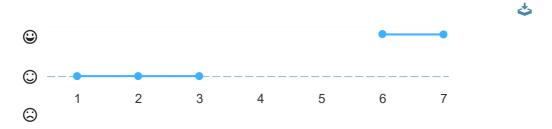


My feedback

Group feedback

Studio 04 - Slaygency- Fabian B. P., Kourosh E. T., Margarita L., Sumana L. & Tamer C.





Students in this group

Search students...

Barrios Peña, Fabiana F.

Candemir, Tamer T.T. Esmaeil Tajer, Kourosh K. Lahiri, Sumana S. Lekova, Margarita M.V.

Checkpoint 8 Studio Pitch 27-02-2025



Esmaeil Tajer, Kourosh K. 5 days ago

I presented the brand guide to the entire class, covering key elements such as brand values, mission statement, logo, logo variations, colors, typography, graphics, and image usage. I explained each part in detail, showcasing the design and concept behind it.

From my classmates, I received feedback. One person mentioned that the logo is nice but could be improved, while another appreciated the brand name, highlighting how it brings a sense of fun and resonates with a Gen Z vibe.



Describe what goes well according to your teacher, what you should pay more attention to and what is your next step to



Checkpoint 7 Talk with Amer 26-02-2025





Esmaeil Tajer, Kourosh K. 7 days ago

Today, Amer visited our group for an update. We talked about our rebranding, which is almost finished—only the brand guide still needs to be completed, and we want to finish it soon.

We also discussed the motivation letter. Amer advised us not to rely completely on AI but to write it ourselves. He said it would be more natural and realistic that way and clients would like it more.

Overall, Amer was happy with our group and liked our progress.



Esmaeil Tajer, Kourosh K. 7 days ago

Present: Kourosh and Fabiana

Online: Tamer

Absent: Sumana and Margarita



Describe what goes well according to your teacher, what you should pay more attention to and what is your next step to



Checkpoint 6 Feedback with Chris, Medhat, Petra 20-02-2025





Esmaeil Tajer, Kourosh K. 13 days ago

Today, we received feedback from our teachers on our re-branding, and they liked the design, mood boards, and stylescapes our group created. They mentioned that this branding is a significant improvement compared to our previous presentation. Petra gave positive feedback, saying she really liked our design and color palette.

However, they also pointed out that we have narrowed down our target audience. We agreed with this observation because, from the beginning, our goal was broad, and we gradually refined it. Chris suggested that the color palette could be improved to better match the Gen Z-focused mood board, but overall, he liked it.

Additionally, we presented our typography, which they appreciated because we aimed to make it playful. Overall, our brand is about bringing happiness and making people smile!



Esmaeil Tajer, Kourosh K. 13 days ago

Today Present people were: Fabiana, Tamer and Me (Kourosh).

Absent: Sumana and Margarita

Checkpoint 5 Talk with Dirk and Amer 19-02-2025



Candemir, Tamer T.T. 14 days ago

Today, we showed Dirk and Amer our work. They said the requirements for a branding project were met but we were lacking some brand identity. Our mission was not clear and to the point enough, it was too broad. That is why our logo was very simple and did not speak to the target audience. They suggested taking a step back and define our core values and mission well before proceeding. We are planning to consider a rebranding with a valid mission that suits our core values. We will design new mood boards and combine them into one to make sure everyone is on the same page. And possibly think of a new name that goes well with the identity.



Describe what goes well according to your teacher, what you should pay more attention to and what is your next step to



Checkpoint 4 Reading guide guidelines 17-02-2025



Esmaeil Tajer, Kourosh K. 16 days ago

Today, we asked Kadian about the Reading Guide and how we should structure it. She explained that we need to fill in our information and clearly show our intention in media design. We can present it in different ways. She also mentioned that the guide should be brief and provide an overview, while the portfolio should go more in-depth.

On the second page, we should include information about ourselves, links to our portfolio and Git Link, and explain why we chose the project.

In the Learning Outcomes (LOs) section, we need to describe our role in the project and the tasks we worked on. We should also provide proof that connects to different learning outcomes. One piece of evidence can sometimes support multiple outcomes.

The reflection part is about what went well, what didn't go well, and what we can improve next time.

Today Present people were: Fabiana, Tamer and Me (Kourosh).

Absent: Sumana and Margarita



Describe what goes well according to your teacher, what you should pay more attention to and what is your next step to



Checkpoint 3 Feedback from Berry and Frank 17-02-2025







Barrios Peña, Fabiana F. 16 days ago

We shoed Berry and Frank our current state in the project, mind-mapping and brainstorming steps, team charter, moodboards, stylescapes, and overall brand indentity. They suggested to look at other design studios, like Pentagram, HyperCulture, Dumbar, Stuurmen, to help us condense our brands mission and how we plan to achieve that. Also, we were planning to wait until next weeks client presentations to discuss how to proceed and the teachers reccomended to chat a bit about it now just to see where each group member stands right now and what we are leaning more towards. Present: Tamer, Kourosh, and Fabiana.

Absent: Sumana and Margarita

Checkpoint 2 WIP Presentation Week1 Thursday 13-02-2025





Candemir, Tamer T.T. 20 days ago

This afternoon, we had a presentation about our studio's branding. We talked about who we are, agile and scrum methods, our plans for this and the next week. We also showed them an iteration of our logo. Jan gave us feedback about the font we are using for the logo saying it gives him lawyer office vibes. Petra also mentioned it looks like the Remarkable's logo. Medhat noted, however, that we can just keep this logo because we could explain the reasons well. In the upcoming day we are planning to finalize the branding and start thinking of a topic for the client project.



Esmaeil Tajer, Kourosh K. 20 days ago

People that they were present today were: Kourosh, Tamer and Fabiana.

Absent: Sumana and Margarita

Checkpoint 1 Dirk - Progress Talk (WK1) + Kadian & Maikel 12-02-2025 🙂





Barrios Peña, Fabiana F. 21 days ago

We showed Dirk our Team Charter explaining rules, communication, boundaries for our project. Everything was clear to understand but he suggested to add Retrospective every 2 weeks to check in with the group and keep updated with the work. We had part of this retrospective stated in the document just with another name. We also presented our name for the studio "The UXperts" but Dirk said the pronunciation was off so we should brainstorm more ideas, and come up with a backstory for the brand. Absent: Sumana, Margarita



Candemir, Tamer T.T. 21 days ago

Later in the day, we had a check-in with Kadian & Maikel. We showed them our moodboards and explained each. From the feedback we had in the morning, we created a whiteboard and wrote down our studio's core values and what we want to show the world. We want to beyond the limits and to show the world that we can create something deeper than just visuals. This is why we have officially updated our name to "Beyond."



Describe what goes well according to your teacher, what you should pay more attention to and what is your next step to

