Interactive Media Products

My portfolio

When I started thinking about my portfolio website I had many ideas that I went through. My previous portfolio was based around chaos, and this time I wanted to do something a bit more different. Because of that I had the idea to connect it with my passion with photography somehow.


Having made this decision, I then did some Design Pattern Search, by looking at different photography portfolio websites in platforms like dribble, pinterest and youtube (for tutorials). That way I saw what most photography portfolios do, how I want to differentiate and got inspiration.

Afterwards, I did a short brainstorming session, where I started with the keyword photography, and started associating things with it. After I got a few elements, I asked myself – "How can I put these elements into my nwebsite?". From that I decided to include a histogram and a camera wheel into the website, as the camera wheel would play the role of a navigation, and the histogram would be a separator.

After a lecture with Metaxas, where we talked a lot about how our website should be easy to use and shouldn't make the teachers struggle, I ditched that idea, and decided to make the "Teacher Friendly Portfolio". The idea behind website was to make it as easy as possible for the teacher to access and go through the information, present in the portfolio. That was the whole concept of the website. So, I started designing a very basic prototype, that represents the idea.


As you can see, this Idea was quickly thrown away as well, because of a lecture we had about how and what our portfolios should be. There we were told that our portfolios need to have an element from our personality in the design, and that it is not enough just to present the needed information for the different learning outcomes.

After I threw away these two concepts I had to do a reflection on what and how do I want to make. I thought about it and decided to do something in the middle, but not to go with my photography idea, but to continue with my handwriting style, as in my last portfolio. This time, though, I won't use paper for buttons, but I will stick only to sketches and handwritten and hand drawn stuff.
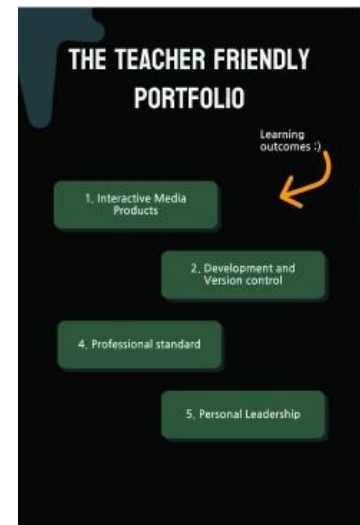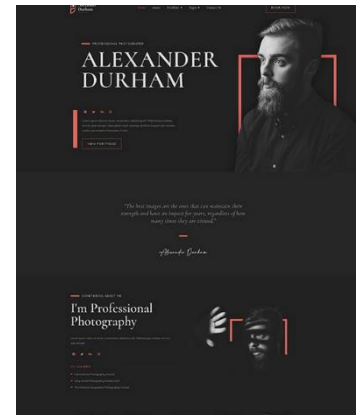
In order to do the art for it, I decided to use a graphical tablet, which I've never used before. I went to the ISSD and grabbed one, and plugged into my pc. Now what. I searched around and found about this free software called Krita, and decided to go with it. I then drew my landing page there. Of course, I encountered some problems, like to forget to do everything in a separate layer, so I make it non-destructive, which didn't help a lot, but I learned.
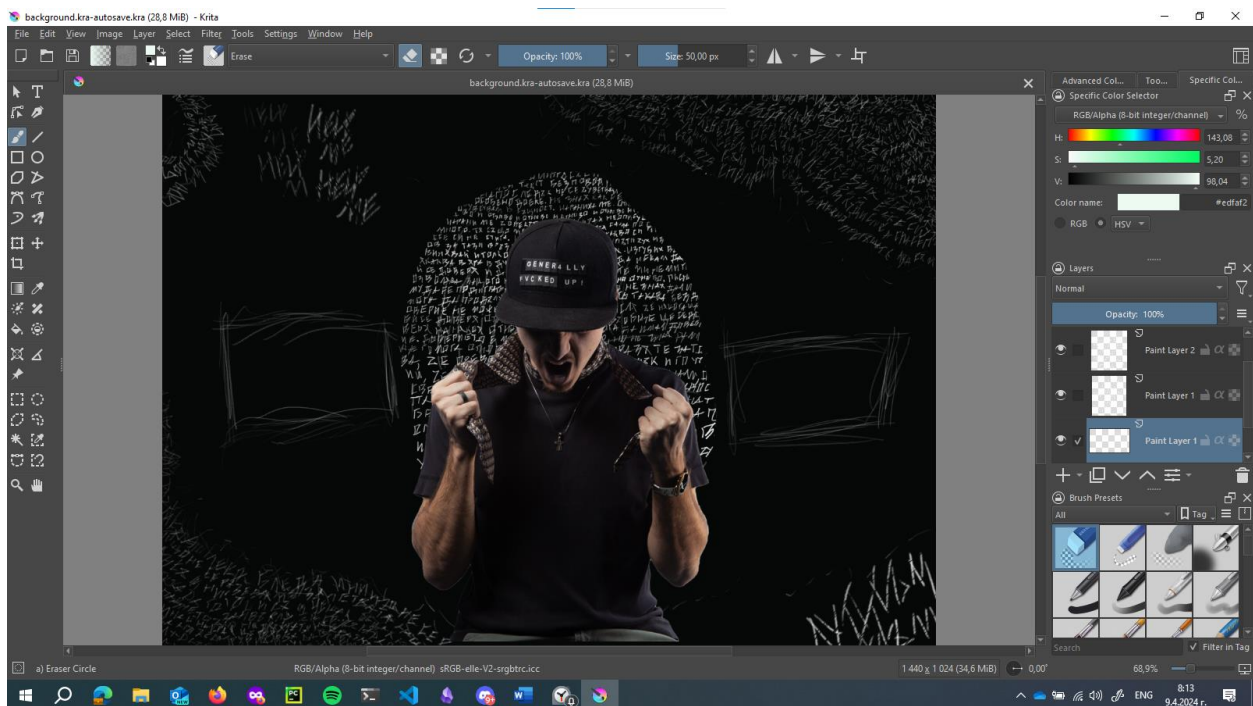
## Developing Street Photography Instagram Profile

I am currently learning and practicing photography in my free time. Because I want to get good at it, I thought "Well, you can't get good at something, if you don't practice it", so I started going out every weekend and taking pictures on whatever catches my eye. That is how I started doing street photography. After creating a few images that resonated with me and I was proud of, I started wandering if I want to show them somehow. I was very scared of making a social media account that is public, since

I am not so comfortable with having public information about me. That was something that I had to overcome. Anyways, after exposing some of my pictures to my friends and teachers, they said that I should go for it, so I did. I created a profile @5k4r5_, where I would post my street photography.

Great, now what? Do I post everything that I have? How do I post it? What should I write on these posts? What do I write in my bio? Should the account be normal, creators or a business one, and does it even matter? All of these were questions that I had to ask myself and find answers to. So, I started with searching for best, good and bad practices on Instagram, did some competitive and trend analysis in order to see what is trendy now, and how can I differentiate, and decided that:

- I am going to post a new picture 3 times a week: Monday, Wednesday, and Friday
- I am going to create and post a reel once every Sunday.
- I am going to have kind of rough and ironic tone of voice.

During the process of developing the profile, I first tried to create reels, based on trends. I used trendy sounds; I copied a lot of other creators and so on. I also was putting a lot of effort on writing texts that sounded good, under every post, but they weren't exactly me. It seemed kinda fake. So at one point I decided to try to make something that is a little bit more "me", and started including some of my humor and irony, started using music that I like, and basically, just started being myself more. It is incredible how much that works. Literally my most successful reel is one that I didn't even try to follow any trends, I just thought "This might be cool" and did it. I even decided to not put any hashtags this time (I usually put around 30) and it did the best out of all of the other videos that I've made. I learned that being yourself works better, because people want to see something different. Why trying to be like everybody else? I am now doubling down on that.
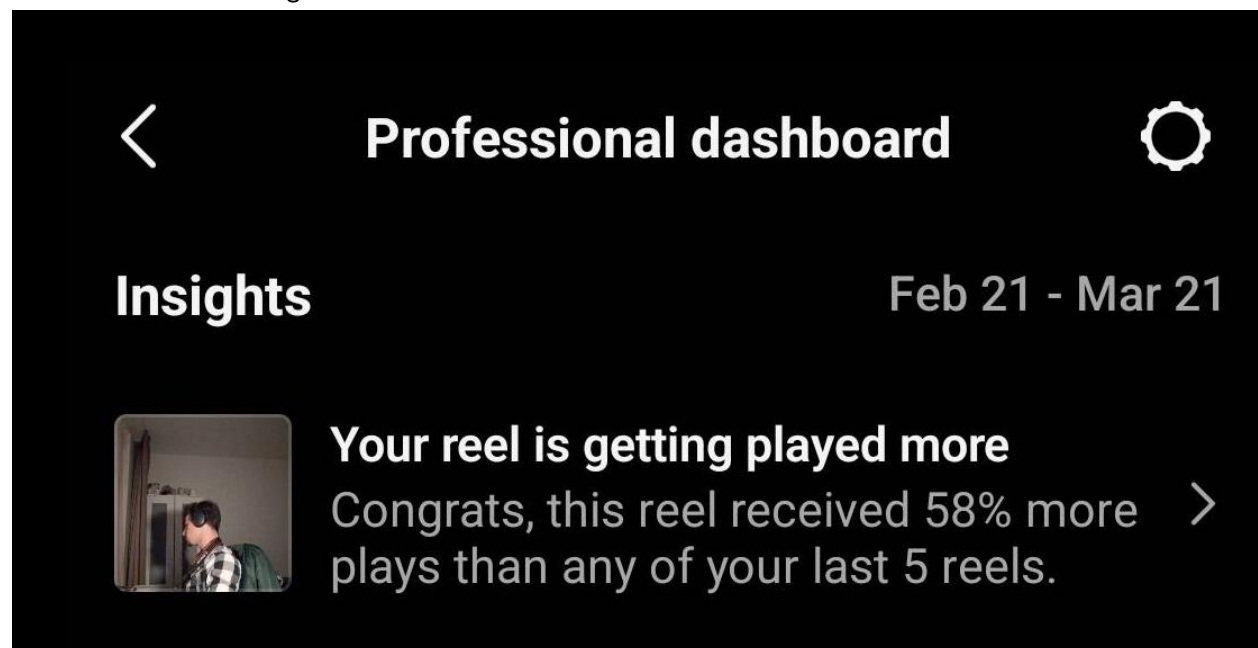
Creating Branding Guidelines

In our first group project, we have GMC(geldrops muziek corps) as a client. When we met with them, we spoke about their problem and what they want to solve. For you to understand the situation, I will first explain to you what the GMC is. They are a non-profit organization that play mostly wind instruments and are based in Geldrops. They have a wind orchestra and used to perform in a lot of different places and occasions before, but now there is not enough interest and people. What we had to solve was the problem of not having enough young and new people in the orchestra and help them rebrand themselves.

So, a day after the meeting, we gathered up as a group, and started thinking about how we can solve their problems. First, we listed all their problems on a whiteboard, and decided which ones we want to fix, and which are not so important. We decided to concentrate on the main problem, which is that not enough young people want to join a wind orchestra, because it is not as appealing to them. Having that in mind we started brainstorming ideas on how we can fix this.

The first and most important thing was to define our target, which were 2 groups: one of young people, and the second one – their parents. Then we had to figure out what do they like and where to target them. I will explain more about that in the iterative design outcome.

The final deliverables that we stopped on are:

- Content strategy
- Social media guides
- A website prototype
- A brand guide

In order to achieve these goals, we had to start with the branding. Since we already had an idea on how they want to present themselves, we started gathering some inspiration for the colors. I suggested that we get the copperish yellow from the instruments and start from that point. Then we started looking for other colors that would work nice with it. We also got inspiration from the old paper color, because of the sheet music they read.

From there we put these colors in a color generator, locked them and started spamming the button, until we found colors that we like. That way we ended up with 3 main palettes. So now we had to choose one of them... We went around the university and asked some students and teachers around, which color palette they like the most. Most of them voted for the blue one. I then came up with the idea of putting a "poster" on the piano upstairs, where actual musical people can vote. We printed the poster out and taped it on the piano, together with a whiteboard market, so everybody could vote. Here was my first fuckup. I didn't read the text I wrote carefully, before I printed them out, so it spelled "which **color** would you choose" instead of "which **colors**" or "which **color palette**". So, as you can guess, after two days of waiting, we had more dots on the specific colors, than on the side for each color palette. In the end that didn't matter though, the majority voted for the pallet with the blue, and we asked the client as well, who chose it. Note taken: "Always triple check, then wait a few minutes and check again!"

Together with that, we started checking out other public brand guides, so we have a better understanding on what we must provide. We took big inspiration from the spotify brand guide, that is available on the internet and is given in a lot of examples. From there we started creating the structure of our own brand guide. That's when I started to develop their tone of voice. We decided that it has to be playful, and a little bit witty, because of our younger target, but also, welcoming and comforting, since that is the feeling they are aiming for as an organization. I looked at some examples on internet and created a small presentation, with two small visual examples, to take reference from, when we are creating the brand guide. There were examples on how to target both parents and kids.
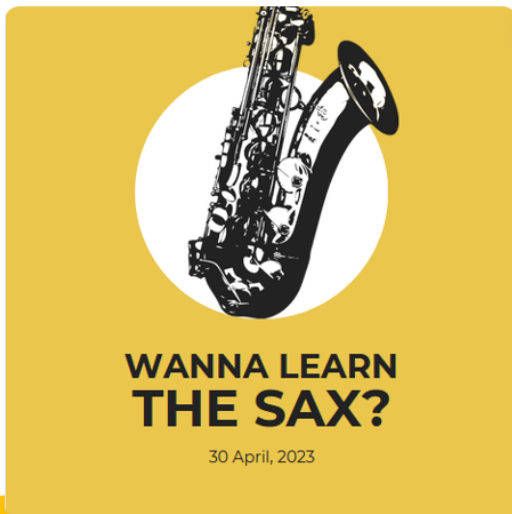
Instagram:

- 🎷 Whether you're itching to learn a new instrument or looking to take your skills to the next level, we've got you covered. Join our wind orchestra and get ready to hit all the right notes! #SaxAppeal #MusicalJourney"

Some of the other deliverables that we promised were the guides for the different social media platforms because we know that they could be hard for our client to manage. The goal of these guides is to remove the pain of not knowing what to do, when you first start out with a social media platform, so I made a step-by-step guide on both Instagram and Tik-Tok, on how to use them, from the creation of an account to the first post itself. The way I created these documents was, that I found guides on the internet, and followed the steps they provided as guidance, but I didn't copy paste it. I also included a lot of visuals, so they are easy to follow. At the end of each document, I have referenced the website where we got the information from.

Step 1: Download the mobile app

Instagram is available for Android and iOS in the **Google Play Store** and **App Store**, respectively. Type "Instagram" in the search bar, spot Instagram's logo, and click "Download." Or, you can also use these links to download the Instagram app on your mobile:

- Google Play Store (for Android)
- App Store (for iPhone)
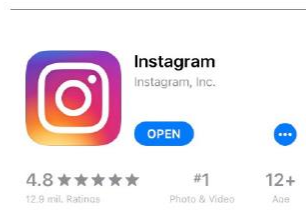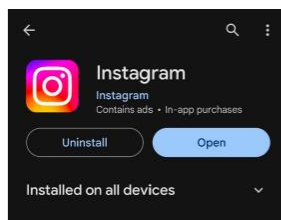
If you want to sign up via desktop, go to this Instagram website and start entering your details.

I also suggested a website creation platform that is called "Hostinger", because the client complained about them using "wix", which is too expensive for them. To make it easy for them I created a document that explains the pros and cons of the platform compared to "wix", why I believe it suits their needs and a few tutorials, that I believe are easy enough to get them started.

At the end of the project, I took the responsibility to gather all of the documents, that were needed to be delivered, and to structure them in a nice way, so that it is easy for the client to navigate trough them.
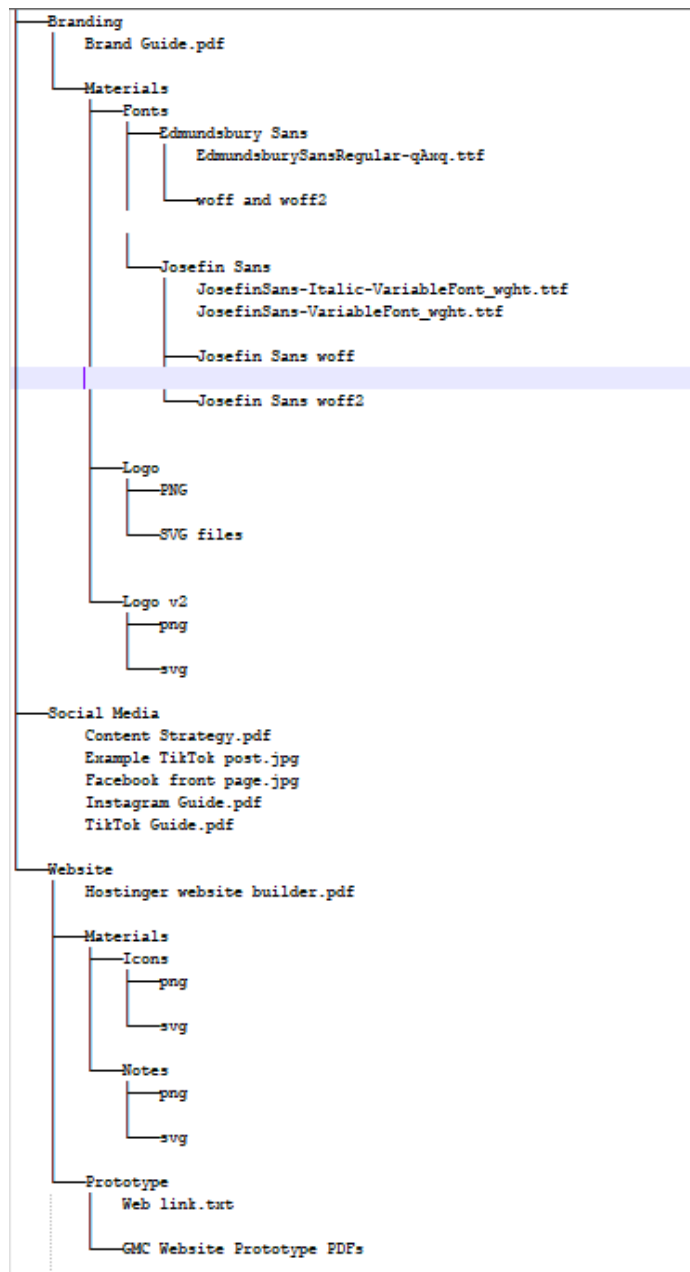
Dear GMC,

We are pleased to present this report recommending Hostinger as the preferred web hosting solution for your organization. After thorough research and analysis, we have identified Hostinger as the optimal choice based on its outstanding features, reliability, and affordability.

Hostinger offers a comprehensive range of hosting services, including shared, WordPress, VPS, cloud, and email hosting. Its competitive pricing, starting from as low as $2.69 per month, makes it an attractive option for businesses of all sizes, especially those looking to optimize their hosting expenses without compromising on quality.

Our recommendation of Hostinger is supported by the following key factors:

1. **Affordability**: Hostinger provides the most cost-effective hosting solutions in the market, offering competitive prices without compromising on performance or features. This ensures that your organization can benefit from top-notch hosting services while staying within budget.
2. **Reliability and Performance**: Hostinger boasts an impressive uptime guarantee of 99.9%, backed by robust infrastructure and multiple data centers located strategically around the globe. This ensures minimal downtime and optimal performance for your website, contributing to a seamless user experience for your visitors.
3. **Ease of Use**: Hostinger's user-friendly interface and intuitive control panel make it easy for people to manage their websites efficiently, even with limited technical expertise. Automatic process, allowing for quick and hassle-free deployment of websites, emails, domains, and other services.
4. **Exceptional Customer Support**: Hostinger provides round-the-clock customer support via live chat, email, and ticketing system, ensuring prompt assistance whenever you need

```
├──Branding
│     Brand Guide.pdf
│
│  └──Materials
│     ├──Fonts
│     │  ├──Edmundsbury Sans
│     │  │      EdmundsburySansRegular-qAxq.ttf
│     │  │
│     │  │  └──woff and woff2
│     │  │
│     │  │
│     │  └──Josefin Sans
│     │          JosefinSans-Italic-VariableFont_wght.ttf
│     │          JosefinSans-VariableFont_wght.ttf
│     │
│     │     ├──Josefin Sans woff
│     │     │
│     │     └──Josefin Sans woff2
│     │
│     │
│     ├──Logo
│     │  ├──PNG
│     │  │
│     │  └──SVG files
│     │
│     │
│     └──Logo v2
│        ├──png
│        │
│        └──svg
│
├──Social Media
│        Content Strategy.pdf
│        Example TikTok post.jpg
│        Facebook front page.jpg
│        Instagram Guide.pdf
│        TikTok Guide.pdf
│
└──Website
         Hostinger website builder.pdf
│
   ├──Materials
   │  ├──Icons
   │  │  ├──png
   │  │  │
   │  │  └──svg
   │  │
   │  └──Notes
   │     ├──png
   │     │
   │     └──svg
   │
   └──Prototype
          Web link.txt
      │
      └──GMC Website Prototype PDFs
```

## Interior Designer Marketing Strategy:

I am currently working together with an interior designer that wants to build her brand and get out there, because until now, she was just relying on people's suggestions. Now she wants to build a brand, and to be able to present and advertise her work.

I decided to start from the very beginning, so our first conversation we talked about what she does, what are her core values, and so on. After I got a hang of that we started working on our plan. At first, we want to build a good solid brand, so the first thing we had to define was our target audience. Together we came up with 5 main target groups, that consist of businessmen, their wives, people from the IT

sector, and spoiled kids, of wealthy parents. All of them fall under the category of wealthy people, who want their homes to be highly personalized, and to scream their own personality.

Then we did some research on the competitors and discussed on how we want to differentiate. We created a positioning map, where we have two sides, one for the complexity of the design, and the second for the user experience and personalization. We put down our competitors, and decided that we want to provide a product, that is very complex, and to give out the best personalization and experience.

## Позиционна карта
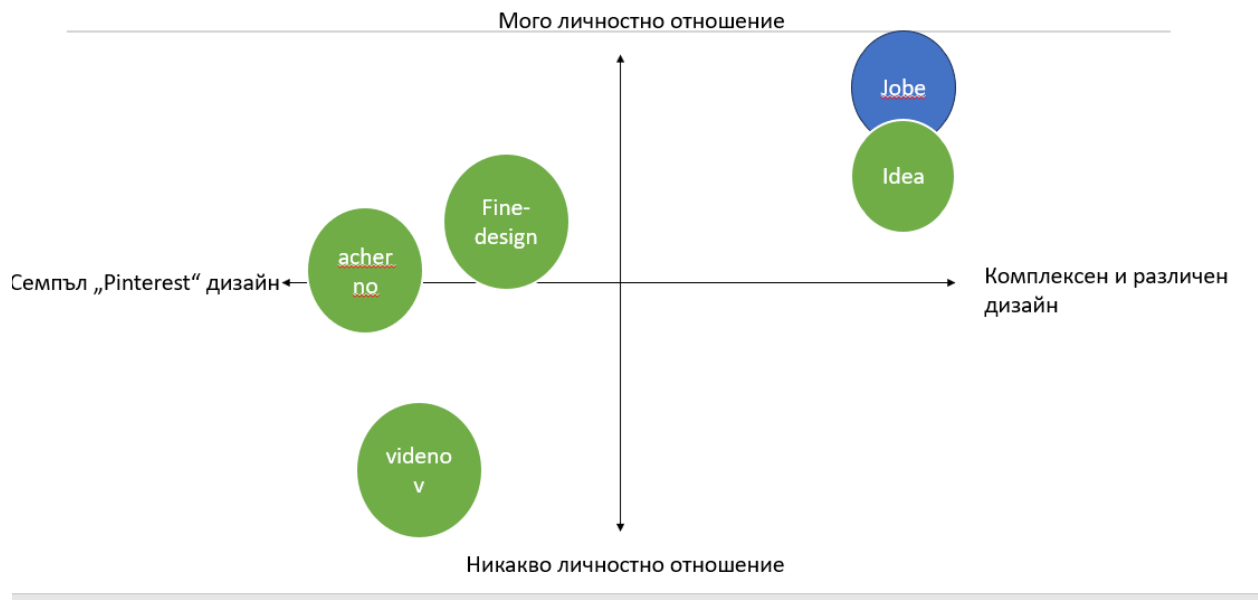
Afterwards we concentrated on creating a USP(unique selling proposition), that will reflect our goals and needs. At first, this is how it looked:

# USP – unique selling proposition

- We create **luxurious** and **personalized** interiors that reflect the unique tastes and lifestyles of our esteemed clientele. We don't just create interiors; we transform dreams into realities.
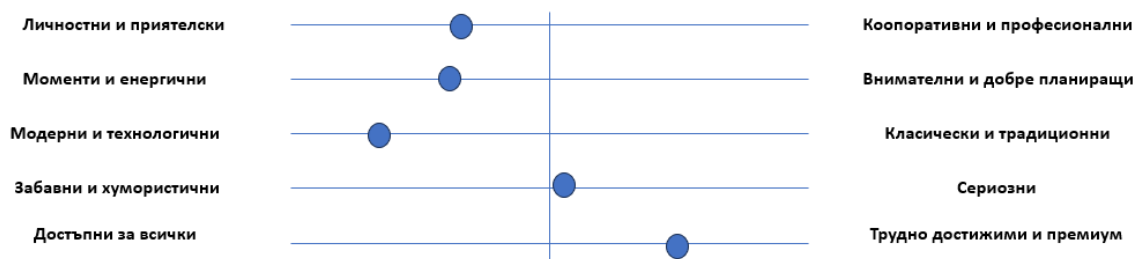
Our product:

- **Personalized Consultation**: Our designers immerse themselves in understanding the client's desires, ensuring every design decision is infused with their personality and preferences.
- **Continuous Collaboration**: From initial sketches to final touches, we maintain open lines of communication, presenting prototypes and designs for feedback until perfection is achieved.
- **Transferring it to reality**: With a network of trusted builders and suppliers, Jobe Design ensures that the vision conceived digitally **is brought to life physically**, offering end-to-end solutions for a hassle-free experience. We will come with you even when you go to shop for furniture to make the experience as easy as possible.
- **Your Dream House:** Your house, looking exactly like you saw it in on the screen being real. The home you always dreamt of.
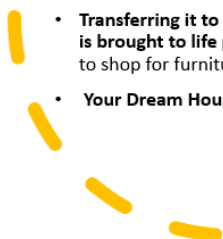
To continue with the brand building we then had to recognize the vibe we want to give out, and we also wanted to build a brand house, that will help us always stick to our branding. I asked Stan for some tips on how to help her out with that, and he gave me a template that I can use, that helps you develop your brand personality and tone of voice, which is the "brand personality spectrum" tool. I used this and it happened very naturally and easy, which was great.

# Brand personality spectrum

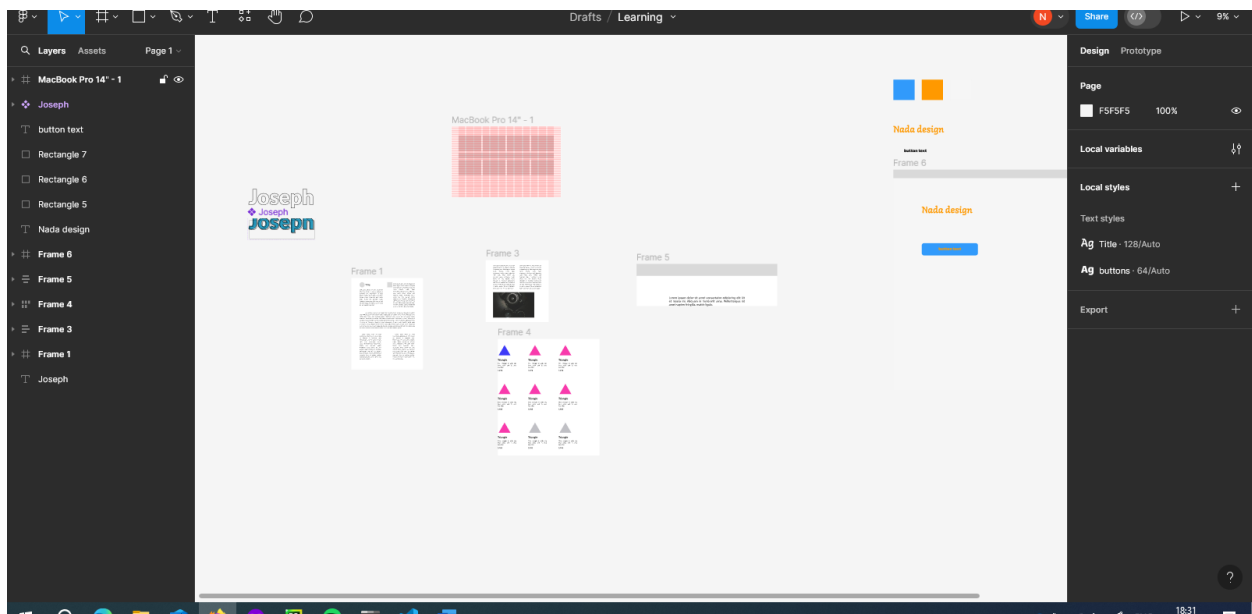| | | |
|---|---|---|
| Личностни и приятелски | | Коопоративни и професионални |
| Моменти и енергични | | Внимателни и добре планиращи |
| Модерни и технологични | | Класически и традиционни |
| Забавни и хумористични | | Сериозни |
| Достъпни за всички | | Трудно достижими и премиум |

# Learning design tools:

Because I thought I am not good enough at working with Figma, I decided to learn it from the beginning. That way I will know I understand the tool good and know how to do basic but important things.

To do that I decided to go to YouTube and search for Figma tutorials. I found one long tutorial from "freecodecamp" and decided to go with it https://www.youtube.com/watch?v=jwCmIBJ8Jtc&t=7857s . The tutorial started with very basic stuff such as how to create shapes, how to edit text, how to create vector figures, how the design tree works, how to install plugins and so on. Then it progressed to more useful stuff, as how to save different colors and text types, in order to be able to reuse them, how to create different elements and make variations from them, how to create and use auto layouts, and how to create grids and modify them. Here you can find the Figma document where I experimented with the different tools in a sandbox-like environment:
https://www.figma.com/file/L7PnSUiSKqiFIArNxNOlbS/Learning?type=design&node-id=0%3A1&mode=design&t=IYY4iOslhZILxTMI-1 .

I have almost no real experience with photoshop.  Until now I have always used it only to crop something out and/or remove its background. When it came to my photography, I always used lightroom, and nothing else. I realize that this is a big miss, so while I was editing one of my recent photos, I decided that it will look way better If there was light running down from the lamp.



I was a little bit scared, because I have no good knowledge of how to properly use Photoshop, but I thought – fuck it, just try it. So I decided to do some research. The first thing that came to my mind was go to https://cmdmethods.nl/ and see what this beautiful method list has to offer (not just go to youtube, duh). I decided that people in the world probably already know how to do this, since I've seen it on pinterest, and concluded that this means that this is something that I have to find in the **library** category. The thing that seemed most logical to me was to perform a "literature study", because this falls into the description of "Finding contextual information, guidance and best practices.", and I really wanted to go to youtube at this point. When you click on that card you can see that you need to use "our local library, a database, Google scholar, Google books or **another search engine**". I decided to go with youtube, because it has visual examples, and I can learn the easiest from there. I watched a 3 minute tutorial, fucked it up a couple of times, until I found out how to actually use the gradient tool, applied some gausian blur, to make the light softer and then, this is the result that came out:

Today I also spent some time exploring photoshop. I started going trough this course: https://www.youtube.com/watch?v=ok9cVCETDeE&list=PLLlSBGLVsEPIFGSGw2zJ2K43V5vxMMMTE&index=3, and learned the basics on how to navigate trough the program and some shortcuts. Then I learned on how to create masks and how to use them properly, so I first changed the background of a subject, and then did two mockup posters, only to experiment with that, so please don't expect anything great, since their pourpuse was not good design

.

Afterwards, I learned more about how to use blending modes, gradients, some effects and the

difference  between opacity and flow. So to put that in practice, I got one of my previous pictures, and tried to make it like it was shot while a sunset.

Later on I learned more about layer masking, the some of the different filters that you can apply, the main different blending modes, and what do they do. I played around a lot with the examples given from the tutorial and did a lot of changing backgrounds, to fine selections, playing with light and so on. You can see some of the results here:

# Development and Version control

## Developing semantic HTML and CSS

One of the first exercises that were given to us was to create html code based of a prototype of a simple page, and write it in a way, that if we give it to ChatGPT, it will understand it and create appropriate css for it. That had to be done only by writing semantic code and not giving the chatbot any more instructions. That way it will create a page, similar to ours, only if we give it well written semantic html,



Home   Tech   Design                                                                                    Search..

## QR codes can now be made out of **pictures**

Lorem ipsum dolor sit amet consectetur adipisicing elit. Explicabo libero officia amet impedit optio culpa deserunt. Quis, libero exercitationem, doloribus unde, ipsa maiores hic nisi ea deserunt eligendi labore quos.

*A picture of me made to a QR code*

Lorem ipsum dolor, sit amet consectetur adipisicing elit. Dolorem, animi tempore. Libero eaque itaque vel voluptatibus quam iusto aliquam quis, nobis culpa, debitis repellendus cum praesentium molestias, unde inventore esse. Deleniti corporis laborum voluptas id, libero, quaerat modi reiciendis eligendi omnis veniam cum! Animi veniam quos totam fuga repellendus doloremque non molestias molestiae quibusdam, reprehenderit nam temporibus velit, soluta officia? Fuga nesciunt fugiat laudantium eligendi temporibus, impedit consequuntur voluptatem animi mollitia natus necessitatibus quod quisquam tempore error, nobis praesentium, veniam aliquid sed. Vitae, earum error quibusdam est vero dignissimos modi! Sit repellendus cum est consectetur, accusamus dolorum ratione

which we should always aim for. You can see the result from that experiment here.

A problem that occurred was that, despite the fact that I put the picture in a <aside> tag, the chatbot wouldn't understand the task correctly, if you didn't specify that you want the picture to be on the side and was always putting it below the text.



In order to practice what we have learned about css, I did some exercises, that were given to us by Metaxas, where we had to create two pages, only with html and css. The first one had to be split in half, and have the letter M in the middle, that was also split in half. Besides that it had some text in every half, and 3 buttons on the top right corner. Everything was relevantly easy to do, besides splitting the letter in half. After a lot of digging I found this article https://w3codepen.com/howto-html-css-color-half-character/, that helped me a lot, and I managed to do the task successfully.
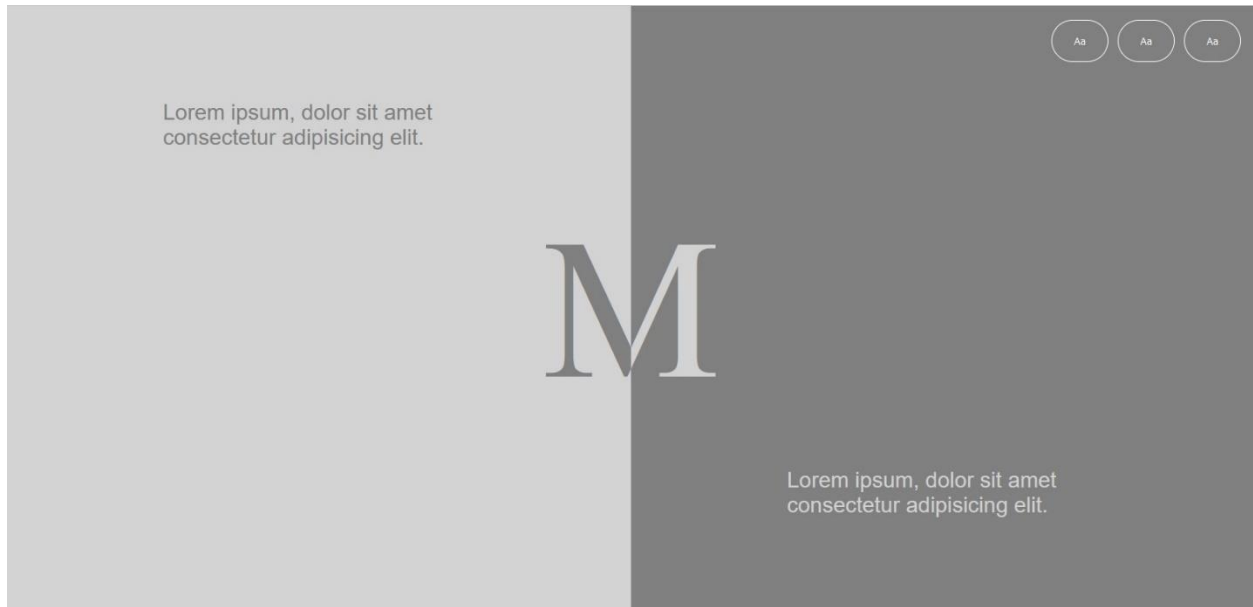
The other one was a bit more challenging, because we had to create a drop-down menu, without using anything but CSS. I had no-idea on how to do that back then, but I watched some tutorials and found how to take use of the display: none; so, I can create the dropdown, which also worked. For that task it was also important to make some research on what the right semantic tag for the description box on the bottom right corner is. According to MDN" … the <dialog> element is used to create both modal and non-modal dialog boxes. Modal dialog boxes interrupt interaction with the rest of the page being inert, while non-modal dialog boxes allow interaction with the rest of the page.", so based on that I decided to use that element for it.

## Form validation

I learned that you can also perform form validation without any JavaScript, only using html and CSS. I've created a sample, for the sake of testing, where you have the option to input an email, a secret code and a from message, which is the only thing required.

```
    header>h1 {
        text-align: center;
    }

    label {
        display: block;
        margin-top: 1em;
    }

    input:invalid {
        background-color: ■ivory;
        border: none;
        outline: 2px solid ■red;
        border-radius: 5px;
    }
    </style>
</head>

<body>
    <header>
        <h1>Form validation wihout JS</h1>
    </header>
    <main>
        <form>
            <fieldset>
                <label for="email">Email Address:</label>
                <input id="email" name="email" type="email" />
            </fieldset>

            <fieldset>
                <label for="secret">Secret Code: (lower case letters)</label>
                <input id="secret" name="secret" type="text" pattern="^(?=.*[a-zA-Z])(?=.*\d)(?=.*[!@#$%^&*()-+=?])(.{3,})$" />
            </fieldset>

            <fieldset>
                <label for="form-message">Message</label><br />
                <textarea name="message" id="form-message" required></textarea>
            </fieldset>

            <button type="submit" name="send">Submit</button>
        </form>
    </main>
</body>

</html>
```

Email Address:

adsf@

dfdsfadsf@asd

Secret Code: (lower case letters)

asdf

Message

asff

Submit

An important thing to mind here is that it is useful to use of the user-valid/invalid pseudo classes that can make the customer experience a lot better, since it recognizes if something's valid based on their validation constraints, after the user has interacted with it. https://developer.mozilla.org/en-US/docs/Web/CSS/:user-invalid

Menu

We discovered the real power of CSS, when we had a lesson with Metaxas, where he created a windows navigation menu, only and only by using CSS. That was honestly mind blowing, and really motivated me to learn how to use the CSS selectors good. To do that, I read trough most of the pseudo classes in mdn, and also watched some YouTube tutorials on the variety of CSS selectors. To put this in practice I decided to recreate the page that he did in class, so I opened up a notepad, and started writing my html.

I started out by creating the HTML structure, based on the navigation bar I saw in notepad. I started by using the `ul` element, but then I remembered that Metaxas used something different. I then searched in google for the different type of lists, and didn't find anything useful. Then I searched for semantic navigation listing and found the `menu` element. After that I went and searched for the `menu` element in MDN and found this:https://developer.mozilla.org/en-US/docs/Web/HTML/Element/menu, which explains that the `menu` element is the same as the `ul` element, but it is used for "interactive items". Because of that, I concluded that using the `menu` element would be more semantically correct, and so I

did.

```
 7          <title>Navigation</title>
 8      </head>
 9  ∨  <body>
10  ∨      <nav>
11  ∨          <menu class="main-menu">
12  ∨              <li>
13                      <button>File</button>
14  ∨                  <menu>
15                          <li><button>New</button></li>
16                          <li><button>New window</button></li>
17                          <li><button>Open</button></li>
18                          <li><button>Save</button></li>
19                          <li><button>Save as</button></li>
20                          <hr>
21                          <li><button>Page setup</button></li>
22                          <li><button>Print</button></li>
23                          <hr>
24                          <li><button>Exit</button></li>
25                      </menu>
26                  </li>
27  ∨              <li>
28                      <button>Edit</button>
29  >                  <menu> ⋯
36                      </menu>
37                  </li>
38  >              <li> ⋯
44                  </li>
45  >              <li> ⋯
57                  </li>
58  >              <li> ⋯
66                  </li>
67              ≺/menu≻
```

Afterwards I hopped in the Firefox development tools, because it is more convenient to write code directly there, and started developing my CSS. I had some difficulties in the way, for example how to nest the lists properly, and how to make the buttons clickable, but then to make the submenus appear only when hovered. I also didn't know how to do was how to check if the parent element contains something inside of it, and change the parent itself, if it does. I searched for it in the internet, and found [this](https://stackoverflow.com/questions/45004/complex-css-selector-for-parent-of-active-child) stackoverflow article that helped me to find the `:has` pseudo selector, and then use it. I managed to make a fully functional version at the end, and I haven't been happier.

File   Edit   Format   View   Help

Zoom   >   Zoom in

Status Bar   Zoom out

Restore Default

Style Editor   Debugger   Network   Performance   Memory   Storage   Accessibility   Application

```
1   * {
2       margin: 0;
3       padding: 0;
4   }
5   li {
6       list-style: none
7
8   }
9   nav {
10      background-color: #e9e9ed;
11  }
12  menu.main-menu menu {
13      display: none;
14  }
15  nav>menu {
16      display: flex;
17  }
18  menu button {
19      border-style: none;
20      padding: 4px 1em;
21
22  }
23
24  menu li{
25      position: relative;
26  }
27  .main-menu li>button:focus+menu, .main-menu menu li:hover>menu{
28      display: inline-block;
29      position: absolute;
30      width: 300%;
31      left: 0;
32      top: 100%
33  }
34
35  .main-menu menu li:hover>menu {
36      left: 100%;
37      top: 0;
38      width: 100%;
39  }
40
41  .main-menu menu li button{
42      width: 100%;
43      text-align: start;
44  }
45
46  .main-menu menu li:has(menu)::after{
47      content: '>';
48      position: absolute;
49      z-index: 1;
50      top: 0.15em;
51      right: 4px;
52  }
{ }
```

Animations

I wanted to implement what I know for CSS variables and to experiment around with CSS animations a little bit, so I familiarize myself with how they work. I watched a short tutorial by [SlayingTheDragon](https://www.youtube.com/@slayingthedragon) for both variables and animations,

and then created this small sandbox environment, where I played around with the transition of this button, and animated a small box next to it to go left and right.
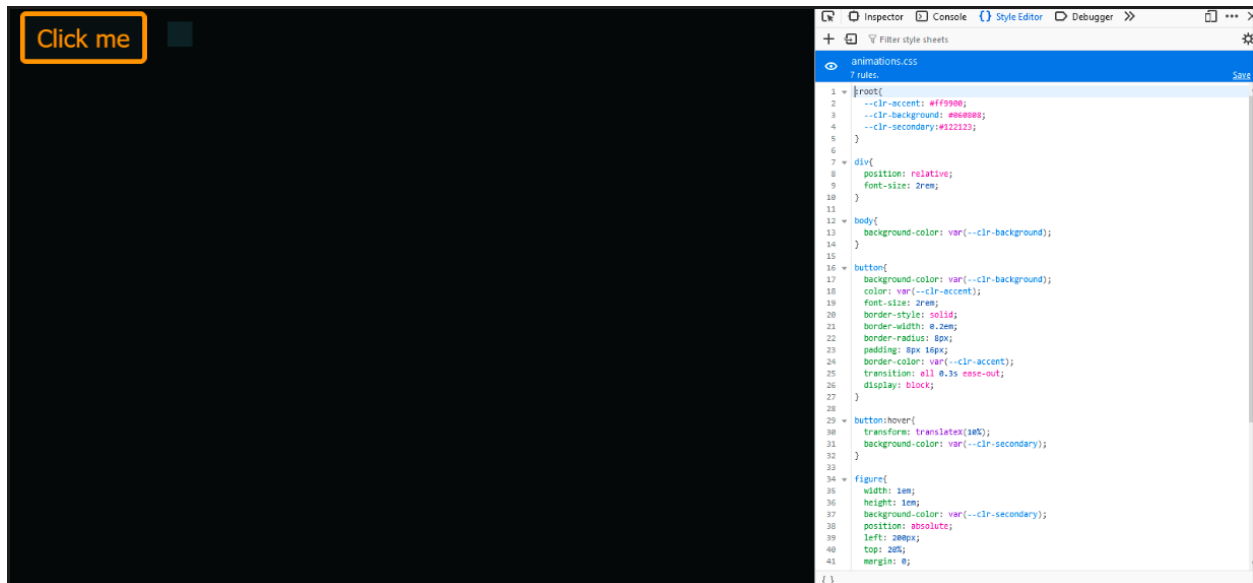
Learning programming with JavaScript.

While our first lesson for programming with Metaxas, we had to create a javascript code that can solve the levels of that game: https://media.codemax.net/jsrunmarco/?stage-8 which I managed to do with the following code:

```
while(done()≠ true){
  if(look('front') == 'clear'){
    step();
  }
  else if(look('front') == 'bush'){
    jump();
  }
    else if(look('front')=='wall'){
        if(look('right')=='clear'){
            turn('right');
        }else{
      turn('left');
    }
    }
}
```

In the process I had to check
https://developer.mozilla.org/enUS/docs/Web/JavaScript/Reference/Statements/if...else in order to see
how and if I am using if and else correctly.

Afterwards I understood how to create my own stage:

```javascript
function myStage(){
for(let i=0;i<5;i++){
  step();jump();
}
}


setupAsStage('my great stage', myStage);
```

From that we had the task to create the stage that will brake the solution that we coded earlier. I thought
about it, and saw that my solution can't see if there is a bush, right after the bush in front of me. That
means that if my character sees a bush, it will jump, and if there is another bush after it, it will fail. Now I
had to figure out how to create such a level, so I got a piece of paper and drew a small path that has to
happen, in order to create a level with two bushes, one after another. That is how I created the following
level, that breaks my solution:

```
 1 ▾  function myGame(){
 2        step();
 3        turn('right');
 4        step();
 5        turn('left');
 6        step();
 7        turn('left');
 8        jump();
 9        turn('right');
10        step();
11        turn('right');
12        jump();
13        step();
14     }
15
16     setupAsStage('my great stage', myGame);
17     |
```

```
Console was cleared.

my great stage true

   012345
0│######
1│###  #
2│#▸ @@#
3│##   #
4│#### #
5│######
```

I, afterwards, tried to think of how to solve this problem, but didn't find any way, since the character cannot see behind what's in front of him, and cannot return from where he came, so he has no ability to understand if there is another bush after the one, in front of him.

Iterative Design

Marketing Campaign Project

Research questions

Initially me and our group misunderstood the task of conducting research, that was given to us by Fontys. We thought that every person has to answer from 3 to 5 question on his own. Because of that

we came up with a lot of questions and assigned each of them to a person.

Research questions
- **Where does our target audience spend their time - Digitally | Vassiln**
- **Where does our target audience spend their time - Physically | Vassil**
- **How do they find places to study? | Vassil**
- How do we target the target audience? | Vassil
- How do we fit the solutions in the Fontys brand guide? | Andrejs
- **How to structure a media campaign? | Szymon**
- **What media products do they already have? | Szymon**
- What does our target audience need to know? | Szymon
- **What is still unclear for the target audience? | Sanne**
- **What does our target audience want to learn? | Toni**
- **What does the target audience already know? | Sanne**
- How do we communicate with them? | Sanne
- *How do other schools make clear what profiles they have and what they entail? | Andrejs*
- What products does our audience use? | Toni
- What languages does our target audience speak? | Toni
- **What are our target audience's expectations? | Andrejs**

Later we understood that we just had to think of 3 to 5 questions and share them with the group so we can later choose the most important ones. Since we already had a lot of them, we decided to choose 3 main questions to work with, and divide them into sub questions.

Final question:

- **Where do we target our audience?**
    - Where does our target audience spend their time - Digitally
    - Where does our target audience spend their time - Physically
    - How do they find places to study?
- **How to structure a media campaign?**
- **What are our target's needs?**
    - What media products do Fontys already have?
    - What is still unclear for the target audience?
    - What does our target audience want to learn? |
    - What does the target audience already know?
    - What are our target audience's expectations?

In order to answer them properly, we divided our team the following way: Simon researches how to structure a media campaign, and the rest of us do research on the other questions, but San and Toni work on surveys, while me and Andrey work and conduct interviews. At the end we will gather up, summarize the data, and have proper answers.

While me and Andrey were structuring the survey follow-up questions appeared.

We decided that we are going to take use of the notetaking app Obsidian, which also allows you to create canvases, and structure our interview questions over there. We started just throwing in question, related to the ones that we already had, and in the end we ended up with this structure:
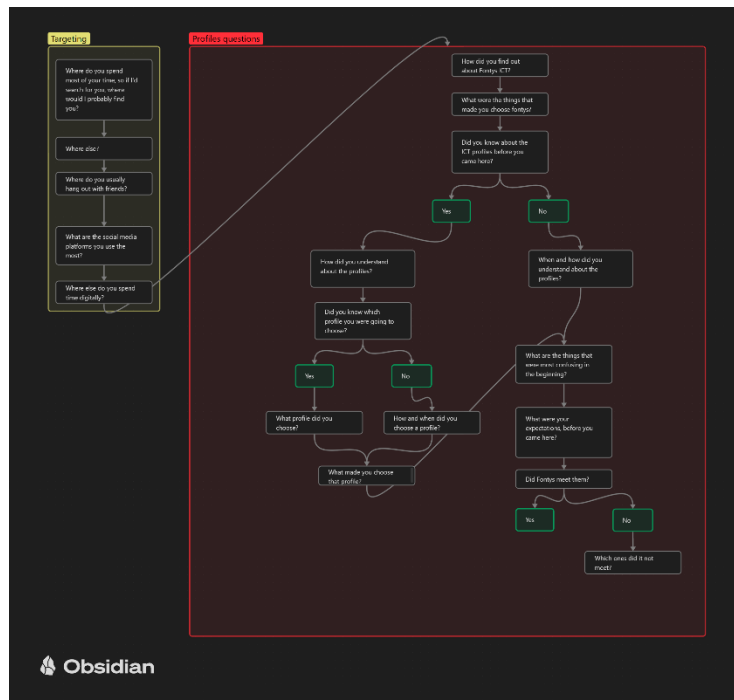
At one point we were wondering if it was going to be better to ask people directly where they spend their time the most, or to ask them indirectly, by making them tell us how usually their day goes. In order to understand we went and asked a couple of friends those different ways and found out that it is best if you ask them directly but give them the hint of "how does your day go, after university" or "If there was one place where I would search for you, where would that be". That way you lead them into answering the question in the way that you need whiteout having to explain yourself a lot.

After the Interview graph was done, we showed it to Pim and he liked it a lot. In fact, he told us that he doesn't think that we must change something, since it is already good. We still decided to test it, so I went and conducted test interviews with 3 people, to see how they would react to the questions. The only question that I found misleading was where we ask "What are the things that were most confusing in the beginning? ", because people think we mean in the beginning of university, but not in the beginning of their research. So, we had to fix that one and changed it to "What are the things that were most confusing before you came here?". That way it was clear to them wat we are asking. Now we had an interview, ready to be conducted, so we printed it out and started interviewing people.

My portfolio

The design

As I already mentioned in the first learning outcome, I went trough a couple of versions for my portfolio. At the end I stopped on the concept of making that dark-is scratched hand drawn theme. Then I hopped into figma and started making a simple design of the landing page and the outcomes page.
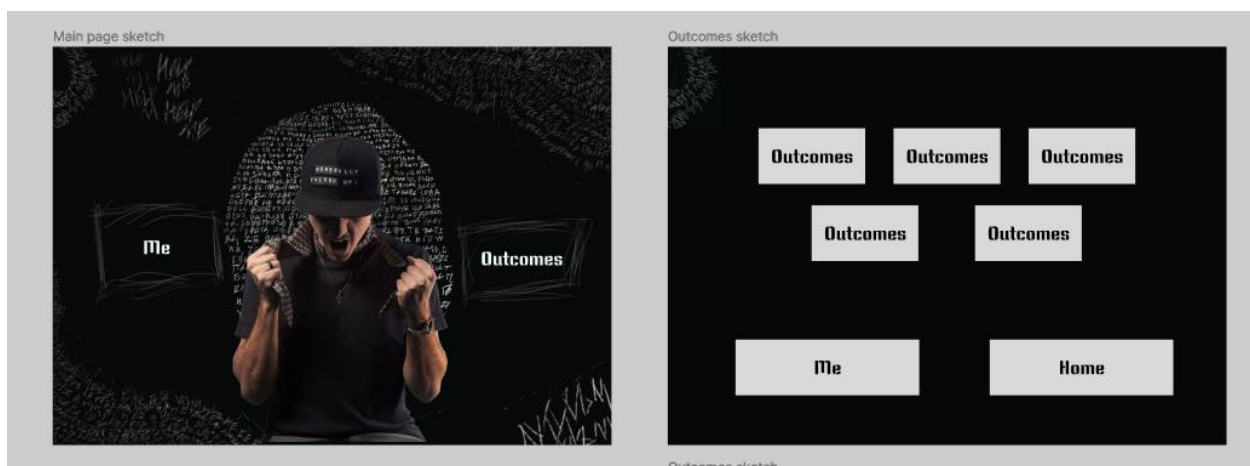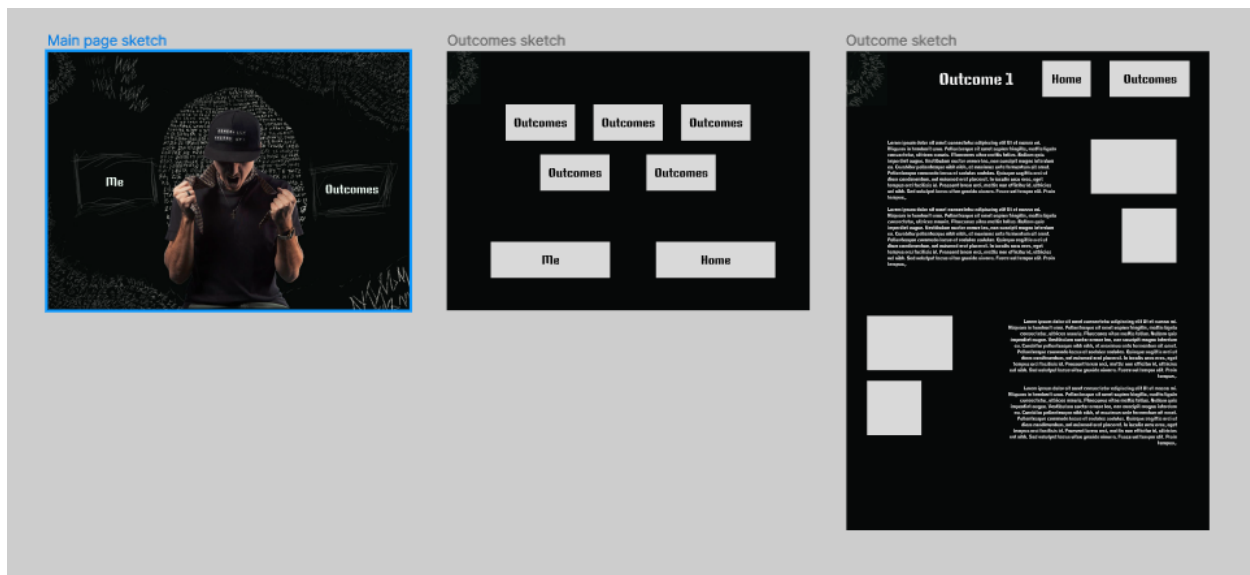
I then asked Michael what he thinks of that kind of layout, and how do I make it consistent, since having a header at the landing page would ruin it. Then he told me that I could keep the landing page, but not as a main page. So it's only there when you first go to the website. Then on the other pages I could keep a consistent header and continue with my work. Adding a header would make it look something like this:
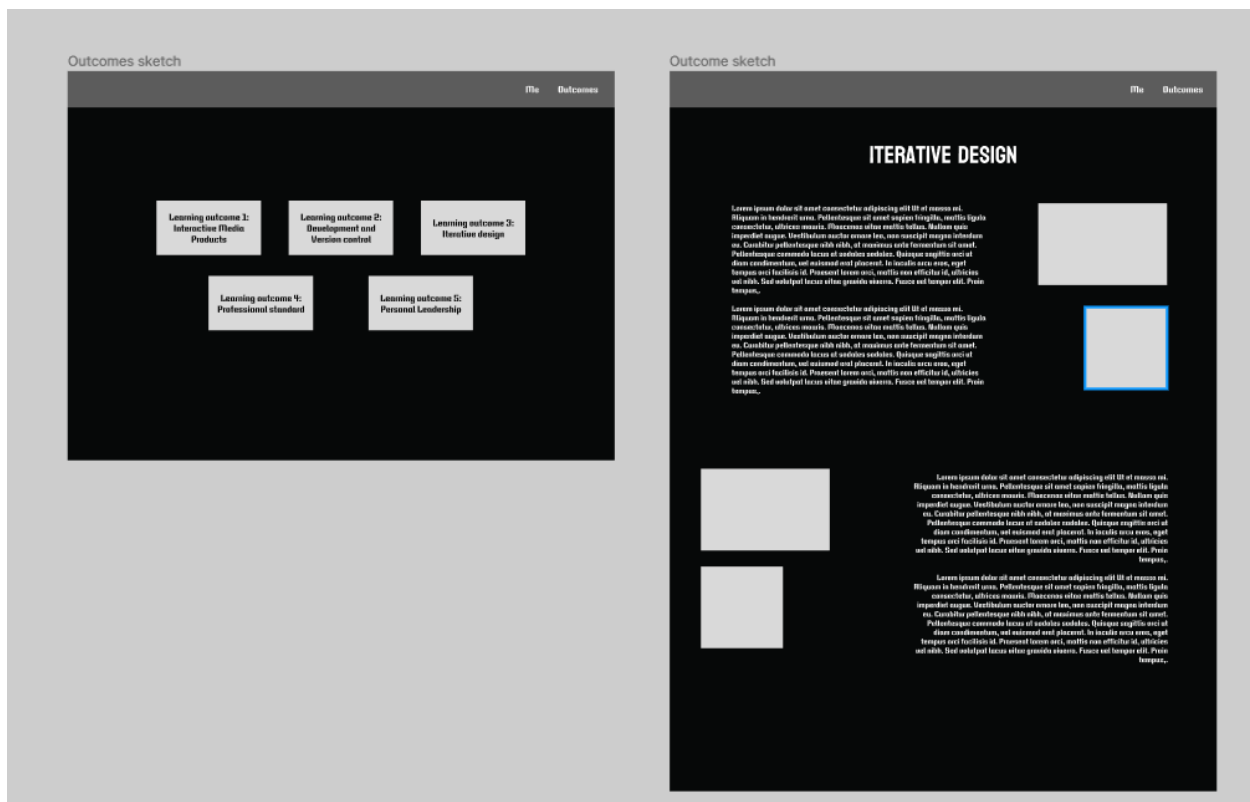
And with a little bit of adjustments and color:
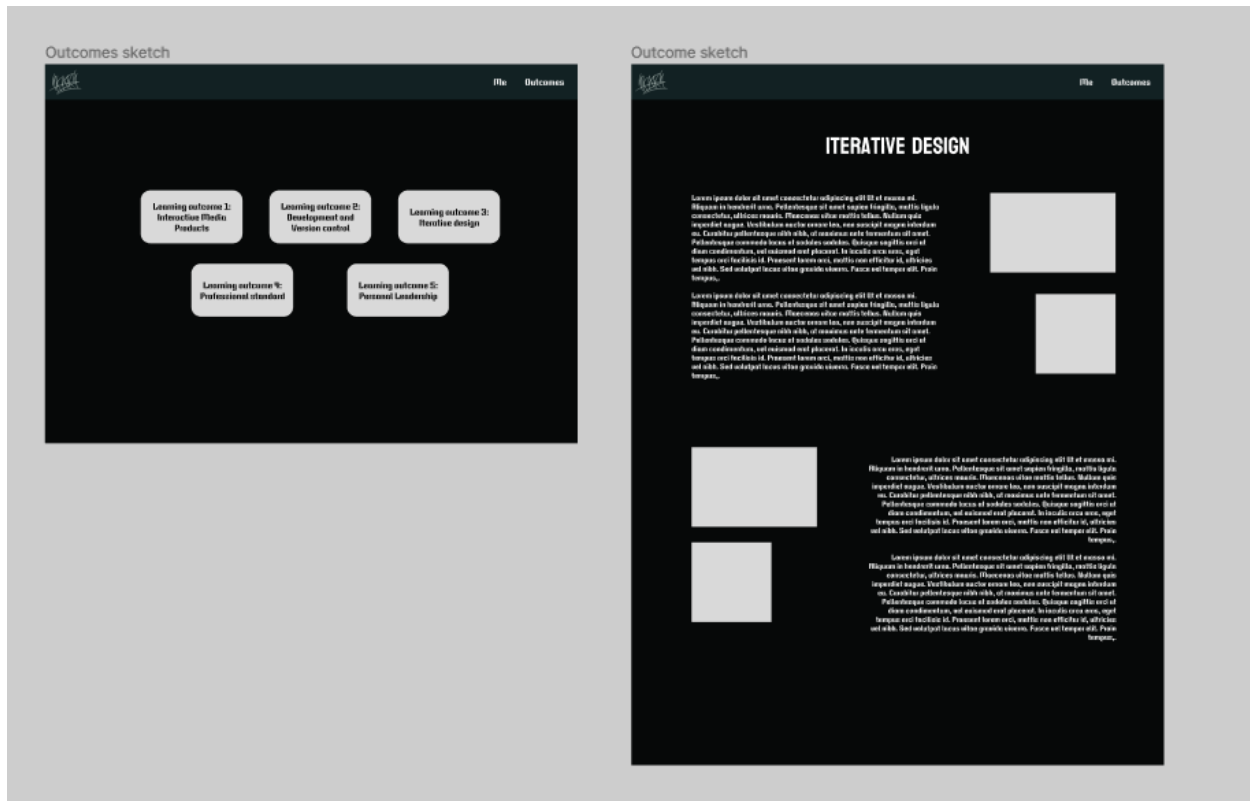
Of course, I still needed to do the art for it, and to decorate it, but for now this is for the sake of knowing how to structure it.

Here is where I encountered a struggle. The layout looked great in my eyes, but having a lot of pictures, all that were different sizes and everything, this layout was hard to implement. Because of that I decided to switch it up a little bit, and make it simpler. So I did it that way, where you have the pictures, right below the text.
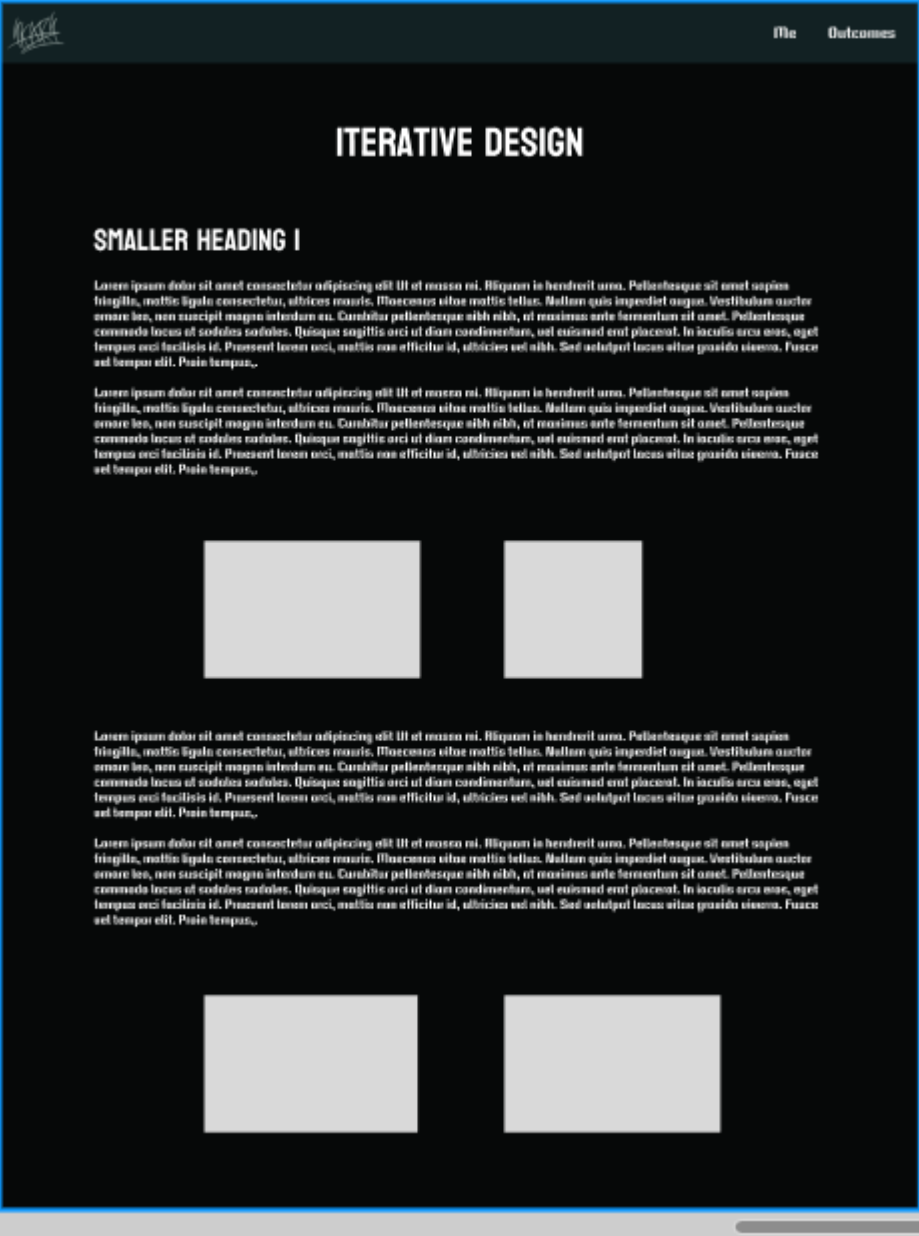
The coding

When I first started developing my portfolio, I really wanted to make it semantically right. Well, guess what. I did it horrible. I puted so much effort to put the right things in the right element that I ended up with a shit tone of unneeded elements and my brilliant alterative to the div soup: the section soup.


```
44          <a href="../images/process/portfolio_photography_research.jpg"><img
45              src="../images//process/portfolio_photography_research.jpg" alt=""></a>
46          <figcaption>A portfolio example form Dribble</figcaption>
47      </figure>
48      <figure>
49          <a href="../images/process/portfolio_photography_research_2.jpg"><img
50              src="../images//process/portfolio_photography_research_2.jpg" alt=""></a>
51          <figcaption>A portfolio example from Pinterest</figcaption>
52      </figure>
53  </section>
54
55  <article>
56      <p>Afterwards, I did a short brainstorming session, where I started with the keyword photography,
57          and started associating things with it. After I got a few elements, I asked myself  "How can I
58          put these elements into my website?". From that I decided to include a histogram and a camera
59          wheel into the website, as the camera wheel would play the role of a navigation, and the
60          histogram would be a separator.</p>
61      <p>After a lecture with Metaxas, where we talked a lot about how our website should be easy to use
62          and shouldn't make the teachers struggle, I ditched that idea, and decided to make the "Teacher
63          Friendly Portfolio". The idea behind website was to make it as easy as possible for the teacher
64          to access and go through the information, present in the portfolio. That was the whole concept
65          of the website. So, I started designing a very basic prototype, that represents the idea. </p>
66  </article>
67
68  <section class="images">
69      <figure>
70          <a href="../images/process/portfolio_teacher_friendly.jpg"><img
71              src="../images/process/portfolio_teacher_friendly.jpg" alt=""></a>
72      </figure>
73      <figure>
74          <a href="../images/process/portfolio_teacher_friendly_ipad.jpg"><img
75              src="../images/process/portfolio_teacher_friendly_ipad.jpg" alt=""></a>
76      </figure>
77  </section>
78
```
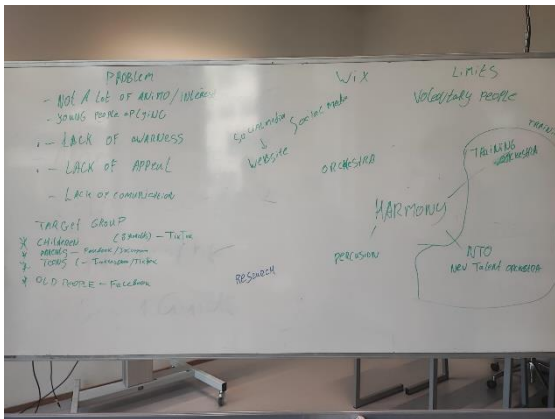
Beautifull, I know. Just kidding, when I actually showed this to Metaxas, he enlightened me on how bad this actually is, and told me to go into the page, and to take a look at my layout. What we saw there was a couple of articles, with some paragraphs and some images. So I changed It and it turned to this:


```
28          </nav>
29      </header>
30
31  <main>
32      <h1>1: Interactive Media Products</h1>
33      <article>
34          <h2>My portfolio</h2>
35          <p>When I started thinking about my portfolio website I had many ideas that I went through. My
36              previous portfolio was based around chaos, and this time I wanted to do something a bit more
37              different. Because of that I had the idea to connect it with my passion with photography
38              somehow. </p>
39
40          <p>Having made this decision, I then did some Design Pattern Search, by looking at different
41              photography portfolio websites in platforms like dribble, pinterest and youtube (for tutorials).
42              That way I saw what most photography portfolios do, how I want to differentiate and got
43              inspiration. </p>
44
45          <ul class="images">
46              <li>
47                  <figure>
48                      <a href="../images/process/portfolio_photography_research.jpg"><img
49                          src="../images//process/portfolio_photography_research.jpg" alt=""></a>
50                      <figcaption>A portfolio example form Dribble</figcaption>
51                  </figure>
52              </li>
53              <li>
54                  <figure>
55                      <a href="../images/process/portfolio_photography_research_2.jpg"><img
56                          src="../images//process/portfolio_photography_research_2.jpg" alt=""></a>
57                      <figcaption>A portfolio example from Pinterest</figcaption>
58                  </figure>
59              </li>
60          </ul>
61
62          <p>Afterwards, I did a short brainstorming session, where I started with the keyword photography,
63              and started associating things with it. After I got a few elements, I asked myself  "How can I
64              put these elements into my website?". From that I decided to include a histogram and a camera
65              wheel into the website, as the camera wheel would play the role of a navigation, and the
66              histogram would be a separator.</p>
67          <p>After a lecture with Metaxas, where we talked a lot about how our website should be easy to use
68              and shouldn't make the teachers struggle, I ditched that idea, and decided to make the "Teacher
69              Friendly Portfolio". The idea behind website was to make it as easy as possible for the teacher
70              to access and go through the information, present in the portfolio. That was the whole concept
71              of the website. So, I started designing a very basic prototype, that represents the idea. </p>
```

4: Professional standard

First Group Project Management

When we were handed the task for the wind orchestra client, our team had to find a way to organize its work and tasks. To do that we first defined the problem , target and deliverables on a white board, and then planed our tasks in Notion. There we can put who is assigned with what task, when it should be done and if it is done, in process or not started. In the beginning of every day, when we gather up as a group, we first have a small talk of what are we going to do today for the project.

Interior Designer Marketing Plan

I recently started to work on a project together with a Bulgarian interiour designer. She has always worked on the concept of mouth to mouth, so you can't really find her online. Now I am going to try to help her develop a marketing plan, so she can be reachable and find more clients.

So far we have had a talk about what her usual clients are, what are their needs, what she wants to achieve and how does she want her brand to look. I went ahead and did some research about interiour design marketing and made a small plan on how to procede. For now I have extracted 3 target groups which are basically rich businessmen, that want to build themselves their dream home, their wifes and their kids, who they sometimes build homes for as well.

The next thing we will be focusing on our next meeting will be her unique selling proposition and dive deeper into branding.