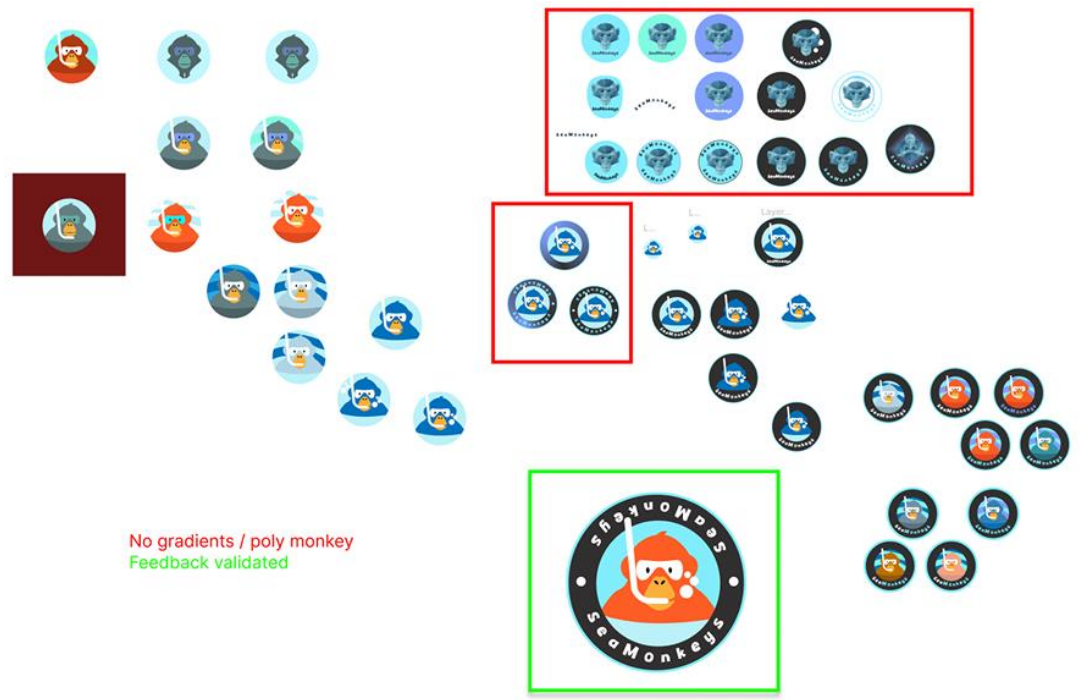



I experimented with different shapes and colors to make the monkey idea work as a logo. The focus was on keeping it playful and fun, since that fits the identity of our studio. However, I ended up exploring a lot of colorful variations, which made the design lean more towards an illustration than a simple logo.



## Feedback

Checkpoint 3 Dirk - Brand (WK2) 09-09-2025



Dracopol, Răzvan R.C. 11 days ago

Logos should first and foremost work in black and white.

Our current logo feels more like a graphic due to the abundance of colors.

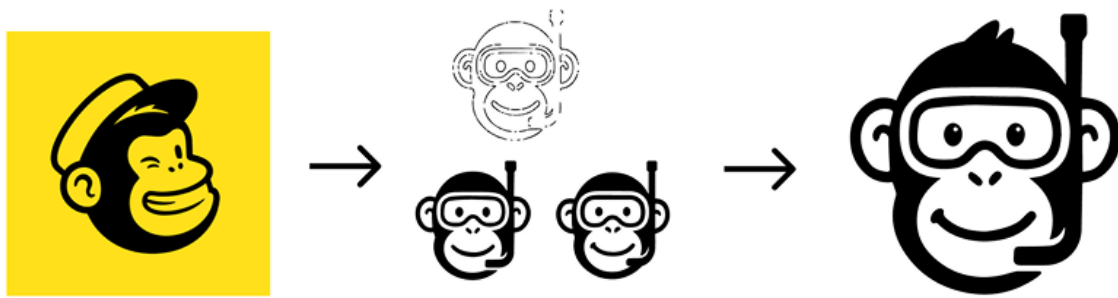
For the business card, we could use one side for information and the other side for art/graphics.

The current cards are still usable; we just need to replace the monkey with the new logo or add the logo somewhere.

The feedback I received pointed out two important things:

A logo should first and foremost work in black and white.

Our version felt more like a graphic because of the heavy use of colors.



## Results

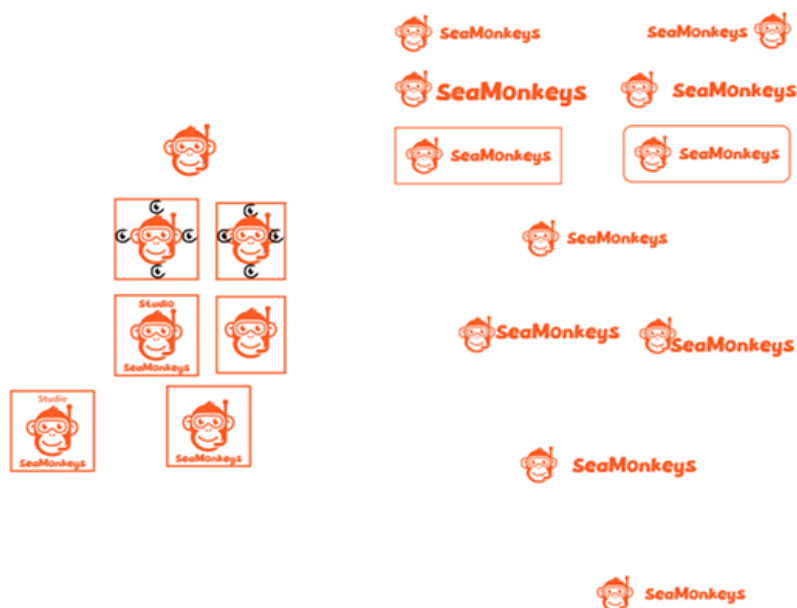
Taking that feedback into account, I decided to simplify the design. I looked at the Mailchimp logo for inspiration and sketched out a new version that was more minimal but still playful. This new direction was seen as a big improvement and felt much more in line with our core values. The logo was praised, and we only need to work on some extra variations, but it's already a solid step forward.

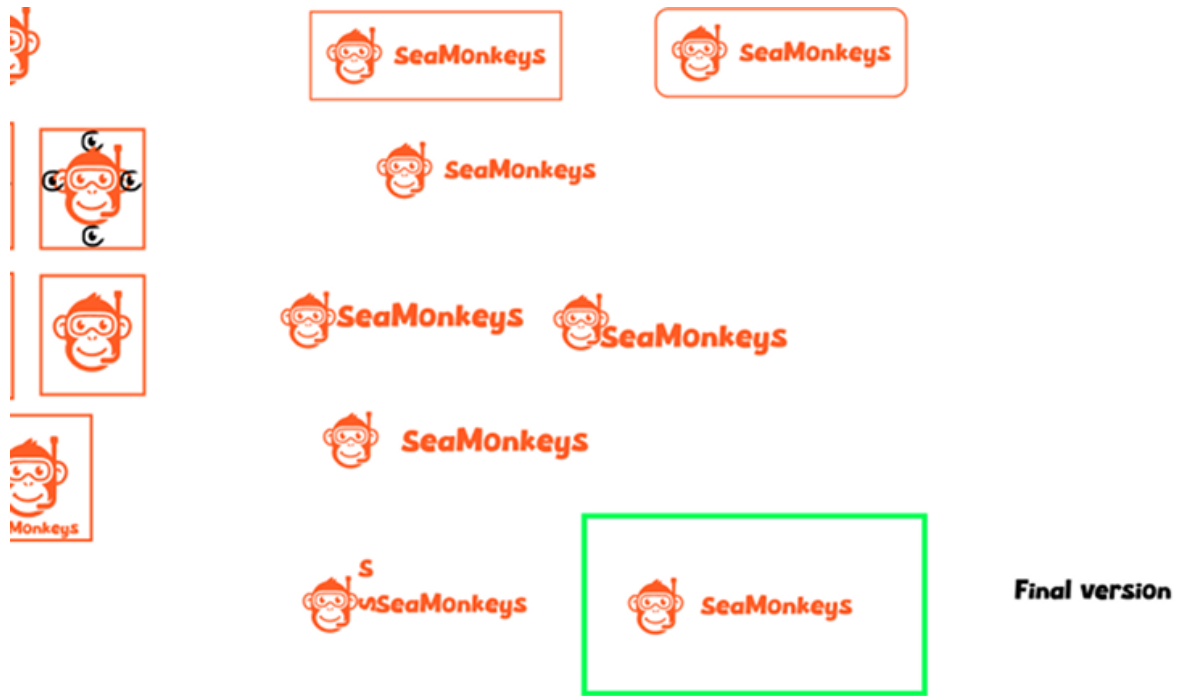
Checkpoint 4 Dirk - Logo (WK2) 10-09-2025



Tomescu, Luca L.S. 10 days ago

So the new logo looks great, it's a big improvement from the last version. We still have to work on the orange background version, changing it to an outline instead for better visibility. As for the new brand guide, we should mix in more color since we want to send out a fun, unconventional vibe.





## Reflection

Through this process I learned that a logo needs to be more than just visually interesting, it also must be functional. At first, I focused too much on colors and details, which made the design feel more like a graphic than a logo. After the feedback, I understood the value of simplicity and versatility, specially making sure it works in black and white. Reworking the idea with this in mind led to a much stronger result that fits our studio's playful identity. I also saw how helpful it is to share ideas within the team and adjust based on feedback instead of sticking to the first version.

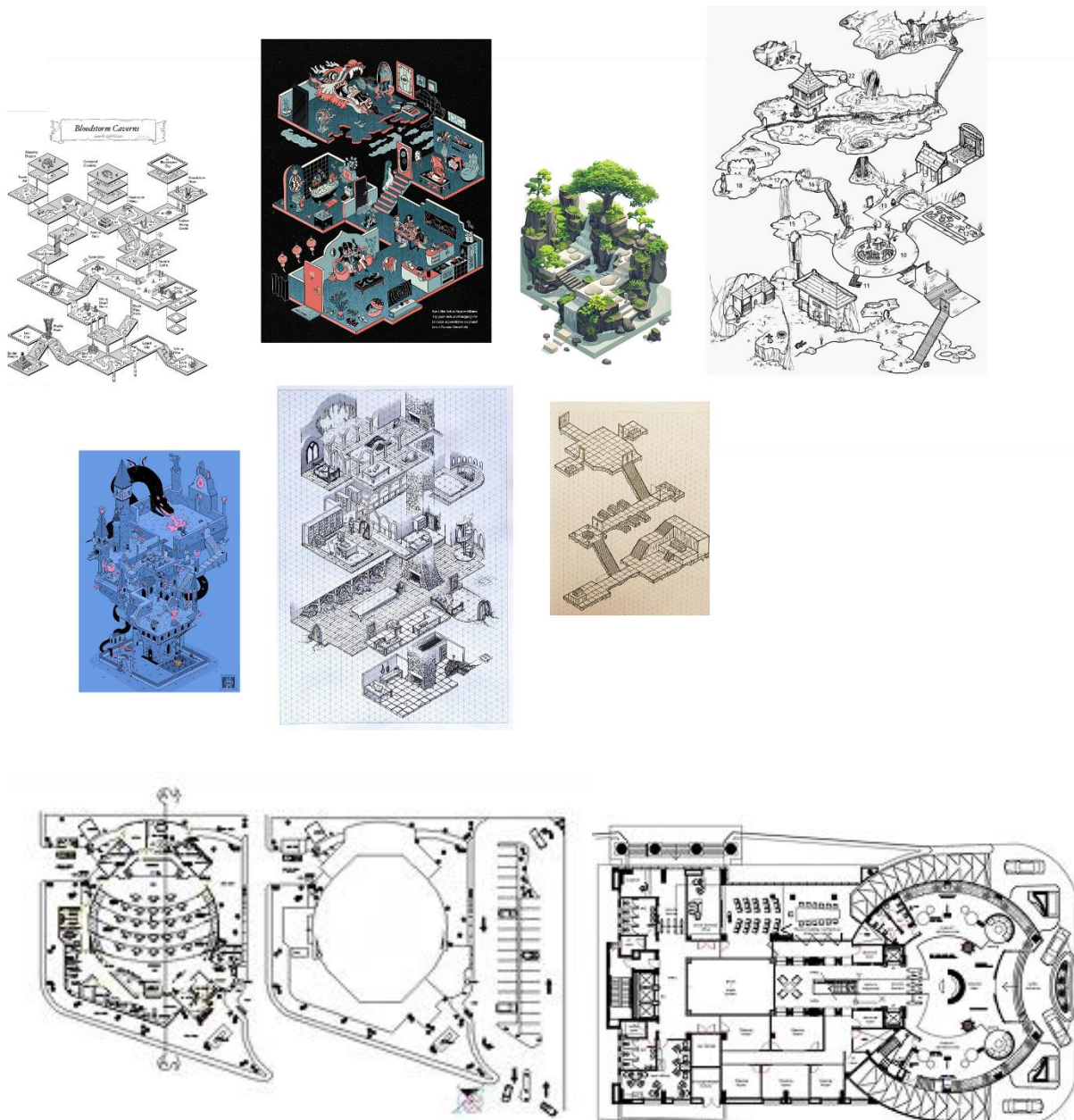
## Figma link:

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

## 2. Portfolio creation

### Intro

At the start of the semester, I needed an idea for my portfolio, something I could use both personally and for this semester's work. I began searching on Dribbble and other websites for inspiration and eventually came across some isometric layouts on Pinterest. That gave me the idea to create a gamified portfolio with an isometric layout and character movement navigation.





## Process and Feedback

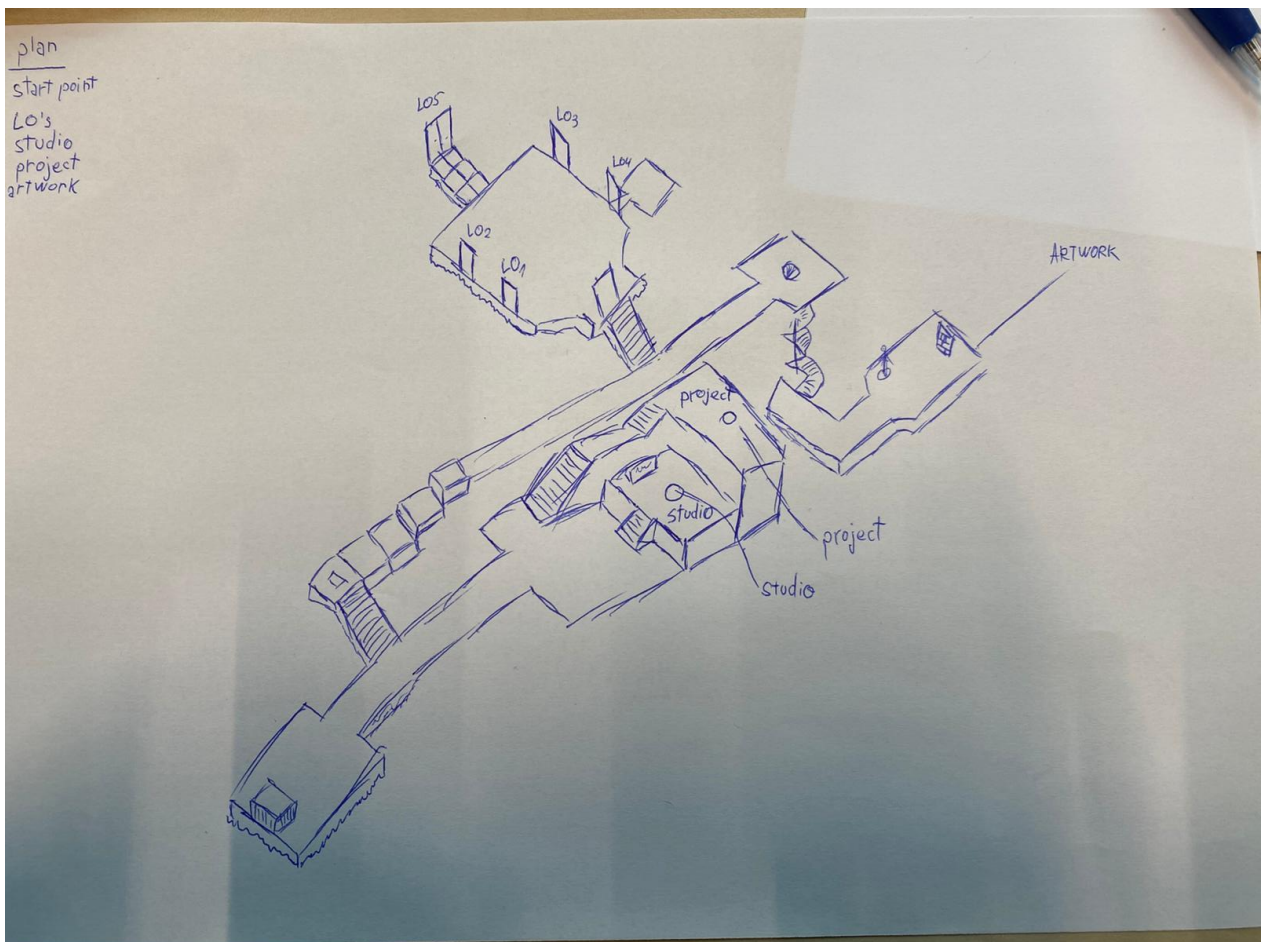
I started by prototyping and sketching possible layouts on paper. When I presented my first concept, an isometric landscape portfolio with point-and-click navigation, the idea was well received. The main feedback I got was to focus on UX to make sure the navigation feels smooth and enjoyable for any user.

Checkpoint 1 Portfolio check in 04-09-2025

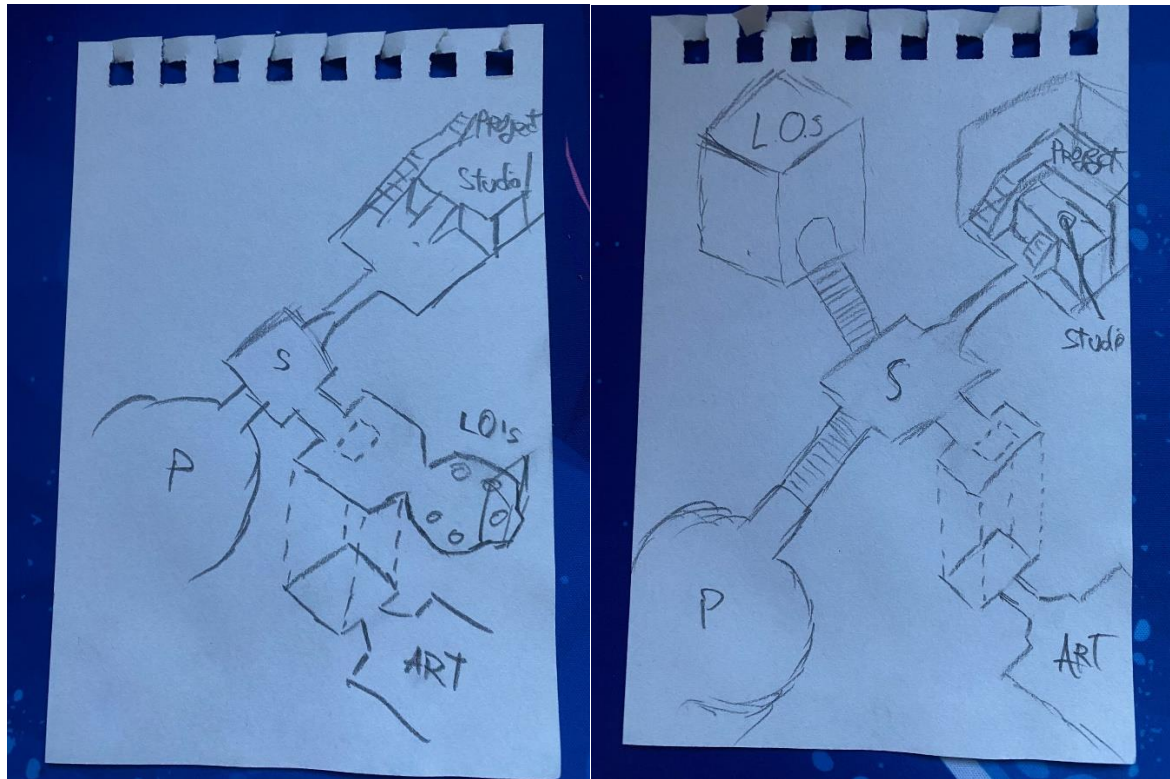


Tomescu, Luca L.S. a month ago

I showcased my current idea and the first layout I did for my portfolio. This time I'm going for an isometric landscape portfolio with a point-and-click action for navigation. So far the idea is pretty good, but I have to focus on doing a good UX design and make sure it's easy to navigate, like going straight to the point the user wants to without taking too many steps or too much time.



After this, I went back to sketching and realized that my first idea wasn't very user-friendly. I decided to simplify the layout, making everything one click away. This new version was approved and fit my needs much better.



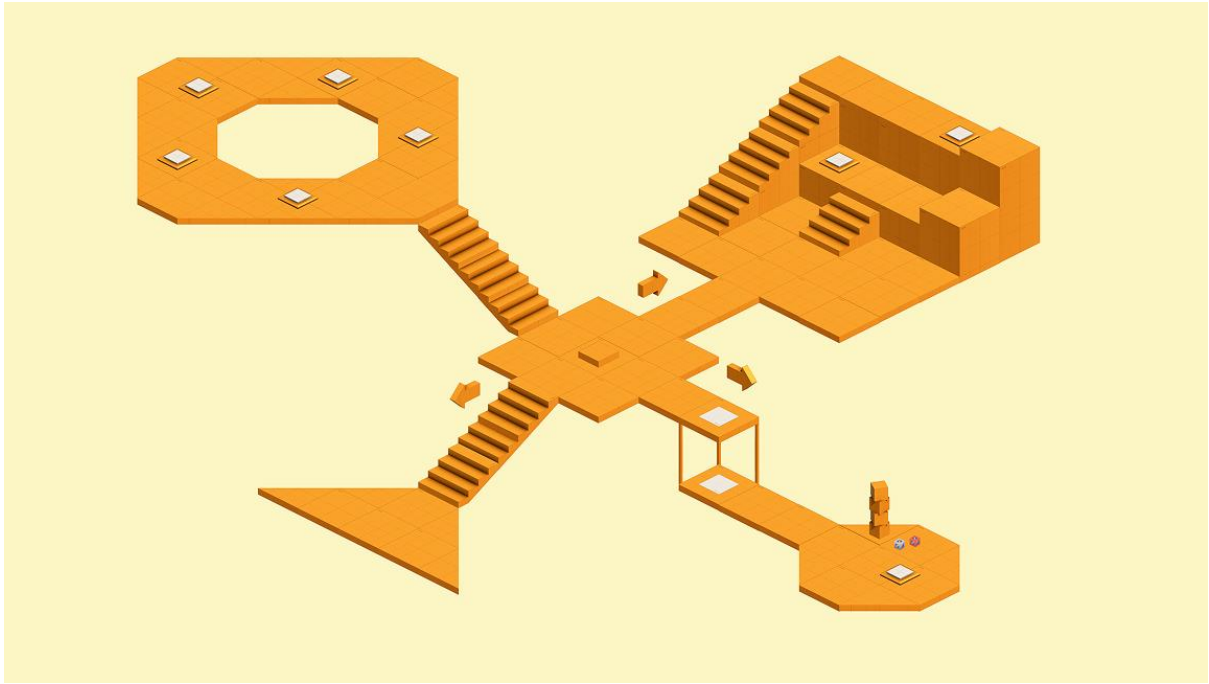
Checkpoint 2 Isometric Portfolio check in with Jan 08-09-2025



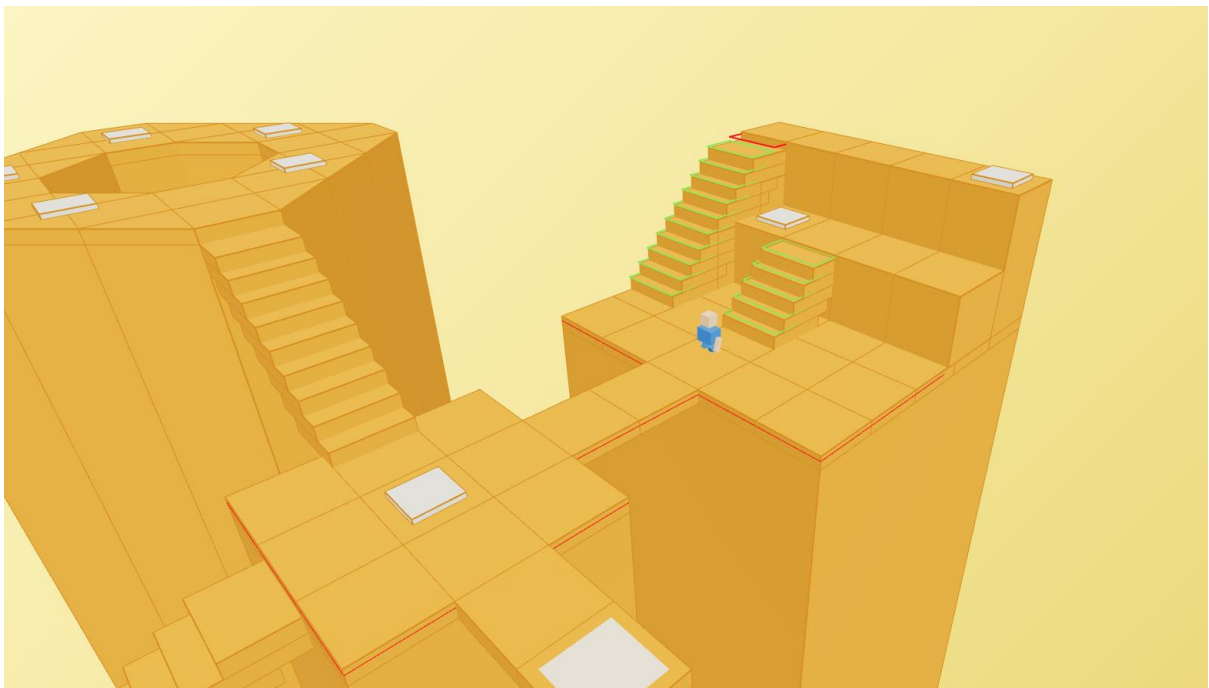
Tomescu, Luca L.S. a month ago

Today I got some feedback on the final iterations I had made for my portfolio prototype. After trying to draw some more complicated schemas of the layout, I realized that UX-wise I'm not really achieving much, so I just made the whole layout a lot simpler, making everything one click away. This new layout got approved, and it seems to fit my needs better. I also showcased some of the logo/sticker iterations I was working on and got some good feedback for them, like the idea of switching to the more animated monkey, not like the low-poly build one, or maybe not using gradients.

Once I got that feedback, I moved to Figma and started building the layout using PNGs of isometric floors and stairs. After finishing the basic layout, I began coding the website to user test whether the layout was actually viable.



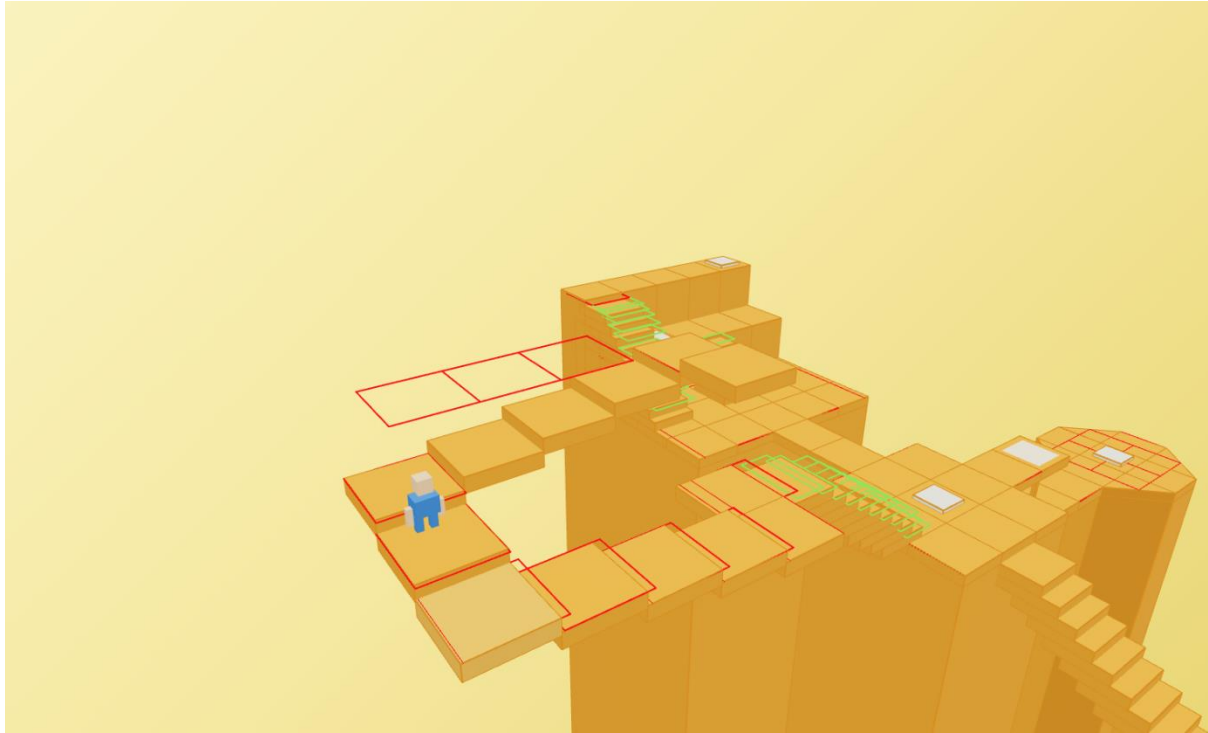
During the test, I realized it was almost impossible to walk on the learning outcomes platform it was shaped like an octagon, and because the character moved only on the X and Z axes, users had to hold two keys at once to move properly, which made navigation frustrating.





## Result

I ended up changing the learning outcomes platform to a new concept — a ramp that allows much smoother and more intuitive navigation. This change greatly improved the user experience and made the layout feel more natural to explore.



## Reflection

Through this process, I learned how important user testing and feedback are when it comes to designing an interactive experience. My first ideas looked nice visually, but only after testing them did I realize that good UX goes far beyond how something looks, it's about how it feels to use. Simplifying the layout and reworking the navigation taught me to prioritize usability over complexity.

This experience helped me understand how to approach design in a more practical way. Testing, getting feedback, and changing things fast when needed.



Tomescu, Luca L. 3 days ago

Showcased a better iterated version than the last time. Feedback was very positive. I still have to mainly focus on the UX part of it, having some text highlight above the slabs so it's apparent to the user where they are and what they are doing. Other than that, good progress.



**Figma link:**

<https://www.figma.com/design/O1jNF2tEcP21UmmK7dNaeW/PortoflioIS?node-id=0-1&p=f&t=B1VlYlxpPpGaBjKT-0>

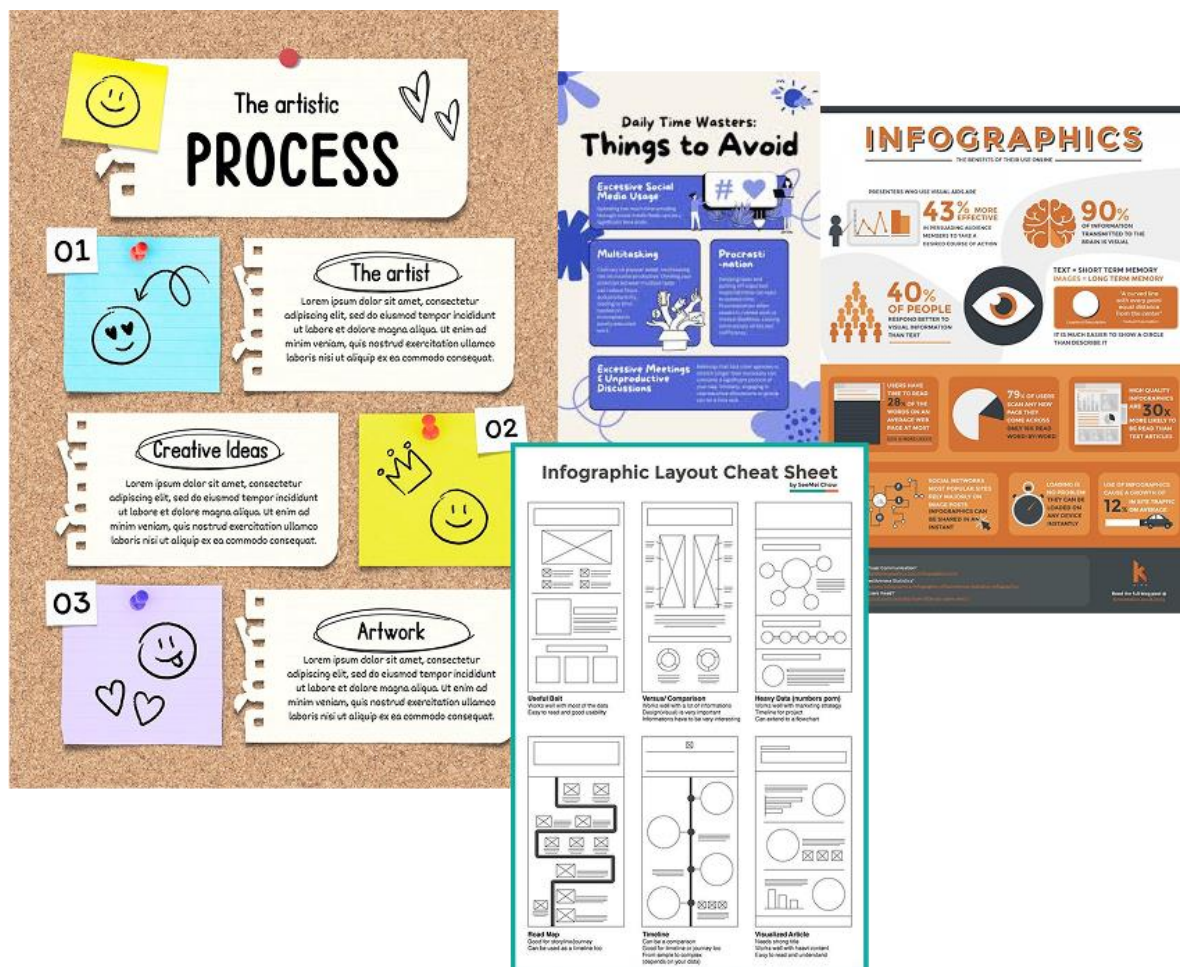
**Website link:**

<https://isoportfolio.vercel.app/>

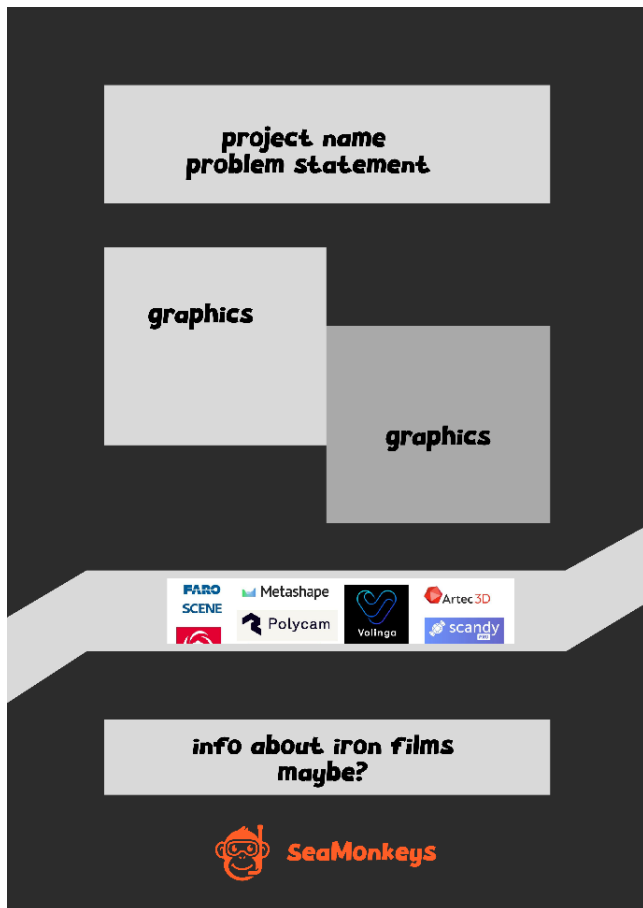
### 3. Poster creation

#### Intro

Starting with the creation of the poster, I looked up some infographic posters to get inspiration. From feedback, I understood that our team's poster shouldn't be commercial or advertising-oriented since our project is very technical. Instead, it should include information such as the problem statement, what we are doing, and related visuals.

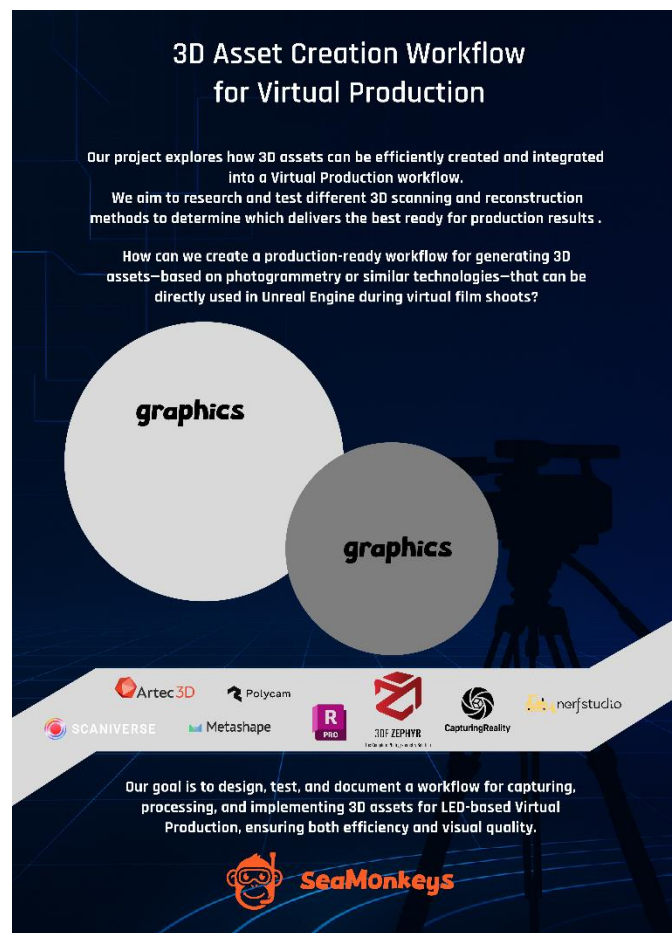
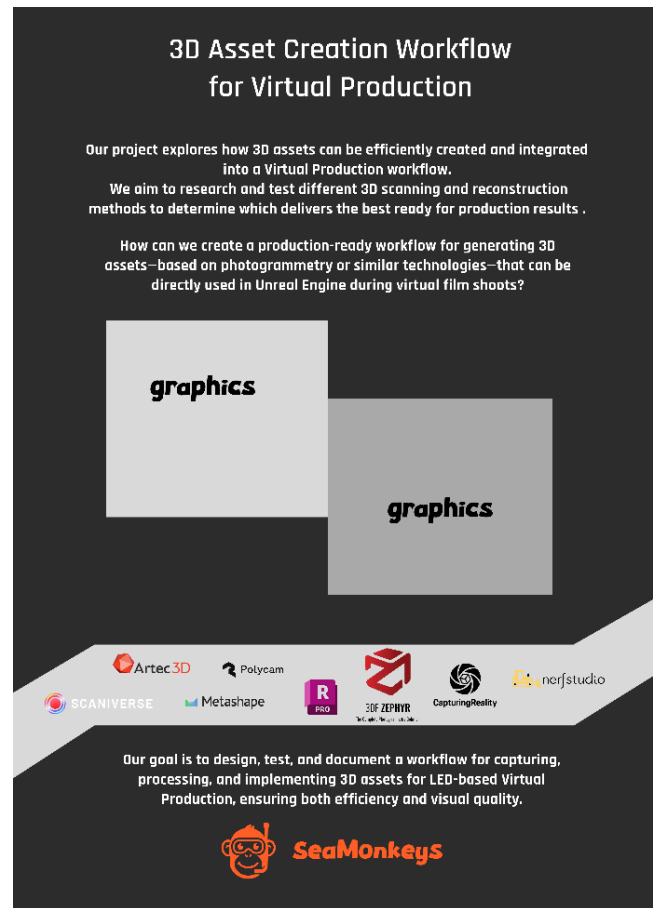


So, I looked at different infographic posters and started creating a mock-up. The layout included a project name and statement box, two graphic boxes, and a section where I planned to include some of the technologies we'll use and our logo.

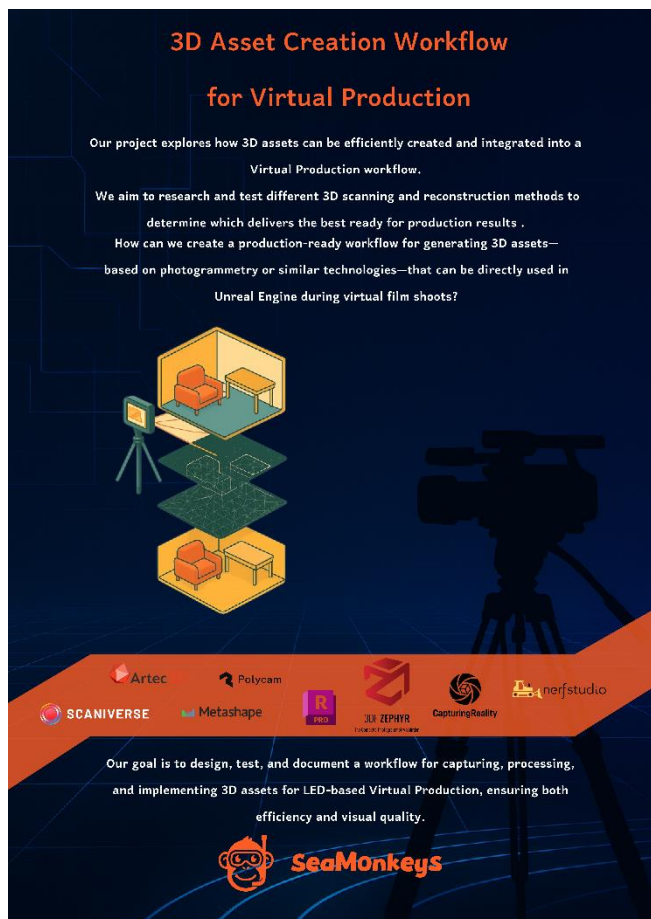


## Process and Feedback

With the mock-up done, I found an interesting camera background image and started iterating with this layout. After showing it to a teacher for feedback, we were told to use real materials or visuals instead of cartoonish graphics to better explain what we're doing.







I iterated on this idea and came up with a few final versions. Later, during a feedback session with multiple teachers, we were told that our final versions looked too bland and off-track, not heading in a good direction.



The advice was to start from scratch and make the poster more expressive, better designed, and visually interesting.

This feedback made me go back to researching possible poster designs and gathering new inspiration before moving forward again.



After gathering inspiration and iterating on some new versions during one of the workdays, a teacher suggested printing the poster and starting user testing with some different groups that have no idea about our project or any project. The results came out clear on the use of blue and higher fonts for highlighting special text work, as well as the concept of the poster. 5/5 got the idea without us having to say or explain anything.





## UserTesting Poster

### Group 1

- 3D scan
- A lot of text
- The orange background contrasts poorly with the chairs
- Too much orange overall

### Group 2

- 3D scan
- Bigger pictures
- Phone and head images are good
- Important text in blue works well it highlights key points
- Good amount of text overall, though the bottom has a bit too much
- The top three elements don't match the SeaMonkeys logo
- The middle section doesn't match either

### Group 3

- 3D scanning and creating assets from it is clear feels like one person's work
- Didn't understand the LED-based part
- Didn't get why there are three SeaMonkeys logos at the top

### Group 4

- If it's for virtual film shoots, the goal isn't to create an efficient workflow are the assets themselves efficient?
- The "minimum hardware requirement" doesn't work on every phone
- Good contrast overall, but the background color contrast could be stronger

### Group 5

- Somewhat understandable
- The middle part doesn't make much sense
- The title styling is inconsistent not centred properly
- Most attention goes to the top logo
- Where does the blue color come from?

Once we were done with the user testing, it was time to get final teacher feedback to finally validate our poster. The feedback appreciated the design the poster reached now, but it raised an issue with the text not actually transmitting the right idea, and we should rework it out.



## Reflection

Designing this poster helped me understand how important it is for visuals to reflect both the content and the identity of a project. At first, I was too focused on keeping it minimal, but that made the design feel lifeless.

After receiving feedback and starting over, I learned how to better balance clarity, information, and visual appeal. Rebuilding the design taught me that sometimes the best way to move forward is to completely rethink your approach and make sure the final product communicates the story behind the project.





### **Figma link first iterations:**

<https://www.figma.com/design/2tkhKCl1iwbE9dsVZcgUOz/SeaMonkeys?node-id=453-2&p=f&t=DZfE0WorNMmT2b0A-0>

### **Figma link final versions:**

<https://www.figma.com/design/2tkhKCl1iwbE9dsVZcgUOz/SeaMonkeys?node-id=617-30&p=f&t=DZfE0WorNMmT2b0A-0>