

BRIAHNA AZTRIA TILA

SEMESTER 3

# READING GUIDE

MEDIA DESIGN

2024-2025



# VERSION CONTROL

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 now on my website.

V3.

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 17 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.

## 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 provided information in most parts of the [\[Concept Document\]](#), but I gave more input in POV, How Might We (HMW), Ideation Process and Conclusion. This document covers all about the primary and secondary research and how we finally got our upcycling game concept.

## DEVELOP PHASE

We plan to brainstorm our ideas, sketch these insights, wireframes, create initial versions then variations and prototype to check flaws. We will also use Git on this phase.

## DELIVER PHASE

Lastly, our polished and finalized design will be delivered. We will pitch this design and explain our concept. This phase welcomes any feedback are we are open for improvement.



# BURDEN

# BURDEN PROOF

# PROOF

	LEARNING OUTCOME	SELF-ASSESSMENT	PROOF
★	LO1 - Interactive Media Products	Beginning	<a href="#">Interactive Media Products</a>
★	LO2 - Transferable Production	Beginning	<a href="#">Transferable Production</a>
★	LO3 - Creative Iterations	Beginning	<a href="#">Creative Iterations</a>
★	LO4 - Professional Standards	Beginning	<a href="#">Professional Standards</a>
★	LO5 - Personal Leadership	Beginning	<a href="#">Personal Leadership</a>

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