Project Branding

For my first project this semester I got the assignment to rebrand an Artists brand. The assignment was to work in a group of 4 people and our goal was to bring more exposure to her brand and art. My role in this project was more on the designing the website and documenting and doing some research.

Problem Description

Nathalie Schildert started to sell her paintings, but since it is not her full time job, she could not focus on her branding enough.
She is selling her pieces on Nationaal Atelier, and she also owns an Instagram profile where she can showcase the artworks.
However, it doesn't have a consistent brand flow, and it cannot reach a huge amount of purchaser.

Interactive Media Products

What i did:

Before initiating the design process for the website and other design products products for the branding, we needed to conduct thorough research. My teammates and I developed a set of research questions aimed at understanding our target audience better. Our target audience consisted of working-class individuals with an interest in art or purchasing art. To gather relevant insights, we conducted interviews in various locations where we were likely to encounter members of this audience, including a furniture store, a café, and Van Pier Bookstore (***See Figure 1***).

Following the interviews, my teammate analyzed the results and created detailed personas to represent our target audience segments. These personas were instrumental in guiding our design decisions. In addition

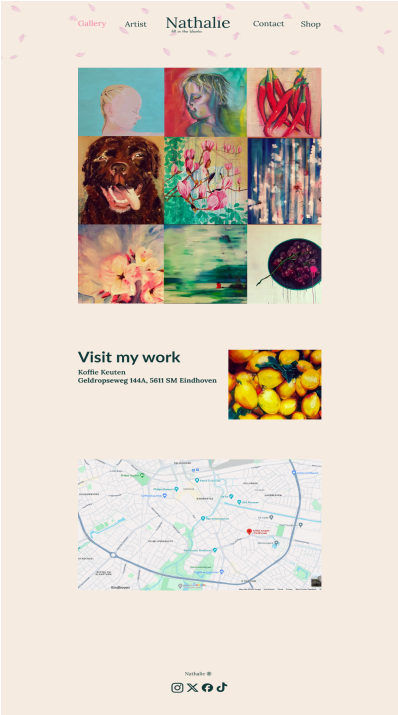
to the research, I was responsible for designing the website (***see Figure 2***), which was tailored to meet the client's specifications that were a minimalistic website. Furthermore, I created Instagram mockups (***Figure 3***) Furthermore, I conducted research on best practices for managing an Instagram account as an artist. Based on this research, I developed a comprehensive ***content strategy*** for her Instagram, providing her with valuable information and actionable tips to enhance her social media presence.

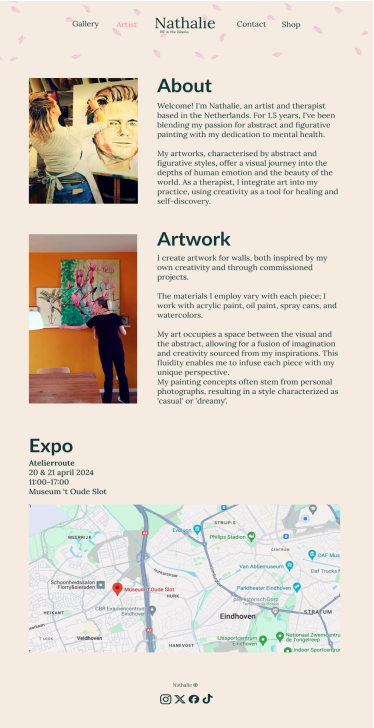
Figure 1: Interview in Van Pier Bookstore

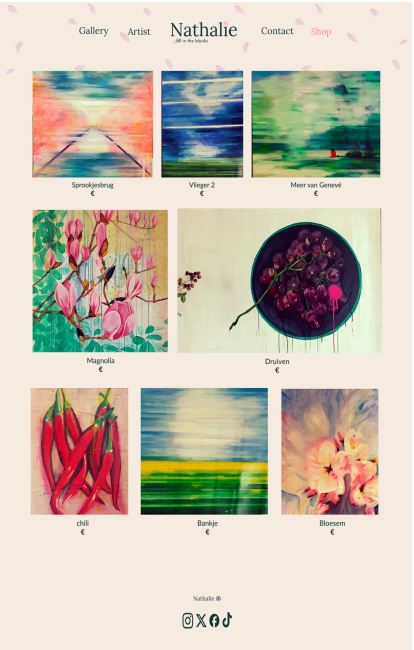
Above, you can see one of my teammates conducting an interview with an artist and art teacher at Van Pierre Book Store. This interview provided valuable insights and feedback from a professional in the field, contributing to our project's development.

Figure 2: Website Design

For the landing page, I decided to feature one of her paintings of a flower, which complemented the pink blossom petals in the header. I chose these elements because she mentioned her fondness for blossoms and particularly liked the pink blossom in the logo designed by one of my teammates. At the bottom of the page, I included a footer with icons linked to the client's social media profiles. This footer is consistently present across all the pages of the website, ensuring easy access to her social media from any part of the site.







For the Gallery page, I opted for a box-style layout to showcase her paintings. Beneath the paintings, there is a section that provides the address and location where her artwork can be viewed in person. Additionally, I included a Google Maps widget with a pin marking the location, making it easy for visitors to find and visit the gallery.

For the About Me page, I chose a simple layout featuring a description of herself and her artwork style, accompanied by some pictures of her. I also included the dates and location of her upcoming expos. Below this information, there is a Google Maps widget with a pin marking the location of the expo, making it easy for visitors to find and attend the event.

For the shop page, I also used a box-style layout but drew inspiration from Pinterest, as the client mentioned she liked Pinterest's layout. This design choice provides a visually appealing and organized way to display her products, aligning with her preferences and enhancing the user experience.

For the contact page, I included a form where interested buyers can reach out to her for custom work or any questions they might have. To make the page more visually appealing and personal, I used one of her paintings as the background for the form. This addition not only enhances the aesthetic but also keeps the contact page aligned with her artistic style.

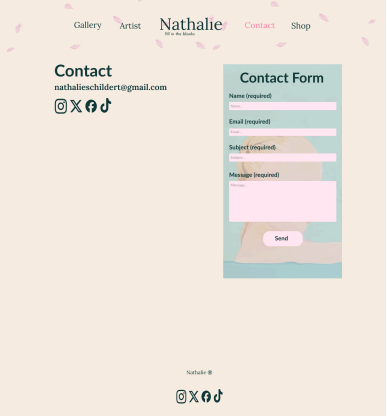
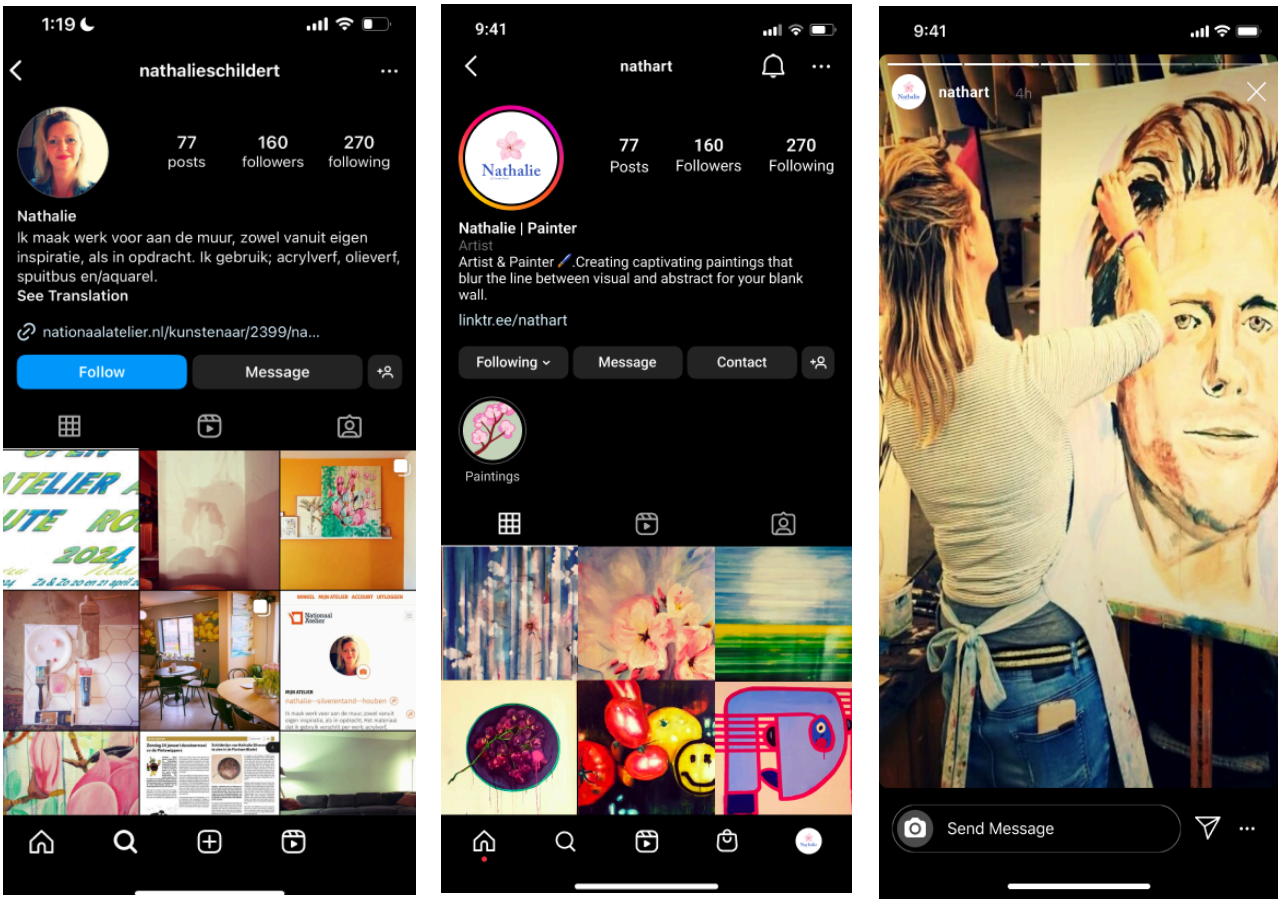


Figure 3: Instagram Mock up



On the left side, you can see her original Instagram profile. In the middle is the Instagram mock-up I created. I added "painter" to her name and included a bio with a description featuring SEO keywords to help her gain more traffic. SEO keywords are commonly searched terms, such as "painter," that can improve her visibility. I also revamped her Instagram layout by posting only her paintings to ensure it looks organized and professional. On the right side, you can see a simple Instagram story mock-up that could be used for her highlights, maintaining a consistent and appealing aesthetic..

What I learned:

In the course of conducting market research, I discovered the importance of refining the target audience. Initially, we planned to create a survey accessible via QR code to gather responses from a broad range of participants. However, after receiving feedback from one of our teachers, we realized that this approach might yield responses from diverse demographics, making it challenging to accurately pinpoint our specific target audience.

This experience underscored the need to think creatively and suggest alternative ideas to the client. For instance, the website design that the client ultimately preferred featured a different color palette and design elements than what she originally requested. Despite these deviations from her initial specifications, she appreciated the unexpected and unique approach, demonstrating that sometimes innovative solutions can exceed client expectations.

How I think it went:

I believe our project went well. We received positive feedback from the teachers regarding our approach to interviewing our target audience. They appreciated the locations we chose for conducting the interviews, such as the furniture store, café, and Van Pier Bookstore. These venues proved to be effective in reaching our intended demographic.

The interviews yielded valuable responses, which we documented in detailed transcripts. These responses were instrumental in creating accurate and insightful personas, helping us better understand and address the needs of our target audience.

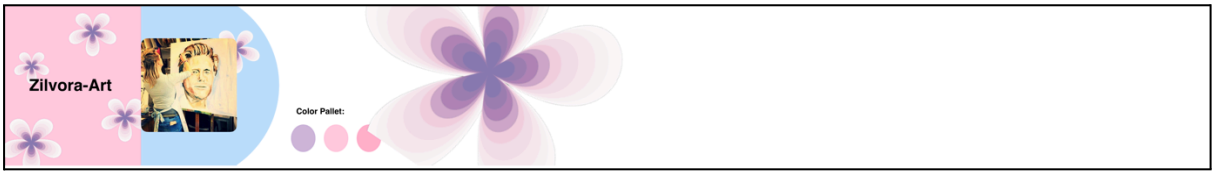
Interactive design

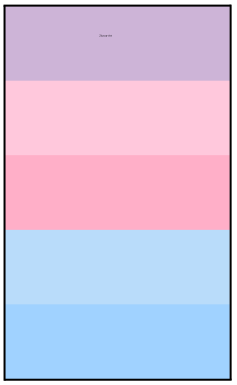
What I did:

Before embarking on the research and design phase for the project's website, I began by creating a series of stylescapes. These stylescapes served as a visual reference and helped guide the overall aesthetic direction. Initially, I explored various pastel color palettes, focusing on combinations that harmonize well with blue and pink pastel tones.In addition to color palettes, I delved into typography research. I searched for fonts that would complement the brand's personality and visual identity, ensuring they were both aesthetically pleasing and functional for web use. After developing initial stylescape drafts, I refined them based on feedback from my teachers, going through several iterations to achieve the desired look and feel (***see Figure 4***).

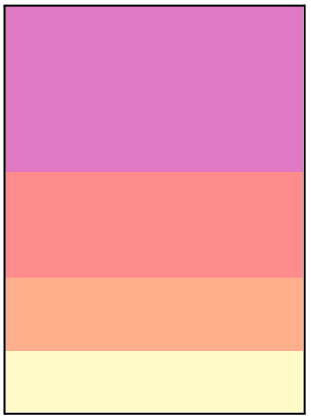
The website design process also involved multiple design iterations. The primary reason for these iterations was to fine-tune the color palette and ensure a cohesive and visually appealing design. Each iteration brought me closer to a final design that not only aligned with the brand's identity but also provided an intuitive and engaging user experience (***see Figure 5).***

Figure 4: stylescapes





This was the initial stylescape I designed, incorporating pastel shades of blue, pink, and purple. These colors were selected based on the client's preferences. During the design process, I felt uncertain about the overall look and sought feedback from my teachers on how to improve the stylescape. The feedback I received highlighted that the color scheme appeared too reminiscent of a "gender reveal" theme. Additionally, I was advised not to mix sharp edge styling with soft edge styling to maintain a cohesive visual aesthetic.



Following the feedback I received, I embarked on designing a new stylescape. This time, I opted for an entirely sharp-edged design. I selected a different color palette that would blend well with pastel pink, focusing on warm-toned colors since the client mentioned her fondness for spring. For this stylescape, I also explored typography options that would convey a sense

of luxury and artistic flair. Throughout the design process, I sought additional feedback. One key piece of advice was to avoid using white as a background color, as it can make the design appear empty or inexpensive.

After receiving that feedback, I made further adjustments to my design. I explored another color palette that maintained the warm, spring-inspired tones. I incorporated more of the client's own paintings into the stylescape and included the brand logo created by one of my group members. Additionally, I retained the fonts I had selected in the previous design, as they effectively conveyed the desired luxurious and artistic vibe

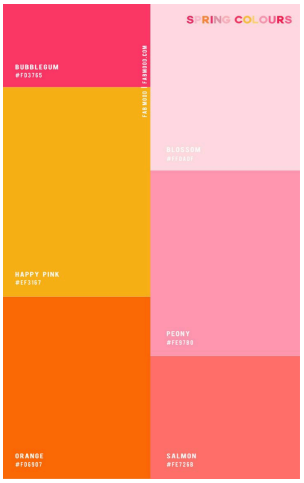
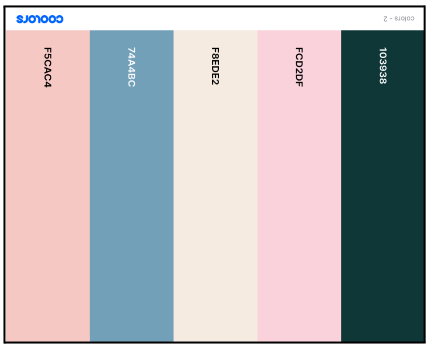


Figure 5: website design iterations

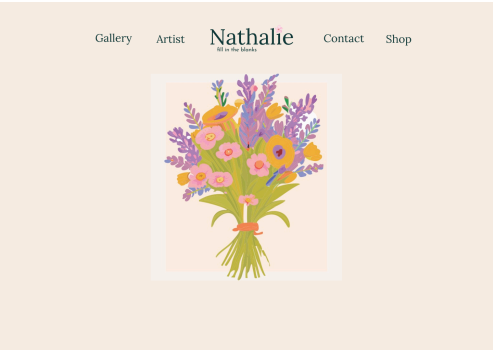
For the website design, I aimed to incorporate pastel colors as per the client's request. I began with a simple, minimalist design using a pink pastel color. While I liked the overall layout, I was not entirely convinced by the color choice. To address this, I added a blue gradient to the background, blending it with the pink pastel.

Despite these changes, I still felt uncertain about the design. Seeking feedback from my classmates, several mentioned that the colors appeared outdated, reminiscent of the 2000s. Taking this feedback into account, I revised the design, resulting in the layout shown on the left image. I changed the background to a grey-pinkish color and made the header and footer white. The decision to use white was influenced by feedback indicating that the pink blossom logo was not sufficiently visible against the pink background.

Still dissatisfied with the design, I reached out to my group members for assistance in developing a new color palette for the website. Their collaboration helped me refine the color choices, ensuring a modern and

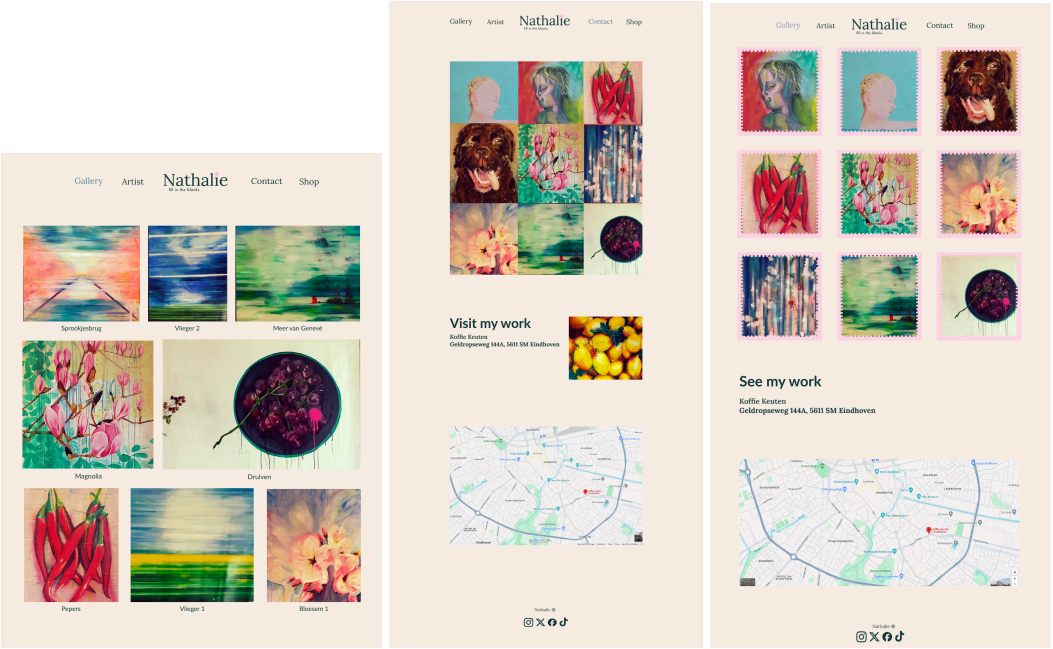


cohesive look that aligned with the client's vision and improved the overall visual appeal of the site.



I began working on a new website design using the updated color palette. For the landing page, I decided to incorporate flowers that one of my group members had created for a logo design. After seeking feedback from one of my teachers, I was advised that the floral design gave the page a somber, funeral-like appearance.

Taking this feedback into consideration, I replaced the flowers with one of the client's own paintings, which I believed would enhance the aesthetic of the landing page. Additionally, I added some pink petals to the header to maintain a touch of the original floral theme while creating a more vibrant and welcoming atmosphere.



I designed three different layouts to showcase her art. The first layout displayed her artwork in a Pinterest-style grid, with each piece's name underneath. The second layout featured the artwork as adjacent squares with no spacing in between. The third design arranged the art in rows and columns of three, with a pink border around each piece to make it look like a stamp.

I presented these three designs to teachers and classmates, and the first two layouts received the most positive feedback. Based on this input, I decided to use both designs. For the shop page, I implemented the first layout, as it includes the name of each piece and allowed me to add pricing information. For the gallery page, I used the second layout to create a clean and cohesive visual presentation of the artwork.

Final website design:

https://www.figma.com/proto/luabxUhaHlKf9mXbd1JwGE/group-project-S2-n1?page-id=650%3A562&node-id=696-868&viewport=212%2C572%2C0.09&t=r4iDI5HPZXy3aYQK-1&scaling=scale-down-width&starting-point-node-id=677%3A737

What i learned:

During the process of creating the stylescapes, I gained valuable insights into effective content layout and design principles. One key lesson was to avoid combining sharp and round shapes, as this can disrupt the visual cohesion of the design. Additionally, I learned to steer clear of using a plain white background, which can make the design appear cheap and create a sense of emptiness.

I also delved deeper into the principles of design harmony, understanding how to balance various elements to achieve a cohesive and aesthetically pleasing outcome. This included paying close attention to color schemes, typography, and the integration of visual elements such as paintings and logos.

In designing the website, I experimented with various layouts and styles. By creating multiple design iterations and actively seeking feedback, I was able to determine which design options were most effective. This iterative process not only improved the quality of the final design but also provided me with a clearer understanding of user preferences and optimal design practices. This approach ensured that the final website design was both visually appealing and functionally effective, meeting the client's needs and enhancing the overall user experience.

How I think it Went:

I believe the project went well overall. I successfully incorporated the feedback I received into both the stylescape and the website design. Initially, I faced challenges with color choices and layout consistency, but constructive criticism from my teachers and classmates was instrumental in refining my approach.

Professional Standards

What I did:

For this project, my team and I conducted a video call to ask the client questions and show her our progress ***(see figure 6***). We also created a team charter, outlining each member's strengths,weaknesses,Metric of succes and standard of quality. My metric for success was effective teamwork leading to a successful outcome with valuable learning along the way. My standard of quality was designing something approved by both the client and my teammates.

Throughout the project, I assisted my group members whenever they needed help and provided as much support as possible. They also did the same in return, ensuring a collaborative and supportive team environment.

Figure 6: Call with client

What I have learned until now:

I've learned how to work effectively within a team, dividing tasks efficiently and collaborating towards a common goal. Regular meetings with clients have been crucial in this process, allowing us to update them on our progress and gain insights into their preferences. These interactions help us understand what the client likes and dislikes, enabling us to refine our work and deliver better results. Additionally, these experiences have taught me the importance of clear communication, adaptability, and continuous feedback in achieving successful project outcomes.

How I think it went:

I believe the project went well overall. We maintained good communication with the client, which was crucial for understanding her needs and preferences. I managed to complete my tasks effectively and received valuable support from my group members whenever needed. This collaborative effort ensured that we stayed on track and delivered a successful outcome.