



Reflective Report Autumn 2022

Word count: 3040

Contents

1	Introduction	3
2	Website creation.....	3
2.1	Overview of the project	3
2.2	Analysis	3
2.2.1	What went well?	3
2.2.2	What would I improve for next time?.....	4
2.3	Enhanced skills	5
2.4	Time management	5
2.5	Conclusion.....	6
3	Game project	6
3.1	Overview	6
3.1.1	Introduction to group	6
3.1.2	Roles within the group.....	6
3.2	Analysis	7
3.3	Enhanced skills	7
3.4	Time management	7
3.4.1	Tuckman's theory of teams.....	7
3.4.2	Gantt chart	8
3.5	Conclusion.....	8
4	Weekly tasks	9
4.1	Overview	9
4.2	Analysis	9
4.2.1	Climate change poster	9
4.2.2	Viral animation using typography	9
4.2.3	Promotional flyer	10
4.2.4	Digital art.....	10
4.2.5	Sketching around campus	10
4.2.6	ISTD	11
4.2.7	Animated logo.....	11
4.3	Enhanced skills	11
4.4	Time management	11
4.5	Conclusion.....	12
5	Conclusion.....	12
6	References	12

Juliette Gates Reflective Report Autumn 2022

1 Introduction

In this report, I will look at my work in the first semester of Digital Media Design at the University of Winchester. This work features designing and developing my website using HTML and CSS, creating the game project, and then exploring my work for the weekly tasks. I will look at each in detail, reflecting on my time management and the new skills I have learned from working on these projects, before concluding each section on what went well and what could be improved.

2 Website creation

2.1 Overview of the project

We were introduced to our website project in the first week of the course. The brief was to design and develop a website using HTML and CSS that shows a range of our portfolio work, creativity, and a suitable tool for industry networking. We were introduced to wireframes for designing our website and then, from there, were given free rein over what we wanted to do with our website.

Before this, I had minimal coding experience, only working on Python with Raspberry Pi's during a STEM club. Going into this project, I was nervous about tackling the task with little coding knowledge. The first few weeks were tricky, but I started enjoying it as I started seeing results.

2.2 Analysis

2.2.1 What went well?

2.2.1.1 Research, structure and design

Once I had initial founding knowledge of HTML and CSS, I began to create my website by playing around with the different elements. For the basic structure and understanding of coding, I followed a YouTube tutorial by Easy Tutorials (Kr, 2021). This was helpful as the video was broken down into easy-to-understand chunks of what each line of the code meant. After creating the home page, I could recycle the formatting and elements to create multiple templates for different page styles.

2.2.1.2 Accessibility

As a freelance accessibility consultant, I knew that accessibility needed to be at the forefront of my website. I broke this down into some main criteria based on the Web Accessibility Standards (Government Digital Service, 2018).

- I knew that all my images and videos needed in-depth detail with the Alt texts to allow low-vision users to enjoy the content.
- Colour scheme: I wanted to feature a colour switcher so users can switch the colour mode depending on their needs.
- I used the sans-serif font Poppins Medium for easy readability and a seamless user experience.
- Every text box has a shadow behind it to help users understand the content's location and stay focused.
- I added a white background to the menu bar to increase its readability against the different header images on my website. I have also included universally used icons to help people who have cognitive disabilities, dyslexia or low vision to be able to access the content (WAI, 2022).

2.2.1.3 Creative design

Initially, the images in my portfolio were creative, but my website design was not. So I designed a header image following the illustrative style of David Milan's work (Millan, 2022) that I used for my illustrative weekly task. You can see the timelapse behind this on the right.



2.2.2 [What would I improve for next time?](#)

2.2.2.1 Time management

If I were to undertake the project again, I would start developing earlier than reading week. This is because it felt rushed towards the end, especially when the lecturers went on their Christmas break, which meant that I struggled to resolve my problems.

2.2.2.2 Mobile-first design

During the first development lesson, we were told to always design for mobile first and then scale it up for desktop. This is because most users only use their phones to interact with the media. However, with my website, I focused on the desktop version first and then the mobile.

2.2.2.3 Managing anxiety

I was anxious about the development work due to my minimal coding experience, meaning I procrastinated starting the work. However, it was much easier than I initially thought.

2.3 Enhanced skills

The primary skill I learnt through this project was coding, but I have also developed my resilience. Previously, I would be disappointed when my vision of what I wanted to design did not match the outcome. However, throughout the website project, I have had to work out creative strategies to overcome problems like this.

An example was when I realised that the wireframes I originally created were unrealistic. However, I decided to adapt my original vision instead of giving up and having a minimal website. Now I have a better website than I could have ever imagined, and I am proud of myself for preserving.

2.4 Time management

To-do	17-Oct	24-Oct	31-Oct	07-Nov	14-Nov	21-Nov	28-Nov	05-Dec	12-Dec	19-Dec	26-Dec	02-Jan
Research												
Research how to create a website												
Follow the tutorial												
Design												
Original Wireframes												
Create logo												
Upload time lapses												
Add alt text to all images												
Upload all work												
Formatting												
Create nav bar												
Create buttons												
Format text												
Create footer												
Create drop down menu												
Link pages to menu bar												
Create white background behind menu bar												
Add in colour theme switcher												
Create pages for												
About												
Accessibility												
Accessibility consult												
Animated logo												
Apple application work												
Blog page												
Branding												
Chip-in												
Christmas exhibition												
Climate posters												
Dice roll												
Freelance page												
Game project												
Home page												
Illustration												
ISTD												
Live CV												
Logo design												
NameSwitch												
Photography page												
Purdey's												
Promotional poster												
Reflective report												
Steve Northam article												
Teens in AI												
Year 1 page												

I created a to-do list in Notion and started working through it. As I did, I could spot what else needed to be added. For example, Alt Texts to all the images and what pages were missing. This allowed me to break down the task into manageable chunks. Above is my Gantt chart of all the tasks

I needed to complete. It was vital for me to stick to this Gantt chart to ensure that every task had been met and so I did not forget about any sections of the website which would look unprofessional.

Early in my website development, I realised that I worked best at night in the library, which quickly became the only setting where I could focus. Each night I went to the library and sat there for 10-12 hours working on the website. This was the first major project I completed whilst working on other large projects, such as the game project. Because of this, my website had to take a backseat until late November/early December once my game project was out of the way, as that took priority.

2.5 Conclusion

Overall I enjoyed the website project. Once I got past the initial hurdle of learning how to code, I could start to enjoy the work I was doing. I am proud of how my website looks as we end this project, and I am excited to continue to develop my website over the next three years. I have previously had experience designing websites but never undertaken the development side, so this was an exciting area to explore.

3 Game project

3.1 Overview

3.1.1 Introduction to group

Just before reading week, we were introduced to our game project and put into our designated teams. Our team consisted of- me (project manager and design student), Liv (CAD student), George (design student), Josh (game student) and Tomas (3D student). We were meant to have another team member, but we never met them.

3.1.2 Roles within the group

We decided on roles depending on our pathways and consulted the PowerPoint, which gives a breakdown. However, we had two designers in our team- me and George. We decided I would take the branding and social media role as this is my background, and George wanted to create the UI design.

3.2 Analysis

Overall I enjoyed the game's project. It was interesting to see our original design ideas come to life- whether that be Tomas' penguin design or Josh's gameplay that he had constructed. In addition, it was a great way to get to know people in different pathways and mix up the class dynamic.

If we were to undertake the project again, I would make more effort for the first presentation. Because the initial presentation was very early in the project, I did not have much of my work to show. I missed a vital opportunity to get valuable feedback on my work. In addition to this, because I felt unprepared, I was not confident. This reflected negatively on my presentation because, unlike the other team members, I was sat, so my body language was more prominent.

3.3 Enhanced skills

During this project, I was able to improve my team leadership skills. This is something that I have not had much experience with previously. As part of this role, I also learnt how to manage conflict between team members constructively. This is an essential skill I have not had a chance to practice in my past team working projects. I also enjoyed the logo design for this project as it is a unique logo and came out exactly how I wanted it to.



3.4 Time management

3.4.1 Tuckman's theory of teams

As with any team, our team worked through the five stages of Tuckman's team theory (Tuckman's Theory: Five Stages of Team Development, 2022). This theory explores what every new team goes through- from beginning to end.

3.4.1.1 Forming

The lectures decided our teams for us before reading week. We decided on each team member's role depending on their skill set and pathway. We were all getting along well in the initial stages and finding our feet with the project. Apart from George, this was the first time I had met the team members, so those beginning stages were spent learning about each other.

3.4.1.2 Storming

However, once the initial "forming" stage had worn off, we started to experience some conflict within the group. For example, some team members did not fully understand their roles which meant that other team members were falling behind. As the team manager, I talked to team members, helping them understand their roles and deadlines for each task. I organised several team meetings where members could raise any to reduce confrontation.

3.4.1.3 Norming

Once we had moved past the storming stage, we could crack on with finishing the work so it was ready for our presentation. Holding the team meetings was vital in moving to the norming stage. However, we only moved to this stage just before the presentation.

3.4.1.4 Performing

On the day of our presentation, our group truly pulled together. Everyone presented amazingly and took on the feedback from our previous presentation. I was proud of how our group came together and performed well.

3.4.1.5 Adjourning

After the presentation had finished, the group dispersed. However, we still have our group chat set up at the start of the project. We ask each other questions about the final changes for things to go on in our portfolio. I am grateful for this project because through it, I have met Liv, who has become one of my closest friends.

3.4.2 Gantt chart

This Gantt chart shows each of the tasks that I undertook during the game project. As you can see, I had much more work to do as it got closer to our final presentation. This was because I had left several tasks to the last minute, which was not a wise decision. If I were going to re-do the project, this would be something that I would change.

To-do	10-Oct	17-Oct	24-Oct	31-Oct	07-Nov	14-Nov	21-Nov	28-Nov	05-Dec
Research and develop ideas									
Create presentation slides									
Initial presentation									
Create logo									
Create brand guidelines									
Set up social media									
Create social media posts									
Monitor group progress									
Create final presentation									
Final presentation									

3.5 Conclusion

Overall, I enjoyed the game project as it was something that I would not have previously got involved in. In addition to this, it was gratifying and interesting to see the game come to life over the semester. The project was also an excellent opportunity to see other teams' work and get inspiration from them at the final presentations. It was exciting to see how different everyone's games are despite everyone receiving the same brief.

4 Weekly tasks

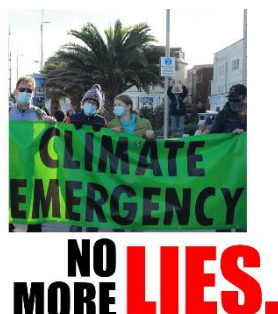
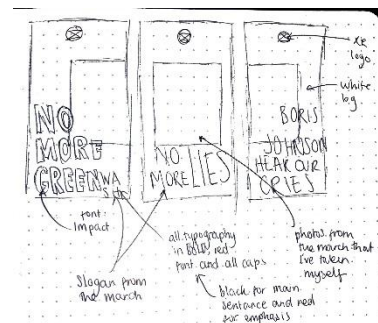
4.1 Overview

During the first semester, we were set several weekly tasks/mini projects so we would have work to add to our portfolio. These ranged from animated logos to creating climate change posters.

4.2 Analysis

4.2.1 Climate change poster

In the Autumn of 2021, I attended a COP 26 march in a local town. During this, I took my camera and got some great event photographs. I combined these photographs with the slogan, "No more greenwash, no more lies, Boris Johnson hear our cries," one of the chants during the march. This was the first design task that I had done in a while, so it was nice to get back into it. If I were to undertake the task again, I would experiment with filters and



designs of the photographs to make them more interesting.

4.2.2 Viral animation using typography

As soon as we were presented with the brief, I knew I wanted to create an animation that said, "Roll the dice". I decided to add a rotating dice in the space of the "o" of the roll and a second dice next to the text tumbling from the top of the screen. This project was one of the hardest ones I had to undertake as I was doing it on Adobe After Effects, a program I had never used before. This meant that to do the task; I had to teach myself the program whilst trying to create the task. At the time of writing this report, I am still finishing the project; hence the final design is not included. If I were to undertake the task again, I would learn more about the software before jumping straight into creating the design rather than learning the software simultaneously.

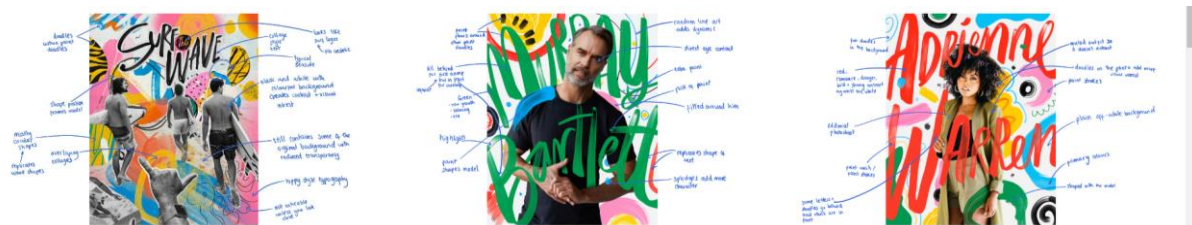
4.2.3 Promotional flyer

For the promotional flyer, we were given the option of creating it for a new art exhibition, which was the brief that appealed to me the most. I created a poster for the Van Gogh Immersive Experience, an art exhibition I would love to attend as he is one of my favourite artists. For this task, I combined two of his most famous pieces. I constructed the text to flow well within the artwork, following the wavy line going through the starry night. If I were to undertake the task again, I would include the tour dates at the bottom in a typed font which stands out more.



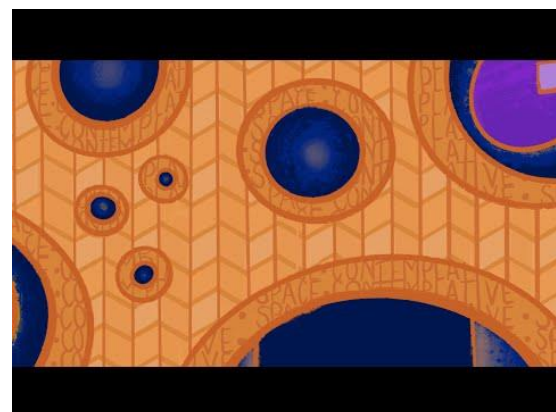
4.2.4 Digital art

For this task, we had to produce a piece of digital art in the style of a modern artist. For my piece, I chose the designer David Milan. I had already undertaken several portrait photography shoots, so I had several suitable options to choose from to create this piece. My illustrative piece was fun, and I enjoyed getting more creative. David Milan's work style is visually interesting as it features vivid colours and sketches of doodles. This meant I could have fun with the project and play around with the design elements in a style I had not previously explored.



4.2.5 Sketching around campus

This was one of my least favourite tasks as it was not very engaging. For this, we had to do five fifteen-minute sketches around campus. Once I had my sketches, I wanted to recreate one of them digitally in more detail, so I loaded the original sketch into procreate and turned it into a piece of digital art, as you can see on the right.

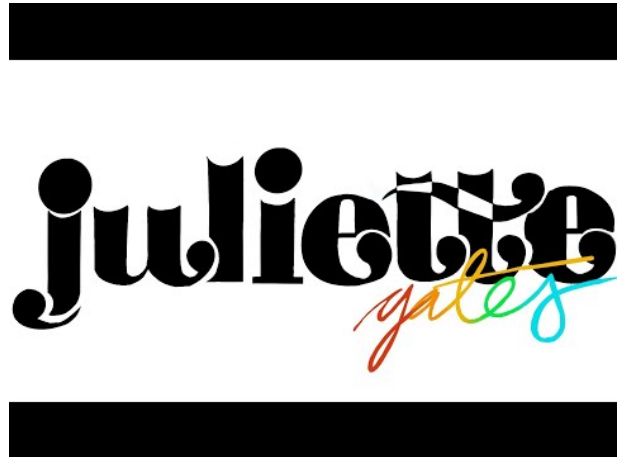


4.2.6 ISTD

This task was a mini project set across multiple weeks. We can continue it to enter into the competition. This is what my plan is. I chose the brief of creating a piece reflecting the current political landscape. As soon as I read this, I knew I wanted to centre my design around disabled rights. This is an issue that is very close to my heart and an issue that I work hard every day to fight for. I am still in this project's research and initial design stages, but I am excited to see where this will go.

4.2.7 Animated logo

This task was by far my favourite task I have undertaken so far. The brief creates hey an animated logo of our choosing. For minor decided to animate the logo that I had created previously for my website. I decided to include a playful squiggle that would dot the i's, cross the t's and create the indents on the top of the letters that you can see in the logo. I initially used the same yellow font I used in my previous work for the surname. However, halfway through the process, I decided to use a



rainbow font, which felt more fitting. Then I carried that colour scheme or squiggle as well. I enjoyed exploring this new type of design, and I hope to undertake more of this sort of work in the future. Instead of using software like Adobe after effects to opt for something I was more familiar with, I chose to procreate on iPad. To view the animation with music behind it, click here.

https://www.instagram.com/reel/CmSS2OIJCCK/?utm_source=ig_web_copy_link

4.3 Enhanced skills

Undertaking these weekly tasks, I have been forced to keep all my sketches and ideas in my sketchbook. This is something that I had not had to do before as I never did art at GCSE or A-Level and always hate to see my failed attempts. However, keeping a log of all of these ideas and designs in my sketchbook means that I have been able to see the progression of my progress over the first semester. In the beginning, I had one sketch per project and just went with that original design. I did not want to research other options; however, I now produce around ten sketches per project, do in-depth research, and explore different ideas instead of just the first.

4.4 Time management

On the whole, the weekly tasks were completed weekly on the days off from lectures. However, as the semester progressed and got busier with other projects, such as the game project, these projects

took a backseat, so I spent most of the reading week catching up as well as late December finishing off any remaining tasks.

To-do	26-Sep	03-Oct	10-Oct	17-Oct	24-Oct	31-Oct	07-Nov	14-Nov	21-Nov	28-Nov	05-Dec	12-Dec	19-Dec	26-Dec	02-Jan
Climate change poster															
Viral animation															
Promotional flyer															
Digital art															
Sketching															
ISTD															
Animated logo															

4.5 Conclusion

Overall I think that the weekly tasks have been an excellent way for me to explore my areas of design interest and get back into creative work. I have enjoyed completing these weekly tasks. However, if I were to undertake them again, I would ensure that I was finishing the weekly tasks at the end of each week, as I spent reading week finishing the weekly tasks that had not been finished.

5 Conclusion

Overall I have enjoyed this semester: I have had a chance to engage with collaborative creative projects and explore new design styles that I would not have had an opportunity to try otherwise. My favourite project of semester one was my website creation. This is because it was the most challenging but also the most rewarding, and I love how it turned out.

I am looking forward to continuing my work in the second semester.

6 References

Kr, A. (15/03/2021) How To Make Website Using HTML & CSS | Full Responsive Multi

Page Website Design Step by Step. *Www.youtube.com*. Available at:

<https://youtu.be/oYRda7UtuhA>

Millan, D. (/2022) David Milan | Designer & Art Director. *David Millan*. Available at:

<https://www.davidmilan.com/> [Accessed October 2022]

Otto, M. (/2022) Examples. *Getbootstrap.com*. Available at:

<https://getbootstrap.com/docs/5.2/examples/> [Accessed 5 December 2022]

Tuckman's Theory: Five Stages of Team Development (21/07/2022) *FreshBooks*. Available

at: <https://www.freshbooks.com/en-gb/hub/other/tuckmans-theory#:~:text=Tuckman's%20theory%20was%20first%20proposed,last%20until%20the%20project%20ends.>

7 **Bibliography**

Accessible Colour Palette (/2022) *Sussex.ac.uk*. Available at:

http://www.sussex.ac.uk/tel/resource/tel_website/accessiblecontrast/?q=FFFFFF~003b49~1d4289~94a596~e56db1~d3273e~00bfb2~d6d2c4~ffc845~dc582a~41b6e6~1b365d~be84a3~5d3754~7da1c4~f2c75c~d0d3d4~007a78~000000 [Accessed 6 December 2022]

Easy Tutorials (2019/23/February) How To Make Drop Down Menu Using HTML And CSS

| HTML Website Tutorials. *YouTube*. Available at:

<https://www.youtube.com/watch?v=wHFfWvii3M> [Accessed December 2022]

Government Digital Service (10/10/2018) understanding WCAG 2.1. *GOV.UK*. Available at:

<https://www.gov.uk/service-manual/helping-people-to-use-your-service/understanding-wcag>
[Accessed 19 December 2022]

HTML: A good basis for accessibility - Learn web development | MDN (23/11/2022)

Mozilla.org. Available at: [https://developer.mozilla.org/en-](https://developer.mozilla.org/en-US/docs/Learn/Accessibility/HTML)

[US/docs/Learn/Accessibility/HTML](https://developer.mozilla.org/en-US/docs/Learn/Accessibility/HTML) [Accessed 6 December 2022]

McKay, M. (09/02/2022) Only 2% of Sites Meet Accessibility Standards. Let's Change That.

Adweek.com. Adweek Available at: <https://www.adweek.com/media/only-2-of-sites-meet-accessibility-standards-lets-change-that/> [Accessed 6 December 2022]

Santos, A. B. (/2016) An Insanely Simple Way To Improve Productivity With Microsoft Word. *SoftwareKeep*. Available at: <https://softwarekeep.com/blog/An-Insanely-Simple-Way-to-Improve-Productivity-Using-Microsoft-Word> [Accessed 14 December 2022]

WAI (16/12/2022) Use Icons that Help the User. *Web Accessibility Initiative (WAI)*. Available at: <https://www.w3.org/WAI/WCAG2/supplemental/patterns/o1p07-icons-used/>