

Portfolio Review 1

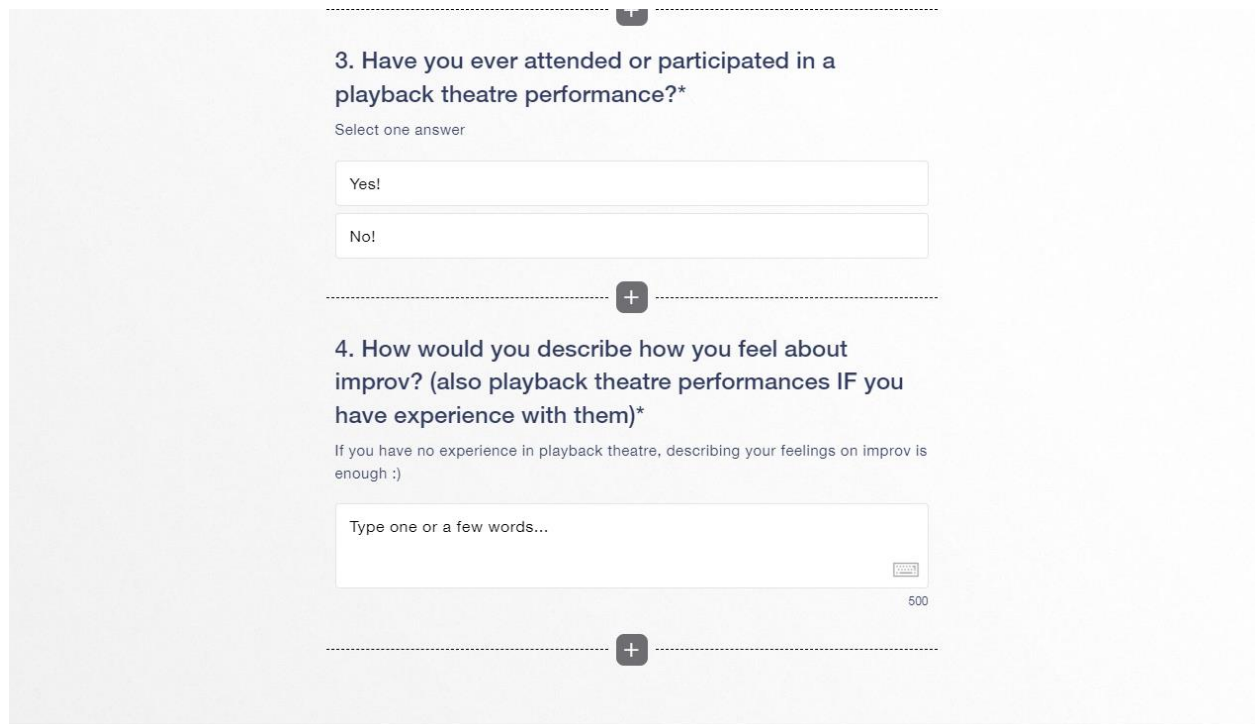
Branding Project: BLIK

I'll be writing here about what I have worked on for the branding project and the step-by-step process to getting to the results of my work.

Survey

I conducted a survey for the purpose of gathering data from multiple people who are interested in playback theatre. The questions asked were specifically know our target demographic, preferred social media platforms, content preferences, preferred posting time and website preferences.

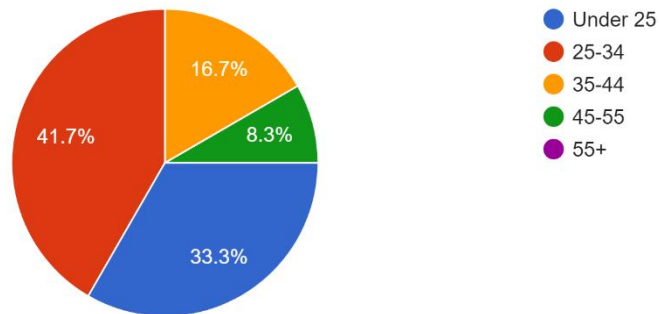
[Link to survey](#) [Link to survey analysis document](#)

A screenshot of a survey question from the Survio platform. The question is "3. Have you ever attended or participated in a playback theatre performance?*" and it is a multiple-choice question. The options are "Yes!" and "No!". Below the question, there is a note: "Select one answer". The question is followed by a plus sign icon. The next question is "4. How would you describe how you feel about improv? (also playback theatre performances IF you have experience with them)*". Below this question, there is a note: "If you have no experience in playback theatre, describing your feelings on improv is enough :)". The answer field is a text box with the placeholder "Type one or a few words...". The text box has a character count of 500.

At first, I had questions made on Survio but after some feedback I changed the questions asked to fit better for the target group of companies, event organizers and private individuals. Also, the structure on how the survey should be answered as at first majority of the questions would needed to be answered openly as I was assuming that the answers were be more descriptive than a simple one to two word answer because I was first aiming to theatre enjoyers as the target group. From then on I switched to google forms to make more multiple choice questions, and likert scale type questions, to have the survey takers be more engaged with simple clicks and images.

What is your age?

12 responses



Target Demographic: The target audience is mainly 25-35-year-olds, with a large portion working as finance officers.

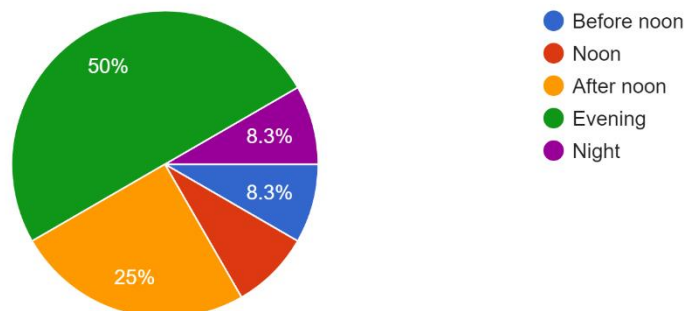
Familiarity with Playback Theatre: Most respondents were unfamiliar with Playback Theatre, underscoring the need for content that explains the concept clearly and emphasizes its benefits to potential clients.

Booking Motivations: Emotional impact and team-building benefits were identified as the primary factors influencing booking decisions.

Social Media Preferences: Instagram and Facebook are the most used platforms by the target audience. Posts will be scheduled for evenings when engagement is highest, focusing on these two platforms.

On what specific time of day do you like using the chosen platform above for the same purpose?

12 responses

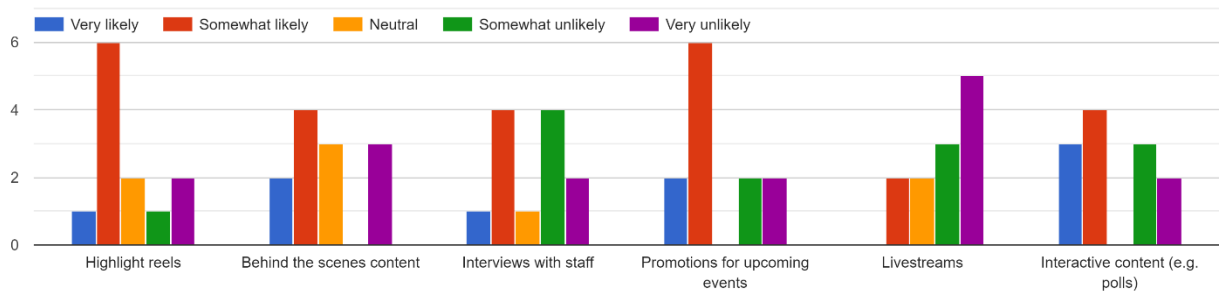


Content Strategy: The preferred content types are highlight reels, behind-the-scenes content, and promotions for upcoming events. These will form the core of the client’s social media strategy, with a recommended posting frequency of twice a week for optimal engagement.

Visual and Website Preferences: Respondents favored website content that includes show details, booking rates, and the group’s mission and values. They preferred imagery of emotional moments from performances and group photos of actors interacting with the audience, reflecting the essence of Playback Theatre.

Colors and Fonts: Dark, moody colors were associated with deep emotions, though it would be better to align color and font choices with the client’s core values.

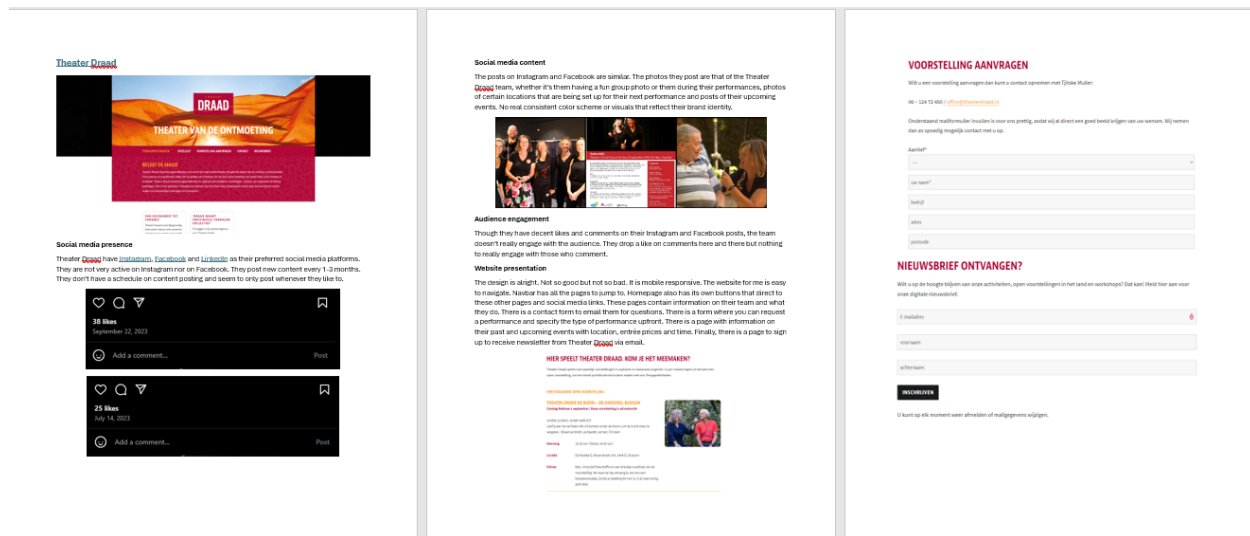
Let's say you are following a theatre group on social media. How likely are you to engage with these types of content about the group?



Competitor Analysis

A competitor analysis was important for this project because it helped us understand how similar Playback Theatre groups are positioning themselves in the market. By examining their social media presence, content, audience engagement, and website designs, we gained insights into where their strengths and weaknesses lie for areas where BLIK can stand out.

[Link to competitor analysis document](#) [Link to Figma competitor analysis model](#)



Theater Draad

- **Social Media Presence:**
Active on Instagram, Facebook, and LinkedIn. Posts are irregular, every 1-3 months.
- **Content:**
Group photos, event updates, no consistent branding or visuals.
- **Engagement:**
Minimal, occasional likes but little interaction.
- **Website:**
Functional, easy to navigate, mobile-friendly, with event info, contact forms, and social links.

TTA (Terugspeeltheater Amsterdam)

- **Social Media Presence:**
Sporadic posts on Twitter, Facebook, and LinkedIn. Irregular schedule.
- **Content:**
Group photos, quotes, event updates, no clear visual identity.




- **Engagement:**
Low, they respond to comments mostly on Facebook.
- **Website:**
Bland design, minimal imagery, functional but with broken links, no contact form.

International Playback Theatre Network (IPTN)

- **Social Media Presence:**
Active on Instagram, Facebook, and Twitter. Posts every 1-2 months.
- **Content:**
Group photos, performance updates, consistent branding with blue/beige colors.
- **Engagement:**
Stronger engagement through comments, surveys, and donation posts.
- **Website:**
Visually appealing, easy to navigate, clear mission, and donation campaigns.

After finishing my analysis, I made a model in Figma based on my findings of the social media, strengths and weaknesses between Theater Draad, TTA and International Playback Theatre Network, which can also be seen in the Brand Guide.

[Link to competitor analysis model on Figma](#)

	Theater Draad	TTA (Terugspeeltheater Amsterdam)	Internatoinal Playback Theatre Network
Screenshots			
Summary			
Socials	Instagram, Facebook, LinkedIn	Twitter, Facebook, LinkedIn	Twitter, Facebook, LinkedIn
Strengths	<ul style="list-style-type: none"> • Decent website design with easy navigation • Website states well on who the team is, what they do, even details, and ways to contact them • Social media posts fit the kind of content the target audience likes to see 	<ul style="list-style-type: none"> • Social media posts fit the kind of content the target audience likes to see • Good audience interaction on socials 	<ul style="list-style-type: none"> • Good audience engagement and interactive posts (survey posts and donation campaigns) • Social media posts fit the kind of content the target audience likes to see • Consistent brand visuals • Visually appealing website that is easy to navigate • Clear on mission, good explanation of Playback theatre, and relevant links.
Weaknesses	<ul style="list-style-type: none"> • Irregular social media posting frequency • Inconsistent brand visuals • Minimal audience engagement and interaction on socials 	<ul style="list-style-type: none"> • Website design is bland (white background, gray text and minimal imagery) • Website navigation is somewhat functional but it lacks appeal and has broken links • Inconsistent brand visuals • Irregular social media posting frequency and activity 	<ul style="list-style-type: none"> • Irregular posting frequency

Interview

To gather more data on the target group, I had a one-on-one interview with someone who fits the group. Surveys serve purpose on gathering data in a broader way, interviews allow for real time interactions where I can get information in greater detail and clarifying responses. Before organizing a one-on-one talk, I made interview questions. Later on, added questions were ones that are similar to the survey where I ask about first impressions on the website BLIK had and the interviewee's preferences in colors and fonts that fit the core values of BLIK.

Interview questions and analysis

Interview Questions for Eveline	Analysis
<p>Introduction to make things comfortable</p> <ul style="list-style-type: none">- Is she comfortable with this interview being voice recorded?- How was your day so far?- Introduce myself, Blik, and the purpose of this interview <p>Know her background</p> <ul style="list-style-type: none">- Can you tell me about yourself and what you do?- How long have you been doing this for?- What goals do you aim to achieve in your work?- What challenges or frustrations have you experienced in your line of work? <p>Know more on her experience as an event planner</p> <ul style="list-style-type: none">- How often do you plan events like study days, workshops and celebrations? What is your approach on these?- When you plan these events, what are your top priorities or goals? <p>Confirm she knows what "Playback Theatre" is</p> <ul style="list-style-type: none">- Do you know what Playback Theatre is? No → Give a brief description of Playback Theatre <p>Playback Theatre is an interactive form of improv theatre where audience members share personal stories, which actors then re-enact on the spot. The performances blend elements of drama, music, and movement, aiming to reflect the emotions, themes, and experiences of the storyteller. It encourages engagement and empathy as it invites everyone to contribute and witness the diverse human experience on a deep emotional level.</p> <p>These performances can also be held for a private show to address specific themes that are relevant to the group such as to engage employees with addressing workplace themes or enhance team-building, planning conferences or workshops that would benefit from a dynamic experience, even hosting celebrations such as weddings or birthdays to honor personal stories.</p> <ul style="list-style-type: none">- Do you think Playback Theatre fits in the kind of event you would want to plan in the future?- What do you think a Playback Theatre performance would benefit for the audience you have the event planned for?- What would motivate you and discourage you from booking a Playback Theatre performance for your event?	<p>Show Blik website</p> <ul style="list-style-type: none">- What are your first impressions of this website?- Does the website make it clear that it's a theatre group?- Let her navigate through it. Is the navigation good for you? Was it hard or confusing to find things?- What do you like about the design, content and message of this website? What would you think would improve it? <p>Know her preferred social media platforms and usage</p> <ul style="list-style-type: none">- In your free time, when you are not working, what social media platforms do you use the most when wanting to engage in entertainment?- What time of day are you most active on these social media apps, especially when for discovering events or for entertainment?- Are there any artists or groups you follow that you really like? How often do you engage with their content on social media?- What content would you like to see more of from other artists and groups you may follow? <p>Artistic choices</p> <p>These questions are centered around the values of Reflection & Growth (encouraging personal and collective growth on life's experiences), Playfulness (creating space for joy and lightness which opens the door for deeper emotional exploration) and Connection (building bridges between people and stories, fostering connections and understanding)</p> <ul style="list-style-type: none">- What is the type of color tone you associate with these values of Reflection & Growth, Playfulness and Connection?- What is the kind of style of font you would associate with these values?

In the interview with Eveline, a people manager and event organizer, she shared insights into her roles and experiences. Eveline's primary goals involve helping employees and teachers identify their learning goals, talents, and ambitions, fostering a growth mindset. Her main challenges include managing time and boundaries amidst chaotic schedules.

As an event organizer, Eveline's focus is on team building and entertainment. She found Playback Theatre a suitable fit for events she plans, especially due to its ability to bring out playfulness and creativity. However, she mentioned potential difficulty in getting participants involved as it may feel "different" to some.

Social media questions were skipped as Eveline doesn't engage much with it for event planning.

Regarding the BLIK website, Eveline liked the color scheme and imagery, finding it warm and welcoming. However, she noted the homepage did not clearly convey that it's a theatre group, instead giving the impression of a food-related site. She also suggested removing certain unnecessary pages. For the brand's core values, she preferred warm tones and selected the "Recursive" font as the most artistic and fitting for the values of Reflection, Growth, and Playfulness.

Link to powerpoint presentations to show fonts and color tones



Business Plan

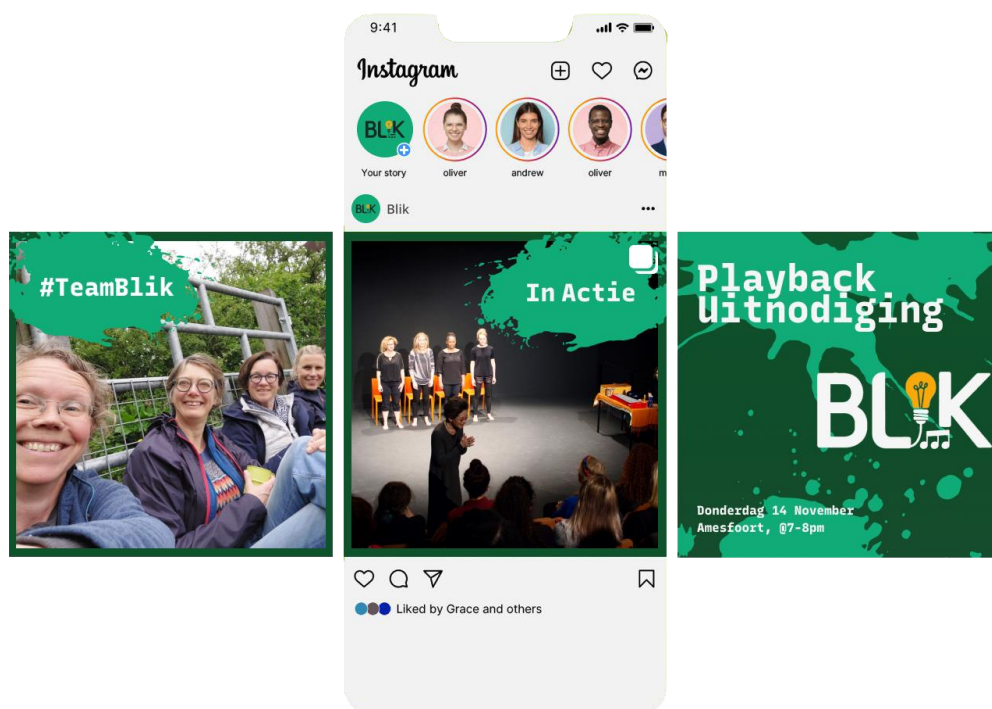
The business plan for Blik Playback Theatre was developed based on insights from the interview with Eveline and survey results. These findings shaped some of choices in brand identity and content strategy. So Blik could aim to strengthen their online presence through social media and an optimized website to better reach HR professionals, event organizers, and private individuals.

The plan outlines key objectives: building a cohesive brand by launching Instagram, Facebook, and LinkedIn profiles. The website will feature an intuitive design to communicate Blik's mission and offer booking options.

The business plan focuses on creating engaging content like performance highlights, behind-the-scenes posts, and interactive elements, with a regular posting schedule. This strategy is designed to increase engagement and attract bookings, positioning Blik as a unique emotional and team-building experience provider.

[Link to business plan](#)

Social Media Mockups



The social media mockups were an essential part of the branding project, as they helped visualize how the brand's identity would come to life on digital platforms. These mockups demonstrate how Blik's core values can be presented through consistent visuals to ensure a recognizable brand presence.

The mockups incorporate green tones and the chosen font to align with Blik's brand identity. The concept of using paint splashes was a creative choice that added a playful touch while reinforcing the connection to Blik's artistic nature. Initially, there was an idea to use different colored paint splashes, but it was decided that maintaining a consistent color scheme would be more visually aligned with the brand identity.

[Link to social media mockups](#)

Website Prototyping

For the website prototype, I worked on the booking page, where potential customers come to book a performance, and the join Blik page. The content within the forms are questions that Blik themselves want for these scenarios, as I asked them via email. The colors and font stick with the brand identity, as does the color splashes with the images within them that give a nice touch. After every page was done from the website prototype, I added on-click interactions on each button of the nav bar so they can navigate between all the pages.

[Link to Figma website prototype](#)

The mockup shows a website with a green background and a blue paint splash on the left. The navigation bar at the top includes 'BLIK', 'Galerij', 'Events', 'Sluit je aan', 'Contact', and 'Bookingen'. The main content area features a form titled 'Sluit je aan bij Blik:' with the following fields: 'Wat is je naam?' (with 'Voornaam' and 'Achternaam' sub-labels), '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?' (with a hint: 'bijv. teamontwikkeling, leiderschap, afscheid van een collega, etc'), 'Waar zal dit plaatsvinden?', 'Wanneer zal dit plaatsvinden?' (with a date input field), 'Hoeveel mensen worden er verwacht op het evenement?', 'Wat is de gewenste duur van de voorstelling of workshop?', 'Specifieke wensen of doelstellingen?', and 'Nog aanvullende opmerkingen of opmerkingen?'. A 'Submit' button is at the bottom of the form. The footer includes the Blik logo, social media links (Instagram, YouTube, LinkedIn, Facebook), and a list of links (Home, FAQ, Services, Contact). The footer also contains the text '©2024 Blik'.

The mockup shows a website with a green background and a blue paint splash on the right. The navigation bar at the top includes 'BLIK', 'Galerij', 'Events', 'Sluit je aan', 'Contact', and 'Bookingen'. The main content area features a form titled 'Sluit je aan bij Blik:' with the following fields: 'Wat is je naam?' (with 'Voornaam' and 'Achternaam' sub-labels), 'Op welke email kunnen we je bereiken?', 'Waarom wil je graag bij Blik?', 'Heb je eerdere ervaring met theater?' (with radio buttons for 'Yes' and 'No'), 'Wanneer ben je beschikbaar om te repeteren?' (with a date input field), 'Wat breng je bij aan Blik?', and 'Heb je vragen of opmerkingen?'. A 'Submit' button is at the bottom of the form. The footer includes the Blik logo, social media links (Instagram, YouTube, LinkedIn, Facebook), and a list of links (Home, FAQ, Services, Contact). The footer also contains the text '©2024 Blik'.

Portfolio Website

Website Idea

For my portfolio I want to create an interactive 3d website. How I approach this by using three.js with my 3d environment that I am working in Blender. Three.JS is a JavaScript library and is essential in displaying my 3d environment in a web browser. Using a diorama of my studio that I live in, and having areas to click on that navigate to different sections, like clicking on the monitor on my desk will show a close up of the monitor that will have the simple website layout to showcase my work. The initial plan was to use different areas of the studio to navigate to different parts of the simple website but it's best to stick that all within the monitor display and anything else that is clickable could be easter eggs or optional sections of the portfolio structure, like an about page or personal work.

[First inspiration](#) [Second inspiration](#)



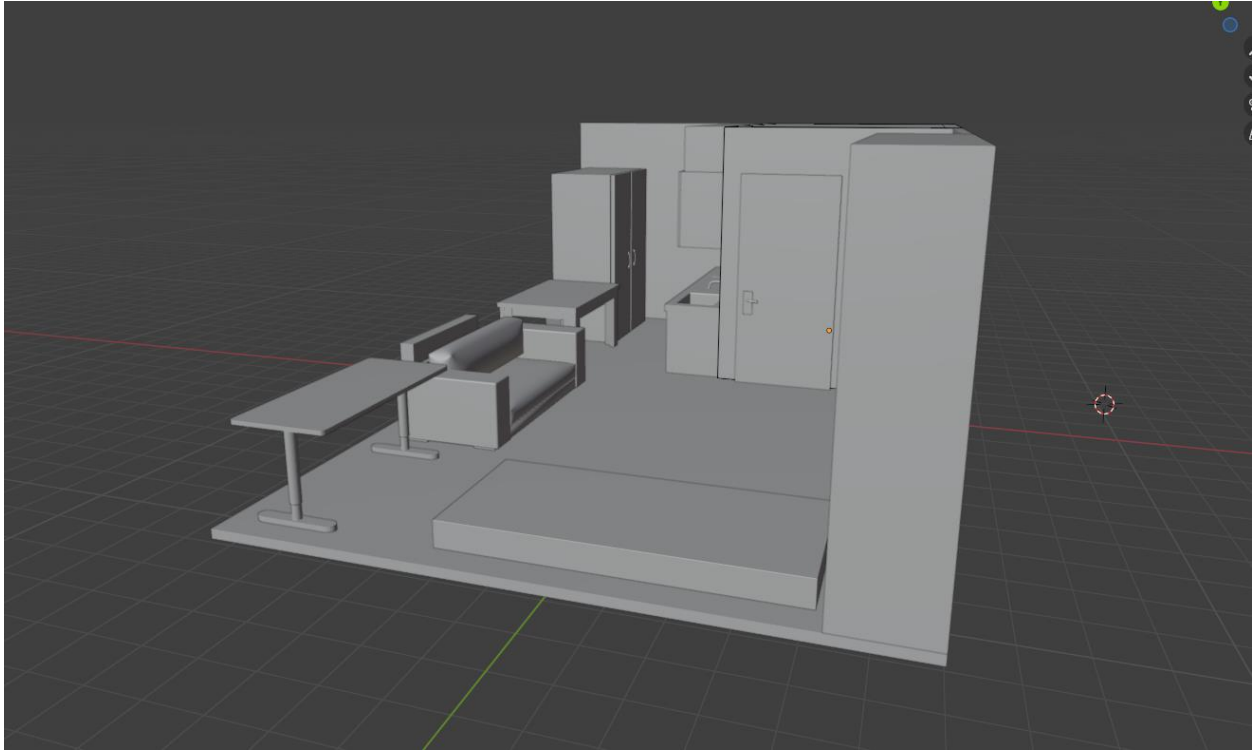
Figma Prototype

For the website I'll have displayed on the monitor of the 3d environment, it will be as simple as I can make it to balance the focus on the blender prototype as well. The idea is to show at the top which learning outcomes to expect for each project page. The project pages will be: the branding project, the media campaign project, the development project, project x and other work (so things I work on during workshops and such). The about me is left out because I am thinking about redirecting the website from the monitor to another area in the 3d environment for the about me part but just having a page on the simple site is an option still.

[Link to Figma website prototype](#) [Inspiration for look](#)

Blender Prototype

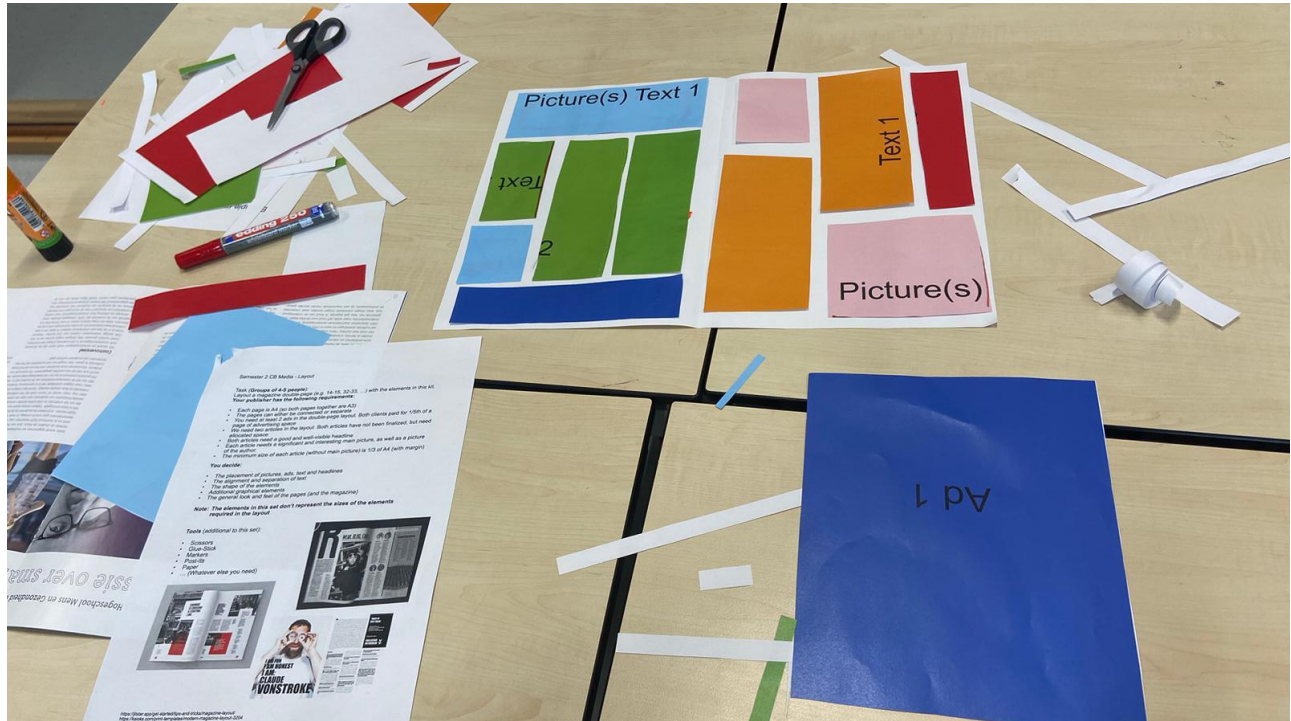
This is the studio model so far. I will go further with this model by removing unneeded parts like the bathroom and walls. To not have this model take too much of my time and have it run well on every device, everything from the desk to the floor will be low poly. My initial approach was to have it be realistic but low poly consumes less time and have me focus on the coloring and lighting.



Personal Work

Layout-ing

During MP class there was a workshop to layout a magazine double page with requirements of having it be two articles in the layout, having a well visible headline, having a significant main picture (as well for the author), and enough space for advertisement. The execution was the simplest way to layout a double page magazine. Only thing that was off was that the ads weren't exactly 1/5th of a page and the headlines were missing.



PHP Website

This exercise I got to learn about using XAMP to run a local server and structure a website with PHP which I would then have it interact with a database. Both assignments were simple by following the step by step process on making everything work correctly. Making sure I have all the files correctly structured in the folder they belong to run a local server to which I made simple styling.

Then came the part of using MySQL to create a database for storing and deleting users. Queries are implemented inside the PHP tags with different functions to retrieve the list of users, editing the users and deleting them. Only thing that bugs me is the ID, when deleting user 4 the next user you create won't be the one in the position of ID 4 but it keeps going to the next. So then ill have a list where the ID goes: 1, 2, 3,5.

