Rae Dixon (1023685) – CIM330.2 – Documented Professional Practice

DOCUMENTED PROFESSIONAL PRACTICE

Rae Dixon   CIM330.2

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Introduction

I go by Rae Dixon (they/them), and I have been studying design at SAE since 2021. As the sole design student left on campus for the past two trimesters, it was expected that I'd be sought after by many doing capstone in the 23T3 – 24T1 period; it was good that I had no ideas of my own in hindsight, as it meant I could join practically any group that resonated with me, which is a privilege not many would have. Respectively, I joined 3 groups which I have been working with throughout these two trimesters. I was asked by more group leads than this to work with, but I settled on 3 so I could manage my workload effectively and deliver quality work to all groups I would be contributing towards. Throughout this document I will be sharing my processes, where I've tripped up, how I've handled and responded to feedback, and disclosing all contributions I've made throughout all three projects.

Professional Documents

Personal documentation

Master folders:

📁 _Project 2 - Documented Practice

📁 ___South Bound___CIM330_Documented_Professional_Practice_RAE_DIXON

📁 ___Sunder___CIM330_Documented_Professional_Practice_RAE_DIXON

📁 ___Fencejumper___CIM330_Documented_Professional_Practice_RAE_DIXON

📁 .LAST TRIMESTER

Project management documentation:

📁 Project management

📗 Meeting Minutes - Capstone - for CIM330.2

Project documentation

South Bound:

📄 SOUTH BOUND ARTWORK AGREEMENT

📄 South Bound Prospectus

📁 _CIM330.1 Audience Testing

📄 South_Bound_24T1_Schedule.pdf

Sunder and Fencejumper: N/A.

Timeline

As linked above under 'project management documentation', here is the initial Gantt chart, and below that are screenshots of how each section looked; these are screenshots due to only having the free version of TeamGantt.
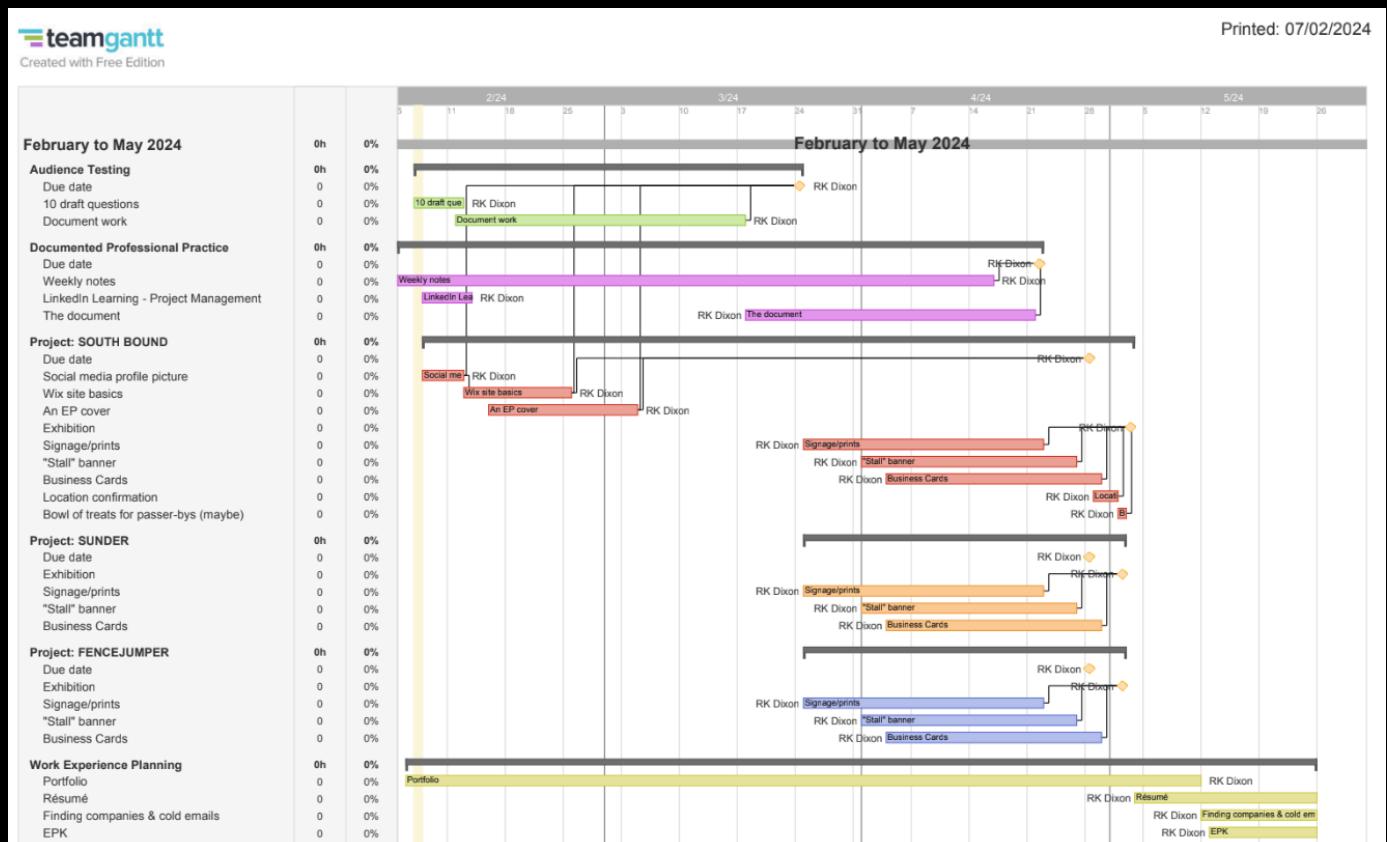
*Figure 1a: Gantt Chart from February to May*
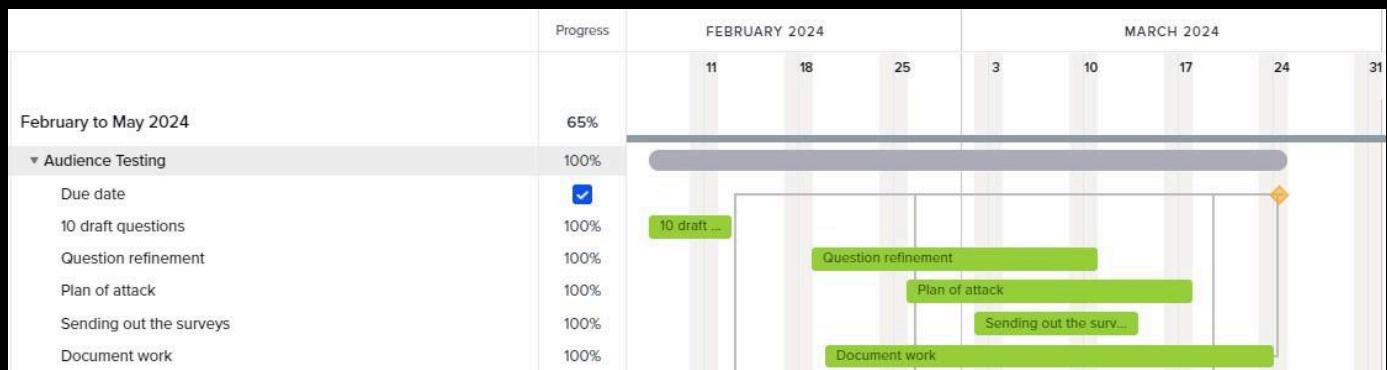
Figure 1b: Gantt Chart for Audience Testing (Project 1) - time-accurate version
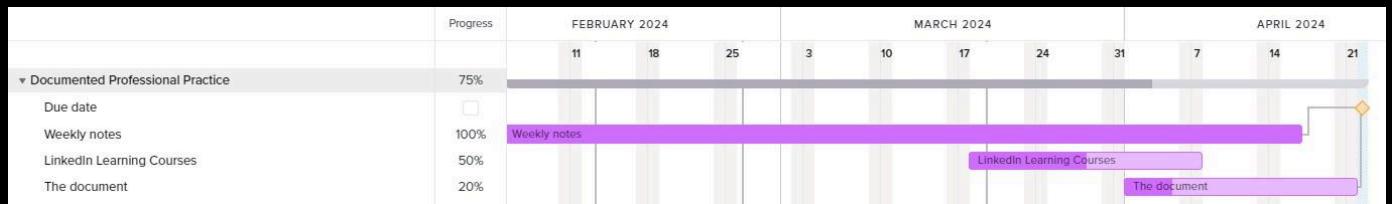
Figure 1c: Gantt Chart for this document (Project 2) - time-accurate version
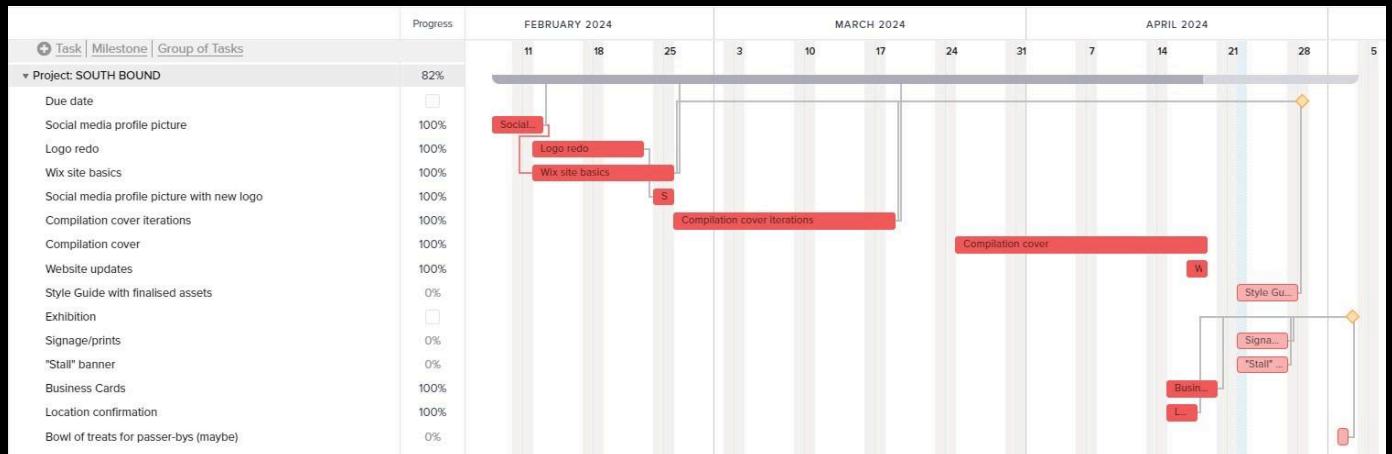

*Figure 1d: Gantt Chart for South Bound - time-accurate version*

*Figure 1e: Gantt Chart for Sunder - time-accurate version*

*Figure 1f: Gantt Chart for Fencejumper - time-accurate version*
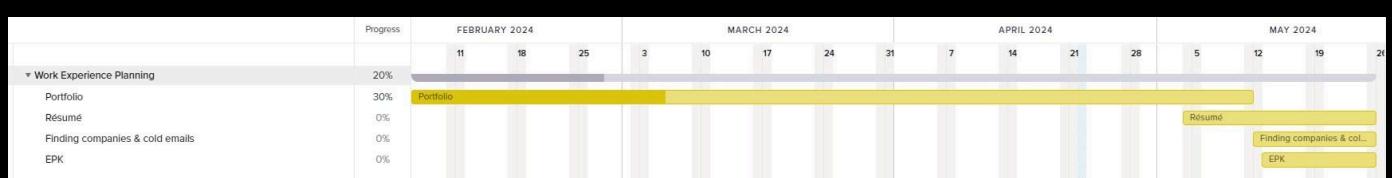
Figure 1g: Gantt Chart for work placement planning - time-accurate version

Meeting Minutes

Spreadsheet of all weeks' meeting minutes: here

Collective feedback document for South Bound: 📄 CIM330 South Bound Feedback Document

Week 1

📄 Week 1 in class

Extended summary:

We need to ensure we are meeting with or getting feedback from our supervisors once a week, either online or in person. Similarly, my main group South Bound will need to arrange weekly meetings; whether that's the same time and day of the week or not, time will tell, as our schedules can be conflicting and unpredictable. This leads to another point spoken about: practise thorough communication to prevent excessive messages so we can find vital information more easily.

The grading weights for this trimester are 30% for Project 1, 30% for Project 2, and 40% for Project 3; this means we need to deliver quality work across all 3 projects this trimester to receive our desired grades. This trimester, we should be utilising a professional mindset - thinking of ourselves as employees or freelancers as opposed to students. This has also reminded me to update my barren design portfolio; in saying that, aim to make work this trimester you'd happily display in your folio.

We spoke in depth about project 1: audience testing, and agreed to create at least 10 questions by our next class so we could have a guideline as to how to create succinct, effective questions that yield results that will help us deliver the best project we possibly can. It was mentioned that we should use multiple testing formats, for example: digital (SurveyMonkey, Google Forms, Typeform), physical (printed documents for people to respond by pen on paper), verbal (vox pops), and/or combinations of these (QR code on a poster linking to a digital form). The goal is to get qualitative and quantitative data, and then create conclusions that align with the learning outcomes no matter how we approach it. Once conclusions are drawn, we need to

individually consider what adjustments should be made depending on our roles. It's also important to refer back to our prospectus from last trimester (📄 23T3 South Bound CIM312.2) when finding our target audience too. Finding enough people may have some challenges, but considering everyone in South Bound have both peers and loved ones who are into local music, we might all be good!

📄 Week 1 national class

Extended summary:

Nick will utilise Slack as a platform to share important information with the entire national capstone group. Besides today, the remaining national classes are scheduled for weeks 4, 5, and 8. Go through Campus Online, the unit guide, and last trimester notes/references to assist yourself with the unit. This unit is very much self-paced otherwise; follow the learning outcomes to get the best grades you can manage.

Phases of project management (PM): 1. Project initiation, 2. Project planning, 3. Project execution, Project monitoring and controlling, and 5. Project closing.

Big bit for this trimester: respond promptly to everything, as communication is crucial for this unit. I can get overwhelmed by keeping on top of emails and direct messages, so I know I will struggle with this... but I will try my hardest.

It was advised to look through project planning documents to confirm our roles; thankfully, mine is easy enough... simply a "graphic designer".

Lastly, I must consider priorities across all 3 groups, so I can fit everything into my schedule. Priority would be for my main group South Bound, but I will need to allocate time for Sunder and Fencejumper too.

What to do this week:

Come up with at least 10 questions as a group for next Monday's class. From there we can later finetune our list and compress it to more valuable, succinct questions that will give us plentiful data. Create a profile picture for South Bound as the plain logo is unappealing. Look into creating a Gantt chart of my own for all 3 projects plus additional stuff needed for work

placement next trimester. Also include other important commitments including my side-job as a DJ to allocate for time clashes and workload management.

Week 2

I consider Sunday the first day of the week, so meetings held on Sunday will be placed accordingly throughout this document.

📄 240211 Meeting Minutes

Extended summary:

I created and uploaded a profile picture for South Bound on Friday (February 9th) based on the art style defined in the prospectus, using the brown shades in our defined colour palette. It's not my greatest work, but it's something for the time being. I was also able to provide 4 draft questions related to the visual identity of South Bound before the meeting and came out of the meeting having an additional 6 draft questions for class tomorrow.

To do: contribute or come up with the first social media post's image, or make a template for future posts. Possibly design a cover image for the Facebook page too.

Between that meeting and Monday's class: I shared the initial profile picture for South Bound on my personal Facebook account, asking people what they thought of it… Changes must be made according to the feedback I got from it, plus my feelings of mediocrity about it. I'm not even happy with the logo now that I'm seeing it with fresh eyes post-break, so I need to revisit the logo before making a new profile picture.

📄 Week 2 in class

Extended summary:

We brought forward the questions we came up with prior to today's class and received feedback on them;

consider concise question types to streamline data collection efficiently. Prioritise questions that encompass a wide range of topics; an example could be to begin by asking about the

associations evoked by a logo, "What does this logo make you think of?", followed by inquiries about the survey participants' preferred social media platforms. Tailoring questions to specific music genres or artists could improve the data, meaning we could create more than just one survey; perhaps one for marketing and visual aspects, and another for audio and music composition. By organising questions thoughtfully and covering as many topics within as few questions as possible, we can gather valuable insights without inconveniencing participants by taking too much of their time.

What to do this week:

- Revamp the logo for South Bound.

- Try looking into Adobe Acrobat - this could be used to create interactive forms, giving our group an edge.

- Get in contact with Sunder; I intended on meeting with them today and did not find them on campus.

...and so, I got in contact with Sunder after class between transport modes while commuting home. The radio silence wasn't for no reason – to cut a long story short, Sunder was almost completely scrapped due to the internal problems that happened within the last few weeks of the last trimester. As a result, the collective workload and scope for the project have been massively reduced due to a former core member being kicked out of the group.

Week 3

On Saturday night, a viral illness had become rampant in my household. I attended this Slack meeting and alerted my peers that I would be choosing to stay home on Monday.

📄 240218 Meeting Minutes

Summary:

Most of this meeting was in regards to audio, so my key takeaway from this meeting was to help come up with social media post plans, and to organise a file naming convention for my work while maintaining folders in an easy to navigate manner.

Choosing to stay home on Monday was a very good move as I came down with that illness. The below notes are directly copied and pasted from my peers' notes, but I will specify/reword what is required of me below the link.

📄 Week 3 out of class

Summary:

AUDIENCE TESTING NOTES:

We need to determine the types of forms we'll require, possibly including website feedback, artist feedback, and album feedback. It's been suggested that we use a "red herring question" in our surveys, where only one choice is desired and the others aren't; this may cause bias in the results, but it can work to our advantage. We should also decide on the number of people we want to include in our survey sample, aiming for at least 15 to around 30 responses for the best results given our defined scope. Focusing on a specific target audience means we can reduce the number of questions about demographics; it's essential to define our target audience, which will help streamline our survey questions. Our target audience would most likely be frequent internet users, so asking about internet or digital device usage may be a good question to include.

Wix offers a forms feature that supports audio embeds, which could be useful for gathering feedback. We should consider various testing methods, including a paper version for in-person interviews and vox pops. We'll be conducting tests on individual artists and aim to have prototypes ready by week 5 for early testing.

GENERAL NOTES:

It was mentioned that we should be formalising the notes we take. South Bound have done this by creating a collated feedback form: 📄 CIM330 South Bound Feedback Document . Besides this, not much to note otherwise, other than Sunder assigning me two tasks that they will explain more to me next week.

What to do this week (or next week, considering this week's circumstances):

☐ Continue work on the questionnaire.

☑ ~~Finish the final logo and use that to redo the profile picture on socials.~~

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☐ In addition, I will start working on an EP cover for South Bound's compilation album.

Week 4

What I did last week:

Not a huge amount was done due to the aforementioned illness affecting my household. I was able to complete a refined, final version of the logo for South Bound though, and on Sunday I completed an updated version of the profile picture for social media.

📄 Week 4 in class

Project 1 discussion:

The main focus is to review and ensure consistency across all of my peers' paragraphs to create a cohesive, flowing document. It's essential to draft the document as soon as possible; be sure to add learning outcomes where you believe you've hit them in brackets; just remember to remove them before submission. Include my designs for feedback on their quality. Adding colours and graphs is recommended to make Project 1 stand out. I'm heavily considering making my own! Another thing discussed was our questions about multiculturalism; will this be too complex for the audience testing side of the project or not? Additionally, we need to find out whether to use 1st person or 3rd person perspective when writing and stick with it throughout the document; I will bring that up in the National class. Put project goals in the document too; use exact wording, but reword those goals to fit the questions asked.

Sunder meeting:

Two tasks were assigned to me for the project: selecting a typeface and designing interaction icons. Constraints for the typeface are that it is both eye-catching and easy to read, and a consideration would be to prioritise serif fonts.

Interaction icons refer to how the cursor changes appearance depending on where it's hovering. The icons to be created include a general cursor, talking to, interacting with, examining, transitioning/moving to a new scene, non-interactive/invalid actions, and loading/processing indicators. It's important to create vectors of all text and interactive icons to ensure the quality in my work is lossless when scaled up or down in size.

1-on-1 meeting with discipline facilitator:

Consider making an interactive PDF for Project 1, as opposed to just a regular PDF as previously suggested. Otherwise, I was sent a PDF on all the functionalities of Acrobat DC (last updated: 2018) which can help, if not for this project, then for future occasions of using Adobe Acrobat. I was also sent this blog page showing the designs of advertisements from the 1950s, which could be a point of reference for me to come up with ideas on how to approach designs for South Bound.

📄 Week 4 virtual class

For Project 1, use "we" and "South Bound"/the group's name when talking, rather than using "I" or 3rd person. Analyse data carefully; if most people dislike something, change it. We looked at examples of Project 1 in this class to assist us in understanding what's expected. Asking good questions and getting good answers is key, and aim for 1500 words as a guideline; this is not a limit, however.

After this class, I went through the Campus Online weekly activities. Due to this not being a weekly class and because of illness, I spaced on doing this any earlier.

📄 240301 Meeting Minutes

I was commuting on public transport during this meeting so I was very in/out as per data and battery allowance, hence my name not being on the document as I had little to speak about this meeting.

Relevant notes:

- Photos and info needed for social media
- Our website: https://southboundrecords.wixsite.com/south-bound-records
- 📁 _CIM330.1 Audience Testing - includes all documents and new google forms (album and website testing)
- Create wix + google forms for gerard
- Complete first section of Audience Testing Document
- Need more socio-cultural testing (inclusivity)

- Delegation:
  - Me: Design/UX/UI question Justification/Research
  - Everyone:
  - Add to/modify Google Forms questionnaire
  - Justify the actual questions themselves from our forms (i.e. How relevant do you believe our artwork is to our values of inclusivity? Is an important question to gauge the effectiveness of our actions for our intended goals (Einstein, 1969, pg. 420)

What to do this week:

- ☑ ~~Catch up on last week's work~~
- ☑ ~~Start work on a compilation album cover art for South Bound. Do some iterating on album covers. Find some good source images either taken by myself, or that I have the rights to use on a commercial product. Refer to the cover design document and the prospectus from last trimester to keep on theme with the visual identity of South Bound.~~
- ☑ ~~Go through fonts for Sunder~~
- ☐ Find ideas of mouse/cursor designs for Sunder.
- ☑ ~~Assist with the Google Forms survey for South Bound~~

Week 5

What I did last week:

- Set up a draft document to dump pictures with citations and other links used; these can be placed into the official documented professional practice document.
- Created some ideas for album art for the South Bound compilation
- Narrowed down the font selection for Sunder via peer feedback

📄 Week 5 in class

Summary:

Use LinkedIn Learning! Also, document iterative methods for your documented professional practice document. Consider using Google Sites or Behance (with auto-share to Adobe Portfolio) to showcase your work and its development process; otherwise, create PDF versions of your existing journal entries. This can all be used for portfolio purposes! Ensure APA7 formatting includes page numbers as well when doing in-text citations (e.g. M. Joe, 2024, pg. 69-420). An additional note: purchasing a domain on Wix will replace any existing free domain associated with that email, so if we purchase a domain, we will need to start from scratch.

📄 Week 5 virtual class

A lot of useful notes for this very document were taken in this class! Very helpful. I will rephrase it all into a few small paragraphs.

Documented Professional Practice - Project 2

The documented professional practice (or DPP) is due in week 11, makes up 30% of the total grade, and must be submitted in PDF format. It's a way to showcase evidence of your involvement in all projects I've worked on this trimester, covering the work completed and assisted with for all three capstone projects. Citations can include research conducted for the projects – there's no minimum amount of citations for this project, but having some will improve your credibility and potentially bump up your grade. Feel free to reuse citations from previous projects if they're relevant.

The DPP should reference points outlined in the prospectus, and whether your direction has changed since then. It's important to explain the reasoning behind decisions made during project creation, as that will provide further insight into the process and how you ended up with the final deliverables. You can also compare previous work from the last trimester with current projects to illustrate progress.

Re-export the Gantt chart when every activity recorded is in there; specify details in meeting minutes to provide clarity on discussions held with various groups.

Include an individual project development timeline and clearly indicate which projects are being discussed when you do so. Lastly, review last trimester's Documented Professional Practice project to compare the similarities and see what's expected in addition this trimester.

We were shown a high-distinction exemplar from a previous trimester that was 110 pages long. They put screenshots, progress photos, and the main parts of their weekly notes into the document (plus links to their weekly notes). They showed stuff from the last trimester and the progress of each thing they were asked to do for their projects. They made these entries after the weekly notes, essentially tying together notes made and speaking of it reflectively, including feedback given at those stages.

Make sure to include posters and printed collateral that's planned for exhibition in this document too, and reference all images that aren't yours. I have already named the file for submission according to the naming convention specified in the unit guide.

Main takeaway:
This is the one space where you can talk about EVERYTHING you've done, so you'll be credited for everything and marked accordingly for the main project.

In addition to all the notes about the documented professional practice, it was confirmed that we are more than welcome to do multiple testing types.

📄 240308 Meeting Minutes

We finalised the data and decided to stop taking more responses for the first round of audience testing. We have placed that data into written format on the project's document, but the data is all saved in Google Forms if anything has been missed. I showed the artworks I'd made so far and placed screenshots of those within today's meeting minutes document.

What to do this week:

☐ Do graphs/pie charts, and make them look pretty. Also, contribute to the document where you can.

☑ ~~Also, finish up compilation covers~~

Week 6

What I did last week:

- Continued work on album artwork ideas for South Bound

- Created a short bio for Sunder's website

- Proofreading and additions to the audience testing document

I took note of the written feedback received from the surveys - some of it was hard to read, due to my self-deprecating tendencies making me take some time to process it all as a guide to improvement, rather than something to take personally. Sadly this took more than just a few days to process, I felt discouraged from delivering work altogether, but I tried to push through.

📄 Week 6

No formal class was arranged this week as our regular class fell on a public holiday, however, I came onto campus on Wednesday as all three of my groups were on campus.

From the meeting with South Bound's facilitator:

IMPORTANT: prioritise catching up on the audience testing document and beginning the creation of graphs as previously discussed, as I'm falling behind compared to everyone else in the group. In addition, verify if there's an individual upload option for peer review for Project 1 on Campus Online or if we do it collectively. Ensure all documents are thoroughly proofread, employing formal and consistent language throughout. Incorporate terms related to the design process and user interface into the document. The audio facilitator has offered to review progress on our documented professional practice documents starting next week.

As South Bound was recording Fencejumper's songs for our compilation album today, I was able to also talk with them briefly and meet a couple of the other band members.

> I spoke with the project lead to let him know I wasn't sure where to pick up from with my work for Fencejumper. He reminded me about the logo; I had only sent a work-in-progress logo which was the most favourable option. When I looked over the logo, I realised some major issues and stated I'd fix it all up. We also agreed I could work out an EP cover for them if I have the time. This will be spoken more about in later weeks once recording and mastering for the band's songs are complete.

After doing some work while accompanying my peers doing their work, I went out for a couple of hours to meet with the two members of Sunder who were on campus; these are the notes I took from that informal meeting.

> We discussed social media - I informed the members present that social media and marketing aspects of capstone projects tend to get neglected, according to a facilitator's advice I'd taken on board previously. We discussed posting habits and potential content ideas for Sunder too. The main point to take away from this meeting was not social media related, but something debatably more important: a legal and IP agreement. The Sunder brand is intellectual property as an entity, but we all have rights to the work we contribute individually to Sunder. This means we can use what we contribute to Sunder for alternative purposes. For example, if I were to sell the assets I make for others to use, the royalties would go to me as I was the one who created those assets. If I were to contribute to another person's work, like if I were to make album art for an OST for Sunder, the composer and I would share royalties depending on how much of a percentage we decide upon (for example: the composer gets 75%, I get 25%).

What I've done today:
- 2 meetings, as discussed above.
- Worked on compilation album art ideas for South Bound.
- Social media photos were taken of me for South Bound.

- For Sunder, I showed the examples of interactive icons I had found to confirm I was on the right track, then started ideating interactive icons once I got that verbal confirmation.

📄 240315 Meeting Minutes ← *I was away for this meeting due to prior commitments pre-arranged in 2023, these are notes that were taken by my peers.*

What to do this week:

- Work on the interactive icons for Sunder
- Make a social media post on South Bound briefly describing what I do with one of the photos taken today.

Week 7

What I did last week:

Yesterday I learnt how to create graphs in Illustrator; I am using the data from the responses to the most recent survey to create more visually unique and appealing graphs. I have completed 7 out of 9 to learn how to make pie charts, bar and column graphs, line graphs, and even tried out a radar graph!

From here onwards I dropped the ball with formalising my notes, so there's not much point trying to do so weeks later. I will still write what I planned to complete and what I did complete within each week.

Notes taken:

📄 Week 7 – in class

After this class I completed a LinkedIn Learning course to assist my knowledge about the current music industry: An Insider's Guide to Today's Music Biz: 6 Marketing and Promotion. Certificate:

📄 An Insider's Guide to Today's Music Biz - 6 Marketing and Promotion - LinkedIn Learning Certificat…

To do:

- ☑ ~~Create the last two graphs needed for the first round of testing.~~
- ☑ ~~When the second survey is finalised, send the link out like wildfire!~~

Before the following meeting, we worked on and finalised the second survey; I have sent the link out to various Australia-based Discord servers, as with my personal Instagram account to gather various viewpoints.

Meeting with South Bound (Thursday 21st March)

📄 240321 Meeting Minutes

I did something new and scribed a massive portion of these meeting minutes; most of which I did on my daily walk. If only I were always this productive…

Once this meeting was over, we capped the second round of feedback.

To do:

- ☑ ~~Do the graphs for the new data.~~
- ☑ ~~Proofread everything.~~
- ☑ ~~Add more sentences to buff up the document.~~

Meeting with South Bound (Saturday 23rd March)

📄 240323 Meeting Minutes

Before this meeting, I finished most of the graphs and will complete the last 4 during the meeting.

In this meeting, I did the last of the graphs, and we finished and uploaded Project 1 afterwards.

To do:

- ☑ ~~Start on the DPP document before class.~~

Week 8

What I did last week:

- Submission of Project 1 = done!
- Started the DPP document's layout, sorting through my weekly notes.

Informal attendance today due to recurring lower back issues preventing me from sitting for long, so there's not much to write in terms of notes taken today. In saying that, I must re-read all the written feedback from the audience testing so I can determine what changes need to be made to my design work for South Bound. Either way, minor adjustments need to be made to the South Bound website as suggested by my discipline facilitator.

In the allocated time for class, I worked on this document and the interactive icons for Sunder.

I was thankfully in a better place physically by the time I got back home for the national class.

📄 Week 8 — national class

We had a guest speaker for this class who spoke about masters programs at SAE Institute, above are the notes and some screenshots taken.

Between Monday and this meeting, I completed a streaming-ready (1:1 square ratio) profile picture for the compilation album, meaning the album can be uploaded to streaming platforms!

Meeting with South Bound (Friday 29th March)

📄 240329 Meeting Minutes

In regards to the legal documentation, here's a good resource: https://artpact.artisfy.com/Contracts/

What to do by the next class:

- ☐ Work more on DPP
- ☐ Start on a mockup for physical releases of the South Bound compilation
- ☐ Get the 'loading' interactive icon done for Sunder
- ☐ Refine the Fencejumper logo

☐ Start searching for businesses I could do work placement at

☐ Get Fencejumper stuff out of the way, then we can do some marketing work with South Bound.

Week 9

No class this week due to a public holiday.

This week was a very hard one, and not much work was done. I did not go on campus once and have not attended any of the meetings for the groups I'm in. I have refined the logo for Fencejumper, and I signed off/amended a document for South Bound, otherwise, this week has essentially been a write-off due to burnout. Hopefully, this informal week off will mean that I'm ready to spring back into action in week 10.

Feedback for the week: N/A.

What to do by the next class (if I can):

☑ ~~Create some alternative versions of the logo for Fencejumper.~~

☑ ~~Get some album back covers done for South Bound for mockups of the compilation album.~~

☐ Try to get some of the interactive icons done for Sunder.

Week 10

What I did last week:

- Created variations of the logo for Fencejumper and sent them off; feedback is pending.
- Got a start on the back cover for South Bound.

📘 Week 10 — in-class

What I've done today:

- DPP writing
- Sourcing business cards and CD printing companies
- Working on compilation back cover

To do:

☐ Catch up on everything I wrote in prior to-do lists

☑ ~~Find an optimal template for creating business cards, as with album mock-up options~~

Meeting with South Bound (Friday 12th April)

📄 240412 Meeting Minutes

I created a YouTube banner during this meeting:
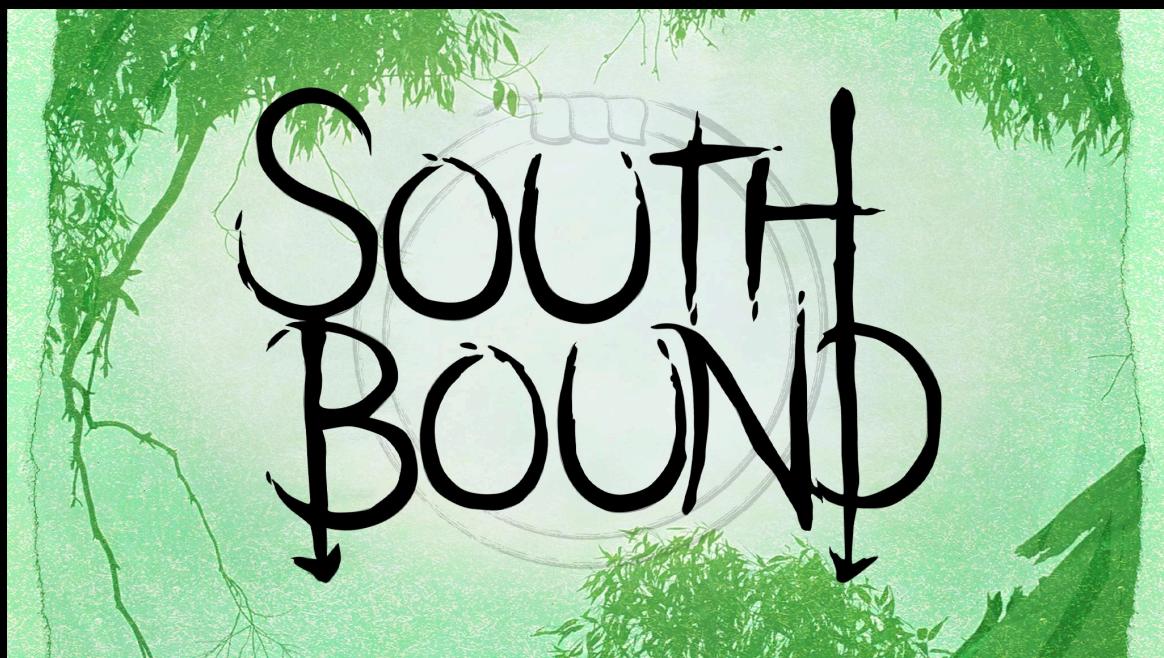
That was a pretty simple job that took me about 10-15 minutes, but there was an issue with how the dimensions translated across devices. So, I made this version instead which is now compatible with mobile, web, and Smart TV devices.

https://www.youtube.com/@SouthBoundRecordLabel

What to do by the next class:

☐ Use some of the blank CDs I have and burn the tracks (supplied in the meeting) to them in order of the compilation's listing. Try and manually add the metadata into each song.

Week 11

What I did last week:

- Burnt 3 CDs - unsure about how the metadata has shown up though, as my computer keeps thinking the songs are all just "track 1", "track 2", etc... very frustrating.

📘 Week 11 — in-class

What I've done today:

- Sunder interactive icons - finished the 'loading' butterfly.
- Started on poster design for the exhibition

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To do:

- ☐ Fencejumper EP cover: make the colours more vibrant.
- ☐ Sunder: the only icon required is a default icon due to the game's downscaling. It's possible to do more still, but that is the priority.
- ☐ This document!
- ☐ Exhibition collateral: South Bound
    - ☐ Mockup CDs (that actually have the music on the discs)
    - ☐ Fliers (printed on A4)
    - ☐ Wayfinding posters - this way to x / arrows / basic descriptors
    - ☑ ~~Business cards~~
- ☐ Exhibition collateral: Fencejumper
    - ☐ Wayfinding posters - this way to x / arrows / basic descriptors
    - ☐ Fliers (printed on A4)
    - ☑ ~~Business cards~~
- ☐ Exhibition collateral: Sunder
    - ☑ ~~Business cards~~

Meeting with South Bound (Friday 17th April)

📄 240417 Meeting Minutes

Done prior to the meeting:

- ☐ Pretty much completed the album layout for printing - just need to add text. Will ask for feedback in the meeting.

What to do by next class:

- ☐ Try to finish this document, but apply for an extension as it's very unlikely that I'll get it finished by Sunday night.
- ☐ Get business cards sent off for printing - it seems like Officeworks is the way to go in terms of the time constraints of having print collateral ready before exhibition night. Having the ability to do click & collect will mean I won't have to pay for shipping.

Individual Project Development Timeline

NOTE: *due to my negligence of this document, some of the entries in this section are quite lack-lustre or incomplete, despite receiving a 5-day extension. Hopefully what I have included is sufficient, but I understand if this negatively affects my overall grade.*

South Bound

South Bound is the main project I'm working on for capstone and the group I've delivered the most work to. For background context, South Bound is a record label with the goal of amplifying the voice of Oceanic musicians, specifically Melbourne/Naarm-based musicians with the intention of expanding beyond Melbourne/Naarm if the project continues beyond SAE. Our ethos is to be a diverse label in terms of (but not limited to) genres, cultures, sex and gender identity, and disability acceptance.
My goal as a designer for this group is to create work that is accessible to a wider audience and doesn't exclude people with vision impairments. This has been a challenge, and later on, I will write about the hurdles this has created as a result of the audience testing responses, and how I have/will be approaching this feedback to improve my work for the project.

Logo refinement

Time period: week 1 – week 3*   *(*week 4 if one considers Sunday the first day of the week)*

Prior to commencing this trimester, I had created this logo… but it was not up to my standards to begin with. I just wanted to get the general idea down for the previous trimester so we could at least have a logo to help form the branding for South Bound.

Figure 2: South Bound 2023 logo.

The logo lacked visibility, and when placed into a potential profile picture for social media, a lot of the details had been lost. I never liked this design but uploaded it anyway because I wanted to share it with my friends, so they can find the words as to why it didn't look right.

Figure 3: South Bound 2023 logo placed on a half-tone radial gradient, made in February 2024.

It's helpful that most of my friends are creatives and know the importance of getting feedback to improve one's work. The main feedback was from a musician friend of mine who said that the profile picture looked dated, and that was exactly it; it **does** look dated.
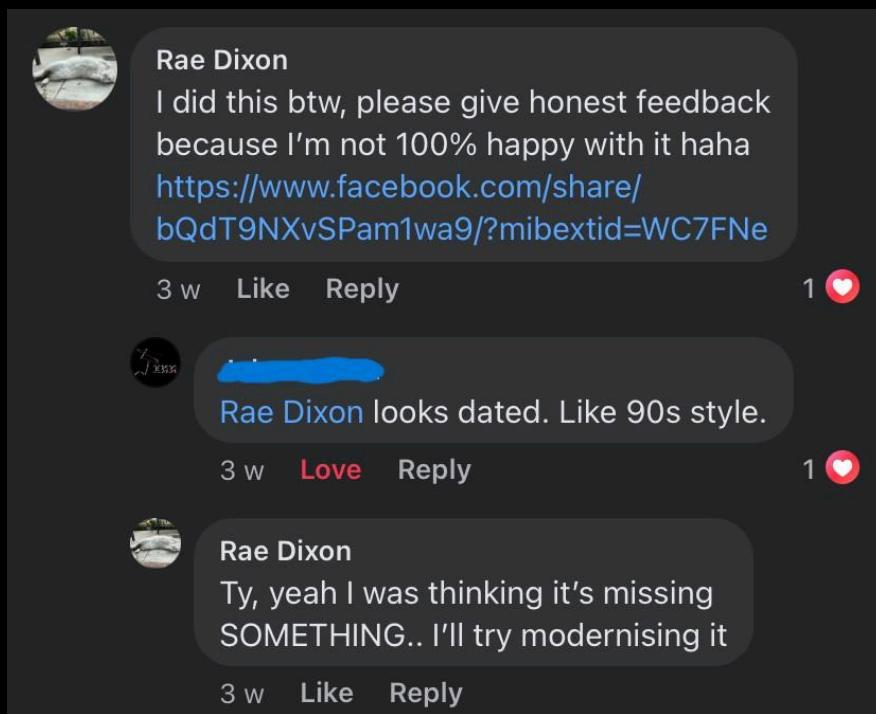
Figure 3a: Feedback on the profile picture

Considering all the iterating I had done last trimester, and the fact that my group did like the logo, I didn't want to start completely from scratch; I just decided that the logo needed some adjustments in terms of its depth and visibility, so it can be placed in more contexts without having its quality compromised, like what was happening with this initial logo.
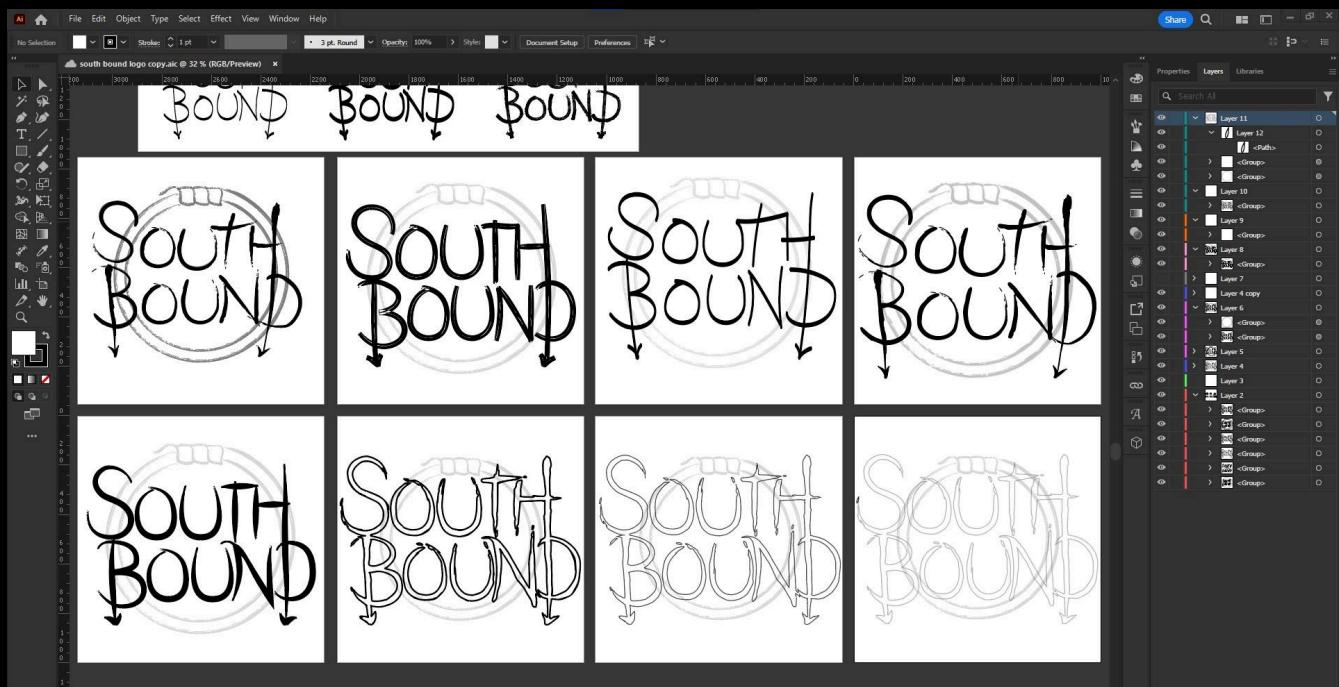
Figure 4: iteration timeline in 2024

In the end, I managed to conjure what would be the final logo. It took quite some time to get the outlines of each vector to a standard that looked right, and I think putting in that extra time really helped the logo look better. I tested it by exporting 4 versions: all black, all white, text only, and pictorial mark only.
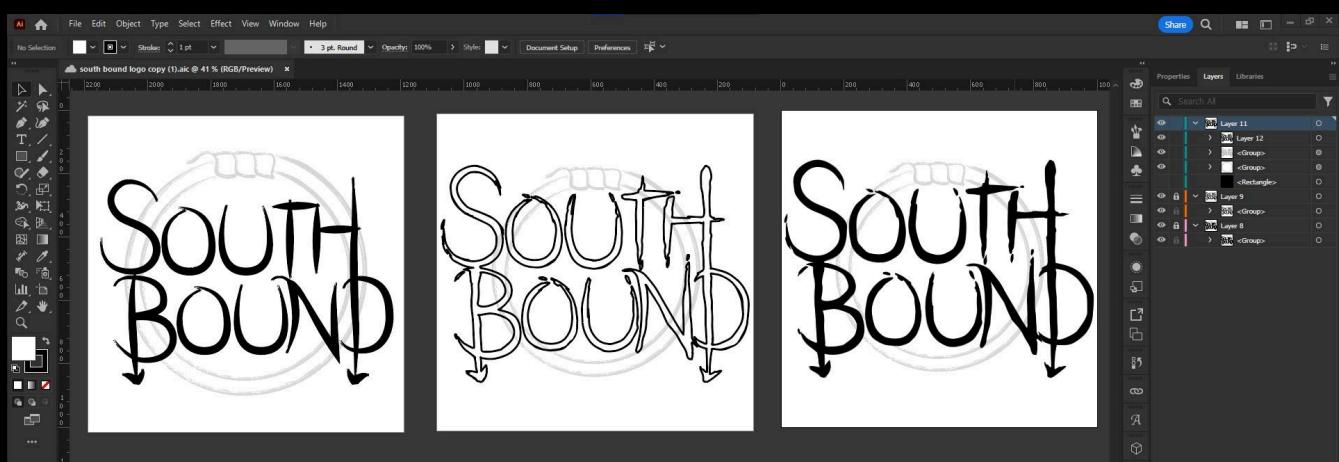
Figure 5: final adjustments

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Figure 6a: final logo (black)

Figure 6b: final logo (white)
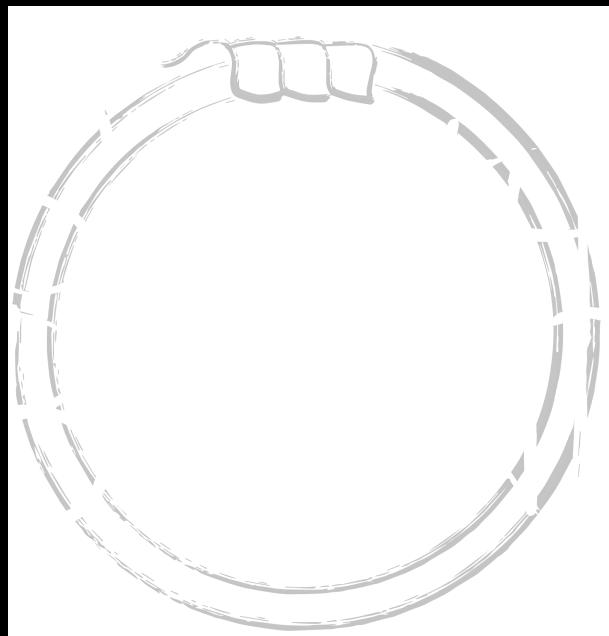
Figures 6c and 6d: the pictorial mark (left) and plain text (right) versions of the updated logo.

Before commencing further, I decided to contact a friend of mine who works as a graphic designer to give an honest opinion and feedback if needed on how the logo ended up; he had no objections! I sent it on to South Bound as soon as I got that reassurance, and there were no objections by the group either.
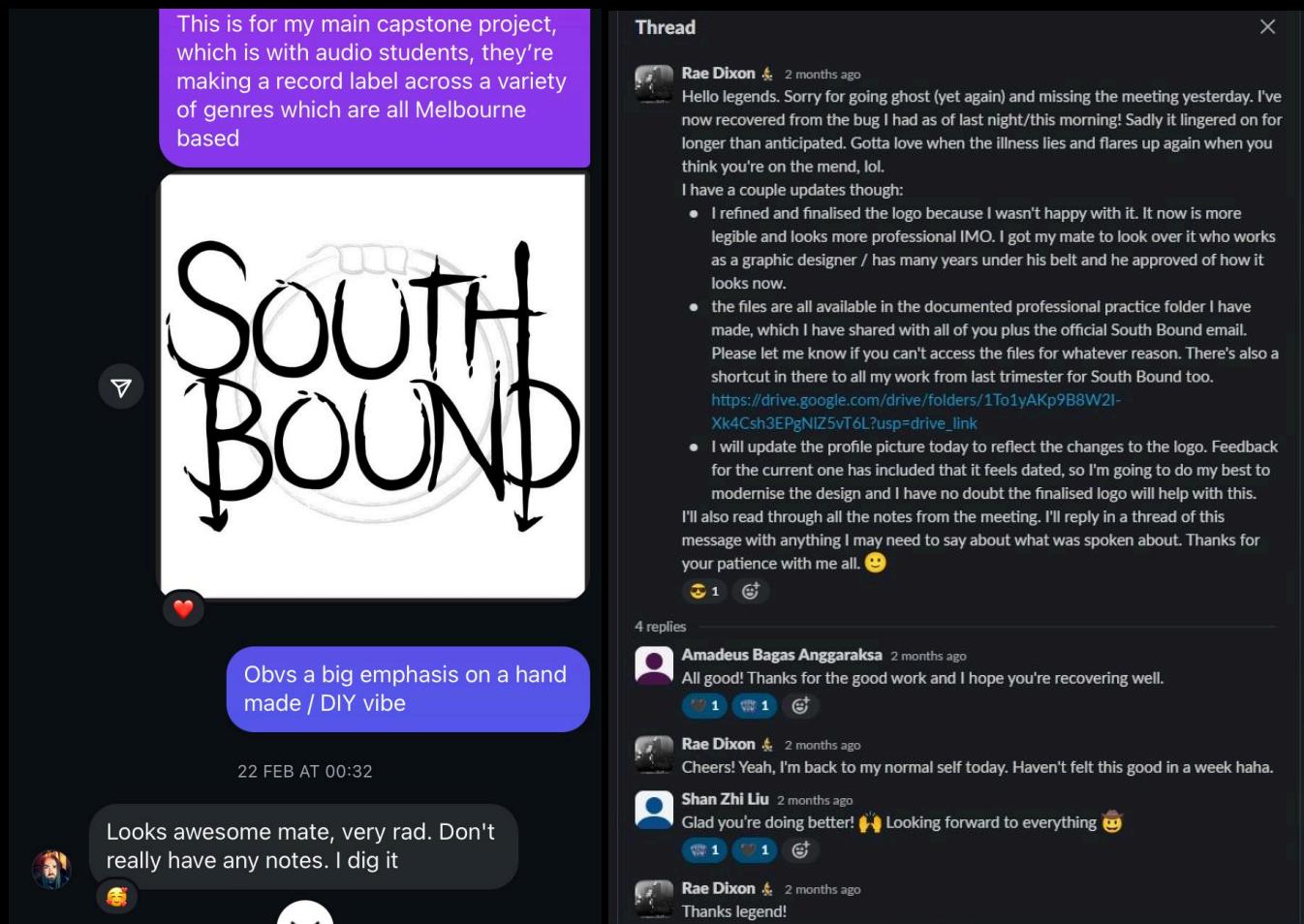
Figure 6e: feedback (Slack screenshot is linked to a higher resolution image)

With the logo finalised, I realised I still needed to update the profile picture for social media. It was a Sunday evening and I was tired and didn't want to put in a huge amount of effort, so I went for a walk and took a bunch of nature photos in 1:1 ratio (square). I chose to take photos of nature because the colours you find in nature are quite representative of the existing colour palette that we had decided upon for South Bound last trimester.

I have uploaded all of the photos (that weren't blurred or of a poor composition) into the folder below, which has been used as a repository of photos used in other designs made this trimester.

🗂 Nature photos

From these photos, the last one I took of the sky and powerlines struck a chord for me. It utilised the rule of thirds, and the lighting made the clouds look stunning.

Figures 7a and 7b: both the powerlines and cloud photos used for the profile picture.

To create the profile picture, I duplicated the power lines picture and flipped it horizontally to create a reflected image, then changed the opacity filter on both power line layers to "darken". I used another picture in that folder that was just of clouds below those two power line layers, then placed the plain clouds image over the top again at 77% opacity with a brightness/contrast filter. I inserted the logo (centred horizontally and vertically) on the top of this composition and it was a stunning result, looking much better than the predecessor profile image.

Figure 8: final result

This change was welcomed by my peers (verbally approved) and my friends whom I shared with again for feedback too.
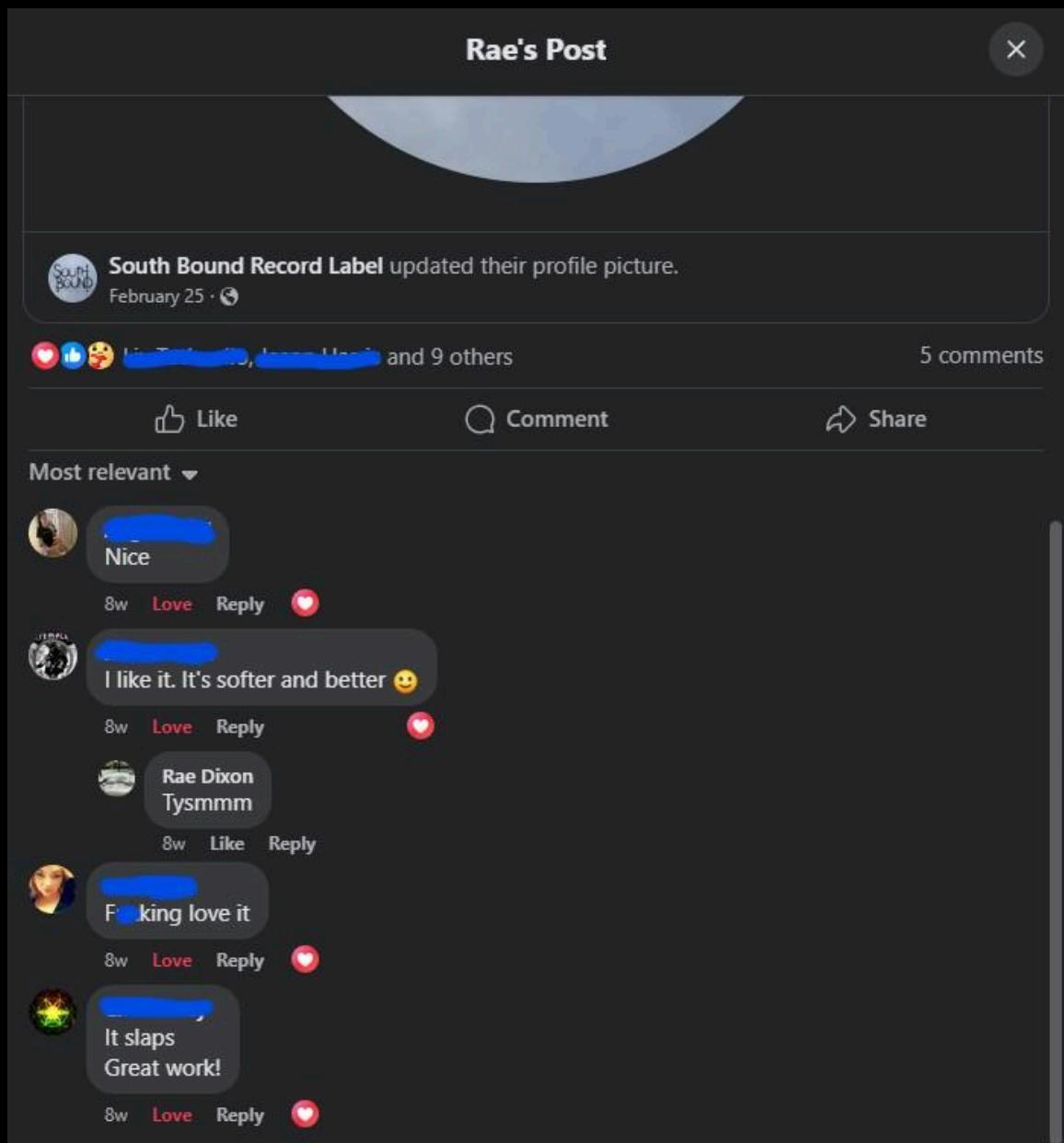
Figure 8a: feedback from friends

Album artwork – front cover

Time period: week 4 – week 7

The creation of a good album cover generally takes a lot of time and consideration to fully reflect the music that is being portrayed visually. According to a study recorded in 2020, "the vast majority of

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consumers pay attention to album art more than half the time. Cover art remains an important aspect of music that should not be dismissed or glossed over by any musician. It is also important to note that methods of music consumption do play a role in the way people view cover art" (Le, V. 2020, p 38). This highlights the importance and relevance of having effective album art designed to this day.

In week 4 I searched through various depositories for images I can source and manipulate for concepts. I tried to keep searches broad and non-specific due to the nature of having to design for a multitude of different music genres. I managed to find images that grabbed my attention, then added more in the following week or so as I kept iterating. I saved all these images in this folder 📁 Sourced Imagery , and kept the folder next to the photos I took for the social media profile picture creation. Most of the images I used required artist attribution, so I've included the necessary attributions at the end of this passage and will use these attributions if posting any of these artworks online or in my folio.
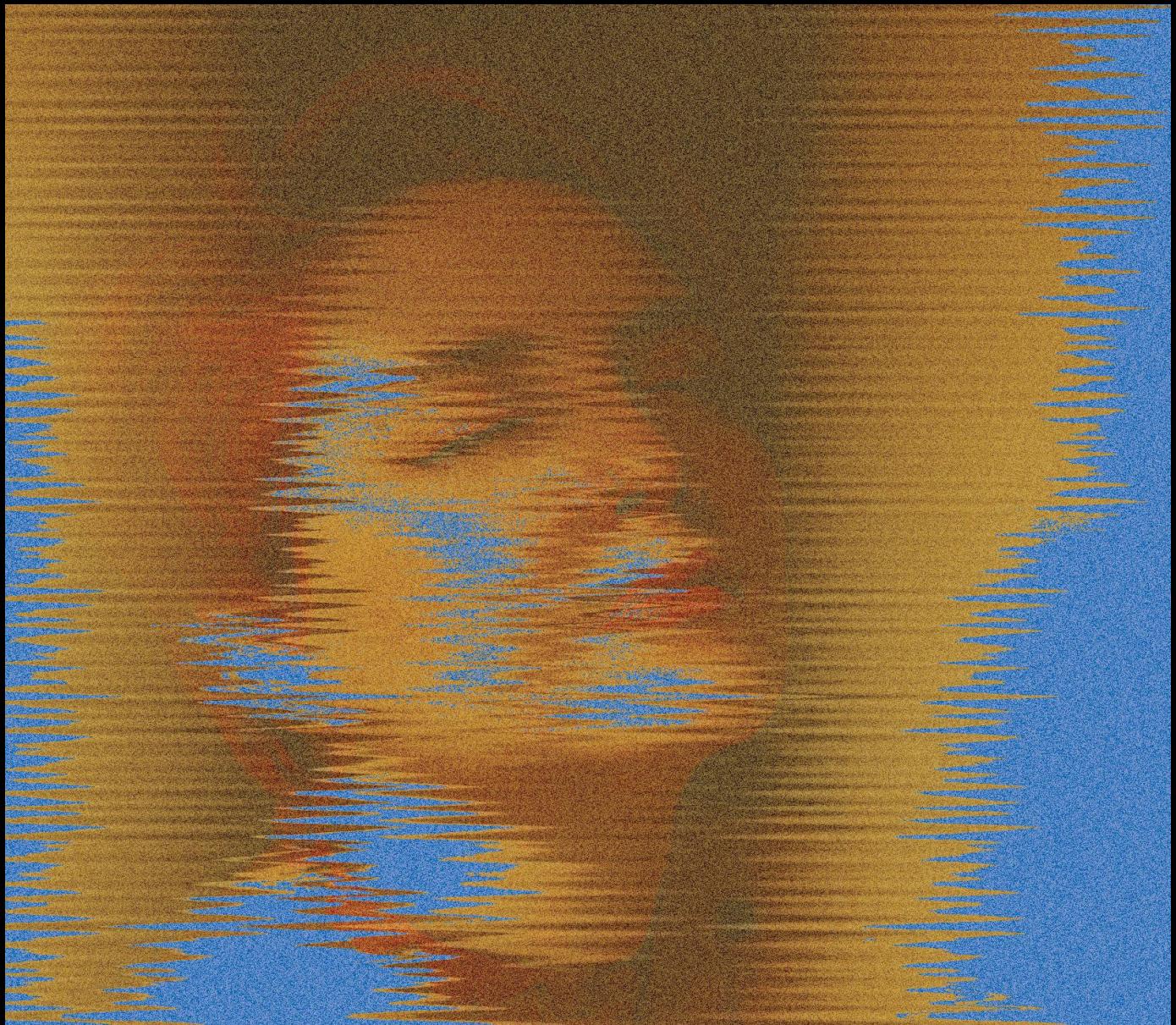
Figure 9: first idea

I started my album art experimentation during week 5's class. I was dealing with chronic pain and took some medication to deal with that, but I dosed incorrectly which made me off with the pixies… in my stupor, I designed the first artwork idea for the compilation. Little would I realise a couple of weeks later when used for audience testing, that this would be the second most-voted option among our participants.
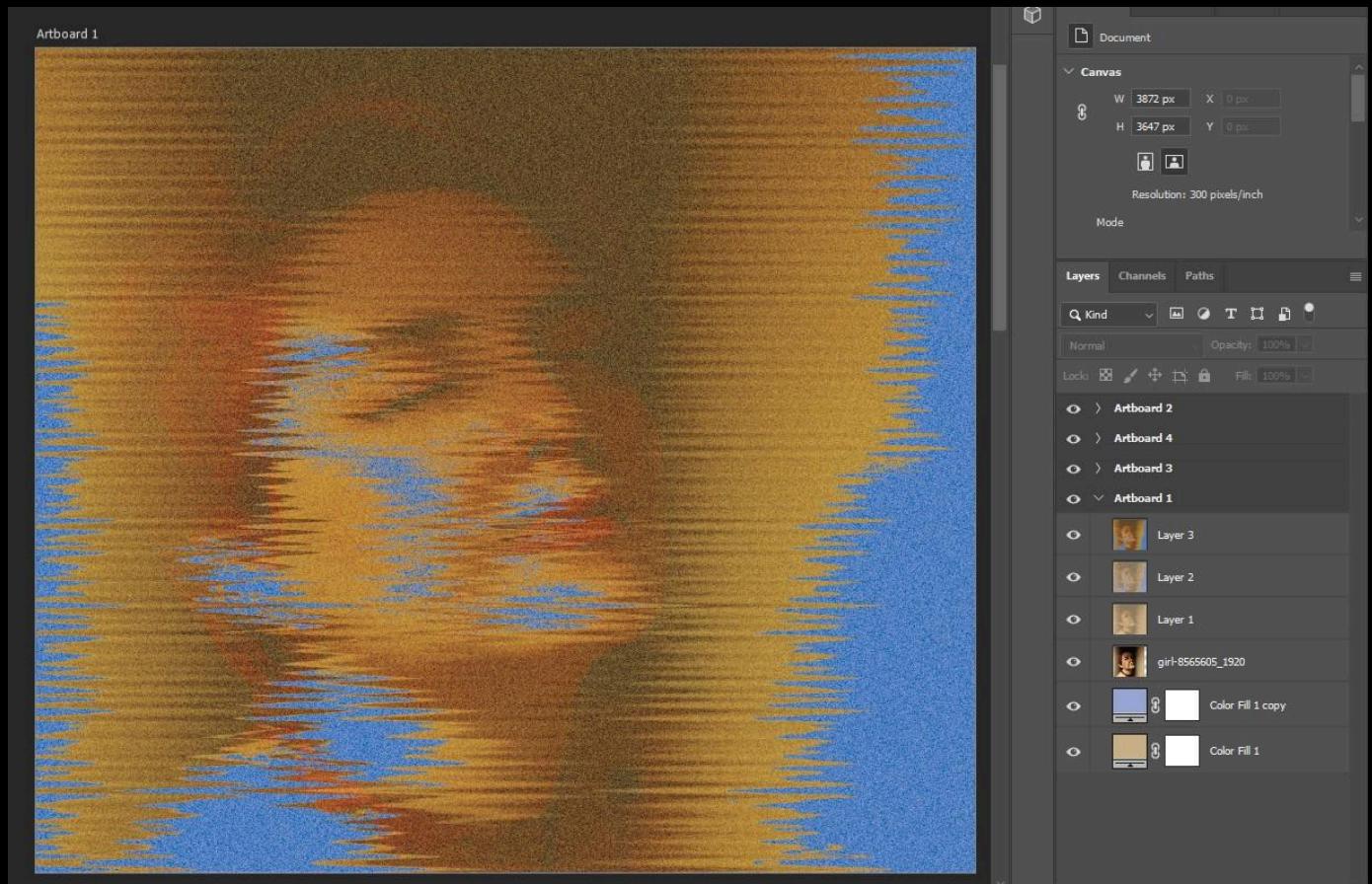
I used two colour fills to specify the predominant colours, and simply cropped one of the images I found on Pexels so it was just the face and shoulders. Changed the opacity to 26% of the image to make the colour fills adjust the colours of the photo. I created a few copies of it and used filter > distort > wave, which is a technique I learnt in trimester 2 of 2022 for another project I've done; it's a neat way of creating effects that look like a VHS still. I used 'luminosity' and 'color burn' filters on these, added grain over the top, and adjusted the saturation and contrast to make this.
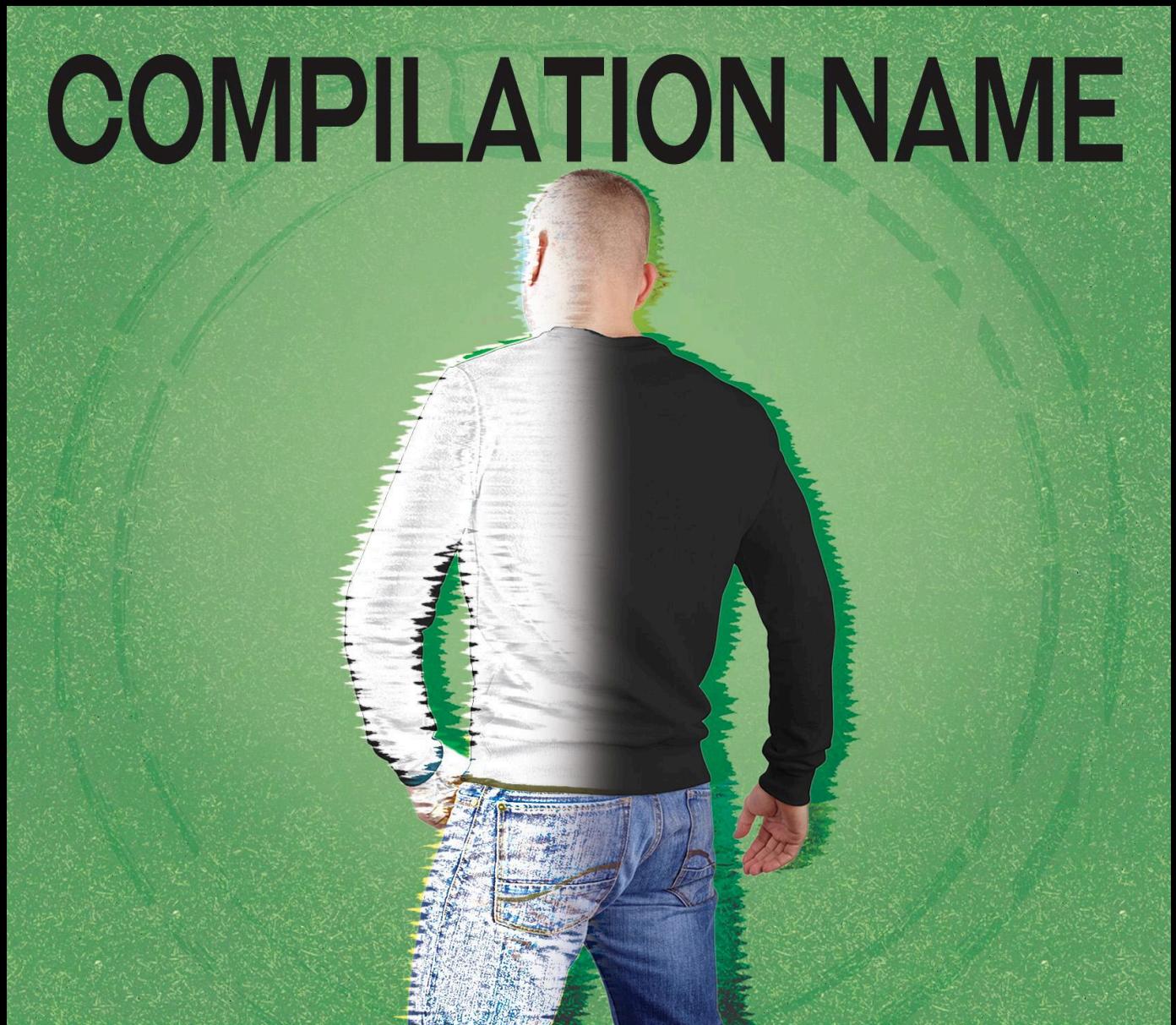
Figure 10: second idea, which was better in my head than in practice.

This one I can't blame pain relief on. It's just… atrocious and I would rather not talk about it, but I took screenshots so I suppose I should. It started off okay (?) until I put a stock image (its purpose is to create mockups for long-sleeve top designs) on it. I wanted to make it look like the person was fading away and becoming one with the music; I used that same 'wave' filter on it a duplicate of the layer, duplicated that layer again and used the 'divide' opacity filter, which is why it's white. It's almost like the stock image model is fading into a-ha's music video for 'Take On Me', except that'd be an insult to the artistic beauty of that music video.

Then when I added the placeholder text for a potential compilation album name, it just ended up

looking like a surreal meme. Safe to say this idea was promptly scrapped. But, the idea wasn't a waste...
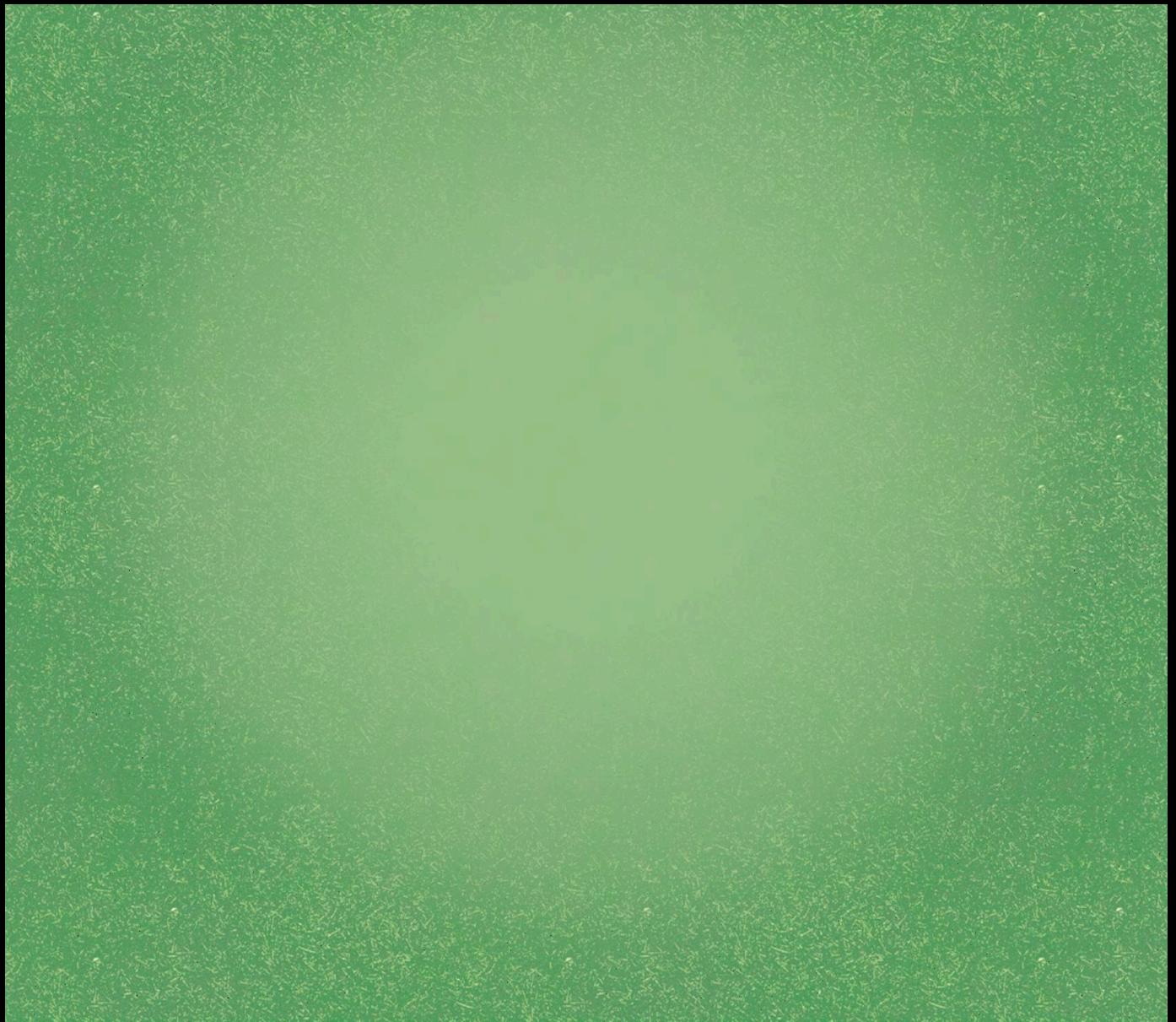
Figure 11: the background of the failed second album art idea

In creating the above monstrosity, I made a duplicate and removed all the other layers on top just to have a copy of the background I made. This, funnily enough, was so impressive in my eyes that I exported it and decided to use it in other iterations. I enjoy how versatile it is, and it's since made a prominent appearance throughout many of the designs I've made for South Bound beyond the compilation album artwork.
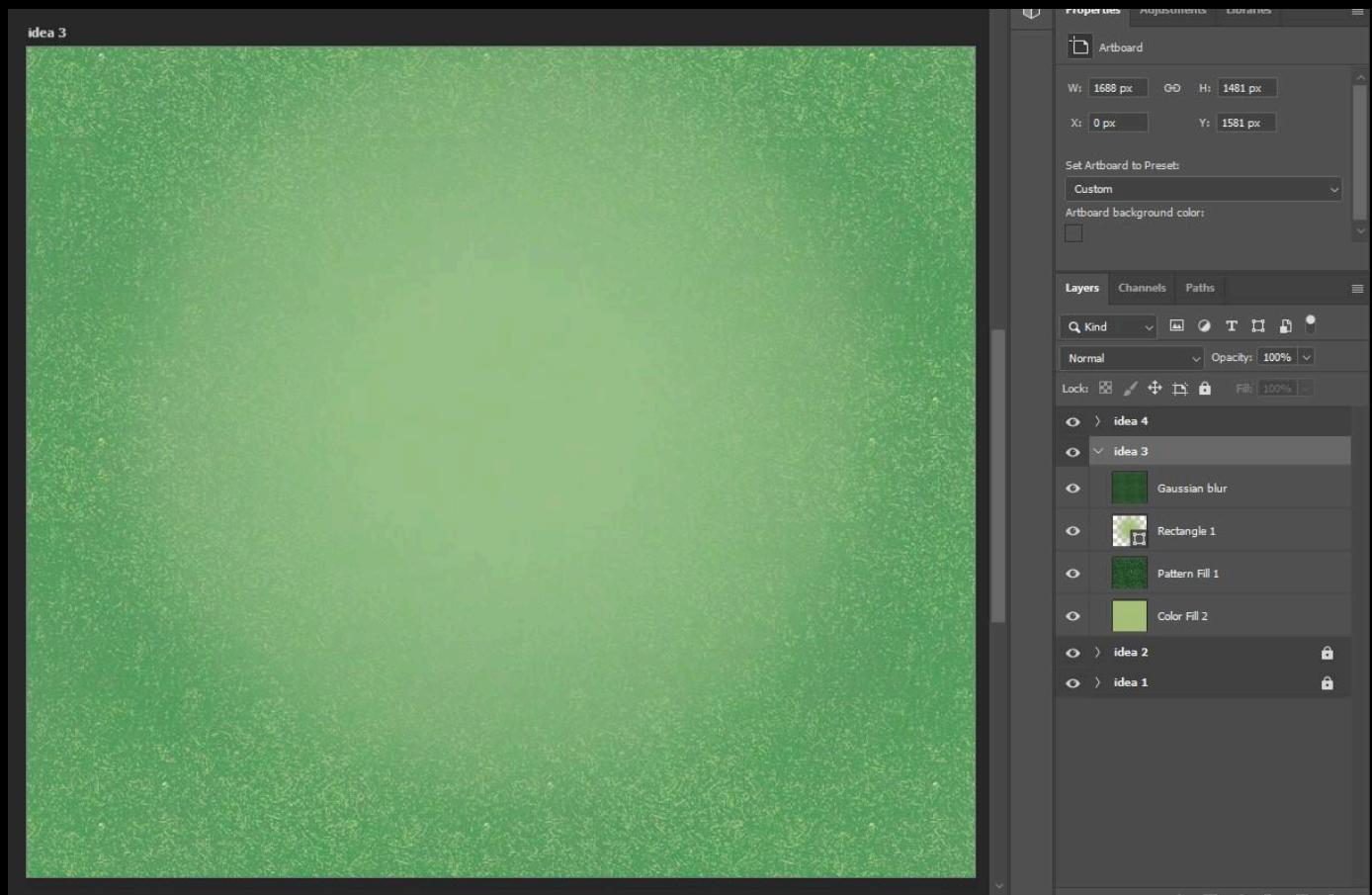
To make it I used a colour fill of one of the greens I had in the colour palette, then used a pattern fill over the top of the generic grass fill that comes with Photoshop. Changed that opacity type to 'vivid colour', added an inverted vignette using the same green in the colour fill, duplicated the grass layer, placed it on top, added a Gaussian blur to it, and changed the opacity type to 'colour'. Simple, yet so effective.
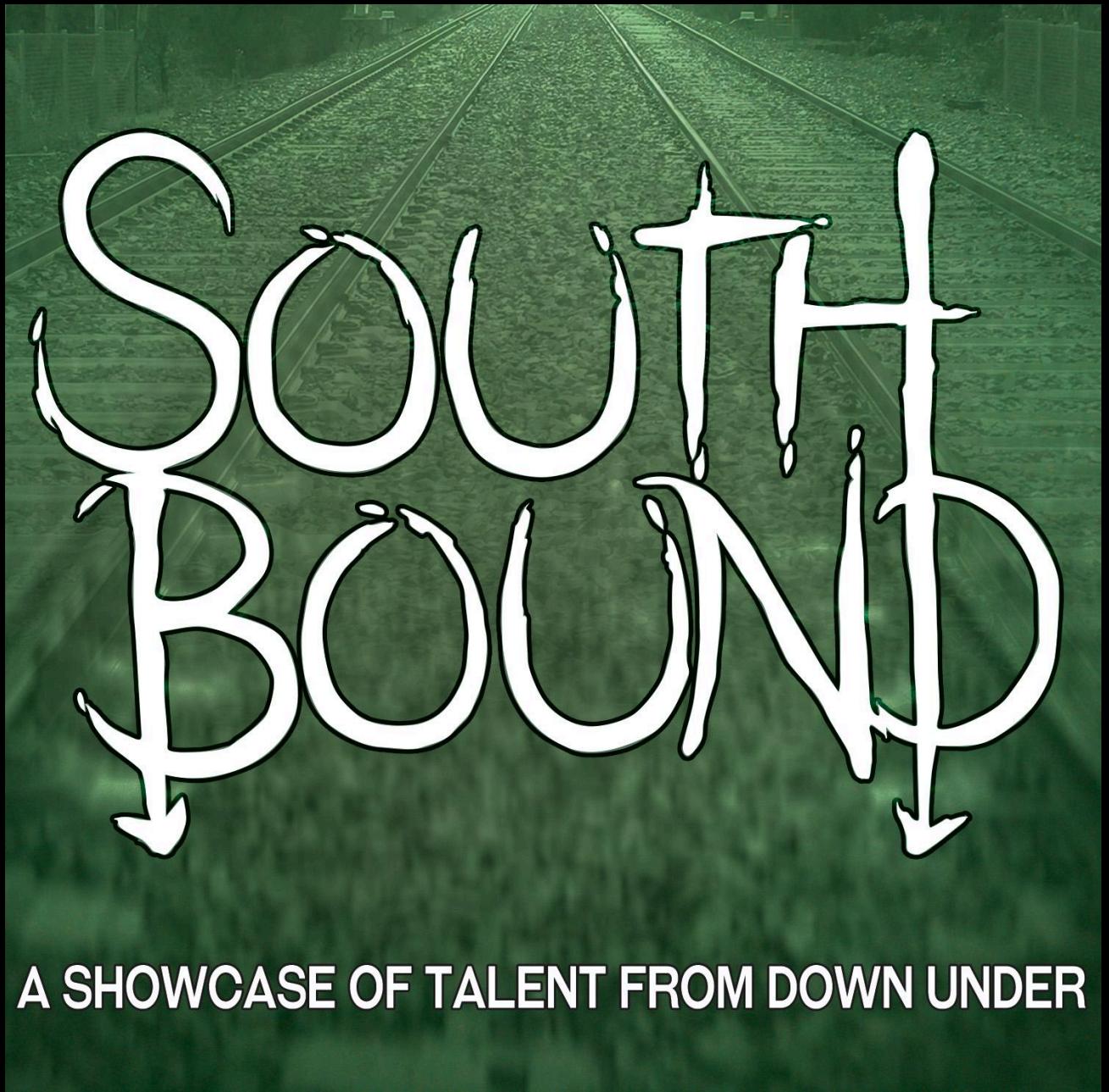
Figure 12: third album art iteration

For this, I went through old photos of mine on my hard drive. One of my favourite photos I've taken is this one 📄 P3222626.JPG which I took of train tracks at Macedon railway station in 2017, so I decided to use it as a background.

Similar techniques were done in this cover to the previous iterations; here's a screenshot of my layers, pretty straightforward. The main issue I found with this design is I was going by physical CD release dimensions rather than the 1:1 square ratio default for most album art. I made this mistake throughout several iterations here, but the other options translated well to square dimensions... this, sadly, did not.

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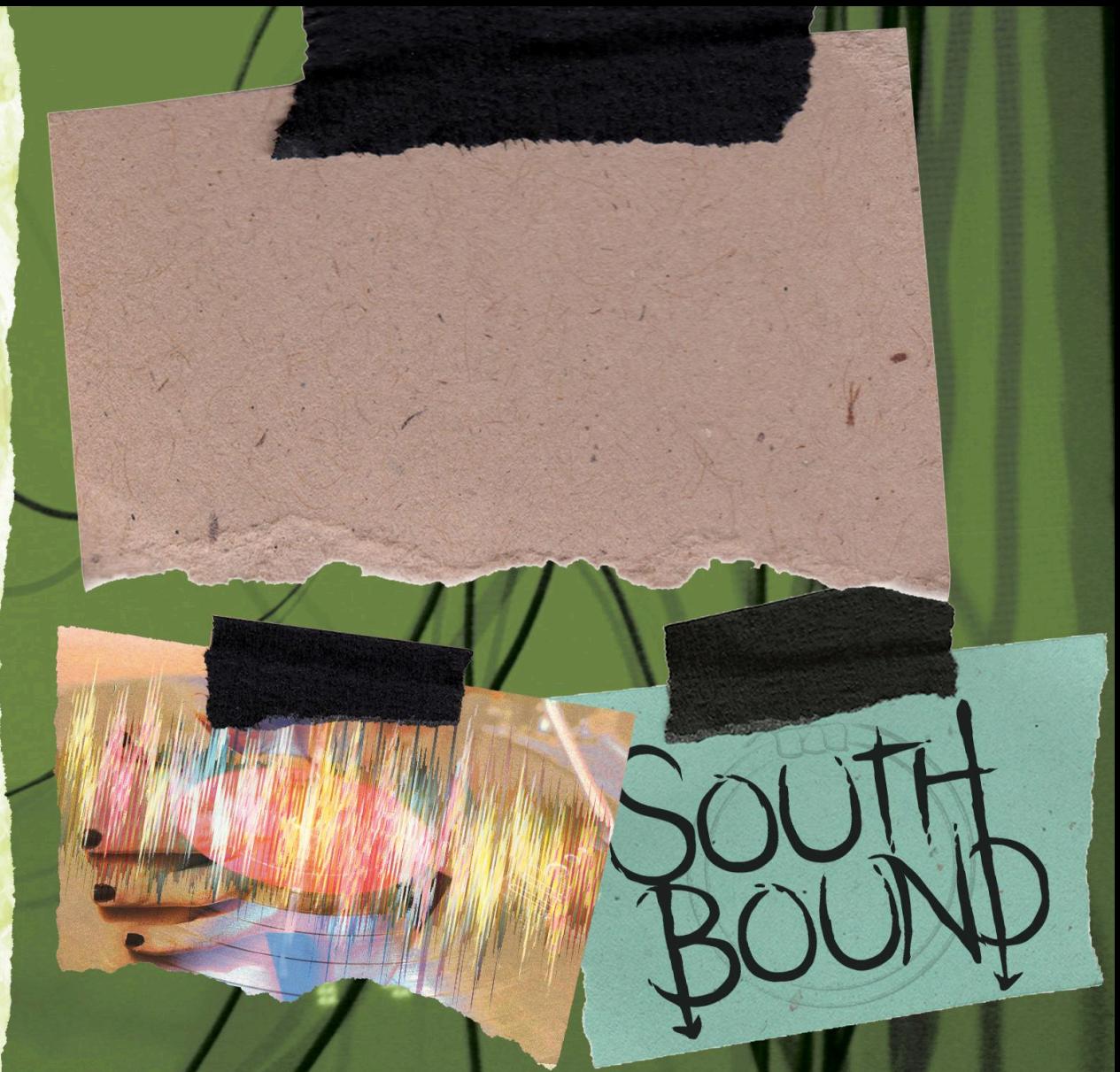
Figure 13a: fourth album art iteration

This time, I used my faux pax of using the wrong dimensions to my advantage. I used the left side to simulate the binded section of a CD. For this, I just layered a variety of images I had sourced plus the logo, and came up with a tag line for the fake binder, which was used on further iterations.
I had a blank while doing this one; wasn't sure what to put on the top post-it note. Decided to keep it as it, make a copy, and expand upon it. That's when the magic happened...

Figure 13b: fifth album art iteration

Putting the design away and coming back to it later was the best idea I could've done because this updated version was the chosen artwork in the audience testing and is now the official album art for the compilation!

Figure 14a: sixth album art iteration (unfinished)

With this one, I retraced my steps and went back over the prospectus (📄 23T3 South Bound CIM312.2). Within there, it was specified that I'd be trying to incorporate 'doodle'-style digital illustrations inspired by artists like Hattie Stewart and Ana Strumpf over the top of photos. This was where I got up to with it before the next South Bound meeting, and worked more on it after said meeting. Due to the size of the Photoshop document I was working on, I needed to export this and make a separate file to finish it off. I never did get to finish it, but the somewhat finished version is next;
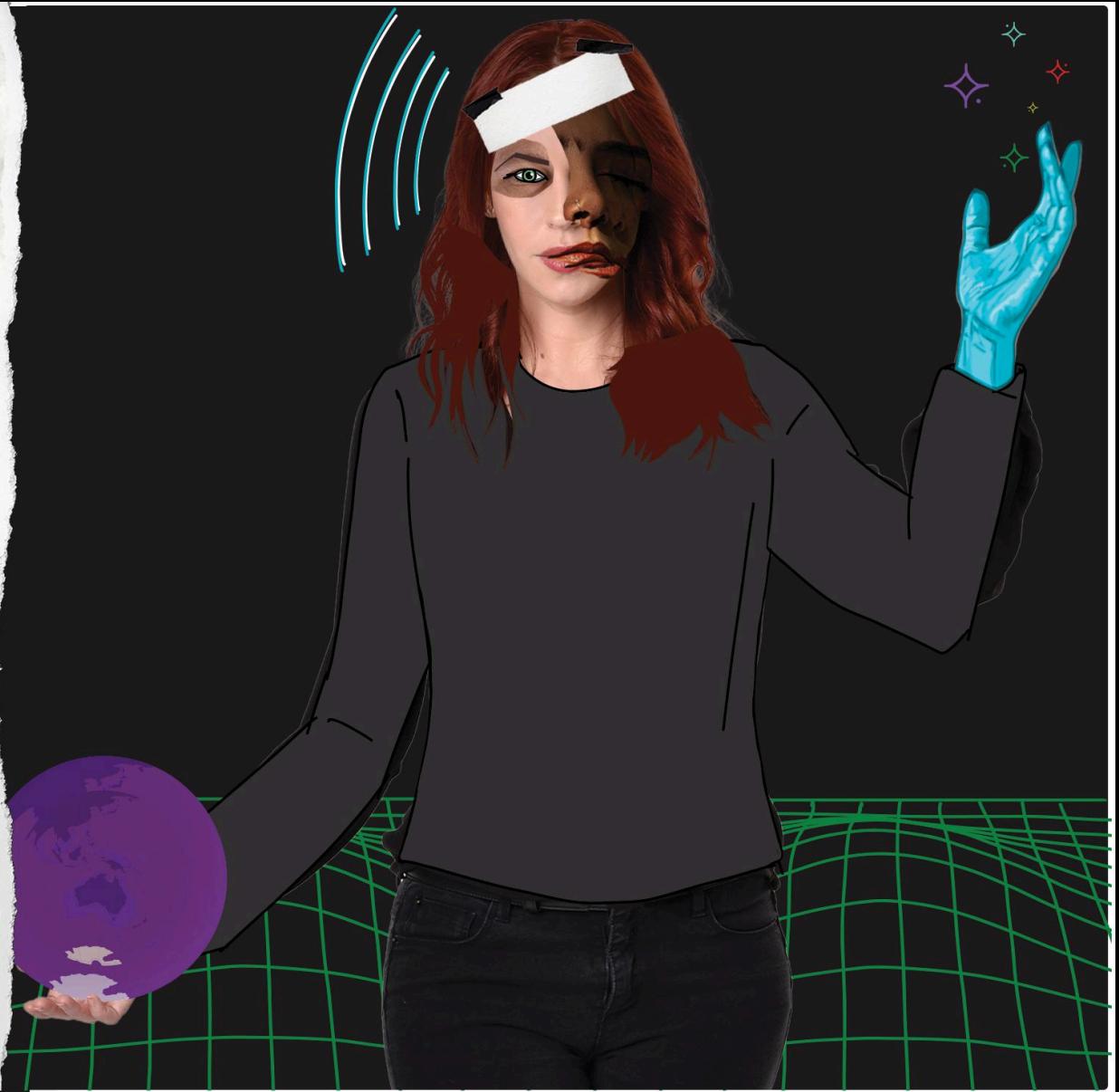
Figure 14a: sixth album art iteration ("finished"... not really, I just scrapped it).

As one can see, by the time it came to drawing the hair, I just... gave up. It was taking me way too long to do and I wanted to try other designs and ideas, so as a result it was a scrapped idea. This also made me realise just how much time I'd need to invest into doing this style constantly for future designs with South Bound, which for someone with executive dysfunction is a recipe for disaster and a bunch of unfinished work – especially considering I'd never done this type of art before! So, for time constraints sake, this is the furthest I got into incorporating this style of art for the group. Perhaps if the project were for a longer period than it was, I would've better incorporated this style.

From here on, I did not get around to typing a noticeable section of this deliverable's process out,

so here are the remaining iterations:
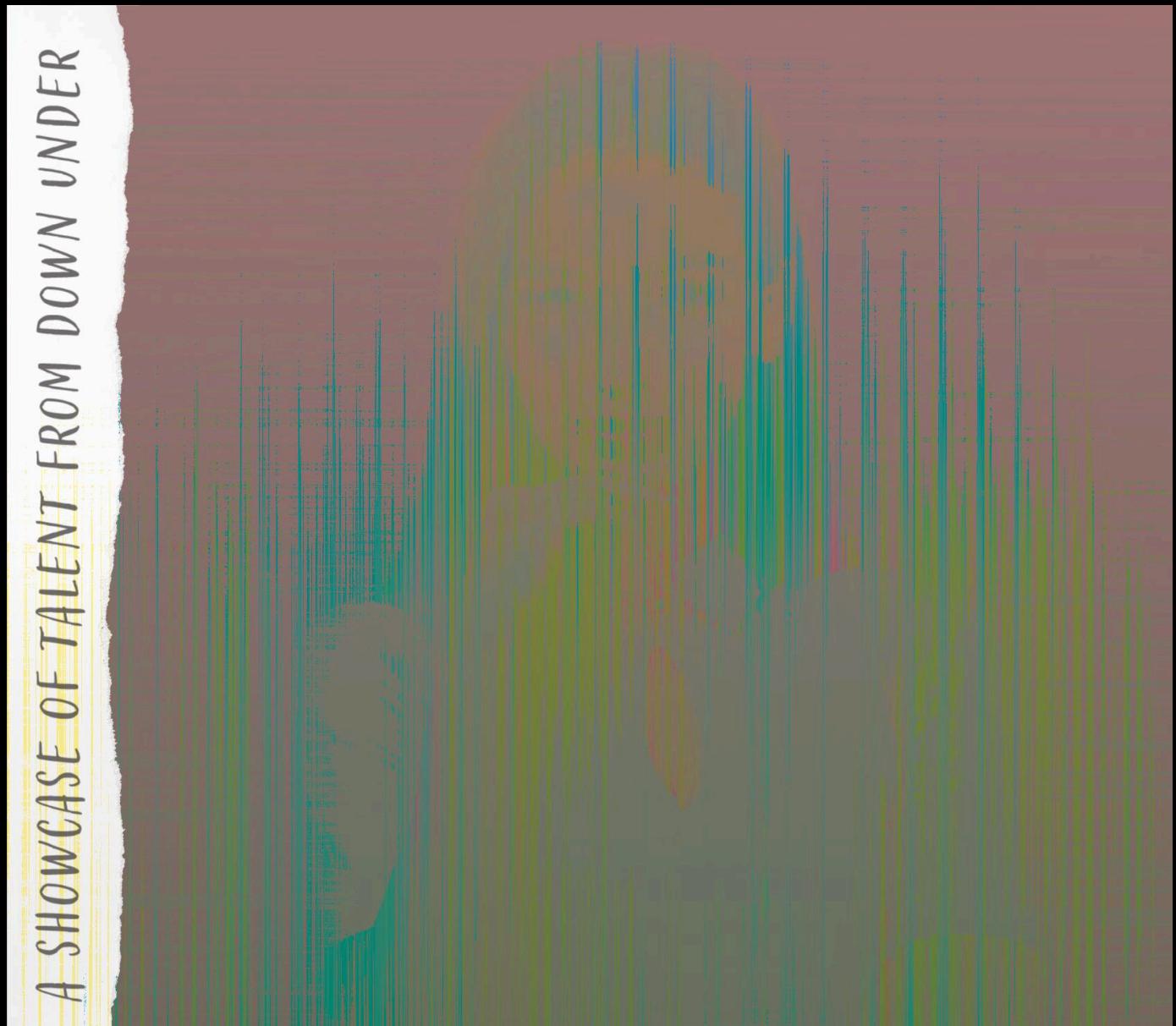
Figure 15: seventh album art iteration

Figure 16: eighth album art iteration
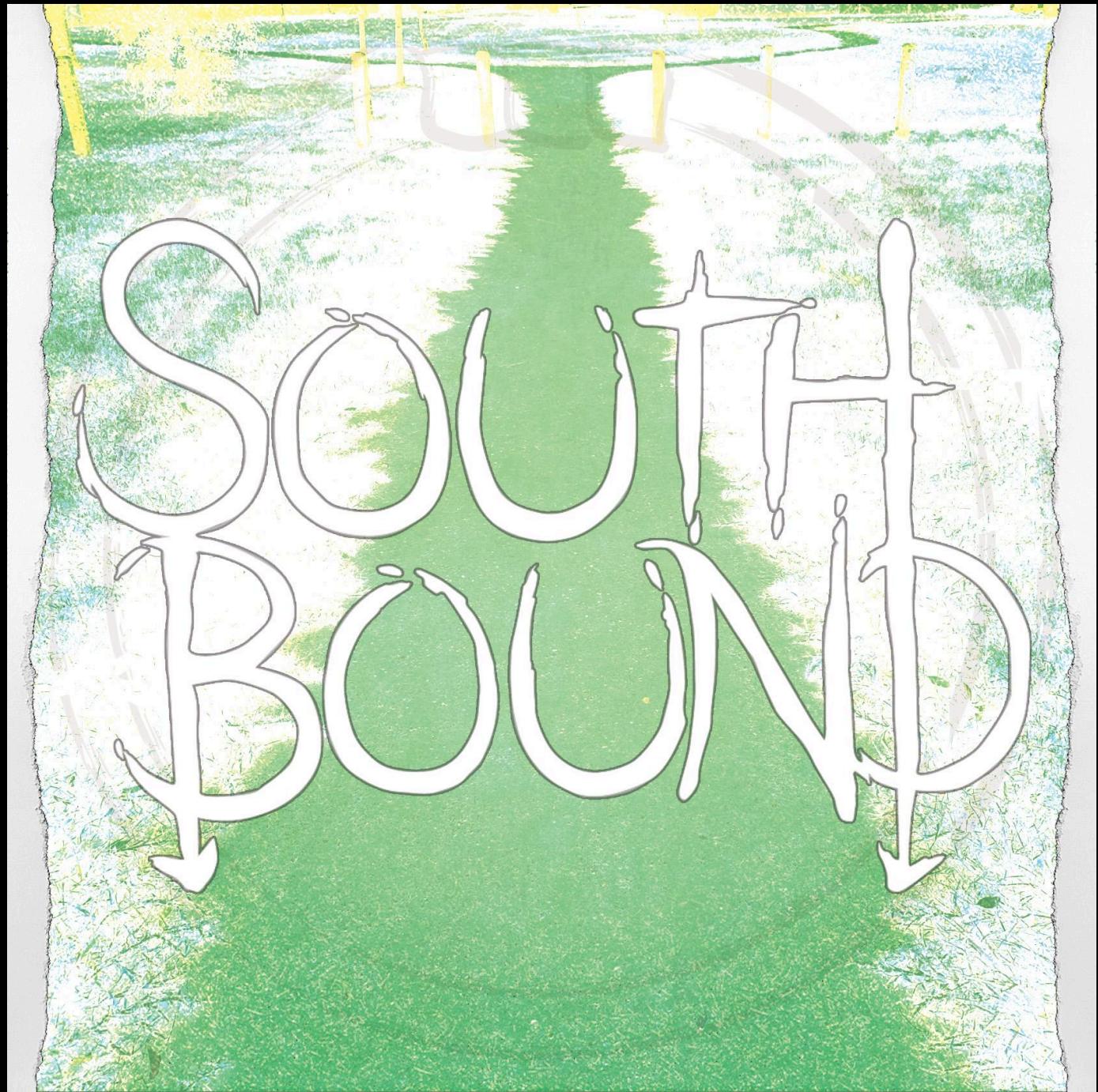
Figure 17: ninth album art iteration

I did however write about this iteration;

Figure 18: tenth album art iteration

For this idea, I was inspired by the album art of "Canon" by bow church, a witch house producer I listen

to. The use of symmetry on natural landscapes is something I'd been wanting to try for a while, and

decided that this project was a good opportunity for me to experiment with that idea using the photos I'd taken.

Figure 18a: "Canon" by bow church. https://bowchurch.bandcamp.com/album/canon

These album artworks were all sent to my group's Slack chat and they collectively decided on 4 of the ideas and placed them in the second questionnaire we did for audience testing. More will be written about this in the next section, "Audience Testing".

Assets sourced and the artist attributions:

- [Photo by marianello on Freeimages.com](#)

(note: don't recall using this, but including it in case I use it in the future)

- [Photo by fangol on Freeimages.com](#)
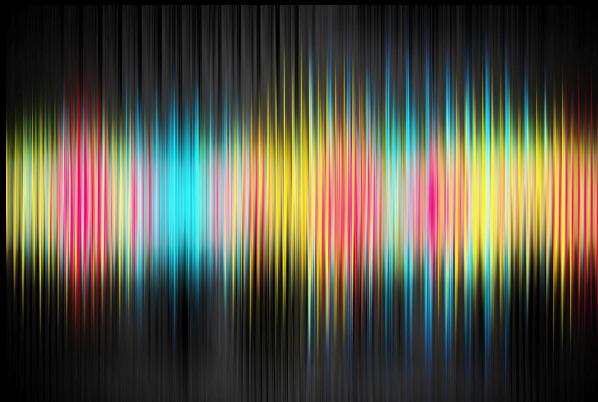
- [Photo by paukshtiss on Freeimages.com](#)
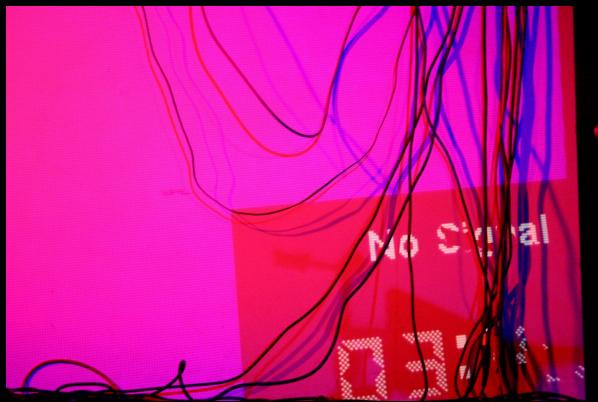
- [Photo by mayrimbele on Freeimages.com](#)

- [Photo by nadia_a on Freeimages.com](#)

- [Photo by ahulme75 on Freeimages.com](#)

- [Photo by spyderr on Freeimages.com](#)

- [Image by Shima Abedinzade from Pixabay](#)

- [Photo by olegphotor from Adobe Stock](#)

- [Photo by faestock from Adobe Stock](#)

- [Photo by Moose Photos from Pexels](#)

Audience testing

Time period: week 1 – week 7

As discussed in my weekly entries, I started strong by delivering 10 example questions catered towards

design, accessibility, social media, and a then-theorised website (we made one before sending out any

surveys); that was more questions than what my peers had come up with, and I can thank my long history of looking through and making design briefs.

I also created a template within the following 2 weeks for theorised printable PDF versions of the survey, which I was quite proud of.

Figure x: theorised A4 version of the survey

Figure x: theorised webpage version of the survey

After that, as I started to focus on the design work for the three projects I was on, I fell off hard with the project and never completed that PDF. felt like I let the team down. I didn't do a lot of writing in the document, I didn't even make a designated paragraph; I had planned on doing so, but just... never did. However, I did pull my weight in other ways for the project, and I'll talk about how I did in this section.

We did two rounds of surveys: one for the aesthetics and online presence, and another for the music and production (pre-mastering) aspects. As I'm not a music or audio student, I left that second round up to my peers as that's their discipline and what they're doing for the project.

As for the first round, my group mates used some of the questions I made plus a few of their own for the first round of surveys. I did the bare minimum of arranging a colour scheme for the Google Form, but felt like I didn't contribute enough just by doing that, so I made a snazzy header image for the survey (embedded below).

I was tasked with creating visually appealing representations of the quantitative data collected from surveys. I decided to use the graph function on Adobe Illustrator, which is a function I have always seen in the toolbar but have never tried for myself. This video helped me learn the basics: ▶ How To Make A Pie Chart In Adobe Illustrator . From here, it was just a matter of trial and error.

In this folder 🗀 Project 1 - graphs I compiled a collection of screenshots of the specific data entry and ordering of that data for the majority of the graphs I made. In this folder 🗀 Data + Graphs are all the graphs I created for the document. Here are some of my favourites (visually):

Question 3: Which of these social media platforms do you frequent most?
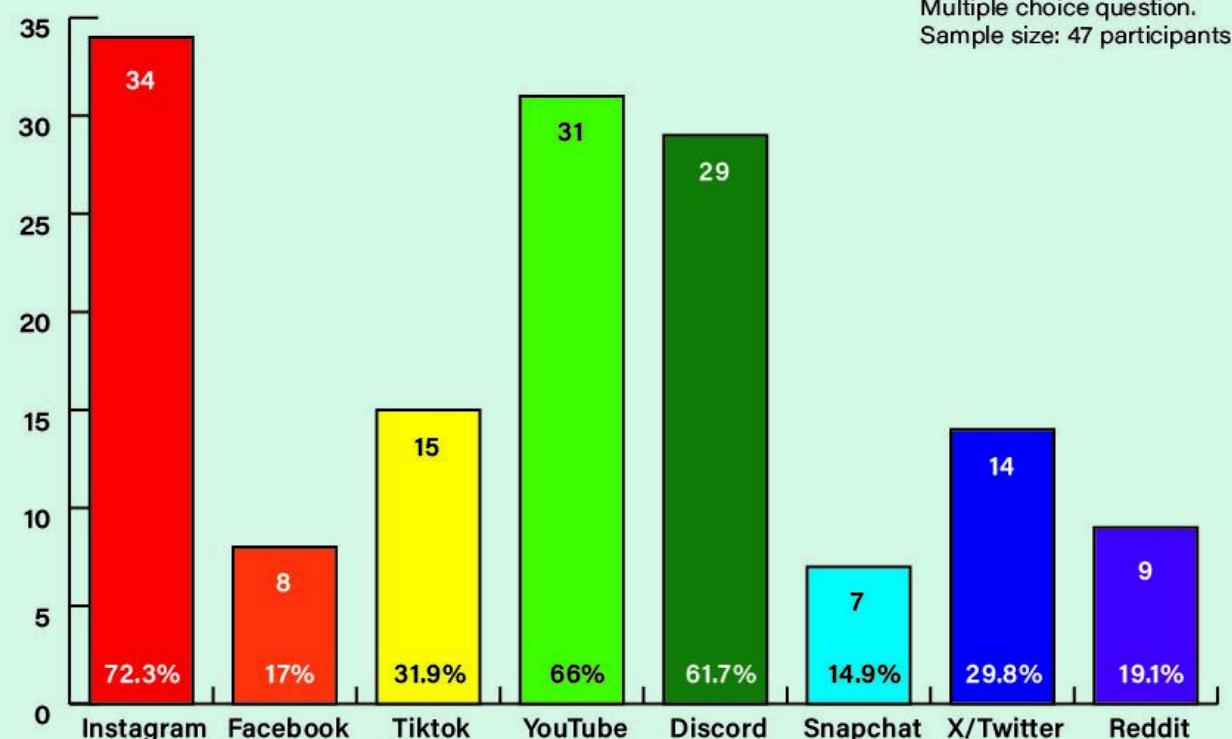
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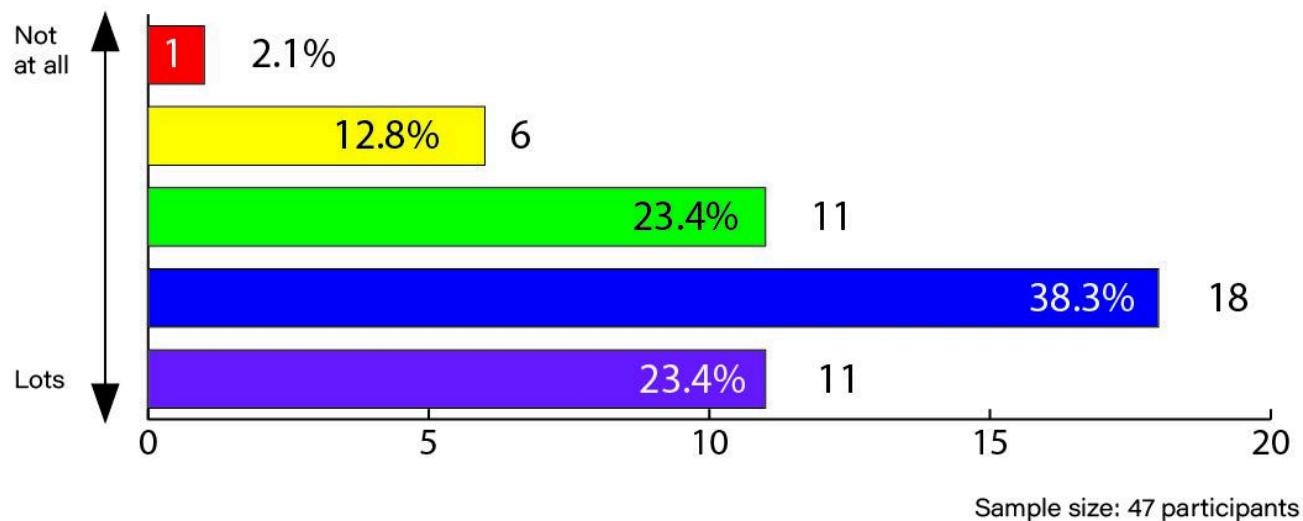
Question 8: Which of the following content would you like to see from us?

Legend:
- Learning about our process
- Behind the scenes
- Getting to know the team
- Day-to-day updates
- Weekly posts
- Instagram stories

Sample size: 47 participants
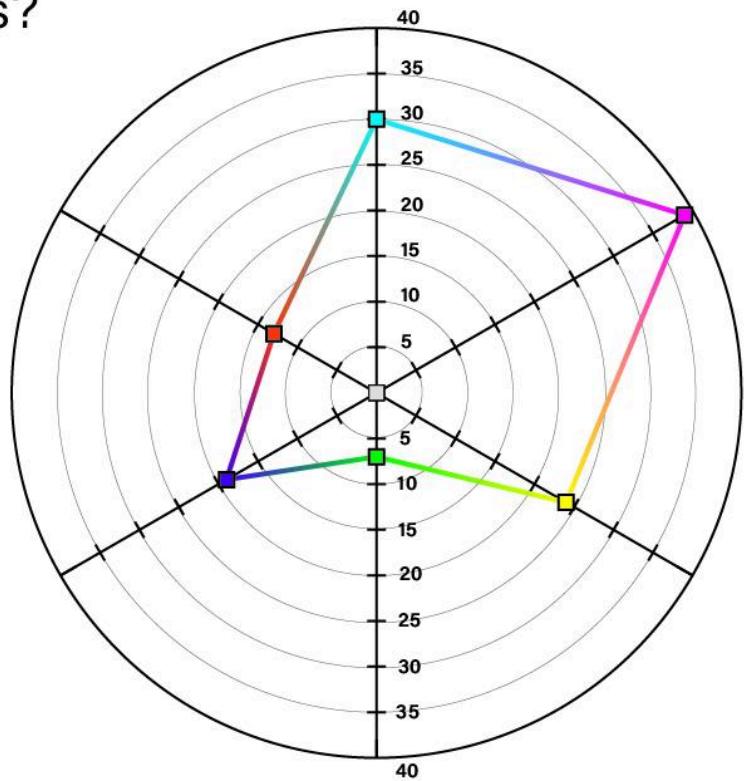
Question 10: How much do you believe that the mainstream music industry should be more inclusive regarding diversity and representation (culture, women in music, LGBTQIA+)?

It's fine currently

Much more needs to be done

Sample size: 54 participants

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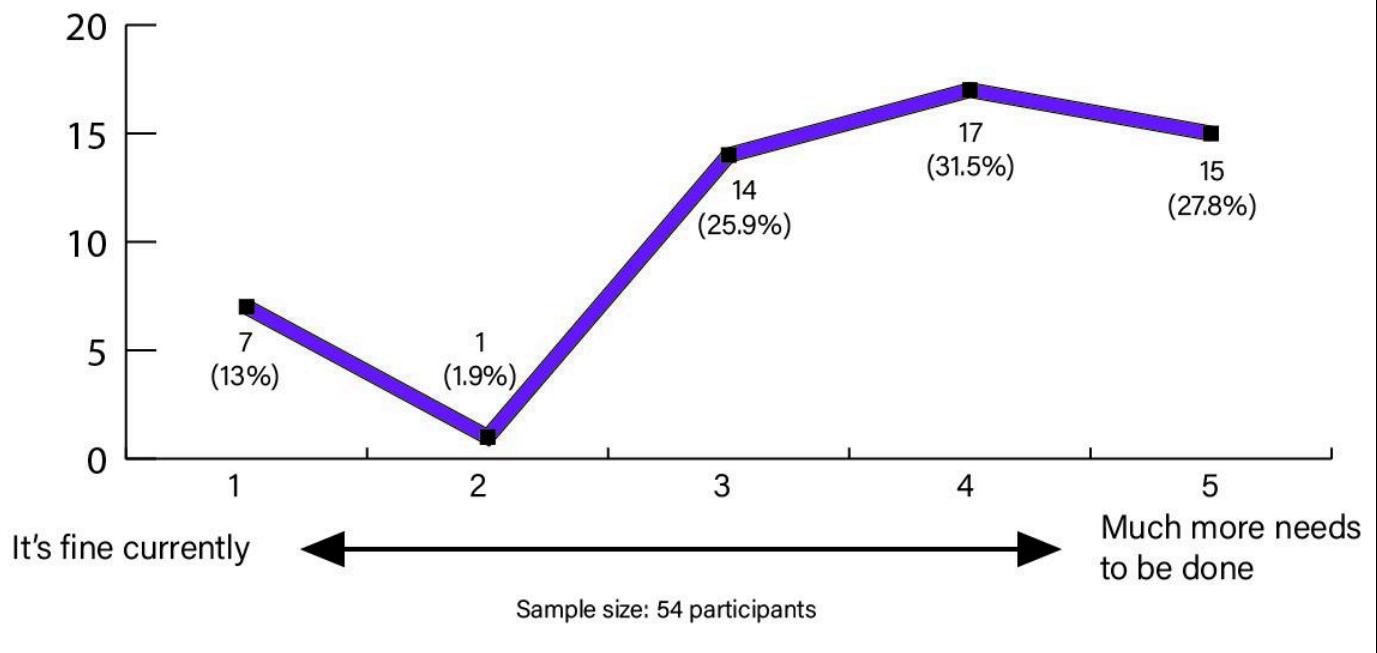
Question 12: How relevant do you believe our artwork is to our values of inclusivity?

Sample size: 54 participants

Rae Dixon (1023685) – CIM330.2 – Documented Professional Practice
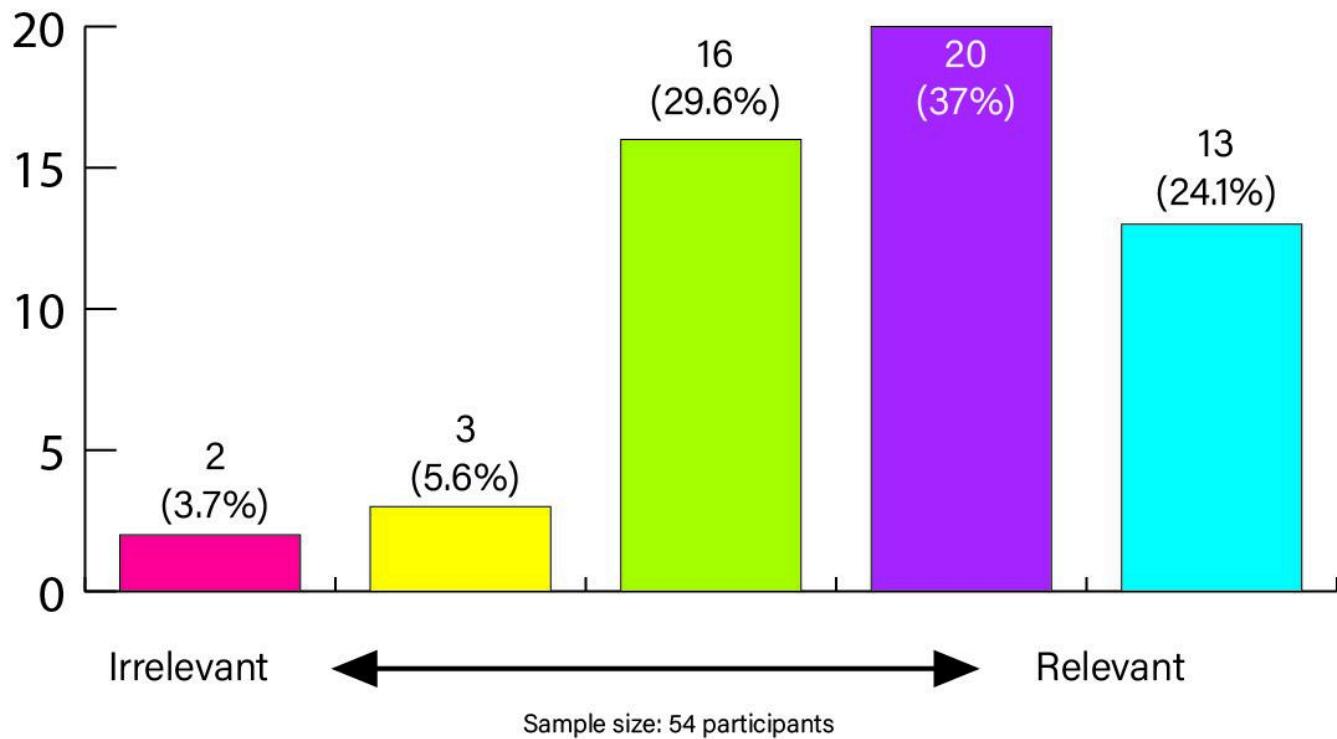
Question 13: In what ways do you believe that we are trying to appeal to our values of inclusitivity?

- Music Stylistic Choices
- Artist Lineup
- Visual Design
- Social Media Management
- Website Design
- Other
- I didn't even think about it! :)

1 (1.9%)
1 (1.9%)
14 (25.9%)
38 (70.4%)
18 (33.3%)
26 (48.1%)
33 (61.1%)
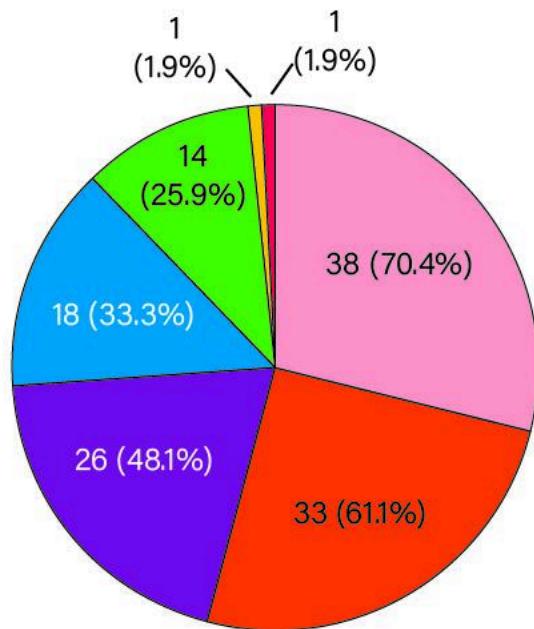
Sample size: 54 participants

Outside of these contributions, I made a few paragraphs here and there and proofread the entire document several times. I also sent out the links across a wide range of Discord servers and on my person Instagram accounts, helping us reach a larger audience than we initially thought we'd get.

Website design and social media

Time period: week 4 onwards

As discussed previously, I did the profile pictures for South Bound's social media platforms. To extend on that, I had a major input in the design of the Wix website we started utilising in week 4.
At first, we just kept everything pretty simple. Pretty much just used colours from the previously defined colour palette and placed those colours in a variety of ways that seemed to work.

Figure x: website's appearance before feedback.
https://web.archive.org/web/20240416133632/https://southboundrecords.wixsite.com/south-bound-records

It was apparent from the feedback from our first round of surveys that the aesthetic for South Bound needed further changes to reach our audience effectively. One piece of feedback was: "Whilst he neutral tones of the website are non obtrusive, I feel a highlight colour of some variety or two colours could more solidify the branding", which was a common feeling amongst the questionnaire participants, using adjectives such as "plain" and "lacklustre". Two participants stated that there was a disconnect between the colour scheme and the logo too.

The key takeaway was the need for something more vibrant and youthful for the participants of the questionnaire. It has taken some time for adjustments to eventuate due to a variety of circumstances, however.

With the creation of the compilation's album cover, we were able to further gauge the preferences of our participants; I referred to the initial colour palette, then ventured outside of these previously defined premises and used more vibrant and eye-catching colours to accompany their designs. This resulted in a difference in attitude in the second round of audience testing.

Figure x: the 4 chosen album artwork ideas, in order of highest to lowest votes.

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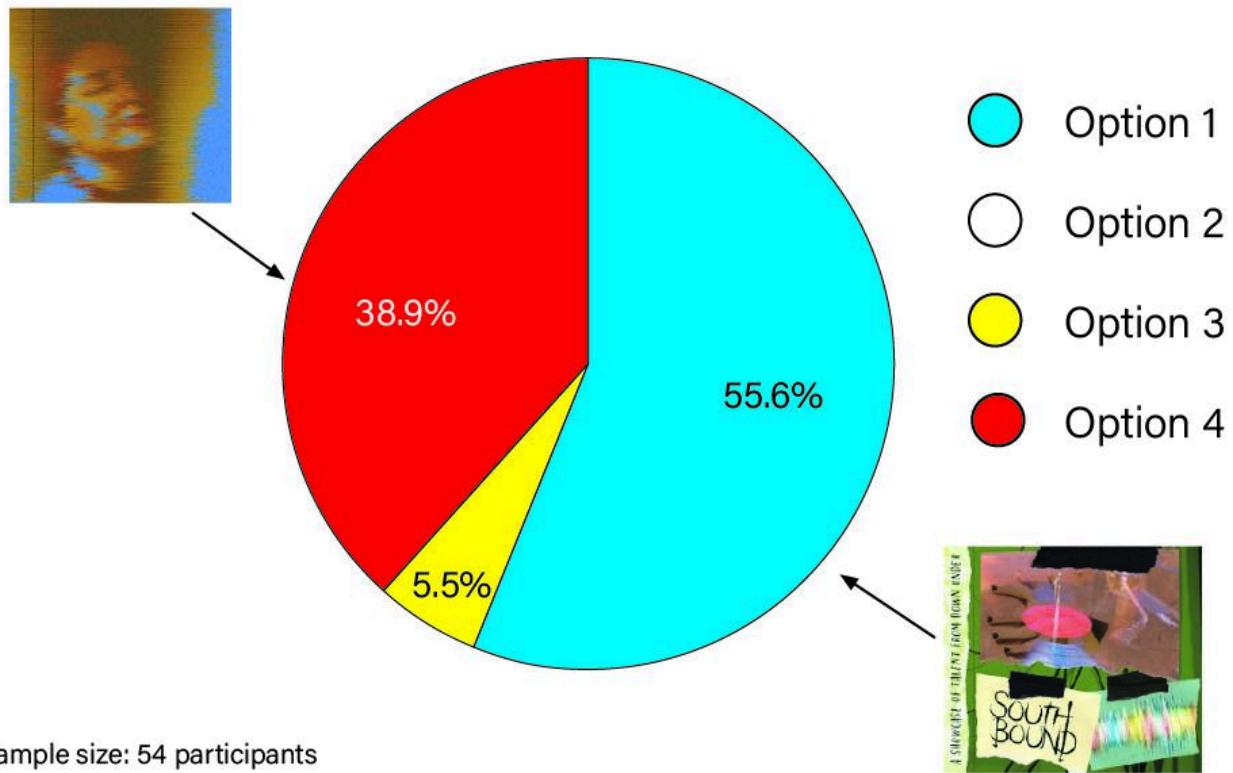
Figure x: pie graph illustrating these results.

Considering the most-voted album artwork contained a significant portion of the initial colour scheme, I decided the colour scheme could be adjusted, but not as drastically as I initially thought I'd need to. The colour scheme isn't necessarily a poor one for South Bound, it just wasn't applied appropriately on the website; with this in mind, I've made minor adjustments to the visual appearance of South Bound's website, with a calming blue that's light enough to contrast with the black text. This aligns with our aim of a 'diverse' brand – having accessibility and readability as a priority. I will continue to make minor changes as I learn more about implementing design elements and principles into web design in a way that is compatible with a majority of digital devices and won't ostracise people with impairments or disabilities.
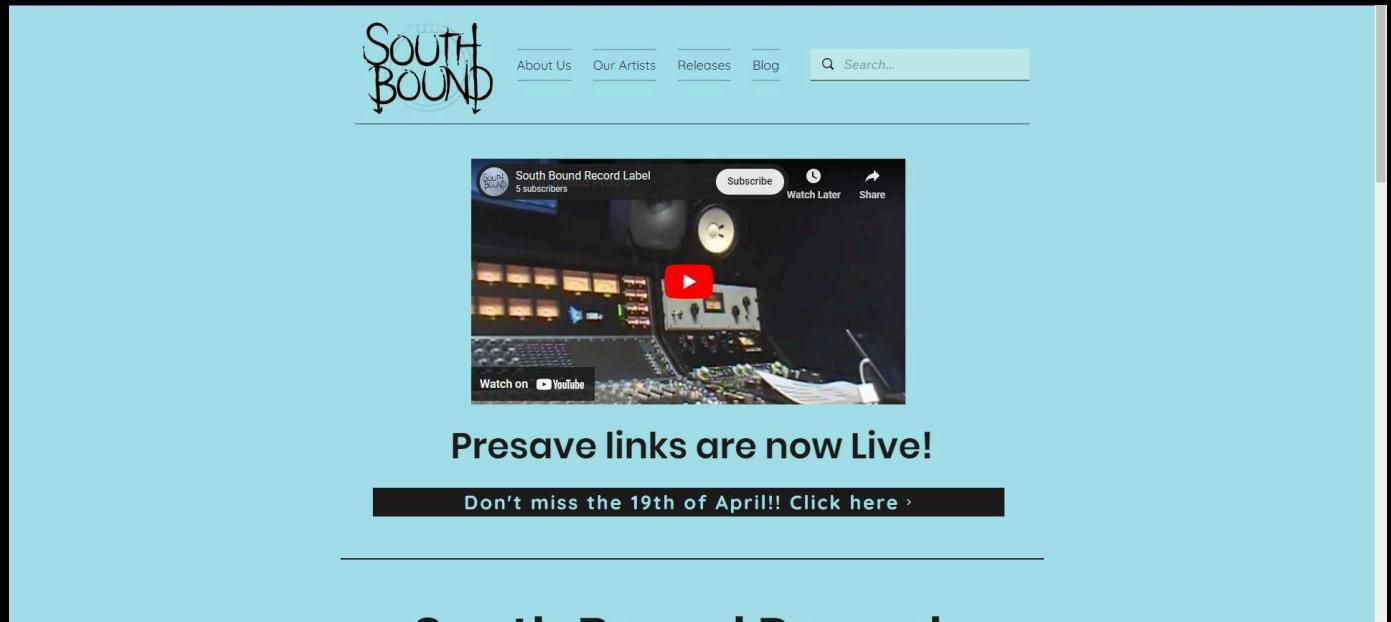
Figure x: website's appearance after feedback: https://southboundrecords.wixsite.com/south-bound-records

Refining album art & creating mockups

I did not get around to typing this section out, so here are some screenshots and the folder with the deliverables.

Exhibition collateral

Time period: week 10 – week 13

Note: I will be working on this beyond submitting this documented professional practice document, but this section will include what has been done by the April 21st deadline.

I did not get around to typing this section out, so here are some screenshots, references, and the folder with the deliverables.

FOLDERS:

📁 IDEAS - mockup

📁 IDEAS - back cover

📁 Business Cards

BACK COVER: 📁 IDEAS - back cover

10 CENTS (SOUTH BOUND MIX)
FENCEJUMPER

CAR
SWIJ

OBJECT
DALLAS CHUA

711 SUSHI
FENCEJUMPER

PLANS
SWIJ

BEGIN WITHIN
ZAC SCHWARZ

SEASONS
SWIJ

SAVE ROOM
FENCEJUMPER

COST OF LIVING
FENCEJUMPER

RAINBOW RINGS
DALLAS CHUA

INSIDE:

Recording engineers: Shan Zhi Liu, Dallas Lander, Amadeus Anggaraksa, and Julian Tjahja.

Mixing engineer for tracks 2, 5, and 6: Dallas Lander
Mixing engineer for tracks 1 and 9: Julian Tjahja
Mixing engineer for tracks 4, 8 and 10: Shan Zhi Liu
Mixing engineer for tracks 3 and 7: Amadeus Anggaraksa

Mastering engineer for tracks 3, 6, and 10: Julian Tjahja
Mastering engineer for tracks 1, 2, and 8: Amadeus Anggaraksa
Mastering engineer for tracks 4 and 9: Dallas Lander
Mastering engineer for tracks 5 and 7: Shan Zhi Liu

South Bound is: Amadeus Angarraksa (project lead), Shan Zhi Liu (team lead),
Dallas Lander (chief sound engineer), Julian Tjahja (artist management), and Rae
Dixon (graphic designer).
Recorded in 2024 at SAE Institute, Melbourne/Naarm VIC Australia.

For all individual song credits, please scan the QR code to head to our website.

TEMPLATES FOR HARD COPY FOR SOUTH BOUND COMPILATION: 📁 TEMPLATES

https://www.implant.com.au/pricing/duplication-replication/

https://www.implant.com.au/templates/duplication/

https://www.implant.com.au/wp-content/uploads/2020/08/Gatefold-Double-Pocket.pdf

TEMPLATES & ORDERING INFO FOR BUSINESS CARDS:

https://www.moo.com/au/business-cards/design-guidelines

https://support.moo.com/hc/en-gb/articles/360035244812-Print-and-shipping-turnaround

https://www.officeworks.com.au/print-copy/p/standard-business-cards-pcbcbccp#:~:text=Find%20
out%20more-,Pricing,-Finished%20Size

Final business cards (including 5mm bleed):
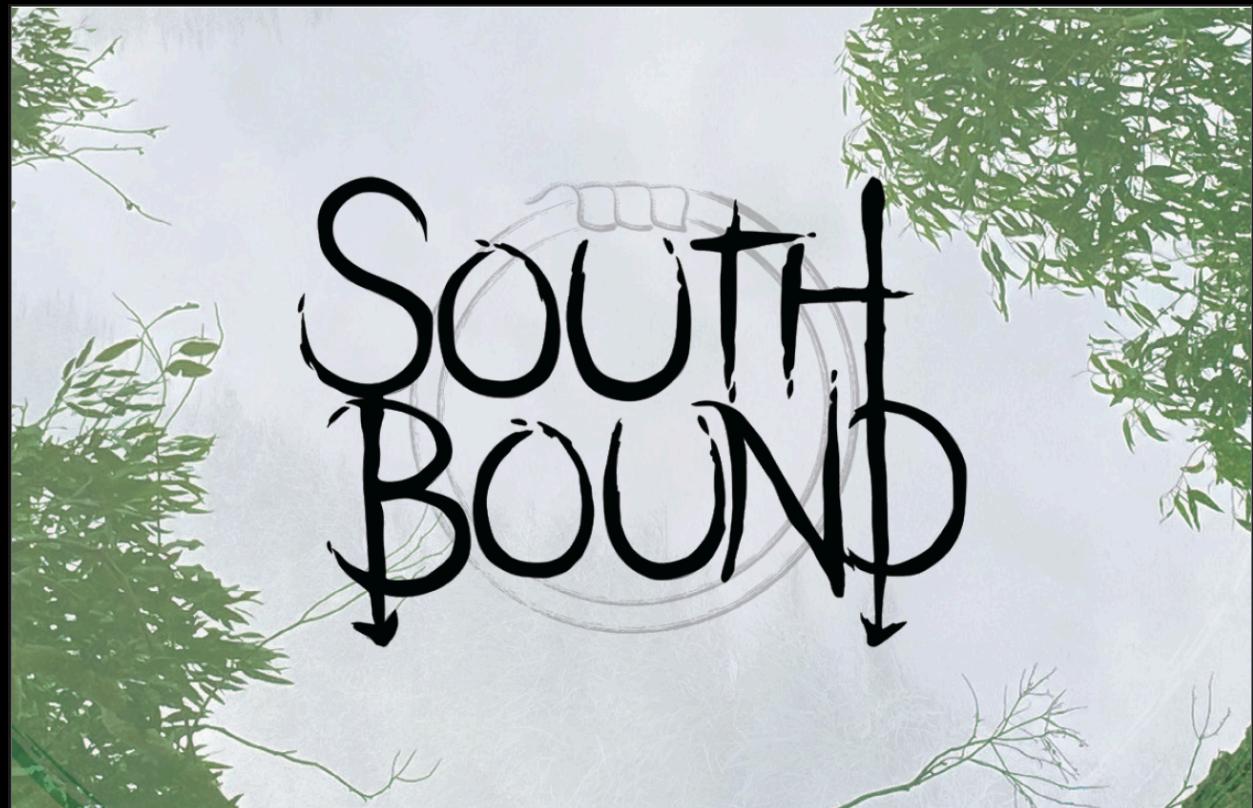
Fencejumper

Fencejumper is a band that incorporates indie rock with hyperpop; what seems like an amalgamation of genres, and yet they work swimmingly together. This was technically the first capstone group I joined, but decided the scope of this project was not sufficient enough for me to consider it my main group, which is why I went to South Bound instead. However, in a wild turn of events the projects overlapped; South Bound 'signed' Fencejumper to their label. This made me feel like I was working in two groups instead of three, which was good for my stress levels, but not good for my productivity. Nevertheless, here is what I contributed to the band this trimester.

Logo refinement

Time period: week 8 – week 10

Upon seeing the logo I'd created last trimester, I had a very similar experience to seeing the South Bound logo after the long summer break. This is what we had decided on then:

It is very much below my personal standards; the white lines where the obvious image trace failed, the inconsistent line thicknesses, and the sub-par kerning... not my greatest work.

So, I essentially started from scratch with the font I have been using – Neurochrome Regular from Typodermic Fonts, which I have a massive collection of public domain fonts on my computer and can be found here: https://typodermicfonts.com/downloads/ .
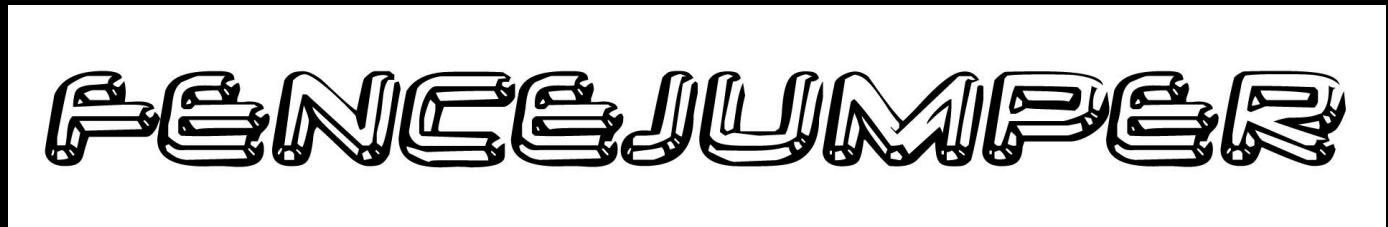
I put it into Photoshop this time and rasterised the layer, duplicated it, hid the duplicated layer, and then used the fill bucket in the letters on the visible layer; using a slightly darker shade on the lower sections of the type to create the depth. I double-clicked each section so the fill bucket would slightly overlap, meaning there were no blank lines between the fill colour and the line-work. It also meant I could use the brush tool to define where the change of the shades of purple would happen where there's empty space on the original font.

Having the duplicate layer meant that when I unhid that layer, it had the same line work as the original font and any excess fill would be hidden, and so I can erase any stray pixels going outside of the letters.

I placed this into Illustrator to vectorise it, and once again that controversial image trace tool made a mess out of it, so I decided to use the pixel image as a reference guide for me at a low opacity so I can trace over it using the pen tool to create simple, full shapes.

This also meant that I had some free reign; considering the fact this is a public domain font, I was able to freely adjust how each letter actually looked. So, I could make minor adjustments to fix the imperfections of the original font!
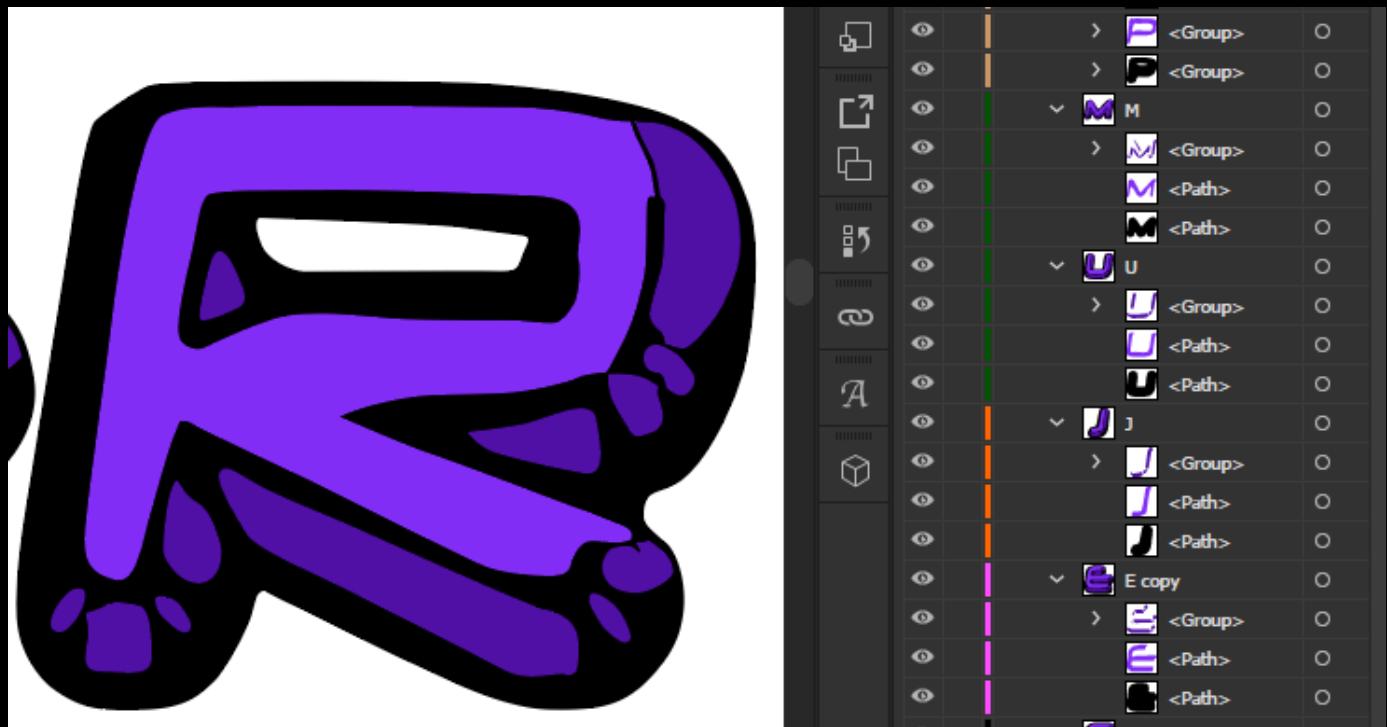
This screenshot shows the layers per letter - shadow/lines, the darker purple showing depth, and the brighter purple on top. I did this using the pen tool for every letter, then ensured that they were grouped together so that when adjusting the kerning (distance between the letters), I was able to do so without moving the individual sections of a letter out of place.

This is the outcome. I adjusted the x-height of the letters too, making the letters taller than the original, and the leading between the letters is more visually appealing.

To make up for how long it took me to get around to start on this logo redo, I decided to create some variations; this was much easier to do with the layer system I had in place, which is something I couldn't do prior in an effective, timely manner.

Slightly pinker variant of the purple

Blue variant

Green variant

Black and white variant

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Purple variant with a chrome effect on the top

An underwater effect

A ghostly, experimental, horror VHS-inspired effect

The group still decided on the purple, but they all know the possibilities of how the logo can be used now. After the completion of this logo, it was asked of me to make a version of it for social media, simply using the FJ from the logo in a way that'd work on a profile picture. This took barely any time so I managed to send that off within 5 minutes of starting it.

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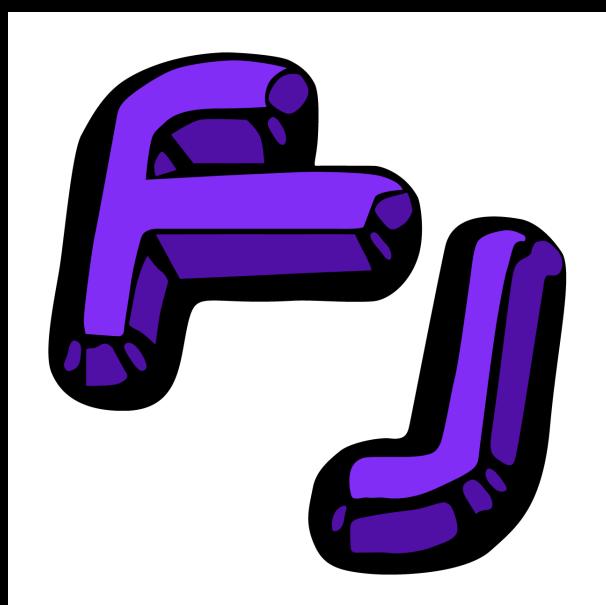
EP and single covers assistance

Time period: week 10 – week 11

I did not get around to typing this section out, so here are some screenshots and the folder with the

deliverables: 📁 EP and Single Titles

Single cover for 711 Sushi

Business cards

Time period: week 11

I did not get around to typing this section out, so here are some screenshots and the folder with the

deliverables: 📁 Business cards

Iterations: 📁 iterations

FENCEJUMPER

fencejumperofficial@gmail.com

FENCEJUMPER

fencejumperofficial@gmail.com

FENCEJUMPER

fencejumperofficial@gmail.com
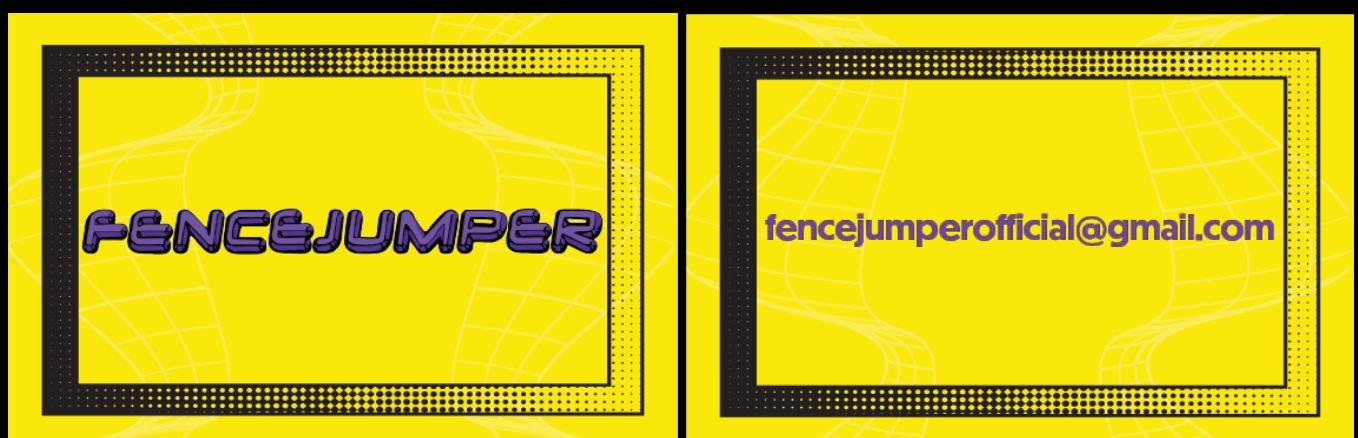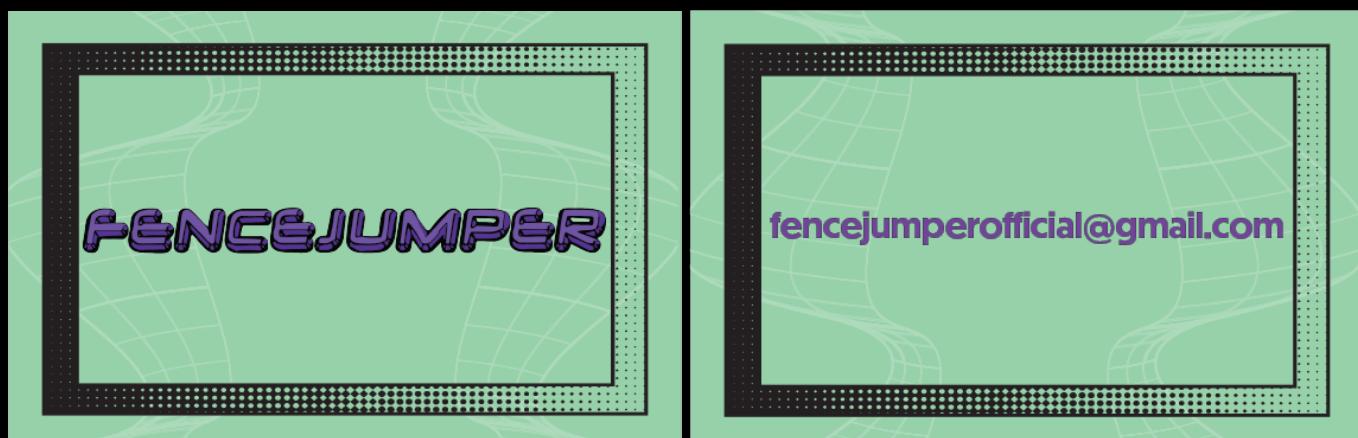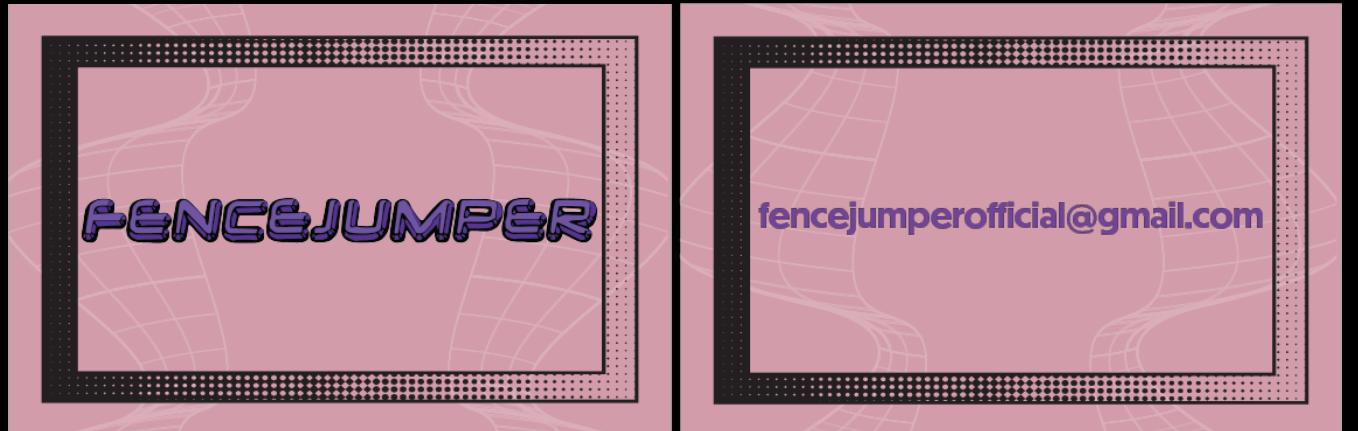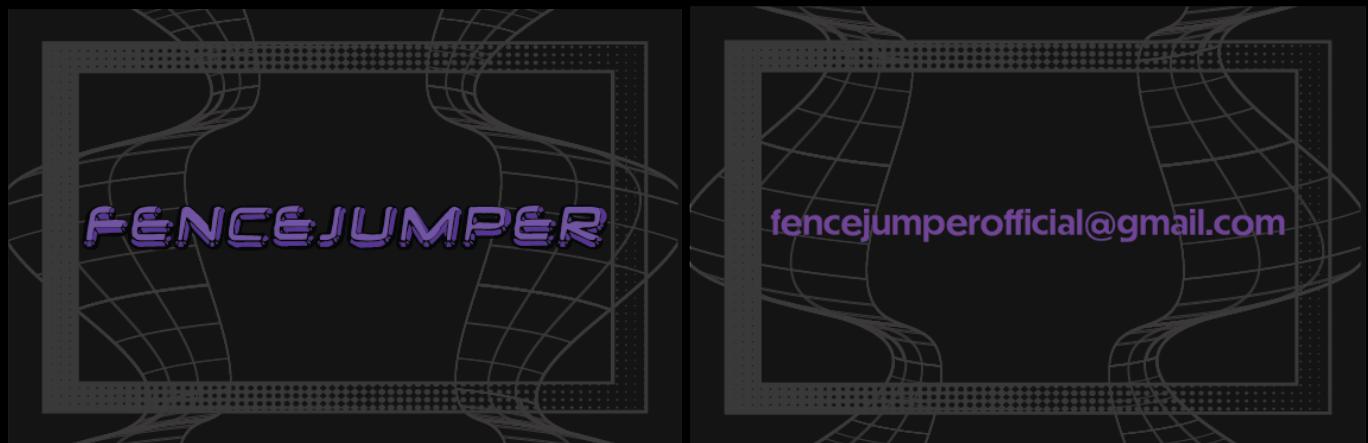
Final business cards (including 5mm bleed): 📁 __DELIVERABLES
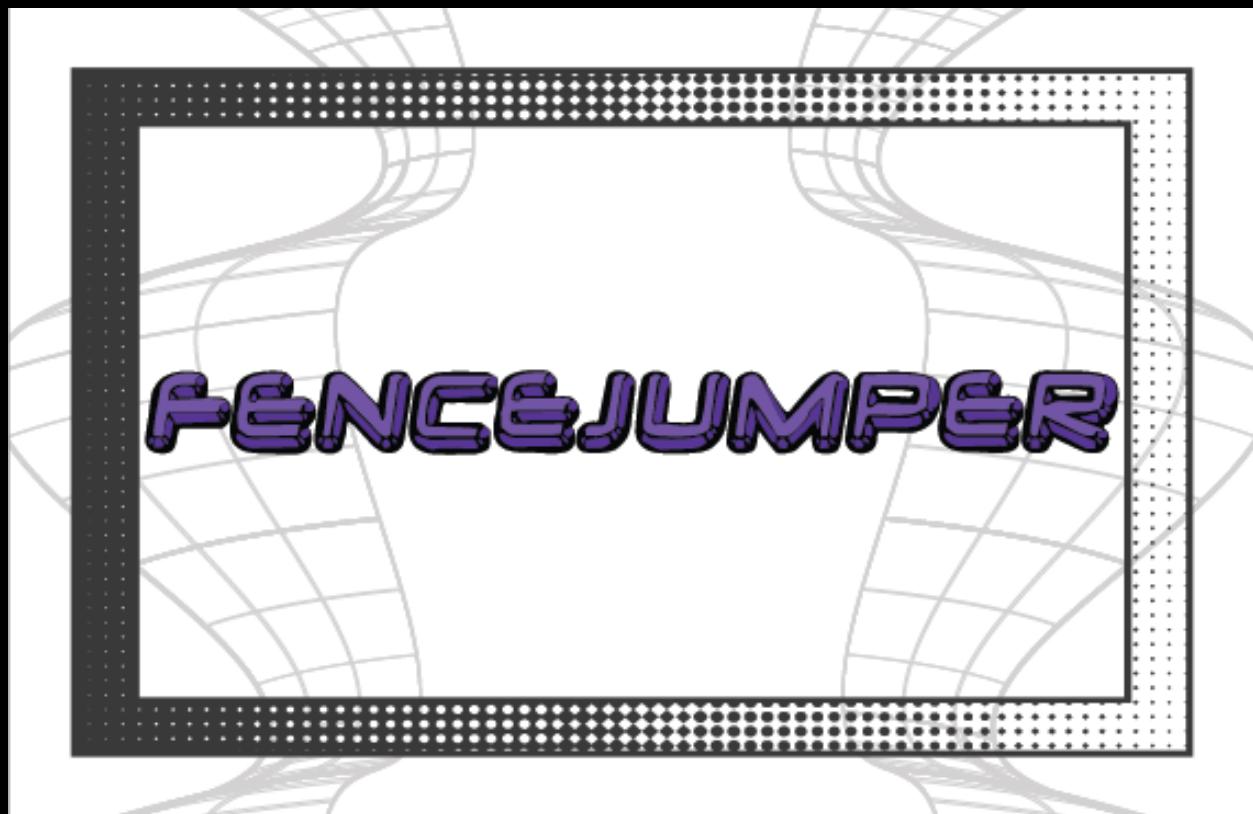
Assets used:

- [Image by upklyak on Freepik](#)
- [Image by Tami Yako on Adobe Stock](#)

Sunder

Sunder is a video game that is inspired by the J-RPG video game genre, incorporating body horror elements and religious commentary within its lore. It was massively downscaled due to internal factors resulting in a core member being kicked out of the group and the ramifications that caused.
Here are the deliverables I was able to achieve for the group.

Typeface

Time period: week 3 – week 4

I did not get around to typing this section out, so here are some screenshots and the folder with the deliverables: 🗀 Type

Sunder protects, may the chains never break.

SUNDER PROTECTS, MAY THE CHAINS NEVER BREAK.

Sunder protects, may the chains never break.

SUNDER PROTECTS, MAY THE CHAINS NEVER BREAK.

Sunder protects, may the chains never break.

Sunder protects, may the chains never break.

Sunder protects, may the chains never break.

SUNDER PROTECTS, MAY THE CHAINS NEVER BREAK.

Sunder protects, may the chains never break.

Sunder protects, may the chains never break.

Sunder protects, may the chains never break.

Sunder protects, may the chains never break.

Sunder protects, may the chains never break.

Sunder protects, may the chains never break.

First selection of fonts for review

SUNDER PROTECTS, MAY THE CHAINS NEVER BREAK.

Sunder protects, may the chains never break.

Sunder protects, may the chains never break.

Sunder protects, may the chains never break.

SUNDER PROTECTS, MAY THE CHAINS NEVER BREAK.

Sunder protects, may the chains never break.

Sunder protects, may the chains never break.

Process of elimination: chosen typefaces from group members.

Lo Res 21 OT - Serif Regular

Sunder protects, may the chains never break.   Sunder protects, may the chains never break.

Scrivano Regular

Sunder protects, may the chains never break.   Sunder protects, may the chains never break.

Lesser Concern Regular

Sunder protects, may the chains never break.   Sunder protects, may the chains never break.

Designer's input: testing black and white text of my 3 preferences of the chosen typefaces.
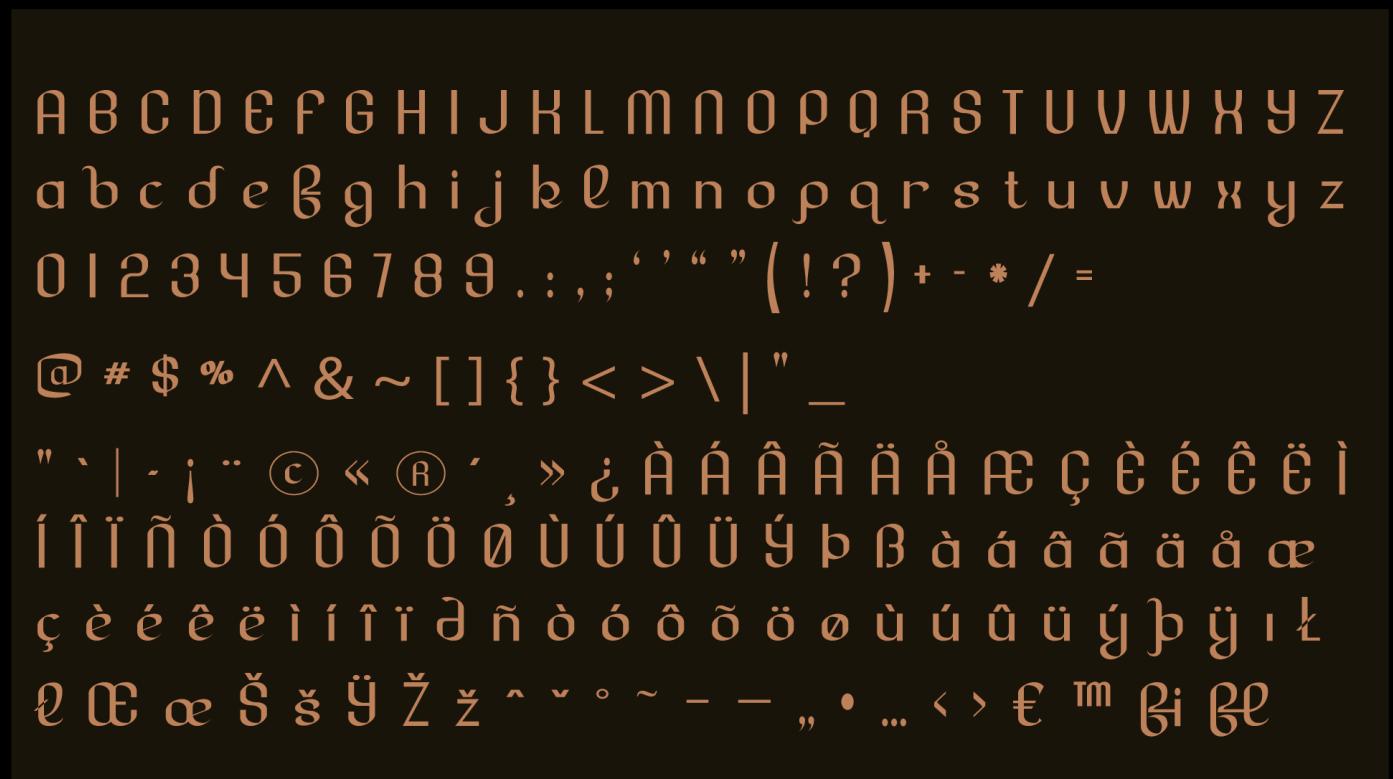
The decided typeface 'Lesser Concern Regular' by Typographic Fonts put onto a font sheet.

The group was supplied with a copy of the font (free to share due to public domain -

https://creativecommons.org/publicdomain/zero/1.0/) and the above font sheet in both JPEG and SVG

files.

Interactive icons

Time period: week 6 – week TBA.

Upon submitting this document, I have not completed this task. However, when I do, all necessary

files will be visible in this folder: ▢ Interactive icons

Before week 4, I had never heard of the term "interactive icons"; this is a term that was given to

describe to me how the cursor changes appearance based on where the cursor is on the screen, or to

indicate something to the user after they've clicked something.

I was asked to deliver icons of the following interactions:

- A default cursor

- A "talk to" icon

- An examine icon

- A scene transitioning icon

- An icon to indicate you can 'interact' with an item'

- An 'invalid' icon

- A loading icon

Once I had completed the typeface deliverable, I got a start on brainstorming what 'interactive icons' I've seen before. As an avid WoW Classic player, my mind went straight in that direction and I used icons that related to each of the specified interactive icons I was asked to make.
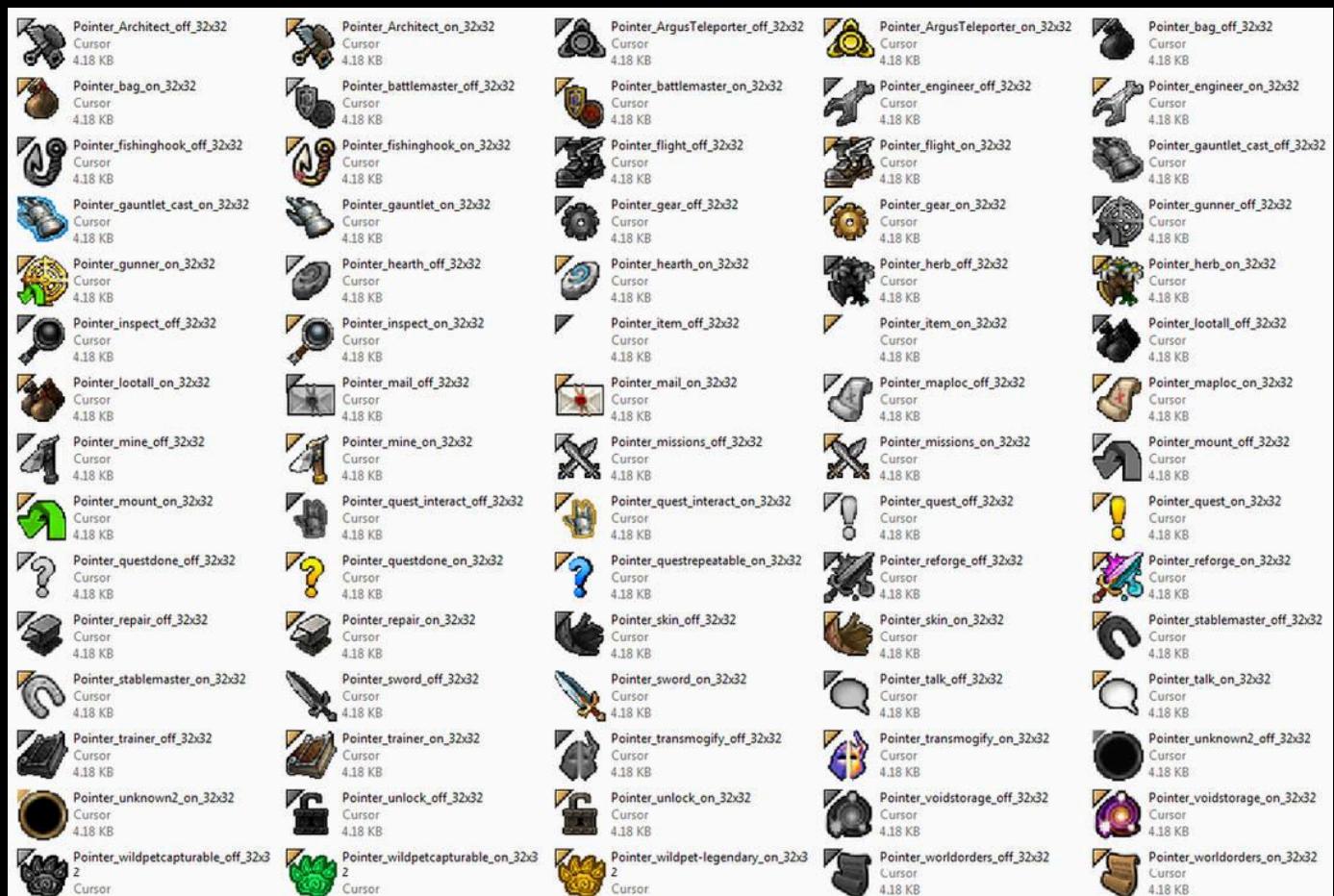
Interactive icons used in World of Warcraft (x)

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Some of the above icons I couldn't fit into what was asked of me (plus I wanted to look at other examples), so I just included more well-known cursor 'states'.
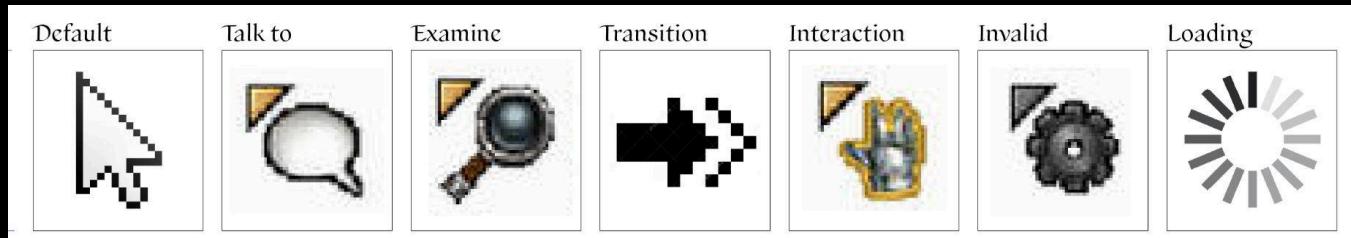
Relevant icon examples for each interaction

I wanted to reference more commonly seen cursors, because having icons that are too complex may confuse the user and cause the game to load slowly (Everything UX, 2023). In saying that, when iterating ideas, I didn't let that stop me from experimenting with some more abstract ideas. Below are some crudely-drawn rough ideas just to get them out of my head;
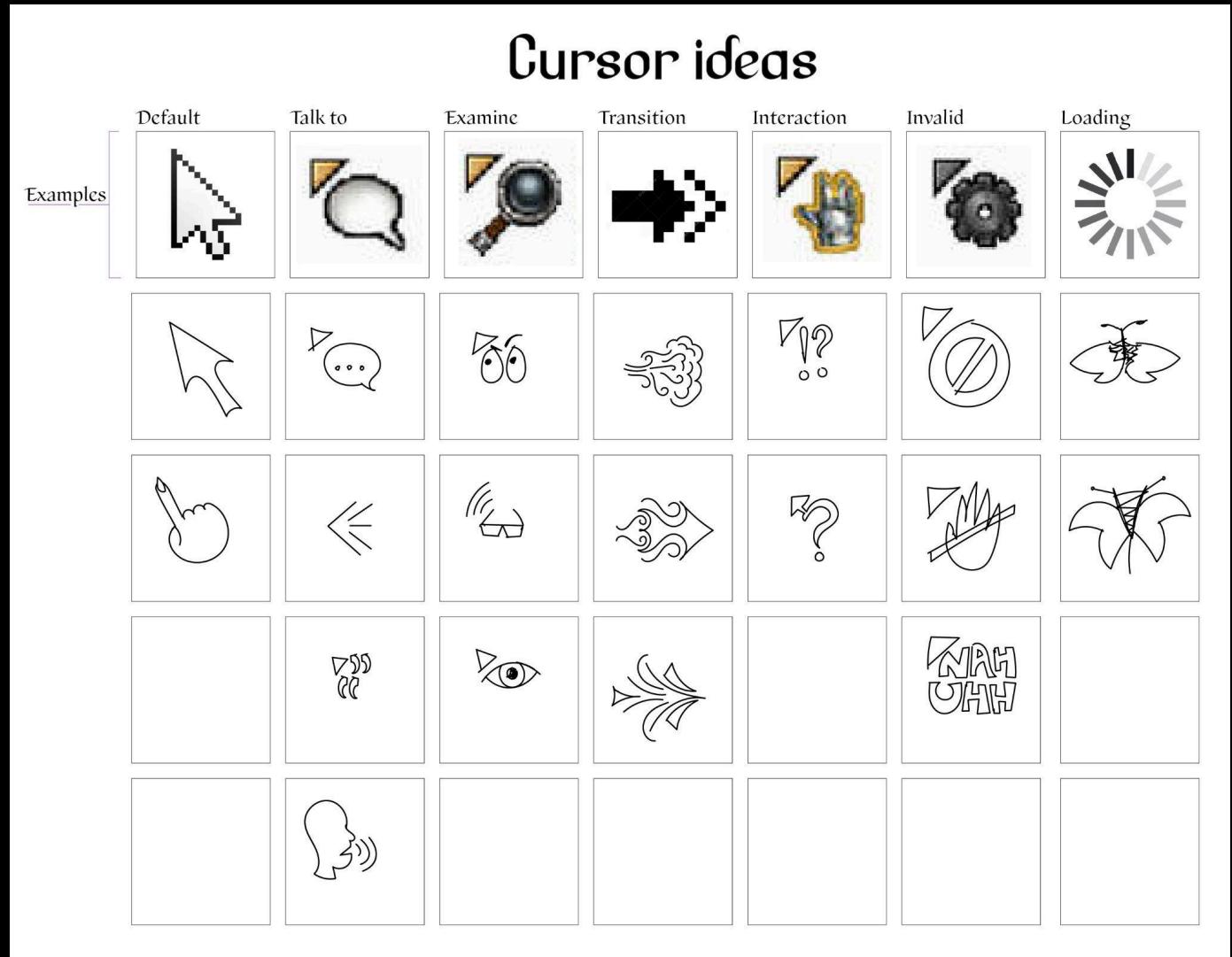
Figure x: ideas with examples in existing contexts

The only idea the group and I were 100% sold on was the butterfly concept. It took me weeks to get started, but here's the final outcome:

Loading butterfly icon (x)
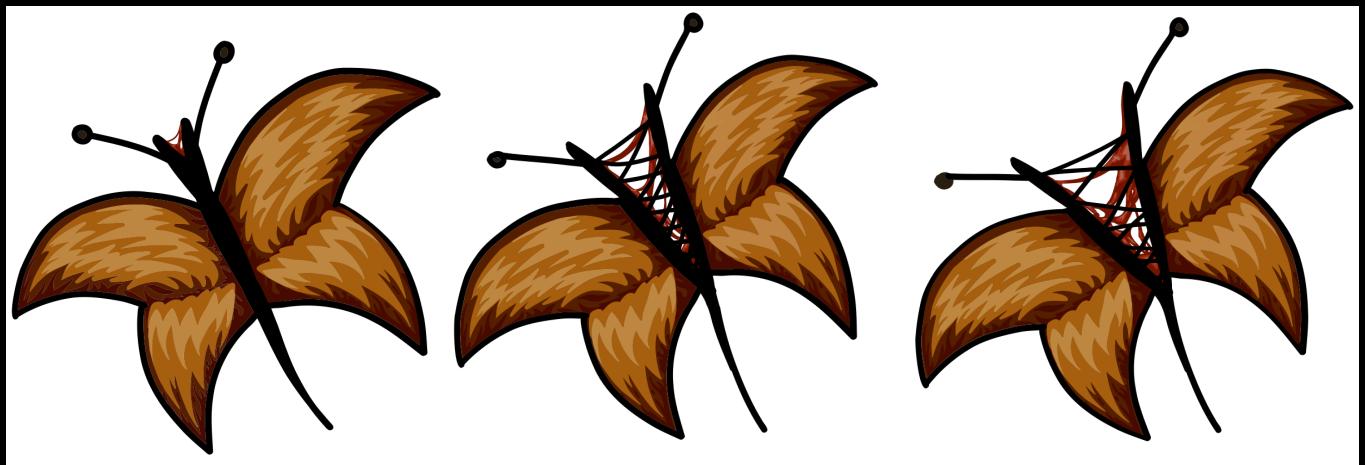
Frames of the loading butterfly icon

I created and animated this in Adobe Fresco within a day using vector pens and a boomerang animation effect. Beyond this, I have not done a lot. As a result, the only extra thing I can do for Sunder will be a default cursor. As a means to get around this, one idea that could work is simply having text appear on top of the pointer like this example from Thimbleweed Park:

Source: Game UI Database

This would make delivering the cursor a much easier feat. In saying that, content cut off for assets to go into the game is being cut very fine, so one will have to wait and see if I manage to get the default cursor finished and uploaded for Sunder in time.

Business cards

Time period: week 10 – week 11

I did not get around to typing this section out, so here are some screenshots and the folder with the deliverables: 📁 business cards
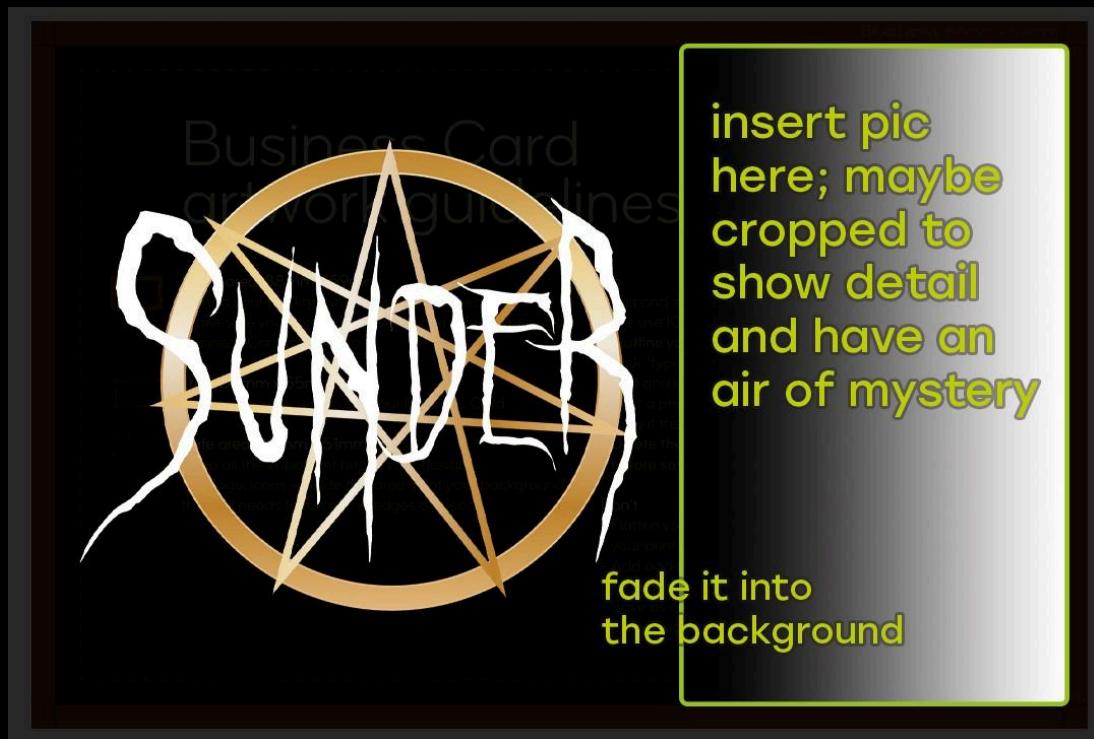
Initial idea

Example of that idea

Back idea - chosen instantly, no changes needed.
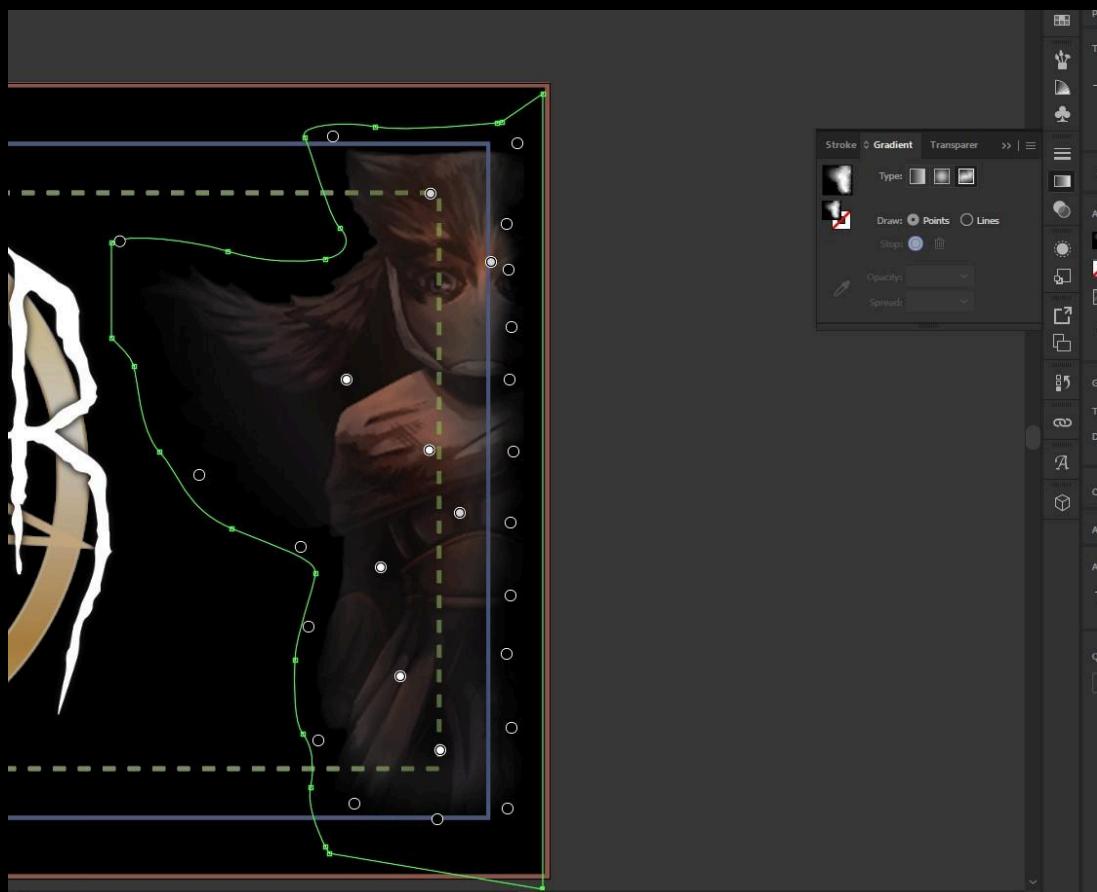
Progress screenshot in Adobe Illustrator

Iterations: 📁 outtakes

Final business cards (including 5mm bleed):

Front

Back

Personal Self-Graded Rationale

1. ***Process: How did you plan your processes to achieve outcomes within the project timeframe? How did you manage your priorities and tasks and respond to changes or challenges? In what ways could you have improved your process?***

Before this trimester, I had been using an AI assistant for my calendar that would delegate tasks into smaller chunks and place them on my Google calendar. However, due to the increasing negligence I had towards the program, I decided to stop using it. Instead, I made and updated a Gantt chart on TeamGantt to track my progress across all tasks and all of my groups. Again, I did neglect this, but it did help me put in perspective how long it can take me to do tasks: either weeks or hours and it will hugely depend on my mental and physical health, which fluctuates constantly.

On the topic of mental health, I really should have reached out to either student services or a general psychologist to help me deal with my various emotional states. Week 9 was a perfect example of just how debilitating things can be when I don't seek help, and I didn't for the entirety of this trimester, which is something I would need to change to improve my process.

2. ***Person: How effectively did you communicate with your teams in this project? Provide an overview of your use of communication skills across this trimester.***

I would say my communication skills have not changed this trimester in comparison to previous ones, other than trying to reply more promptly to emails and direct messages. I managed to consistently reply to people within 2 days and made an effort to reply to emails as soon as I saw them in my notifications. Like my previous answer, my communication skills would vary depending on my health. Some weeks were better than others, which is pretty normal for me.

3. ***Proficiency: What discipline skills, techniques, knowledge, or technologies have you used to achieve the project requirements? Give examples, analysing the strengths and***

limitations of your work in your field and reflecting on the skills, knowledge and research relevant to your project.

I primarily used the Adobe suite for my work this trimester: Illustrator, Photoshop, Fresco, and InDesign being the main four programs. I used my prior knowledge of these programs using tricks and techniques specific to my needs – vectors and logo work in Illustrator, masking and utilising filters in Photoshop, using a combination of vector and pixel layers with Fresco when I was working mobile, and arranging layouts on InDesign.

One really useful thing I learnt within these applications was how to create graphs in Illustrator; I feel like knowing how to do this now has opened a lot of doors for me as not just a designer, but as a valuable asset for businesses or entities who may need this service for research and pitching purposes in the business world.

Outside of this, I used my knowledge of dimensions and ratios for specific social media platforms and my experience in creating a website to help create the Wix website for South Bound.

4. ***What overall grade do you think you achieved across the project?***

Considering I'm primarily getting graded for my work with South Bound,

In saying that, I am aware my level of productivity could be higher than it was this trimester, so I feel like I would be getting between a credit and a distinction; certainly not a high distinction as a notable amount of work I wanted to complete, never got completed. I also heavily struggled with the writing aspect for both this project and project 1; I believe I have a long way to go in terms of scholarly writing.

In saying that, I believe I make up for my shortcomings with certain graduate attributes, including technical proficiency, creative and innovative practice, independent problem-solving and team collaboration, and global perspective awareness.

Peer Review

The following two questions are concerning South Bound, Fencejumper, and Sunder. I have been working on all three projects for the last two trimesters.

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1. **Briefly describe other group members' contributions to the project**.

South Bound: Amadeus (project lead), Shan Zhi (team lead), Dallas (chief sound engineer), and Julian (artist management). All 4 of these members worked on mastering, mixing, recording, and instrumentation throughout the compilation album that was created.

Fencejumper: the core members were Massimo (project lead/musician/songwriter) and Zane (musician/songwriter). My fellow contractor was Matt (visualisers).

Sunder: the core members were Bandit (art), Campbell (animation), Luc (narrative/lore creator), and Thomas (project manager). I believe Thomas and Luc did programming as well. My fellow contractor was Paddy (music/sound design).

2. **Please comment on the positive aspects of teamwork, or describe any difficulties you encountered and what was done to resolve them. You may include any information that is relevant to assessing your project fairly.**

South Bound

My pride and joy this trimester. As this is my core project, it was what I put the most hours and effort into. It did take me a while to warm up to the group, but now almost two trimesters on, I feel like I've developed a great bond with the group. I didn't observe any difficulties with our communication within our group. There were some difficulties with the artists we had signed for the project, however, I have very little input on that matter as this was an audio and music-related issue. The group managed to

work around these problems and deliver some brilliant music. We did have to drop one song from the compilation, which funnily enough was a Fencejumper song.

Fencejumper

Related to the South Bound difficulties, an unnamed member of Fencejumper (not doing capstone) supplied a sample that got automatically flagged for copyright infringement, meaning that the song was scrapped from the compilation. Fencejumper plan to remaster the song and use it privately for their EP instead of the South Bound compilation.

Besides that issue that arose, communication was a bit off with this group, but that would be due to the fact that my contributions were mainly needed towards the end of the trimester. We made up for it in the end and communicated frequently in the last few weeks as if no time had passed, meaning the rapport was still there.

Sunder

Sadly this group was a bit of a cursed one, which is heartbreaking because everyone in the group has been so lovely and open with communication and dedication to the project. I'm not sure how much of it I can write here as I'm simply a contractor, but all I can say is I have high hopes and I wanted to contribute so much more to this group but didn't get to, which is a shame. Here's hoping the group will continue working on the concept after SAE so I can deliver more goods for them!

The following two questions are concerning South Bound, the main project I have been working on for the past two trimesters.

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3. **In your view, what grade do you think your contribution to the project would deserve and why?**

I don't think I deserve higher than a distinction, which in itself is a great grade and nothing to snub. I feel like I under-delivered for South Bound, but my peers reassured me that my work has made the project "what it is", which was lovely feedback to receive. I'm expecting a credit for my overall grade this trimester respectively, but if I get a distinction I'd be proud of myself.

4. **In your view, what grade do you think your teammates' contributions to the project would deserve and why?**

We had great rapport; I feel like we all supported one another and lifted each other up. We all wanted to achieve great things and managed to do so. I feel like we as a group will grade well, especially considering our holistic grade for Project 1. I believe my peers deserve a higher grade than me for all the tireless hours they've put in weekly, distinctions and high distinctions are what I'm expecting of them.

Bibliography

- Everything UX. (2023, July 21). Advanced cursor interaction: Tool to win your users' heart? Medium. https://bootcamp.uxdesign.cc/advanced-cursor-interaction-tool-to-win-your-users-heart-89e871421cb6

- Le, V. (2020). Visual metaphors on album covers: An analysis into graphic design's effectiveness at conveying music genres by Vivian Le [Master's thesis]. https://ir.library.oregonstate.edu/downloads/np193h30q

NOTE: The above references are what I'm using as scholarly sources to back up any claims I have made within this document. All informal references and artist accreditations have simply been hyperlinked as they were not used as a means to back up any statements I've made.