

## Development and Version Control

### What I Did:

#### Lessons Participated In

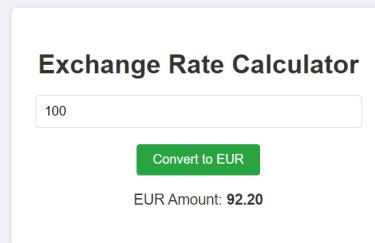
- Fetch and Webstorage API (currency & student list challenge)
- Building a real-time chat application
- Developing a "Not So Super Mario" game

#### Individual Development Projects

- Developed specific codes for the Handpicked Agencies project.
- Worked on my own portfolio, incorporating new skills and technologies learned.

## How I Did It:

- **Fetch & Webstorage API**, I added a currency change API into my code, this automatically had the exact exchange rates for most currencies around the world. For the class list I learned how to make a LocalStorage in javascript, I utilized Amer's notes and then based on that I also learned how to add a delta storage button to remove certain information from the LocalStorage. Aside from this I also just made the page look better using CSS.



- **Building a real time chat application**, I made a real time chat application by using Socket.io I made a project and then within that, set up a server. Then I added a simple frontend code using Amer's notes. After this I added CSS to make my chat look more like Whatsapp.
- **Development project** for Handpicked agencies, I added a confetti element to our website code so that once you open the page confetti would appear for a few seconds. This was initially my team members' task but I helped her with some issues she was having regarding the working of the confetti. I made sure the confetti burst was in the right direction and also made sure that it faded out properly after a few seconds. I also set up the code for people that are on the website where they could put in their email and also write a note that would be sent directly to my email using Formspree API.
- **Not so super mario game** was made with the help of amer's code as a base of course, I utilized gifs on the internet to add a moving background as well as a moving character. I also added to the javascript code, which would create a popup in the middle of the screen once a player reached 20 points.
- **My portfolio**, the biggest project of this semester, I tried many new things like learning how to use animations in CSS, i broadened my knowledge of javascript by learning things like

## How It Helped:

Maintaining clear and organized code with annotations not only enhanced the readability of my code but also served as a helpful reference guide for future modifications. This approach ensured that I could easily revisit and update my code as needed, saving time and effort in the long run while also facilitating a deeper understanding of programming concepts. Learning how to use AI to my advantage and using programs like socket.io, expanded my toolkit and broadened my understanding of cutting-edge technologies, empowering me to tackle more complex projects and stay ahead in the rapidly evolving field of technology.

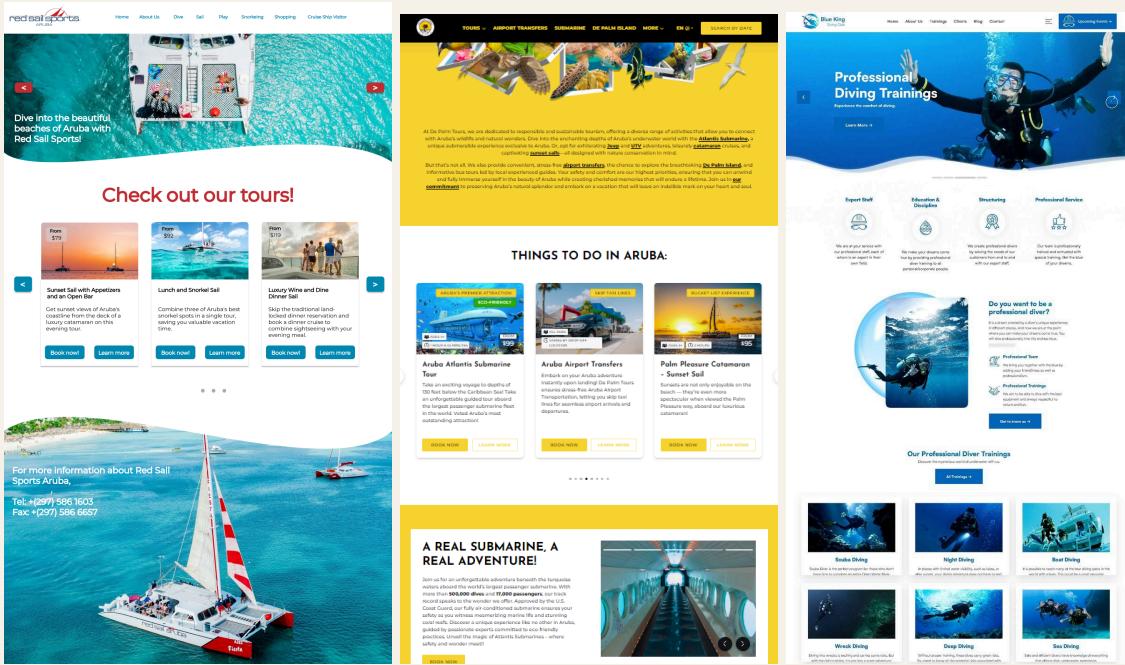
## Iterative Design

### What I Did

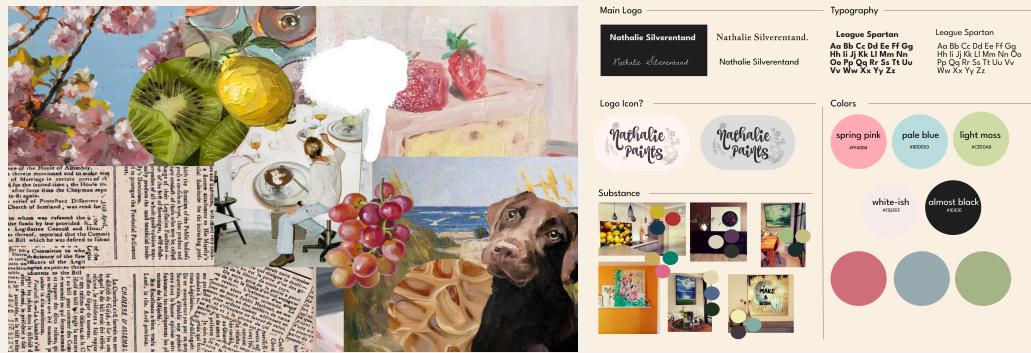
- **Redesigning a Stagnant Website** (Focused on creating a modern and user-friendly interface)
- **Branding Project with Figma** (Developed a client website, starting with simplistic design prototypes and later adopting a creative new direction)
- **Portfolio Development** (Explored various design ideas and settled on a design inspired by my country's history and ancestors)

### How I Did It

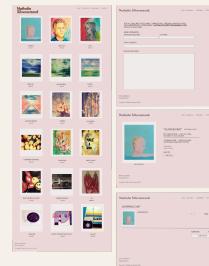
- **Redesigning a Stagnant Website**, Analyzed competitors' websites to inform design decisions and aligned the new layout with industry standards.(see figure...) I selected a company from my home country that had an outdated website and crafted a new design emphasizing clarity and cleanliness. As this company was a sailing company which takes tourists or locals on sailing trips i really wanted to show that in the website. I used pictures of the company that depicts what they do exactly, to separate certain sections of the website I used a picture for parts with less text, for places with more text u used a white background and made it kinda wavy because waves, and the ocean. For the tours section I made sure to display important elements clearly with easy big buttons with a call to action message like "Book now!" and "Learn more". I took inspiration from competitors' websites and pinterest. (see figure ..)



- **Branding Project with Figma (Group project)**, We started the project with making a moodboard and brand guide individually.



Initially explored simplistic and boring design prototypes.



This was a group project and each group member individually designed a website, but after we all got feedback we felt like we all hit a wall. We weren't sure what to do next..

After a burst of creativity, I proposed a transformative new design that received unanimous team approval and aligned with the client's brand identity.



(We ended up being the client's preferred team, and she used some of her designs for her business card)

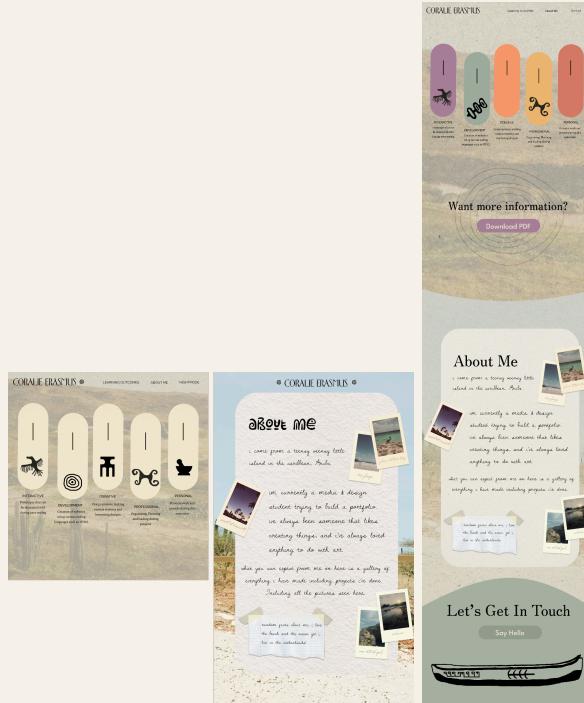
- **Portfolio Development**, I started with a few different design ideas but I ended up not liking any.



Experimented with different styles inspired by the ocean and simplicity before finalizing a design based on my country's history. Incorporated symbols from native Indian and Arawak tribe paintings found in Aruba's caves. Created a vision board to guide the design process.



After I had a good sense of the aesthetic of my portfolio I began designing.



On the left is draft 1 of my final design, and on the right the official final design of my website. I decided to add some color to it just cause I felt like the design lacked color.

## How It Helped

I redesigned a stagnant company website, resulting in a layout that better aligned with industry standards and provided a more user-friendly experience. In the branding project with Figma, I developed an interactive website mockup that perfectly aligned with the client's brand identity, ensuring the final design was fresh, engaging, and received positive feedback from stakeholders. Additionally, my portfolio development involved an iterative design process and incorporating feedback, which helped refine the layout and ensured that the final product was polished and met both project requirements and client expectations.

# Professional Standard

## What I Did

- Branding project

## Leadership

In the branding project, I took on a strong sense of responsibility, prioritizing the quality of our deliverables and effective communication within the group. Despite facing an unexpected absence in the middle of the project, I swiftly delegated leadership responsibilities to a capable team member. I also ensured ongoing communication with our client, facilitating discussions within the group to coordinate inquiries and assigning a member to manage client correspondence. Upon project completion, I personally reached out to our client to express gratitude and promptly provided all relevant documents.

## Research

I conducted a competitive analysis as part of the research aspect of the branding project. I looked at other painter's websites to identify common features and content. One prominent feature I noticed was the ability to purchase artwork directly from the website. Based on this insight, I designed a website that included an e-commerce feature. Additionally, the client expressed a desire to expand her target audience, so incorporating this feature aligned with her goals.

- **Explore Breda**

## Research

In collaboration with my group, we conducted research targeting our selected audience: tourists. I was responsible for user research in this project. Our task was to create advertisements tailored for tourists for our client, but none of us had ever visited Breda. To address this, we planned a day trip to Breda to interview locals and tourists.

Additionally, I conducted user research through *field research* and *literature research*. This included:

- Targeting Specific Tourists Segment:  
Identify and target specific demographic or psychographic segments of tourists who are most likely to be interested in the city's activities and attractions.
- Identifying Tourists Preferences:  
Determine the specific types of activities and attractions that are most appealing to tourists visiting the city.
- Assessing Visitor Behavior:  
Understand how tourists currently discover and engage with activities and attractions in the city, both online and offline.
- Evaluating Competitor Analysis:

Conduct a thorough analysis of similar websites and platforms catering to tourists in other cities to identify successful strategies.

- **Project X,**

## How I Did It

- **Branding Project**

### **Leadership**

I meticulously organized tasks based on individual preferences and created comprehensive plans using Trello boards to track progress and deadlines. I scheduled WhatsApp calls with my team to discuss the project since I was away. During my absence, I maintained regular communication and oversight to ensure project continuity and timely completion. To facilitate client communication, I led discussions within the group and assigned a member to manage correspondence with our client.

### **Research**

To perform the competitive analysis, I examined various painter's websites, noting the elements and functionalities they offered. I focused on features that were frequently included, such as e-commerce capabilities, which allowed customers to purchase artwork directly from the site. Using these insights, I integrated an online purchasing feature into the website design. I also took into account the client's goal of expanding her target audience, ensuring that the design catered to a wider demographic by making her art more accessible.

- **ExploreBreda**

### Research

#### Targeting Specific Tourist Segments:

To determine the most appealing activities for tourists, we first identified Breda's tourism category: Domestic and Inbound Tourism. Many visitors are multi-destinational tourists exploring various parts of the Netherlands, including Breda. Typical visitors include students visiting schools, people reconnecting with family or friends, attendees of festivals or parties, and those drawn to specific stores or restaurants.

Our research involved a day trip to Breda, where we interviewed locals and tourists with questions such as:

- What brought you to Breda today?
- If your friends visited, what would you do?
- What are your favorite things to do in Breda?
- What are must-see attractions and hidden gems?
- How would you describe Breda in three words?

#### Identifying Tourist Preferences:

I found that tourists in Breda enjoy:

- Cultural exploration at landmarks like Breda Castle and the Grote Kerk.
- Outdoor activities such as hiking in Mastbos forest and boating on the Mark river.
- Sampling local and international cuisines.
- Festivals and events like the Breda Jazz Festival.
- Warm hospitality and authentic local experiences.

#### Assessing Visitor Behavior:

Tourists use both online and offline sources to plan their visit:

- Online: Tourism websites, social media, travel blogs, and forums.
- Offline: Visitor centers, concierge services, and local recommendations.

#### Evaluating Competitor Analysis:

I analyzed how Breda's tourist marketing compares to other Dutch cities like Amsterdam, Rotterdam, The Hague, and Utrecht:

- Market Positioning: Breda is known for its rich history, cultural vibrancy, and natural surroundings.
- Key Attractions: Promoted sites include Breda Castle, the Grote Kerk, and green parks.

- Marketing Strategies: Breda leverages digital presence, cultural events like the Jazz Festival, and targets specific tourist segments. Other cities may focus on different strengths and face unique challenges.
- Strengths and Weaknesses: Breda offers an authentic Dutch experience without the crowds but may struggle with brand awareness compared to larger cities.

- **Project X**

### How It Helped

- **Branding Project**

#### **Leadership**

This approach ensured that our project stayed on track despite my absence. The use of Trello boards and regular WhatsApp calls helped maintain clear communication and task organization within the team. Delegating responsibilities and maintaining client communication ensured that the project progressed smoothly and met deadlines. Reaching out to our client at the project's conclusion and providing all relevant documents ensured a seamless and professional wrap-up, reinforcing our client's satisfaction and trust in our team's capabilities.

#### **Research**

Incorporating the e-commerce feature into the website design significantly enhanced the client's ability to reach a broader audience. By allowing visitors to purchase artwork directly from the site, the client could attract potential buyers who prefer the convenience of online shopping. This feature not only increased the potential for sales but also helped in expanding the client's market beyond local buyers. Additionally, the research and competitive analysis ensured that the website was aligned with industry standards, making it more competitive and appealing to users. Overall, the approach resulted in a more functional and user-friendly website that better met the client's business objectives and audience needs.

- **ExploreBreda**

#### Research

The research played a crucial role in improving our project. By targeting specific tourist segments, we made our ads more appealing and relevant. Understanding

what tourists like to do in Breda helped us design a website that highlighted popular spots and activities, making it more user-friendly. The interviews with tourists and locals provided real insights that made our promotional materials feel authentic. Competitor analysis showed us successful strategies from other cities, which helped us make Breda stand out. Combining both online and offline research gave us a complete picture of how tourists find and enjoy Breda's attractions, making our marketing efforts well-rounded and effective. This research made our project more informed, targeted, and professional.

- **Project X**

## Personal Leadership

### What I Did

- **Core values** (Identified my core values, which are the fundamental beliefs and principles that guide my behavior and decision-making in both personal and professional contexts.)
- **16personalities test** (I completed the 16Personalities test, a popular personality assessment to figure out in my core values aligned with the personality I got)
- **Job vacancies** (I researched and identified job vacancies that align with my career aspirations, skills, and interests.)
- **Future timeline** (I created a future timeline outlining my career and personal goals over the next several years.)
- **Mood board** (I created a mood board to visually represent my professional aspirations, goals, and inspirations.)

### How I did It

#### **Core Values**

I wrote down as many of my core values that I could think of on a piece of paper, then my old team members wrote a couple of core values that they thought aligned with me, after this I wrote down the core values that came up both times.

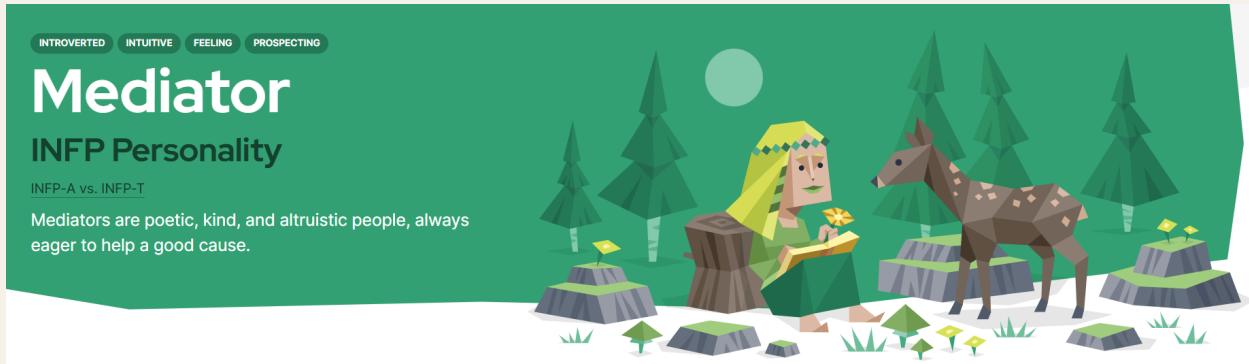
These ended up being:

Creative, Communicative, Organizational, Team-player and Motivational

#### **16personalities test**

I answered a series of questions designed to analyze my preferences in how I perceive the world and make decisions. The test provided insights into my personality type, strengths,

weaknesses, and how I interact with others. The test also aligned with my core values.

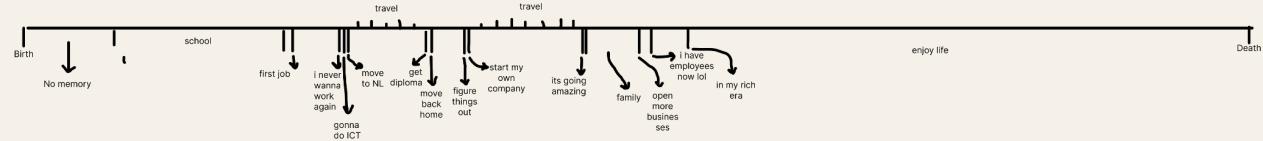


## Job vacancies

I explored various job boards and professional networks to find roles that matched my career goals. I also analyzed job descriptions to understand the required skills and responsibilities. And I didn't like any.

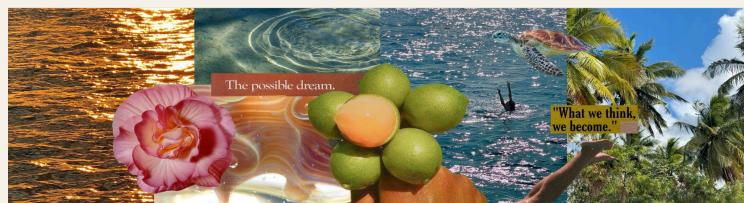
## Future timeline

I set long-term goals and mapped them out on a timeline, considering factors such as job milestones, and personal aspirations.



## Moodboard

I collected images from Pinterest that resonated with me emotionally. I arranged these elements on a board to create a cohesive visual representation of myself. Themes I think came up are definitely very tranquil, with bright colors. Which I think matches the result of my personality test.



## How It Helped

These activities collectively enhanced my professional development by providing a clearer understanding of my core values, personality, and career aspirations. Identifying values like creativity and teamwork helps me align my actions with what's important, ensuring authenticity. The 16Personalities test offered insights into my work style, improving teamwork and guiding career choices. Exploring job vacancies clarified my job preferences and highlighted skill gaps. Creating a future timeline provided a clear roadmap for my career goals. The mood board helped articulate my personal brand and aesthetic preferences. Together, these activities ensured my professional actions are aligned with my long-term goals, fostering growth and success.