

Semester 3

Reading Guide

Media Design

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Introduction

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. With my course, I have done front-end development such as HTML, CSS, and JavaScript and design through UI/UX and branding activities. 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.

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. This becomes the basis for a partner project where the client selects a studio that strongly resonates their vision and ideas.

- 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.
- I sketched and designed a [\[Studio Logo\]](#) that embodied our chosen brand values and identity. 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 versatility and dynamic qualities through an interactive logo. Since this is ideal for a modern storytelling approach, I properly highlighted our major concept that will surely invite more audiences and engage viewers.

Burden of Proof

Learning Outcome	Self-Assessment	Proof
LO1 - Interactive Media Products	Orienting	<u>Interactive Media Products</u>
LO2 - Transferable Production	Orienting	<u>Transferable Production</u>
LO3 - Creative Iterations	Orienting	<u>Creative Iterations</u>
LO4 - Professional Standards	Orienting	<u>Professional Standards</u>
LO5 - Personal Leadership	Orienting	<u>Personal Leadership</u>