

BRIAHNA AZTRIA TILA



SEMESTER 3

READING GUIDE

MEDIA DESIGN

2024-2025



VERSION HISTORY

V1.

The first draft is done in a word file I created which has information about myself as well as contributions and works I've done recently specifically in studio brandings. This can be verified on GitWiki.

V2.

The second draft includes transferring content to InDesign and creating the page layouts. I added the version control, the client project details as well as my contributions and works on the two double diamond phases: discover and define phase. This can be verified or connected now on my website.

V3.

I added an image of a diagram for the Double Diamond method to show the design process. I included the tasks I accomplished and contributed in the Develop Phase and Deliver Phase, until I completed everything for the client project.

V4.

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INTRODUCTION



HEY!
I'm Briahna
Aztria Tila

ABOUT ME

I am Briahna Aztria Tila, a passionate student from the Philippines, currently in Semester 3 studying ICT & Media Design. As a student, I am deeply motivated to improve my skills and knowledge in Media Design. I am primarily interested in creative designing since I want to profoundly influence people through my works and instill specific emotions and feelings within my user's perspectives as they interact with my products.

MY GOALS

My goal is to improve my skills in Adobe Creative Cloud by utilizing Adobe XD and Adobe Animate. I want to enhance my design skills to be able to provide digital products that have their own story and personality, especially since I am now interested in creating branding designs and UI/UX products. Additionally, I want to explore more about incorporating media design in video creation since I am determined to learn video editing and animation.

WHAT I WANT TO ACHIEVE

Through my projects, I aim to create a niche-based brand personality using my skills. Since I have a passion for creative design and the utilization of Adobe, my works must have their own personality to set them apart from existing competitors in the field. Additionally, focusing on a particular niche will allow me to deepen my skills to provide more professional output academically and for my clients in the future instead of having multiple average skills alone.

STUDIO BRANDING

INTRODUCTION

We are tasked to create our own media studio representing our chosen brand values and distinct identity. We brainstormed and voted for the name which then became "UXynergy". This becomes the basis for a partner project where the client selects a studio that strongly resonates their vision and ideas.



I sketched and designed a [\[Studio Logo\]](#) that embodied our chosen brand values and identity. I made sure to incorporate relevant symbolism on our logo, "UXynergy". I aimed for eye-catching and versatile design since it will create strong first impressions from potential audiences.



I made a [\[Stylescape\]](#) that will guide our audience to the visual aesthetics of our overall branding. I was able to capture the accurate essence of its symbolism and brand values from the images I collected.



I designed a [\[Business Card\]](#) where I provided multiple versions and in different colors but still on the scope of our color palette. This product would be introduced first to clients and target audience so it's important to create an appealing design.



I utilized Blender to create a [\[3D Visual Representation\]](#) of our brand, showcasing its dynamic qualities through an interactive logo I created. Since this is important, I highlighted our major concept that will invite more audiences and engage viewers.

CLIENT PROJECT



INTRODUCTION

The Night of the Nerds—an annual one day live event on Strijp in Eindhoven has given UXynergy studio the opportunity to develop interactive projects that will lessen the negative effects within fast fashion industry. Our target audience are those in the age range of 15 to 24 years old. The main goal is to motivate/educate young people to change their mindset and behavior that will stop them from buying fast fashion through technology-based concepts.

PLAN OF ACTION

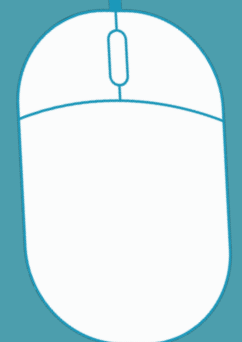
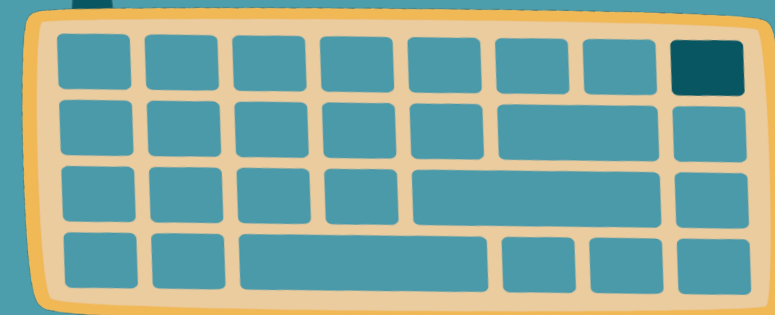
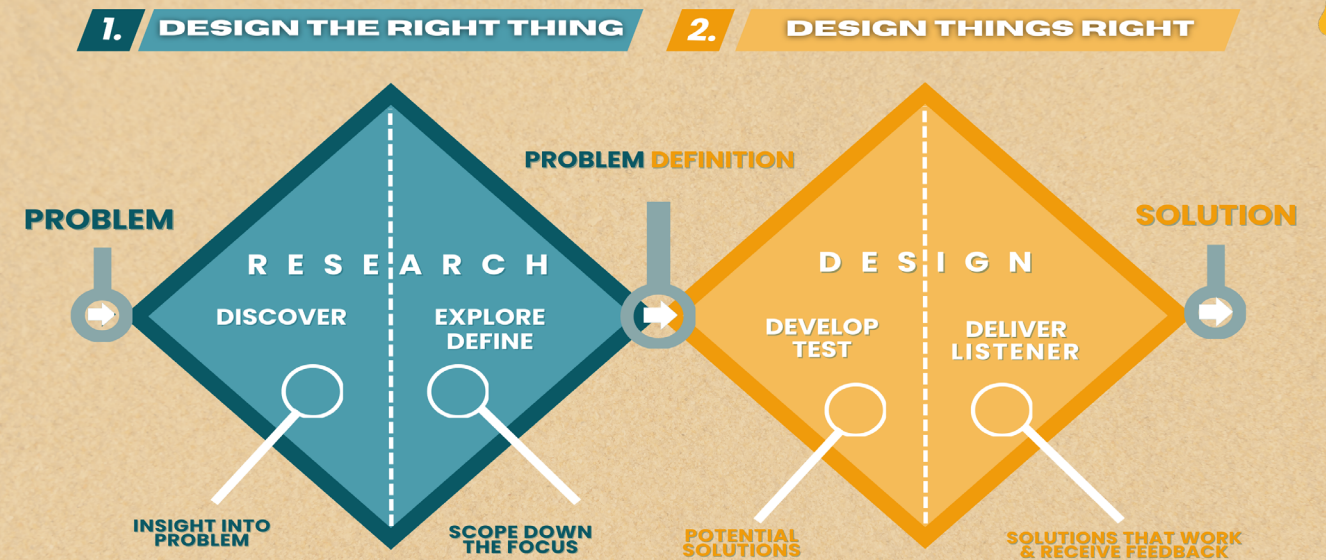
Our group created a Group Contract that established roles and expectations to finish the project. We use Whatsapp and Microsoft Teams for swift communication and file sharing. Trello helped us in managing our workflow. A stand-up meeting is also being held at OIL-time. We will then use Double Diamond Method throughout our design process.



I contributed to the entire process of creating the [\[Group Contract\]](#), where we established our roles and responsibilities for members of the team. This defined our agreements and communicated those expectations which improved our overall creative progress.

DOUBLE DIAMOND METHOD

To guide our project, we decided to use the Double Diamond Method because we're all knowledgeable with this. This design process involves two Diamonds and four Phases specifically called as the four D's: Discover, Define, Develop, Deliver.



DOUBLE DIAMOND METHOD

DISCOVER PHASE

To start, we brainstormed our plans first as a group then got divided into subgroups for each assigned task. We wrote down our research method and research questions for the project. To gather information from the target audience, I conducted an interview as primary research. After that, I conducted my secondary research in which I did literature study that focuses on the concept of eco-score and its purpose in promoting environment awareness in fashion.



To find what concept we'd like to work that will lessen the effects of fast fashion industry, we brainstormed ideas and from this [\[brainstorming\]](#), we end up having 3 concepts which are educational game, eco-score for clothes and upcycling game.



I worked with the concept of eco-score for clothing. First, I wrote down [\[research questions\]](#) then conducted an [\[interview\]](#) to teenagers who shop from various fast fashion stores. Here is the compiled [\[transcripts\]](#). In summary of this research, we concluded that teenagers didn't know a lot about the negative impacts of the fast fashion process, but they also expressed guilt about that.



For the [\[secondary research\]](#), I conducted a literature study that explores the idea of eco-score—a label that promotes consumer awareness especially amongst teenagers. This could help encourage the youth of fast fashion effects from just the simple A-to-E rating.



DEFINE PHASE

We then gathered the research findings and decided the final concept (from 3 concepts—educational game, eco-score for clothes and upcycling game) based on the client's preference that will guide us onto the next phase. We also wrote down the problem statement, POV and How Might We (HMW) questions (in which we also did solutions) that helped us have a shorter version of all information we acquired.



I contributed in adding information for some parts in [\[Concept Document\]](#), where I'm specifically involved in POV, How Might We (HMW) questions, solutions, conclusion, concept storyline and MoSCoW method. This document covers all about the primary and secondary research and where we finally got our upcycling game concept.

DEVELOP PHASE

Our group began by brainstorming ideas for the game's storyline and used a MoSCoW method to focus on the most important ideas. We then moved on to prototyping, creating and selecting game assets that matched the desired style. I set up a Git repository and used Javascript for coding.



We decided to brainstorm ideas we can include in the [\[game storyline\]](#). It helps players feel connected to the purpose of our upcycling game by knowing the goals and challenges. To summarize the list of ideas we have in mind, I suggested we use the MoSCoW method.



Next, we moved on to the prototyping phase. I created my version of [\[game assets\]](#), including character design, tools, and background elements. Once we selected the appropriate game assets, I then focused primarily on [\[game prototype\]](#), where I made it interactive and engaging.



As we begin the development phase of the game, I set up a [\[Git repository\]](#) for our team, created a separate branch for myself, and began working on my tasks. For the [\[game development\]](#), I was tasked with creating Station 2 which features the dye bucket part. I implemented this functionality using JavaScript.

DOUBLE DOUBLE DIAMOND METHOD

DELIVER PHASE

On December 12th, 2024, we presented the final version of the game, along with all its deliverables, to Jacqueline, the key stakeholders for Night of the Nerds. During the presentation, we highlighted the key features of the game, explained the development process, and gathered feedback from the stakeholder.



After accomplishing the final product of our game, I created a [\[short trailer\]](#). From the introduction, a girl asks for help in transforming old clothes into new, stylish creations. The players will have an idea of what creative tasks they can expect in the game.



The [\[advice report\]](#) is designed to help decision-making and guide long-term planning for our game. I contributed to creating the structure based on the template document, wrote methodology and helped with abstract. I then helped with the content for action steps of our advice report.



During our [\[presentation\]](#), we're able to introduce the game's brief description and our mission to promote sustainable fashion. I was assigned to discuss our target group and the future plans for the game. We received valuable feedback that will help us improve its design, gameplay, and overall experience moving forward.



BURDEN BURDEN PROOF

LEARNING OUTCOME	SELF-ASSESS-	PROOF
★ LO1 - Interactive Media Products	Proficient	Interactive Media Products
★ LO2 - Transferable Production	Proficient	Transferable Production
★ LO3 - Creative Iterations	Proficient	Creative Iterations
★ LO4 - Professional Standards	Proficient	Professional Standards
★ LO5 - Personal Leadership	Proficient	Personal Leadership

Portfolio Website: <https://i522385.hera.fontysict.net/portfolio-semester-3/>