

Team Charter

Members

Arthur Cañas Lopez - Coralie Erasmus - Fabiana Barrios-Peña - Nhật Lê

Background

We were assigned to create a new brand identity for Mrs. Nathalie Silverentand-Houben. She is an artist from Veldhoven that sells and commissions art. She's looking to branch out and hopes to make this brand successful so she can do it full time.

Mission

Create a brand for Mrs. Nathalie Silverentand- Houben that fits her brand goal and personality. Additionally, provide useful tips on how to update different of her social media platforms to promote her work.

Arthur

I'd say i'm very motivated and expressive. I would want to make something that i would be proud. My weakness is when I get a brain fog I usually can't get out.

Coralie

I would say I'm quite creative and a perfectionist. However, sometimes I tend to overthink and therefore take longer on certain assignments.

Fabiana

One of my strengths is time management and efficiency. In contrast it could also be negative as I want to get things done fast and not really reconsider certain choices.

Nhật

I would consider myself to be hard-working but it's very dependent on motivation and that would show as inconsistent effort. I will be working to improve that throughout the semester.

Core Values

- Satisfaction of the Client
 - Team Efficiency
 - Collaboration
 - Creativity
 - Positivity

Group Norms

Communication Plan → team meetings, consensus decision-making, if consensus within the team is not achievable decisions will be made by majority vote.

Roles

Arthur : Daily Documentation, Website Prototype, Interviews, User research, Content Strategy

Coralie : Website Prototype, Team Charter, Instagram Mockup, Project plan, Powerpoint, Planning

Fabiana : Website Prototype, Team Charter, Instagram Mockup, Project Plan, Content Strategy, Powerpoint

Nhật : Interview Transcripts, Website Prototype, Interviews