

Personal Statement

Introduction

In this group cooperation, the position I hold is brand designer. I would like to explain the reasons why I assumed this position. The first is that I am better at conceiving design schemes and visual design. Secondly, my work efficiency is very high, I can draw drawings faster, and I can communicate with other students very smoothly. So I assumed this important position in this cooperation.

Theme and design direction

First of all, after the first meeting, we decided on the theme of the exhibition "the revolution will be televised". The meaning of the theme is to show the current era when we can speak freely, and it is also the central idea of everyone's work. Therefore, I designed the poster according to the theme. there are three posters . The elements of all the team members' works were used to combine to form new posters. They also showed that an era where the information cannot be conveyed by television has evolved into an era where information can be communicated through the Internet. After the initial production was completed, I felt that the dynamic sense was not very strong after thinking, so I iterated and upgraded the static poster to the dynamic poster.

Secondly, through this meeting, we also have a preliminary design direction for the design plan —-decided to make an online exhibition hall, so that everyone can use the computer to watch the works in the form of games. At the same time, I undertake the layout design and moving line design of the exhibition hall.

Design process and iteration

First of all, I conducted related research on the layout of the exhibition hall and the design of the moving line. According to our audience, I chose the

most suitable layout and type of moving line. At the same time, I drew a user journey map to determine the changes in the atmosphere of the exhibition hall. In the original manuscript, I designed three kinds of exhibition halls, but after discussing with the creative director, we finally chose the first layout, which can control the viewing route to the greatest extent, make the exhibition suitable for everyone to watch. Secondly, I iterated the drawings again according to the suggestions of the team members, reducing some unnecessary walls, so that there is more interaction between the works of each member.

Then I transferred the drawing to Rylan for design. During the design process, we negotiated to replace the curved screen with a normal screen. The reason is that the curved screen may cause some pattern distortion.

Next, I also designed the display method of each exhibition hall in more detail. After collecting all the works of all people, I conducted a careful analysis, iterated the details of the work display, and drew the final design draft.

Summary

In the process of working in the whole group, I think the challenge I encountered was the drawing of the design manuscript, the communication method of the group and the tight design time. At the same time, there were many unrealistic ideas in the design process. This is the behaviour that I did not work. Finally, I think the most useful thing is the pre-design research, which allows me to determine my design direction faster and more accurately, saving time for exploration.