Portfolio extra information learning outcomes

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1. You orient in the relevant tech, media and design landscape and create interactive media products that you have tested with users and stakeholders. (UX)
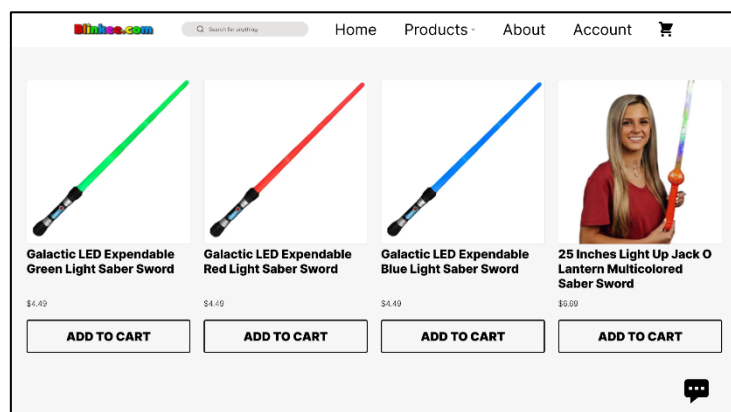
1.1 Startweek bad vs. good UX design

What I did:

I started working on this learning outcome during the first week already with the good vs bad ux design assignment. I first improved the UX of the website called blinkee. Underneath here is how the website looked like before. Elements were not lined out with each other properly which makes it hard to see what information is for which product, the menu bar is also confusing since it is placed over two lines instead of just one and there are multiple double elements such as a cart both as an icon and as a word as well as a search bar on the left as well as a search icon on the right.
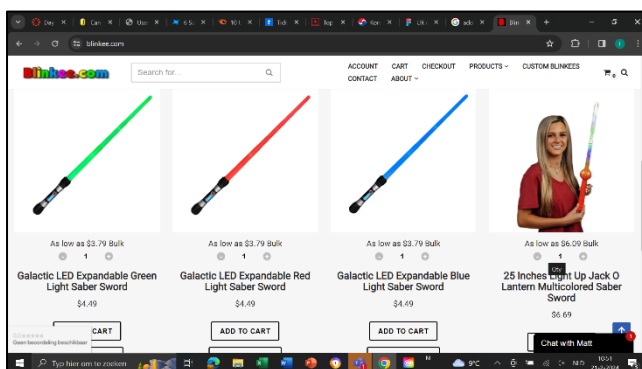
On the right here my improved version is visible. I did not do much in terms of changing the design of the website in terms of colors and styles, I only focused on bettering the UX of the website. I improved the alignment of all the elements which makes the site look more cohesive as well as changing the hierarchy of the different texts displayed for the products. They used to have quite a weird hierarchy in which you had to select the amount you would want before you even read the product name and they had two buttons, one for add to cart and one for a possible discount. To make the users not as overwhelmed with all the information at once I deleted the amount and discount options here as well as the bulk price that was visible before

ADD TO CART

25 Inches Light Up Jack O Lantern Multicolored Saber Sword

Amount
⊕ 1 ⊖

Price
$6.69

Bulk Price
$6.09

ADD AND CONTINUE SHOPPING   ADD AND CHECK OUT   CANCEL
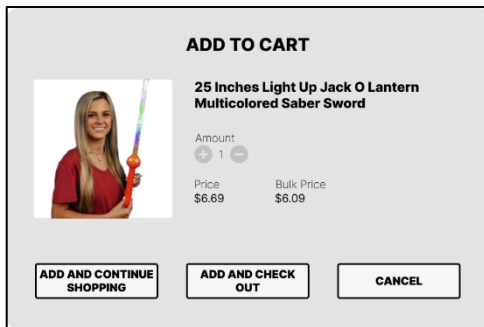
the normal price and instead made a pop up card for when clients wanted to add something to their cart in which they would choose the amount they wanted and whether they had a discount code. Here was also the bulk price visible but only after the normal price was shown. I asked the other students about what order they found more natural in terms of the + and – buttons as well as the buttons at the bottom.

I also changed the menu bar to make all the categories fit on one line by removing the text cart option and only having the icon and also removing the search icon while leaving the search bar. I also removed the checkout option in the menu bar since you would do that in the cart page after checking all the products in your cart as well as deleting another element that would not be very necessary for clients.

After making this bad design a bit better I went to the Korean Air website and made their design worse. The first thing I deleted to make the site more inconvenient for users was the search bar, now if you would want to find something you would have to look through all the categories yourself which could be very time consuming if you are looking for something very specific. In my worsened version there is also no option to change the language or have a look at the faq from the menu bar.

When booking a flight you can also not turn around the two places you choose, you would have to type both of them in again if you made a mistake in the order of the places. There is still a way to be able to tell if you have a return flight or one way ticket selected by the line underneath, however this line is now made very thin which makes it very hard to see especially on smaller screens.

Then I also made all the choices in blue not have any space in between anymore and put them all in the same blue bar which makes it hard to notice where one stops and where one begins, so you would have to click the actual text to be sure you have the right one selected instead of being able to click a little bit around it as well. And last I made the options which you have when booking a flight such as the dates, amount of passengers and cabin class not as logical and efficient since in this new version you would have to type everything out yourself instead of getting the options visible when clicking on it. Underneath are both versions visible with the left one being the original Korean Air site and the right one being my worse version of the site.
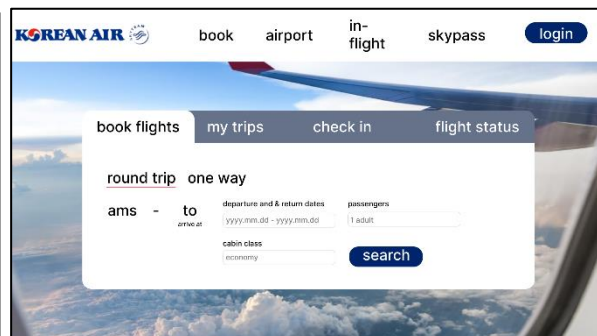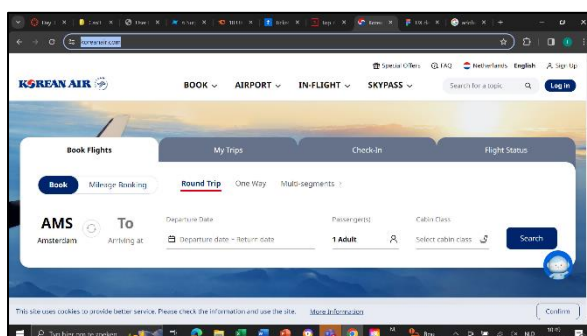
What I learned

While making the good vs bad UX design assignment I learned about the heuristics of UX design to ensure the accessibility and inclusion of all visitors to a website. I did not know about these heuristics before, however I did already implement a lot of these in the design that I improved and the deleted a lot of the heuristics for the design I made worse.

I think I subconsciously implemented these heuristics because during my previous study we worked a lot on guest experience but then for theme parks and without ever specifically mentioning heuristics, however most of the basics of guest experiences are similar to heuristics that are applied when making a website, they just manifest differently. For example accessibility in a theme park would be making sure guests in a wheelchair can get on attractions while accessibility on a website could be a voice reader for those who can not read since they are blind.

I also learned that when making designs the next time I could implement more unique designs. I made the design for blinkee very simple and this could be seen as boring. I really only improved cohesiveness and accessibility in the design but I did not make the design more interesting at all which is feedback I received. So next time I should make the design a bit more interesting to look at as well so that people actually want to stay on the website.

1.2 Card sorting method in UX class

What I did

In groups we researched different websites in class to see if their navigation bars are actually accessible and logical for people to use. Me and my group chose MediaMarkt. To do the card sorting we picked a few of their categories in their navigation and ten subcategories for each of the main categories. We wrote the categories down on sticky notes as well as all the subcategories we chose for each category on separate sticky notes.

We did 2 round of card sorting, one open card sorting and one closed card sorting. We started with the closed card sorting where the participants were already given the main categories and then had to divide the sub categories amongst the main categories according to what they thought would be the best fit. During this we found out that a lot of the sub categories could fit into multiple main categories, especially the gaming, computer and audio categories had a lot of sub categories that could be placed in multiple of these categories.
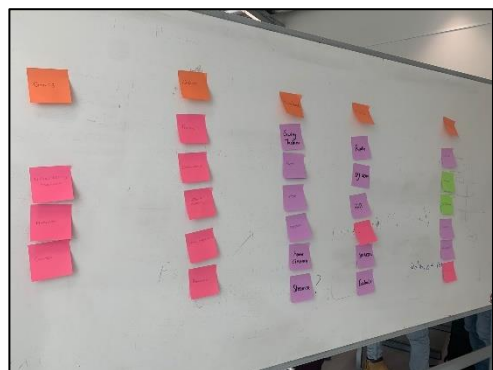
During second round of card sorting we did an open sorting, this meant that the participants were not given the main categories, only the sub categories and they had to put together the sub categories that they thought would be in one main category together and then name what they thought the main category would be. Here we saw even more so that some sub categories could fit well into multiple of the main categories as we even ended up with 4 main categories from this instead of the 5 we actually started with when making the cards ourselves. Most of the

things from the gaming, audio and computer categories ended up in 2 categories that the participants would call entertainment category and electronics category. Also most of the kitchen appliances and household appliances ended up in the same category.

We ended up doing this open card sorting an extra time with very similar results. Which would mean that the navigation of categories in the MediaMarkt website could be improved, since neither of the open card sortings ended up with similar sortings as the website how it is now.
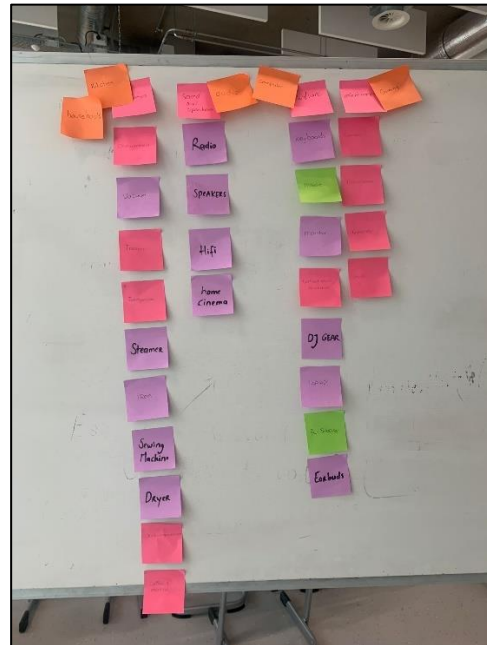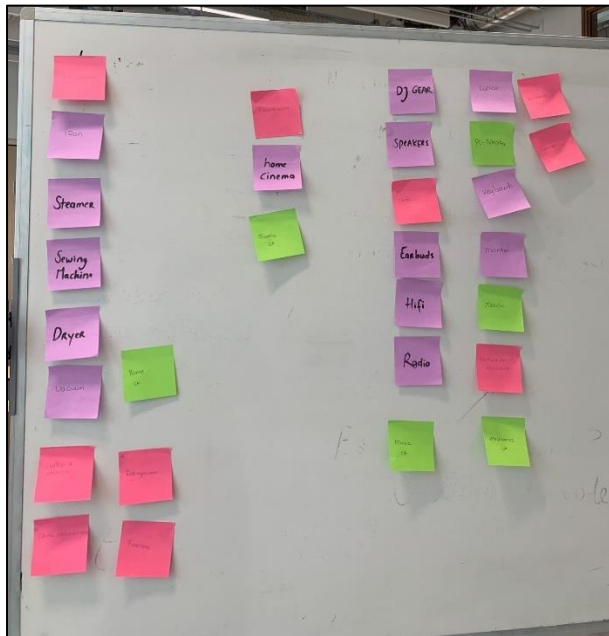
What I learned

I learned about what this method is, since I did not previously know anything like this existed. I found this could be quite helpful when you have to divide a lot of items under categories, this can check whether you have place items in the logical categories according to users themselves or if you really do not know where to start with sorting them you can let users do this to give you a start with what to sort where.

1.3 Thinking out loud method during project X

What I did

During project X I did a thinking out loud session with someone who fit into the target group for my project X. When doing this method I had the designs of the website finished and had most things coded already, due to the short time we had for this project I did not make a prototype in Figma itself, however since most interactives were already coded we switched back and forth between the design and the coded website.

During this session I found out things that were good and that she liked about the site but also things that could still be improved. I tried implementing most of this feedback I got from this session however due to the short time I had for this project I was not able to implement everything. For example I did implement a design for the headers so that the text on the headers

was more visible than before since at times the text inside the headers was a little bit hard to read. However something that I did not have the time to implement was having the menu be able to expand downwards instead of only having a horizontal scroll, this would mainly be a concern when more and more items are added to the menu. Now there are a maximum of 6 items per category but when this becomes more it can be quite annoying having to horizontally scroll through sets of 3 items to find items you like or check if the café and bar even have these items. Which is also why she suggested having a search bar when there are more items so that people can easily search for their favorite drinks and see if we have those at our café and bar.

What I learned

During this session I learned how to apply the observation techniques I learned in my previous study together with listening to what the participant is thinking while doing actions I asked them to do such as finding certain information, making a reservation on the website. I also had to remind the participant to actually say what they are thinking a couple of times since she would be so focused on the task that she would sometimes forget to say what she is doing or why she is doing that.

This session gave me some good insights on what I can still change on the website to make the users more comfortable and make the website easier to use for them.

2. You explore front-end development languages, you write code and document in a version control environment.

2.1 Portfolio

What I did

For my portfolio I first wanted to make a minimalistic portfolio, however this quickly switched up to a more cyber punk themed portfolio. I first created a simple design and started coding that while I still had a greater idea in mind with this theme, however this would require me to learn a lot more things and eventually I did not have time to do this, so I stuck with the simple design instead.

I started with making the HTML structure for the portfolio and simple styling. Throughout the semester I changed up the styling here and there and started adding more of the articles about things that I did that would contribute to the learning outcomes.

Since I was still busy trying to figure out if I could make the more complicated portfolio in the beginning of the semester I did not have a lot of time later anymore to add new things I learned in terms of HTML, CSS and JavaScript as cool elements or effects in the portfolio itself, however I did practice with new concepts of HTML, CSS and JavaScript in projects and small assignments that are added in my portfolio as their own articles.

I did sometimes wait quite long to actually update my portfolio again since I was focusing more on the projects instead of on my portfolio, especially at the end of the semester. So for next semester I want to work more on making a better planning for myself and setting deadlines for myself in terms of portfolio things so that my portfolio is all up to date.

Still there are some things I did implement in my portfolio that are improvements of how I coded in the previous semester. I tried to avoid working with pixels as much as I could, since pixels would make it a bit harder to make websites responsive. Pixels are quite a hard set size in comparison to for example using rem, percentages or vh and vw which all look more at the sizes of the screens a website is viewed at. And still I would have to add some media queries to make the website completely responsive but it makes it easier than working with pixels which would mean I would have to resize most elements and images myself to make it work for certain screen sizes. My portfolio is not made responsive however since I was still very busy with project X in the time I wanted to do this.

In the portfolio I did do some small things that I had never done before such as working with a rotated text and using SVG's in the website to show the logo's I made in illustrator and using pdf's in a website.

What I learned

While making my portfolio I learned to work better with other sizing systems besides pixels such as using rem, percentages and viewport height and viewport width. I also learned to work with different types of files that I had not implemented before in a website such as pdf's, SVG's and having a rotated text.

2.2 Practise website with Youtube tutorial

What I did

In the beginning of the semester I made a website with a Youtube tutorial to refresh on the different HTML elements and CSS styling, in this tutorial was also a very little bit of JavaScript included to make a hamburger menu when viewing the website on a small screen. There was not a lot of explanation of why things were done the way they were done so I purely used this tutorial as a refresher after the long break we had between semesters.

This website is made completely responsive which I did not have any previous experience with yet, however since there was not much explanation on why things were done the way they were done I decided to look more into this myself to figure out how this works exactly and I found out that by using an @media in the CSS you start a media query, in this media query you specify the max or min width followed by CSS styling usually of how big elements should be in screens with the min width or max width. This is also when I found out it is better to use relative units of measurements like em, rem or percentages instead of fixed ones like pixels.

In the media queries you can also change layouts with flex box and grids. It is basically like normal styling, except you give screen size restrictions to your styling for different sizes of screens.

What I learned

While making this practice website I got a refresher of the basic HTML elements and CSS styling. I also learned how to make a website responsive, starting with using relative units of measurements such as em, rem and percentages instead of fixed units such as pixels.

2.3 JavaScript workshops with Amer

What I did

During the JavaScript workshops with Amer I learned the basics of JavaScript, he would first explain more about the different concept of JavaScript and then we would make an assignment related to the things we learned. During the first workshop we learned about the basics such as variables, functions and if/else statements, as well as how to use the console.log and different ways of displaying information in JavaScript, both in the console as on the webpage itself.

We also learned how to play with math in JavaScript such as generating random numbers, I practiced more with this outside of class which I will add as a separate article in my portfolio.

After learning the basics we were provided with HTML, CSS and JavaScript code that would make a tic-tac-toe game, in this code there were several errors however that caused the game to not work how it was supposed to, these errors were hidden in all the different code files, so a few of the errors were in the HTML while others were hidden in the CSS or the JavaScript.

After finding all the errors we had to add our own code so that once there was a winner in the tic-tac-toe game the winning combination tiles would turn green instead of grey and a gif would start moving around the screen.

First I made a function to highlight the winning cell combination:

```
function highlightWinningCells(player) {
    const winConditions = [
        [0, 1, 2], [3, 4, 5], [6, 7, 8], // Rows
        [0, 3, 6], [1, 4, 7], [2, 5, 8], // Columns
        [0, 4, 8], [2, 4, 6] // Diagonals
    ];
    winConditions.forEach(condition => {
        const [a, b, c] = condition;
        if (
            cells[a].textContent === player &&
            cells[b].textContent === player &&
            cells[c].textContent === player
        ) {
            cells[a].style.backgroundColor = 'lightgreen';
            cells[b].style.backgroundColor = 'lightgreen';
            cells[c].style.backgroundColor = 'lightgreen';
        }
    });
}
```

I did use ChatGPT here to make the arrays for the rows, columns and diagonals since I was not sure of how to do this myself. And then using an if statement we can check if there is a winning combination, then using the .style.backgroundColor we can change the background color of the elements in this case the cells of the winning combination to green.

To create the moving gif I placed the gif in the HTML and then used a display none in CSS so that it would not be visible and then by using keyframes in CSS I made it move around the border of the screen. Then in the JavaScript I made a function that would set the display of the gif to block so that it would become visible and then I called that function when there was a winning combination.

Lastly I made a function to restart so that when the restart button was pushed all the X's and O's would be removed, the green fields from the winning combination would turn grey again and the gif would be set to display none again so that it would not be visible anymore.

What I learned

During this workshop we learned all the basics of JavaScript like the variables, functions, if/else statements and how to manipulate the HTML of the website to display new information created with JavaScript.

I learned how to make my own variables and use them and the types of variables used in JavaScript such as the const and let. I also learned how to make my own functions and how to use those. I also learned how to use if/else statements in Javascript as well as working with math in JavaScript.

2.4 Practise guess random number game

What I did

To practice JavaScript I have been to the different JavaScript workshops and I made small practices in which I applied what I had learned so far. For the first workshop we learned about the different variables, how to make and use functions and how to read and manipulate HTML elements using JavaScript. To then practice this I first made a number guessing game in which I used different variables, functions and also if/else statements. To start the game I had a generate new number button, when pushed this would run a function in which a random number between 1 and 100 was generated:

```
function generateNumber() {
    targetNumber = Math.floor(Math.random() * 100) + 1;
    document.getElementById('message').innerHTML = 'New number generated!
Guess again.';
}
```

After this I made a different function that would check each guess from the users after they had put in their guess and clicked on the check guess button.

```
function checkGuess() {
    const userGuess = document.getElementById('userGuess').value;
    const message = document.getElementById('message');

    if (userGuess == targetNumber) {
        message.innerHTML = 'Congrats! You guessed the right number';
    }
    else if (userGuess < targetNumber) {
        message.innerHTML = 'Too low, try again!';
    }
    else {
        message.innerHTML = 'Too high, try again!'
    }
}
```

In this code because of the .value after getting the element of the user input it is possible for the user to both type out the complete number or type the number in. So it is possible to both type five or 5 and the game will work both ways. No styling was applied to this game since I wanted to purely focus on getting practice with the JavaScript.

What I learned

I got more practice with generating random numbers using the Math.random. I learned that the number you use after the * (so which you multiply with) will be the range of the numbers, so in the case of this code there is a range of 100 numbers. The +1 is to make sure the numbers start from 1 and not from 0 since the standard in coding is 0. The +1 moves the range up 1, if this was a +10 for example the numbers would now be 10 until 110 instead of 1 to 100. The math.floor is used to make sure that the numbers generated are whole numbers and not numbers with decimals.

I also learned how to use user input in JavaScript with this experiment. And I got to work with if/else statements again to check if the guesses are correct, too low or too high.

2.5 Project 3, development for Lighttown Speakers

What I did

For the third project in the semester we made a website for Lighttown Speakers in a group of three. In this website we had five pages which we devided amongst ourselves and I made the membership page and the trainings page. During this I got more experience with the basics of HTML and CSS and got to work with grid for the first time to make the tables in the membership page. I had never worked with grid before as I always used flex.

I also worked with input types for the first time to make the form to sign up to become a member. Even though my specific pages do not have any JavaScript, I still helped with the JavaScript for the spotlights on the homepage so I got more practise with that as well with this project. We did have a few problems in the beginning with working in the same document as a group since we were all editing the CSS at the same time and therefor a lot of the things got overwritten when commiting and pushing in Git, so for this project we first made our own pages in our own documents and after that added them all together in one document, we know this is not the way we should have done it however we could not find a solution quick enough to then focus on coding the actual project.

What I learned

In this project I learned more on how to work on codes in a group that is all working in the same files. I also learned on how I could actually use JavaScript in a website instead of making fun small games and how JavaScript can contribute to a better user experience in the site and make it more interactive and interesting.

We also learned of the importance of responsiveness, since all of our laptop screens were slightly different sizes the website looked very different on all of our screens so we had to keep in mind what units of measurements we used and how this would look on the different screens.

2.6 Project X

What I did

For project X I made a website for a business a friend of mine wants to open, a café by day and a bar by night called Naru. For this website I implemented quite a few things that I learned during this semester in an actual website for the first time.

First of I used more JavaScript to make the website more interactive and interesting, for example by having an image gallery on the home screen with different images from Naru, there is one main image that takes up most of the space with previous and next buttons next to it, underneath there are more images which will all rotate to become the main image. Now users can use both the previous and next buttons to go through the images, but they can also click on one specific image to make that one the main image if one caught their eye and they would like to view that specific image bigger.

```javascript
let galleryCurrentIndex = 0;
const galleryImages = [
    "images/cafe 1.png",
    "images/cafe 2.png",
    "images/cafe 3.png",
    "images/cafe 4.png",
    "images/cafe 5.png",
    "images/brewingcoffe.webp"
]

function showImage(index) {
    currentIndex = index;
    const mainImage = document.getElementById('mainImage');
    mainImage.src = galleryImages[currentIndex];
}

function nextImage() {
    galleryCurrentIndex++;
    if (galleryCurrentIndex >= galleryImages.length) {
        galleryCurrentIndex = 0;
    }
    const mainImage = document.getElementById('mainImage');
    mainImage.src = galleryImages[galleryCurrentIndex];
}

function prevImage() {
    galleryCurrentIndex--;
    if (galleryCurrentIndex < 0) {
        galleryCurrentIndex = galleryImages.length - 1;
    }
    const mainImage = document.getElementById('mainImage');
    mainImage.src = galleryImages[galleryCurrentIndex];
}
```

This code keeps score of which image is the current main image and then updates it whenever one of the buttons is pressed. In the HTML file I added the option to click one of the small images and then that will make that image the main image like the following:

```html
<img class="thumbnail" src="images/cafe 2.png" alt="Our café"
onclick="showImage(1)">
```

Then to display the menu I chose to make a json file with all the menu items and the data I will need for the website like this:

```json
"coffees": [
  {
    "name": "Americano",
    "image": "images/iced americano.png",
    "options": ["hot", "iced"],
    "sizes": {
      "small": 1.95,
      "medium": 2.95,
      "large": 3.95
    },
    "ingredients": ["Water", "Espresso"]
  },
  {
    "name": "Latte",
    "image": "images/iced vanilla latte.png",
    "options": ["hot", "iced"],
    "sizes": {
      "small": 2.50,
      "medium": 3.50,
      "large": 4.50
    },
    "ingredients": ["Espresso", "Steamed Milk", "Foam"]
  },
```

I made this for all categories and all menu items, this way I would only have to add data for a new item when wanting to expand the menu and automatically a new item card will appear on the site instead of having to copy the html every time a new menu item gets added.

Then I used JavaScript to create and display the different HTML elements for all the data in the json file and finally I styled the menu item cards with CSS.

```javascript
function createMenuCard(container, item) {
    const card = document.createElement('div');
    card.classList.add('menu-card');

    const img = document.createElement('img');
    img.src = item.image;
    img.alt = item.name;
    card.appendChild(img);

    const title = document.createElement('p');
```

```
    title.classList.add('itemName');
    title.textContent = item.name;
    card.appendChild(title);
```

Then since there are different sizes available there will also be different prices depending on the size option the user chooses to view. So I wrote JavaScript so that the prices update based on the size that is selected by the user. I did use ChatGPT to do this since this did require quite a few steps that I was not sure of how to do myself.

```
    if (item.sizes) {
        const sizeContainer = document.createElement('div');
        sizeContainer.classList.add('size-container');

        const defaultSize = Object.keys(item.sizes)[0]; // Set the first size
as default
        const price = document.createElement('div');
        price.classList.add('price');
        price.textContent = `€${item.sizes[defaultSize].toFixed(2)}`;
        card.appendChild(price);

        Object.keys(item.sizes).forEach(size => {
            const label = document.createElement('label');
            label.classList.add('size-label');

            const radio = document.createElement('input');
            radio.type = 'radio';
            radio.name = `size-${item.name}`;
            radio.value = item.sizes[size];
            radio.classList.add('size-radio');

            if (size === defaultSize) {
                radio.checked = true;
                label.classList.add('selected');
            }

            radio.addEventListener('change', (event) => {
                price.textContent = `€${event.target.value}`;
                document.querySelectorAll(`input[name="size-
${item.name}"]`).forEach(r => {
                    r.parentElement.classList.remove('selected');
                });
                label.classList.add('selected');
            });

            label.appendChild(radio);
            label.appendChild(document.createTextNode(size.charAt(0).toUpperCa
se() + size.slice(1)));
```

```
        sizeContainer.appendChild(label);
    });

    card.appendChild(sizeContainer);
}

container.appendChild(card);
}
```

What I learned

During this project I really learned how to use JavaScript myself in an actual website to add more interactivity to a website. I also learned how to work with a json file and went more in depth on how to create and manipulate HTML code using JavaScript.

2.7 Working with API's workshop

What did I do

During a workshop with our teacher Frank we learned how to work with API's. To practice with using API's we used a free weather API and used that to display information about the current weather on our HTML page as well as an API that generates random quotes.

Working with an API is pretty similar to working with a json file, however now we are using an external link instead of linking to our own json file. So during the workshop we worked more with the fetch of JavaScript and then how to add new elements or manipulate elements in HTML using JavaScript.

What I learned

I learned how to work with an API and that it is quite similar to working with a json file, but it is like the json file is external, this can sometimes make the structure quite confusing since you don't know how the API data is structured. But you can use console.log to find out more about the data structure and find the data that is actually useful for me to use.

3. You explore and use professional design tools and you iteratively design visual works. (MP)

3.1 Stylescapes Eindhoven Rockcity

What I did

For the first project for Eindhoven Rockcity I have not made many of the visual designs besides my stylescape which I then got feedback on and improved based on that feedback. I first tried making the stylescape in photoshop to get some practice with this, however this was taking a very long time so I switched to designing it in Figma instead so that I could finish it before the deadline discussed with the rest of the group.
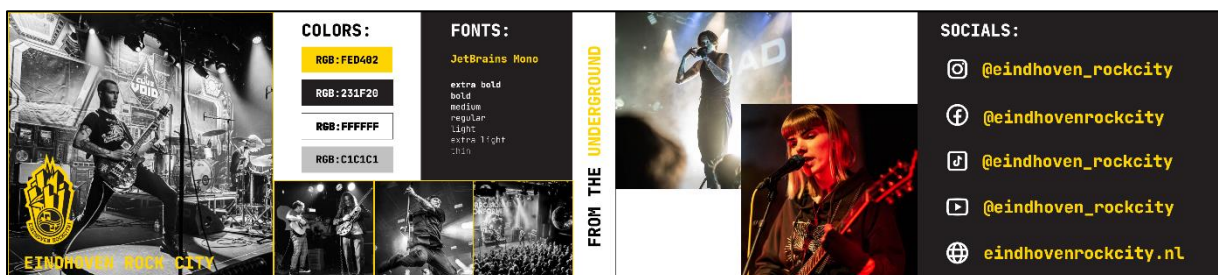
This above was the first iteration on which I received the feedback to include an accent color that contrasts well with the yellow and to give more information of the feeling you want people to get from the different elements in the landscape and what the purpose behind it is.

So here is the improved stylescape:

A purple accent color is added which contrasts to the yellow and also fits well with both the black and the white and there is more information given about what you are able to find on the website and what feeling the pictures used for social media should give.

What I learned

I learned it is important to think about the fonts, types of images and colors that you want to use to convey the right message to the audience.

I also learned that I should not use Figma for designs like this, however considering the time and my lack of knowledge in Adobe programs at this point in the semester it would have taken me way too long to make a good stylescape using one of the Adobe programs.

3.2 Practise making a logo for myself

what I did

To get used to working with illustrator I practiced making a logo for myself, I immediately knew I wanted to do something with my initials and quickly found out that it looked quite nice to put a capital I inside of a capital H. to make it more interesting I played around with how I could shape the letters or have different height placings of the letters. One idea I came up with was placing the I lower than the H and having the horizontal line of the H wave down together with the I.

My second idea I worked out was having all the letters slightly placed lower each time with the horizontal line of the H being on an angle to follow all the vertical lines. This has been then exported as a svg file however to make them clearly stand out in a word document with black background I took a quick screenshot with a white background. The left upper one is the basic form of which I based the other two logo's.
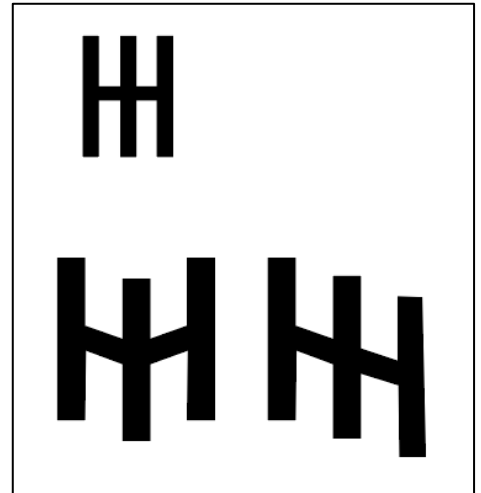
What I learned

During this I mainly learned how to work with anchor points and paths in illustrator since that was the thing that was needed to transform the letters. Next time I would like to learn more about other things I can do in illustrator besides using anchor points and paths since I have not done much with the rest of the program for these specific logo's.

3.3 Pamphlet for the marketing project

What I did

For the marketing project I made a trifold pamphlet which could be handed out during events the client, Lighttown Speakers, could attend. This would give potential partners more information about who Lighttown Speakers are and what they have to offer. There are two sides to the pamphlet however I only created one side while one of my groupmates made the other side. On the right side here is the first version of the pamphlet I created. I based this of off a quick sketch I made after looking at some other trifold pamphlets for inspiration. The sketch is visible underneath here:
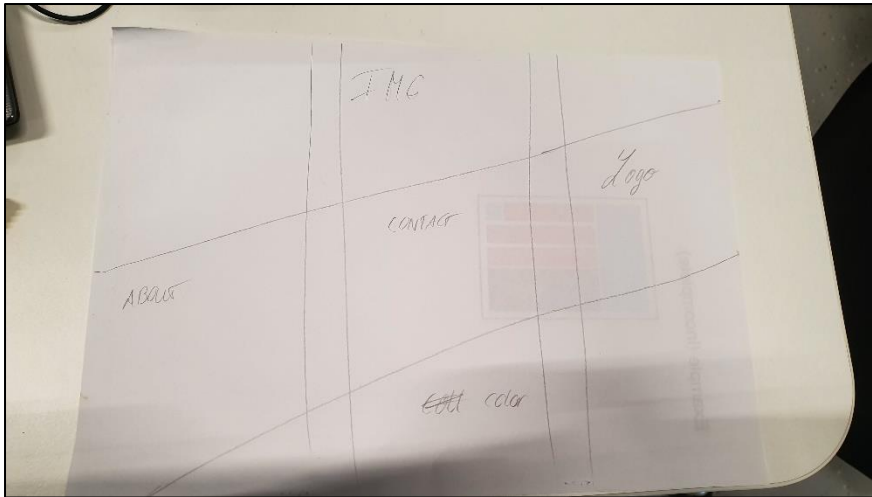
After making the first version in adobe InDesign (the version given above by the first paragraph) I received some feedback from Dirk which was as follows:

Print out the pamphlet once, this makes sure you can check if everything is placed correctly and how the colors look in real life.
Also pay a bit more attention to how the texts are lined out since it seems that one of the texts is closer to the blue than the other text.

So after receiving the feedback I first lined out the text a bit better and I also added the name of Lighttown Speakers before printing it out to review it like that. And under here is the revised version.

What I learned

During this process I learned about a few of the basic functions of indesign such as creating own color stales, making boxes and then transforming them to different shapes like the triangles and adding colors to them from the stales. I also had to import a font from google fonts for this since we were using the style guide given by toastmasters which is the mother company of Lighttown

Speakers. I also used the ruler function a lot during this for the folds of the pamphlet and margins needed around the fold to make sure there is enough spacing.

3.4 Logo illustrator tutorial

What I did

To get to know how illustrator works better I followed a tutorial found on YouTube to make this, during this I got to work with different transform effects, circle tool and eye droplet for color selecting. I also now know how I can make a text wrap around for example the circle by using the path of the circle.

What I learned

With this tutorial I got to know more about different things I can do with illustrator such as having a text wrap around a circle and working with transform effects.

3.5 Lighttown Speakers logo

What I did

Lighttown Speakers wanted to be more known and get more opportunities on exchanging their services with companies and communities in Eindhoven, however they are not very easily findable or recognizable. When searching for Lighttown Speakers the first things to pop up are Toastmasters sites, and Lighttown is a part of this however it is confusing for people who do not know. That's why a logo of their own (and also later on a website of their own) would do them good in terms of creating more knowledge about them. For their logo I wanted to incorporate their name, a microphone symbolizing the speaking and a skyline of Eindhoven

since that is where they are located. We did find out later that they are actually not allowed to create or use an own logo besides the toastmasters logo, however it was still a good practice for me with illustrator.

What I learned

I learned how important it is to include meaningful elements in a logo to show what a brand is about. Trying to combine their name, a microphone for speaking, and the Eindhoven skyline helped me understand how to create a logo that represents a brand well.

This project also helped me get better at using Adobe Illustrator. I practiced with different tools and techniques, like working with anchor points and paths to make custom shapes and combining different elements into one design. This hands-on practice made me more comfortable with Illustrator and more confident in making logos.

3.6 Animating in blender

What I did

During blender workshops from Josh we learned the basics of blender and how we can shape different objects, usually starting from a cube and then making all kinds of things out of it. Starting with a simple little house and I later made a human form based on an illustration I found from a tutorial. The human form I ended up with is visible here on the right.

In a later workshop we learned more on how to animate in blender and did this by simply creating a bouncing soccer ball. In this same workshop we also learned how to work with skeletons where we made something similar to an inflatable you would find at certain stores.

What I learned

I learned about all the different shortcuts in blender that one will need when making things in blender such as the g to move, r to rotate, s to scale e to extrude and how to work in edit mode with these things so that shapes can actually be morphed into something else.

Then for animating I learned about keyframes and that blender will automatically animate what happens in between keyframes for you in the shortest way possible. So if you have a keyframe at 1 where a ball is in the air and another keyframe at 50 where the ball is in the air, blender calculates how much the ball has to move each keyframe and the shortest path it could take between keyframe 1 and 50 and that is how it gets animated. It is important to make sure you save each keyframe otherwise all the changes will be lost, it is therefor also important that you watch out and not accidentally press i which creates a new keyframe and then move because you may lose all your progress you made that way. We also learned you can simply duplicate keyframes if you have the same beginning and ending position for example so that you don't have to fill in all the data again yourself, you can simply copy and paste the keyframe you want.

With these keyframes you can only make a full object move at a time, but when making a skeleton you can move only certain parts of the object. To add a skeleton you first have to make

armatures in object mode, then you can scale there armatures to fit certain parts of your object and extrude them to then cover different parts of the object you want to move. For example an arm and an underarm. After adding these armatures you can individually move them so you can then animate your objects so that different parts can move individually from each other.

4. Research

4.1 Research for Eindhoven Rockcity

What I did

In my previous study I already did a lot of research for almost 4 years so there was not a lot of new things I have learned here. This meant that I already knew almost all models and research methods mentioned during classes and the ones that were used in the projects. I also have already worked with many of these as well, so I decided to try to mainly focus on parts of research I did the least during my last study. During my last study I often focused more on parts of the external analysis while others did the internal analysis for example.

So for the first project for Eindhoven Rockcity I focused on the internal analysis in the beginning while others from my group focused more on the external analysis. For this project I made the problem analysis as well as creating the marketing mix using the 4 p's. For this project the 4 p's was not the best model to use, however I wanted to practice a little bit with some internal analysis models and found this one a nice one to start with. I did find out later that this model was very useful for the second project about marketing though and therefor it would have been better to choose a different one to practice that also has more to do with branding.

Besides the problem analysis and the marketing mix I also did research on the best times to post on different social media channels for this first project for Eindhoven Rockcity, drew conclusions about what times worked the best for a lot of different companies and then made a content calendar based on this research.

For all the research I made for this project I used many different sources and used APA to correctly display the sources I used in the research.

What I learned

I got to practice more with doing an internal analysis and finding out about a company's strengths and weaknesses and practiced with an internal analysis model.

I also learned how to visualize information better in my research about the best times to post, in my previous study we would always write everything down as articles and not give much information visually, so I tried challenging myself to make this research more visual and give an easy overview of what to post on what times, in the style of Eindhoven Rockcity as well.

4.2 Research for Lighttown Speakers

What I did

For the second project about marketing for Lighttown Speakers we started with all creating a few different research questions and to take it a step further I also came up with a few sub questions that could be used with the research questions I thought out. I also came up with a logical framework with all the different things that we would have to research and what models

would be good to use for this project. After this we divided the research work amongst the group and I ended up doing the trends and developments analysis. I also made a quick overview for the internal analysis and problem statement to give us as a group a clear and short overview of the client and the assignment.

After doing the first parts of research and coming up with our first ideas I have also picked up on researching different networking events in Eindhoven together with Lisandra to see what are possibilities for networking for Lighttown Speakers.

What I learned

This project I took it upon myself to create a framework of things we should do in terms of research to create a good baseline for ourselves and figure out the marketing strategy from there. In my previous study this was usually already done by either the teachers or another one of my groupmates would do this.

4.3 Research for project X

What I did

For project X I started with a small bit of research, I did not do much research since I wanted to build a website and could use the time for wireframes, designs and actually coding. So I opted for only doing a target group analysis and made a persona for this and researched two competitors that are also a café by day and a bar by night.

Then I also did do a thinking out loud session with someone who fit into the target group which is also already mentioned in learning outcome 1. Here I let the participant go through the designs of the website and what I had already coded at that point and gave her a few tasks that she had to complete and tell me about her thought process and why she did certain things as well as that I was observing her behavior such as how long it took her to find certain things and her facial expressions during the tasks.

I then wrote down my findings about this in the research project X document and started implementing some of the things I gained from this session and were still possible within the given amount of time.

What I learned

Here I again tried to make part of my research visual by making the persona more visualized. I also got to practice with the thinking out loud session and improved my observation skills.

5. Communication

For the communication and professional identity learning outcome I rather write one bigger chapter about how I think it went this semester instead of writing smaller articles, so that is what I did here and in the professional identity learning outcome.

I think communication is one of my weaker points and will always be one of my weaker points as well, this semester I do think I grew quite a bit in this however. Especially in communication towards group mates and stakeholders. During my last study I always got feedback that I was too quiet and had to participate more in group discussions, which my group now says was not something they noticed. They thought I was participating in group discussions and decision making well. I was also clear in communication if I was not able to come to school or would be at school later and the reason for it.

In project X I decided to work on a project for a friend of mine and have been communicating with him every step of the way, from starting with what target group he wants and what he envisions for this project to discussing things like the wireframes and the designs. I used a lot of his feedback so that we were both happy with the end result and in between I also asked a lot of feedback from other students sitting at my table and a friend of mine who fits in the target group to check if this actually fits the needs and wants of the target group as well.

I have noticed however that my communication towards teachers is lacking at times, especially when asking for feedback. I usually ask a quick question about something here and there but I have not often gone up to teachers to actually receive more feedback on the project as a whole and to get feedpulse moments, so that is something I have to pay extra attention to during the next semester

6. Professional identity

Like mentioned in the communication learning outcome chapter I will be writing this learning outcome more like one bigger chapter instead of as smaller articles.

During this semester I got to know more about both job profiles that we can choose from as associate degree students. Very early in this semester I already knew I wanted to go with front-end development. This is because I already had quite a lot of the theories behind UX designer during my last study, which was a study very focused on guest experience. So it would be more beneficial for me to go for front-end development since that would create a more well rounded profile for me.

I also noticed that I find it more fun to spend time on creating things by coding instead of first going through research to then make a wireframe and then a design, possibly prototype it in Figma. And I know that as a front-end developer I might still sometimes have to do these things, however I hope I can start spending my time more on coding than on research and designing.

In terms of growth this semester I think I have made quite a lot of progress for both function profiles. For the front-end developer function I got a lot more comfortable with HTML and CSS as well as that I now know the basics of JavaScript and can implement this in websites to make them more interactive and interesting. I noticed throughout the semester that I was relying on ChatGPT less and less and could do more by myself without needing to look everything up. Also I was able to create websites like how I actually envisioned them beforehand instead of making it more simple since I couldn't figure out how to do something which happened a lot last semester. I also got practice with API's and working with json files. I wish I could have practiced with node.js and react already as well however I found these quite difficult to figure out by myself and I could not attend the workshops for this by Amer since I had a few dentist and orthodontic appointments during Wednesday afternoons. So my goal for next semester is to deepen my understanding of HTML, CSS and JavaScript and become even more comfortable with them as well as starting to learn how to make programs using node.js and react.

For the UX designer function I also think I grew, but not as much as in front-end development. Since I already knew most theories behind it there is not a lot of new things that I learned theoretically, however I do think I grew more in actually making the designs. As you may have noticed by reading through this file I am more creative in writing than in actually creating designs and visual products. So I think that is where my growth this semester lies in terms of UX designer, getting to know the Adobe programs better as well as becoming better at designing websites. Looking at my portfolio which was designed in the beginning of the semester vs project X which I just designed a few weeks ago I see a lot of improvement from myself in terms of designing.

Also here is the link to the associate degree assignment video once again, the video is completely in Dutch:

https://youtu.be/_bdyDcaeDYQ