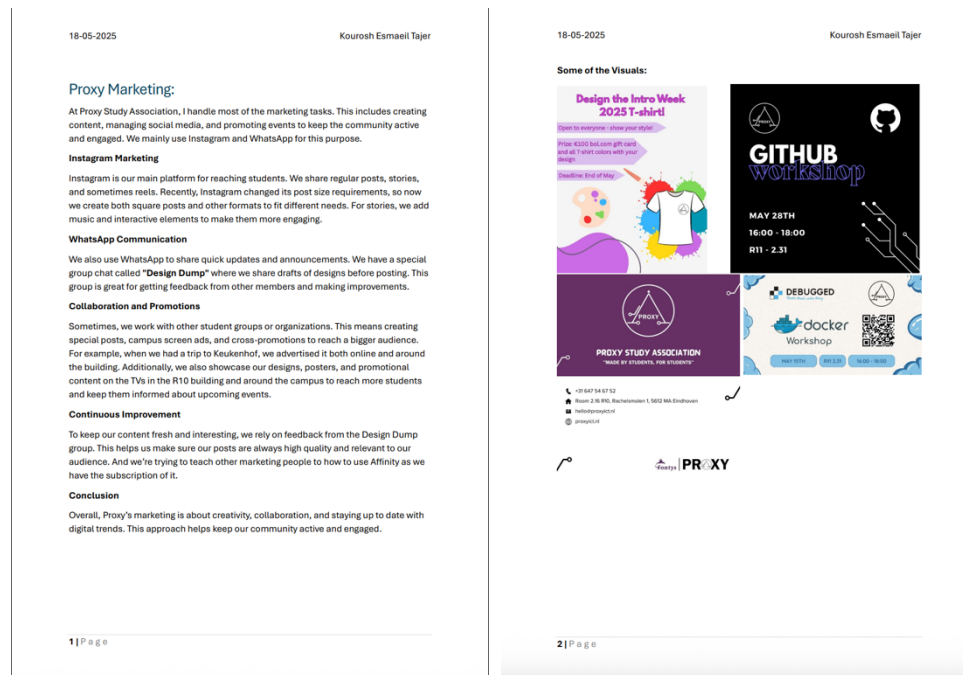


LO3 Documentation:

I created documentation for LO3 to show my iterations on different products like code and design. At first, the document wasn't well-structured, making it hard for others to understand, or it was not presented in a proper way. So I improved it to clearly show the progress and changes.

Initial version: (Example of one of the documents that was not the proper way to do it, or not relevant to LO3.)



Feedback:

	4 pts Advanced	3 pts Proficient	2 pts Beginning	1 pts Orienting	0 pts Undefined	
© LO3 - Creative iterations view longer description threshold: 3	<div> <div>Comments</div> <div> <p>Most of the content you show here is not an example of an iterative progression of your work. You document the process and show versions of your work – but to properly document an iteration, you need to:</p> <ul style="list-style-type: none"> Show the initial version Test and gather actionable feedback Show the adjusted version Document the changes you made and why Validate one more time to ensure you actually solved the issue and didn't create new ones Until you validate, you're working on the assumption that your solution is correct. </div> </div>					1 / 4 pts

Most of the work didn't clearly show the iteration process, such as applying feedback and comparing before and after.

What I plan to do:

To document my iterations clearly, I'll show the initial version, gather feedback, and then present the adjusted version. I'll explain the changes made and why, and finally validate to make sure the issue is truly solved, and no new problems were created.

Here's how I'll do it:

- Show before and after versions
- Link feedback to changes
- Explain update decisions
- Test again to confirm improvements

Iteration 1:


31-01-2025

Kourosh Esmaeil Tajer

Efteling Trip Poster:

I made this poster for the Efteling Trip that we have for Intro week, so we can invite teachers and employees of Fontys ICT.

Iteration 1:




Feedback:

I feel like the top of the poster looks too crowded, while the bottom feels too empty. It might be better to place the two association logos closer together and move the date text to a different spot.

31-01-2025

Kourosh Esmaeil Tajer

Iteration 2:



What have I changed?

I placed the two logos side by side and centred them, then moved the date text to the bottom for better layout balance.


Feedback:

The background transparency is a bit too strong, so it would be better to reduce it slightly. Also, the "Efteling Day" text could be made less harsh on the eyes.

31-01-2025

Kourosh Esmaeil Tajer

Iteration 3:



What have I changed?

I updated the background image to ensure better colour contrast, so all elements are now easier to see and read.

Feedback:

I think this poster overall looks fine, and everything suits the best.

Reflection:

After eight iterations and gathering feedback from others, people responded positively to the poster. They found it clear and easy to understand. The feedback wasn't only about the design but also focused on the content, making sure the information was clear and useful for the viewer.

What have I changed?

I've updated the document — instead of just explaining what I've done, it now clearly shows each step and all the iterations, with more detail and context.

Feedback:

Checkpoint 14 Feedback Portfolio Josh 11-06-2025



Esmaeil Tajer, Kourosh K. 3 days ago

Today, I had a conversation with Josh regarding my documentation of the different iterations. He mentioned that it's almost there and I can proceed with it, but there are still a few improvements needed to make it 100%.

One key point he raised was that while I've documented the feedback I received on my design, I also need to explain what I plan to do with that feedback. It would strengthen the documentation if I describe how I'm going to implement the useful feedback, and also justified why certain feedback may not be acted upon, explaining why it's not relevant or useful in some cases.

Another helpful tip Josh shared was to not only iterate on the design but also on other aspects, such as code and functionality. This would show a more well-rounded iterative process.

Overall, the structure of my documentation is good, but with these adjustments, it will be much more complete.



Describe what goes well according to your teacher, what you should pay more attention to and what is your next step to achieve the learning outcomes...

Post feedback

I received feedback that the design I presented as the “first iteration” was my initial design. To make it clearer, I need to label this version as the initial version and only start using the term “iteration” after I’ve implemented changes based on the first round of feedback.

What I plan to do:

After presenting the initial version, I plan to include a short section after each feedback round titled “What I’m planning to do”. This helps clarify my direction before moving into the next design or version. The process will be:

- Show the initial version.
- Gather feedback from users, teachers, or peers.
- Add a section: “What I’m planning to do”, based on the feedback.
- Start the iteration process, making necessary changes if the feedback was valuable.
- Document the changes, explaining:
 - What was changed?
 - Why was it changed?
 - How does it improve the design or product?

Repeat this process until the solution is validated and no major issues remain.

Iteration 2:


31-05-2025

Kourosh Esmaeil Tajer

Efteling Trip Poster:

I made this poster for the Efteling Trip that we have for Intro week, so we can invite teachers and employees of Fongus ICT.

Initial version:



Feedback:

I feel like the top of the poster looks too crowded, while the bottom feels too empty. It might be better to place the two association logos closer together and move the date text to a different spot.

What I plan to do:


I've moved the white block from the top to the bottom of the poster and adjusted the association logos so they're positioned closer together for a more cohesive look.

- Moved the white block from the top to the bottom of the poster
- Placed the association logos closer together

31-05-2025

Kourosh Esmaeil Tajer

Iteration 1:



What have I changed?

I placed the two logos side by side and centred them, then moved the date text to the bottom for better layout balance.

Feedback:

The background transparency is a bit too strong, so it would be better to reduce it slightly. Also, the "Efteling Day" text could be made less harsh on the eyes.

What I plan to do:


I've adjusted the opacity and transparency of the background to make it less intense. This way, both the background image and the text are now more visible and easier to read.

- Reduced the opacity of the background layer
- Increased transparency to create a softer effect
- Improved the visibility of both the background image and the text
- Made the text easier to read against the background

31-05-2025

Kourosh Esmaeil Tajer

Iteration 6:



What have I changed?

I updated the background image to ensure better colour contrast, so all elements are now easier to see and read.

Feedback:

I think this poster overall looks fine, and everything suits the best.

Reflection:

After six iterations and gathering feedback from others, people responded positively to the poster. They found it clear and easy to understand. The feedback wasn't only about the design but also focused on the content, making sure the information was clear and useful for the viewer.

What have I changed?

I've updated the document to include the initial version, outlined the changes I made, and started the iteration process after presenting the first design.

Feedback:

Checkpoint 16 LO3 feedback - Medhat 12-06-2025



Esmaeil Tajer, Kourosh K. 2 days ago

Today, I showed Medhat the documentation I had created for different iterations. He told me that this version is correct and looks quite good overall. As a tip, he suggested I also include the start and end points visible in the design, such as visuals or key elements, to better show the development process at the end of the document.

I also asked him for feedback on an earlier documentation version he had assessed, where he mentioned that it wasn't structured the right way. He advised me to document the process differently, using clear steps. I then asked if I could use this shift in documentation style as part of my iteration process, to show how my work changed based on feedback. He said that's a smart move and encouraged me to go for it, if I can include it effectively and add it to my LO3.



Describe what goes well according to your teacher, what you should pay more attention to and what is your next step to achieve the learning outcomes...

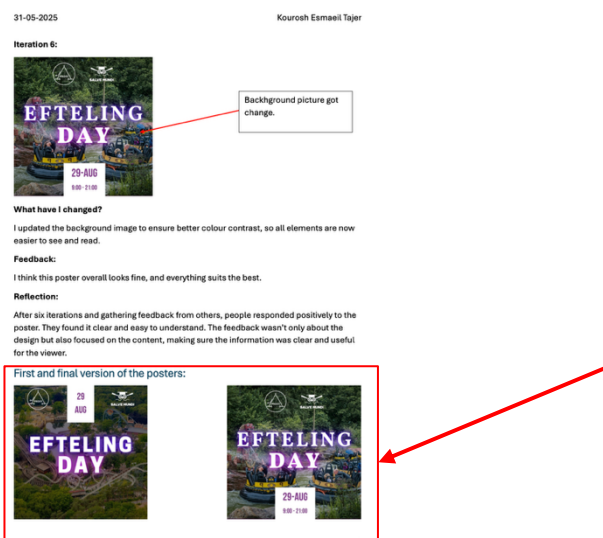
Post feedback

What I plan to do:

To make the iteration process more understandable and professional, I plan to add the following at the end of the document:

- The initial version of the product, before any feedback was applied.
- The final version after several rounds of feedback and improvements.

Iteration 3:



What have I changed?

I've added both the initial design and the final iteration to clearly show the starting point and the end result, along with all the changes made throughout the process.

Feedback:

The document is well-structured and effectively presents the different iterations, clearly explaining each step.

Reflection:

After receiving feedback several times, I've learned how to properly document my process and show different iterations. Now, I can present my work in a clear way so that everyone can easily understand the changes I've made.

First and final version of the document:

18-05-2025 Kourosh Esmaeil Tajer

Proxy Marketing:

At Proxy Study Association, I handle most of the marketing tasks. This includes creating content, managing social media, and promoting events to keep the community active and engaged. We mainly use Instagram and WhatsApp for this purpose.

Instagram Marketing

Instagram is our main platform for reaching students. We share regular posts, stories, and sometimes reels. Recently, Instagram changed its post size requirements, so now we create both square posts and other formats to fit different needs. For stories, we add music and interactive elements to make them more engaging.

WhatsApp Communication

We also use WhatsApp to share quick updates and announcements. We have a special group chat called "Design Dump" where we share drafts of designs before posting. This group is great for getting feedback from other members and making improvements.

Collaboration and Promotions

Sometimes, we work with other student groups or organizations. This means creating special posts, campus screen ads, and cross-promotions to reach a bigger audience. For example, when we had a trip to Kuskenhof, we advertised it both online and around the building. Additionally, we also showcase our designs, posters, and promotional content on the TVs in the R10 building and around the campus to reach more students and keep them informed about upcoming events.

Continuous Improvement

To keep our content fresh and interesting, we rely on feedback from the Design Dump group. This helps us make sure our posts are always high-quality and relevant to our audience. And we're trying to teach other marketing people to how to use Affinity as we have the subscription of it.

Conclusion

Overall, Proxy's marketing is about creativity, collaboration, and staying up to date with digital trends. This approach helps keep our community active and engaged.

1 | Page

18-05-2025 Kourosh Esmaeil Tajer

Some of the Visuals:

2 | Page

31-05-2025 Kourosh Esmaeil Tajer

Efteling Trip Poster:

I made this poster for the Efteling Trip that we have for Intro week, so we can invite teachers and employees of Fontys ICT.

Initial version:

Feedback:

I feel like the top of the poster looks too crowded, while the bottom feels too empty. It might be better to place the two-association logos closer together and move the date text to a different spot.

What I plan to do:

I've moved the white block from the top to the bottom of the poster and adjusted the association logos so they're positioned closer together for a more cohesive look.

- Moved the white block from the top to the bottom of the poster
- Placed the association logos closer together

1

31-05-2025 Kourosh Esmaeil Tajer

Iteration 6:

What have I changed?

I updated the background image to ensure better colour contrast, so all elements are now easier to see and read.

Feedback:

I think this poster overall looks fine, and everything suits the best.

Reflection:

After six iterations and gathering feedback from others, people responded positively to the poster. They found it clear and easy to understand. The feedback wasn't only about the design but also focused on the content, making sure the information was clear and useful for the viewer.

First and final version of the posters:

7