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Multimedia design

1. Scenario Analysis

A startup developing a mobile fitness app requires a clean and scalable app icon. Since the app will be available on both iOS and Android, the design must look sharp on a wide range of devices, from small phone screens to large tablets. The design team chooses to create the icon in a **vector-based format** using software like Adobe Illustrator or Inkscape. Vectors allow them to use geometric shapes, gradients, and curves without worrying about pixelation. The app icon features a modern dumbbell symbol inside a circular gradient background, representing strength and balance. The use of vector graphics ensures that the icon maintains crisp edges and smooth curves, no matter the resolution. Once finalized, the icon is exported in multiple sizes for app stores, splash screens, and marketing materials. The flexibility and scalability of vector design make it ideal for branding in digital platforms.

2. Concept Research: SVG Formats

SVG (Scalable Vector Graphics) is an XML-based file format used for displaying vector images on the web. Unlike raster images (JPEG, PNG), SVGs do not rely on pixels; instead, they use mathematical equations to represent shapes, paths, and colors. This means SVGs can scale infinitely without losing quality, making them perfect for logos, icons, and illustrations. SVGs also support interactivity, animation, and styling through CSS or JavaScript, enhancing modern web design. Because they are text-based, SVG files are lightweight, easy to edit, and searchable. Their flexibility and resolution independence make them a standard for responsive, high-quality graphics online.

3. Tool Practice: Vector Icon + Reflection

Task: I created a simple app icon using a vector design tool (Inkscape). The icon was a rounded square with a gradient background and a minimal lightning bolt symbol in the center, symbolizing speed and energy. I exported it as both SVG for scalability and PNG for previewing in app mockups.

Reflection:

This exercise showed me the strength of vector graphics in design. Editing the lightning bolt shape was precise and easy compared to raster tools. I also realized how lightweight SVG files are, which is beneficial for apps and websites. Most importantly, the icon stayed sharp at every size, reinforcing why vectors are essential in UI/UX design.

4. Diagram Design: Wireframe in Canva + Explanation

In Canva, I designed a simple app screen wireframe for the fitness app. The wireframe used rectangles and placeholders to outline the layout. At the top, a header bar with the app's logo is

positioned. Below it, large circular buttons represent quick actions (e.g., “Start Workout,” “Track Progress”). A section of cards shows recent activity, while the bottom has a navigation bar with icons for Home, Profile, and Settings. This wireframe focuses on hierarchy, clarity, and user flow. By using neutral gray tones and simple shapes, the design highlights structure without distractions, making it easy to refine into a full UI.



