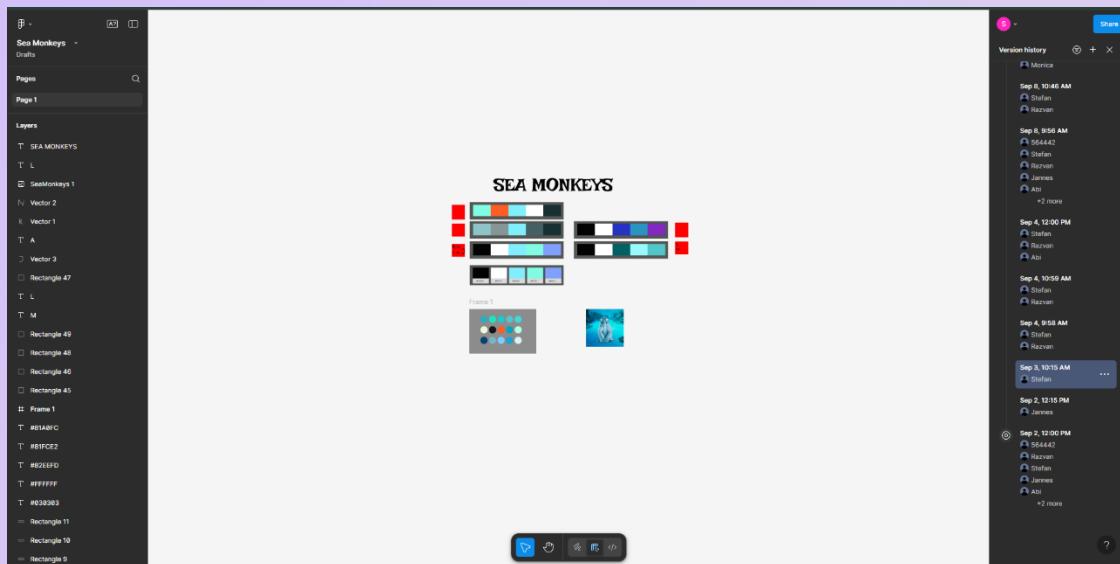


LO2 — Transferable production

1. Figma version

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.

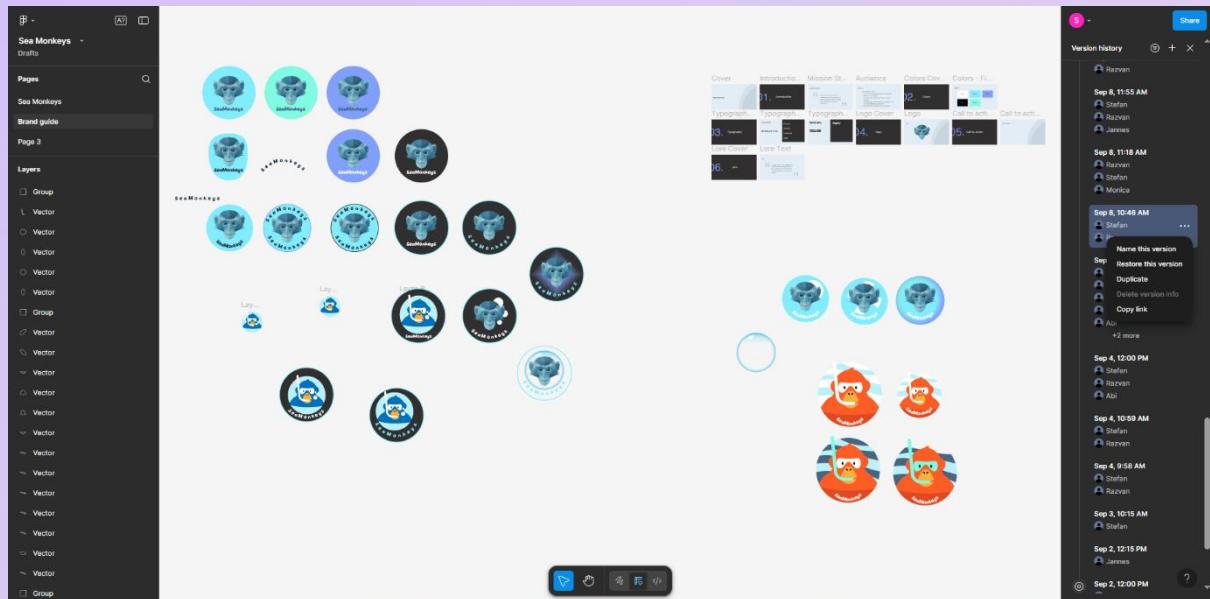


<https://www.figma.com/design/2tkhKC1liwbE9dsVZcgUOz/Sea-Monkeys?version-id=2259477445685212977&node-id=0-1&p=f&t=5KKuy5LdewQ5mJCe-0>

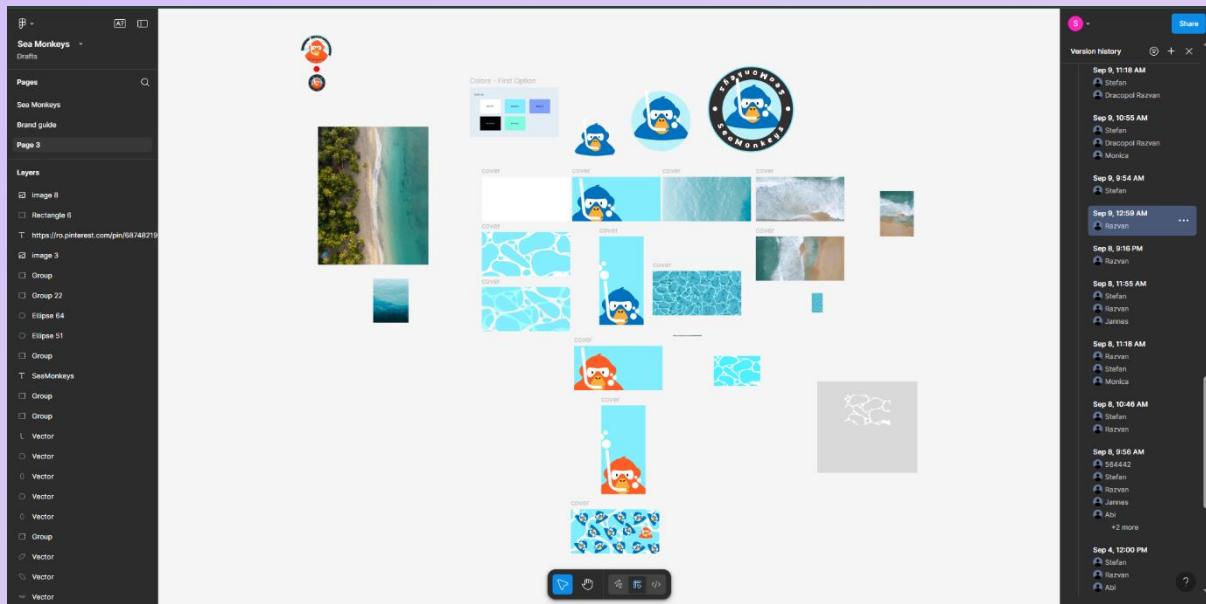
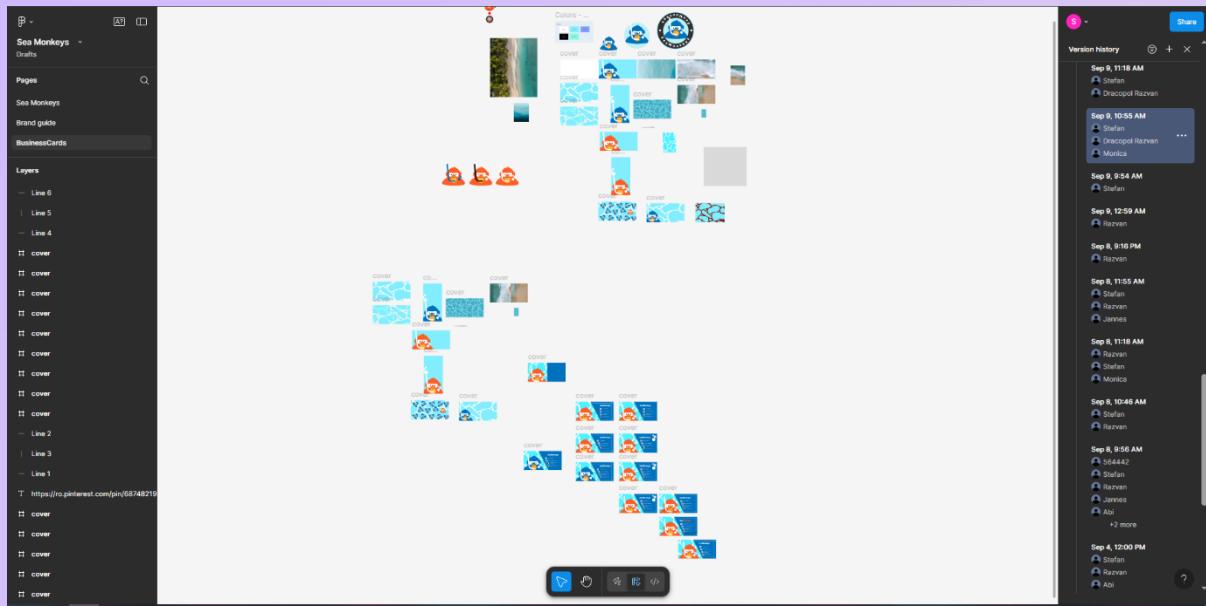
Process and Feedback:

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/2tkhKC1liwbE9dsVZcgUOz/Sea-Monkeys?version-id=2261335565069062628&t=tEfsEHyclPXPYYd-0>

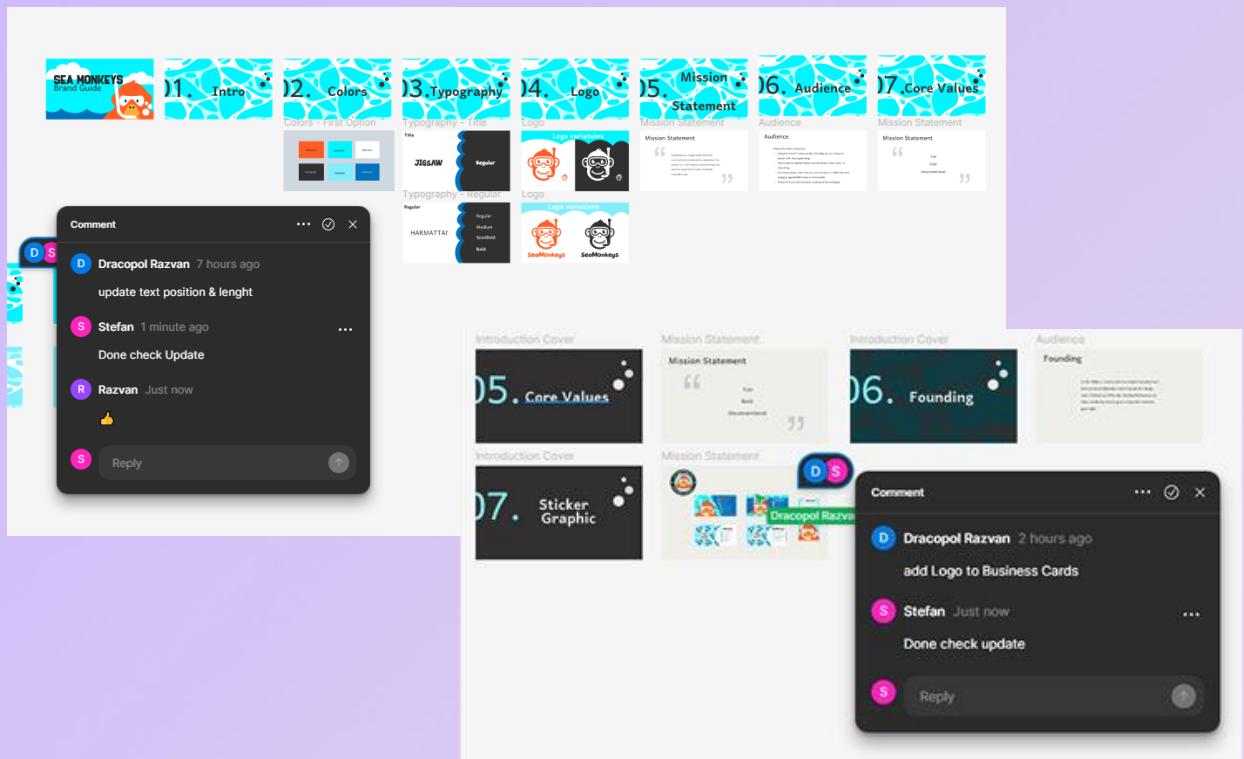


On the same Figma file, Razvan uploaded materials he had prepared for possible business cards. I was able to iterate on them, ask for feedback, and apply suggestions such as using one side of the card for information and the other side for artwork or graphics.



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/2tkhKC1liwbE9dsVZcgUOz/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.

