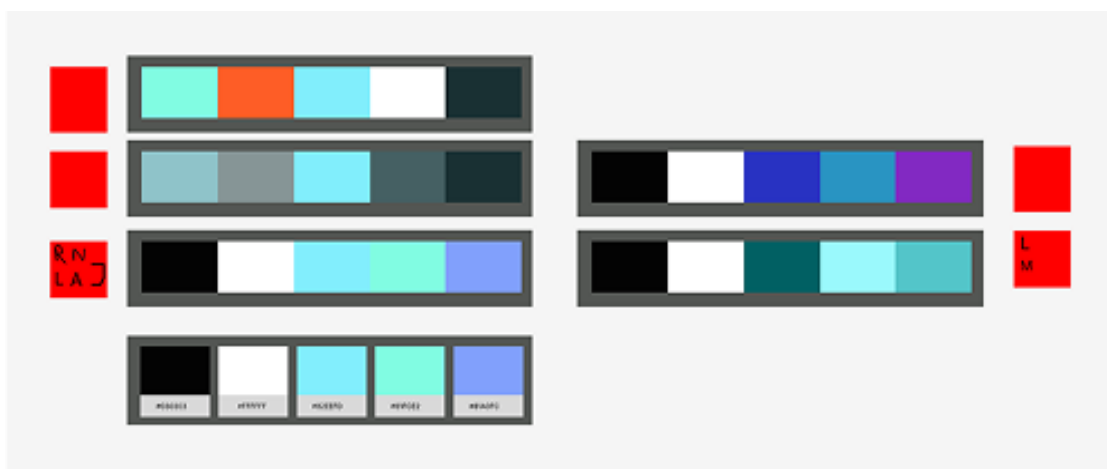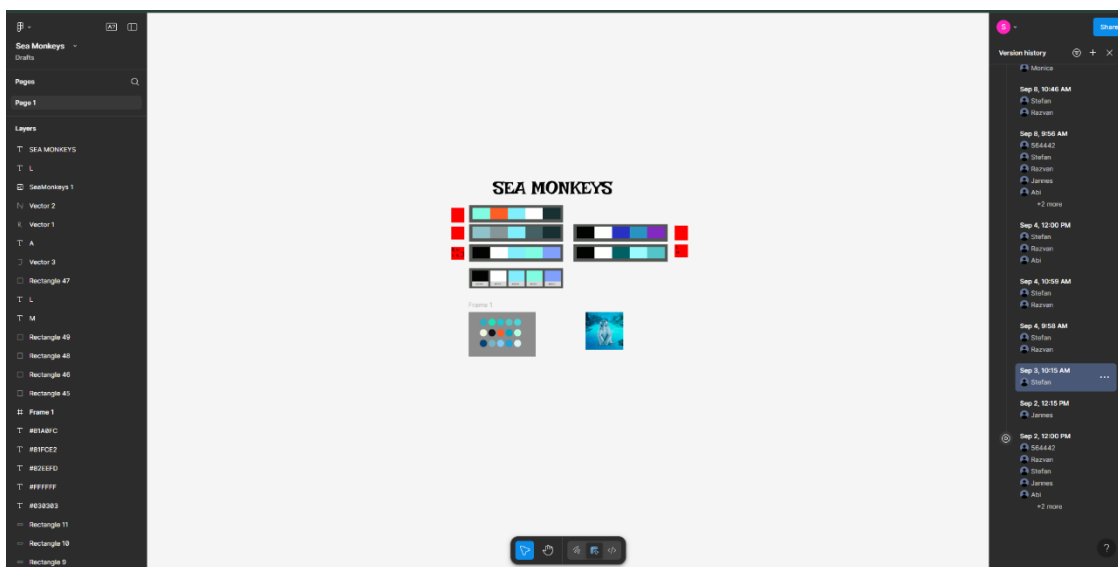# LO 2: Transferable production

1. Using figma for Collaboration

Intro

After we discussed our identity and came up with a name, I created a Figma file where we could start storing ideas, concepts, and designs. I began by setting up the color palette and suggested a quick vote so the team could decide on it together.
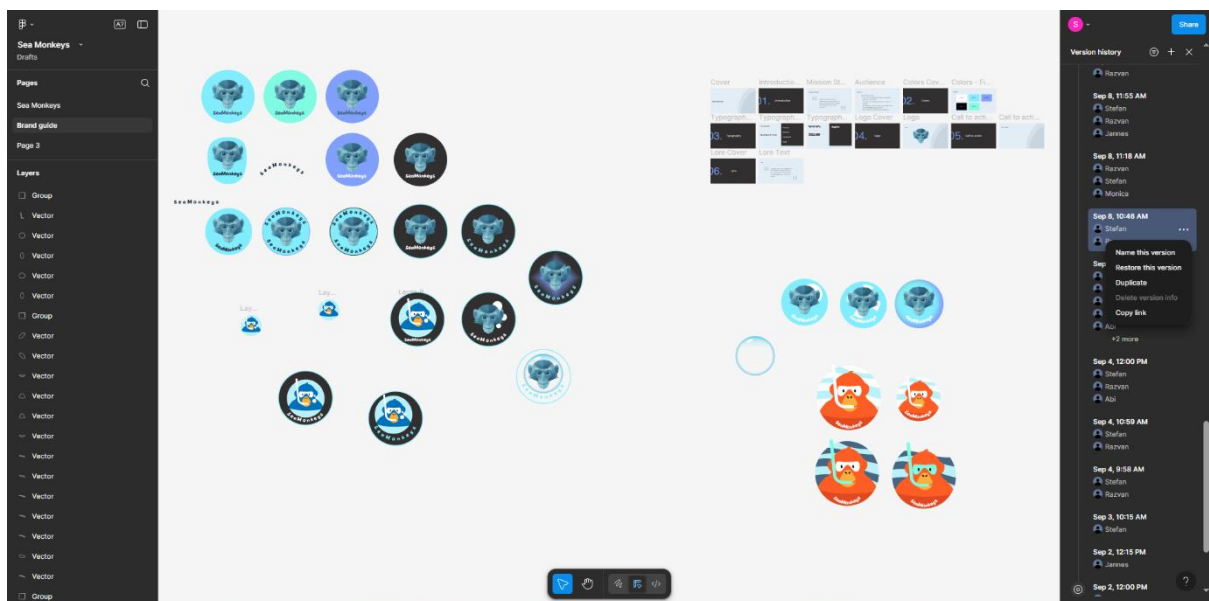
https://www.figma.com/design/2tkhKCI1iwbE9dsVZcgUOz/Sea-Monkeys?version-id=2259477445685212977&node-id=0-1&p=f&t=5KKuy5LdewQ5mJCe-0

Process and Feedback:

I started creating the first brand guide and iterated on some graphics based on the initial sketches made by teammates. I continuously asked for peer feedback as well as teacher feedback to make sure the graphics matched our core values, like being fun and playful.

https://www.figma.com/design/2tkhKCI1iwbE9dsVZcgUOz/Sea-Monkeys?version-id=2261335565069062628&t=tEfsEHycllPXPYYd-0
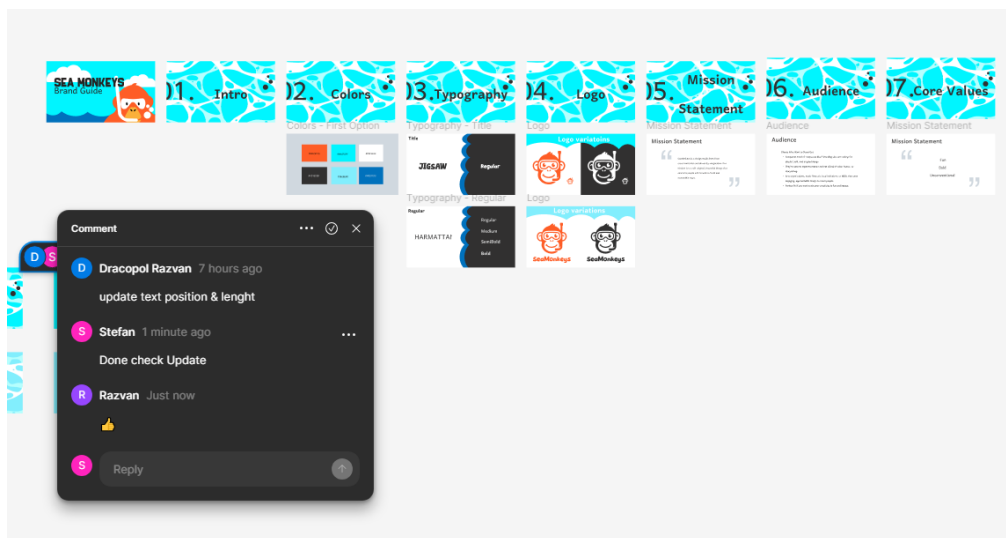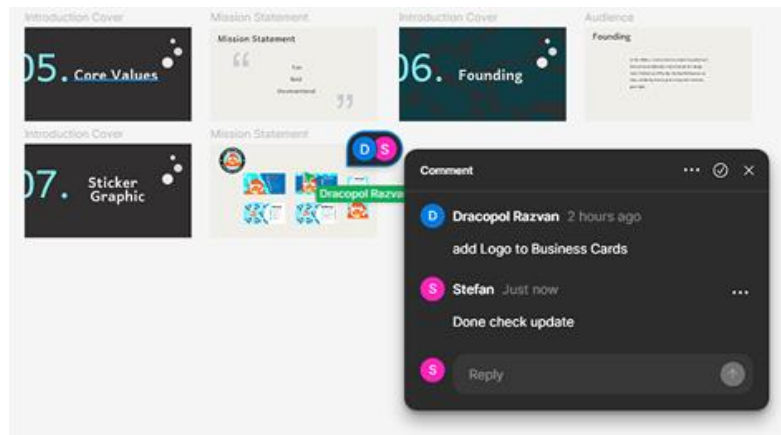

On the same Figma file, Razvan uploaded materials he had prepared for possible business cards. I was able to iterate on them, ask for feedback, and apply suggestions such as using one side of the card for information and the other side for artwork or graphics.
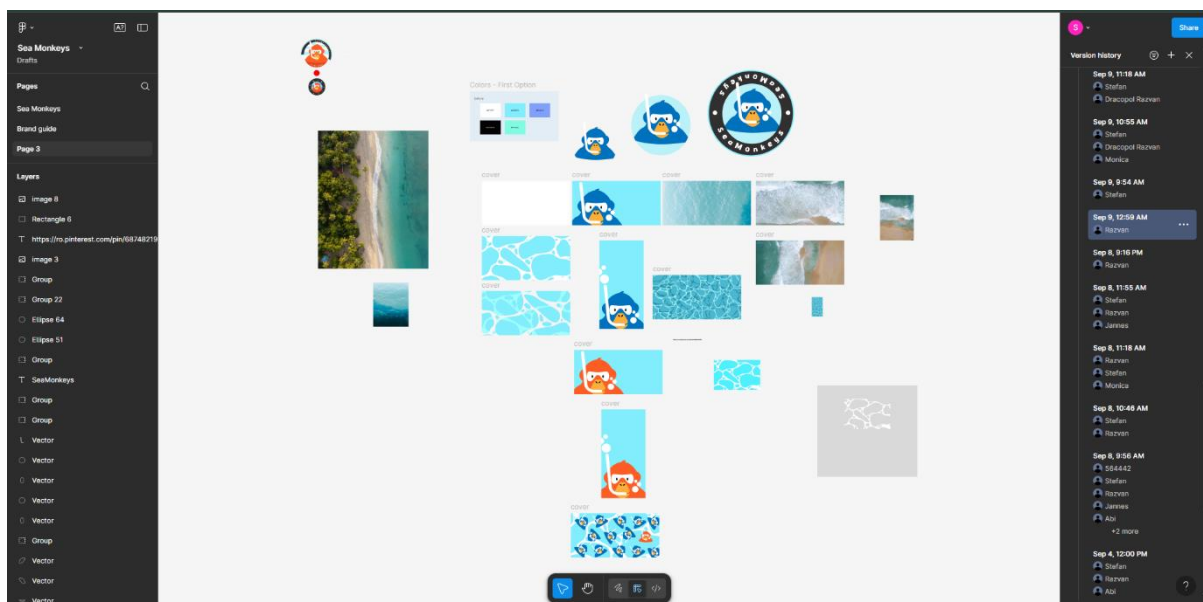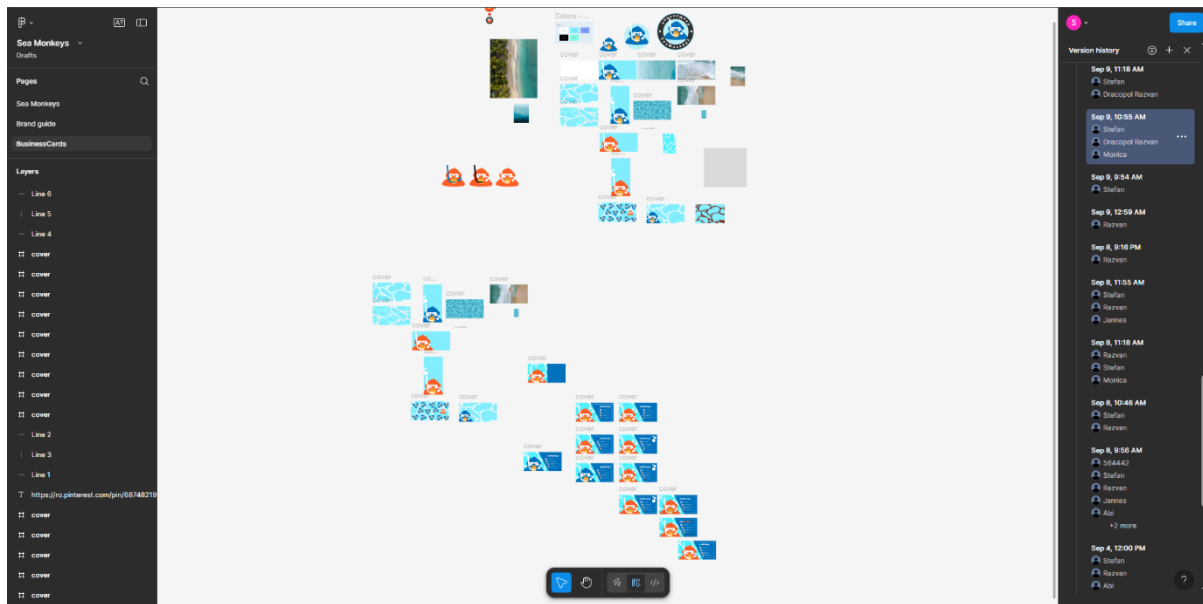
Throughout the process of working on the logo and brand guide, Figma helped us keep track of progress and assign tasks using comments. It also allowed us to go back to earlier versions and review elements that were removed from the final design. This gave us a chance to reflect on why certain components didn't work.

Figma LINK: https://www.figma.com/design/2tkhKCl1iwbE9dsVZcgUOz/Sea-Monkeys?node-id=315-4999&p=f&t=dYK37uNvxRQ1M7JC-0

Reflection

It was extremely helpful to quickly upload components and iterate on them as a group while keeping the conversation inside Figma. The comments made communication easy, and nothing was forgotten since it was all stored in one place. Using version history also gave us the chance to reflect on what didn't pass peer or stakeholder feedback, and why those ideas didn't make it into the final version.
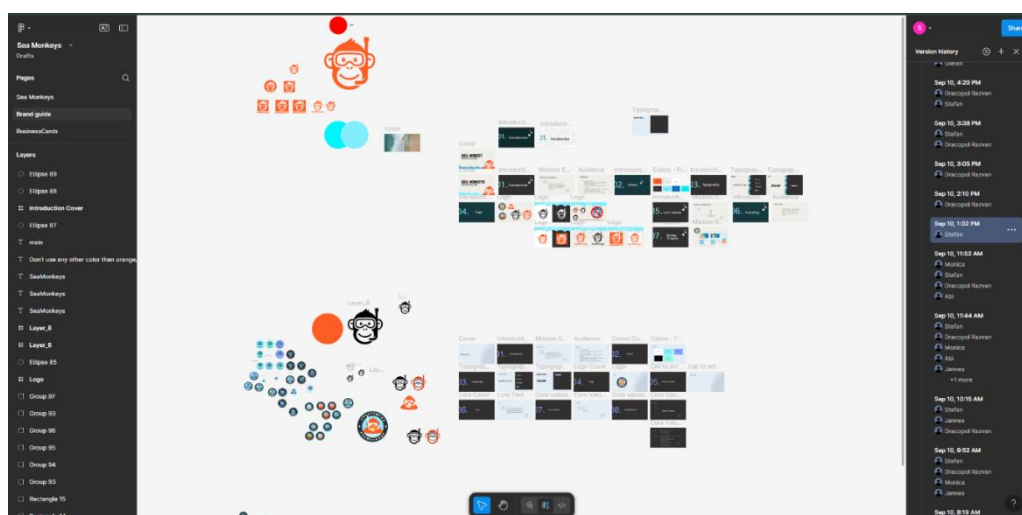
2. Git usage in portfolio

Intro

After finishing my portfolio prototype, I started laying out the first base structure and began committing and pushing my work to GitLab, where I could track progress and store all project files. After a few commits, I decided to move the repository to GitHub as well so I could host the project on Vercel and easily share it with others for feedback.
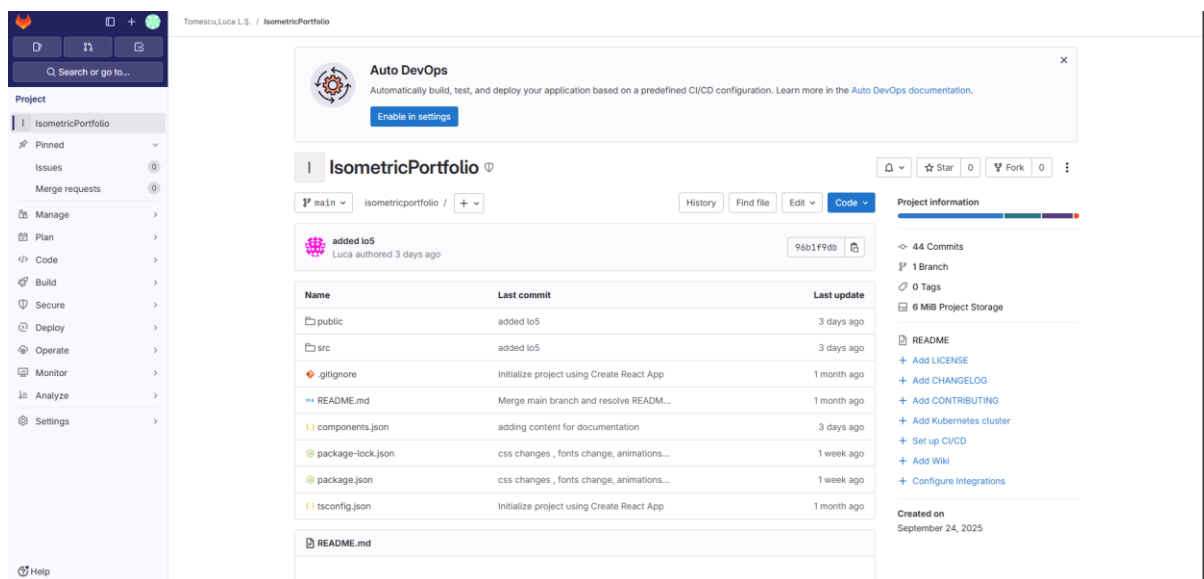

Process and feedback

The main reason for this decision was that I was working mostly from my computer at home, where I was more comfortable and productive. However, the portfolio started becoming too heavy to showcase directly from my laptop, so I needed an online solution.
Since I already learned how to use GitHub and Vercel during my Holleman project, I followed a similar process I pushed the repository to GitHub and deployed it on Vercel.

This setup made the entire feedback and iteration process much easier. Having the portfolio live online meant I could share it with anyone, anywhere, and get feedback quickly. This helped me refine my design and functionality much faster, while also maintaining proper version control for every stage of development.
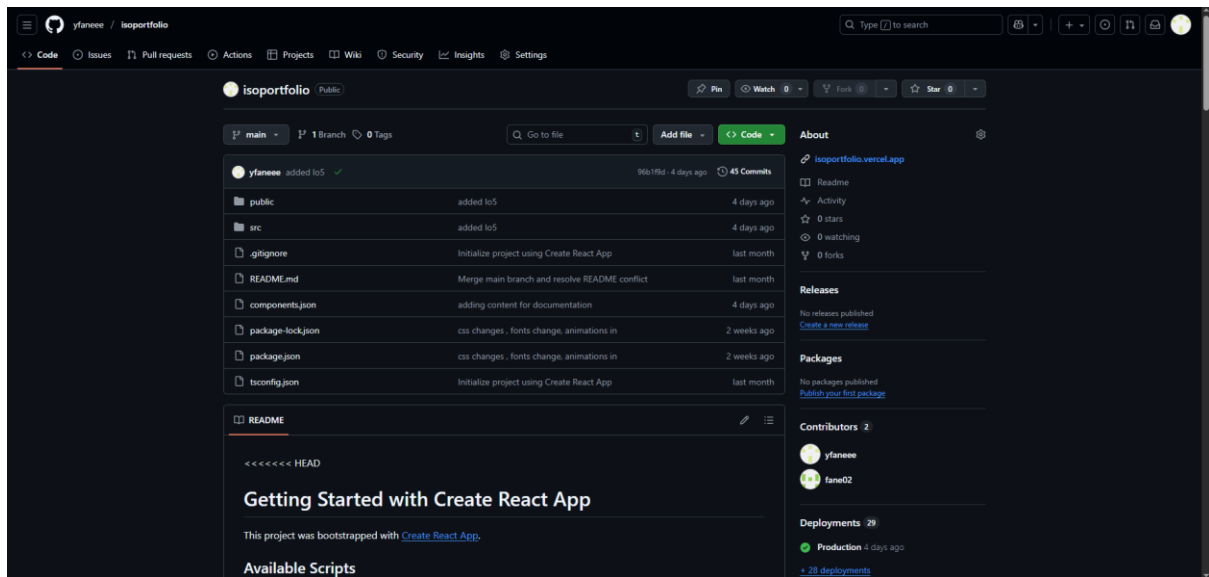
By the end of the process, I reached 44 commits in less than three weeks, with my portfolio being almost fully completed and already available online.
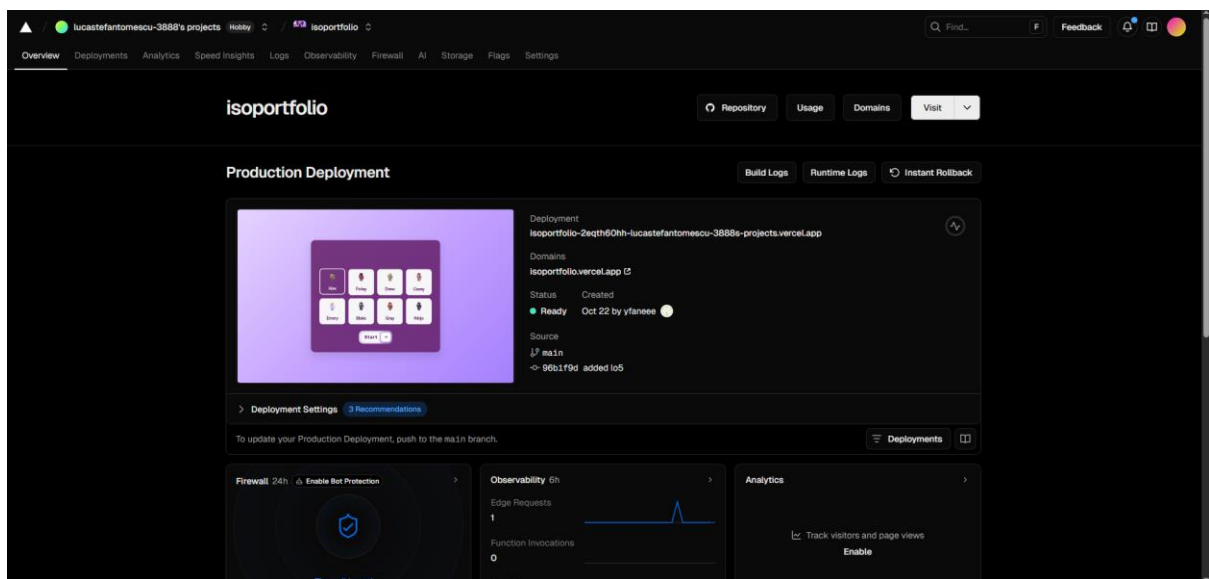
Reflection

Using Git version control helped me better document my process and see exactly how my work evolved over time. It allowed me to go back to older versions when needed and clearly track how feedback influenced the direction of my project.

Hosting the portfolio publicly on Vercel also made a big difference I could easily share my progress through my link, isoportfolio.vercel.app, and get real-time feedback from teachers, peers, and friends.

Overall, this workflow taught me how powerful proper version control and deployment tools are for both collaboration and productivity. It helped me become more organized, efficient, and professional in my development process.

Git Links:

LAB: https://git.fhict.nl/I503826/isometricportfolio

HUB: https://github.com/yfaneee/isoportfolio

3. BrandGuide

Intro

While working on our studio's logo and graphic elements, we decided to start creating a brand guide to define our visual identity and keep consistency throughout our designs. I laid down the first foundations for the brand guide, including the mission statement, target audience, color palette, typography, and logo.
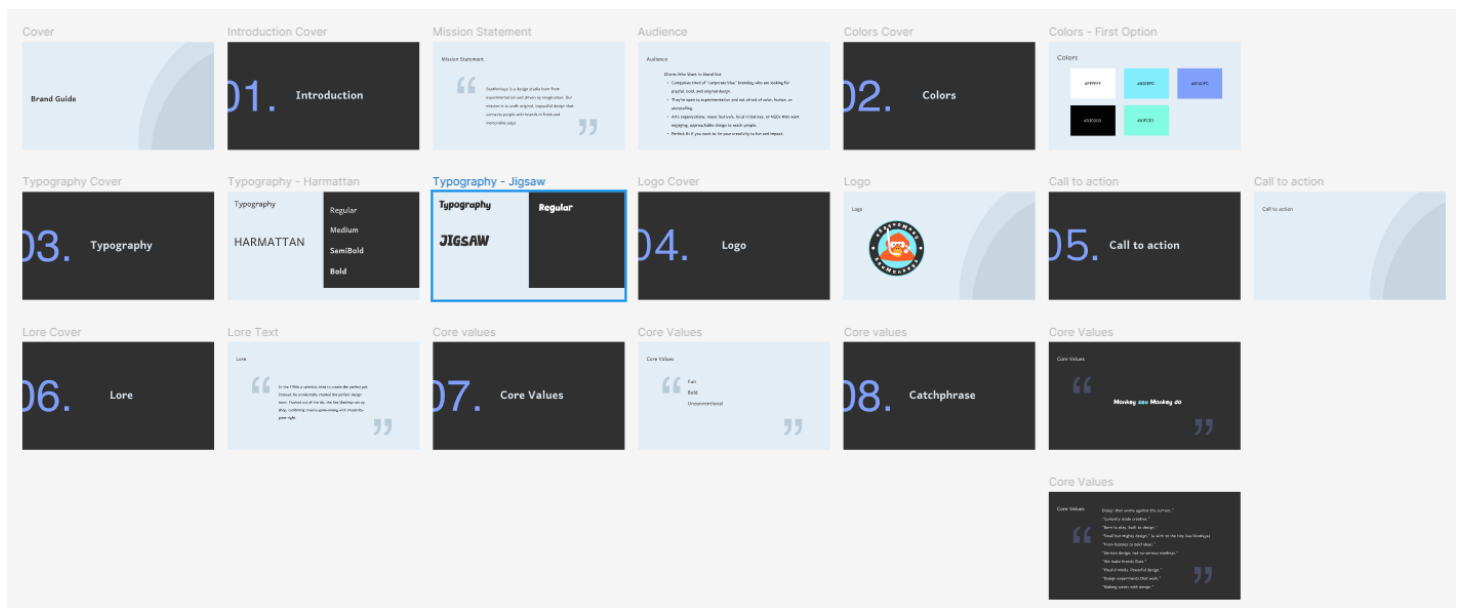

After adding our initial work into it, both I and some of my teammates realized that the design didn't fully align with our core values and vision. It looked a bit bland and colorless compared to the lively and creative energy we wanted our studio to represent.

https://www.figma.com/design/2tkhKCI1iwbE9dsVZcgUOz/Sea-Monkeys?node-id=315-1379&p=f&t=b16fyCkon3MIbw2b-0

Process & Feedback

As we improved our logo, we also refined the brand guide, developing a second version that better reflected our identity. We then gathered feedback on it, and although the improvement from version one was noticeable, the feedback showed that it still didn't fully match our group's vibe and energy.
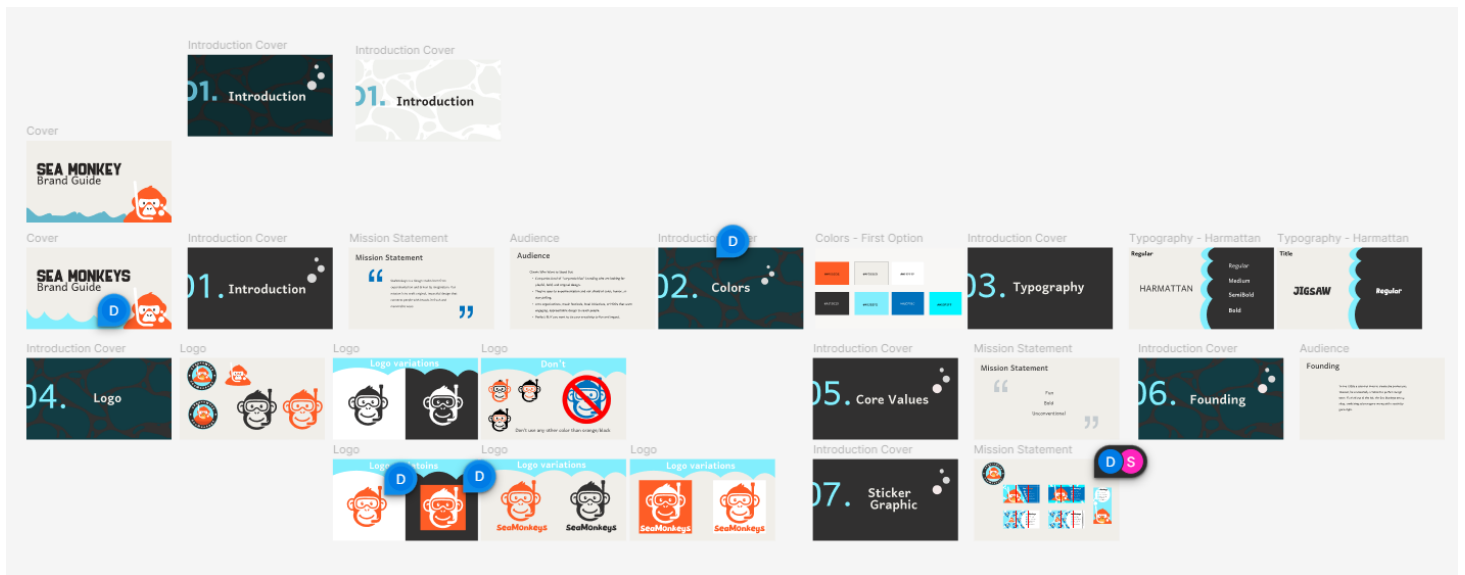
This led us to create a third version, one that featured the finalized logo, new color choices, and refined layouts. This version felt much more "alive" and dynamic. However, the bright colors were slightly overpowering, so feedback suggested toning them down while keeping the clean, wavy graphic elements that gave the guide a calm yet playful appearance.

Since "playful" is one of our core values, this direction fit perfectly. The calm and balanced visuals made the brand guide not only reflect our identity but also function as a professional document.

In the following weeks, we applied the brand guide's visual language when creating our poster for the showcase day. The poster was well-received for its color use and overall graphic style. I also reused the same brand elements in the client letters for our project, ensuring visual and conceptual consistency.

Reflection

At first, I just wanted to complete the brand guide quickly and move on,

without thinking too deeply about it. However, after attending the brand identity workshop and reflecting on the feedback we received from the earlier versions, I realized how important this document is.

The brand guide should be a mirror of our identity, a true reflection of our team's character, creativity, and core values. It's not just a formality or checklist item, but a foundation that communicates who we are through design. This process taught me the value of iteration, teamwork, and taking time to ensure that our design decisions are meaningful and authentic to our vision.

Our goal is to refine and develop an efficient workflow for creating high-quality 3D assets through indoor full room scans.

3D SCAN RESEARCH

These photogrammetry-based models will be fully compatible with Unreal/FBX format, ensuring high-fidelity performance at 25 fps with a 20–30 degree range of motion minimum.

2nd Version:

https://www.figma.com/design/2tkhKCI1iwbE9dsVZcgUOz/Sea-Monkeys?node-id=66-28&p=f&t=b16fyCkon3MIbw2b-0

3rd Version:

https://www.figma.com/design/2tkhKCI1iwbE9dsVZcgUOz/Sea-Monkeys?node-id=313-201&p=f&t=b16fyCkon3MIbw2b-0

Final Version:

https://www.figma.com/design/2tkhKCI1iwbE9dsVZcgUOz/Sea-Monkeys?node-id=315-8799&p=f&t=b16fyCkon3MIbw2b-0