

Development and Version Control

In this outcome I talk about what I did, to learn developing interactive web products, and how I document my work in a version control environment.

Git

Here I talk about how I use version control.

In order to keep track of my progress, while coding my portfolio, I made a repository in gitlab https://git.fhict.nl/1523930/personal_portfolio_sem2.git, where I store the changes I make.

In there I have two branches - `main` and `dev`. I commit my changes to `dev` almost all of the time, and when I have a somewhat completed version, that I want to save, I merge it into `main`.

The way I work with git is through the console. When I make some changes, I go through the following commands:

,

```
git pull
```

```
git add . (or the file/change I want to add)
```

```
git commit -m "comment"
```

```
git push
```

,

That way I :

1. Make sure I have the newest version and I won't cause collisions,
2. Add all of the changes to my local "storage",
3. I make the commit with the comment, where I specify what does the commit consist of,
4. Push it into the server.

Shortly I've talked about where you can find my repository, the branches I have and method I use, and the commands I use for version control.

Learning JavaScript

The forEach Method

We had a class, where we constructed a JS snake game, using arrays. During the next few classes, we were given challenges, so we can understand arrays, and their functionality better.

One of the tasks was to rewrite this code, using the forEach method: {{{insert code, not picture}}}

```

    for(let y=0, rowCount=snakeMatrix.length; y<rowCount;
y++){
        for(let x=0, row=snakeMatrix[y],
colCount=row.length; x<colCount; x++){
            if(typeof row[x] == 'number'){
                row[x]++; //  $\iff$  row[x]=row[x]+1

                if(row[x]>tailLimit){
                    row[x]='';
                }
            }
        }
    }
};

```

To understand the forEach method, I went to these sources:

- MDN: https://developer.mozilla.org/en-US/docs/Web/JavaScript/Reference/Global_Objects/Array/forEach
- YouTube: <https://www.youtube.com/watch?v=uOZWH0KEUs4>

What I took from them is that forEach basically iterates through each element of an array, and executes a function on them.

After I got a grasp of the concept, I applied it to the task, and it now looks like that{{{insert code no picture}}}

```

snakeMatrix.forEach((row) => {
    row.forEach((element, i) =>{
        if (typeof element == 'number'){
            row[i]++;
            if (element>tailLimit){
                row[i]='';
            }
        }
    })
});

```

The reduce Method

The next method in this sequence of tasks was reduce. We had to convert the following code, using it{{{insert code no picture}}}:

```
let str='';
    for(let y=0, rowCount=snakeMatrix.length;
y<rowCount; y++){
        for(let x=0, row=snakeMatrix[y],
colCount=row.length; x<colCount; x++){
            if(gamePaused){
                str+='*';
            }else
            if(typeof row[x] == 'number'){

                if(row[x]>0){
                    str+=snakeAlive?'#':'x';
                }else
                if(row[x]===0){
                    str+=snakeAlive?'@':'x';
                };
            }else{
                str+='-';
            }
        };
        str+='\n';
    };
    document.body.innerHTML=str;
```

This task was hard. Initially I understood the concept quite fast, but then, when I had to apply it I ran in a lot of problems. The main one was that I didn't understand how the initial value works, plus I didn't know where to put it.

At the end I managed to convert it, without looking up answers, or asking a chatbot, which makes me very happy, because I spent a few hours on it xd. Here's the result {{{insert code not picture}}}:

```

let str = snakeMatrix.reduce((prev, row) => {
  return prev + row.reduce((accumulator, element)
=> {
    if (gamePaused) {
      return accumulator + '*';
    } else
      if (typeof element == 'number') {
        debugger
        if (element > 0) {
          return snakeAlive ? accumulator
'#' : accumulator + 'x';
        } else
          if (element === 0) {
            return snakeAlive ?
accumulator + '@' : accumulator + 'x';
          };
        } else {
          return accumulator + '-';
        }
      }, '') + '<br/>';
    }, '');

document.body.innerHTML = str;

```

The way it works is:

1. It goes through the matrix, as `prev` is the previous value of each element, and `row` is the current value
2. It then goes to that `row` and starts iterating through it in the same principle, but here `accumulator` is the previous element, and `element` is the current one.
3. It adds every new string to `accumulator` and then it adds the result of `accumulator + '
'` to `prev`
4. When `prev` is equal to everything summed up, that gets assigned to a string called `str`

I had to go through [this](https://developer.mozilla.org/en-US/docs/Web/JavaScript/Reference/Global_Objects/Array/reduce) mdn article a couple of times to understand that you have to add `''` when you use the reduce method, so that is the initial value, and it starts from index 0, when using strings, and not from index 1.

Personal Leadership

In this section I talk about myself, the challenges I went through and the decisions I made to go past them. I also mention my initiative to learn and ask for help, when needed to.

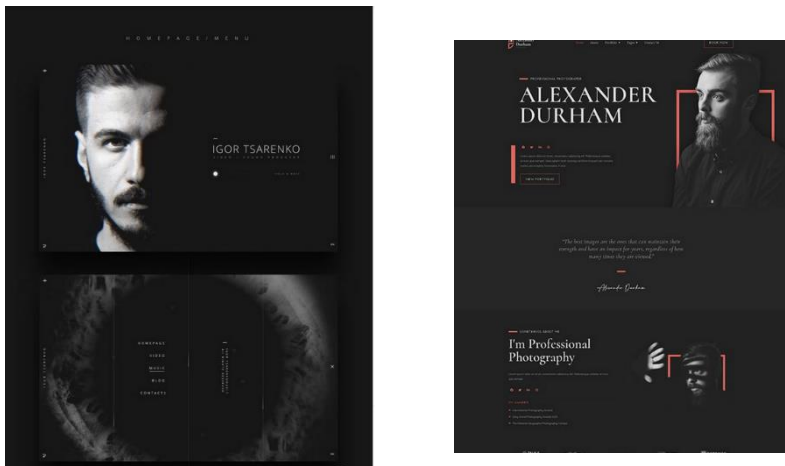
Portfolio decisions

Backstory

Starting to think of how to create my portfolio, I went through a lot of ideas. Having my previous portfolio {{{link to previous portfolio}}} based around chaos, this time I wanted to differentiate, and make something based on my passion for photography.

Ideas and inspiration

Having made this decision, I did design pattern search, inspired from cmd methods, by looking at

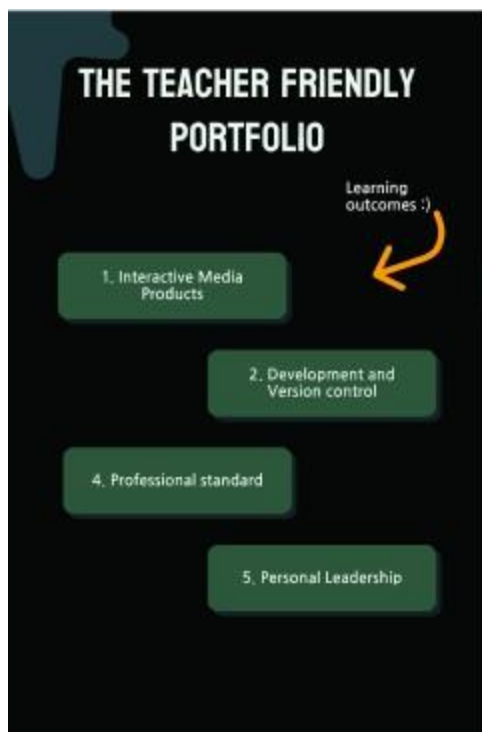


different photographers' portfolios in Dribbble, Pinterest and Youtube.

I then did a brainstorming session, where I started with the keyword **photography**, and made some associations with it. By that I got the histogram, camera wheel and lens elements, that I wanted to somehow include on the website.



After a lecture, where we talked 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. I then made some examples and prototypes of that.



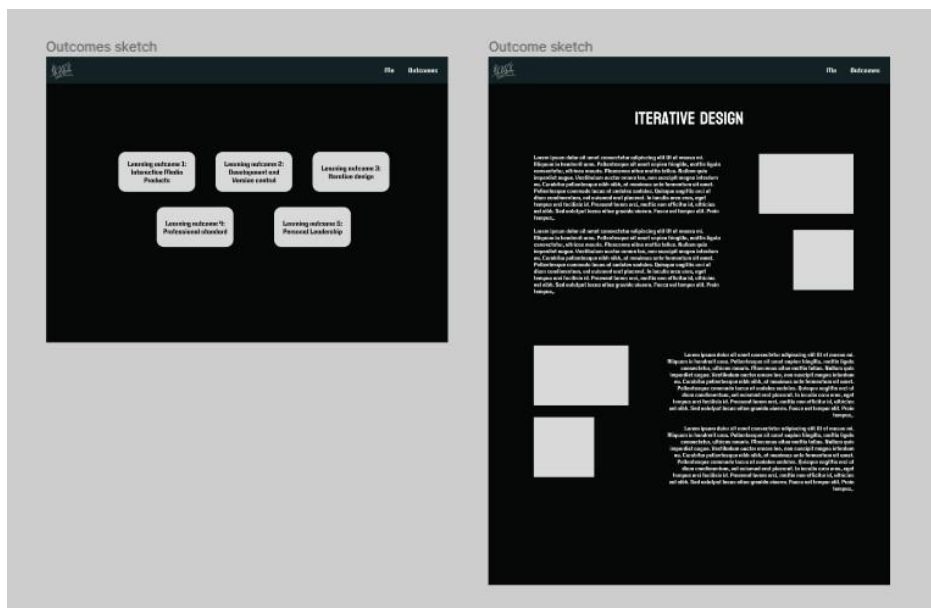
That, then, was also thrown away, due to another lecture about the portfolios, where we were told that they should have an element from **our personality** in the design. Since “Teacher friendly portfolio” was based around teachers, but not me, I had to ditch this idea as well.

After I threw these two concepts away, I did a reflection on what and how do I want to make. I decided not to go with the photography idea, and to continue the handwritten style from my previous portfolio, but not use paper buttons, and make the writings digital.

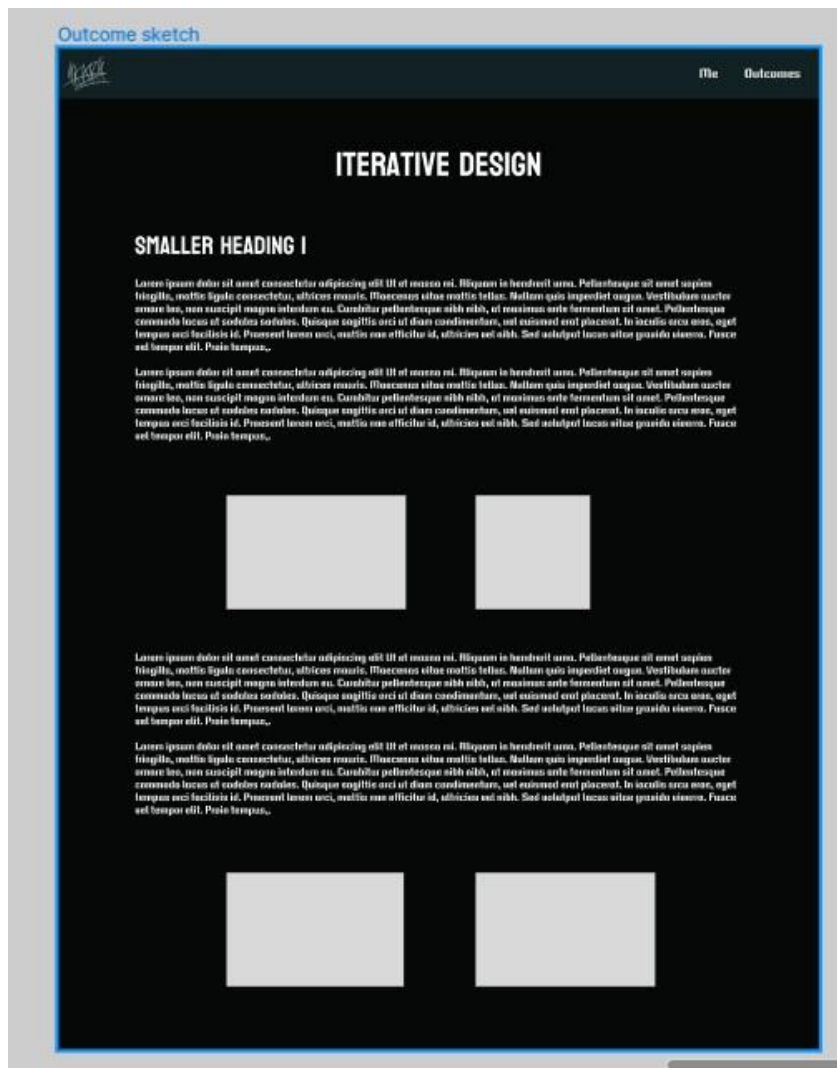


Design decisions

When I started developing my portfolio I started structuring it as to have text on the side, and pictures on the other.



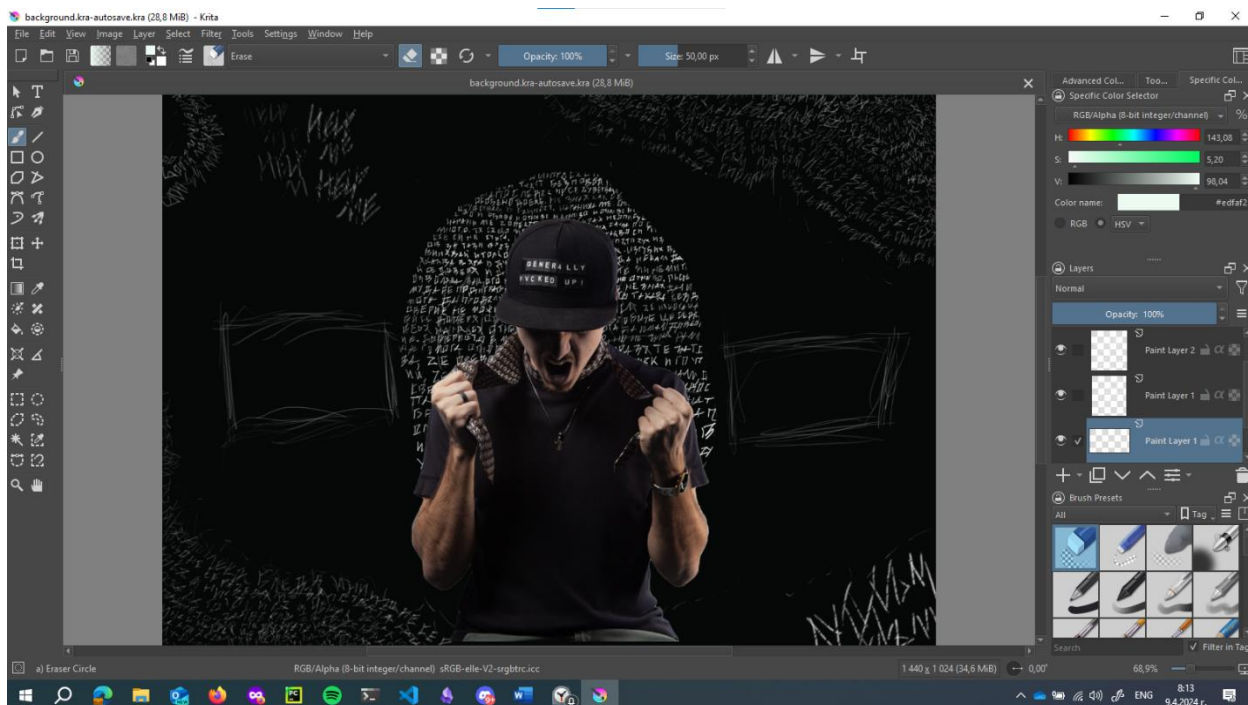
Afterwards I saw that this will be too hard to implement with the type of content I am providing and with the format of the pictures, so I made the decision to have the content first and then the pictures and proof.



That decision really scared me, because it is not very pleasing to the eye, and you must go through long lines of text. I want to find a solution for that, and I think for now it is better to stick with that layout, because I can make this one more readable, and if I go with another layout, I may screw up a lot and not be able to fix it afterwards.

Tools and struggles

To do the art for it, I decided to use a graphical tablet, which I've never used before. Learning how to do so was a bit of a challenge. Then I had to learn how to use a drawing software, like krita, so I can write



somewhere.

I then had a lot of struggles with separating everything, because I did it on one layer (like the idiot I am) and yeah.. I learned!

The content

Writing good content for the portfolio turned out to be way more of a challenge than I thought. Since the two previous portfolios that we had to create, had to be in a calendar like structure, where we document what we have accomplished weekly, I started doing it like that in the beginning {{{link to the powerpoint document}}}. Later I understood that **this is very incorrect**, and it made sense to be honest.

I then started rewriting everything in a word document in a story like way, where I explained myself a lot. When I started to do so, I asked a teacher for his opinion, and he said he likes the way I document, but not the fact that it is still not visual enough. I made the mistake of taking his feedback as enough, and not asking my portfolio review teachers for their opinion, so **I continued like that**. I wrote a lot of text in a lot of places, and **the text was too-much** and **not so-informing**, plus it was in the wrong places.

I then saw what I did wrong, and it was very frustrating, knowing that I had to rewrite everything. **What was more frustrating** was knowing that people have done a way-better job, and **I haven't**. I translate that to "I haven't done enough work on it", which angers me to the point of ... I don't even know. It angers me a lot! That by itself makes me a lot happier, because now I have the drive and motivation to

do a better job, and to not find excuses not to work on the portfolio, because every time I do, I just remind myself of that feeling, and this I cannot accept. I hate, hate, HATE knowing that I could've done a good job, but haven't, **just because I was a lazy ass**.

Now every morning for an hour, to an hour and a half I am rewriting the portfolio content, so that it is better 😊.

Other struggles

It was also a big struggle to understand how to hand in the first portfolio for the review. **A lot of teachers told us different things about that**. Some - that we can hand in just a pdf with information, while working on the website itself, other - that the information is not that important the first round, but to see that you have started developing the website in a practical way. That confused me and scared me a lot, so I just decided to start developing the website and put everything there, even if that means it will be a utter mess.

Interior Designer

Struggles

In this section I talk about my struggles with working with one very unorganized client with high expectations.

Working with her is a big mess. She wants certain things done, and she puts almost no effort into her own brand and marketing strategy.

In order to continue the project I have to seek her so we can then work on it. I find this very unprofessional, and hard to deal with. It's like getting a 9 year old to do his homework, which shouldn't be like that. After all, it's her brand and her business, so she has to put some effort into it.

I really want to make the project better and to move it faster, but I just can't, because I come up with some Ideas, which I need confirmation on, I contact her, and then get no response. I then have to contact her again, to maybe call her for her to tell me that she doesn't have time, then to schedule a call for a specific date, and **maybe** hear from her then, **while she is fucking driving**. Happily, I don't get paid, and do this only for the sake of learning in a real environment, so I can ditch her at any time.

I also have to work with some kind of guy that develops her website, and is very protective on his design choices, even if I provide logical reasoning and to why maybe he should change something. For example, he has done a part where he has 3 different sections, and they have white text on background with bright and sometimes even white elements. I told him that this is not ok, because it makes the text unreadable, and basically useless. His argument was that, guess what, people don't read the text... they usually look at the pictures, and that's enough for them. THEN WHY WOULD YOU PUT THE FU*KING TEXT IN THE FIRST PLACE???



So yeah, in conclusion it's my first time having to deal with people's stupidity and not knowing what to do about it, which I believe is a good learning experience.

Photography Instagram Profile

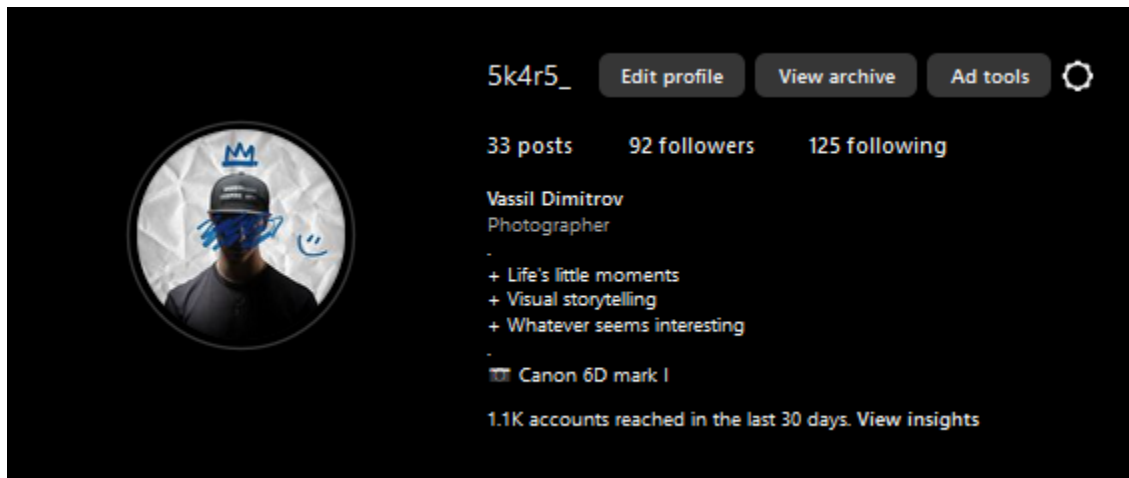
Intro

I am currently learning and practicing photography in my free time. In order to improve my skills I started going out every weekend and taking pictures on whatever catches my eye. That's how I started doing street photography.

After creating a few images I was proud of, I got the idea that I should try to show them somehow to other people (other than chat).

The Decision

In the beginning I was very scared of making any social media account or showing of in any way. I was actually very anxious and very scared of expressing myself and having conversations with people, even if it is hard to believe (I worked a lot on it, and now I almost don't give a shit). After I got the positive feedback from friends and teachers, though, I decided to go for it. That's how this [link to profile](#) profile was born.



Now what?

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?

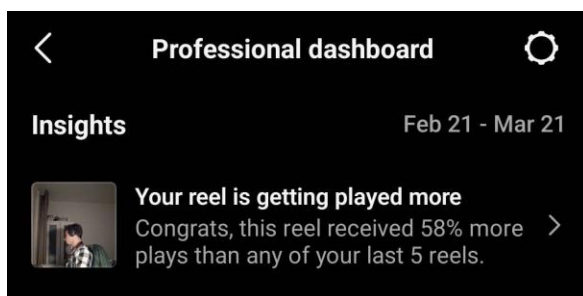
To find an answer to these questions, I started searching for best, good, and bad practices on Instagram and did some competitive and trend analysis in order to see what is trendy now, and how can I differentiate. I decided to:

- Post 3 pictures a week
- Create at least on reel a week
- Have a rough and ironic tone of voice

Content Insight

Initially, I followed trends on social media, using popular sounds and imitating other creators, but it felt twofaced.

I then started infusing my humor and interests into my content, being more authentic. Surprisingly, my most successful reel was one where I ditched trends and hashtags, just doing what I thought was cool.



Lesson learned: being myself resonates more with audiences, so I'm doubling down on it.

Learning Design Tools

Figma

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

To do that I searched for tutorials in YouTube and found this one:

<https://www.youtube.com/watch?v=jwCmIBJ8Jtc&t=7857s>. At first it went through basic stuff, like creating shapes, editing text, creating vectors, the design tree and so on, but then it progressed to more useful material, as saving different color and text types, so they are reusable, creating elements and variations of them, making use of auto layouts and grids and more.

Here you can find the figma document, where I experimented with the different tools in a sandbox-like environment: <https://www.figma.com/file/L7PnSUiSKqiFIARnxNOIbS/Learning?type=design&node-id=0%3A1&mode=design&t=IYY4iOslhZILxTMI-1>

After finishing the tutorial, I understood the basic functionality of Figma, but I am still poor at creating designs, so I will have to practice that more.

Photoshop

Since I had almost no real experience with Photoshop, and by now I've always used Lightroom for my photos, and switched to Photoshop, only for cropping stuff out, I decided it is about time for me to finally learn it and start using it.

That realization came when I wanted to make a photo, I of mine more dramatic, by adding light, and I



searched for tutorial on how to do it. You can see the result below.

I then got really inspired, since I was amazed by what things you can do with it, so I started following this set of tutorials:

<https://www.youtube.com/watch?v=xTzvQkOII2U&list=PLLISBGLVsEPIFGSGw2zJ2K43V5vxMMMTE> . By now I've learned the basics of how layering, blending modes, masking, selections, and some shortcuts. Below you can see some exercises that I've done, following the tutorials.

Here I tried adding a sunset to the picture.



Then I did some posters, practicing changing backgrounds, selections and blend modes. I know that the fonts on the bnw poster are horrible, but I didn't want to bother with them, I just wanted to see how to decorate it.



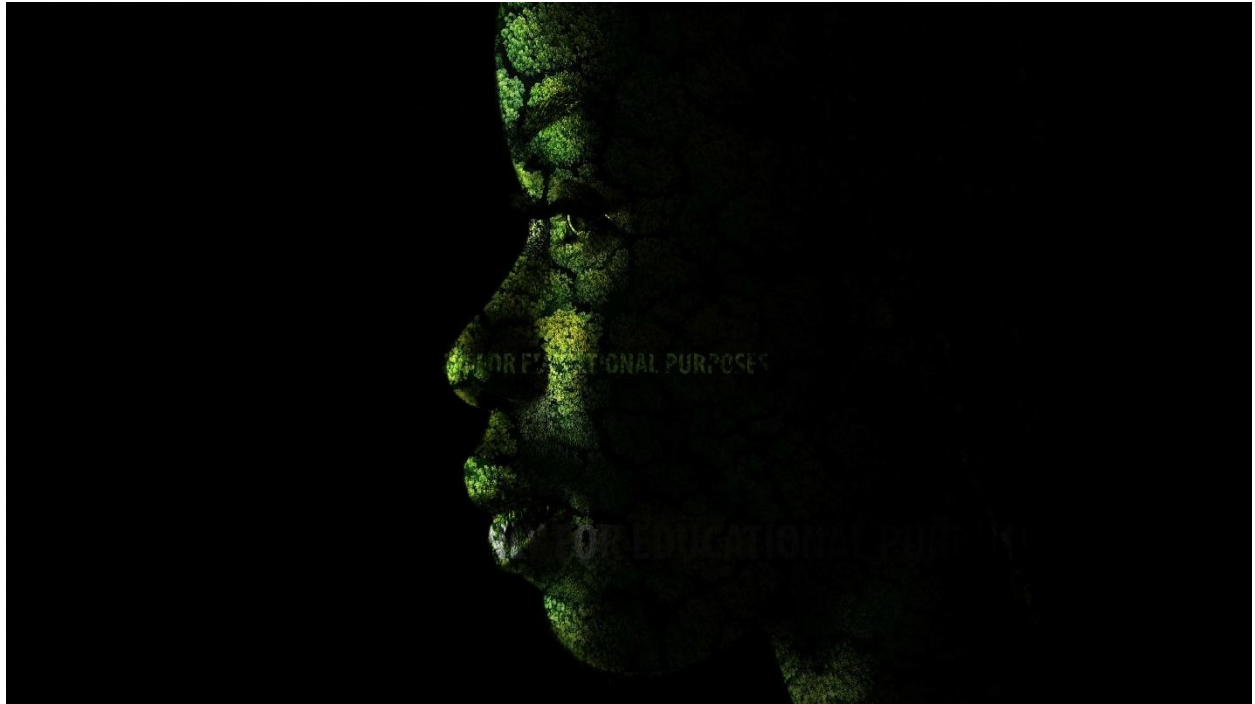
Here I practiced selections and changing backgrounds:



The cat example was extremely interesting, because I learned how to select fur and hair in particular areas.



Here are some more examples on how I practiced masking in particular:



Interactive Media Products

In this outcome I talk about the media products I created, the tools I utilized for them, and how I get familiar with the current design landscape and trends.

Business Cards

Introduction

In the first week of our second semester, we were given a task to design business cards for ourselves. I decided to make a card that promotes my photography.

Goal

To create a design that is playful, but also represents my dark moody aesthetic inspired from my photos. The card, I should be able to give to people, when they ask me what do I do, or where they can see my work.

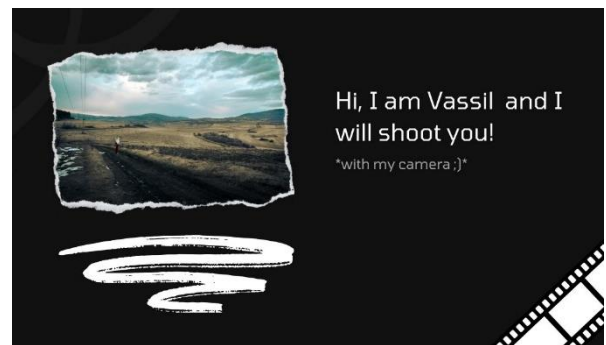
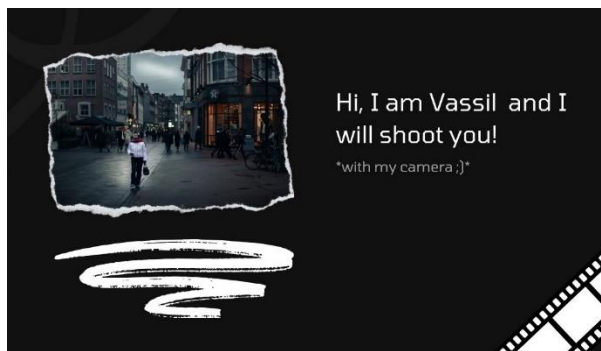
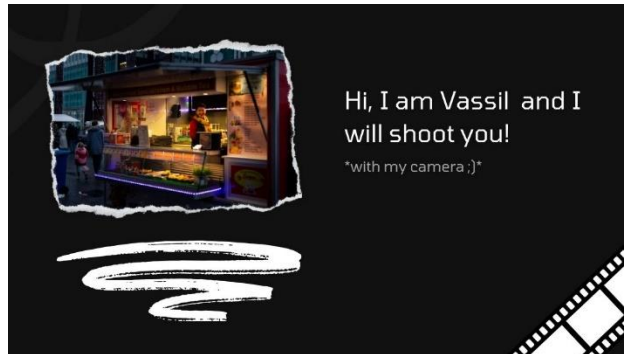
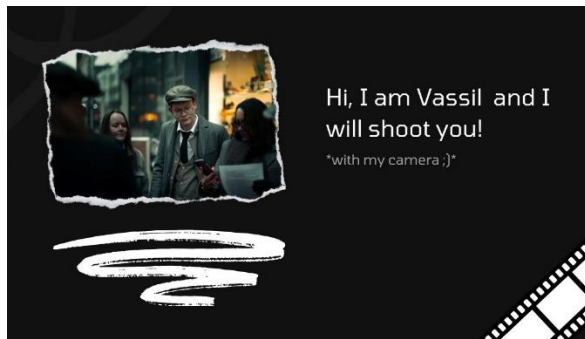
Method

I would get inspiration from other photographer's business cards, then I would research the basic rules of creating one. Afterwards, I would go into canva (since that was the only design software I knew how to work with back then) and design my own version.

What I did

I designed one front of the business card, and some different back versions, where the picture changes. That way every card is unique and is a little bit more interesting.





Used Tools

Pinterest, Dribbble – for inspiration

YouTube – for tutorials

Canva – for designing

My portfolio website

Goal

To create a portfolio website that is easy enough to use and represents me and my style.

Method

To achieve that I need to make it:

- Easy to navigate through.
- Easy to read through.
- Have handwritten styling and animations of it.

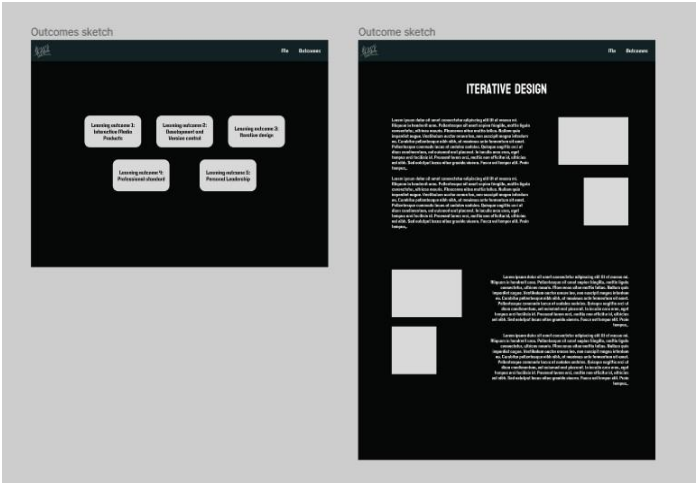
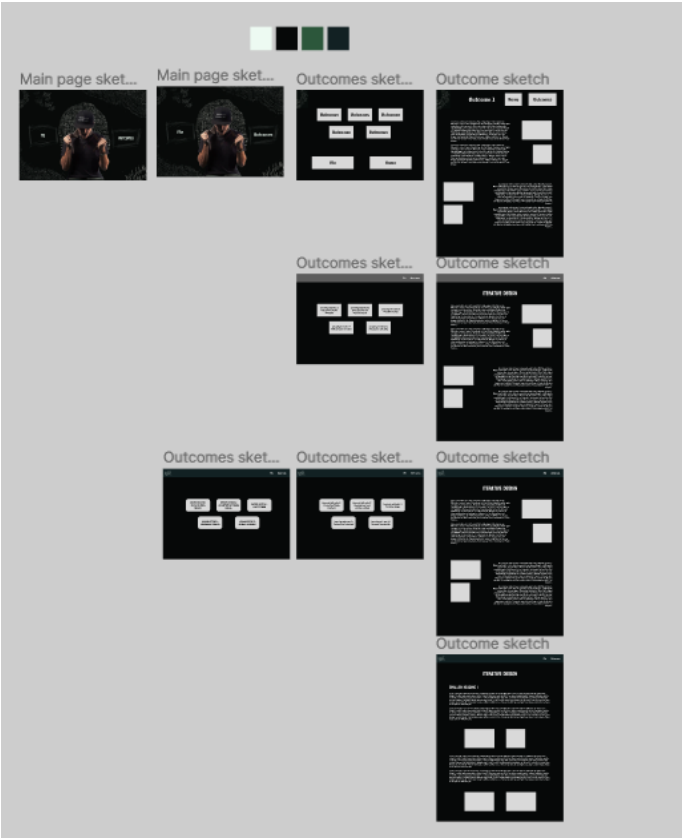
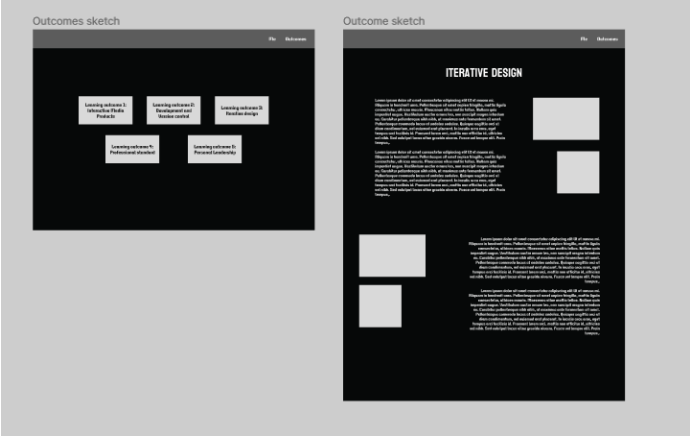
I need to test it with users to see how they will interact with it and take notes and improve on feedback that I've received from teachers.

What I did

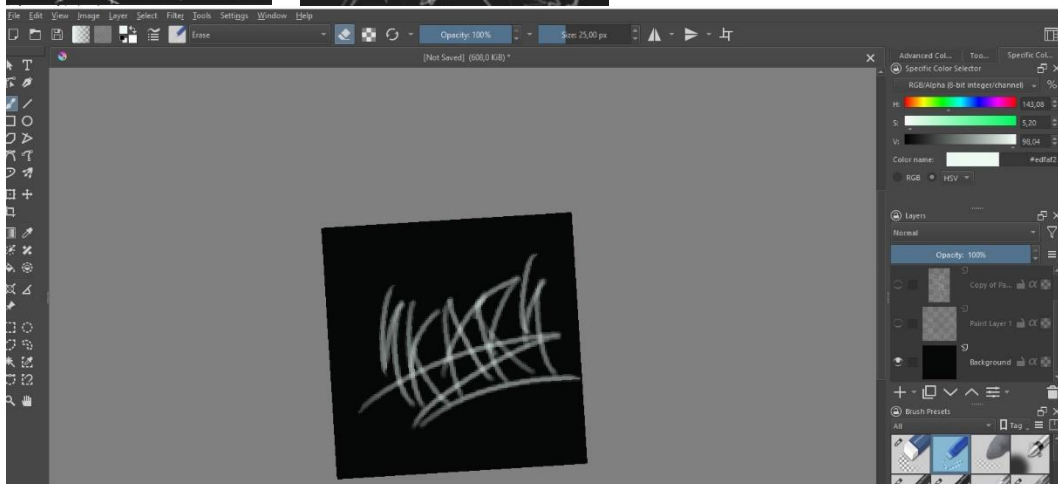
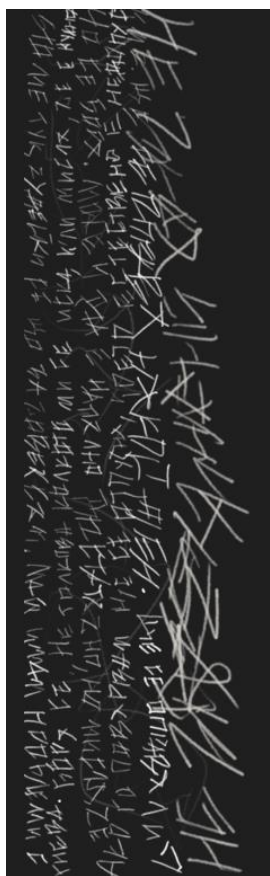
I first created the color palette that I wanted to go with.

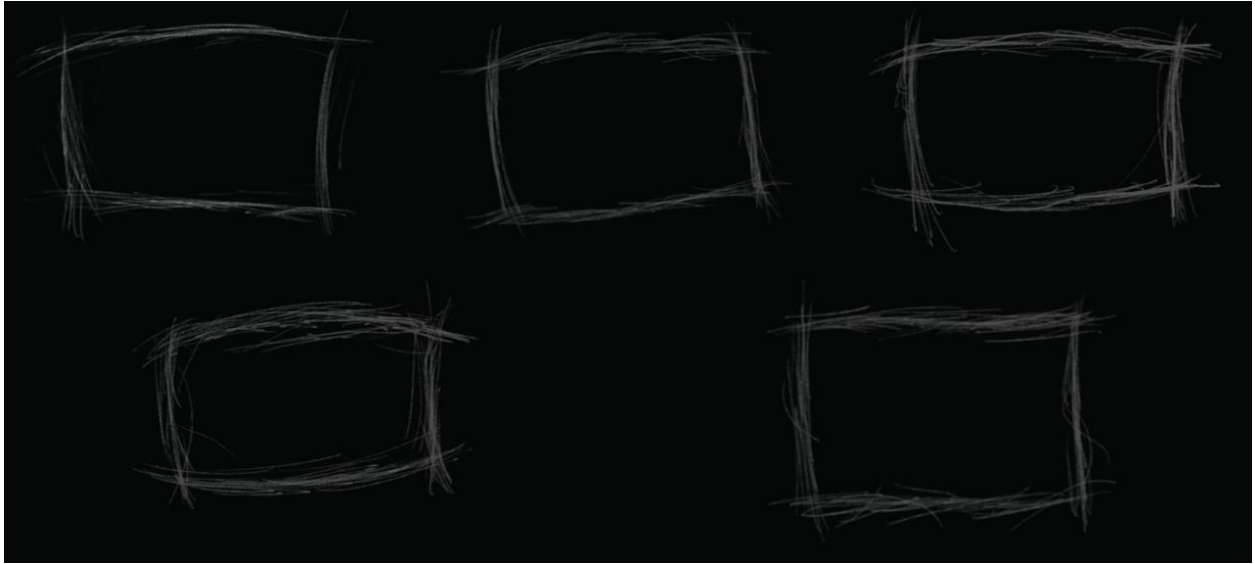


I made prototypes, for the other pages, that orient me in how I want to structure my website, and how it will look.


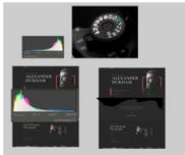






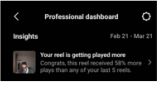






I continued styling and creating “art” for it.





I documented my work and wrote content for it.

<p>Personal Leadership</p> <p>Portfolio decisions</p> <p>Backstory Starting to think of how to create my portfolio, I went through a lot of ideas. Having my previous portfolio ((link to previous portfolio)) based around chaos, this time I wanted to differentiate, and make something based on my passion for photography.</p> <p>Ideas and inspiration Having made this decision, I did design pattern search, inspired from uigi methods, by looking at different photographers' portfolio in Dribbble, Pinterest and uigi.</p>  <p>I then did a brainstorming session, where I started with the keyword photography, and made some associations with it. By that I got the Instagram, camera wheel and lens elements, that I wanted to include on the website somehow.</p>	 <p>After a lecture, where we talked 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. I then made some examples and prototypes of that.</p> 	<p>That, then, was also thrown away due to another lecture about the portfolio, where we were told that they should have an element from our personality in the design. Since "Teacher friendly portfolio" was based around teachers, but not me, I had to ditch this idea as well.</p> <p>After I threw away these two concepts, I did a reflection on what and how do I want to make. I decided not to go with the photography idea, and to continue the handwritten style from my previous portfolio, but not use paper buttons, and make the writings digitally.</p> 
<p>Tools and struggles To do the art for it, I decided to use a graphical tablet, which I've never used before. Learning how to do so was a big challenge. Then I had to learn how to use a drawing software, the krita, so I can write something.</p> 	<p>How harder than styling and animations of it.</p> <p>What I did I first created the color palette that I wanted to go with.</p> 	
<p>Interactive Media Products</p> <p>Background After I made the decision to make an interactive media product, I went through a lot of ideas. Having my previous portfolio ((link to previous portfolio)) based around chaos, this time I wanted to differentiate, and make something based on my passion for photography.</p> <p>Ideas and inspiration Having made this decision, I did design pattern search, inspired from uigi methods, by looking at different photographers' portfolio in Dribbble, Pinterest and uigi.</p> 	<p>After a lecture, where we talked 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. I then made some examples and prototypes of that.</p> 	<p>That, then, was also thrown away due to another lecture about the portfolio, where we were told that they should have an element from our personality in the design. Since "Teacher friendly portfolio" was based around teachers, but not me, I had to ditch this idea as well.</p> <p>After I threw away these two concepts, I did a reflection on what and how do I want to make. I decided not to go with the photography idea, and to continue the handwritten style from my previous portfolio, but not use paper buttons, and make the writings digitally.</p> 
 <p>Professional Dashboard Your next is getting played more Complete the next playlist in 10 min place than any of your last 10 min.</p>	<p>USP - unique selling proposition</p> <p>Brand personality spectrum</p> 	<p>Run for your life</p> 

And I developed it.


```

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"></a>
50 |           <figcaption>A portfolio example form Dribbble</figcaption>
51 |         </figure>
52 |       </li>
53 |       <li>
54 |         <figure>
55 |           <a href="../images/process/portfolio_photography_research_2.jpg"></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 |
68 |     <p>After a lecture with Metaxas, where we talked a lot about how our website should be easy to use
69 |       and shouldn't make the teachers struggle, I ditched that idea, and decided to make the "Teacher
70 |       Friendly Portfolio". The idea behind website was to make it as easy as possible for the teacher
71 |       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 of the

```

Used Tools:

Krita – for creating the drawings

VSCoDe – Mainly for writing the HTML

Firefox dev tools – for writing the CSS and testing

Figma – For prototyping.

Word and Obsidian – For documenting.

gitlab – for version control

Branding Guidelines First Project

Goal

Method

- Understand customers challenges and goals.
- Try to get in their shoes.
- Create guidelines, that are step by step, and a 4 yo can follow them.

What I did

I initiated the branding process by suggesting the utilization of the copperish yellow from the instruments as a foundational element. Collaboratively, we created three color palettes, conducting a voting process to finalize the color scheme.



Drawing inspiration from public brand guides like Spotify's, I developed the brand guide's, tone of voice, plus some examples of them {{{tone of voice presentation as pdf}}}.



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"



Additionally, I created detailed social media guides for Instagram and TikTok, providing step-by-step instructions and visuals for ease of understanding. Recognizing the client's need for a cost-effective website creation platform, I recommended Hostinger and provided tutorials and comparisons with Wix {{{links to all documents as pdfs}}}.

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 it.

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.

Step 3: Set up your profile

Your Instagram account is now created. However, to enhance your visibility and connect with your audience effectively, it's crucial to set up your profile by:

- **Uploading a profile photo:** We recommend you use your logo for a profile picture.
- **Crafting your Instagram bio:** Your bio communicates who you are and what you offer. With a 150-character limit, focus on describing your product or service plainly. Incorporating relevant keywords enhances discoverability and provides clarity about your profile.
- **Adding links to your profile:** Instagram permits up to five links on your profile. However, multiple links can be overwhelming for viewers. Utilize Buffer's Start Page to consolidate and stylize your links, ensuring they remain on-brand and easily accessible to your audience.

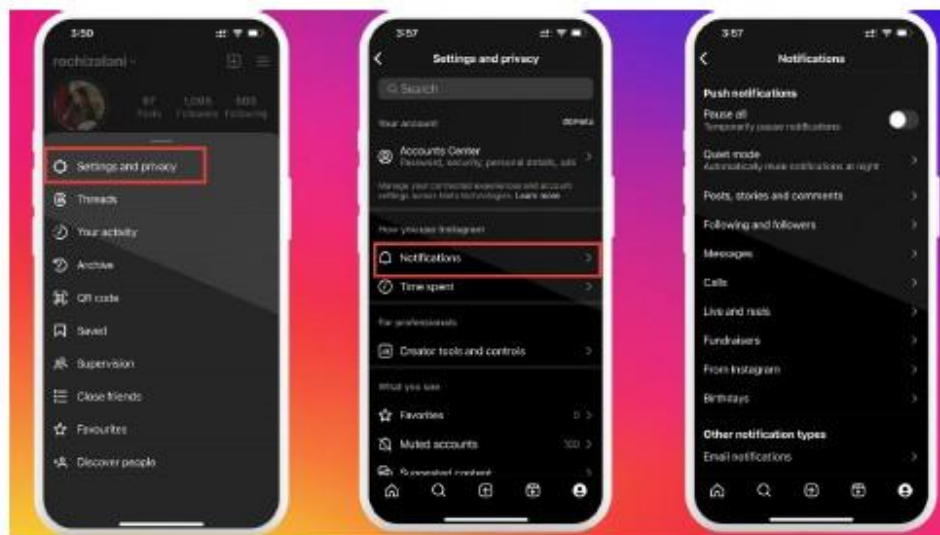
To implement these changes, access your profile by tapping the profile icon at the bottom right of your Instagram app. Select "Edit profile" to upload or adjust your profile picture, bio, and links.



Step 5: Customize the notifications you want to receive

Instagram overwhelms users with various notifications, from tags to messages, likes, and follows, which can quickly become annoying. To manage your notification preferences:

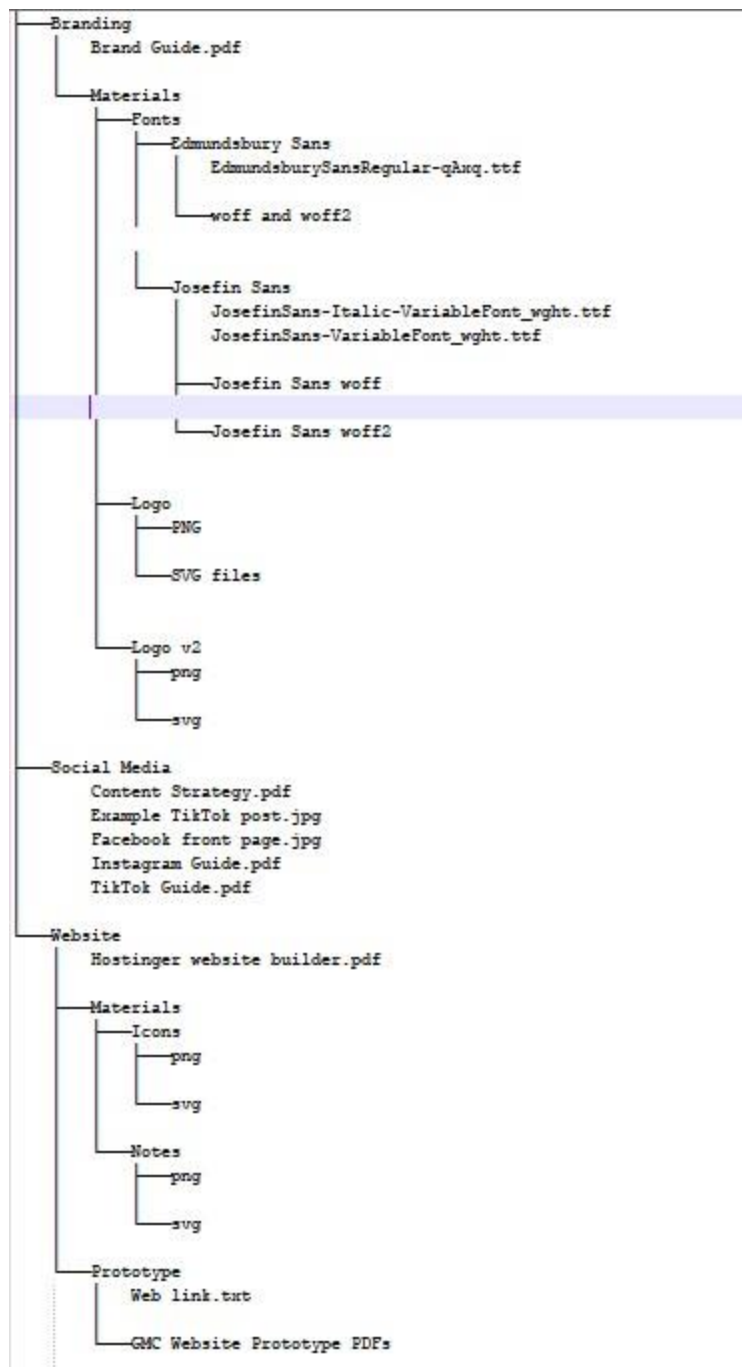
1. Access your profile's settings.
2. Click on "Notifications."
3. Begin customizing which alerts you wish to receive and which ones you prefer to disable.



Customizing your Instagram notifications lets you focus on what matters most. You can:

- **Pause all notifications:** Take a break without alerting others.
- **Quiet mode:** Silence notifications for 12 hours, signaling to others that you're temporarily unavailable.

As the project concluded, I took responsibility for organizing and structuring all project documents for easy client access and navigation. Below you can see the structure of the files listed in a tree.



Tools

Adobe color, colors.co – for generating the colors.

Photoshop, Canva – for creating the example posts

PowerPoint – for creating the tone of voice example

Word – for creating the guidelines for the platforms.

Interactive Profile Awareness Game

Goal

Create a game, which students can play on the Open Day, that gives more clarity what each profile consists of, and increase the profile awareness of upcoming students.

Method

Make 3 challenges for each profile, that are related to it. Then the students will receive a scoreboard, and collect points, until they get a certain amount. After collecting that amount, there will be a price.

What I did

I came up with the idea of having a game, that is related to the profiles, and then me and Symon together composed 6 proof of concept challenges, for 2 profiles, each with easy, medium and hard difficulties. They are the following:

Media Design:

- Easy: Sketch a logo of your Initials
- Medium: Pass Color Game <https://color.method.ac/> with 5.0 or above
- Hard: Prototype a business card for a car dealership owner, that has requirements for it. The player must meet every single one of them.

Software:

- Easy: Complete 10 levels of RunMarco form <https://runmarco.allcancode.com> .
- Medium: Complete 3 levels of RunMarco console version
- Hard: Make a flowchart to solve a basic mathematical equation.

To develop and user test 3 of them, we had to design them appropriately. While Symon was writing two of the tasks, I designed the scoreboard, which will be printed out on a A5 piece of paper, and the judges will put stamps(stickers) on, for each collected point.



Note that it is a two-sided print.

Tools

Figma – (please note that I did the posters, on my weaker laptop, that cannot run tools like Illustrator, so I had to deal with what it can handle. That's the reason there designs were made in Figma) for the scoreboard

Google Docs – for writing down our ideas and then refining them with Symon

Fontys Brand Guide – to stick with the Fontys brand, while making the scoreboard.

Interior Designer Marketing Strategy

Goal

Develop a marketing strategy for an interior designer aiming to establish her brand and expand her clientele beyond word-of-mouth referrals.

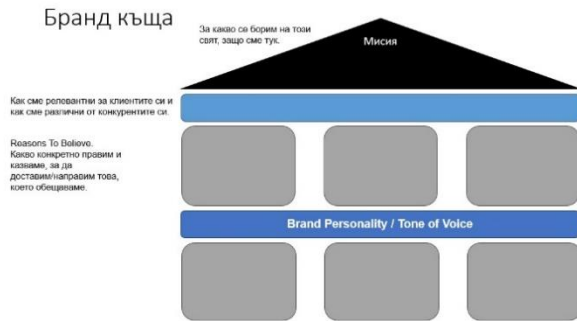
Method

- Understand her needs
- Constantly communicate with her
- Make it as easy as possible for her

What I did

We first had a talk, so I can understand better what her services are, core values, and aspirations. Then we agreed to first focus on building a strong brand foundation.

To do that I created a small document with the most important things we had to know, and some helpers for defining a brand strategy [{{{document link}}}](#).



The first step involved defining the target audience, which we identified as businessmen, their spouses, individuals from the IT sector, and affluent young adults with discerning tastes. These segments seek highly personalized home designs that reflect their personalities.

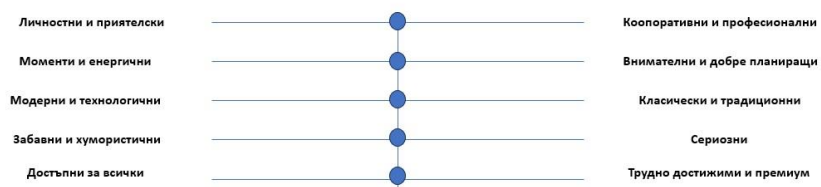
Right after, we conducted competitor research and devised a positioning map emphasizing complexity of design and superior user experience as key differentiators.



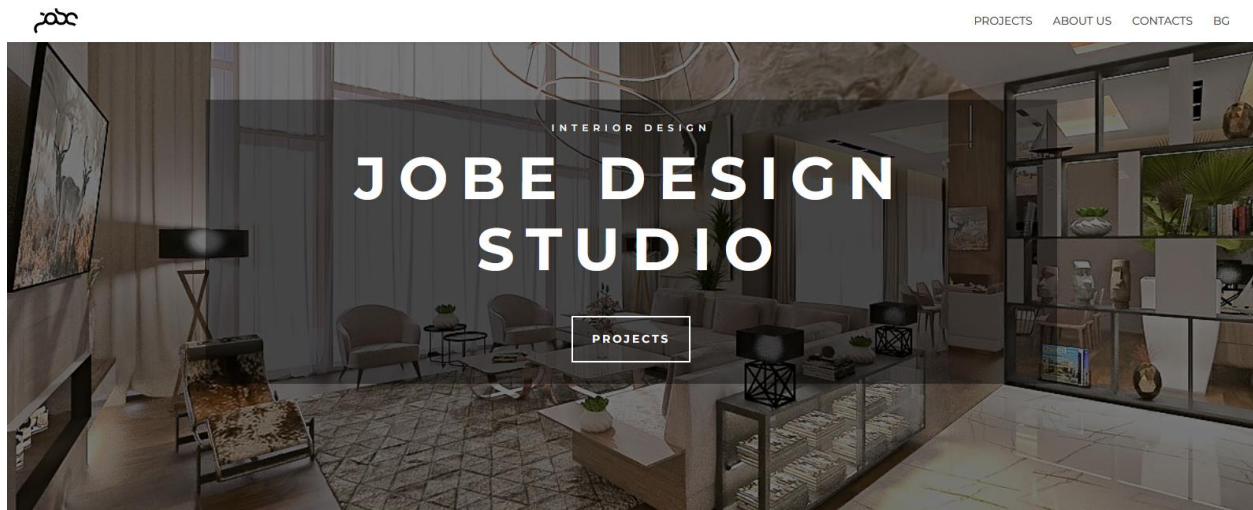
We then concentrated on crafting a unique selling proposition (USP) aligned with our objectives. Simultaneously, we determined the desired brand vibe and established a brand house to ensure consistency in branding efforts.

Utilizing a "brand personality spectrum" tool suggested by Stan, we developed the brand personality and tone of voice seamlessly, enhancing the brand's identity and communication strategy.

Brand personality spectrum



Later on, I worked together with the guy, responsible for her website, and I made the copywrite for the webpages, both on Bulgarian and English. You can see more about that in Iterative design here: {{{link to page}}}



<https://wp.jobe.bg/en/>

Tools

PowerPoint – create brand guide document

Notepad++ - write down the copies

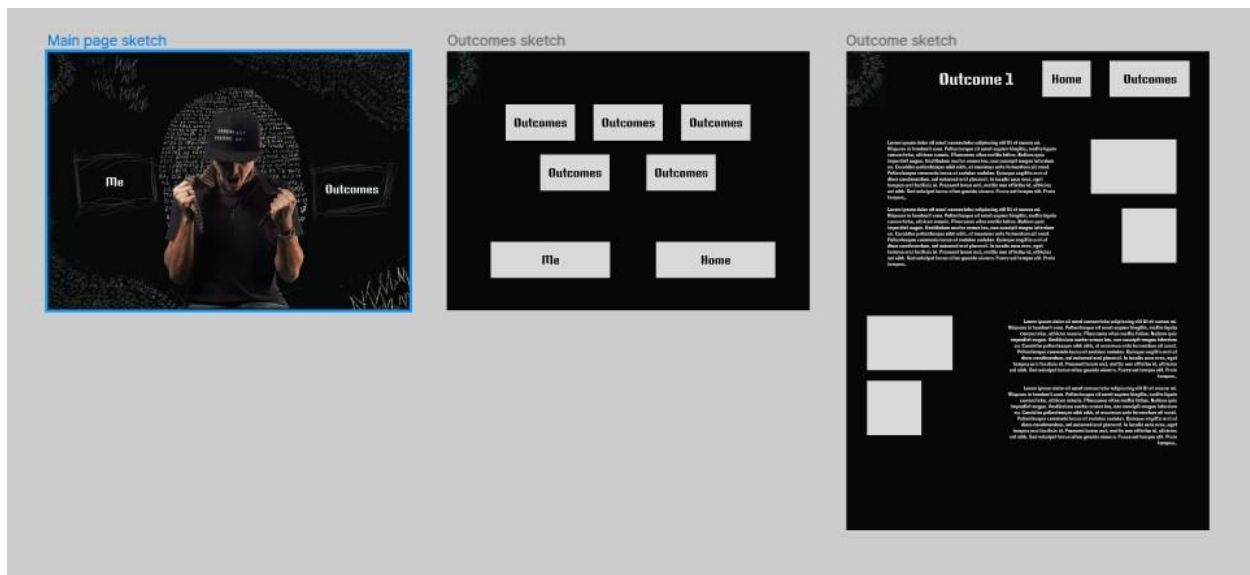
Iterative Design

In this outcome I talk about the iterations and changes I did on my work, in order to improve it, and what were they based on.

My portfolio's design

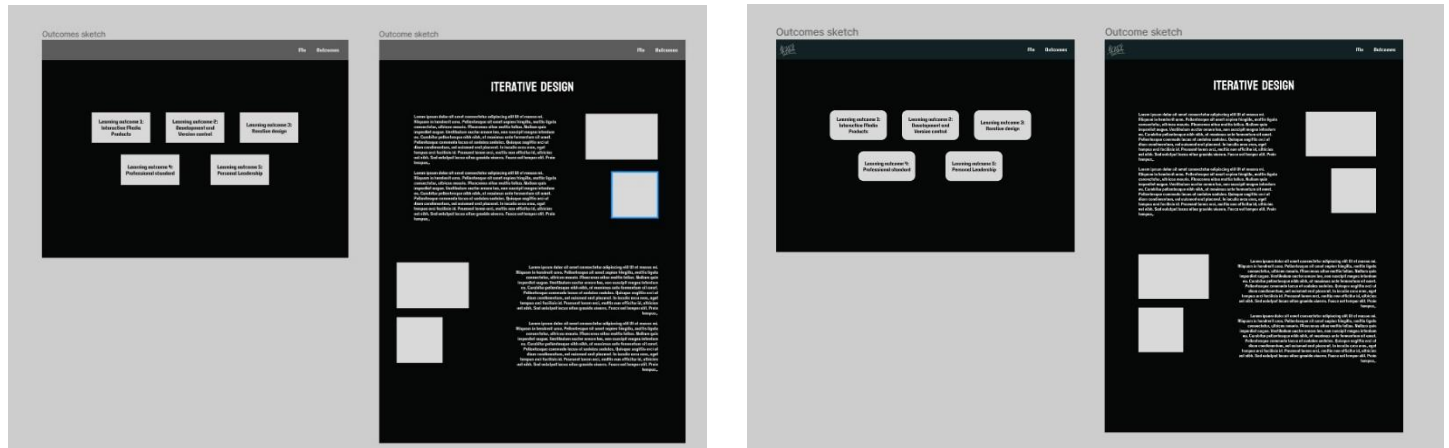
Beginning

In the screenshot below, you can see **the first prototype** for my website.



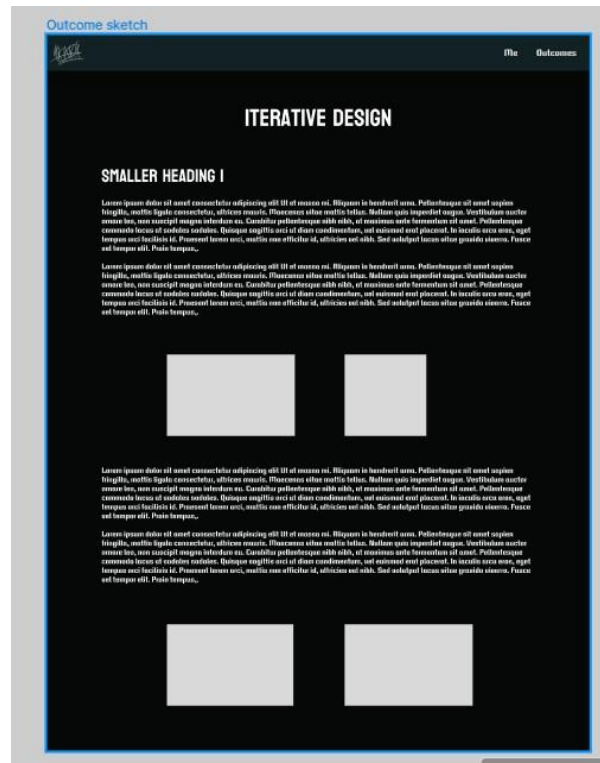
First Iteration

I asked Michael for feedback on the layout and how do I make it consistent, due to **the absence of a header**. He then told me that I can keep the landing page's style, but change the others, and include a consistent header there. The result:



Second Iteration

Afterwards, when I started structuring and gathering content for it, I noticed that creating a layout like the one above for the text would be hard to accomplish, and I decided to go with one, where you have explanation first, and then pictures and proof.



Third Iteration

After I conducted user tests, I saw that it was hard for them to go to one page to another, and to scroll through the whole page, because it's too long. Because of that I decided to create buttons that will help with that.

Two of them are up, as a navigation, and to fix the issue with scrolling I made the articles collapsible.



//Picture of collapsible articles

My Portfolio's Content

Beginning

In the first version of my portfolio, I started documenting the content for it in a PowerPoint presentation {{{include PowerPoint presentation}}}. The idea behind that was to be able to easily convert it to a mostly visual pdf, so I could hang it in the first time, in case I didn't do the website.

The problems there were that it was more of a notetaking practice than actual structured portfolio text, plus I was writing the content in a calendar like way, where I mention what I did every week, which I later understood is wrong.

First Iteration

After the first portfolio review, I understood that I must first - make it more visual, and second - structure it in a different way. There was also feedback, everybody was receiving, of putting more content in.

To do that, I started documenting everything in a separate Word document {{{insert word document}}}, and rewrote the whole content from scratch, to change the calendar like structure.

The problems there were that I wrote a whole lot of unnecessary text, and a lot of things in the wrong learning outcome.

Second Iteration

After my second review, other than the fact that I need to get an HTML adapter, I took away that **I must improve my portfolio structure**, with each type of content in the right learning outcome, **make the text more readable**, and shorten it to the point where I say what needs to be said, and not a lot more.

To make that happen, I created another word document {{{insert word document}}}, and started going through the content of the previous one, once yet, rewriting everything to make it shorter and fit under the right learning outcome.

In order to collect new content I started taking notes in Obsidian, while doing something, so afterward I can summarize it and write it in the portfolio.

Interior Designer Copywrite

Beginning

I had to write the copy for a website that we were implementing, both on Bulgarian and English. There were 3 main things that were lacking text, and they were the "About Us" page, and "The author" and "luxurious design" sections on the first page.

I opened a notepad, wrote down the 3 topics and started writing whatever was on my mind. I made a couple of versions for each topic and then narrowed them down, to improve and shorten the text.

1 # Дилана Иванова
2 @ Главният дизайнер и основател на Jobe. Визайни creative director, тя прави всичко което виждате реалност, поемайки отговорност, всяко малко желание на клиента да бъде изпълнено, и влагайки цялата си душа в
3 проектирането. Така че е първия човек с който се виждате, и постепенно ще е до вас, помагали ви с всяко едно решение, свързано с интериора ви, до края, когато вече имате един завършен проект.
4 * Creative Director, основател на Jobe Design и художник в свободното си време, тя прави всеки проект - реалност. Дилана ще е първия човек с който ще се виждате, и ще осигури изпълняването на всеки малък детайл до
5 края на проекта, до като не се осмисли перфектният за вас дизайн.
6 * Интериорен дизайнер, художник, Creative Director и основател на Jobe Design, тя превръща всяка идея в реалност. За нея създаването на premium продукт е приоритет и всеки проект минава през ръцете й. Дилана е
7 първият човек, с който ще се срещнете, и който ще осигури осъществяването на всеки детайл до края на проекта.
8 Interior designer, painter, Creative Director and founder of Jobe Design, she transforms every idea into reality. For her, creating a premium product is a priority and every project passes through her hands. Diliانا
9 is the first face you will meet, and will ensure every detail is carried through to completion.
10 * Creative Director, основател на Jobe Design и художник, тя прави всяка идея - реалност. За нея създаването на premium продукт е приоритет и няма проект, който да не е минал през ръцете и. Дилана ще е първия човек с
11 който ще се виждате, и ще осигури осъществяването на всеки малък детайл до края на проекта.
12 * Интериорен дизайнер, основател на Jobe и художник, тя прави всяка идея - реалност. За нея създаването на premium продукт е приоритет и няма проект, който да не е минал през ръцете и. Дилана ще е първия човек с
13 който ще се виждате, и ще осигури осъществяването на всеки малък детайл до края на проекта.
14 # Луксозно обзавеждане
15 @ Jobe Design създаваме луксозни и персонализирани интериори, които отразяват вашият уникален вкус и начин на живот. Ние не просто създаваме интериори - ние превръщаме мечтите ви в реалности.
16 @ Лукс, класа и характер - това са трите думи, които най-добре описват нашите дизайни. Обръщайки огромно внимание на персоналността на клиента ни, ние изтъкваме всеки малък детайл по нея и създаваме неповторим
17 личностен интериор. Убедете се:
18 * Лукс, стил и характер - това представлява нашият дизайн. Обръщайки огромно внимание над личността Ви, изтъкваме всеки малък детайл по нея и създаваме неповторим персонализиран интериор. Убедете се:
19 * Лукс, стил и характер - това е Jobe. Обръщайки огромно внимание над личността Ви, изтъкваме всеки малък детайл и създаваме неповторим, персонализиран интериор. Вижте сами:
20 Luke, style and character - that's Jobe. Taking great care over your personality, we fine-tune every little detail and craft a unique, personalized interior. See for yourself:
21 * Лукс, стил и характер - това е нашият дизайн. Обръщайки огромно внимание над личността Ви, изтъкваме всеки малък детайл по нея и създаваме неповторим, персонализиран интериор. Вижте сами:
22 * Лукс, стил и характер са думите описващи ни най-добре. Обръщайки огромно внимание над личността Ви, изтъкваме всеки малък детайл по нея и създаваме неповторим, персонализиран интериор.
23
24 # За нас
25 @ Дизайните ни не са за всеки - те са за хора с изтъкнат вкус, грандиозни желания и смел характер.
26 Ние знаем, че всеки клиент е уникален, за това целта ни е всеки интериор да е също толкова уникален и неповторим. Ние пресъздаваме личността на човека срещу нас в обзавеждане, което да е отгледено негово. Поради
27 това, осъществяваме огромна част от времето си, разучавайки и анализирайки под кожата на клиента, като постоянно поддържаме обратна връзка до изработката на перфектния за него продукт.
28 За нас първостепенна грижа е качеството, затова постоянно следим процеса на реализация и не позволяваме да се допускат грешки от небрежност или лоша преценка.
29 Нашата мисия е да предоставим ново начало за хората и това правим с всеки наш интериор.

First Iteration

I called my girlfriend, and a couple of other friends, and asked them which versions do they like the most. After getting similar answers, I picked those versions for each topic, and started making versions of themselves.

@ Лукс, класа и характер - това са трите думи, които най-добре описват нашите дизайни. Обръщайки огромно внимание на персоналността на клиента ни, ние изтъкваме всеки малък детайл по нея и създаваме неповторим личностен интериор. Убедете се:

* Лукс, стил и характер - това представлява нашият дизайн. Обръщайки огромно внимание над личността Ви, изтъкваме всеки малък детайл по нея и създаваме неповторим персонализиран интериор. Убедете се:

* Лукс, стил и характер - това е Jobe. Обръщайки огромно внимание над личността Ви, изтъкваме всеки малък детайл и създаваме неповторим, персонализиран интериор. Вижте сами:

* Лукс, стил и характер - това е нашият дизайн. Обръщайки огромно внимание над личността Ви, изтъкваме всеки малък детайл по нея и създаваме неповторим, персонализиран интериор. Вижте сами:

* Лукс, стил и характер са думите описващи ни най-добре. Обръщайки огромно внимание над личността Ви, изтъкваме всеки малък детайл по нея и създаваме неповторим, персонализиран интериор.

I experimented for a while, then chose the best ones, and started once again, narrowing them down, and getting rid of unnecessary information. At the end I was left with a copy for every topic.

Second Iteration

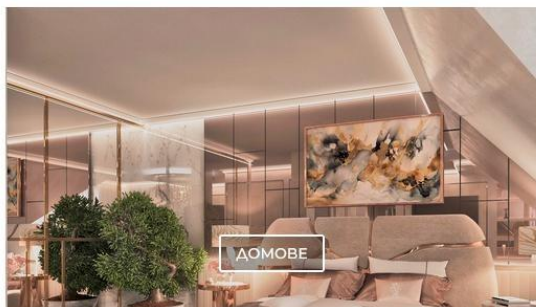
After I refined all of them, I called my mother, author of 3 books, and asked her if they are correct, and how she would improve them. After half an hour of arguing and editing, we now had every copy grammatically correct and sounding fluent.

Third Iteration

I then went into the unfinished website, and through inspector tools, changed the lorem ipsum text to mine, and sent screenshots to the designer herself.

ЛУКСОЗНО ОБЗАВЕЖДАНЕ

Лукс, стил и характер - това е Jobe. Обръщайки огромно внимание над личността Ви, изтъкваме всеки малък детайл и създаваме неповторим, персонализиран интериор. Вижте сами:



ДИЛЯНА ИВАНОВА

Интериорен дизайнер, художник, Creative Director и основател на Jobe Design, тя превръща всяка идея в реалност. За нея създаването на premium продукт е приоритет и всеки проект минава през ръцете ѝ. Дилана е първият човек, с когото ще се срещнете, и който ще осигури осъществяването на всеки детайл до края на проекта.



СВЪРЖЕТЕ СЕ С НАС ЗА СРЕЩА

She then sent me her corrections, I edited the text again, based on them, and translated it to English. I sent it to the guy that manages the website, and he implemented my copies there.

Professional Standard

Here I talk about the teamwork I go through, the organizational methods I use and the research I did, for completing the given projects.

Marketing Campaign Research

I will shortly guide you through the research we did, and the results we came up with.

Introduction

The project is about making a media campaign, that targets potential Fontys students, that has to solve the problem of them not being aware of the profile choice they have.

Goal

Increase profile awareness and clarity. Find a way to inform future students about the study choice they have.

Questions

We came up with 3 main questions, and some sub questions for 2 of them. Here they are:

- What is a media campaign and how do you structure one?
- Where do we target our audience?
 - Where do they spend time digitally?
 - Where do they spend time physically?
 - How do they find places to study?
- What does our target need?
 - What is unclear to the target?
 - What does our target want to learn?
 - What are our target's expectations?
 - What media products does Fontys already offer?

Method

Having our problem in mind, we chose to look in the **Field** section of **CMD** methods for the second and third question, and for the first one - **Library**. To find more diverse answers, for the second and third question, we decided to conduct both interviews and a survey.

Research

Me and Andrey were responsible for doing **interviews**, so I created a interview structure, and together we conducted **18 interviews** in total on Fontys students, asking them about their experiences, coming to this University. You can see the summarized results in this document:

<https://docs.google.com/spreadsheets/d/1KV3lyS-XDKhKfWBQNimRqaG4mNGdBt88kdTq55SocXA/edit?usp=sharing>.

After all of us were done, we gathered up, combined the results of the interviews and survey, and concluded the research. I made sure to then document it in a research paper, that you can see and download below.

Conclusions:

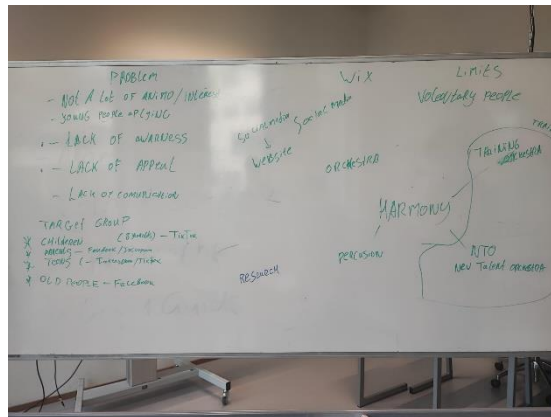
Most students spend their time at school, home and social settings like the city center. Digitally: mostly Instagram, TikTok, and Youtube.

Nearly half of the participants lacked clarity about the profiles and need a more cleared up communication. Students expect a focus on coding and ICT skills when they come here.

You can find the research documents here: {{{target_research_pdf}}}, {{{symon's research}}}

First Group Project Management

With the first group project started, I grabbed a whiteboard and spoke with my team, so we can get all the information we know there. After that we talked about what we want to keep, and to ditch, and



wrote down our target and deliverables.

Alicia made a notion document, where we would keep our tasks, and I then created the structure of tasks for each deliverable. We would then have to write down what we have done there, so the team is

Geldrop Orchestra HQ / Tasks

Edited 2d ago

Share

As

Status

Assignee

Due

Priority

Summary

Research

As

Status

Assignee

Due

Priority

Summary

Send email for music school info

Done

Job

Social media age group

Done

Allie

March 4, 2024

High

This document provides instructions for adding a

Color theory

Done

Erem Aliev

February 28, 2024

Medium

This document provides instructions for inviting

Font theory

Done

Job

Survey

send and wa...

Job

Allie

February 28, 2024

Style of brand (stylescape)

Done

Allie

Magda Teskova

What content for what age (social media)

Done

Васка Димитров

February 28, 2024

Conclude research

In progress

Allie

Erem Aliev

Job

March 1, 2024

New

COMPLETED 6/8

Brand Guide

11

As

Status

Assignee

Due

Priority

Summary

Choose Fonts

Done

Job

Color theory

Done

Erem Aliev

February 28, 2024

Medium

This document provides instructions for inviting

Choose color palette

Done

Васка Димитров

Allie

March 1, 2024

High

Send color email to client

Done

Job

February 28, 2024

High

Presentation

Request access to Q&A

aware of it's state.

I also suggested to conduct a 10 minute gather up each morning, so we see what must be done and divide the tasks accordingly. That was taken as a good idea, but it never actually happened properly in my opinion.

Later, I was constantly filling up the tasks in notion on behalf of everybody else, in order to keep track of our process, because they just didn't remember to.

Interior Designer Marketing Plan

Brand Building

What I did to help her build her brand?

In order to achieve the goals of the designer, we first had to create a brand. To do that I created a short PowerPoint presentation [{{link to powerpoint}}](#), consisting of the information that we need to have to create a brand, so when we fill it up we have most of the brand information in one place.

The way we work for now, is that we make a call, go through the different parts of the presentation, and then together we fill it up. I usually have prepared some suggestions before that, which she can choose from, so it is easier, and then we just adjust them to her likings.

Personal Notetaking

How and what I did to keep note of the work I've done and things to learn.

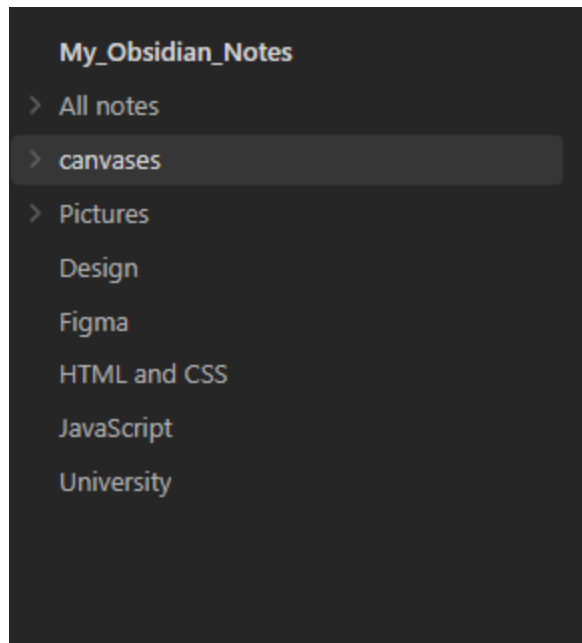
Introduction

In the middle of semester two, I noticed there was a big lack of organization of my notes, so I decided to change that. I remembered the app I used in my previous workplace, which was Obsidian, and I chose to use it again for the linking that it provides.

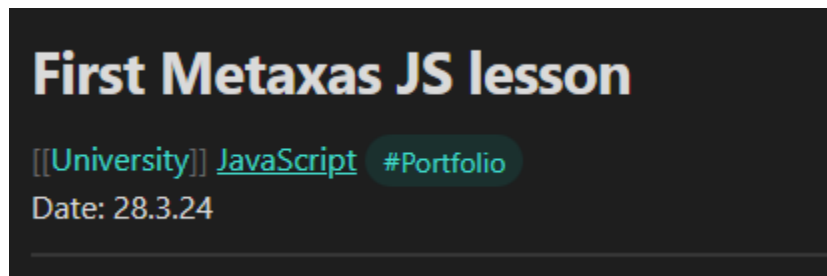
My note system

The reason I chose Obsidian is because it utilizes a linking system which is very handy. That linking system allows me to create categories, while I'm making different notes, other than predefining folders, which I then don't know where to put a note in. I can also link one note to two different categories.

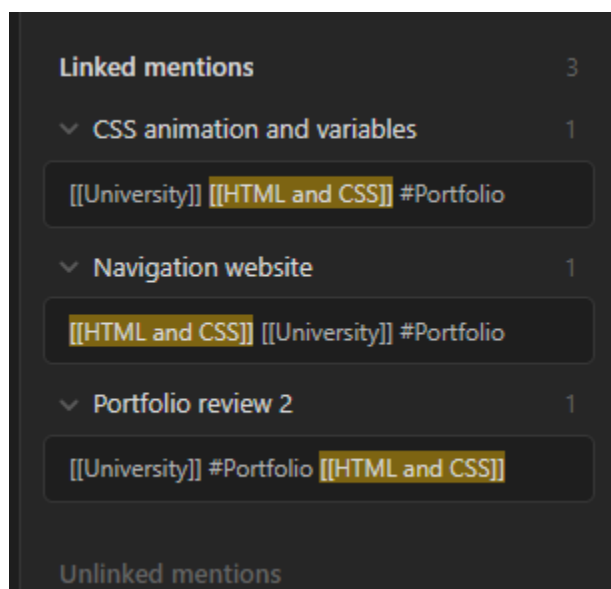
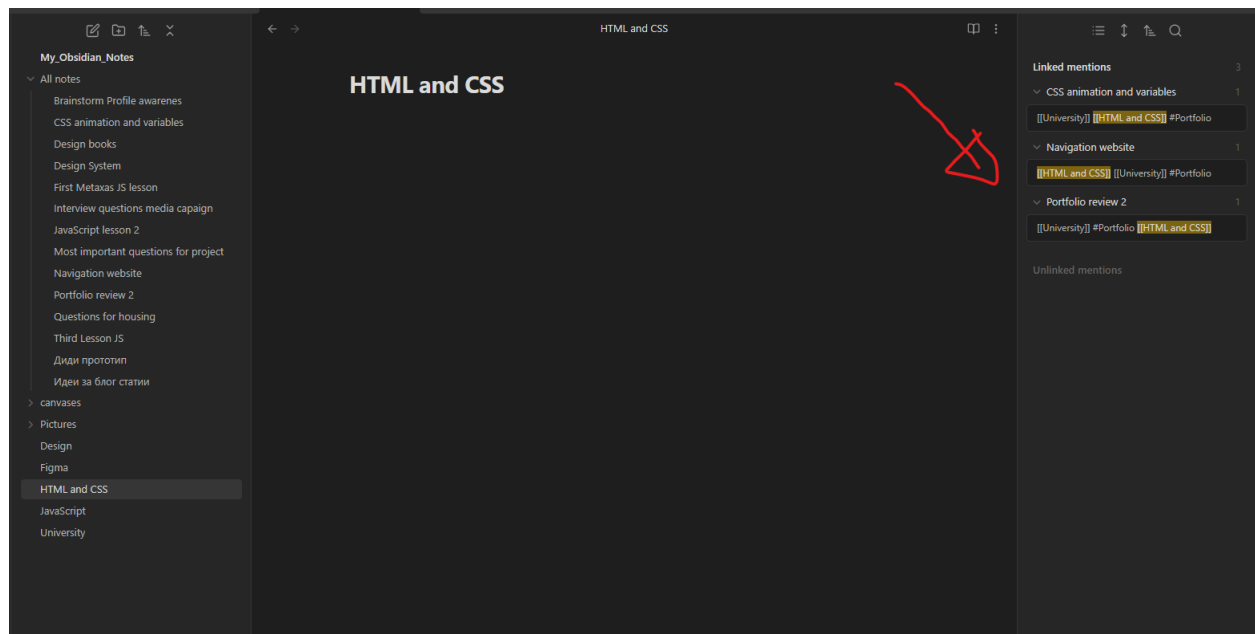
How does that work? As you can see below, I have 3 different folders, and then notes, which are out of the folders.



The notes that are out of folders are my **categories**, and every note that I write I store in “All notes”. When I create a new I then do 2 thing: link it to categories that are relevant, and put the date that it was created on.



When I do that I can see each link that a page has on the side. So, if I want to read notes, related to HTML and CSS, I go to that note and look at the links it has.



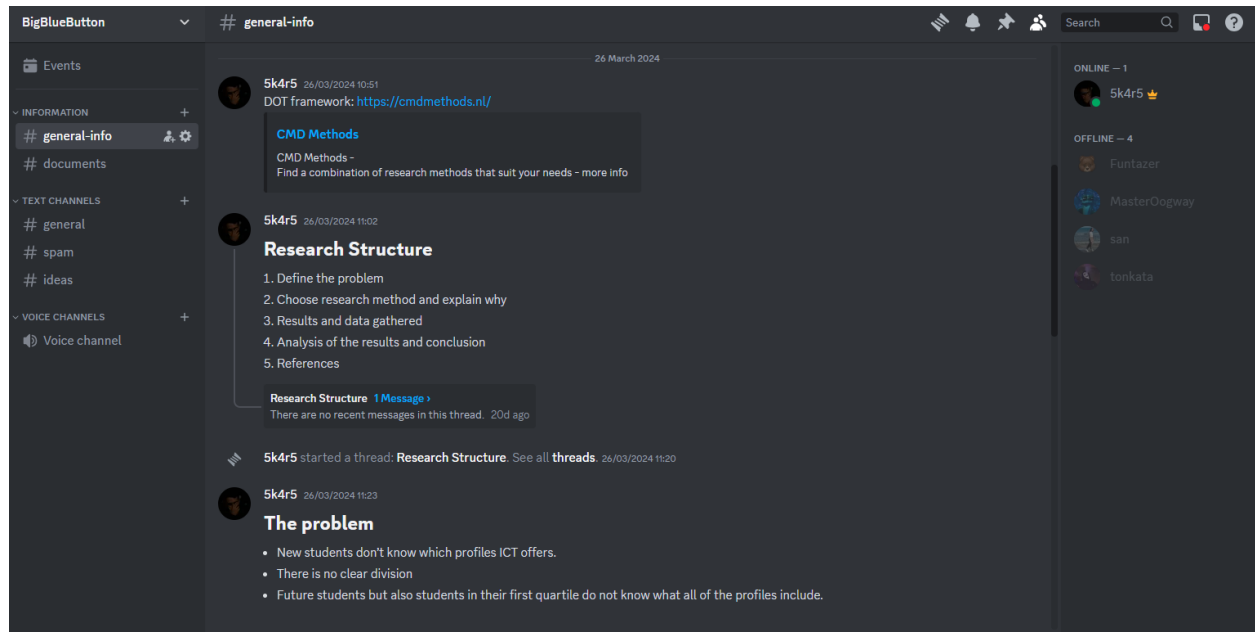
From there I just navigate to the note that I need.

This is how I structure my notes and keep track of what I've done.

Second Group Project

General Management

When the second group project started, I created a discord group with different channels to put the information into.



I also created a short google spreadsheet where we would have the tasks, we must complete, the end dates for it, the state it has, and the owner of it. That way we can keep track of errors we have and the overall progress.

	A	B	C	D	E
1	Task	Start Date	End date	State	Owner
2	Research	26.3.24	3.4.24	done	Everybody
3	Summarize research data	4.4.24	4.4.24	done	Everybody
4	Find solutions and deliverables	4.4.24	8.4.24	done	Everybody
5	Website Prototype	9.4.24	19.4.24	In progress	Sanne, Andrey
6	Game Development	9.4.24	18.4.24	In progress	Vassil, Symon
7	Make posters and instagram posts	9.4.24	16,4,24	in progress	Toni

Research Phase

At the beginning of our research project, we had to define a way to structure our research after it's completion, so I made a short description of a research document in discord, and created a word template, that everybody can follow afterwards, so we have one research structure in the end. {{{insert pdf of research template}}}

When we started with our planning, I fucked up and mislead my group, because I didn't understand the research task provided in canvas correctly, and because of that we made 3 research questions or more

for every person in the group to do separately. Later I understood that this was not the case, so I informed them, and we picked the most important questions, and divided them by teams.

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**

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?

Our team consisted of me and Andrey, and we were going to make interviews to answer the questions above. I made the interview structure in a flowchart like way, following the questions that we had to answer.

Insight:

- People ask their friends for info.

1. Create business card-like descriptions of the profiles/ like diagrams
2. Create Posters in schools with diagrams that describe the profiles
3. Partnership with a sojubar (or other restaurant) where we have different meals for the different profiles. You can order from a menu and with the dish you can see the different specifications of the profiles, maybe even some projects.
4. User generated content from fontys students, who post stories with # their profile choice. That way their friends will be able to see how it is in their profile and also search for the others in the fontys account, where there will be highlights of all of the apropriate stories. At the end can be also a small video. To make students do this, there should be some kind of reward for the best content or something.
5. Have a website page that specifically explains all of the profiles, and each profile can have a video.
6. Create posters on the streets, near schools, where you market specific parts for each profile: example: You conceder UX - Check our website, or smth
7. Make a tiktok filter that randomly gives you a profile
8. Make small workshops in the center, where we show people some example projects from each profile, and end with ICT isn't just coding
- 9.

my ideas

After combining a few of them, and getting rid of most of them, we then had our deliverables, that we were going to present on the Monday after.

Presentation

Here lays my other mistake. We agreed that me and Andrey will present, instead of the whole group, which, by itself, was a great Idea.

We made a short presentation template as a group, and when I got home, I started going trough it and doing my part, and then gave the rest to Andrey. I didn't think of the quantity I gave him though, and I got most of the presentation, while he was left only with the ending, which wasn't very nice, because most of the presentation, he was standing awkwardly, and didn't know what to do. After the presentation we discussed it, and I took note to be careful next time.