Will Baker (F427608)
25ACA145 - Branding and Strategy

Research: Primary

Some reportage drawings I did in Leicester

Over Easter, and again halfway through the module, I visited Leicester to conduct some research on some of the different districts. I had decided previously that I wanted to focus on the Town Hall Fountain. It has a lot of distinctly recognisable features and landmarks, such as the fountain, the main clock tower, the surrounding gargoyles as well as the war memorial.

I took photographs to some of these landmarks, as well as conducting some reportage drawing of people and how they interacted with the space.

I also took some notes on what people were doing, as well as asking some quick questions about what they were doing.

"I just come here to chill really, its nice and quiet for being in the middle of town." - Young man sitting on a bench

Photos I took across 2 different trips to Leicester

Research: Secondary

History
Leicester used the medieval Guildhall as the town hall right up until the 1870s. However it was no longer adequate to support Leicester's rapid growth. Instead, a new site was chosen, and a competition was held to design it. Frances J. Hames won the commission with his modern Queen Anne style design and it was opened in 1876 (top right image).

Hames also designed the square outside, with the fountain being a gift of Alderman Israel Hart. Interestingly, theres a copy of the fountain in Porto, Portugal (top middle image).

Existing Events
Many different events take place throughout the year at the fountain. For example, last year the council ran a playday with many traditional games such as skipping and hulahooping, aiming to promote the Ready, Set, Read programme. As well as this, at Christmas the council decorates the fountain and surrounding park with £38,000 worth of lights.

This shows that the square is a lively and important part of Leicester, with a strong connection to both its history and its local community. The architecture and its long-standing importance make it attractive to a mix of people, including history lovers, tourists, and local families. Events like the playdays are clearly aimed at children and parents, while the Christmas lights and historical features tend to draw in older visitors. Because it appeals to such a wide range of people, the square has real potential to keep bringing the community together through cultural and social events.
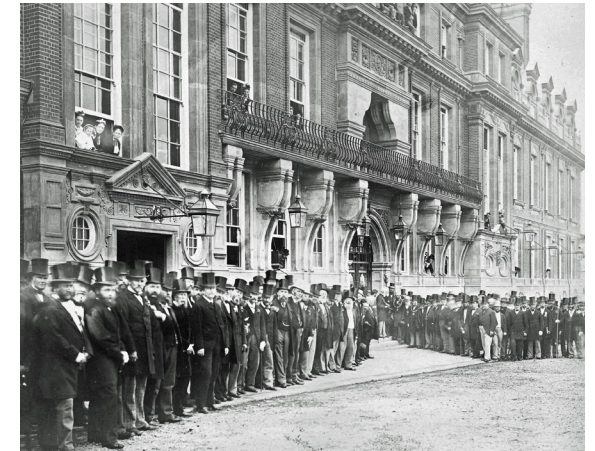
Photographs taken from a variety of sources included in Bibliography

Research: Place Branding

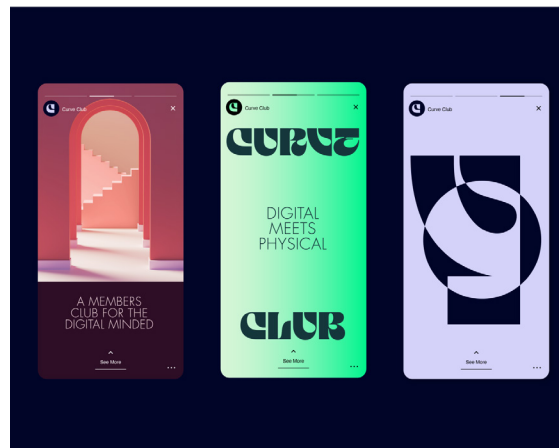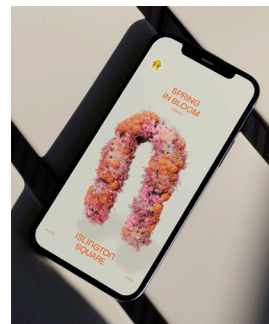A collection of images all from creativeboom.com featuring various place branding examples
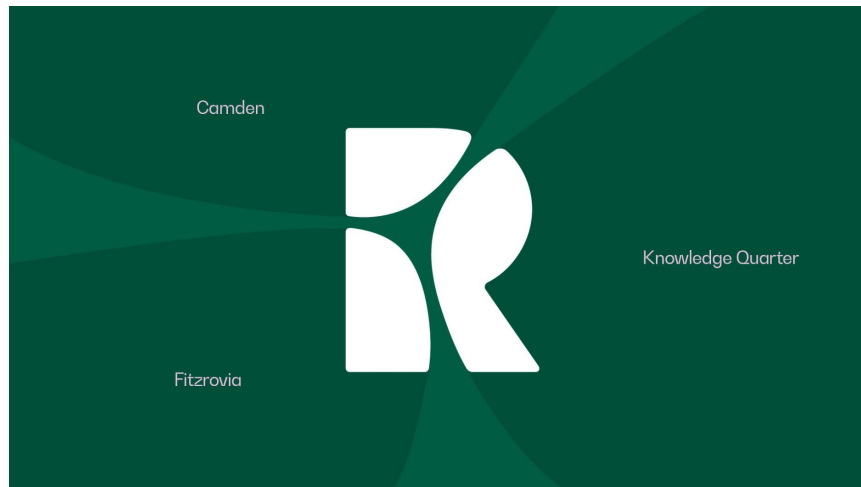
I also conducted some preliminary research into what place branding looks like. On the left are branding projects for: Norfolk Coast, Regent's Place, Islington Square and Shoreditch-based Curve Club.

They all use a minimal colour palette, using colours that specifically relate to their location. For example, Norfolk coast use primarily greens due to the vast expanses of hilly landscapes, giving a clear indication of what a potential user could expect.

Furthermore, they all make use of a very minimalist logo/icon. Whilst this is partly due to current design trends, it also serves a different purpose. The simple shapes allow them to replace the insides with photos or patterns, a technique known as framing. This makes it easy for them to create different styles of branding for every occasion, without needing an expansive design budget. Islington Square use a similar technique with their U mark. However they instead use satisfying 3D effects and animations.

I really like how much each of these projects have prioritised visual consistency over everything else. The end result is a clear identity that feels true to each place. It builds recognition while staying flexible enough to adapt across different formats. These projects show how strong visuals can reflect a location's character and what it stands for without over complicating things.

Research: User Personas

Researching Personas

Before creating my persona, I first conducted some research into what they're used for, what information they need and how to present them.

A persona is a fictional character that has been created to represent a larger target audience, and is often used to help guide design decisions, by giving you a clear sense of who you're designing for.

They often contain information such as income, a short bio, pain points, goals, behavioural patterns and likes/dislikes.

A collection of examples taken from a dozen eggs as well as justinmind.com

Making my Personas

Before jumping into designing the personas, I first conducted some research. I used the 2021 Leicester Census data to gather information such as age, work, education and occupation. I also used yougov.co.uk to help gauge more qualitative data such as hobbies, likes and dislikes, etc.

I decided to make 2 different personas. One would be a younger male and the other an older woman. This is because according to the census data, whilst there is a large number of 20-30 y/o, there is also a large number of 60+ in Leicester. Furthermore, these were the two main groups of people I noticed on my visit.

I made a small mind map for some of the personality traits I wanted my personas to have, helping me to plan and flesh out some of the more intricate details. I also asked ChatGPT to pretend to be each of my personas, allowing me to interview and ask it questions.

I then worked on creating the personas. I decided to use a 3 column layout as it suited the amount of information I was putting on it well.

I also added bars to help represent some of their common personality traits, as well as single word "tags" for their interests.

ChatGPT pretending to be my persona

Strategy: Stakeholder Maps

Researching Stakeholder Maps

Stakeholder maps are used to identify stakeholders, an individual person, group, organization or aspect that has a certain interest in or a relationship to a specific topic or business.

There are different levels of stakeholders, often represented by different rings around the location. They're sometimes called internal and external stakeholders, internal having a direct relationship with the company and external being an indirect relationship.

To help get to grips with making stakeholder maps, we created one for Digbeth (a neighbourhood in Birmingham) in groups.
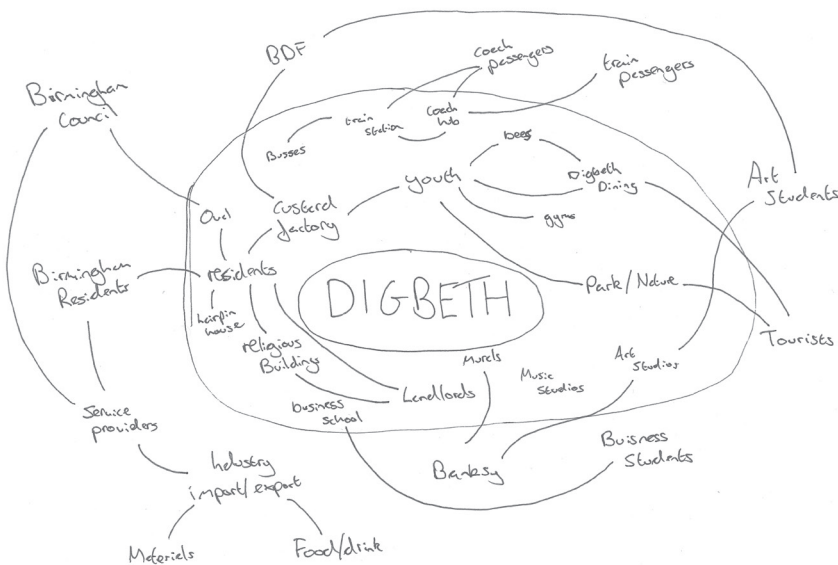
I also had a look at different ways to format stakeholder maps such as a matrix or venn diagram.
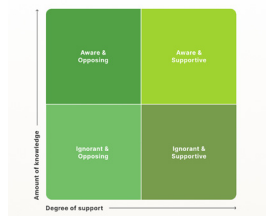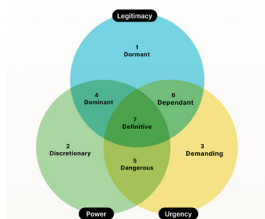
Making my Stakeholder Map

- ● Big relationship
- ● Medium relationship
- ● Small relationship
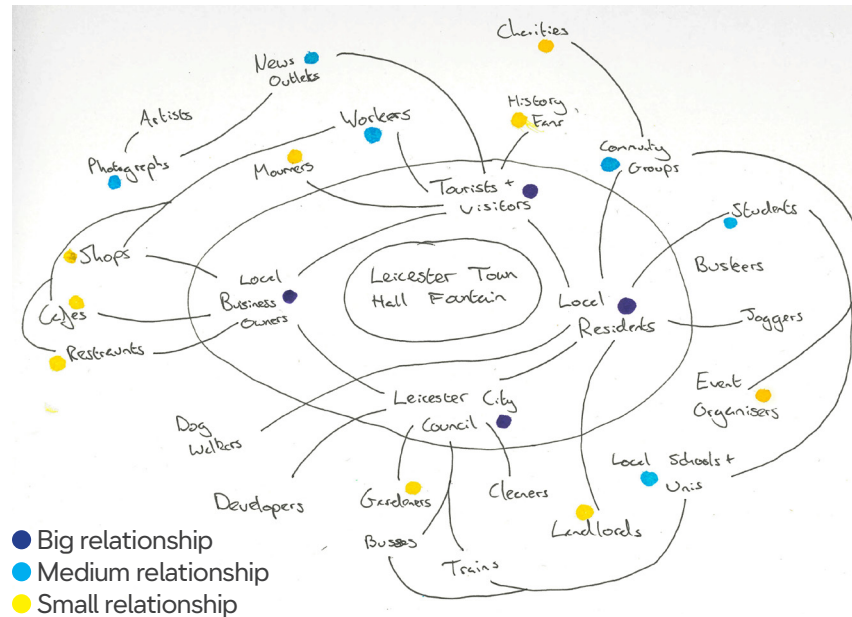
I first started by sketching/planning the stakeholder map on paper. Originally I split them into two levels of importance but later decided to use three instead.

I also colour coded the size of relationship between each entity.

I later decided to add symbols to represent what a particular entity provided the neighbourhood as well.

Initially I removed some of the connections to help with visual clutter, as well as not representing the size of the relationship, however this document is primarily to inform and so I later added them back in.
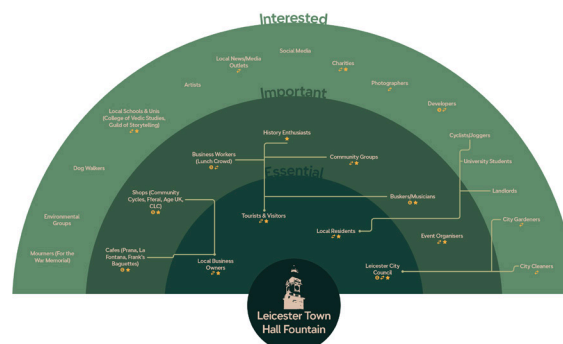
My initial version of the map
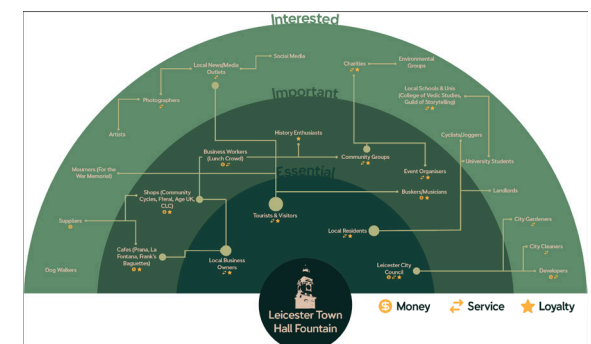
My final version of the map

Strategy: Personality, Archetype & Values

Brand Personality

ACA145 BRANDING AND STRATEGY Brand Personality
Where does your chosen neighbourhood's personality sit on this spectrum?

Loughborough University

necessity	○ ○ ○ ○ ○ ○ ○ ○ ● ○ ○ ○	luxury
expensive	○ ○ ○ ○ ○ ● ○ ○ ○ ○ ○ ○	cheap
formal	○ ○ ○ ● ○ ○ ○ ○ ○ ○ ○ ○	casual
exotic	○ ○ ○ ○ ○ ○ ○ ● ○ ○ ○	usual
aggressive	○ ○ ○ ○ ○ ○ ● ○ ○ ○ ○	discreet
low-tech	○ ○ ○ ● ○ ○ ○ ○ ○ ○ ○ ○	hi-tech
modern	○ ○ ○ ○ ○ ● ○ ○ ○ ○ ○	classic
quiet	● ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ ○	loud
simple	○ ○ ○ ○ ○ ● ○ ○ ○ ○ ○	complex
subdued	○ ○ ○ ○ ○ ○ ○ ○ ○ ○ ○	bright
raw	○ ○ ○ ○ ○ ○ ○ ○ ● ○ ○	refined

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Brand Archetype

My Brand's Archetype would be primarily Everyman but with parts of the Explorer. The Fountain is a friendly, inclusive hub for workers (Everyman) where people can refresh and recharge by stepping into a lively, inspiring spot (Explorer)

Ideation Task

ACA145 BRANDING AND STRATEGY Ideation Task
Use these prompts to generate multiple rough sketches from which you can develop ideas and starting points.

Brand Values

Refresh
A quick boost to recharge your day.

Timeless
Classic charm that never goes out of style.

Savvy
Smart, sharp, and effortlessly cool.

Inclusive
Everyone's welcome, every day.

Rooted
Grounded in nature and community green spaces.

Tone of Voice

ACA145 BRANDING AND STRATEGY Tone of Voice
Where does your chosen neighbourhood's tone sit on this spectrum?
Your tone of voice refers to how your brand communicates with your audience, which can include word choice, communication style, and emotional tone.

Loughborough University

List of Tone Words

| ☐ Authoritative | ☐ Caring | ☐ Cheerful | ☐ Coarse | ☐ Conservative | ☐ Conversational | ✔ Casual | ☐ Dry | ☐ Edgy | ☐ Enthusiastic | ☐ Formal | ☐ Frank | ☐ Friendly | ✔ Fun | ☐ Funny | ☐ Humorous | ✔ Informative | ☐ Irreverent | ✔ Matter-of-fact | ☐ Nostalgic | ☐ Passionate | ☐ Playful | ✔ Professional | ☐ Provocative | ☐ Quirky | ☐ Respectful | ☐ Romantic | ☐ Sarcastic | ☐ Serious | ☐ Smart | ☐ Snarky | ☐ Sympathetic | ✔ Trendy | ☐ Trustworthy | ☐ Unapologetic | ✔ Upbeat | ☐ Witty |

formal	○ ○ ● ○ ○ ○ ○ ○	casual
serious	○ ○ ○ ○ ● ○ ○ ○ ○	funny
respectful	○ ○ ● ○ ○ ○ ○ ○ ○	irreverent
matter-of-fact	○ ○ ○ ○ ○ ○ ○ ● ○ ○	enthusiastic
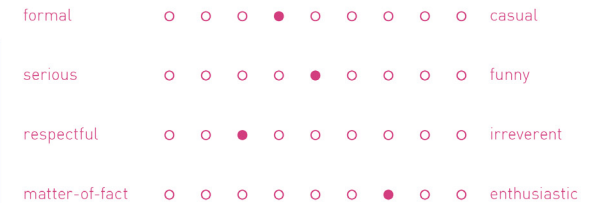
Formal vs casual
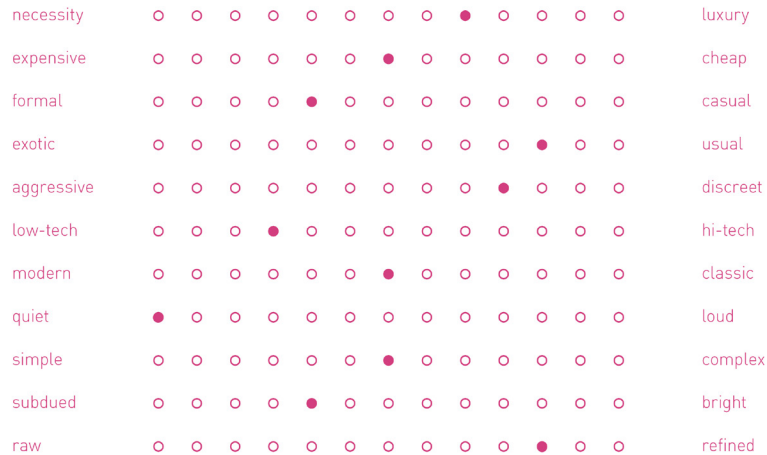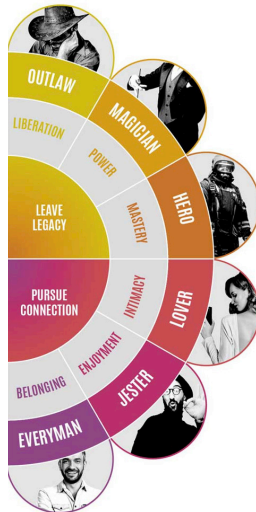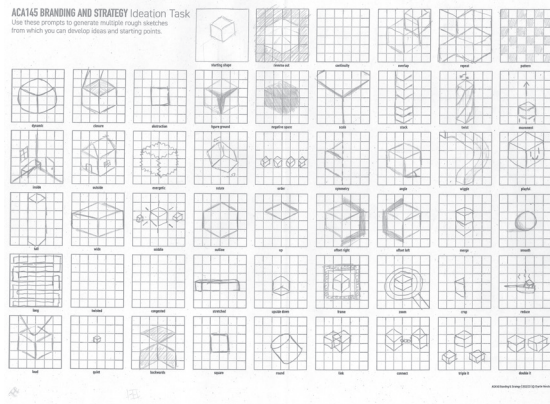Is the writing formal? Informal? Casual? (Note that casual and conversational are not necessarily synonymous, but they do often appear together.)

Serious vs funny
Is the writer trying to be humorous? Or is the subject approached in a serious way?

Respectful vs irreverent
Does the writer approach the subject in a respectful way? Or does she take an irreverent approach?

Matter-of-fact vs enthusiastic
Does the writer seem to be enthusiastic about the subject? Is the organization excited about the service or product, or the information it conveys? Or is the writing dry and matter-of-fact?

notes

For the Town Hall Fountain rebrand, I'm aiming for a vibe that's casual and fun, as I want to catch the attention of workers during their lunch break without sounding too stuffy. It's upbeat and trendy to keep things fresh and interesting, but still professional enough to show we know what we're talking about. It'll be straightforward and informative so people get what's going on without having to dig for info. I'm trying to make the fountain feel like a cool, easy spot to chill and recharge during a busy day.

https://www.nngroup.com/articles/tone-of-voice-dimensions

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Ideation: Moodboards & Concept Boards

Moodboards

Balanced Oasis

Public Domain Surrealism

Minimal Tesselations

Bold Typography

Rich Heritage

Pictured: My Moodboards, images taken from: Pentagram, Public Domain, Behance and Pinterest

Concept Board

ACA145 BRANDING AND STRATEGY
Concept Board Task GT1

NEIGHBOURHOOD
Leicester Town Hall Fountain

AUDIENCE/ PERSONA   Jake, B. & Margaret, M.
→ Helping people balance work/life
→ One of only a few greenspaces in the centre of Leicester
→ Aimed at people working on lunch breaks
→ Older Generation paying respect at war memorial
→ Architecture fans

CONCEPT ONE
INSIGHT & THEMES
The minimalist teselations give off a sense of professionalism, working well to draw in workers as its a style that's familiar to them. It would also work well to create different branding techniques/patterns out of different elements.
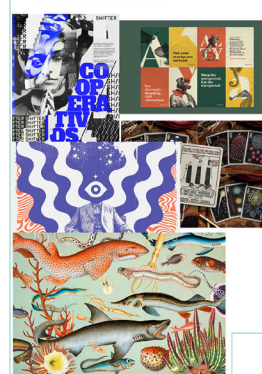
IDEA VISUALISATION

FEEDBACK
GOOD THINGS

THINGS TO WORK ON

CONCEPT TWO
INSIGHT & THEMES
The unexpected, dreamlike elements of the surrealism bring a playful twist to the familiar surroundings of the fountain. It invites workers to step outside the everyday, sparking imagination in their break.

IDEA VISUALISATION

FEEDBACK
GOOD THINGS

THINGS TO WORK ON

CONCEPT THREE
INSIGHT & THEMES
The bold typography and colours are very eyecatching and engaging. I really like the boolean cutting effect used by some and it works well to break up otherwise very repetitive titles/text.

IDEA VISUALISATION

FEEDBACK
GOOD THINGS

THINGS TO WORK ON

CONCEPT FOUR
INSIGHT & THEMES
The historical blueprint aesthetic would work well to appease architecture fans whilst also giving a sense of timelessness and professionalism.

IDEA VISUALISATION

FEEDBACK
GOOD THINGS

THINGS TO WORK ON

CONCEPT FIVE
INSIGHT & THEMES
The bold greens work well to promote the relaxing green space aspects of the fountain. It acts as an invitation to workers, offering a refreshing escape where they can unwind, recharge and reconnect with nature.

IDEA VISUALISATION

FEEDBACK
GOOD THINGS

THINGS TO WORK ON

Above is my concept board. Using images from my moodboards, I further developed and fleshed out my ideas for the visuals. I looked at what emotions would be invoked by the various designs, and if they worked to help promote the area. After some feedback, I decided to focus primarily on the 1st, 2nd and 5th concepts, but would combine pieces from the other concepts, such as the striking typography and very bold colours from the 3rd concept.

Ideation: Initial Sketches
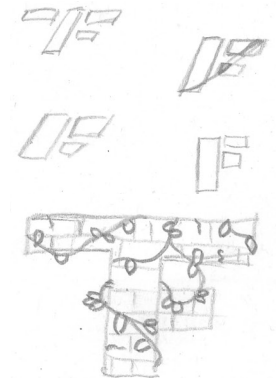
Attached here are some of my initial sketches/ideas for logos, wordmarks, etc.

A lot of ideas I had revolved around the gargoyles. I looked at both the front-on view as well as the side profile. I tried encasing it within a box as well as creating a hyper-minimalist one made out of 2 shapes.

I also spent a lot of time looking at monograms and different letter combinations. I even had the idea of a stylised version in the St Anne's sandstone brick style of the fountain.
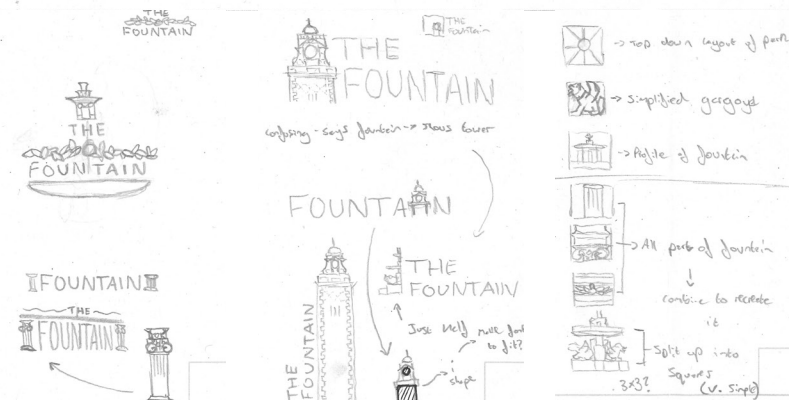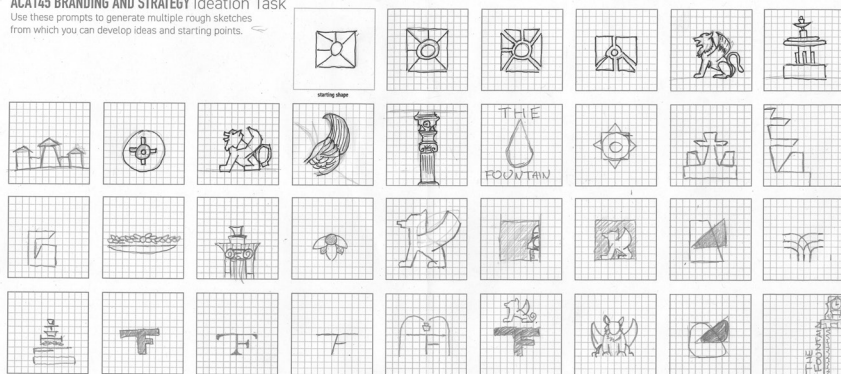
Ideation: More Sketches & Concept board

ACA145 BRANDING AND STRATEGY
2nd Group Tutorial Task

BRAND VALUES
1. Refresh
2. Timeless
3. Saavy
   Inclusive
   Rooted

TONE OF VOICE
Casual
Informative
Fun
Friendly
Trendy

AUDIENCE PERSONA
31 y/o graduate worker wanting a pleasant greenspace in the centre of Leicester for lunch/breaks from work

NEIGHBOURHOOD NAME
Town Hall Fountain

BRAND PERSONALITY (ARCHETYPE)
The Everyman
The Explorer

CONCEPT ONE
INSIGHT & THEMES

Gargoyle side profile logo, bold style with eyecatching colours

TOUCHPOINTS
Flag/Banner
Animated Social Advert
Signage

CONCEPT TWO
INSIGHT & THEMES

Monogram logo of TF (The Fountain) or THF (Town Hall Fountain). Stylised images (dithered/edges only etc)

TOUCHPOINTS
Mug/Flask
Sign
Instagram Story

IDEA VISUALISATION

IDEA VISUALISATION

FEEDBACK
GOOD THINGS

THINGS TO WORK ON
Typographic posters seem too much like a nightclub
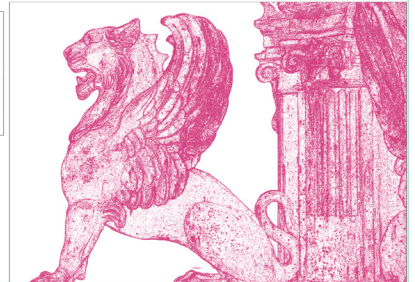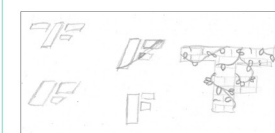
FEEDBACK
GOOD THINGS

THINGS TO WORK ON
Dont use THF monogram - too unclear

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Here are some more of my sketches where I continued to develop some more of my ideas. I've also included my 2nd concept board with some of my initial developments of the 2 concepts along with some feedback I received.

TOWN
HALL
FOUNTAIN

Ideation: Improving on some Ideas

Stain-Glass

I was inspired by some stain glass I briefly saw on the town hall and wanted to create a design based off of it. I made this quick sketch and digitised it in illustrator.

Images from www.storyofleicester.info

Whilst I liked the outcome, I struggled to see how I would create brand assets/ touch points based around it. As well as this, I worried about its recogniseability at small scales as there would be a significant amount of visual clutter from some of the details. It also didn't fit very well with any of my planned concepts.

Top-Down

Based off of these sketches, I came up with an idea of having 2 logos, one from top down and another from a side profile. It could then animate between the two in a seamless fashion. Part of the idea is that the X formed by the top-down gargoyles suggests that the Fountain is a natural meeting point, where different paths cross and anyone can stop by to recharge.
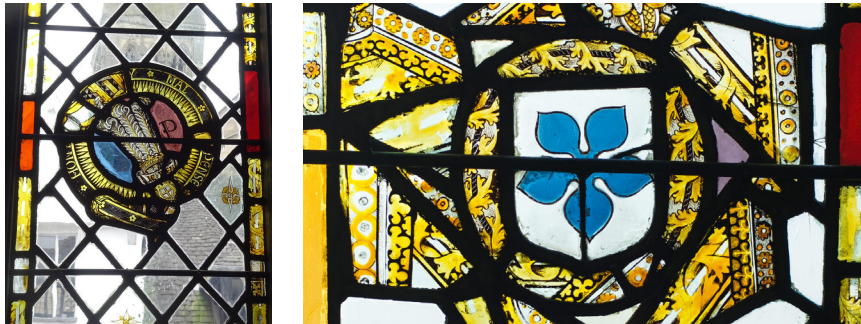
I started off by digitising the two sketches. I then made some adjustments to the top-down view to better match what it would actually look like.
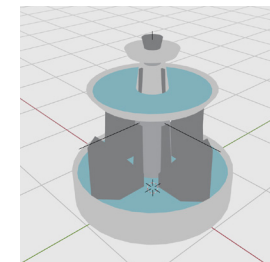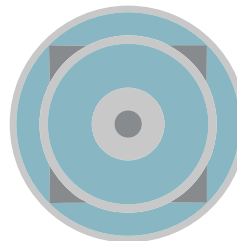
I then also added some details as it felt too minimalistic and you couldn't quite tell what it was. I also added some blue touches to breakup some of the gray and made it 3D

I ended up animating it as well (https://youtu. be/FDvNBbeK7EQ), but ended up ditching the design. It felt far too corporate and boring, something I wanted to avoid as my target demographic are trying to escape the office, and not be reminded of it everywhere they look.

Development: Concept 1

I then traced my drawing out on a grid in illustrator, ensuring all points were lined up correctly.

I then tweaked a lot of the points, adjusting proportions and changing his overall pose to appear more like the photo.
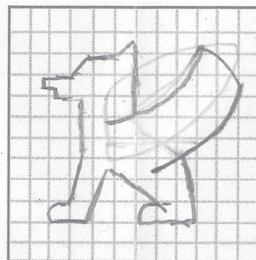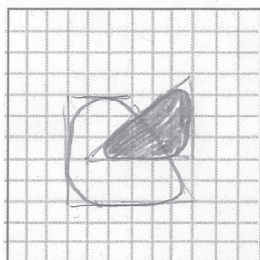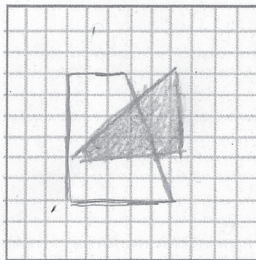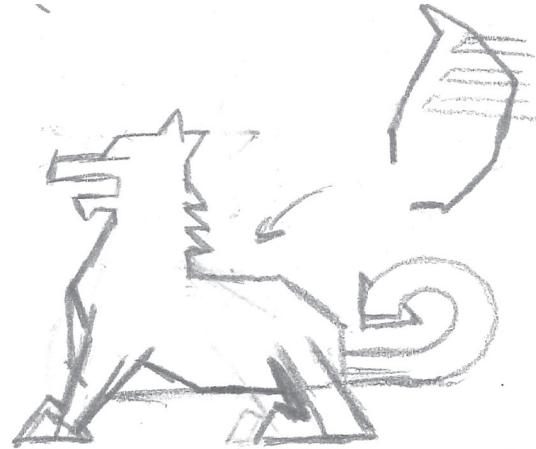
Since my first visit to the fountain, I knew I wanted to explore the distinct shape of the gargoyle. It's instantly synonymous with the fountain and surrounding area, and very recognisable. As well as this, its side profile is a very unique shape, helping it to stand out from other logos at a distance.

Using a picture I took in Leicester as reference, I then began drawing the side profile in varying different styles. I tried more realistic versions, as well as a very simple 2 shape silhouette. I was worried the more realistic ones would struggle at smaller scales, whilst the minimalist ones lost the iconic silhouette I was looking for.
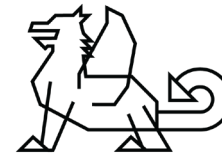
I settled on a middle ground of simplicity whilst still keeping the prominent figure. I chose to use distinct angled lines to help keep the logo easy to spot and remember, perfect for busy workers and visitors on the go.

I also filled in the paths and started playing with different ways to help differentiate between the limbs/ wing and body. My first idea was to use a simple consistent stroke but it felt inconsistent with the rest of the logo. I instead ended up using varied cutouts instead.

I initially planned to have the tail to be an arrow. The juxtaposition between the harsh lines of the body was to signify the transition from stressed to relaxed.

As well as this, the tail looks literally like a refresh icon, further emphasising this point. However, it interrupted the visual flow of the logo, and felt very disconnected, so I instead went with a more consistent version.

Development: Concept 1

Continued Development

I experimented with containing the logo within a polaroid-like shape, planning to use it to represent the memories being made at the fountain. However this made no sense for my planned demographic, so I scrapped it quite quick in favour of a more traditional wordmark combo.

I used 1/2 of the cap height for spacing between the logo and text, as well as for clear space around the entire wordmark as an easy metric to use at varying scales.
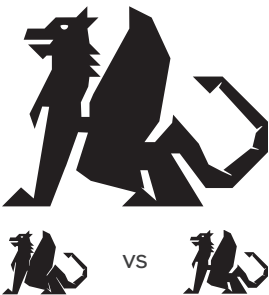

Wordmark 1st Variation

Wordmark 2nd Variation

I also created an optimised logo for smaller scales, as I found the details within the logo to be unnoticeable when I went to use it as a profile picture in my touch points.

vs

The only thing I changed was the width of the negative space elements to be more prominent.

Colours

Below are the colours I picked to use throughout the brand. They're based on things throughout the area of the fountain, such as the trees (green), the water (blue), the brickwork (orange) and the cherry tree (pink).

I then chose an appropriate background colour with enough contrast by decreasing the brightness and saturation, as well as adjusting the hue to be slightly colder.

Light Green
Hex: #a5d492
CMYK: 22%, 0%, 31%, 17%
RGB: 164, 211, 145

Dark Green
Hex: #044040
CMYK: 94%, 0%, 0%, 75%
RGB: 4, 63, 63

Light Orange
Hex: #f27252
CMYK: 0%, 53%, 66%, 5%
RGB: 243, 115, 82

Dark Orange
Hex: #402a24
CMYK: 0%, 34%, 43%, 75%
RGB: 65, 43, 37

Light Blue
Hex: #88cff2
CMYK: 44%, 15%, 0%, 5%
RGB: 134, 204, 241

Dark Blue
Hex: #142f40
CMYK: 68%, 27%, 0%, 75%
RGB: 20, 46, 63

Light Pink
Hex: #eba4c7
CMYK: 0%, 30%, 15%, 8%
RGB: 234, 164, 199

Purple
Hex: #3d1949
CMYK: 16%, 65%, 0%, 71%
RGB: 62, 26, 74

Off White
Hex: #e8e1d3
CMYK: 0%, 3%, 9%, 9%
RGB: 232, 226, 210

Nearly Black
Hex: #404040
CMYK: 0%, 0%, 0%, 75%
RGB: 65, 65, 65

The almost neon aspect of them works well to grab the attention of the passersby. The brighter palette also creates a striking contrast with the historical setting of the Town Hall, creating a sense of timelessness meeting contemporary.
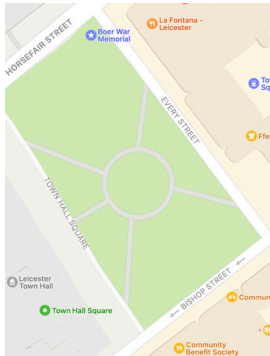

Colour combinations

Development: Concept 1

Brand Assets

I then created a simple asset I could use for framing or as backgrounds throughout my touch points. Its based off of the aerial view of the area.

Animation

For my logo animation, I wanted to represent the change the workers will experience when using the park. The animation starts off as fast with quick cuts as the logo slowly starts to reveal itself. Then at the end, this motion comes to a halt as the logo zooms out to fully reveal itself in a way that mimicks the smooth exhale when you finally sit down, relax and escape the chaos of the city.
Final version: https://youtu.be/7qmyVhhrDSo
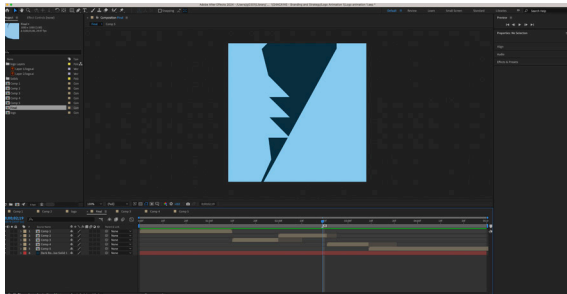
Screenshot of my animation in After Effects

Touchpoints

I started by making some banners. Initially I planned on using the logo at the bottom, but I felt it lacked a sense of professionalism I wanted.
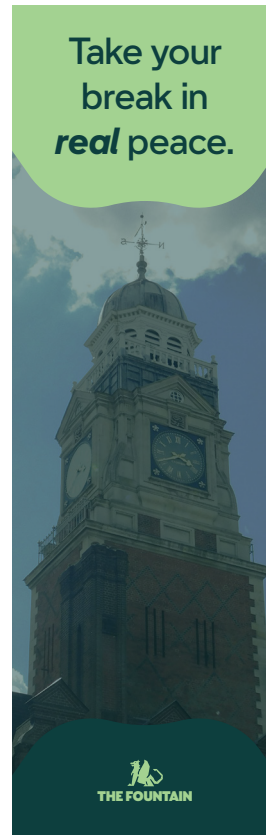
I also created some signs to help direct new visitors to different shops/restaurants in the surrounding area.

I also created some typography based posters, however after some feedback, we decided it felt too much like nightclub branding, so ended up not using them.
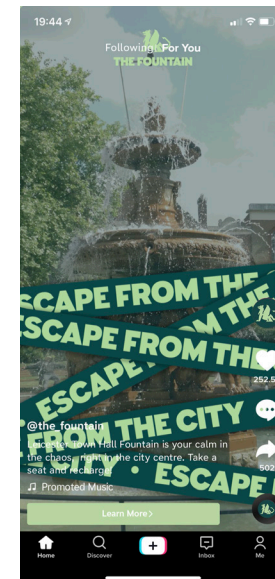
I also created an animated tiktok advert in After Effects which you can view here: https://youtu.be/-e1wP-4nVRo
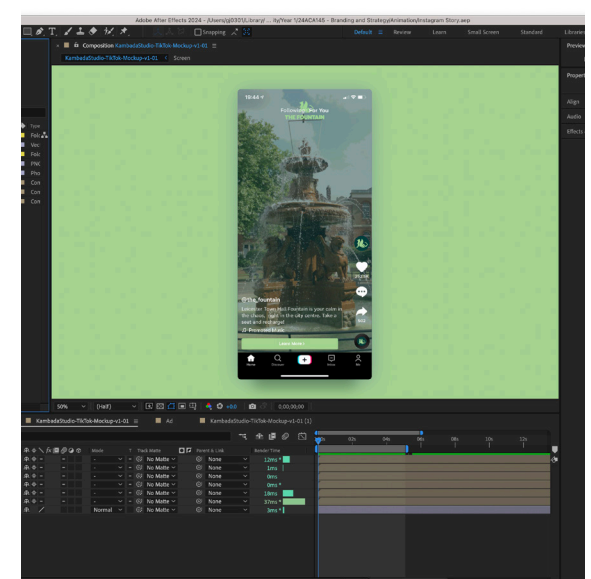
Development: Concept 2

For my next concept, I wanted to take a text based approach. I looked back at my monogram sketches and started by making digitised versions.

From them I then made 2 more polished versions, one for Town Hall Fountain (THF) and another for The Fountain (TF). I wasn't sure just yet which one to stick with, so asked some people which monogram was easier to read.

Option 1 (THF)

Option 2 (TF)

Most people preferred option 2, so I carried that one forward.
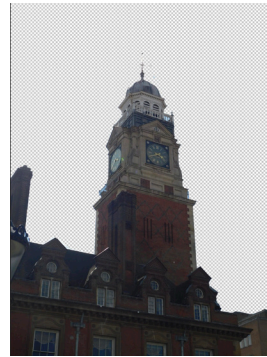
I knew I wanted stylised images alongside the monogram, similar to some of the items from my concept boards. To get the stylised effect, I masked the subject from the image, applied the Find Edges filter, removed all white from the image and then clipped a solid colour over the top.

the fountain
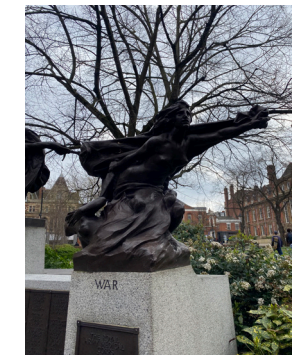
I used images from my trips to Leicester for the background photos

Development: Concept 2

Continued Development

I still found myself struggling to see the letter T in the monogram, so I first tried adding a little straight line cut between the letters. I then also curved it to better match the style of the font. It worked well to inject a sense of friendlessness into the design, taking some of the edge off the otherwise very harsh monograms. However it still felt confusing with the unmatched serifs. I tried flipping the serif on the F, and it significantly helped with legibility.

Similarly to my first concept, I struggled to recognise some of the details at smaller scales within my touch points. I created another version for smaller scales, featuring a bolder font weight, bolder serifs as well as a more pronounced cut through the T.

Typography

For the type, I used the font I based the monogram on originally, Playfair Bold. However it felt like the letters were too far apart. As this is being used as a display font as part of a wordmark, I decreased the tracking to -70, giving it a more unique look.

AaBbCc 123&%£ → AaBbCc 123&%£

I also made the decision to use all lowercase for the word mark. This is to give it a more approachable and casual appearance. The uppercase felt very harsh and abrupt and didn't really fit with the feeling of relaxation I'm trying to promote.

Wordmark and Clearspace

the fountain
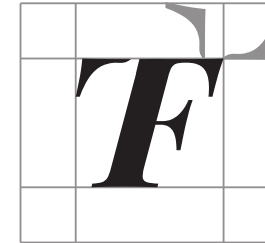
I then worked on the spacing guides. I used a similar technique to the last logo, instead using the x-height. For the monogram I used the serif of the T.

Colours

I started off by picking a selection of light but vibrant pastel colours to form the base of my palette. These help to break up the often gray city centre, and work to create a sense of peace and calm.

Light Blue
Hex: #8abcdf
CMYK: 38%, 16%, 0%, 13%
RGB: 138, 186, 222

Dark Purple
Hex: #671d2d
CMYK: 0%, 72%, 56%, 60%
RGB: 102, 29, 45

Off White
Hex: #e7d7be
CMYK: 0%, 7%, 18%, 9%
RGB: 231, 215, 190

Orange
Hex: #e15a27
CMYK: 0%, 60%, 83%, 12%
RGB: 225, 89, 39

Lime Green
Hex: #c2d656
CMYK: 9%, 0%, 60%, 16%
RGB: 195, 214, 86

Brown
Hex: #4f3916
CMYK: 0%, 28%, 72%, 69%
RGB: 79, 57, 22

Light Pink
Hex: #eba4c7
CMYK: 0%, 32%, 17%, 8%
RGB: 234, 158, 195

Red
Hex: #e62229
CMYK: 0%, 85%, 82%, 10%
RGB: 230, 34, 41

Turquoise
Hex: #e8e1d3
CMYK: 60%, 8%, 0%, 16%
RGB: 85, 195, 213

Green
Hex: #18512a
CMYK: 70%, 0%, 48%, 68%
RGB: 24, 81, 42

Instead of just picking a darker variant for the backgrounds, I went with a very saturated version of the foreground, further helping to separate it from the city. As well as this the vibrant hues give a sense of energy which can then be passed on to the workers, helping to rejuvenate them.

Development: Concept 2

Creating More Assets
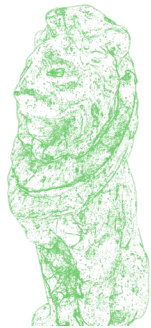
I also created some more stylised images to use throughout the touchpoints. I used a variety of images that I took on my trips to Leicester. Including real, local imagery makes the brand feel more genuine and familiar and it helps people connect with the space as they recognise parts of their own city. This makes the design feel less like a campaign and more like something that belongs.

Animation

Originally I had the idea of the monogram tracing itself out as it cycles through the different colour palettes, before settling on one. This was to represent the different communities of workers coming together. However it felt too fast paced for my brand. I stuck with the tracing but added some satisfying growing/shrinking which results in a far calmer and stress free animation.

You can view the final animation here: https://youtu.be/IRv5ccefayQ
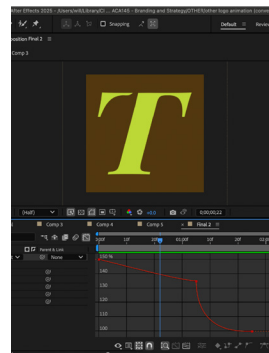
Touchpoints

As my location is very much orientated towards workers, I first thought about things they would relate to. My mind first jumped to cups of tea, specifically a travel mug. Making a piece of branded merchandise often starts conversations between people, helping to spread its awareness naturally, and by directly targeting my audience, I can help to grow its recognition.

To help further promote this idea, I used the phrase "Mug of Tea and some quiet". This suggests exactly what one can expect by visiting the fountain, whilst still relating to the merchandise its on.

I also created a basic sign specifically to be used by local cafes and restraunts to use, allowing workers to easily see which spots are recommended for a quick bite or a coffee.
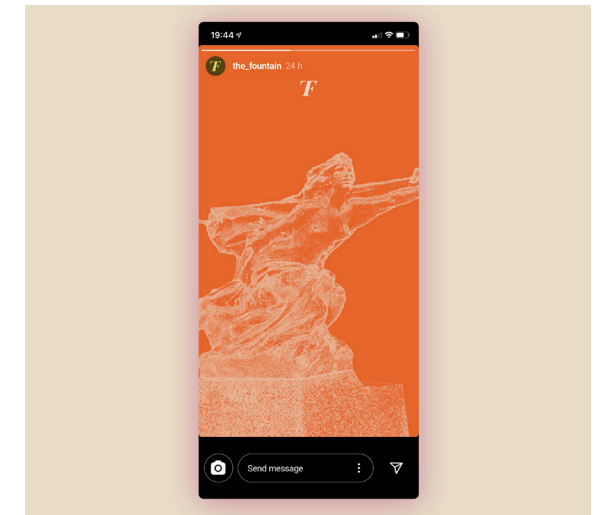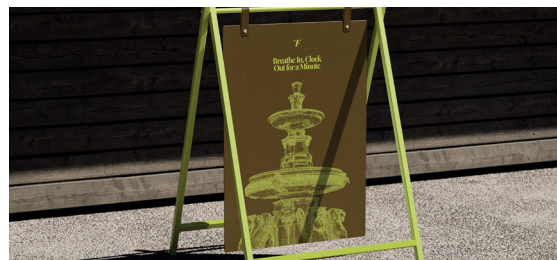
I also created an Instagram story featuring a satisfying slideshow through various of my brand assets, featuring audio of water running, birds tweeting and leaves rustling. This is to give a good idea to prospective visitors what they can expect from the area.

You can view the final animation here: https://youtu.be/7Z9w8KJ6qwU
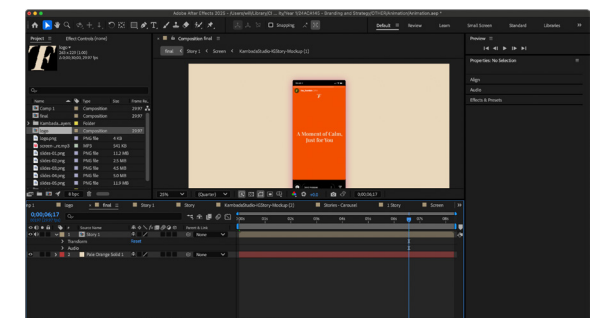
Final Outcomes

concept 1

concept 2

Evaluation

ACA145 BRANDING AND STRATEGY
Five Reflections (Rs) Framework

REPORTING	RESPONDING	REASONING	RELATING	RECONSTRUCTING
describe your experience; think about all of the feedback you have received.	describe how the feedback made you feel, what was your emotional response?	Did you agree or disagree with the feedback, why?	Was the feedback useful, in what ways?	What will/did you take forward from the feedback you have received, if you reject some, why?
I've enjoyed this project a lot. At the start I did feel a little bit lost with ideas, but once I had selected a couple and carried them foward, I really enjoyed developing them and watching it all come together. I recieved lots of feedback at varying stages of the module and each time it was useful, whether I went foward with their ideas or not.	I'm always happy to recieve feedback, I'd much rather get it throughout the development of the project than at the end, often resulting in a lower mark. I don't think there was a single instance where I felt annoyed or frustrated with some feedback.	More often than not I agreed with the feedback. Having someone look over it with fresh eyes always helps and often they pick up on issues that have been staring you right in the face. There was occasionally times where I'd disagree, but that was mainly due to miscommunication. The times where it wasn't, it was still good to see why they thought that was the case, and how I could use that in my project	Yes the feedback was useful, it helped me to avoid a style which did not at all fit with my brand at all (nightclub-esque style), and helped me to pivot back on track. I also recieved some feedback to help improve the legibility of one of my logos. It was an issue that had plagued me for a while, but the fresh eyes let them identify it instantly.	I've implemented both examples given into my work, and im very happy with how its impacted the overall project.

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