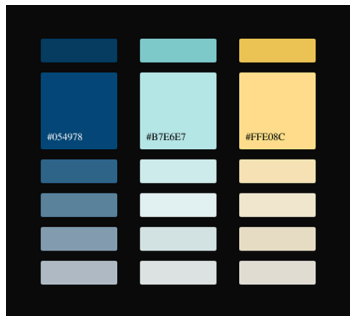


Color Palette Iterations

In the studio branding project, I worked on my version of a stylescape. With the colors I was unsure. I wanted to go for a minimalist, luxurious, professional design.

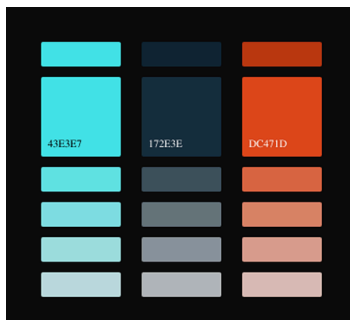
First iteration



Peer feedback

The peer feedback I received said that the colors were too soft for a professional look. They said the navy blue is still fine to use, though it could be darker. The yellow does not really match, and the light blue is too close to white.

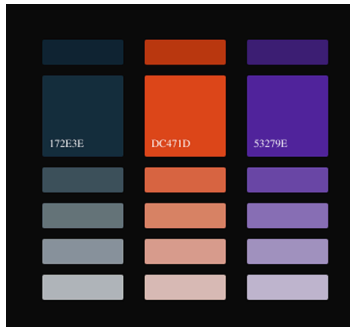
Second iteration



Peer feedback

The navy blue was liked in this tone. About the new orange, they said it looks like ING orange, but it works with the navy blue. For the light blue, they mentioned that it could be used at some points, but not as the main color.

Third (final) iteration

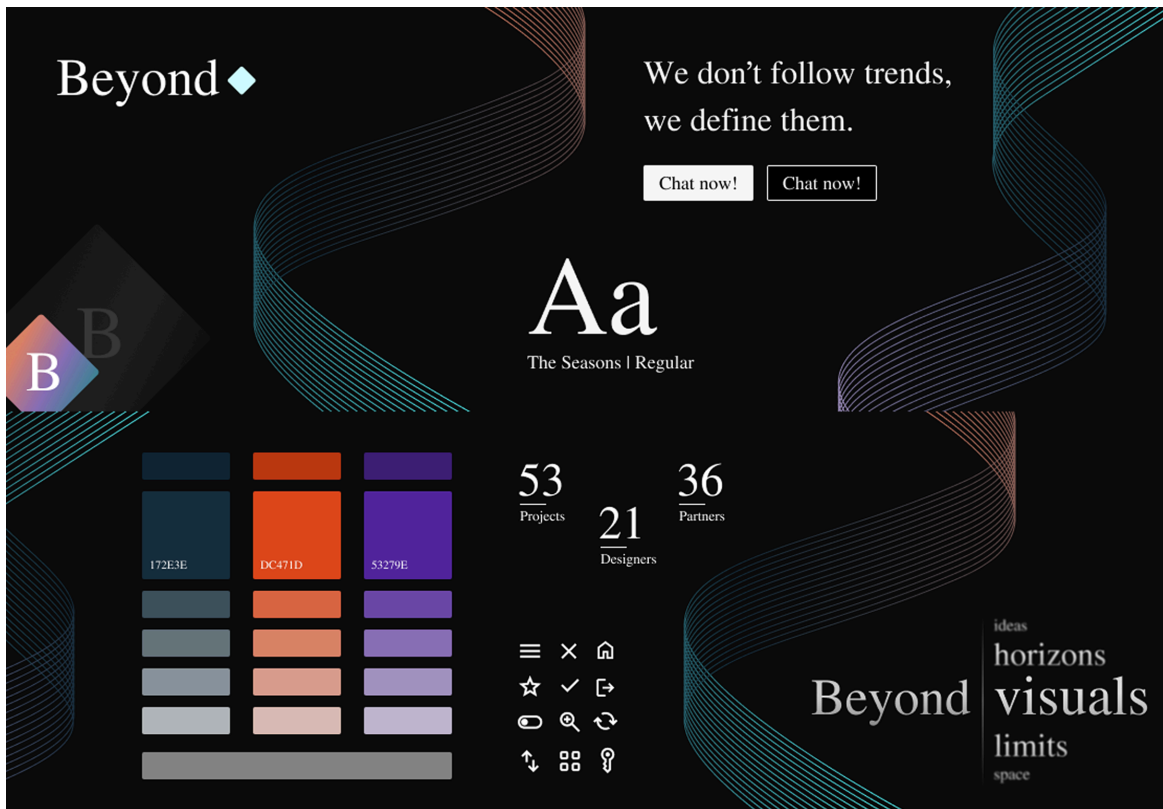


Peer feedback

Finally, my peers agreed with this iteration, saying it now looks professional and minimalist. I also presented this to the teachers, and they had no comments on it.

Stylescape

I implemented the colors into my stylescape, with a touch of the older light blue. It turned out really fitting. I asked higher-semester media students' opinion on it, and they said it looks complete and nothing needs to be improved.



Reflection

Once more, I saw the importance of getting and implementing feedback. Especially with my designs, I want to keep asking for feedback to improve them more. It is always better to know how my design looks from different people's eyes.