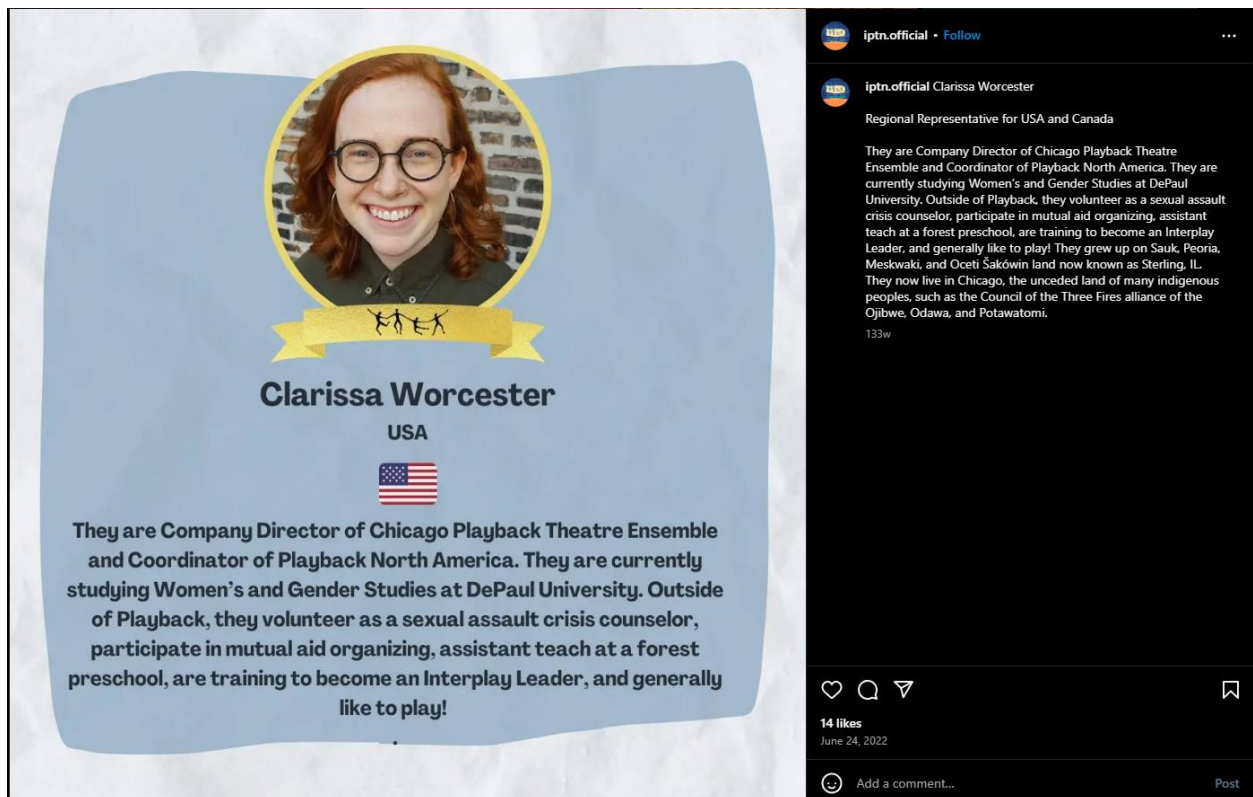
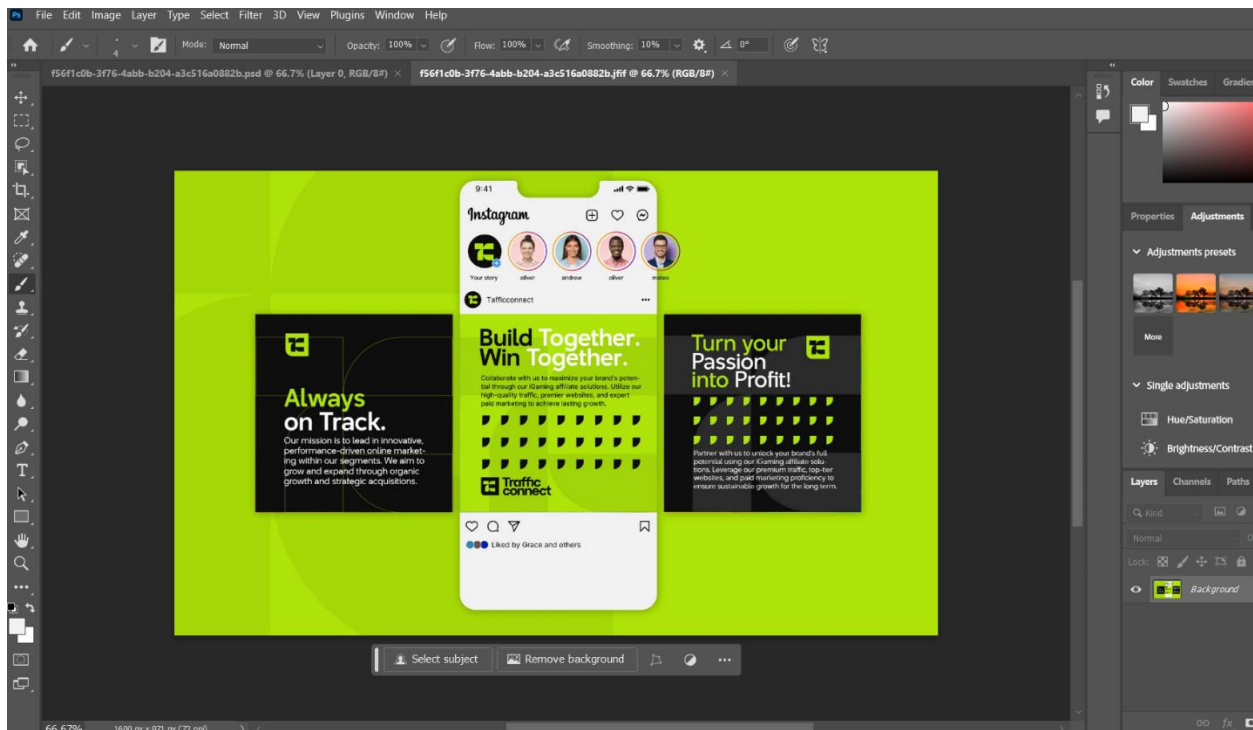


# Mockup process

## Inspiration

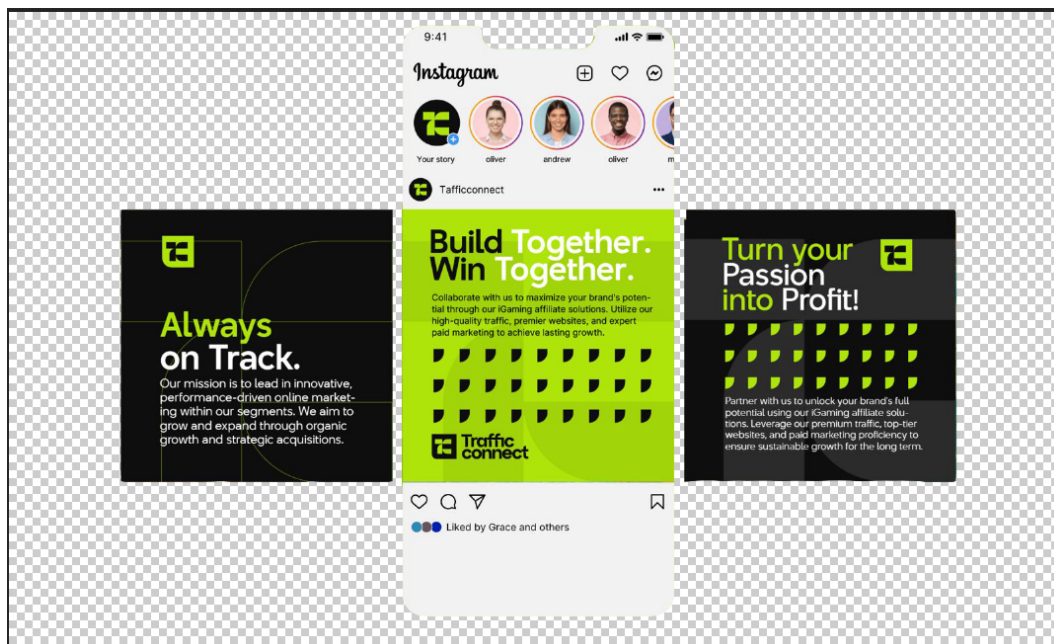
For the Instagram mockups of Blik's recruitment announcement, I used one of IPTN's recruitment announcements posts on Instagram. The home feed mockup was actually taken from Google images, which I opened in Photoshop to make everything around the phone and posts transparent.

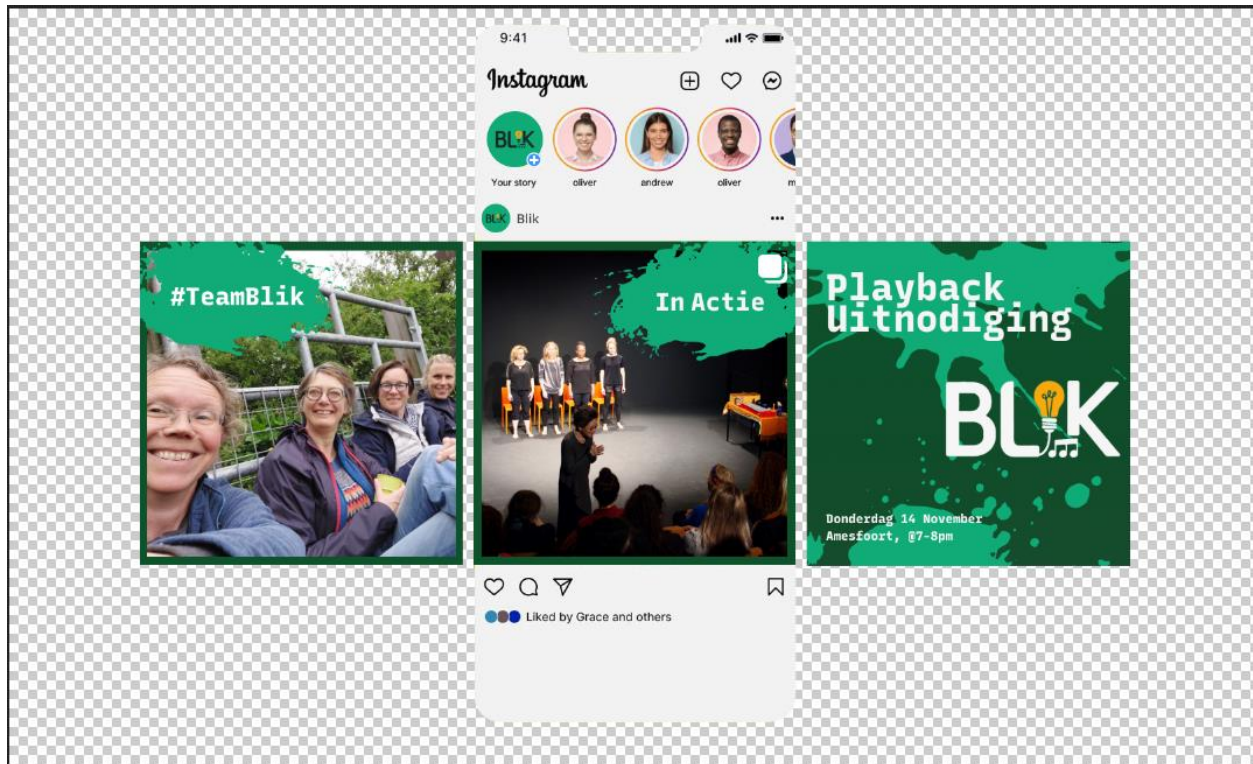




## Process

After the transparency, I took the image into Figma for easier prototyping for the home feed mockup. Funnily enough the posts were simply green. The paint splashes were my idea but as a last minute shove in to see if anyone likes it. To my surprise the paint splashes were a very good idea to the brand identity and from then on the paint splashes were actually added to most of the other stuff we made to keep consistency. Though I don't have the previous image of the home feed mockup as plain green I do have the one that is the final result with the paint splashes.





#### Checkpoint 5 01-10-2024



Kock, Yoshua Y.G. 3 months ago

The website needs work to be done. The pages on the prototype should be longer to be scrollable for the preview showcase, the imagery should be changed to fit the target audience's needs, navigation bar needs better contrast and color is too much green. Website has to follow the brand guide's rules of what and what not to do. The idea for the paint splashes that was shown on the social media mockups is a touch that also can be added to the brand guide and website look as it is a unique touch and could help on adding more color than just green as different paint color splashes could be used for specific scenarios.



## Website

Like mentioned previously, the paint splashes we're also added to the website mockups to keep the brand identity consistent. I worked on 2 pages of the website mockup prototype. Join Blik and booking page. At first the images I used for the performers and audience members we're just square but then we're changed to have them inside a paint splash.

Join Blik

**BLIK** [Gallerij](#) [Events](#) [Sluit je aan](#) [Contact](#) [Boekingen](#)

**Sluit je aan bij Blik:**

Wat is je naam?

Op welke email kunnen we je bereiken?

Waarom wil je graag bij blik?

Heb je eerdere ervaring met theater?

☒ Yes ☐ No

Wanneer ben je beschikbaar om te repeteren?

Wat breng je bij aan Blik?

Heb je vragen of opmerkingen?

**BLIK**


Instagram  
YouTube  
LinkedIn  
Facebook

Links  
FAQ  
Services  
Contact

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Boekingen

BLK
Gallerij
Events
Sluit je aan
Contact
Boekingen



Wat is je naam? \*

Voorname  Achternaam

Wat is uw e-mailadres voor contact? \*

Wat is uw telefoonnummer? \*

Wat is uw bedrijfsnaam? \*

Wat is uw bedrijfspositie? \*

Wat is het doel of thema van het evenement waarvoor u playbacktheater wilt inzetten? \*

Bijv. teamontwikkeling, leiderschap, afscheid van een collega, etc.

Waar zal dit plaatsvinden? \*

Wanneer zal dit plaatsvinden? \*

dd/mm/yyyy

Hoeveel mensen worden er verwacht op het evenement? \*

Wat is de gewenste duur van de voorstelling of workshop? \*

Specifieke wensen of doelstellingen? \*

Nog aanvullende opmerkingen of opmerkingen?

Submit

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## Results and Reflection

After a few changes the final results were here. I do like the look of the Instagram mockups that I've done but I am not a big fan of the website mockups. It was a last minute rush for me to help along with the website because some group members were having too much trouble with the tasks they were given for weeks.