It was one of the school projects and it is about startup company which received award from a foundation. So, I think information architecture is important to everyone within the web and I thought it will have potential value as a startup company.

As a web developer, I wanted to show my design skills to UXUI designers so that I can communicate and understand their approaches in order to apply their designs into web design.

WHAT IS myIA?

I designed abstract information architecture company called myIA. myIA helps people or company to advertise their websites effectively from web searching.

OBJECTIVE

To design a poster, business card, website mockup and logo with a topic of information architecture

SOFTWARE USED

Adobe inDesign & Illustrator

Target audience

* A new company/freelancer who needs to organize information so that it can well perform on searching in website

CHALLENGES

Creating the poster and business card that is easy to visualize, while still condense information.

Project Brief

* Branding of fictitious company
* Student has to invent a company
* I chose a company called myIA which helps new startups with understanding the importance and implementation of IA.

DESIGN Objective

* Try to make minimalistic with important information and limiting color
* Try to pull out technical feeling from font and background texture.

Explanation

* 6043401151 rhwoqns

it is a smartphone that lead tech trend of phone industry since 2007. With this new iPhone, it is expected to have a radical redesign with an edge to edge display that provides bezel-less top and bottom. It is also said to be a flexible plastic OLED rather than an LCD which means it will be flexible and provide clearer color contrast. As expected from last year, iPhone 8 will provide two versions: iPhone 8 and iPhone 8 Plus. They also talked about facial recognition so that they don’t need to use the Touch ID which were signature feature. Also it has a rumor that it might provide augmented reality. So, it might provide apple glass for home use.