



Shuus
ARTS

Maya's Internship Learning Book

Summer 2022

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About Me

Hi I'm Maya Shternshus

I am fifteen years old from Florida, and I became interested in graphic design in the beginning of lockdown. I started by designing stickers, masks and shirts, now I design brands for local businesses. I hope to one day have my own design studio where we create branding and web design for other small businesses. At the moment, I plan to study graphic design in college, and build upon what I learned during this program.

I was searching for something productive to do this summer that would increase my design skills and expose me to real world experiences. I met with some of Flagrant's designers and decided an internship was what I was looking for. I fell in love with their work, and knew I wanted to learn from them. We started discussing what an internship would look like and Flagrant created a plan for a summer program. The program was a hit and I learned so much! I would love to show you what we did.



A decorative graphic consisting of six teardrop-shaped petals arranged in a circular pattern around the text. The petals are a light peach or pink color with a subtle gradient.

Visual Design

Numero's Electables website

Present things that could happen because it will make your future easier.

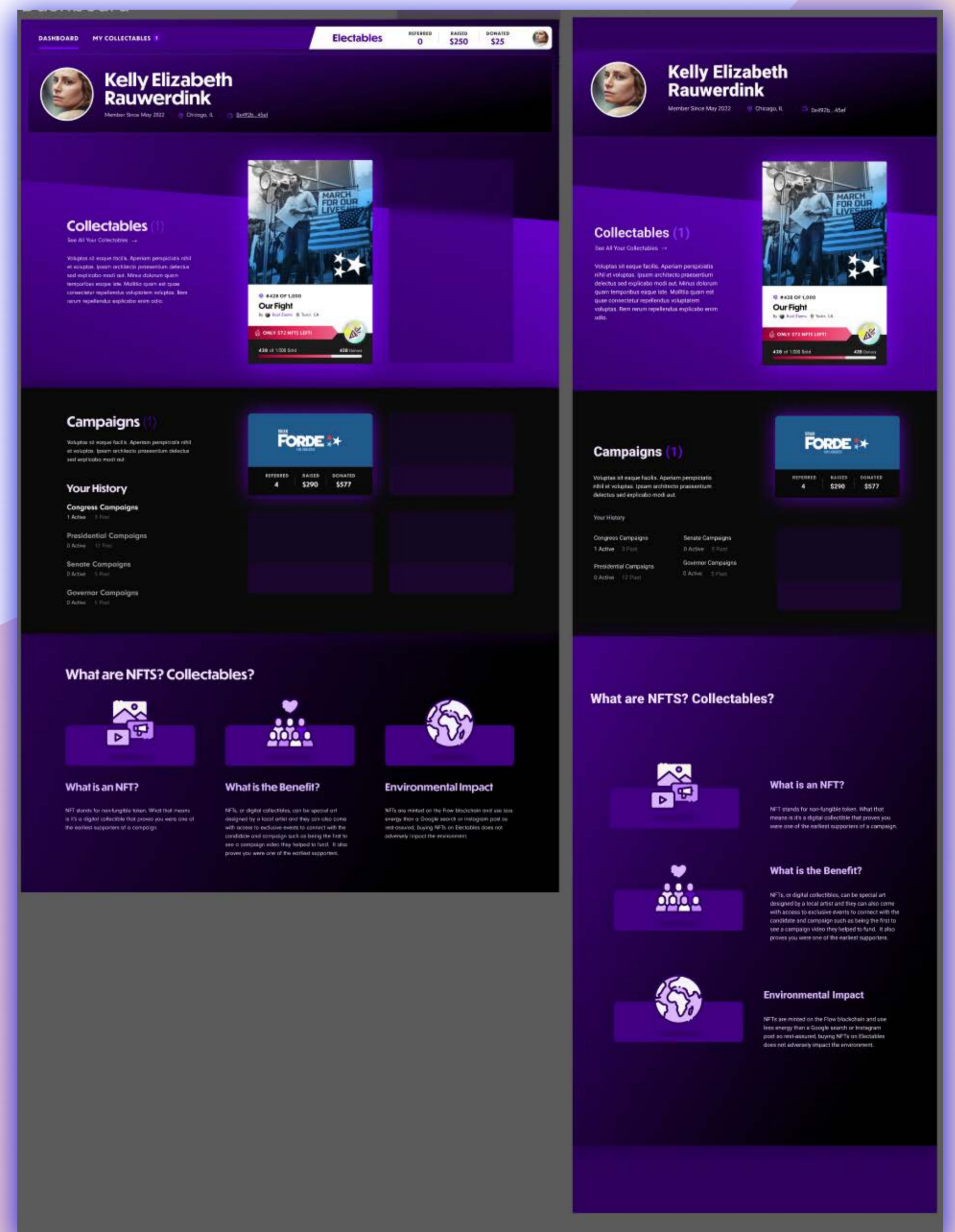
Showing current states and future states so that you can plan ahead in the design and that the design will work in all situations.

Create web components to keep consistency throughout a design.

It makes it easier for the eye and setting patterns so that the user knows what expect when they come across .

“Progress doesnt always look like progress”

Creating a responsive design that will work with tablets and laptops



Numero's Electables website

Business goals and user goals

Going back over the designs to make sure that we are hitting their goals and plans for pages. We thought about business goals vs user goals. They are different and we wanted to make sure that we discussed it and aligned. Maya helped bigly. Asked good question. Its important to find out goals so that we can design for and or challenge goals when we see conflict.

Writing the “whys” and “goals” for this page

PRIVATE FACING

Actions For This Page: Campaign Collection Item - Detail

- Show Details about the artwork
 - Learn more about Artist / Social Media
 - Learn More about NFT Details
 - Sharing Raiser Link to people
- Show Card and Artwork
 - Sharing Raiser Link to people

Why Would We (Electables) Want This Page: Campaign Collection Item - Detail

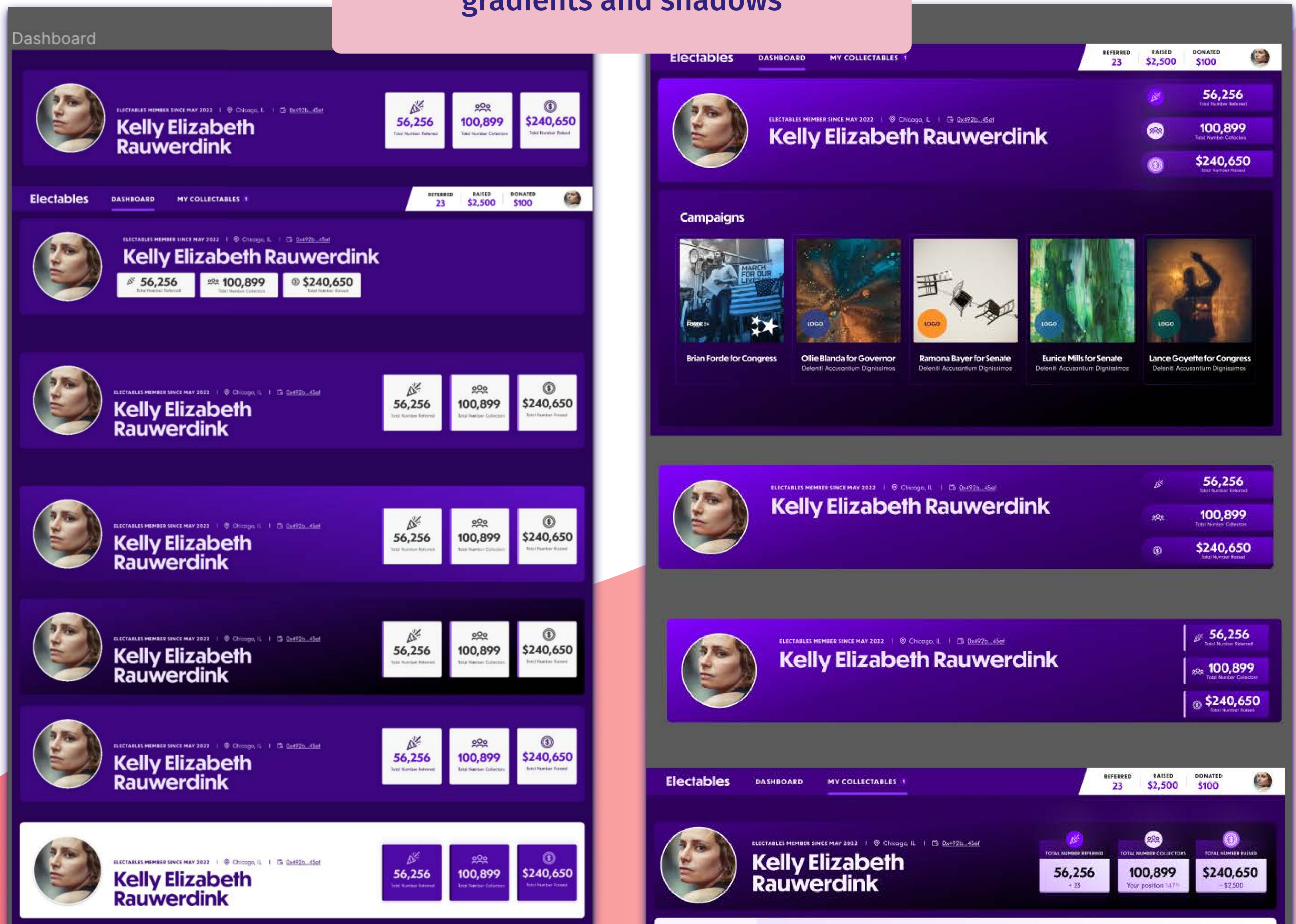
- Give artist credit
- Share the nft so that we get more money and Campaigns get more money
- Establish trust in Crypto People so that they continue to use our platform

Why Would The User Want This Page: Campaign Collection Item - Detail

- Raise money for the campaign
- See the artwork in more detail
- Want to patronize the artist
- Make sure their NFT is legit
- Opportunity: Do a better job at explaining why I should share this?
 - We don't currently expose what the raiser link really does under the covers
 - What would drive them to share?
 - Not the art but the passion for the campaign?
 - The art and not just the campaign

Numero's Electables website

Going from simple design to adding gradients and shadows



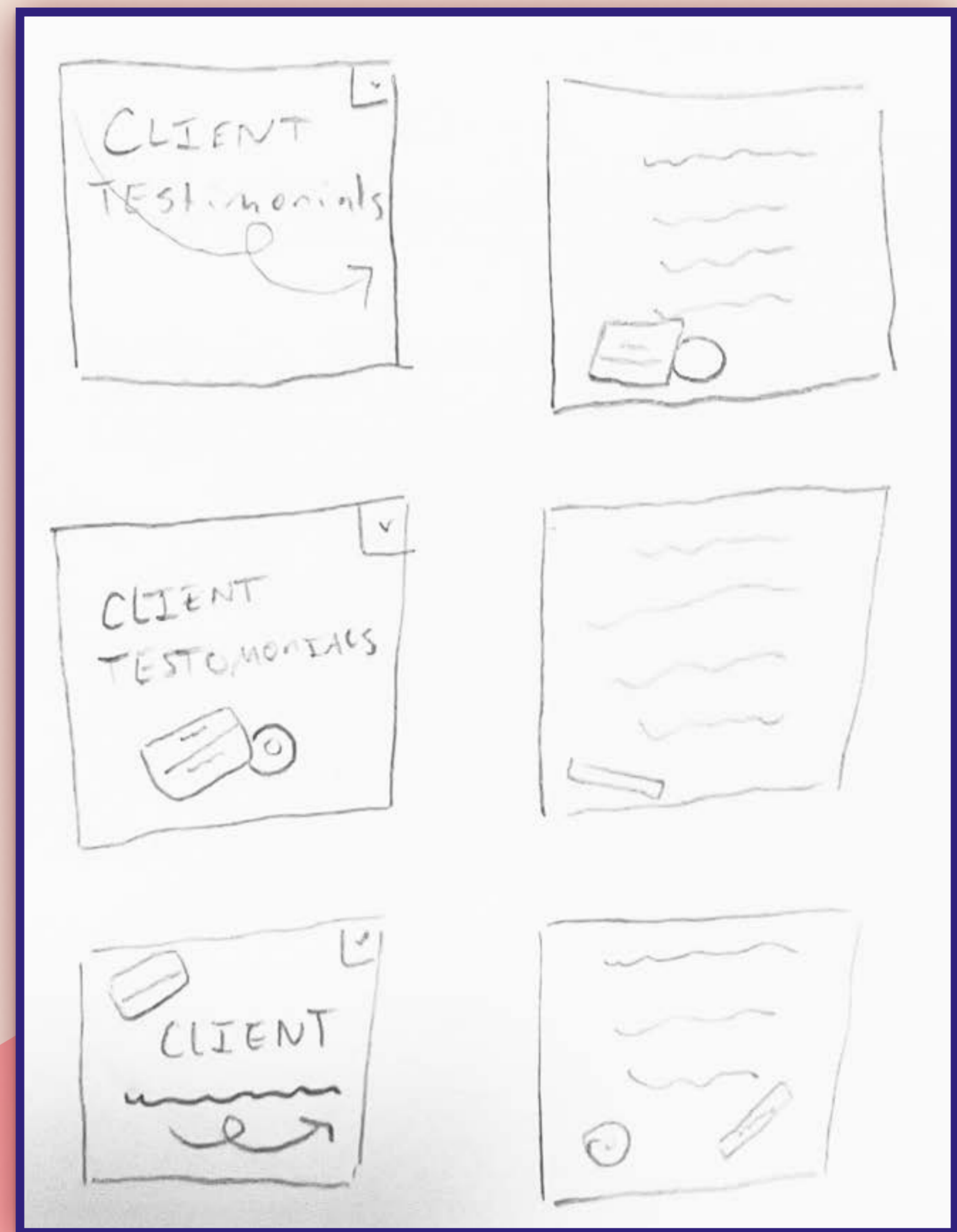
Social Media Post Creation

Create thumbnail sketches of your posts.

It helps get your ideas out quickly and saves you time in the long run. It also guides you when putting the post together digitally.

Think about what is visible from your feed.

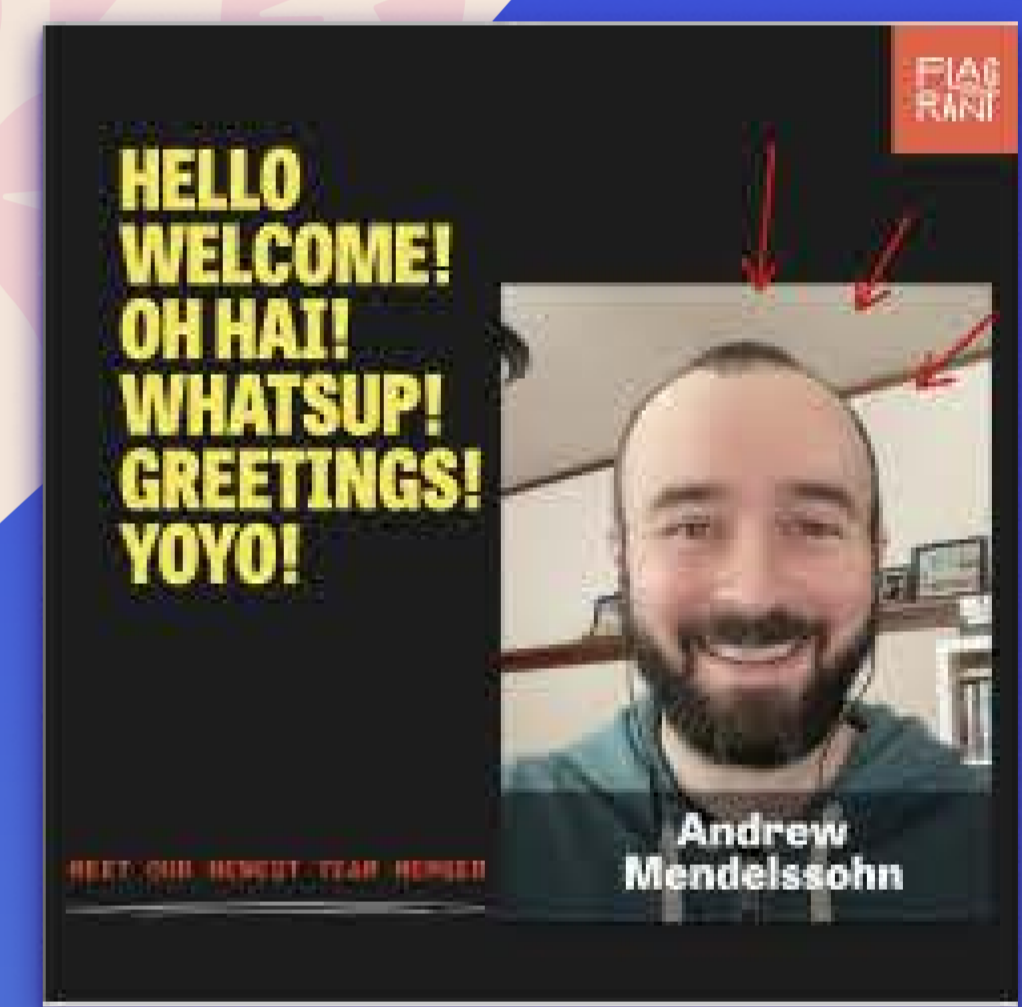
If you cannot read a word from the feed, it is unlikely that someone will click into the post. Grab your users attention with a beautiful cover image that lures them in to read more on the next slide.



Client testimonial post sketches

Social Media Post Creation

Client testimonial post sketches



Twitter-Casey



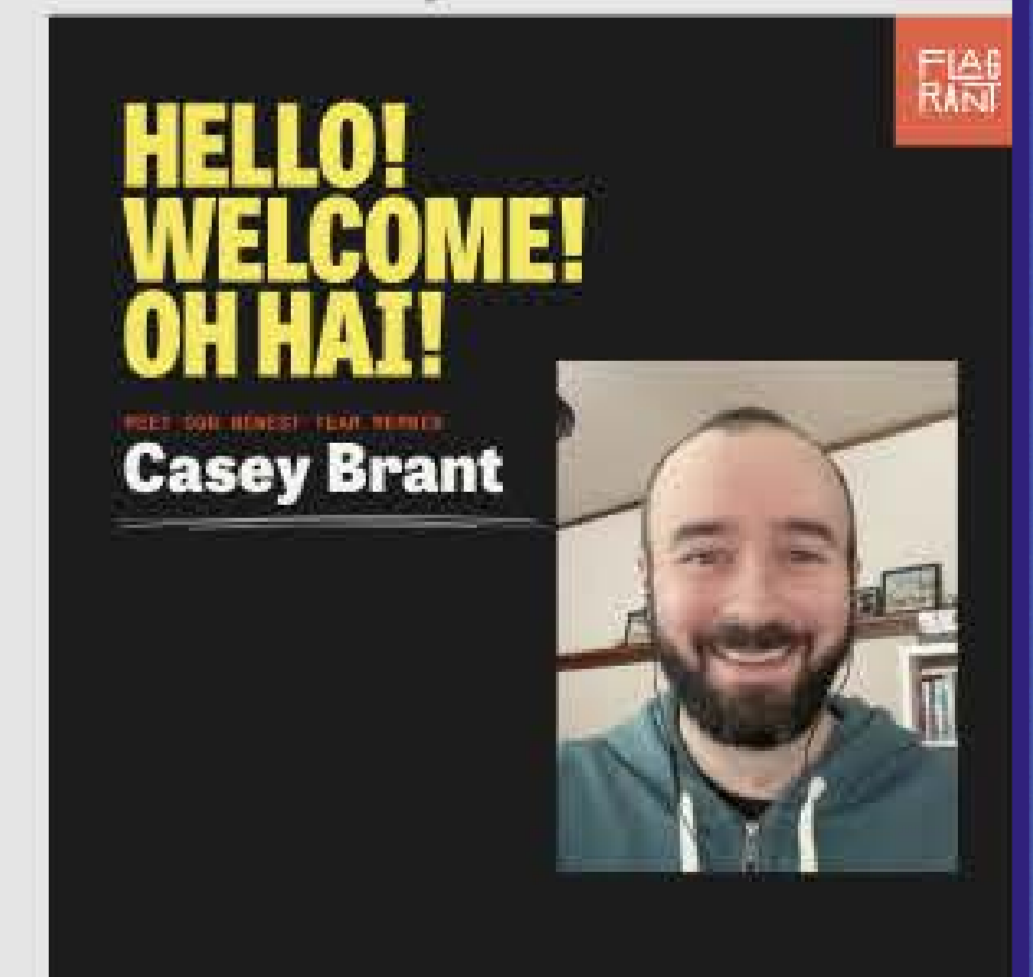
Facebook-Casey



LinkedIn-Casey



Insta-Casey



Twitter-Andrew



Facebook-Andrew

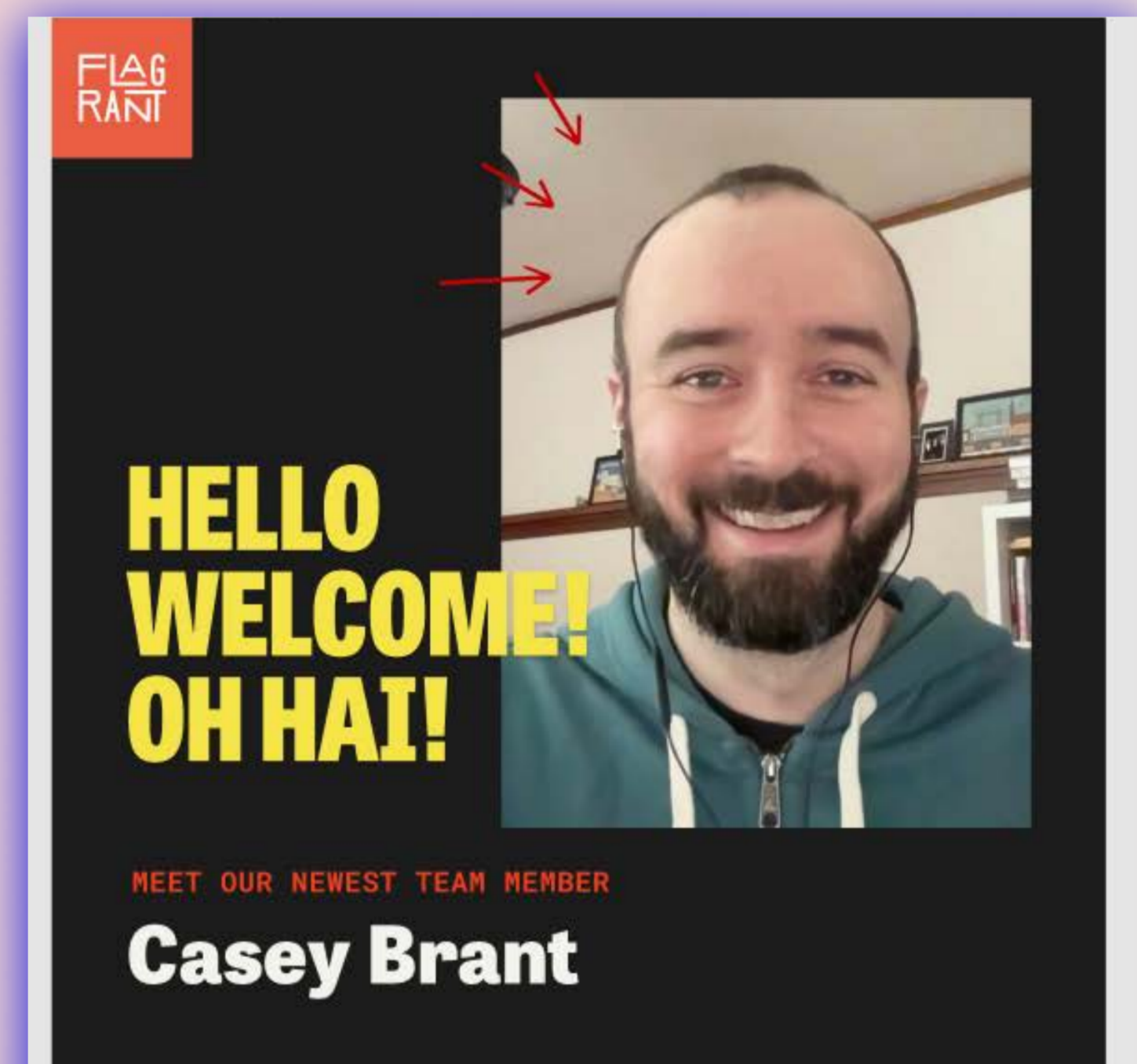


LinkedIn-Andrew



Social Media Post Creation

Final Final drafts that made it to Flagrant's social media platforms



Insta-Andrew



Testimonial post template

My review of the current design:

“I love the contrast of color with the bright yellow notebook on the light pink background.”

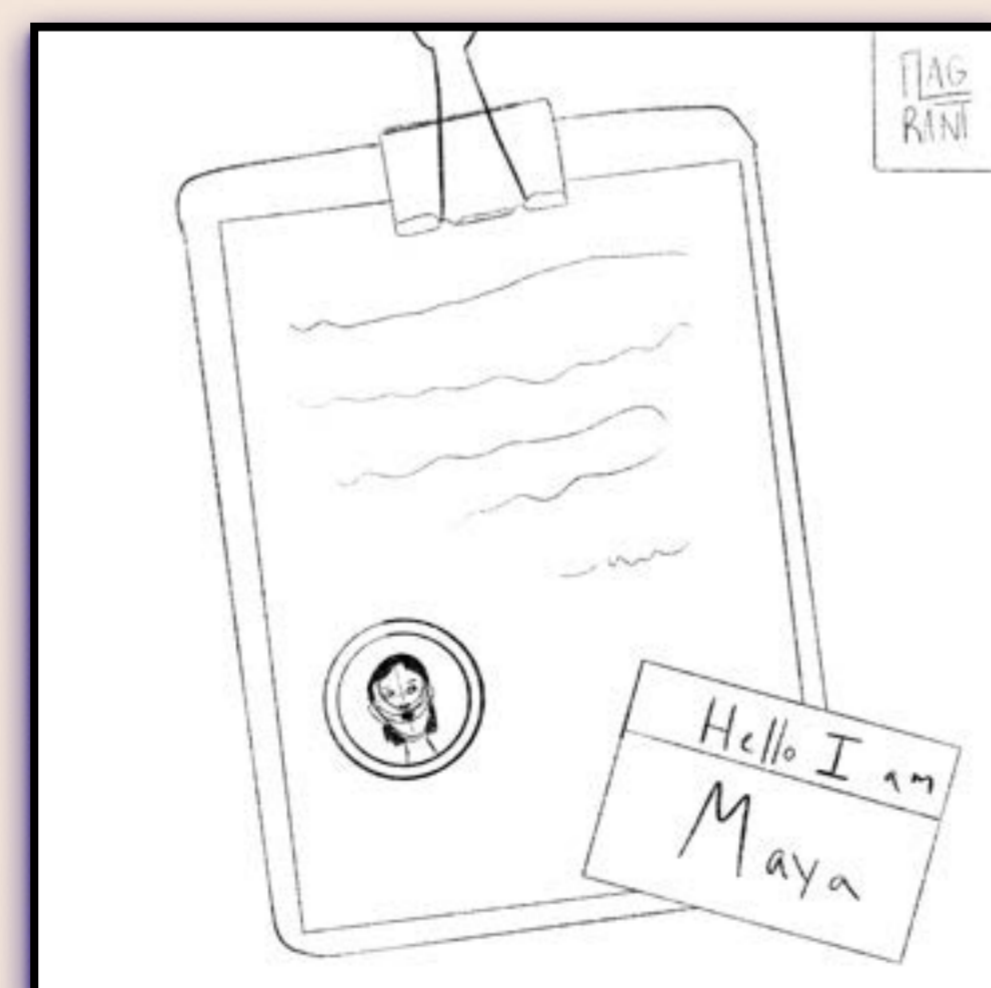
“I don’t like the beige color of the paper and I don’t think it makes sense to have copy paper by a notebook, as composition notebooks have lined paper not blank.”

“I love the “Hello my name is” sticker to introduce the client. I would suggest changing the layout of the notebook to maybe a clipboard instead. This will allow for blank copy paper and possibly the pink clip holding the papers together. I think the clipboard paper would be closer to white than beige.”

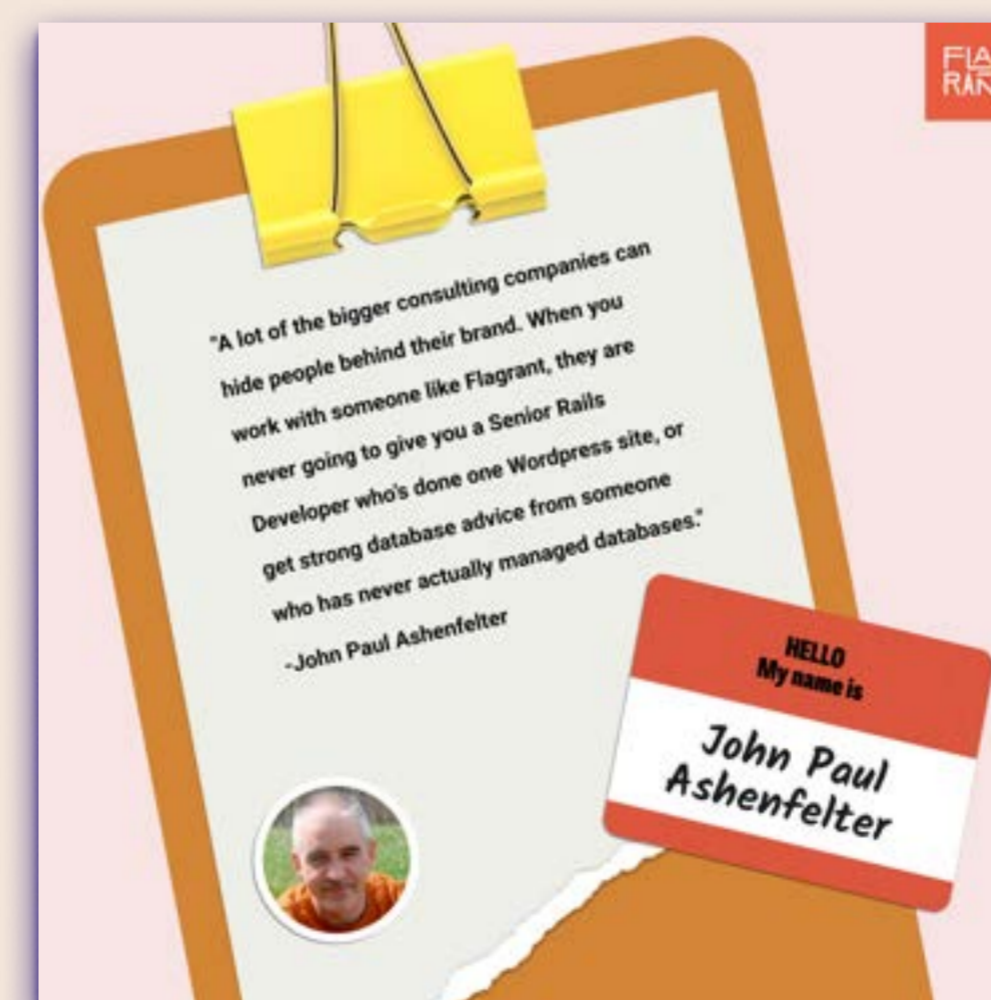
“Nothing is permanent”



Current template



Sketch of my idea



My idea created in Figma



Adding layers and shadows

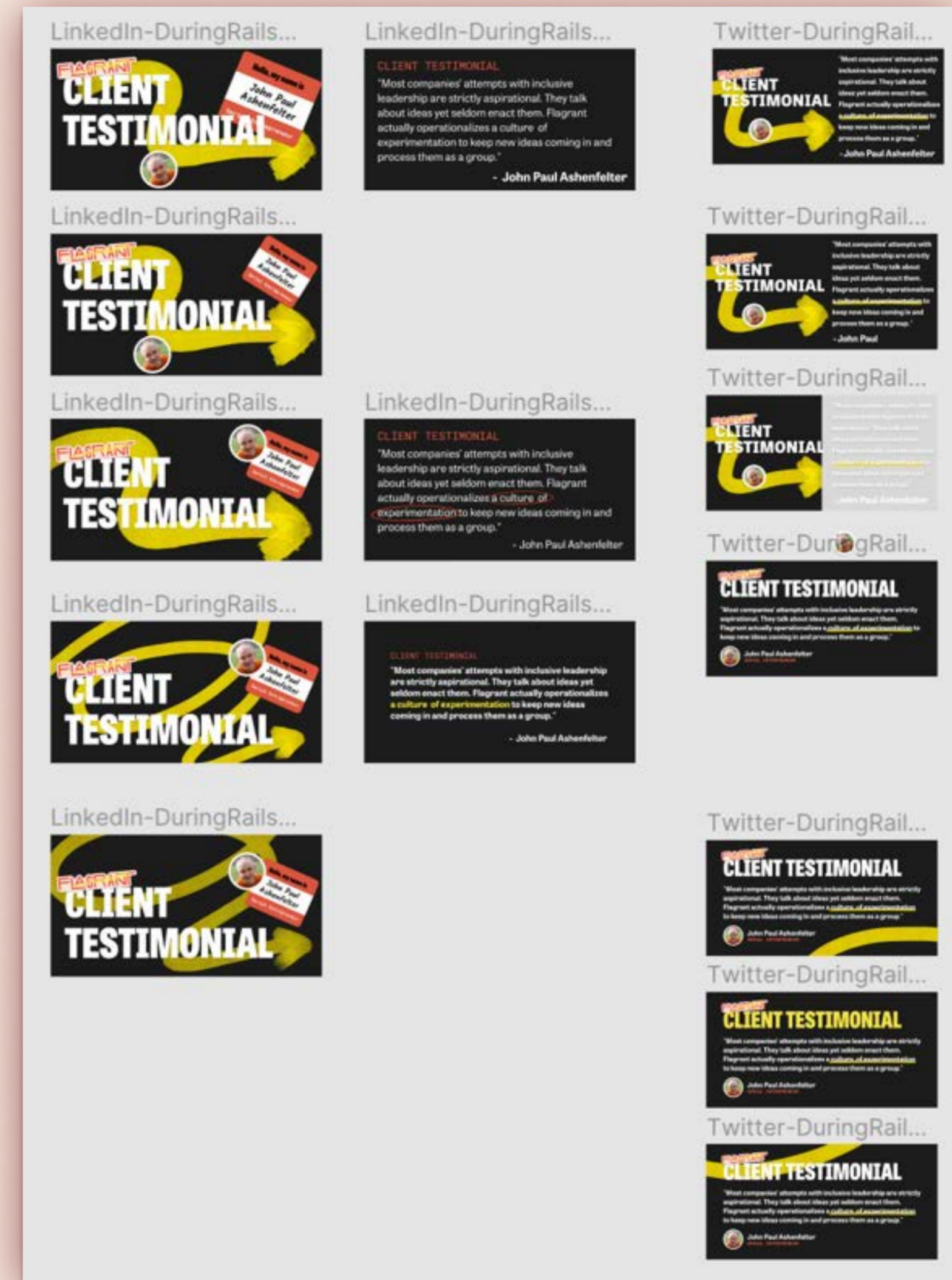
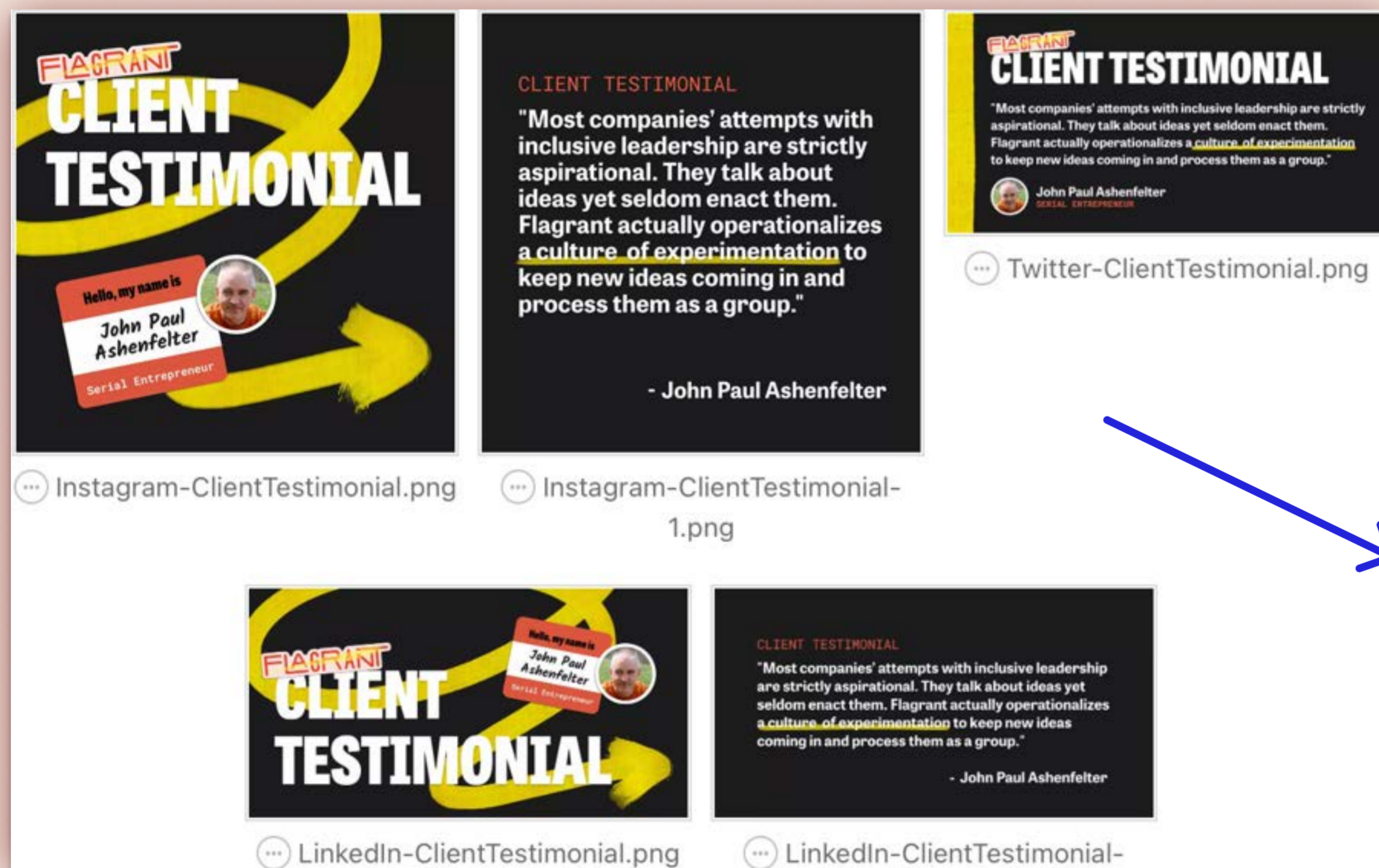


Testimonial post template

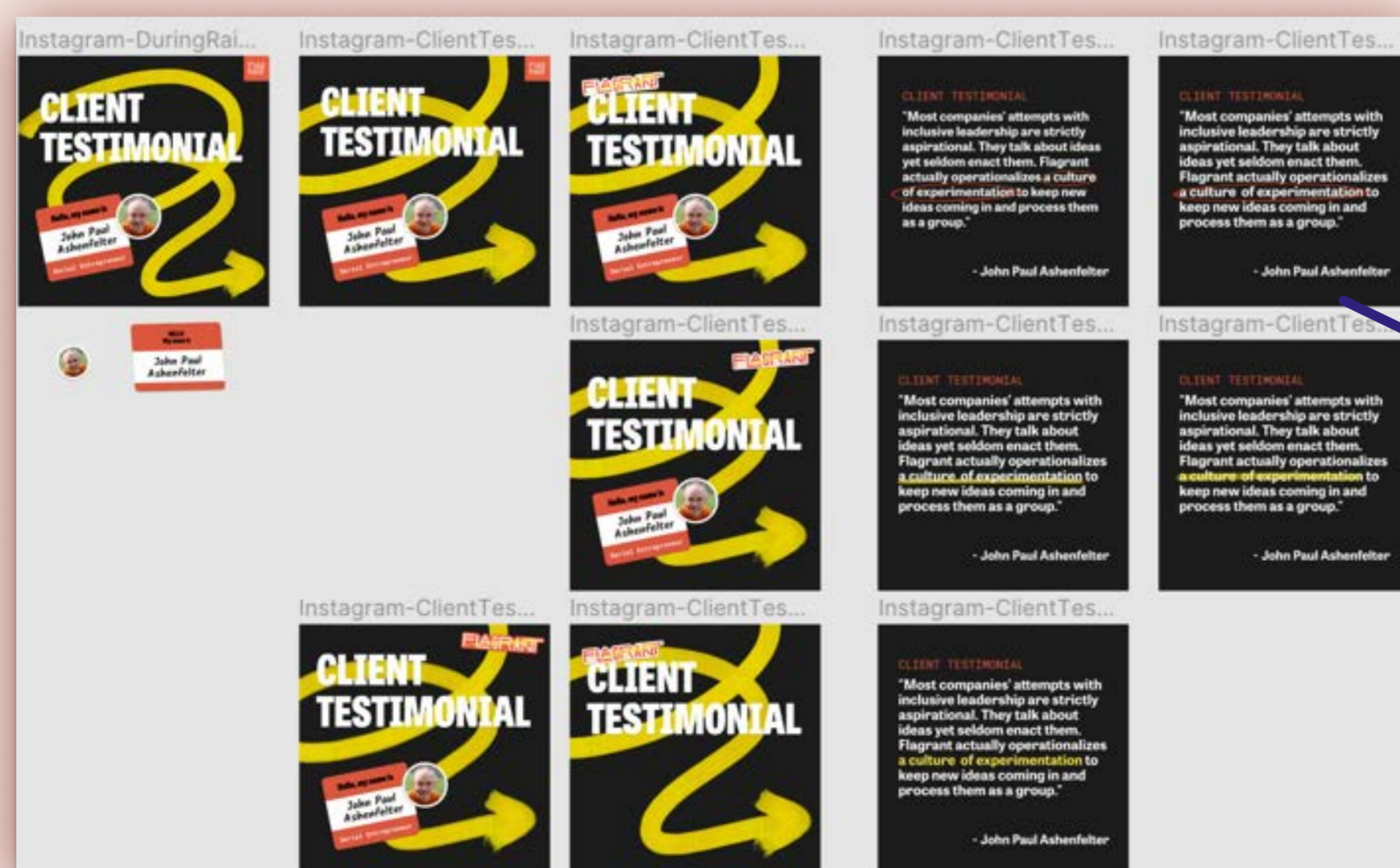
I decided to scratch the previous idea for several reasons:

- The post is busy
- You can't read any content from your feed
- It doesn't catch my eye

I came with a new idea to grab the user's attention and pull them in. It is a carousel scroll post. It allows the text to be broken up and makes it easier to read.



Rough Drafts for the testimonial post



Creating many iterations of the same concept

Testimonial post template



Instagram-ClientTestimonial

Instagram-ClientTestimonial

Instagram-ClientTestimonial



Web Design

Thumbnail sketches

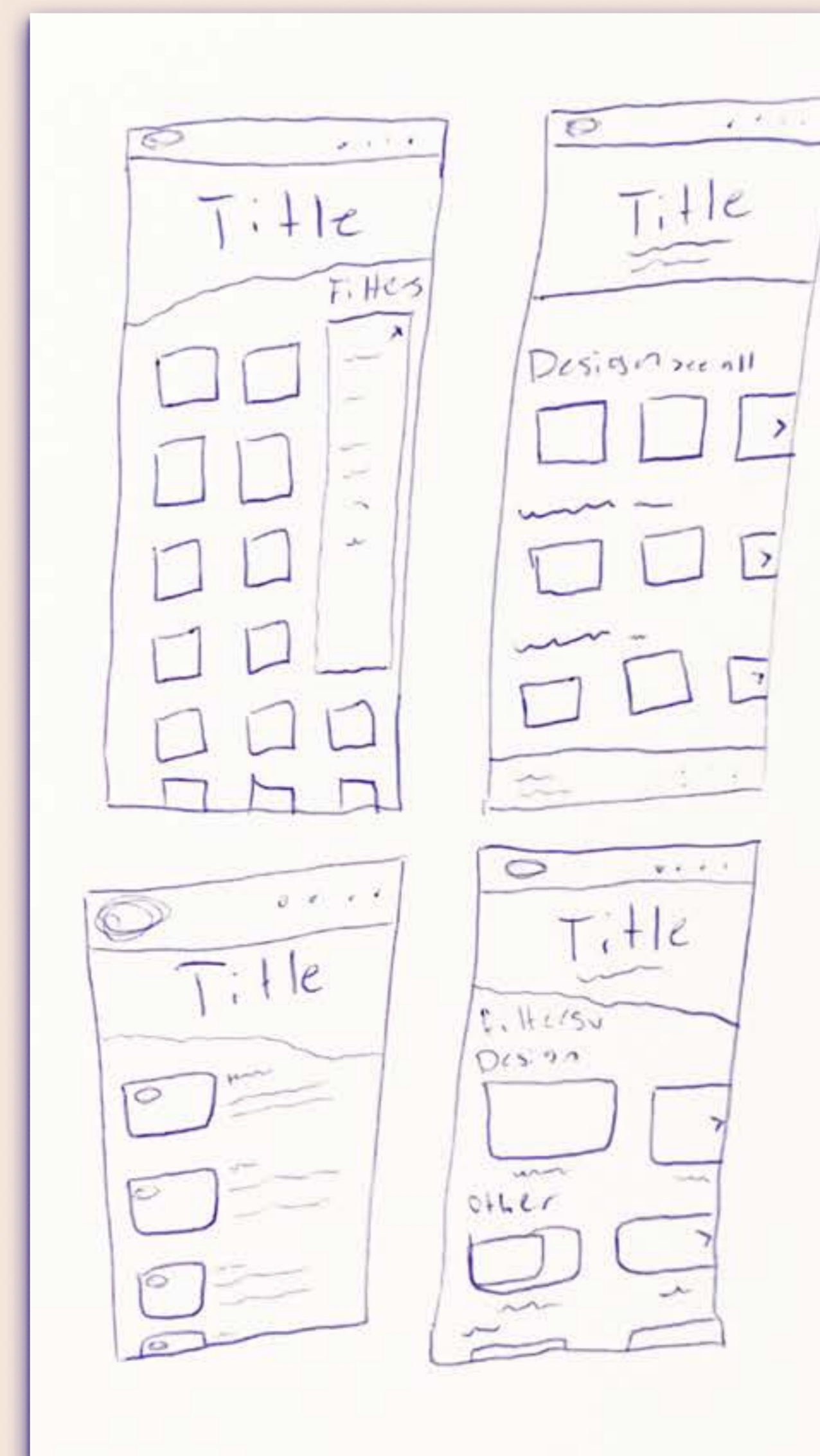
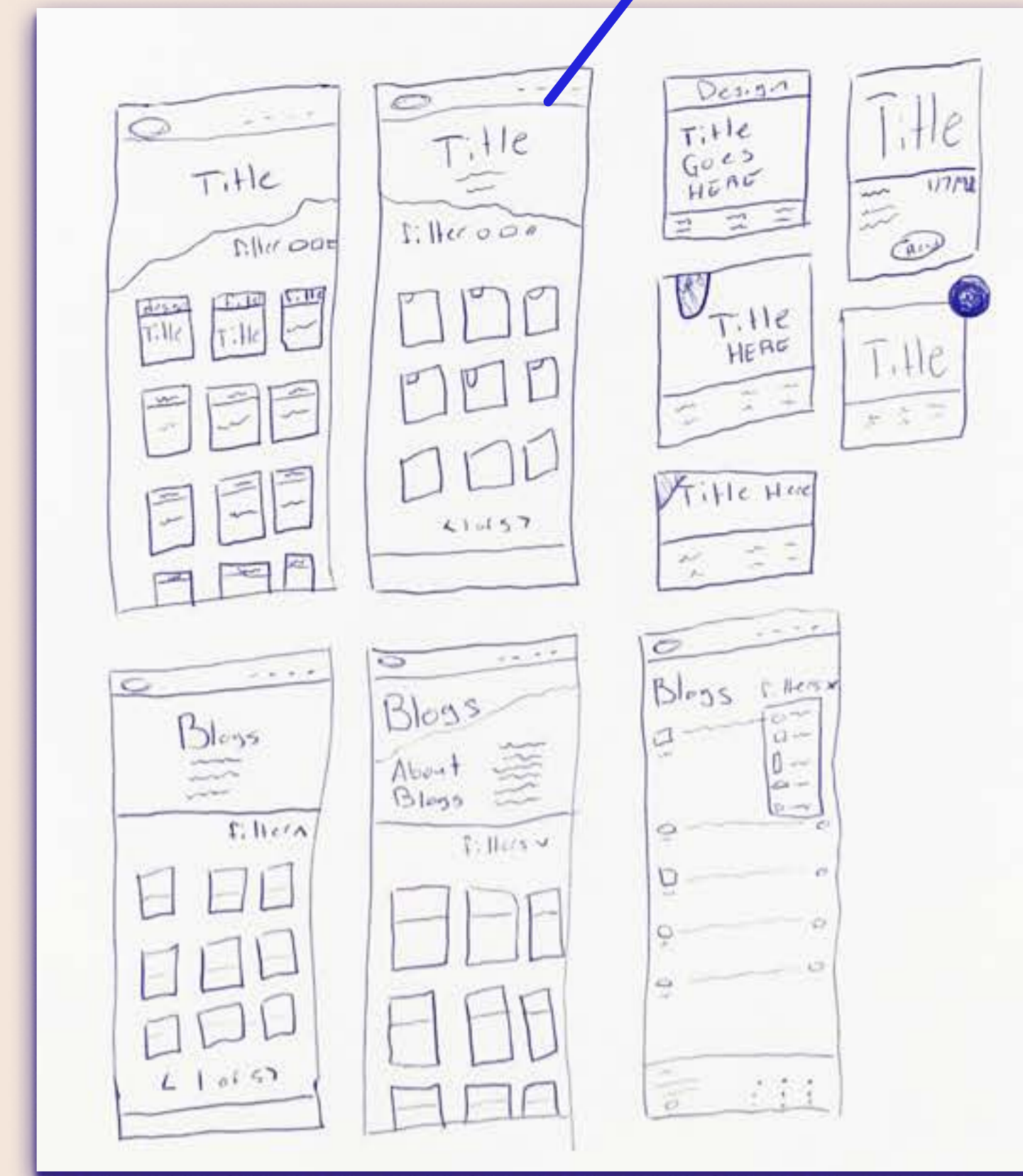
What I learned:

When creating a website, you need to come up with solutions for every situation. What happens if this blog doesn't have a picture?

It is helpful to have and know your process when you are designing anything. This is helpful because it builds confidence in what you do, builds confidence in your client, and you know what to expect everytime you create something.

Kaylee's Web Design Process

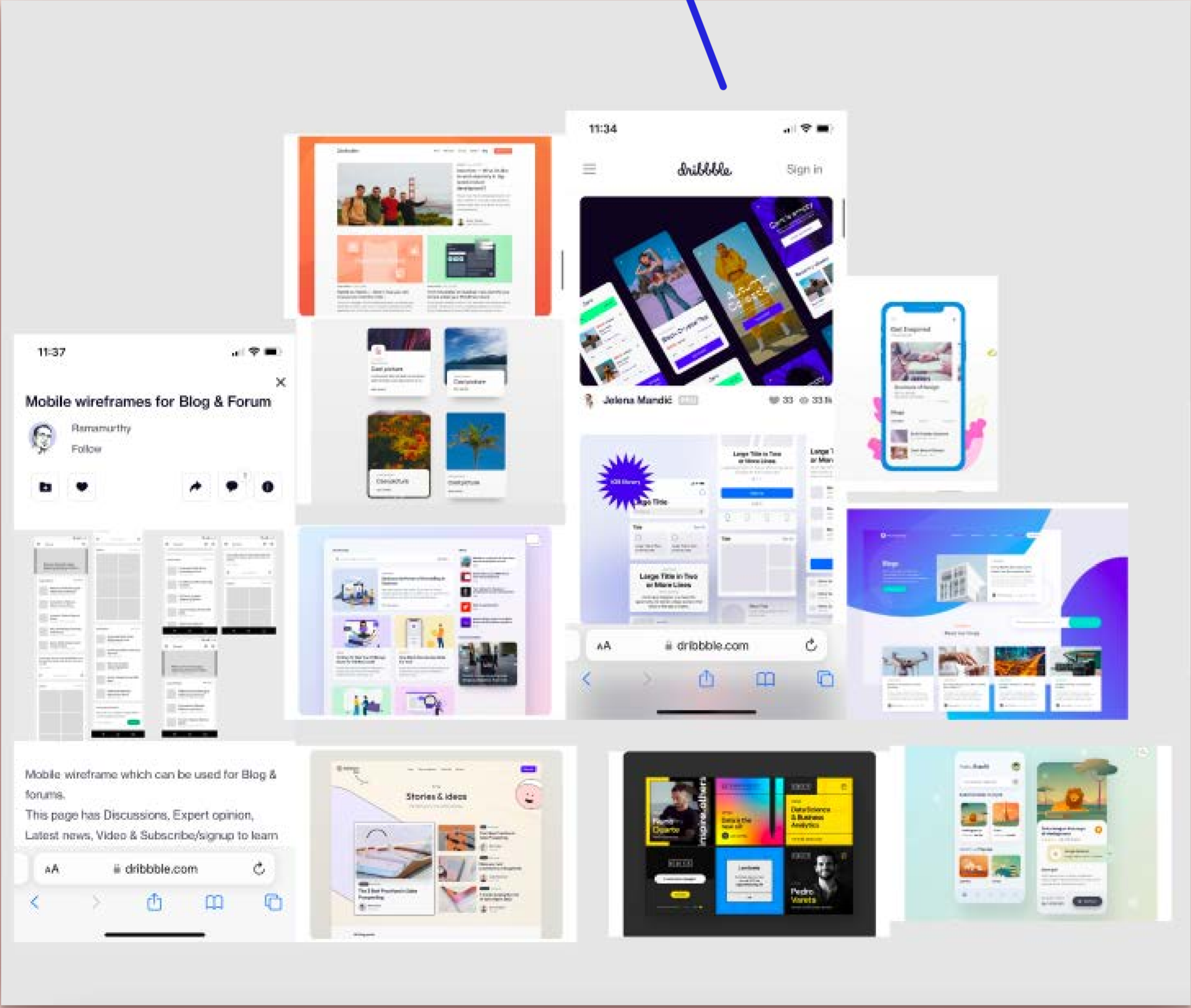
- Make a list of the content needed on the page
- Find inspiration (dribbble, behance, pinterest, etc.)
- Create small thumbnail sketches in less than five minutes each. These do not need to be highly detailed
- Bring them into Figma
- Try everything and see where that brings you



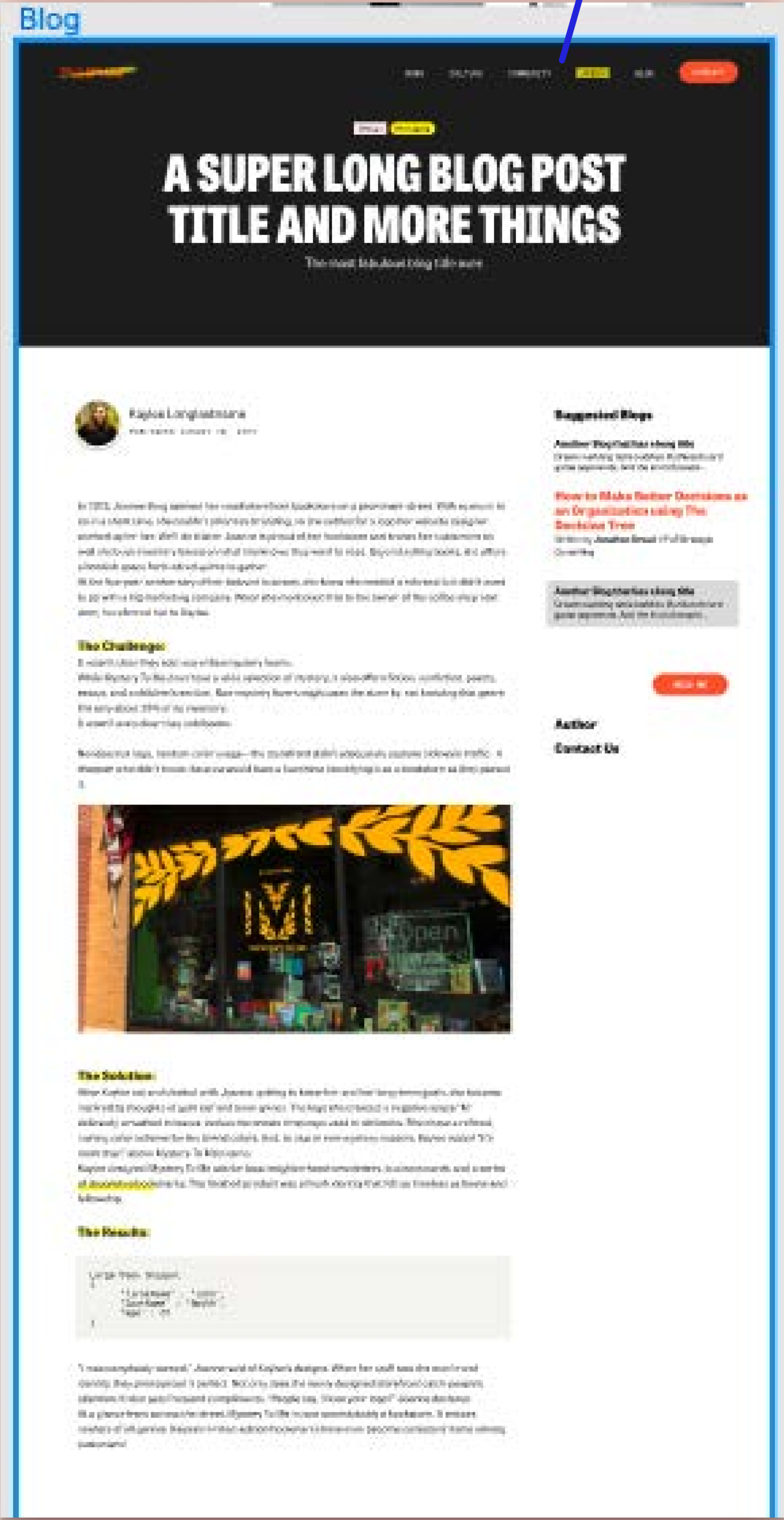
Web Design

“It is always a collaboration”

Finding inspiration on Dribbble



Trying out the sketched ideas in Figma





Newsome Media

Newsome Media discovery call

What I learned:

Understanding the client's expectations is important, because if they have false expectations of what you do they could end up unliking your work

Being friendly and open with a client from the start builds trust

Giving the client homework and building next steps for the team is important because it moves the project forward

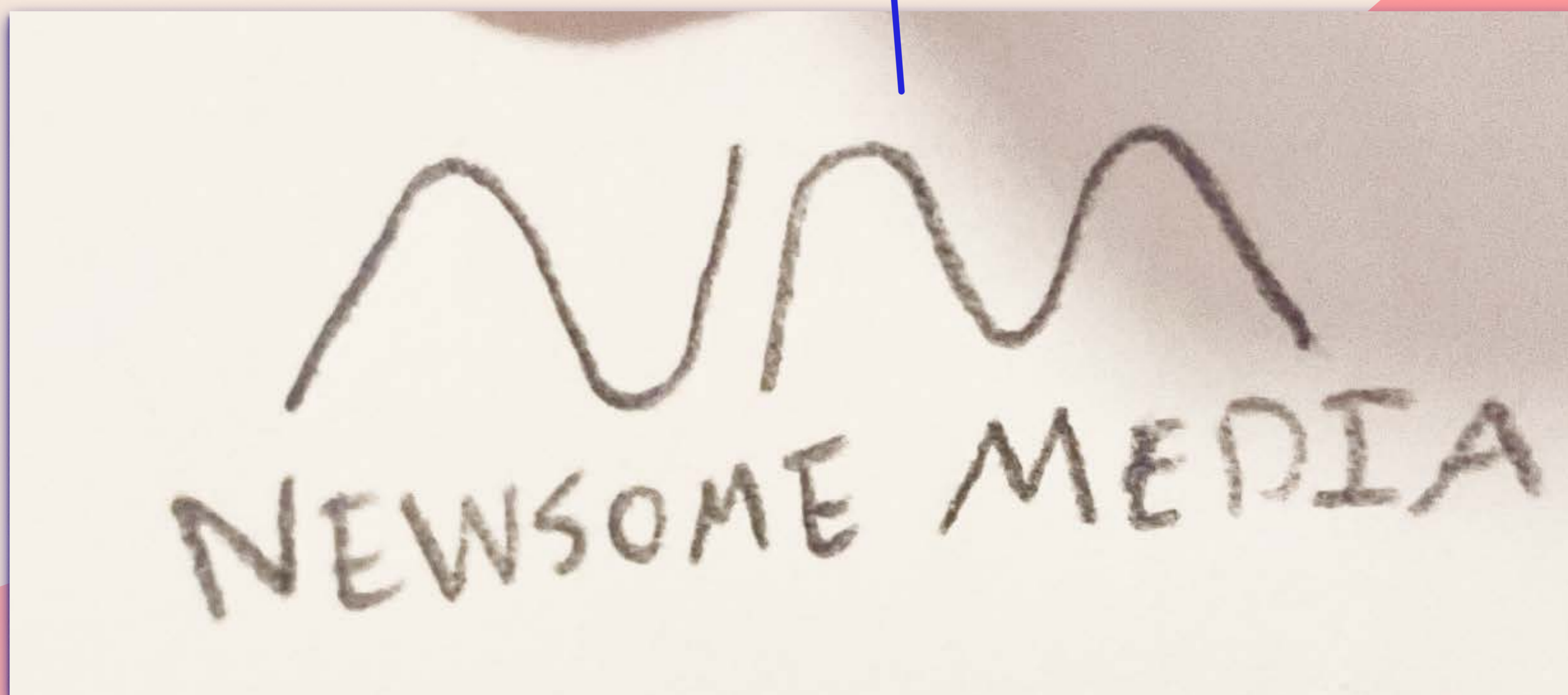
Newsome Media debrief with team

What I learned:

Sometimes you should work with clients despite the budget because they can provide you great connections and relationships

Ask questions about budget and milestones/timeline

Sketched a mini logo for Newsome Media



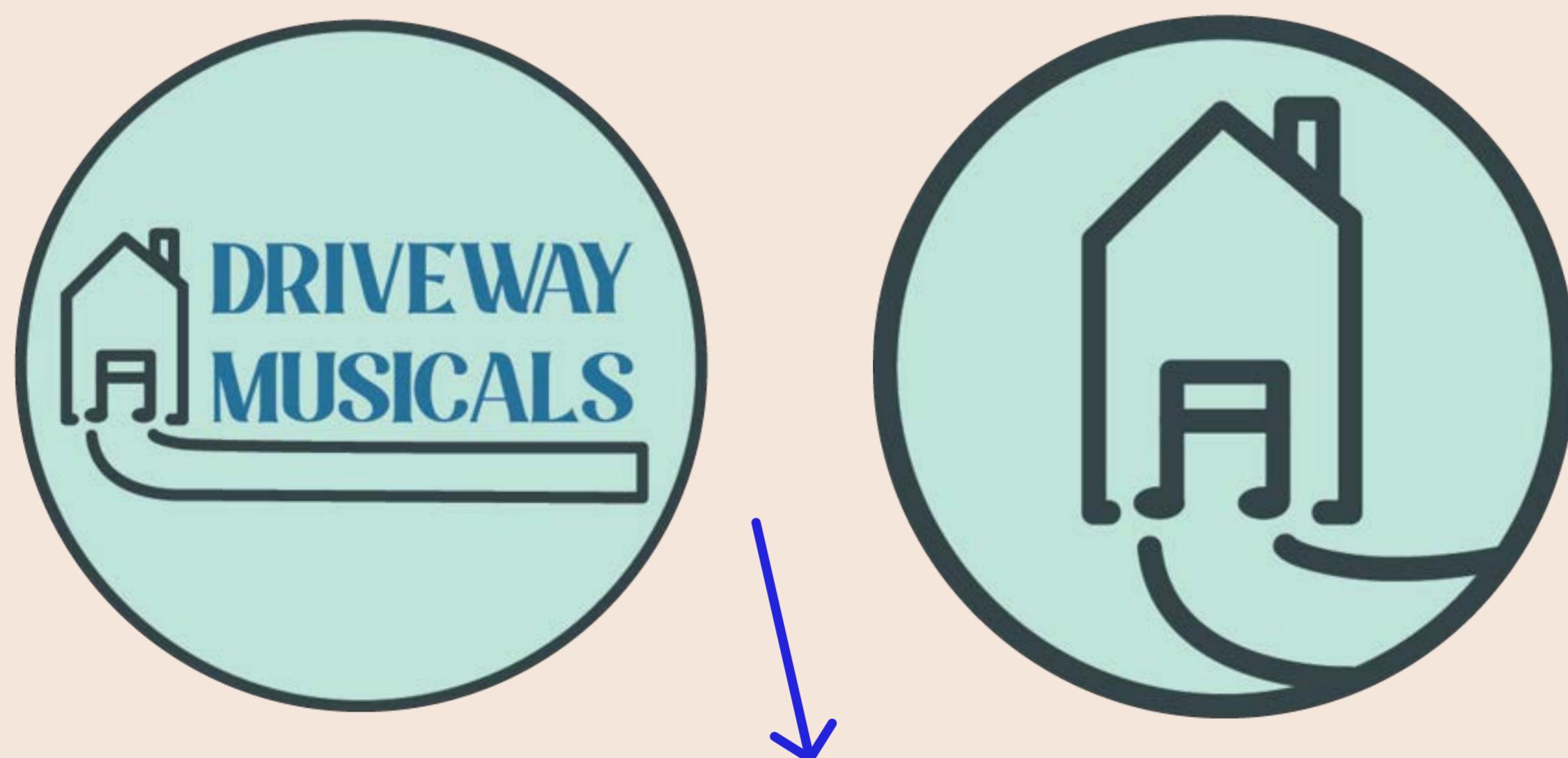
Driveway Musicals

Driveway Musicals discovery call

Takeaways:

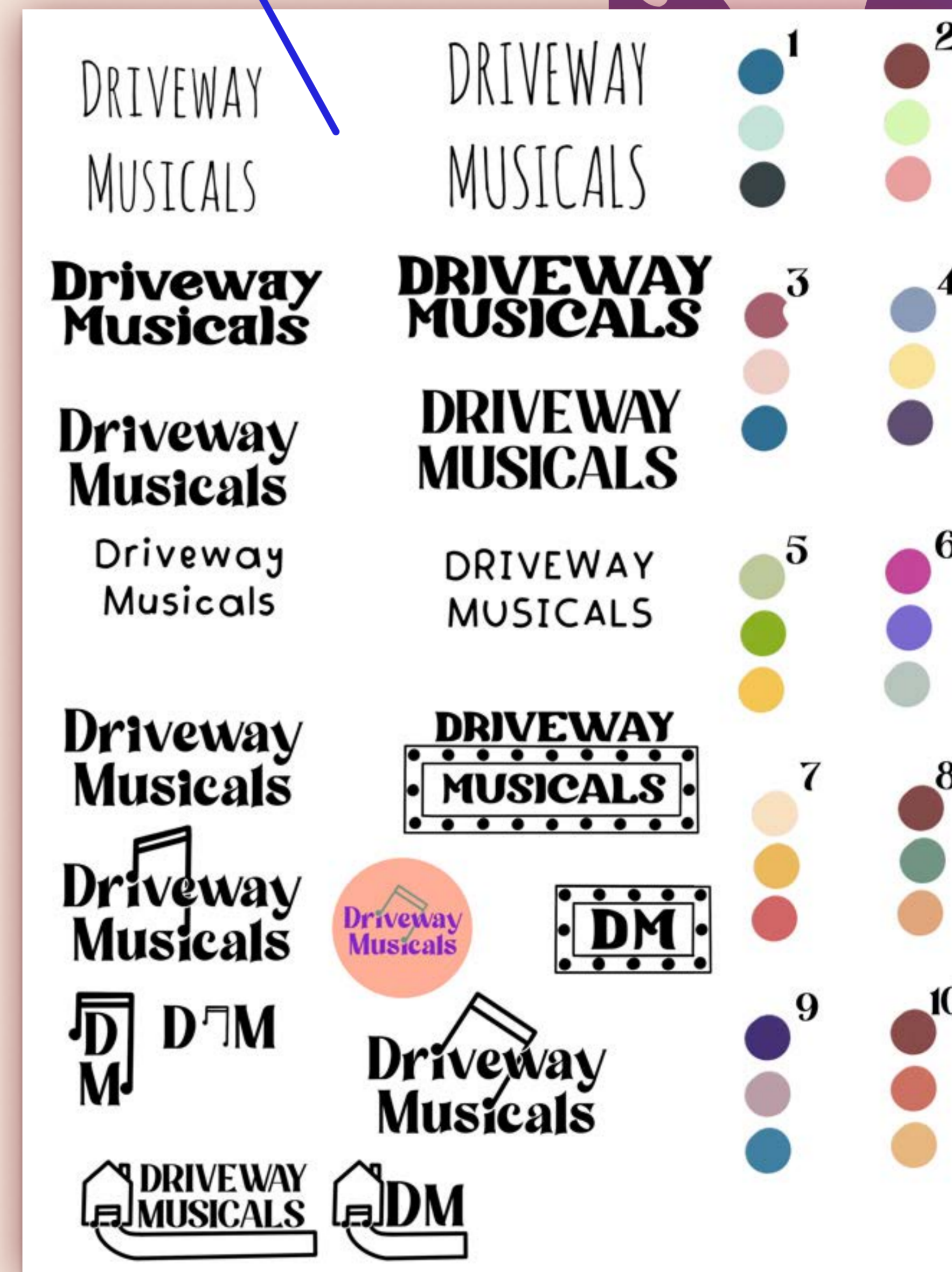
After the call with Malcom last week, I was able to conduct this discovery with much more ease than I would have. I knew to ask the budget right away to get that info from the client.

They ended up having zero budget for this project, but I took the job anyway. This is because there would be a possibility of referrals I could gain from the group. I also knew to create a friendly and trusting relationship right from the start. This was definitely created because they trusted me enough to have a call again just two hours after the first.



Final logo and submark

Sketching logo ideas in Procreate



Networking

What I learned:

You can look for virtual events or events in your community that are open to other business owners

Research who will be at these events and how much they cost if you have a budget.

Finding ways for Flagrant to network in LA

9:07 AM Thu Jul 7

Flagrant Networking

Flagrant Networking

Assignment for Maya:
Research potential clients & networking opportunities in the Los Angeles area:

- Identify 10-20 like-minded organizations working at intersections that align with our values: https://www.beflagrant.com/about_us
 - Women entrepreneur
 - BIPOC entrepreneur
 - AAPI entrepreneur
 - Arts
 - Agriculture
 - Human rights & social justice
 - Sustainability/climate change
 - Schools
 - Libraries
 - Community centers
- Fill in table below with potential clients/events/facebook groups etc.
 - Jot down any notes/questions you come across in the Notes section
- Let's review & discuss tomorrow!

Research:

Company/Host	Event Name/Group Name	Cost to attend/join	Link	Notes
Facebook Group	The Female Entrepreneur Community™	Free to join	https://www.facebook.com/groups/forfemaleentrepreneurs/about	Maya is in
Facebook Group	Entrepreneurs Networking Group	Free to join	https://www.facebook.com/groups/entrepreneursnetworkingco	
WEWLA	Virtual Networking for Women in Business	Free to join	https://www.eventbrite.com/e/virtual-networking-for-women-in-business-tickets-227483648717?aff=ebdssbonlinesearch	

9:07 AM Thu Jul 7

Flagrant Networking

The Den on Sunset	Network After Work	\$15-\$39	https://www.eventbrite.com/e/network-after-work-las-angeles-at-the-den-on-sunset-tickets-328175330247?aff=ebdssbdestsearch	Expect to meet: <ul style="list-style-type: none"> Marketing / Advertising IT Finance Hospitality Media Retail/Consumer Goods AND MORE!
Facebook Group	Small Businesses Network in the US	Free to join	https://www.facebook.com/groups/266976407747527	
Facebook Group	Entrepreneurs of the World	Free to join	https://www.facebook.com/groups/631894997726040	
Facebook group	Direct Sales Networking, Promoting, Recruiting, and Events	Free to join	https://www.facebook.com/groups/380230202136605	
The Guide to Black Owned Businesses in LA			https://www.discoverslosangeles.com/visit/the-guide-to-black-owned-businesses-in-la	Great website of black owned businesses sorted into groups like bookstores and museums
AAPI Businesses to Support in LA			https://dola.com/aapi-businesses-to-support-in-la	Website of LA based AAPI owned businesses
Our list of over 80 women-owned businesses in L.A. From plants to clothes to architecture			https://www.latimes.com/lifestyle/story/2021-03-03/women-led-la-businesses-international-womens-day-2021	Female owned businesses in LA from artists to gardeners to fashion designers



Research

The image features the word "Research" in a white, elegant, cursive script font, centered on a solid blue background. The text is framed by a decorative floral graphic composed of several light pink, teardrop-shaped petals arranged in a symmetrical, fan-like pattern above and below the word.

Design Research

What I learned:

Think about your discovery goals and anti-goals

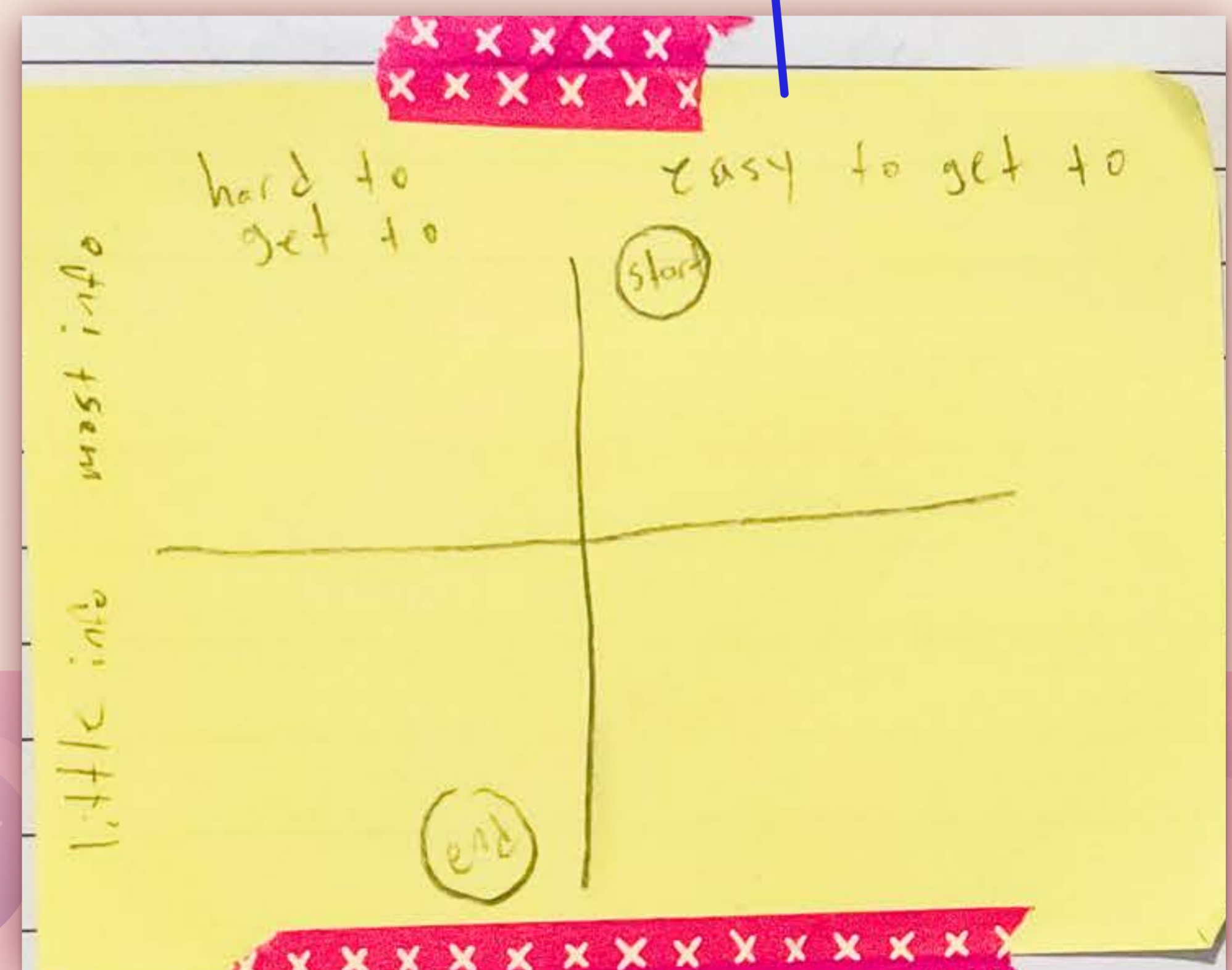
- What should we research?
- What shouldn't we research?

It is good to work with another person because you may get insight to questions that you had not thought of yet or you didn't think you needed to know.

Document your process so you can go back and use the process again in future projects. This will make your business more consistent.

If you have a process in place, when the next set of team members come in they have steps to follow to keep integrity in work

Simple chart to figure out who you should talk to first when researching



Design Research

Desk research vs. field research

What I learned:

Desk research is any research you do that is not talking to a user. It is researching things others have already done research on. You are essentially at your desk reading articles, books, listening to podcasts, and other resources like these.

When setting time up for analysis of audio, set at least double the amount of time the actual audio is. For example, you should analyze 8 hours of interviews for at least 16 hours. This gives you time to take notes, annotate, and rewind if necessary. You always want to have extra time so you can deeply understand the content.

Bad research question for a usability test

Is the current product usable?

 vague

Good research question for a usability test

Which obstacles prevent travellers from reserving a room on the current site?

Coding a Transcript

How we code a transcript

What I learned:

Listening to the recording first is very helpful when it comes to understanding the transcript. This is because the way humans talk is very different than how we read, so it is hard to follow along with a transcript if you have no prior knowledge.

When we code we are looking for three things:

- Goals-outcome/what they can achieve
- Behaviors-what are their daily tasks
- Pain points-what causes more stress or issues

We look for these because these are possibly problems we can solve and tasks we can make easier

We do not code tiny details such as emotion and frequency because these change from person to person

Formatting a transcript is super helpful to your coworkers when they need to read through it. It makes the reading much easier to understand and more pleasing to the eye

Hallway test

“You will find it easier if you ask yourself, ‘What is this person really trying to do?’ Get at the *root task*.”

Affinity Mapping

What I learned:

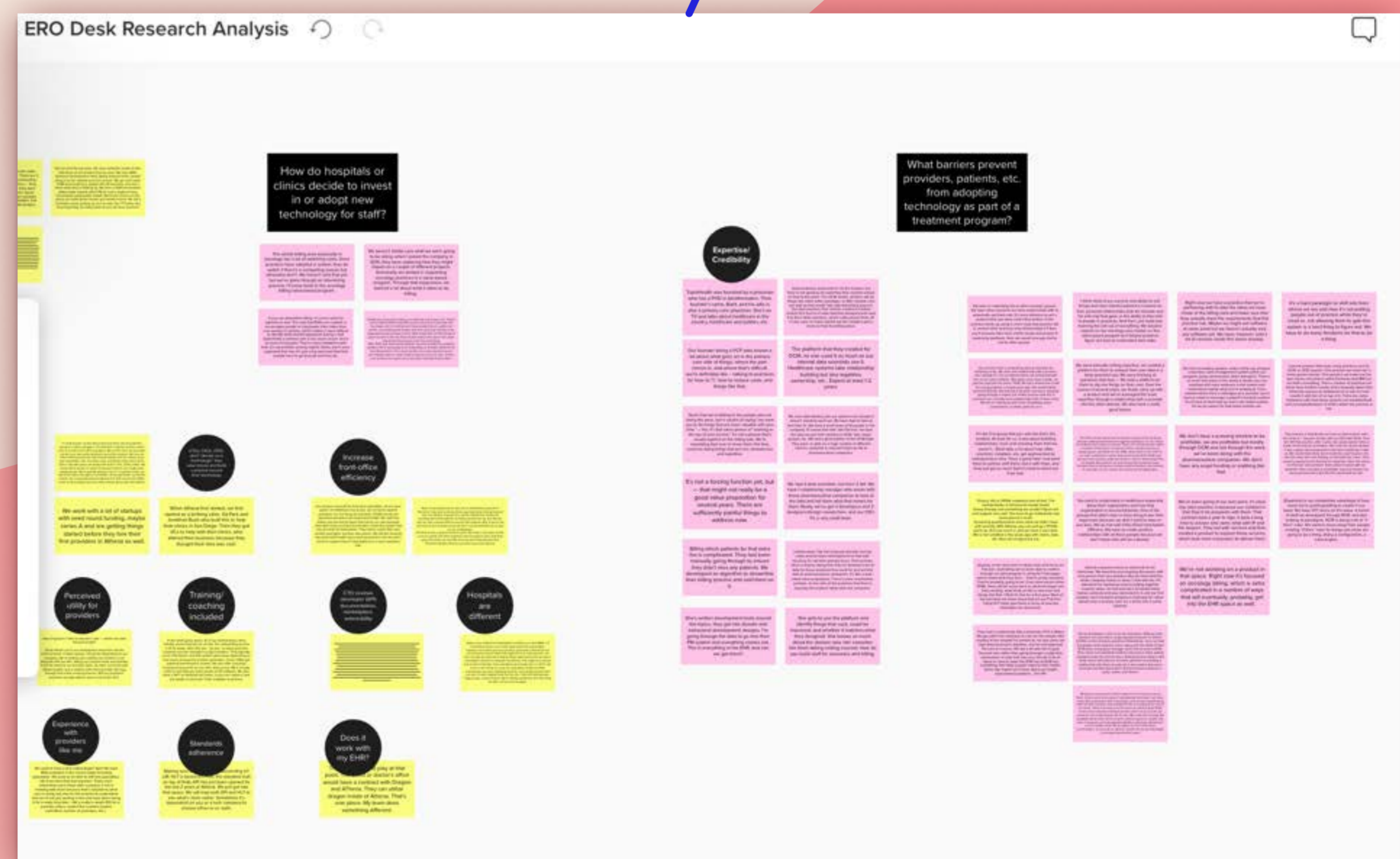
After completing your desk research(reading/listening), look for why people need your product and why it will be hard for your product to exist

Break up this information even further by sorting barriers into smaller parts such as usability or cost

It is valuable to analyze the desk research because you can come to conclusions when you put all of your learnings together

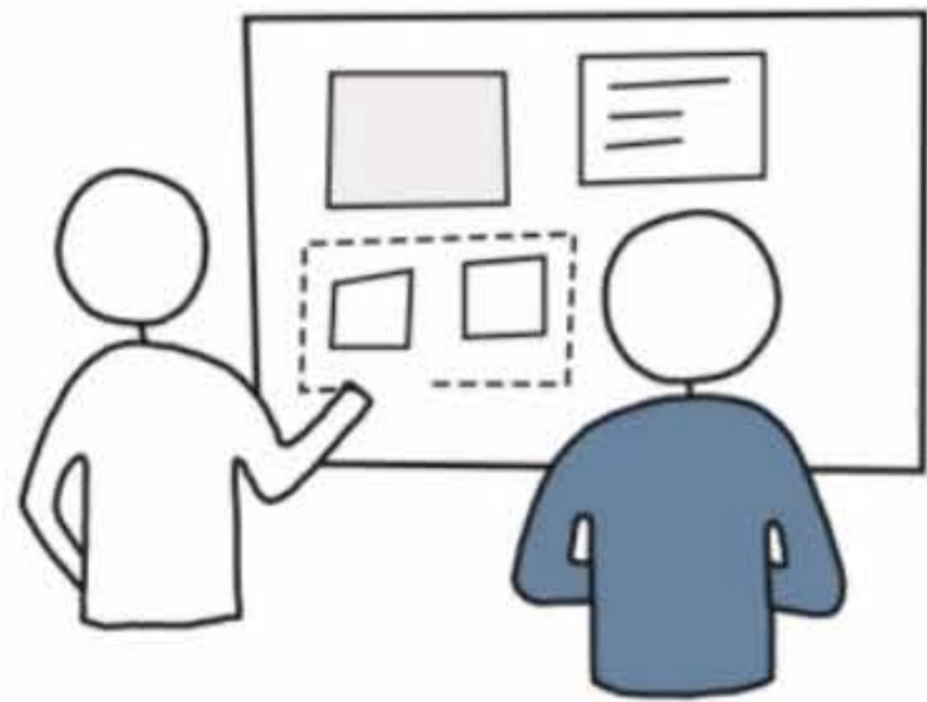
It also helps to go through the research with other teammembers, because they have picked something up that you didn't

ERO affinity mapping



Affinity Mapping

Affinity mapping/
sorting strategy we
used for research
analysis



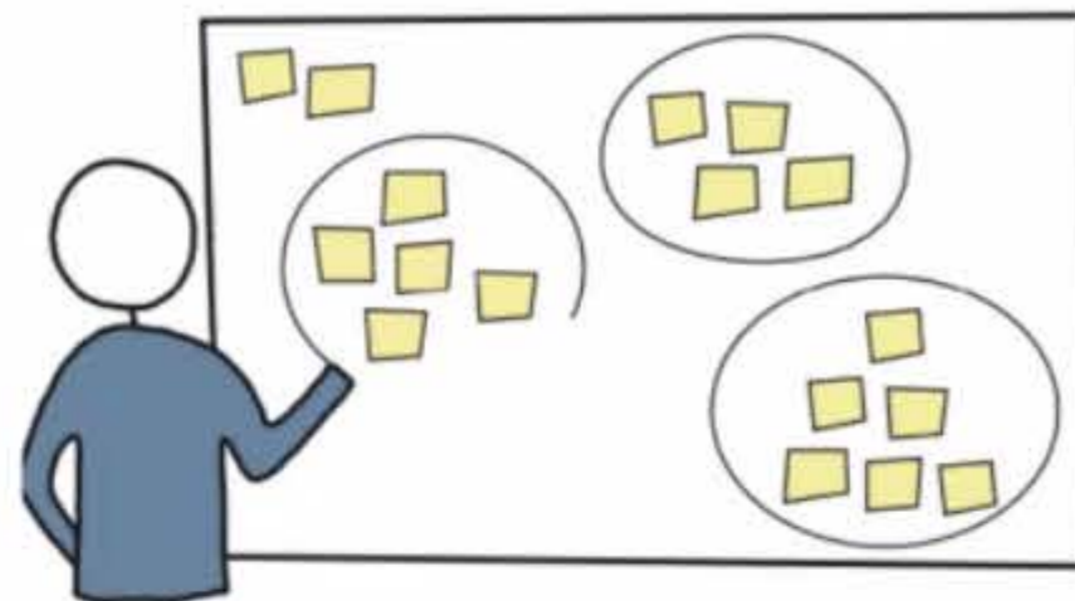
Get familiar with your data. Read through the transcripts a few times.



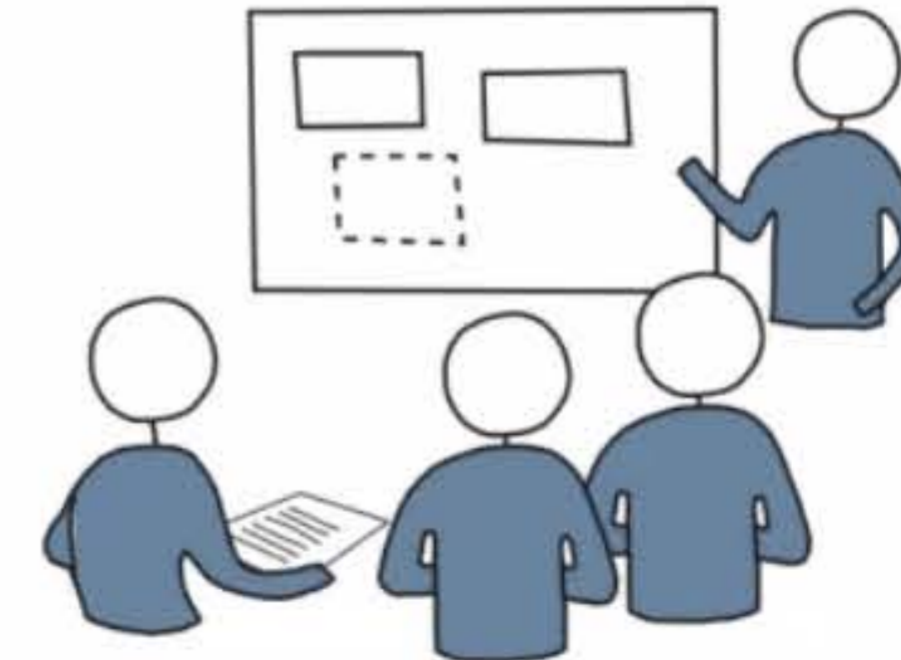
Identify significant observations:
“What happened?”



Now, interpret the data:
“Why did it happen?”




Use affinity sorting to identify and cluster the themes in your research.



Develop a description. Summarize your data so the team can act on it.

You'll do this by conducting an analysis on the wall: Invite your team to manually “pick through” the the data to identify most important patterns.



Story Time

One day this summer, my mom took my sister to the doctor. She decided that she didn't get enough information from this doctor and wanted to take my sister to a more credible doctor in town. My mom wanted more answers from the doctor. I asked my mom, "What information are you looking to get out of this new appointment? What are you hoping to learn?" I realized in that moment that this question was like a design research question. When you are creating user interviews, you want to think about the information you are hoping to get from the user and create questions that will get you those answers. Throughout this program, I have started to think differently about research. I now think ahead instead of in the moment.



Brand & Identity



Attributes

I asked my friends and family for words that best describe me. I used a few of them for my brand attributes.

Creating attributes is important because they represent the way you want your audience to perceive you.

Attributes

Persistent

Bright*

Curious

Punctual

Orderly

Loving

Leader

Go getter

Strong

Smart

Innovative

Dedicated

Hardworking

Creative

Diligent

Practical

Inspiring

Finding Inspiration

I collected many pictures that inspired me and what I want my brand to be like. I used sites like Pinterest, Design Inspiration, Dribbble, and Behance



Mood Board

Pink is associated with nurturing (caregiver)

Contrast of light on dark

Blue is also associated with art

Blue is associated with logic and trust

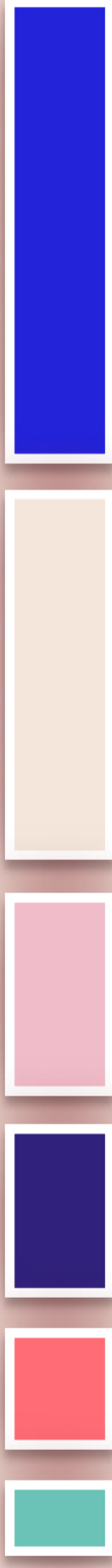
Bright color paired with beige to bring contrast and relax the eyes

Pink is associated with femininity



Orderly

Curiosity



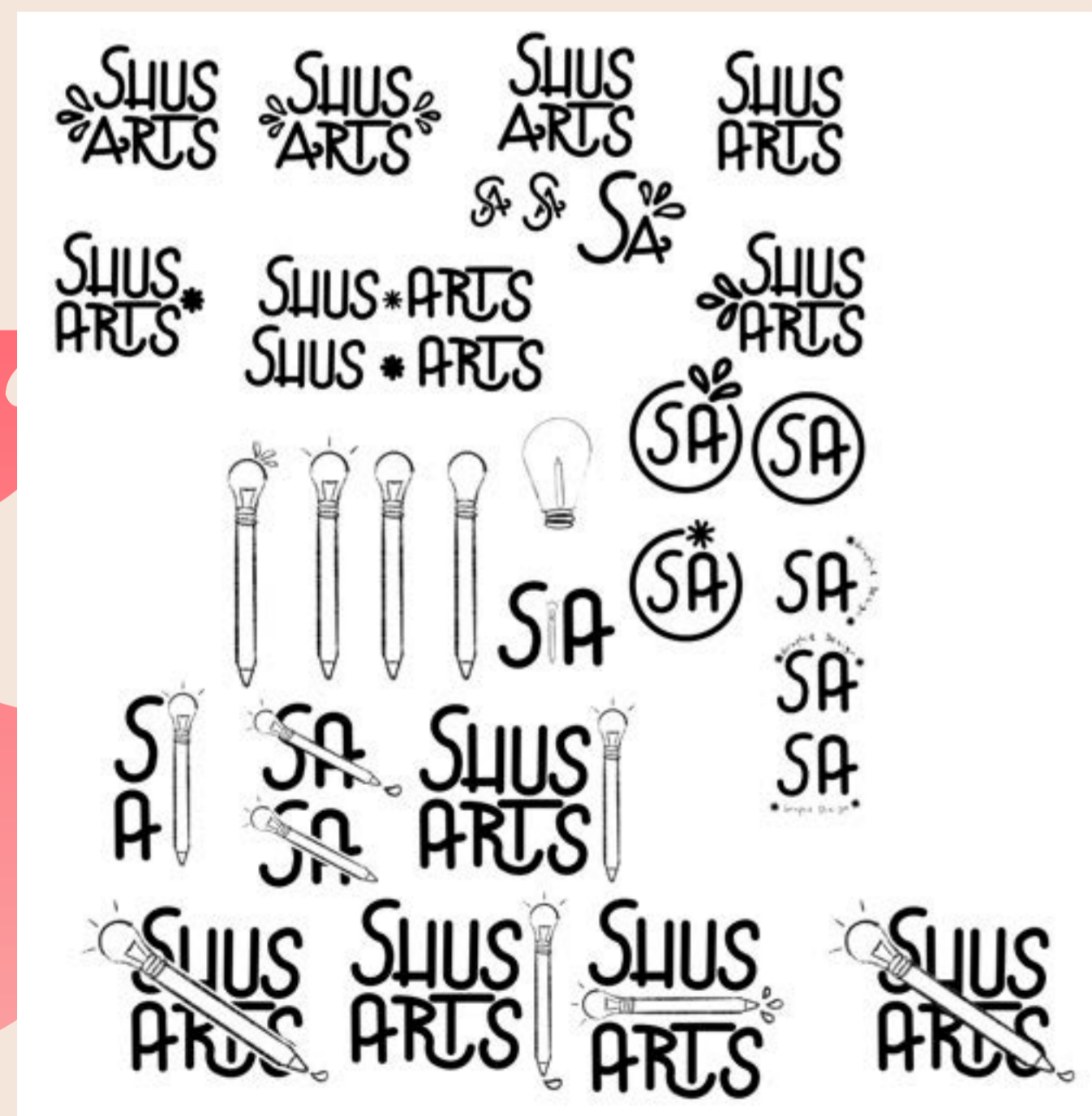
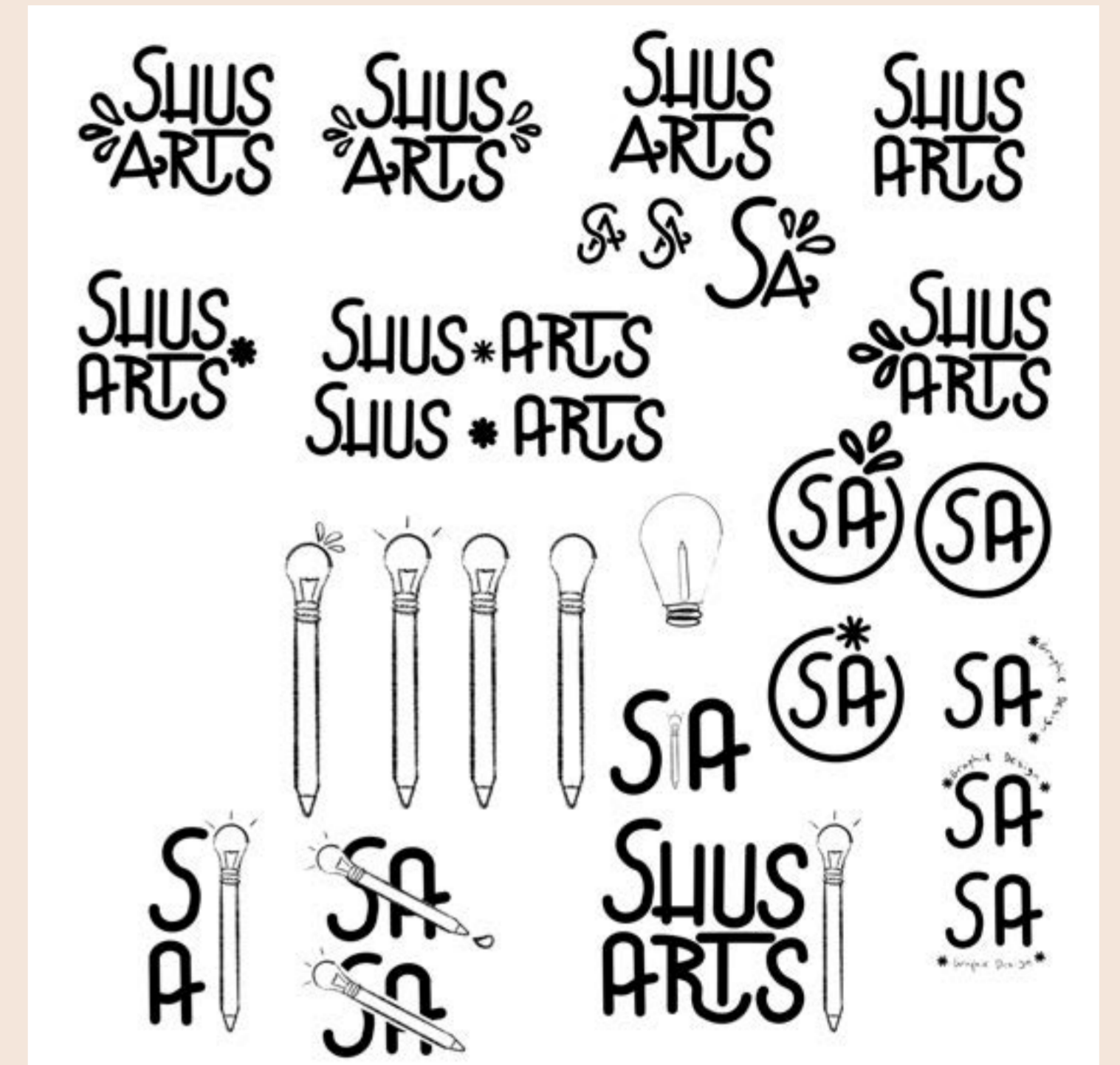
Attributes

Bright~Orderly~Curious

Archetypes

Hero~Creator~Caregiver

Logo Sketches



“The only constant is change”

In Summary

My key takeaways:

Social media was in my wheelhouse already and felt that I was able to flex my skills and really help in that department

I was more talented than I previously thought. It was a confidence booster and inspired to keep the energy going.

Challenges:

Biggest challenge was pushing through critiques and making iterations on interations.

Resources

- (UI/UX) <https://developer.apple.com/design/human-interface-guidelines/guidelines/overview/>
- (UI/UX) <https://m3.material.io/>
- (UI/UX) Flaticon

- (Branding) Brand deck of cards
- (Branding) <https://www.figma.com/exit?url=https%3A%2F%2Fwww.canva.com%2Flogos%2Fcolor-psychology-the-logo-color-tricks-used-by-top-companies%2F>
- (Branding) <https://www.figma.com/exit?url=https%3A%2F%2Fwww.canva.com%2Flearn%2Fcolor-meanings-symbolism%2F>

- (Inspiration) <https://www.instagram.com/rowanmade/?hl=en>
- (Inspiration) Muzli for google

Resources

- (Fonts) https://www.youworkforthem.com/?gclid=CjwKCAjw7SWBhAnEiwAx8ZLargDX-7LlNKdk-BAMlcFi94wMQVAE8YXh58Hq_BocDcmoQ7iysnR4hoCe1AQA_vD_BwE
- (Fonts) <https://www.fontsquirrel.com/>
- (Organization) <https://coda.io/docs>
- (Organization) Trello
- (Social Media) Socialbee.io
- (Research) Strategyzer.com
- (Type Terms) <https://ellenlupton.com/Thinking-with-Type>
- (Accessibility) <https://www.getstark.co/>