

ITERATIONS BELCO

INTRODUCTION: here you can see my input in the Belco project. From team briefings to initial design ideas to client presentation and finalizing design choices among the team and clients.

TEAM BRIEFING: Firstly, I went over and over Belco's website and participated in **team briefing** right after our client's introductory presentation. I started helping my team **pinpoint** what needed to be fixed on the website and Dylan listed them. **This is what it looked like:**

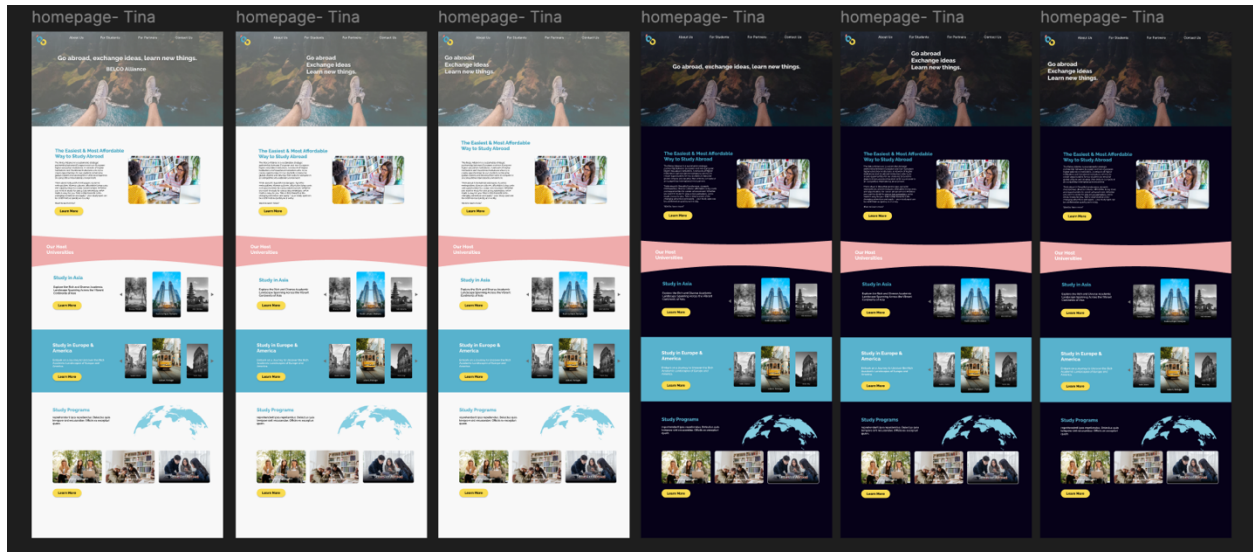
Briefing with team:
Logo should be in the corner
Change the footer
Fill empty spaces in the pages
We have to fix the modules
Fix the filters, better to just have location and study, not school, negative? Filter.
Change the contact page, and the contact information at the bottom
Fix the nav bar due to overlaying layers
Institution page needs to change, images are different sizes, maybe a hover effect where image extends, margins are too much on this page aswell, some images are duplicates
The pages for the institution itself should be fixed
Research page is ight, but the read more page, get a copy brings you just too the fontys page

DESIGN:

1. Then everyone split and made their **own design ideas**, so did I. I wanted to make their page stand out to students by using the colors they already are using in their logo since currently this was very boring and plain. **The primary colors; red, blue, yellow.** At the most maybe a very close to white and close to black as accent and font colors that can still stick to the earlier look and feel of their website.
2. I took a great while on dribble looking at certain simplistic websites and just tried playing around by adding dividers and sections to show **diversity** in colors and the page.
3. I also did not really like the boring stock images the website had so I changed it to something more adventure looking, since studying abroad is adventurous if you think about it.
4. Looking at my team members' works I felt like I was still not giving any effect that stands out, so I thought of making a **dark version**. I did feel it was not what the client was looking for but wanted to give it a try anyways.

I also conducted 2 interviews with the target group. The conclusion of both fits with what we planned on designing as a group. These are in a separate PDF file.

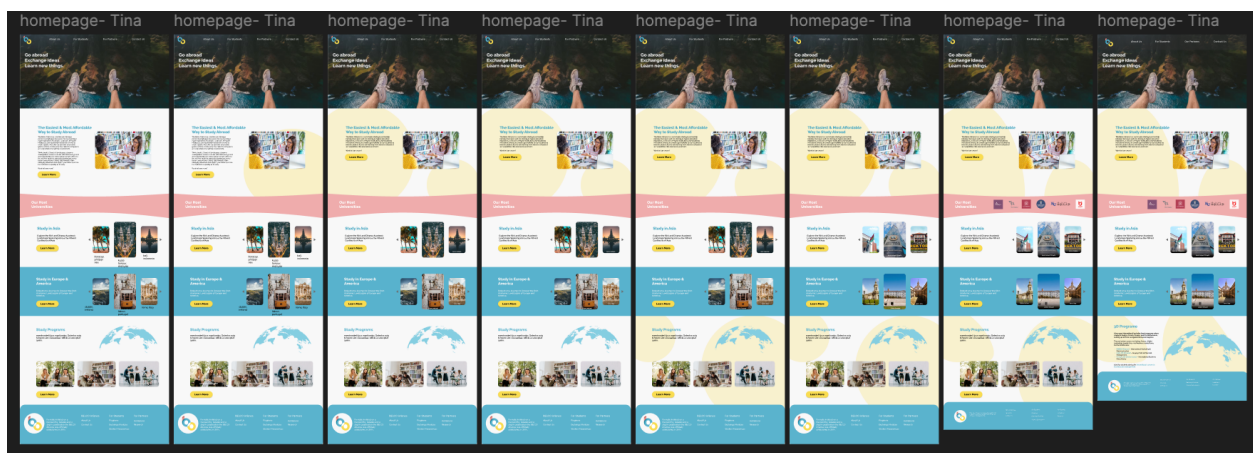
First:



My team really liked it, and, in the presentation, I presented with what intent I designed this. The **client agreed with my style** but was not feeling the dark version. We were told we should check with students (their target audience) what they think and although there were a few that liked the dark version, majority voted the white one. So that version was often updated among the group.

To make sure the page doesn't seem like its missing something, we decided to add Constatin's circle looking shapes as background. After playing around with the positions and sizes and changing certain pictures for a fitting theme.

Second:

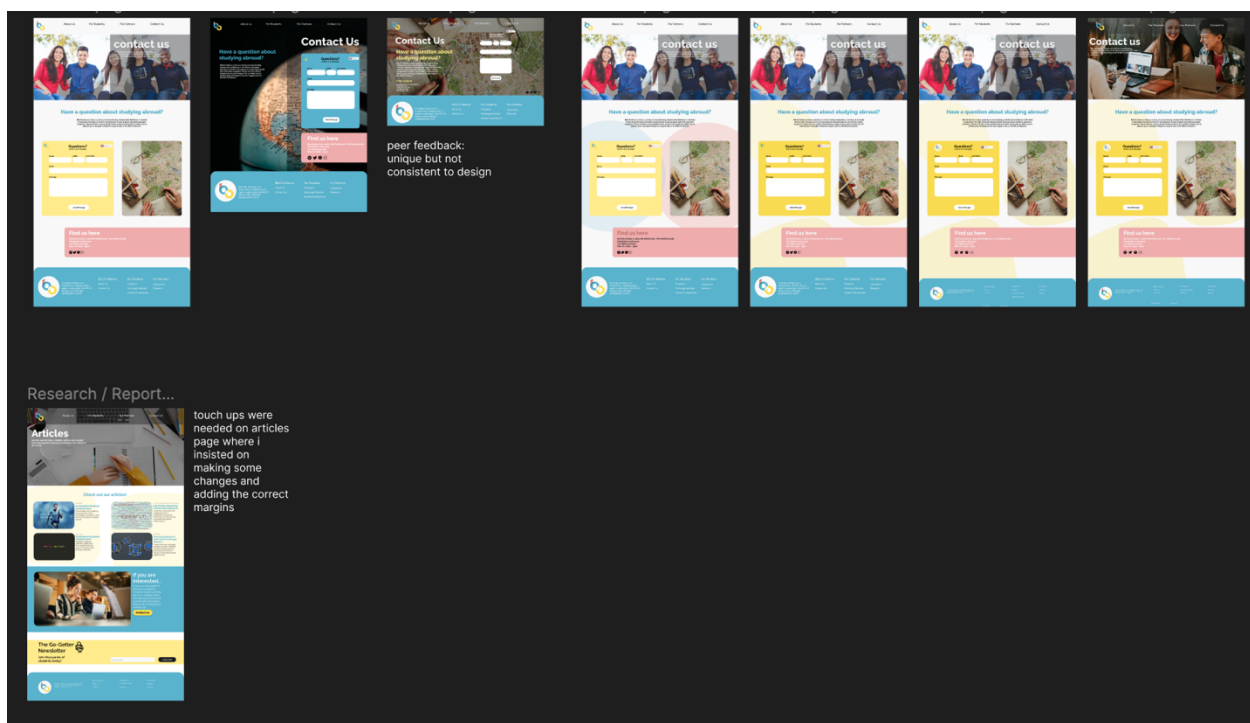


Here you can see the fixations I did with **my team's feedback**. You can see the exact feedback on this link where everyone has commented little bubbles on my part so I would make a new **iteration**:

<https://www.figma.com/design/h1HcyYYeLHspVdMG3mz2Nn/Belco-Figma?node-id=234-2&p=f&t=5YlDoMuCfNrNbLFw-0>

Apart from the home page I also made sure to design the **contact page**. This for me wasn't that big of a deal compared to the home pages (which still needs some changes to it). I kept trying to reposition the boxes and images to see where it would look good and tried making unique styles coming to life but when those ones were voted out I still stuck to the color scheme and pattern everyone was consistent to, so I just eventually left it at simplicity. I even got the teachers (Dirk) feedback that the contact page is designed good: it's **clear and simple**. (This feedback was for the design in the picture below, first row all the way right)

Third:



Finally, I also made sure to touch up on the articles page which initially **wasn't my part**, but I had to assist to fix certain simple errors like margins and just overall making the page look more appealing. Constatin seemed to struggle with it despite us trying to explain this to him, so I insisted on making changes to **avoid inconsistency in design**.

You can check out specifically all **MY** work on figma via this link:

<https://www.figma.com/design/h1HcyYYeLHspVdMG3mz2Nn/Belco-Figma?node-id=595-3&p=f&t=5YlDoMuCfNrNbLFw-0>

To reflect I would say I spent way too much time on figuring out what could look unique or different that I kept leaving what our clients were going for. I won't fully ignore the idea of making a wow product but for next time I should spend less time on what's not so important. What also helped me were the Figma comment bubbles as peer feedback, these count as us giving and receiving feedback from one another and the teachers can see this too.