

▲ My feedback

Group feedback

M2-03-BRANDING-02







Checkpoint 8 Rockacademie 14-03-2025



Spasova, Yana Y.D. 3 months ago

- We were first to give our Final Presentation on the Branding Project.
- We did not recieve much feedback outside of "it was good"
- The class we presented with stayed silent and did not ask any questions.
- Our client Dana said she really liked working with us and she approved what we presented to her



Write a summary of what you discussed with your teacher...

Post feedback

Students in this group

Search studen...

Borisova, Katerina K.K. Melyova, Stefania S.A. Mistewicz, Maks M.J. Petrova, Kristiyana K.S.

Spasova, Yana Y.D.

Checkpoint 7 Check in with Jan 10-03-2025







Spasova, Yana Y.D. 3 months ago

Presented to Mr. Jan:

- Faced challenges with creation due to the client's lack of clear direction.
- Logo iterations for client

Teacher's Feedback:

- Communication issues stem from the client's uncertainty.
- Define the target audience first to create an effective persona.
- Use persona research to guide design decisions.
- Ensure you are reaching the right audience.
- Provide well-justified recommendations.
- Validate choices with research and target audience feedback.
- Balance meeting client requests with offering professional guidance.
- Interviewing game developers and game design students could yield more relevant insights.
- Guide the client strategically based on data and research

Checkpoint 6 Feedback Paul - Planning and have fun 26-02-2025



Spasova, Yana Y.D. 4 months ago

Presented to Mr. Paul:

- Client feedback on our branding presentation
- LinkedIn post with branding tips for companies

What we learned:

- Limit options to avoid endless iterations and lack of direction.
- If the client is unsure about their expectations, take the lead as the expert and make decisions.
- Provide a clear direction rather than leaving everything open-ended.
- Base your recommendations on the client's reference images, then proceed with the assignment. Allow minor tweaks, but not fundamental changes.
- If interested in video creation, experiment and present a sample video to the client.
- Use content strategy mockups as a tool for both the client and personal career exploration in media.
- Ask more questions upfront to uncover the real problem—clients may misidentify their actual needs.
- For Instagram mockups, utilize social media templates to better visualize ideas.
- The LinkedIn post was approved by our teacher as relevant

Checkpoint 5 Feedback Paul -Spoke of different styles and steps





Spasova, Yana Y.D. 4 months ago

Presented:

- Logo iterations, including sharper variants based on previous feedback.
- Stylescape.
- Brand guide for Dana (artist name: Morphienn).
- Mockups.

What We Learned:

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Stylescape:

- Looks messy, lacks a cohesive vibe. Needs to visually express Dana's identity and emotions. Combine images more effectively to convey her unique brand.

Logos:

- Yana's Logo: Resembles M&Ms, but the idea of offering different logo types is good. The circular logo feels out of place—consider placing it on a purple background for better readability.
- Katerina's Logo: Background appears poorly removed from a distance. Try different versions with better resolution for improved readability.
- Max's Logo: Feels like a sports brand (e.g., basketball), too dark, and doesn't align with Dana's vibe. Looks overly familiar.

Brand Guide:

- Positive feedback on removing placeholder text.
- Use Photoshop mockup templates to experiment with logo placements and layouts.
- Needs to be more structured—less like a poster, more like a handbook. Should include personality elements like Tone of Voice and Core Values.

Color Palette:

- Two options presented;
- Dana selected her own—purple as the primary and orange as an accent.
- We decided to work with hers because it was fitting the ideas we already had for the purple orange contrast

Additional Suggestions:

- Gather more feedback from people, especially students who play horror games.
- Experiment with mysterious fonts and mirror effects.
- Use FlipHTML5 as inspiration for the brand guide.
- Clearly outline the steps leading to the final product, including problem-solving approaches.
- Prioritize finalizing the brand guide before focusing on mockups, which are scheduled for later.

Checkpoint 4 Chris - Project 18-02-2025





Spasova, Yana Y.D. 4 months ago

Presented:

- Various logo iterations for the client.

Key Takeaways:

- Incorporate subtle animations into the logo design.
- Avoid using strokes in frontend design.
- Ensure the design aligns with the client's color palette.
- Experiment with font choices that reflect the client's team identity.
- Reduce time spent on unnecessary details that won't be used in the final design.
- Begin with a rough, exploratory sketch before refining.
- Use sharper fonts that convey a sense of danger.
- For Krisi's logo featuring the morphine chemical formula, adjust the design so the text stands out more than the background formula.

Checkpoint 3 Feedback Jan 17-02-2025







Spasova, Yana Y.D. 4 months ago

Presented:

- Our approach for conducting a target audience survey.

What we learned:

- Surveys are only valuable when they receive a substantial number of responses (e.g., 30 responses from random people may not provide meaningful insights for a specific target group)
- Interviews provide higher-quality data than surveys in some cases.
- Speaking with Dana (the client) could help us connect with a relevant interviewee from the target audience.
- Free access to industry data is available on Statista.com.

Checkpoint 2 Checkpoint 1 - Lody 12-02-2025



Spasova, Yana Y.D. 4 months ago

Presented:

- Branding for both clients

Overall Feedback:

- It might be helpful to explore basedesign.com and Pentagram for branding inspiration.
- Focusing on Dana's project could be a great opportunity to experiment more and challenge ourselves creatively.

Dana's Branding:

- Encouraging her to experiment with materials, like using glue, could help her explore different typography styles.
- Creating a list of guidelines for her video—such as aesthetic direction, color palette, and editing style-might help clarify our vision while still allowing her creative freedom.

- Researching the community within her career path could provide useful insights for aligning the branding with industry trends.

- It could be interesting to try a PS2 AI Instagram filter to transform her photos into animated character visuals and see how they fit with the brand.

Oscar's Branding:

Website Design:

- Looking into De Stijl as an inspiration might help achieve a structured yet creative approach.
- Exploring the work of Rafael Rozendaal could offer ideas on balancing minimalism with vibrant colors.

Logo Adjustments:

- The red section appears a little broken—adjusting it to create an overlapping effect might improve the design.
- Checking whether the chosen font is commercially usable could be important.

Experimental Approach:

- Trying different fonts and considering Yana's glasses as inspiration for interactive prototypes could be useful for accessibility for visually impaired users .
- While feedback is valuable, it might be interesting to challenge certain conventions and push creative boundaries.







Spasova, Yana Y.D. 4 months ago

Presented:

- RockAcademie Client Student Brand Identity + Mood Board curated from Pinterest
- Oscar Wouterse Brand Identities (2 options: Minimalistic and Luxury-Oriented) + Mood Board Collage

What We Learned:

For Both:

- Avoid using Lorem Ipsum, as it confuses the client. Instead, use relevant text that aligns with the client's brand to help them visualize the font effectively
- Utilize mockups that resonate with the client's industry (e.g., a CD album mockup for a musician)
- Maintain our role as experts—guide the client rather than allowing them to dictate the website design entirely. Our expertise should shape the final product rather than simply incorporating every client request

For RockAcademie:

- Refine and reduce the number of colours in the client's palette for a more cohesive presentation
- Create a custom visual collage for the vision/mood board rather than relying solely on a Pinterest board

For Oscar Wouterse:

- Engage in a discussion with the client to clarify their preferred design style