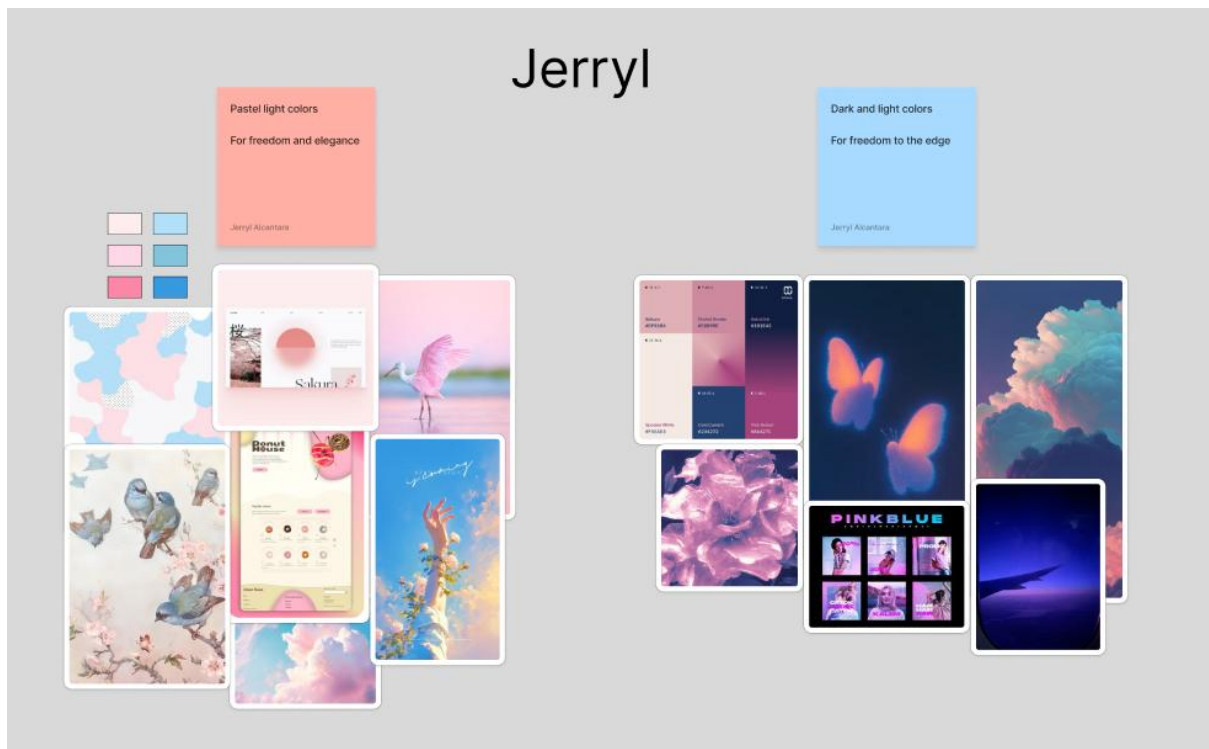


Group Moodboard

I created 2 different moodboards with similar color scheme.

The idea behind this moodboard is how we got our name. We merged our first letter together and it ended being a bird called “Platalea ajaja”

We wanted to represent the bird’s elegance and quirkiness and into our branding, I have made 2 moodboards to represent the bird. 1 with light pastel pink and blue colors and another one that has more of a darker tone.



Feedback:

Having 2 different color palette in the moodboard gave a nice split between a light mode and dark mode for a website, but as advice we should pick 1 true color palette to represent our studio and branding as the main colors to use.

We ended up picking the lighter pastel colors to represent our branding.

Group Stylescape

While keeping the pastel colors in mind as a group we started making a stylescape.

I wanted our studio to represent that we can fuse technology with a elegant touch to it with the pictures I have found I felt like we were on the right approach but still felt off.

I added a small white cutout to the corner of the page to give more of a style sense for our stylescape where coincidentally a logo would fit perfectly on.

With geometric shapes in mind another teammate of mine played around with shapes as shown on the right stylescape.



Feedback:

Checkpoint 3 Dirk - Brand (WK2) 19-02-2025



Alcantara, Jerryl J. 16 days ago

We presented dirk the progress we have made so far with our moodboards and stylescapes. We took components of all the moodboards we have made as a group and a stylescape with it.

Dirk liked the geometric shapes we added and the combination of the color palette. He also liked the bird we added to the logo and suggested we could also be able to separate it from the logo and make it into some sort of icon for the studio.

Although he did mentioned that for the shapes he would like to see more structuredness within the shader to lessen the noise that the shapes creates.

We will go around how to properly implement the reduction of the noise of the shader and continue to play around with more style/variants for the logo and icon for the brand guide.

With Dirk's feedback we will continue with the geometric shapes for the stylescapes and branding.