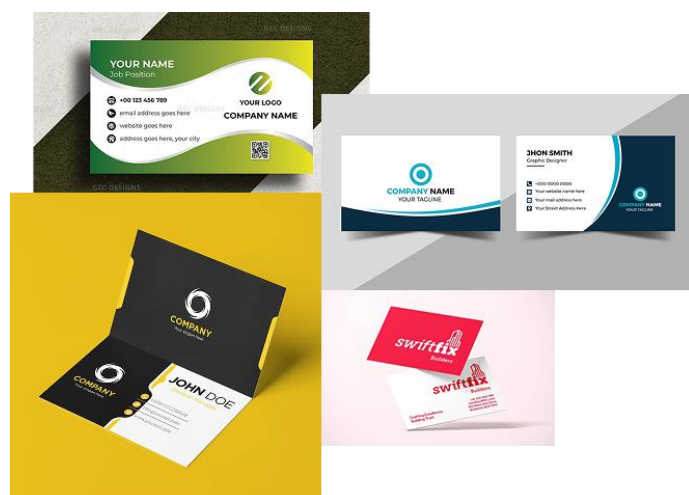
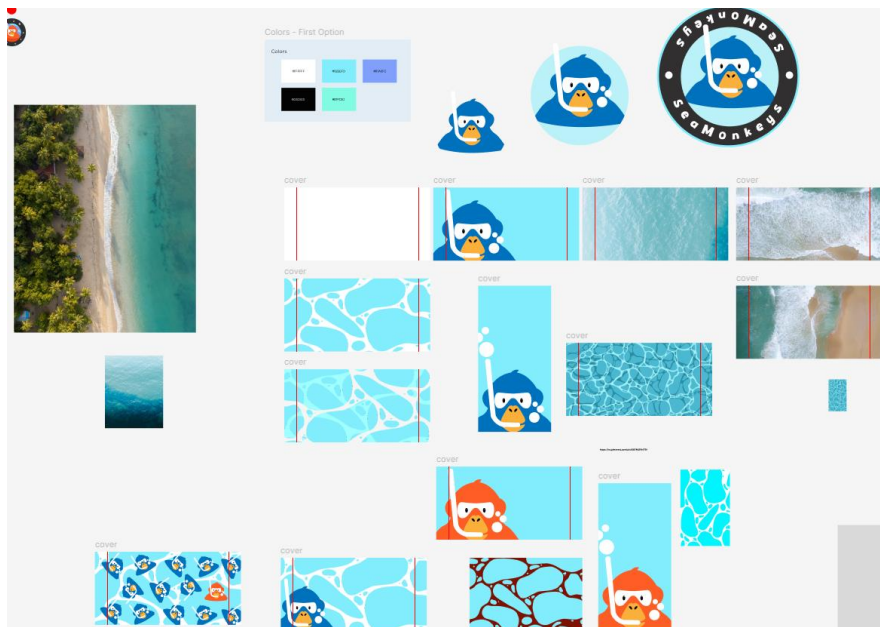


LO3 – Creative iterations

1. Business cards iterations

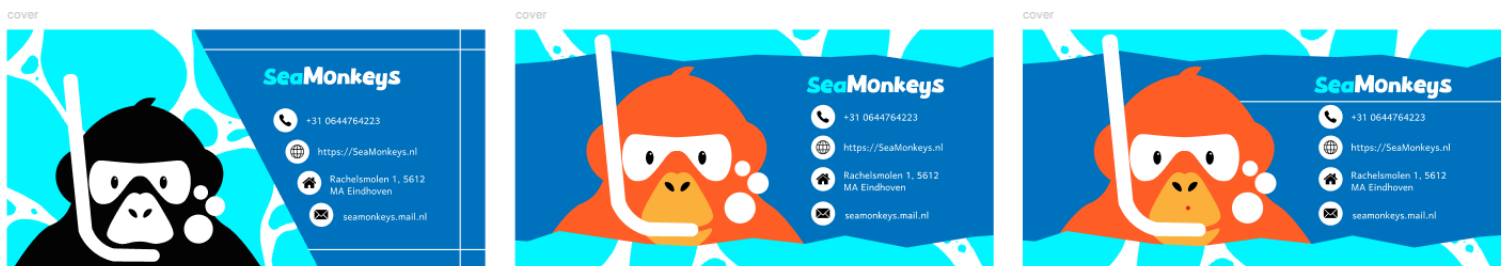
Intro

During the start of defining our studio and identity, we discussed possible products we could create, one of them being business cards. I took responsibility for this task, and, with the help of some initial materials gathered by a teammate, I started designing business cards. To get inspiration, I did some quick research and looked at different examples before producing my first drafts.



Process

At first, I experimented with a 50/50 ratio: 50% artwork and 50% information/text. I tried out different variations and color combinations while constantly asking for peer feedback. The orange color for the monkey stood out the most because it gave the best contrast, so I decided to keep that direction. Some feedback also suggested making more design variations while keeping the 50/50 balance in mind.



Feedback

The general feedback was positive, and people said the cards were already usable. However, it was suggested to add the logo or replace the monkey graphic with the actual logo. Another idea that came up was to use one side of the card only for information and the other side for artwork or graphics. This gave me new ideas for how the business cards could look.

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.

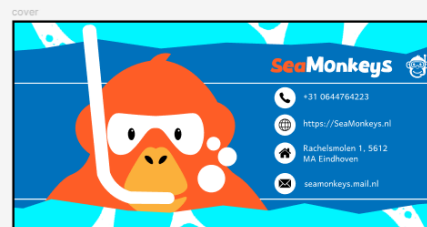
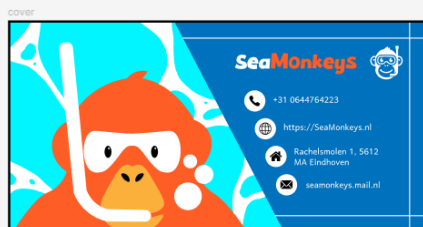
For the business card, we could use one side for information and the other side for art/graphics.

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

Results

Based on the feedback, I updated the cards. On the front, I kept some artwork but added the important information and a small, noticeable logo, still following the 50/50 concept. On the back, I decided to go fully with artwork. These changes made the design more balanced and professional, while keeping the playful identity of our studio. Peer feedback on this version was very positive.

Front



Back



Reflection

Working on the business cards showed me how important it is to go through different iterations before settling on a final design. At first, I was focused on splitting the card 50/50 between artwork and information, but feedback pushed me to explore other approaches, like having one side fully dedicated to visuals and the other to text. This process taught me not to stick too much to one idea and to stay open to experimenting. Adding the logo and adjusting the balance made the cards feel more professional while keeping the playful look we wanted.

Final

Feedback on the last version of the business cards indicated that I should make the back of the card symmetrical with the front to also keep consistency across the iterations.

Graphics

Business Cards



Figma Link:

<https://www.figma.com/design/2tkhKCl1iwbE9dsVZcgUOz/Sea-Monkeys?node-id=107-9&p=f&t=dYK37uNvxRQ1M7JC-0>

2. Logo Development

Intro/Action:

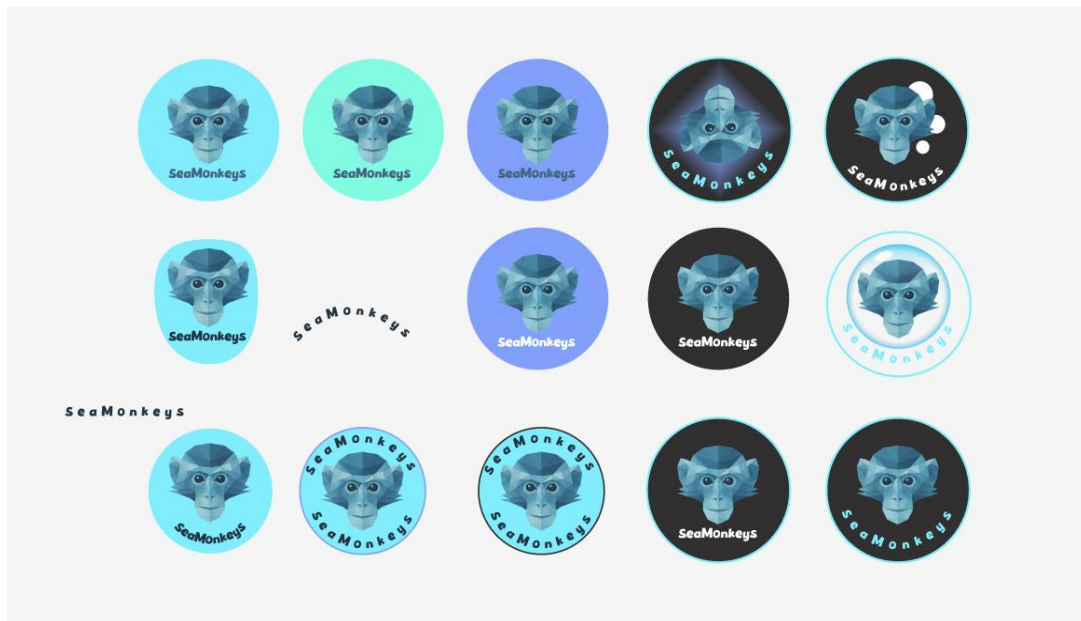
After we decided on the name of our studio, I started developing ideas for the logo. I made a moodboard with different images connected to Sea Monkeys and suggested the idea of a monkey with a snorkel mask. Razvan, one of my teammates, sketched out the idea, and I began creating multiple versions of it in graphic form.



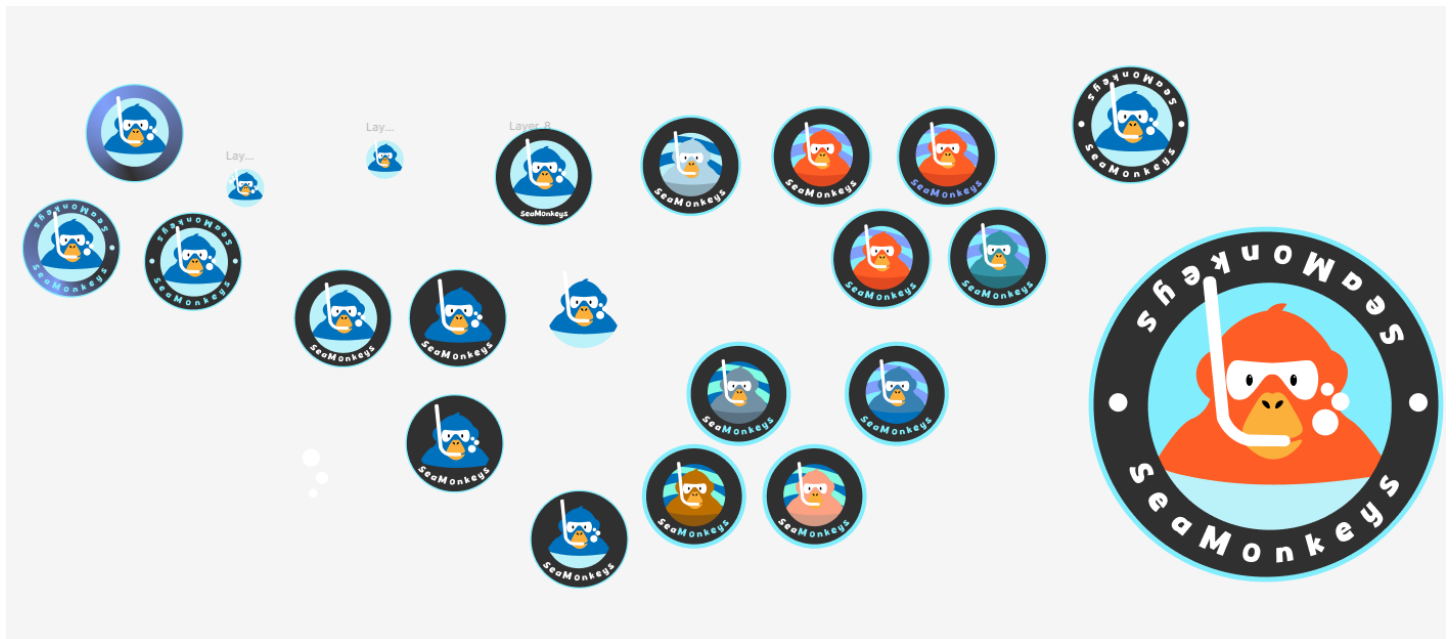
Process:

From the start, I explored different directions with the logo. I experimented with various shapes, line styles, and colors to see how the monkey design could work. My main goal was to keep it playful and fun, matching the identity of our studio. Along the way, I produced several iterations: some were more colorful and detailed, while others leaned toward simpler shapes. The colorful versions looked good but started to feel more like illustrations than logos.

Experimenting Low Poly logo:



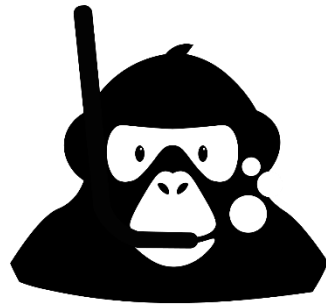
Decided on the graphic:



Feedback:

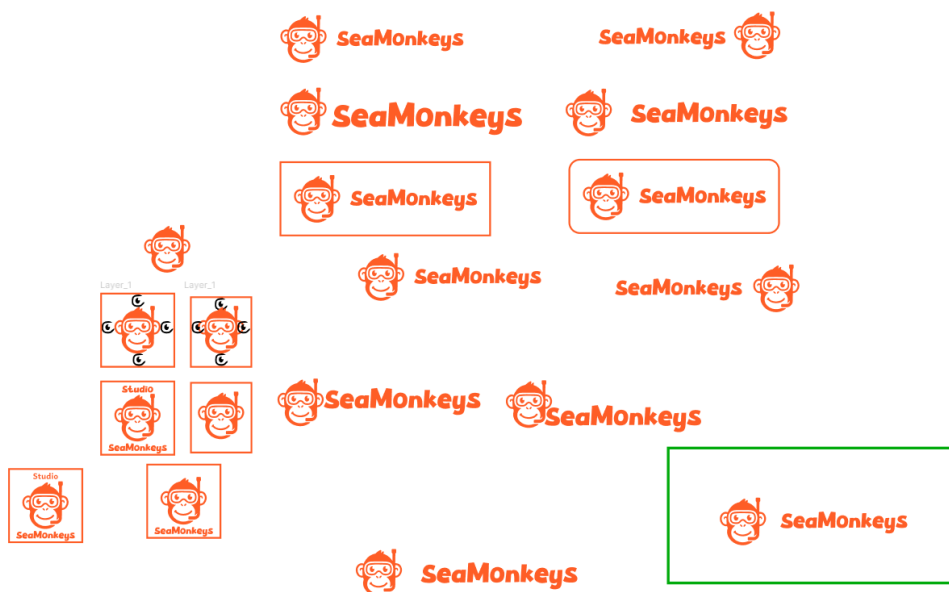
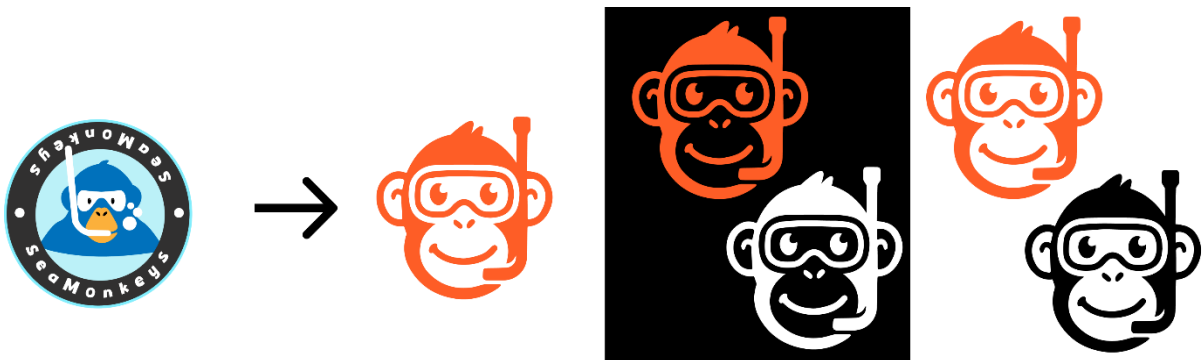
The feedback I received during these iterations pointed out two key things:

- A strong logo must work in black and white.
- The earlier versions felt more like graphics than a functional logo because of the heavy use of colors.



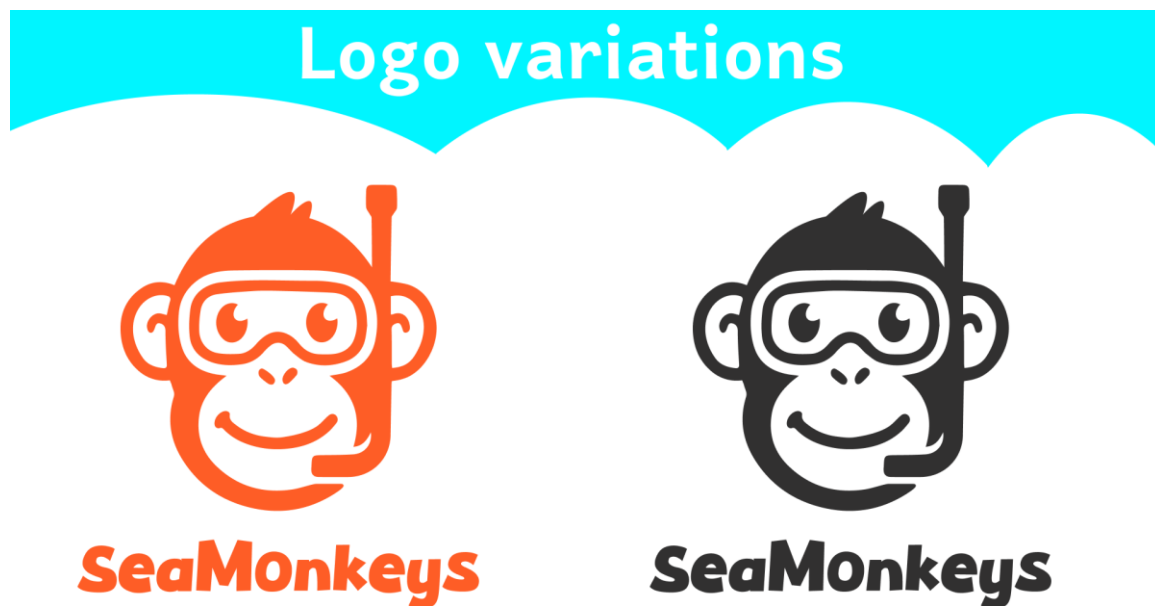
Results:

Taking this into account, I created new iterations that were more minimal and scalable. I looked at the Mailchimp logo for inspiration and sketched a version that still felt playful but was much simpler. This design was seen as a big improvement and more in touch with our core values. It got praised for being a stronger logo, and while more variations are still to be explored, it's a big step forward compared to the first versions.



Reflection:

This process showed me the importance of going through multiple iterations instead of settling on the first idea. Each round of feedback helped me understand what worked and what didn't, and by testing different versions, I was able to refine the logo into something stronger. I learned that a logo needs to balance creativity with function, and that iteration is the way to get there. Having the team's input and comparing different approaches side by side made it clear how much designs can improve when you're open to change and refinement.



Figma Link:

<https://www.figma.com/design/2tkhKCl1iwbE9dsVZcgUOz/Sea-Monkeys?node-id=315-4999&p=f&t=DZfE0WorNMmT2b0A-0>

<https://www.figma.com/design/2tkhKCl1iwbE9dsVZcgUOz/Sea-Monkeys?node-id=241-2&p=f&t=DZfE0WorNMmT2b0A-0>

3. Portfolio code

Intro

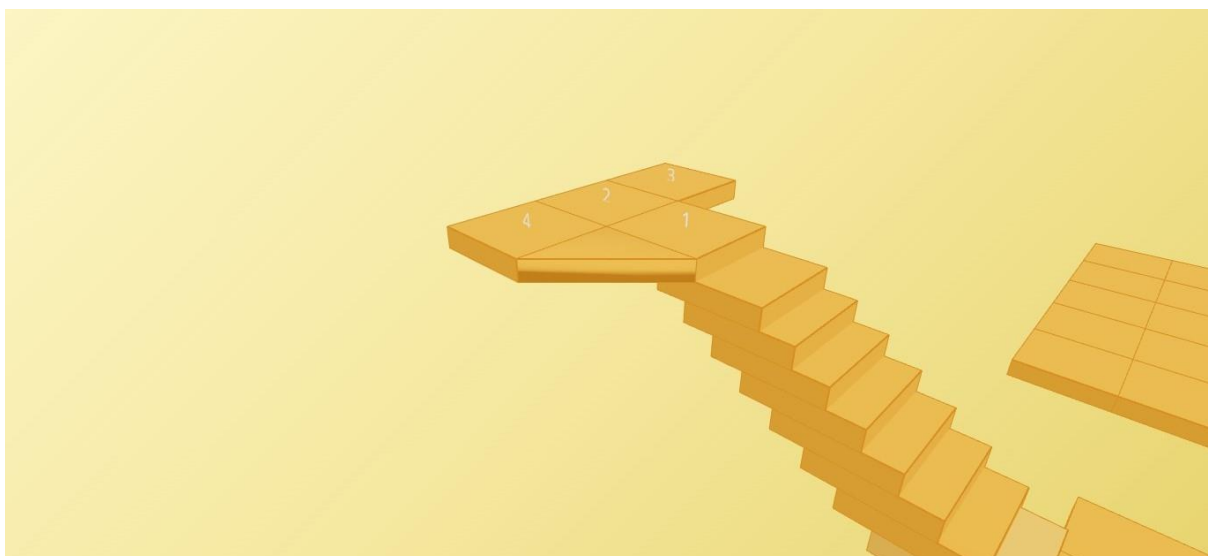
When I started working on my portfolio, I decided to take on a new challenge by creating a 3D gamified experience using React Three Fiber. After setting up the basic scene, I began building the layout floor by floor, but I quickly realized that wasn't a very efficient method. So, I started experimenting with formulas to generate grids (like 3x3 or 5x5), which helped me cut down a lot of unnecessary code and made things much more modular.

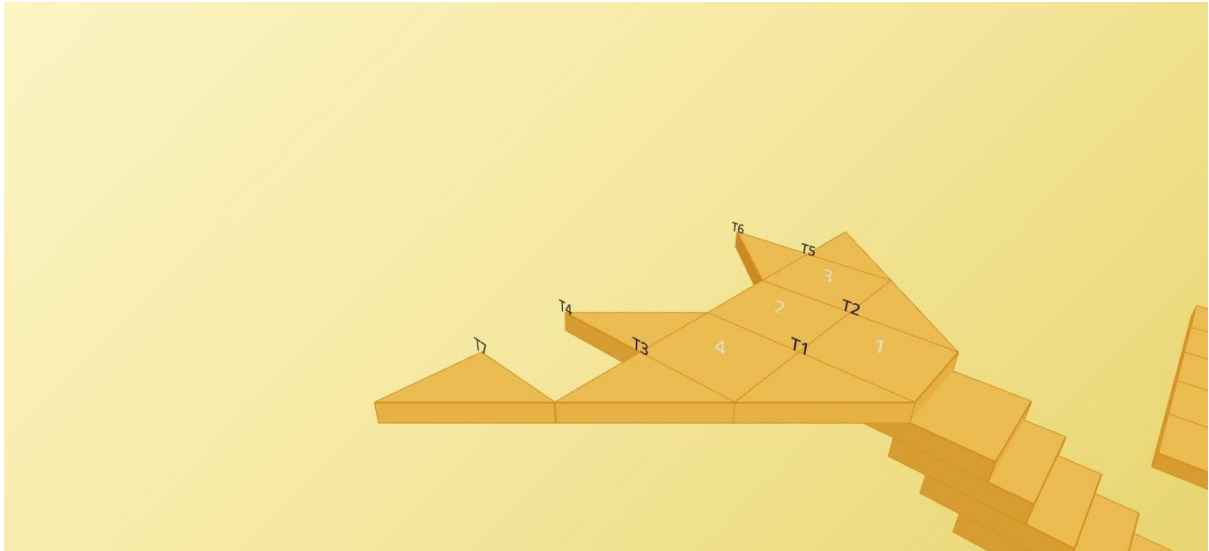
Commit Link:

https://git.fhict.nl/I503826/isometricportfolio/-/commit/e82ab4e2e1b814b320c79269013874b9db1d4b54#59e9e8ee5c28b3e0cfa986957eb56ff8a9bd2639_0_69

Process and Feedback

When it came to the learning outcomes platform, which originally had an octagon shape with a hole inside, I thought the only way to make it was manually, building it piece by piece with triangles. After finishing it, though, I realized I could generate it using calculations too, just like I did with the grids. That discovery saved me a lot of time and kept the code cleaner.





Commit Link:

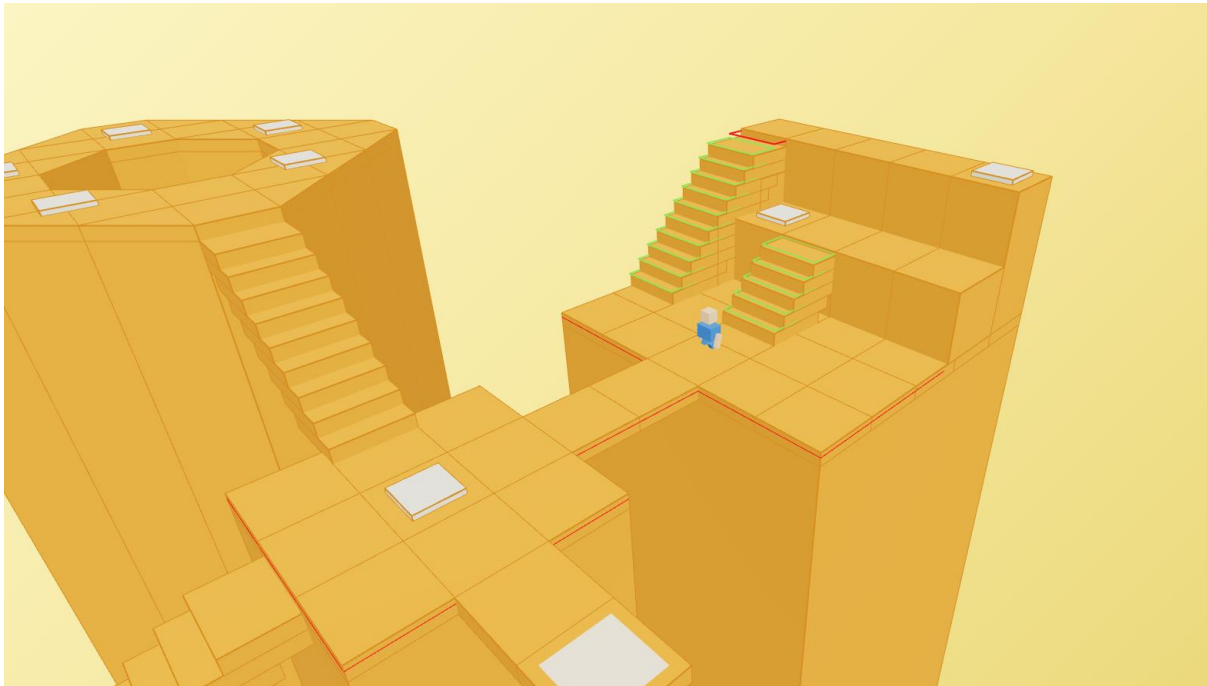
<https://git.fhict.nl/I503826/isometricportfolio/-/commit/2d6003f514b5859ff2641f4f24c01cec2ad71c1a>

Later, inspired by Bruno Simon's portfolio, I decided to give the user full freedom to walk around and explore while keeping the point-and-click navigation for UX purposes. After setting the limits, I started user testing.

During the first test, the user tried to use the elevator with the spacebar, even though I had set shift for that action and mention shift is the interaction key at the beginning of the test, which made sense, since spacebar is more intuitive. So, I changed the interaction key to spacebar.



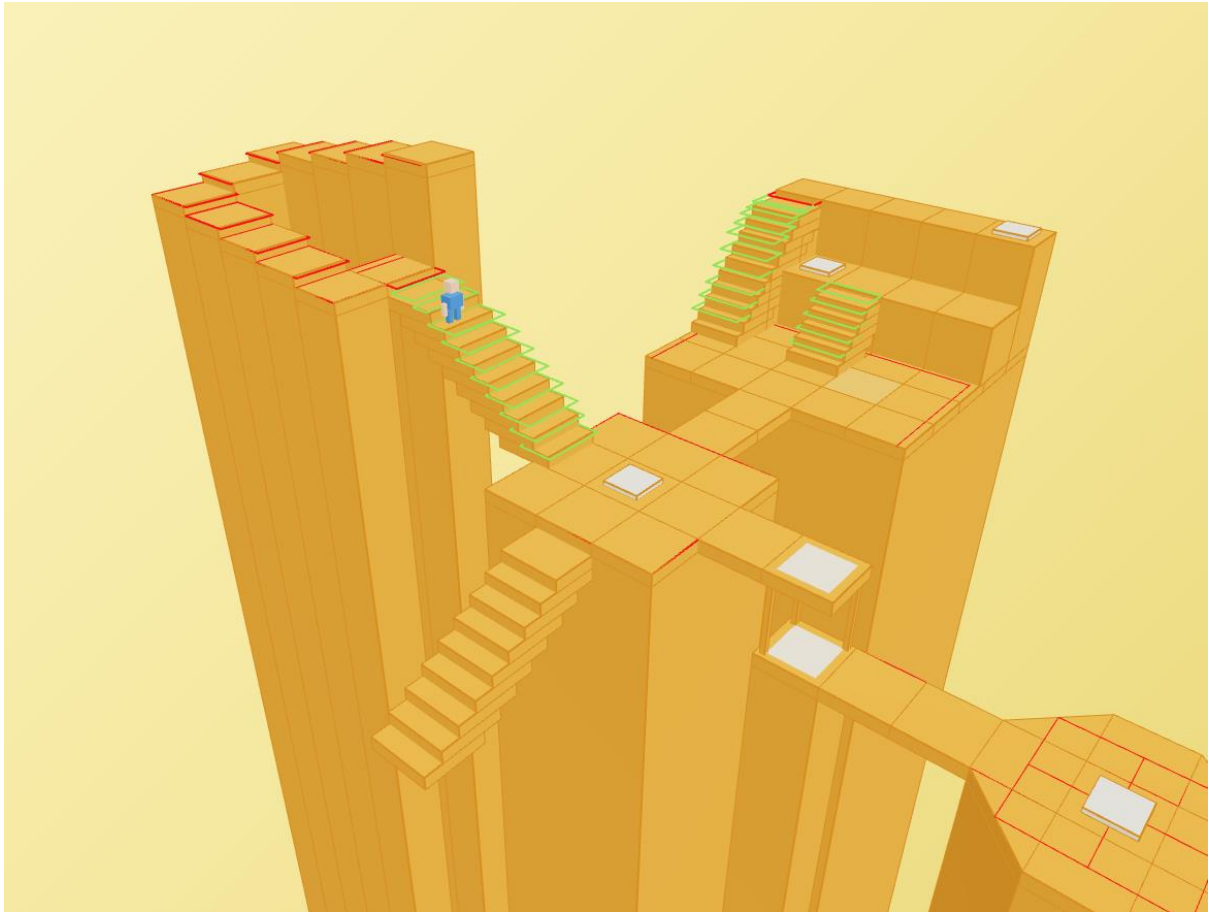
Another issue came up when users tried to navigate the learning outcomes platform because of the X and Z axis movement, going straight up was nearly impossible, especially since the layout was isometric. The triangular structure also made movement feel restricted. In the end, I completely scrapped the old platform and replaced it with a new ramp-shaped foundation that made navigation much smoother.



Commit Link:

<https://git.fhict.nl/I503826/isometricportfolio/-/commit/a5340f9d7de6b5485e0f56138b3d4a498fd11d1c>

The follow-up user test confirmed that it was way easier and more enjoyable to use. Other rooms like the artwork and project/studio areas were already working fine and received positive feedback.



Reflection

Using React Three Fiber made the final experience way more immersive and fun to interact with, but it also came with a steeper learning curve. Setting everything up and figuring out the right structure took more time than if I'd just used plain HTML, CSS, and JavaScript. Still, it pushed me to think more outside the box finding smarter, reusable ways to generate shapes and build components instead of manually coding everything.

Git link:

<https://git.fhict.nl/I503826/isometricportfolio>

4. Poster iterations

Intro

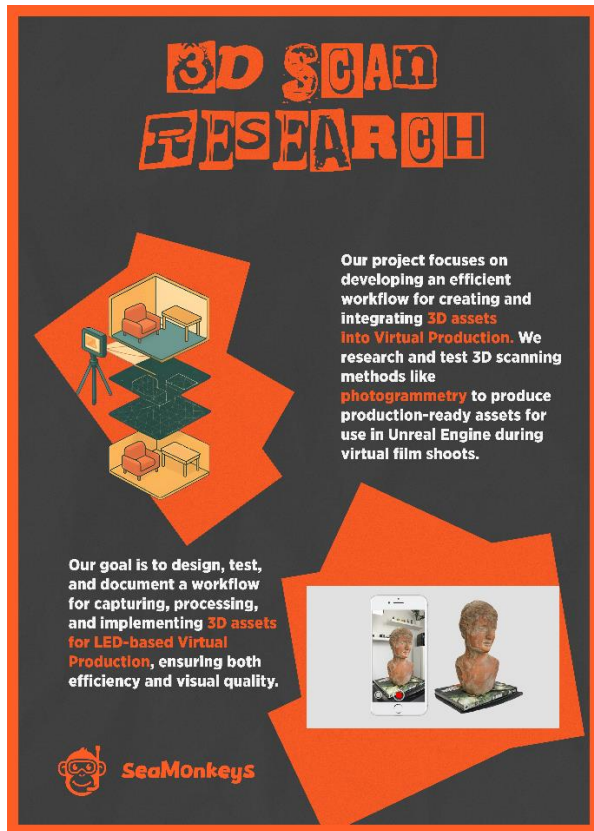
After realizing that our previous poster versions didn't work visually, I started researching again for new inspiration. I found several poster examples online and showed them to the team. Everyone gathered some options, and we decided to vote on which direction to follow. My reference won, so I started sketching a new mock-up based on this chosen inspiration.



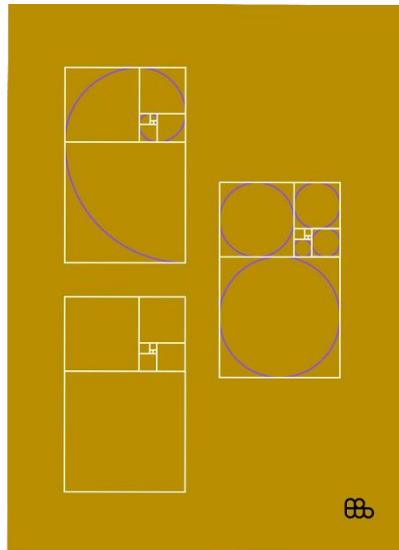
Process and Feedback

Using this new direction, I began creating several versions of the poster, iterating on the layout and improving visual hierarchy. After finishing a few versions, I went for another feedback session.





The feedback this time indicated that the new poster layout looked much better, but we still had to improve on alignment and the use of the grid to make sure the result looked professional and balanced. One teacher suggested that I use the golden ratio to align elements properly and improve the overall composition.



I applied this feedback by reworking the poster using the golden ratio as a guide. This approach helped me create the final versions of the poster, which were ready for feedback and presentation.

Reflection

Throughout this process, I realized how essential iteration is in design. Finding the right direction took time and multiple rounds of feedback, but each one helped shape a better result. Working with my team also made the process more dynamic from gathering ideas to voting on the best one.

Using design principles like the golden ratio gave me a deeper understanding of layout balance and visual flow. Overall, the experience taught me that constant feedback and iteration are key to developing something that not only looks good but also communicates effectively.



First part of Iterations:

<https://www.figma.com/design/2tkhKCl1iwbE9dsVZcgUOz/Sea-Monkeys?node-id=453-2&p=f&t=b16fyCkon3Mlbw2b-0>

Second and final part of iterations:

<https://www.figma.com/design/2tkhKCl1iwbE9dsVZcgUOz/Sea-Monkeys?node-id=617-30&p=f&t=b16fyCkon3Mlbw2b-0>