

PORTFOLIO OF EVIDENCE

ARTKIVE APP

AMIL P. CARSANDAS - L4085114

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INTRODUCTION



The Artkive logo - 2021

For this project, I will be exploring the progression of traditional illustration. I will be researching the timeline of where it took off from and how far it has come through the years. I will be starting by looking at rock art or as they are sometimes known, cave paintings. After this, I have looked into some of the most well known paintings on earth that have been produced by some of the most famous artists in the world. Thirdly, I will look at street art, or mural paintings and finally, I will be taking a look at some of the various mediums used when creating traditional illustration. After this I want to explore my own question which is 'is traditional illustration still relevant today?'. I chose this specific question because as some people know, graphic illustration is taking over which means that traditional illustrators don't seem to be getting the support they should be getting. This is a result of more and more people turning their traditional illustrations into digital illustrations for example, GIFs, JPEGs, PNGs and now NFTs.

For this reason, I will be creating an app for smartphones that allow for the traditional illustration community to keep the movement going. In summary, my app is a social media platform, much like Instagram or Pinterest where the users can upload their projects or work via JPEGs or PDFs, connect their own portfolios to their profiles and find other illustrators to collaborate with. The features in this app will help the users build their own community and come together through collaboration, socialising and by inspiring others. This will help them keep up with the modern times which are of course, digital.

AMIL P. CARSANDAS - L4085114

Amil Carsandas.

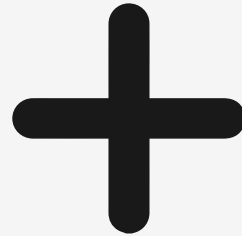
MAIN FEATURES



create your
own profile



create art events



upload



messaging

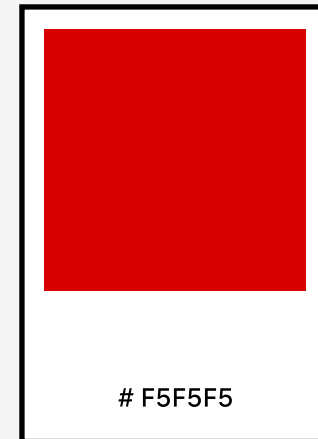
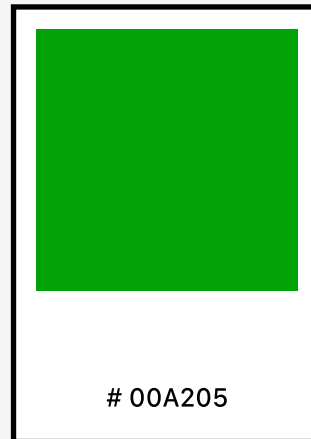
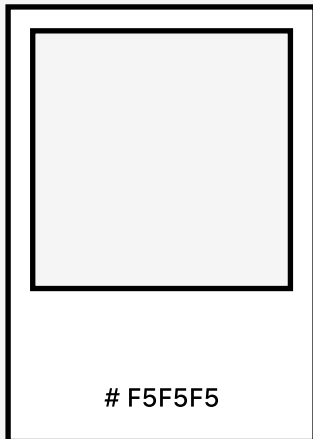
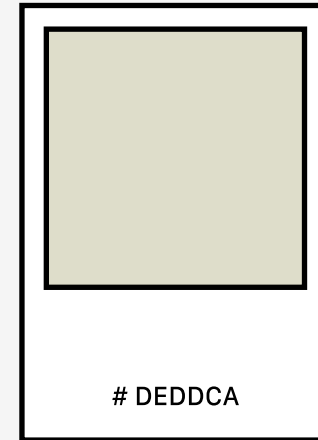
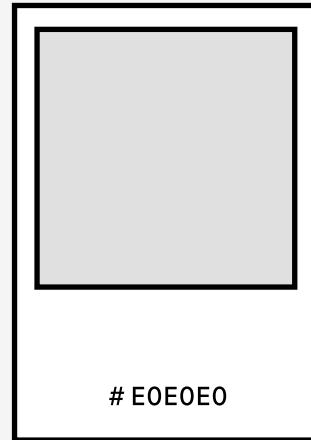
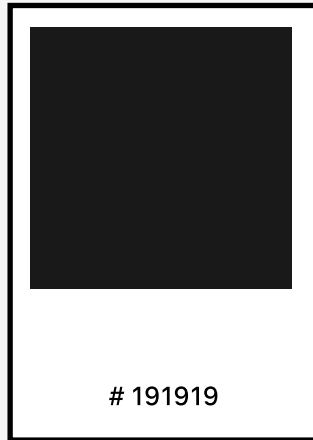


collaborate

search



PANTONES



TYPOGRAPHIES

SF UI Text
Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Xx
Yy Zz

SF UI Display
Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Xx Yy Zz

SF Compact Text
Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Xx Yy Zz

**SF UI Display
Bold**

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Xx Yy Zz**

LOGO DESIGN



This is the final logo without the app icon.

The colour of the logo has been reversed to present the logo clearly on the page.

191919



APP ICON SIZE ON IPHONE
60px - 60px



APP ICON SIZE ON IPAD
180px - 180px

PROTECTED ZONE



The area inside the dashed lines represent the area as being protected.

This means that any text or imagery cannot come into contact with the area inside the dashed lines.

Anything outside the area is considered safe and will clearly be visible near the logo.

I used a letter from the logo to create a protected zone for the logo. The letter creates an even boundary outside the logo.

Anything that is inside the protected area will mean that the logo or the text / imagery won't be visible clearly.

ICONS



Profile Page



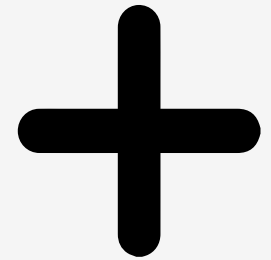
Create an
Event



Like



Chat



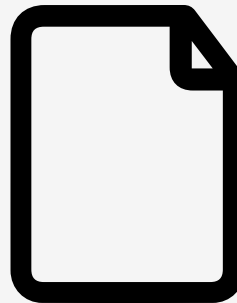
Upload



Call User



Collaborate



Graphic CV



Meet



Search

SPLASH SCREEN

This is the loading screen when the user first opens the app.

The splash screen will automatically move into the login / register screen after a few seconds.

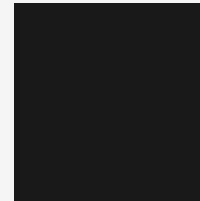
The user is welcomed with the 'Artkive' logo in black.

At the bottom, the splash screen is marked with my name and student number for authenticity purposes.

Colour scheme is the same as the colours used on the logo.



#F5F5F5



#191919



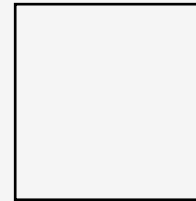
PROFILE PAGE

This is the user's profile page when you first log in or register.

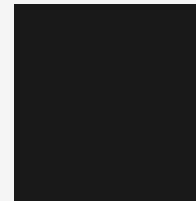
It shows the user's current picture, the username underneath, a short sentence about the user and a website link to their personal portfolio if the user has added one.

There are four options at the top of the page which include the profile, messaging, search and the upload icons.

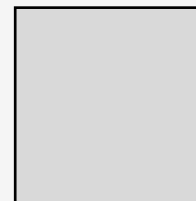
On the right side of the profile picture, the user can see their own graphic cv which other users can also view when visiting your page.



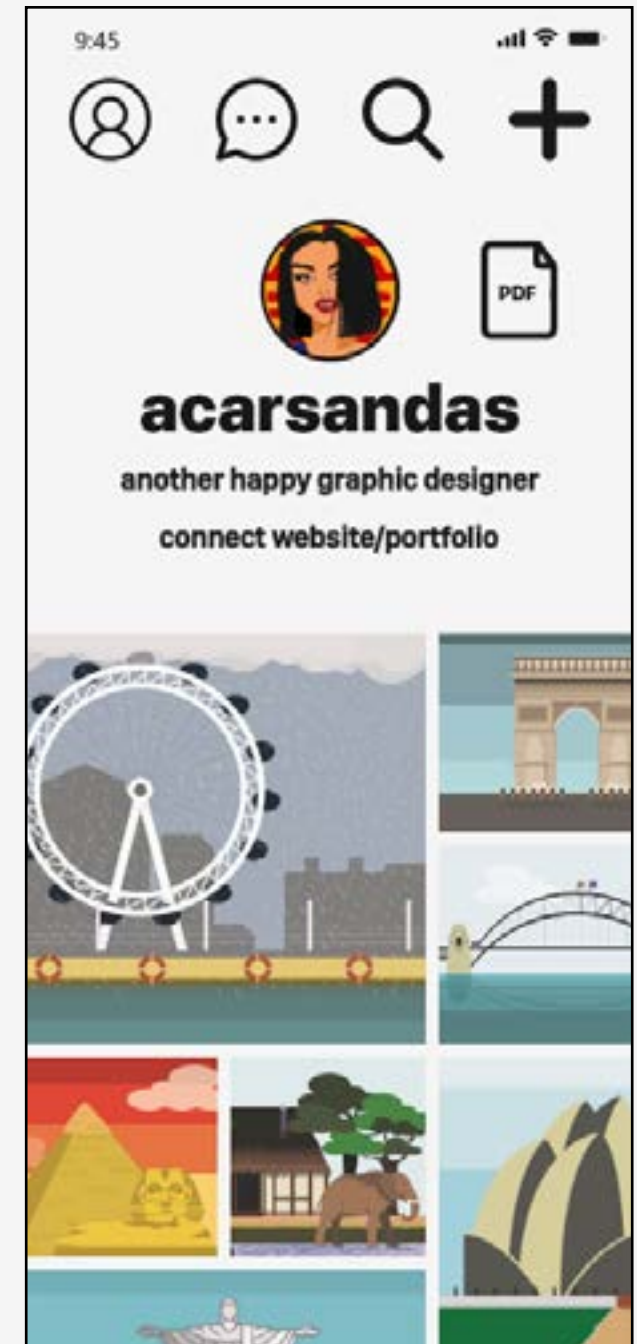
#F5F5F5



#191919



#D9D9D9



CHATROOM

This is the chatroom that the user can enter if they want to talk to another user.

They have various option when they enter the chatroom.

There is a 'user' icon on the very top and this is the user's profile that the other user is conversing with.

The nest option is to 'call'. Upon tapping this option, the user can audio call the other user if they do not want to chat.

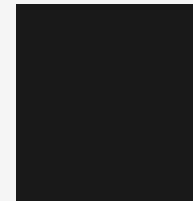
Next to the call option there's an option to collaborate with the user, this will automatically send an invitation to the other user.

The option on the right is to 'meet' with the user.

At the very bottom, the user can type a message that they want to send.



#F5F5F5



#191919



#D9D9D9



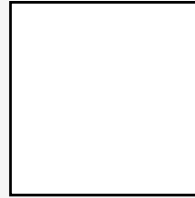
SEARCH PAGE

This is the 'search' page.

It will allow the user to search almost anything or anyone they want.

The tiles represent different media that other users have uploaded and have been recommended to the user.

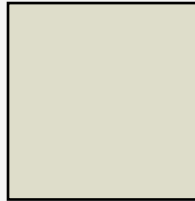
There is a search bar which reads 'search'.



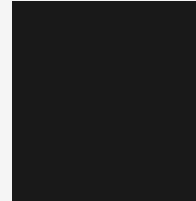
#FFFFFF



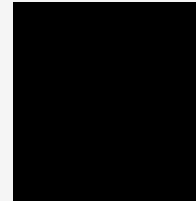
#F5F5F5



#DEDDCA



#191919



#D9D9D9



UPLOAD & POST ACTIVITY

At the top of the page, the user will be able to upload different types of media.

On the left the user can upload a post that will automatically be archived in their profile.

The user can also upload a graphic cv, this will help with finding more jobs in the design field.

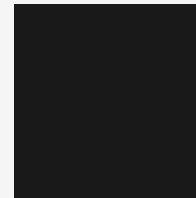
On the right, there is an option that is 'inbox', this will take you straight to your personal inbox where you can view your invitations from other users or messages.

Below these options, there is a heading that reads 'post activity' and here the user will be able to view the activity from the media they post.

The user can see who has liked their posts and who has followed them.



#F5F5F5



#191919



COLLABORATION

This is the 'collaborate' page.

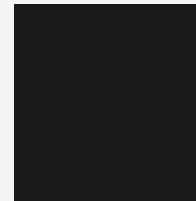
It will allow the user to send an invitation to a desired user if they want to collaborate to work on a project together.

This feature is great for the student users or young freelancers who are looking for ways to create a different type of project.

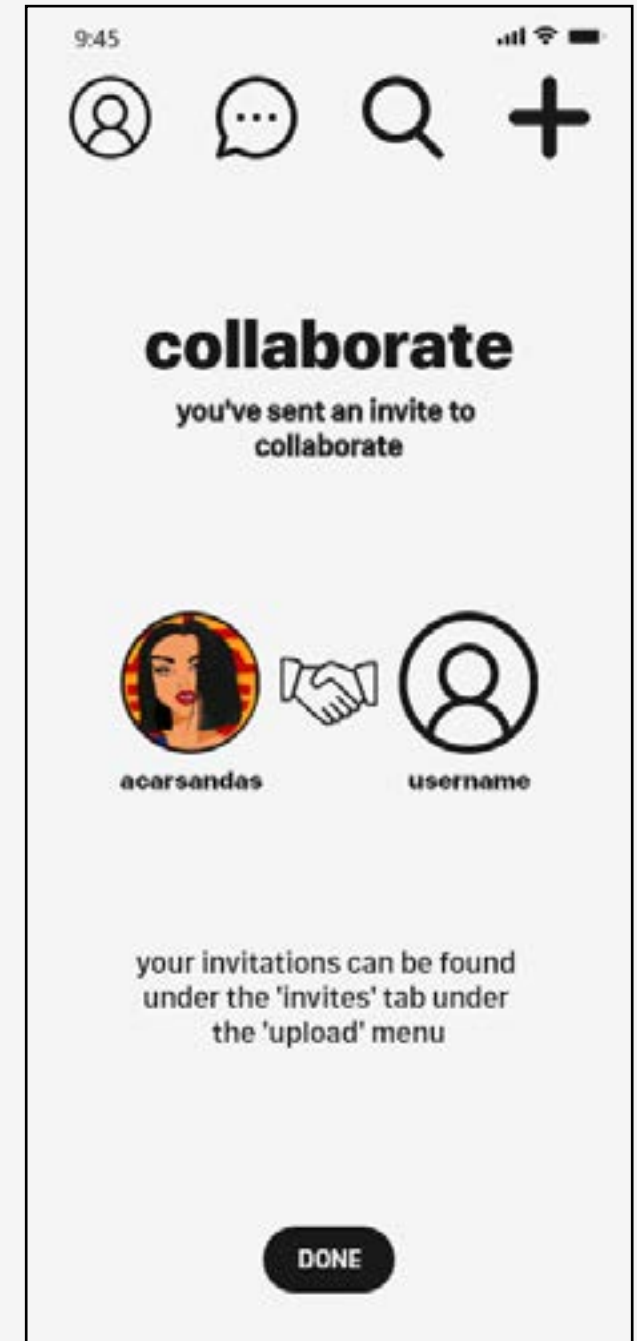
This is the screen the user will see when they send an invitation to another user to collaborate.



#F5F5F5



#191919



EVENT CREATOR FORM

This is the 'event creator' application form.

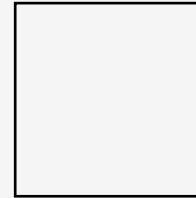
The event creator is only available to users who are well known.

The user can fill in this form if they want to create a local event.

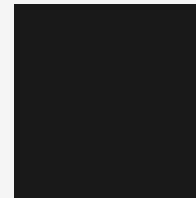
They can create events for exhibitions, mentoring classes and meet and greets.

The users can invite anyone that is in this app and has an account.

In order to successfully confirm the event, they have to provide a name for the event, location, a date and time, invites and an entry fee.

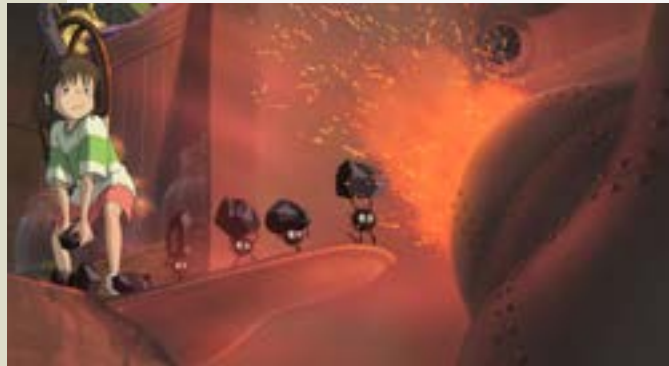


#F5F5F5



#191919

The image shows a mobile app interface for an 'event creator' form. At the top, there is a status bar with the time 9:45, signal strength, Wi-Fi, and battery icons. Below the status bar is a navigation bar with four icons: a person (profile), a speech bubble (chat), a magnifying glass (search), and a plus sign (add). The main content area features a large calendar icon with a checkmark. Below the icon, the text 'event creator' is displayed in a bold, sans-serif font. The form consists of six rounded rectangular input fields, each with a label in all caps: 'NAME OF EVENT', 'LOCATION', 'DATE', 'TIME', 'INVITE USERS', and 'ENTRY FEE'. At the bottom of the form is a circular button with a right-pointing arrow.



DEVELOPMENT OF IDEAS

This project grew from my previous idea which was based on illustration. I was able to shape my project thanks to my tutor and it was an idea I was interested in doing. I was quite anxious at first due to not being organised and not knowing where to look but then after a long conversation with my tutor I was able to come up with different segments and that helped me organise my project.

My first task was to research where traditional illustration started from. Naturally, I thought about rock painting and cave art because these cave painting were the first real sign of how our early ancestors would have shown their creativity. I was able to find a source which included some of the most famous cave paintings from all around the world and included them in my findings and gave a brief description about how they showed and what mediums were used to create them. My next step was to look into some of the most famous paintings ever created by some of the most famous artists in history. I had found a different source to find the pictures of the paintings and gave an in-depth study of my finding about how they were made and what the meaning behind each painting was. I did some research on movies and games design and the processes that they have to go through. After this I started to answer some of the questions that I wanted answers to, these being; 'is traditional illustration still relevant today?' and 'do today's artists still implement traditional methods in their own work?'

After the research was concluded, I found out a solution for a problem that traditional illustrators face which is that they don't get enough support because everyone is looking towards digital illustration to cater to them. I came up with a solution that I hope will help traditional illustrators stay relevant and this was to create an app for their smartphone which helps bring the community of traditional illustrators and those who are interested in this area of graphic design together so that they can innovate and stay relevant in this day and age where technology is taking everyone's attention away from the traditional practises and methods of before.

An idea was developed later that week to putting my focus on just traditional illustration. This was a great idea as this allowed me to focus on one area only, so, what I did was to start researching on how and where traditional illustration took off from. The question that I wanted to explore was if traditional illustration is still relevant in the present day, this is because of the technological advances that keep taking place as the years go by. With the advances, come mediums which allow artists and illustrators to create illustrations easier. This has a knock-on affect for the traditional artists because they use the same mediums and have to try and compete with the modern graphic designers.

Some of the illustration practices have already started to die down due to the world wanting more of the modern mediums. This is obviously a bad thing for the artists who want to use traditional mediums as it means that soon they might not be able to purchase paints and paper. Due to the environmental changes that are currently taking place in the world, paper production soon may be halted as more and more trees are being cut down which is not good for the environment. To answer this question, I want to create an app which helps artists using traditional methods to promote their projects and help them reach a wider audience. The reason behind this app idea is that more and more people want to consume graphic illustrations but what this app will do is keep the traditional practices alive.

For example, a student could be using this app and they might come across a video of a traditional illustrator creating something using a traditional medium, this will inspire the student to try and create something using the same medium which they then can upload on

to their profile on this app. This app has many features which can come in handy for a student studying illustration or art, freelancers who like experimenting with traditional mediums and well known artists or illustrators also. With the advances, come mediums which allow artists and illustrators to create illustrations easier. This has a knock-on affect for the traditional artists because they use the same mediums and have to try and compete with the modern graphic designers.

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APP NAME DEVELOPMENT



NAME DEVELOPMENT FOR MY APP

The development of my app name came from certain different names that I just thought of during a class. Below is a scan of the app names that I came up with.

Here are the ideal names that I wanted to name my app. You may see that I only picked four names that I liked out of the list. These include 'Artchive', 'SocialArt', 'Art-Talk' and 'Artism'. My first choice out of these four was in fact 'Artchive'. I did not search for this name, and I did not know that it existed. How I came up with this name was that I was able to mash up the words 'art' and 'archive' together. The reason I chose these two words was because my social media app is where users can store their work, like an archive, but instead of documents it would be their own art projects. And this is the meaning behind my app name. After I chose the name, I began doodling some designs for my app logo, which the name of the app, 'artchive', made it easy for me to come up with a design. However, I still decided to draw some more variations of with the app name.

I looked on the internet at what an archive looks like and it was just a room full of cabinets. The next thing I did was to look at vector illustrations of a cabinet and this inspired my design for the chosen app design / logo design. What I did next was to draw out a logo roughly on paper that was inspired by a archive cabinet, I was able to come up with a range of different designs for my logo. I am happy with how the designs turned out and also got positive feedback on my designs.

FINAL APP ICONS



Above are the different logos that I created, I chose the best ones that I liked and then I added them onto the iOS app background so it looks even more authentic.



Above you can see my top three choices for my logo which will be a chosen design for my app. I like how these turned out because they represent what my app is about.



FINAL LOGO

This is my final logo for the app that I will be designing.

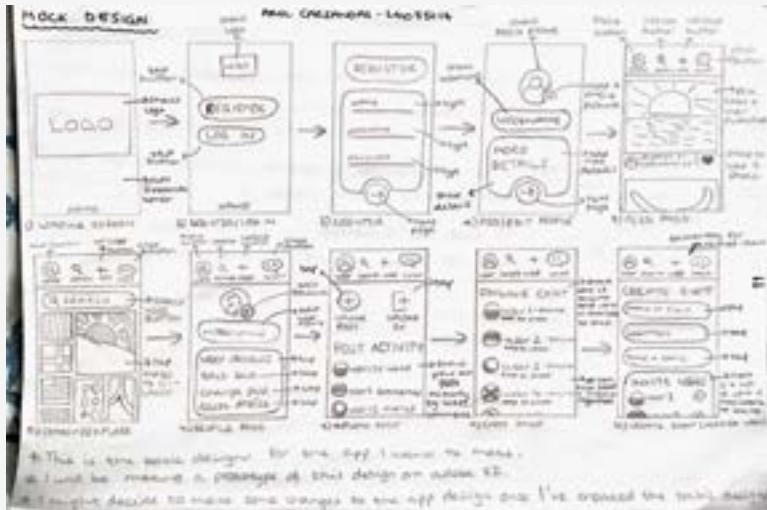
I chose this specific logo because it took the most time to create, this was because I wanted a logo to represent my app otherwise it would not make any sense with just typography.

The reason I like this design so much is due to the logo design and the overall aesthetic.

This design grew from my research as I wanted to know what an archive room looked like, this is because my app name is 'Artkive'. So, I wanted to link it back to the name of the app.

An archive is essentially a room full of cabinets filled with physical data, thus, I created a vector illustration of a cabinet and the typography I liked the most from my design ideas I was able to manipulate the typeface to fit inside the vectorised cabinet. The last little detail you can see on the logo is the label that I added, this was made using the pathfinder tool on Illustrator.

IDEAS FOR WIREFRAMING



These are my notes on how I want my app to function. There will be six main functions that my app will focus on.

These functions include a profile page, settings, messages, search page, upload page as well as an event creator page that will only be available to verified users.

The profile page will allow the user to manage their own page.

It will show what other users who they follow have posted and it will give them the ability to like, share and comment on the post. From here, the user can also edit how their own page will look to other users. The search tab will allow the user to search for another user or a verified artist who they want to follow or view their profile. It will also allow the user to find some inspiration from the explore section below the search bar. The chat/messages tab will let the user see if they have received any messages from another user, and, they will be able to send another user a message even if the other user is offline.

There will be a tiny green or red dot to let the user know who is currently offline and online. The upload tab will take the user to a separate page where they will be able to upload any documents they want, they can do so in the form of a post that will stay in the profile page unless the particular post gets deleted. They will also be able to download any files they upload onto their profile too.

For any verified users, they will be able to gain access to a feature which won't be available for users who are not verified. This feature will allow the user to create an event or exhibition for users who take an interest in their work. This will allow users to learn from them and take some inspiration. Another interesting feature is that the users can collaborate with each other. The users can work with each other through 'design-led collaboration'.

FINAL WIREFRAMING FOR APP

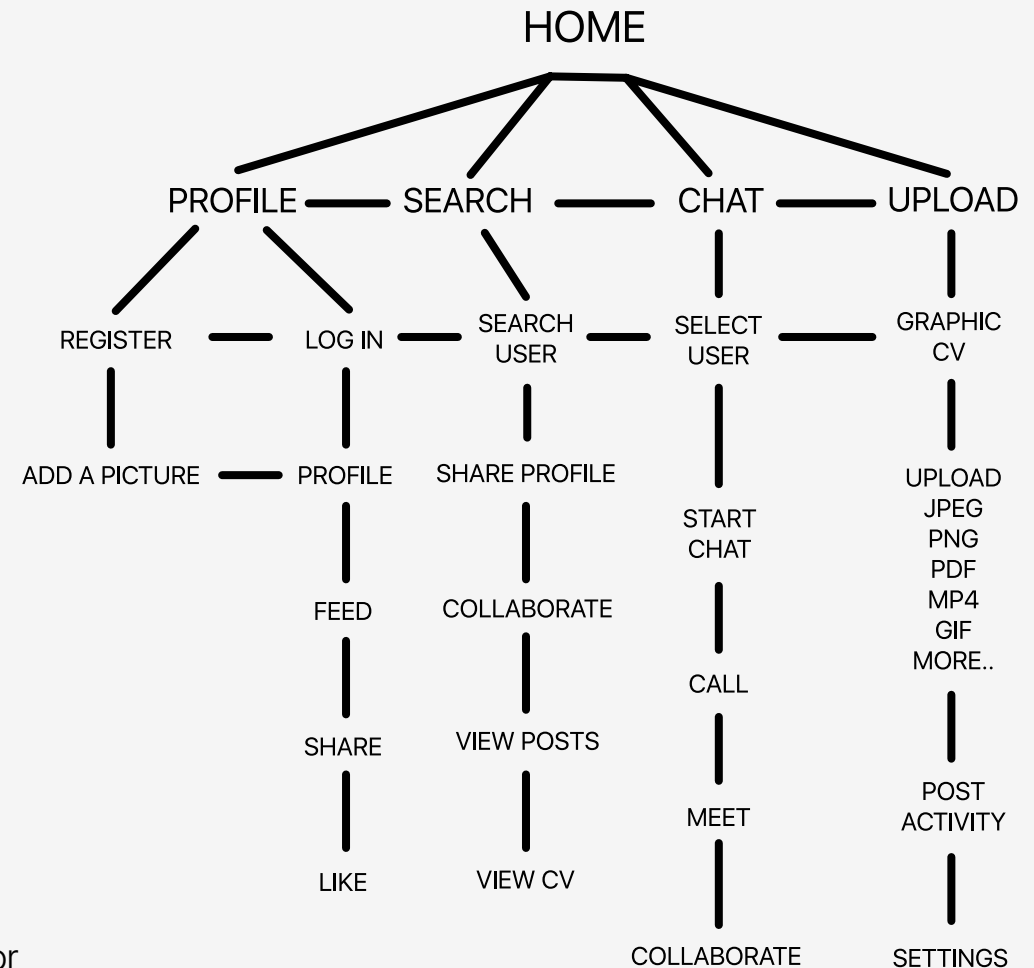
The development of my app came from a certain problem suggested to me that was faced by many traditional artists.

This was the fact that the artists using the traditional methods are being forced to switch sides with the technological advances that are being made constantly.

There are many problems that many traditional illustrators are facing but the biggest one is that many graphic illustrators are outshining them due to the illustration trends going around the internet.

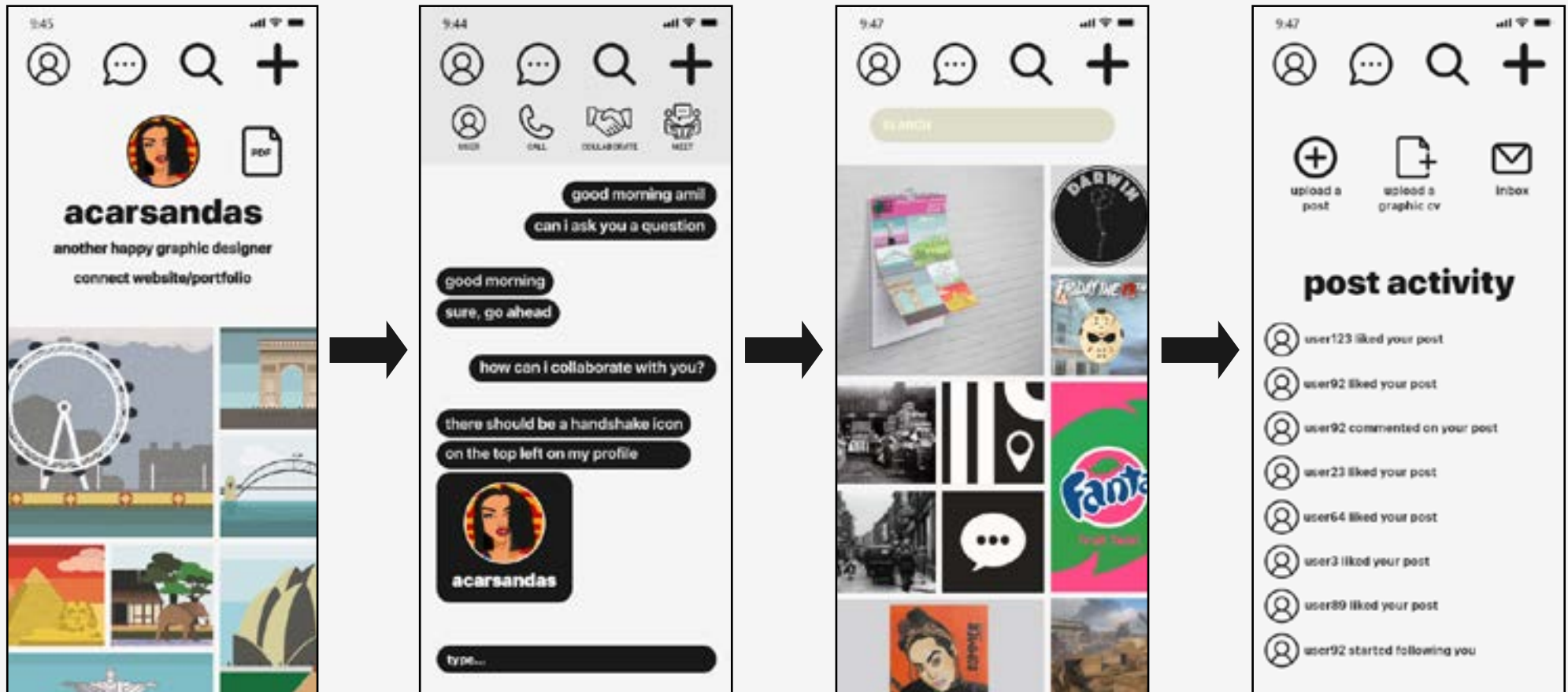
This is a big problem but I wanted to come up with a solution to this, by creating a social media app that the traditional illustrators can use. This app will allow them to promote their own projects, find other users who use traditional methods as well as allowing them to collaborate with them through meetings, phone calls and attending events that the user can create on the app.

The app designs were first drawn on a blank peice of paper which included variations of the same designs and with each design I wanted to implement the app name to make it easier for users to recognise.



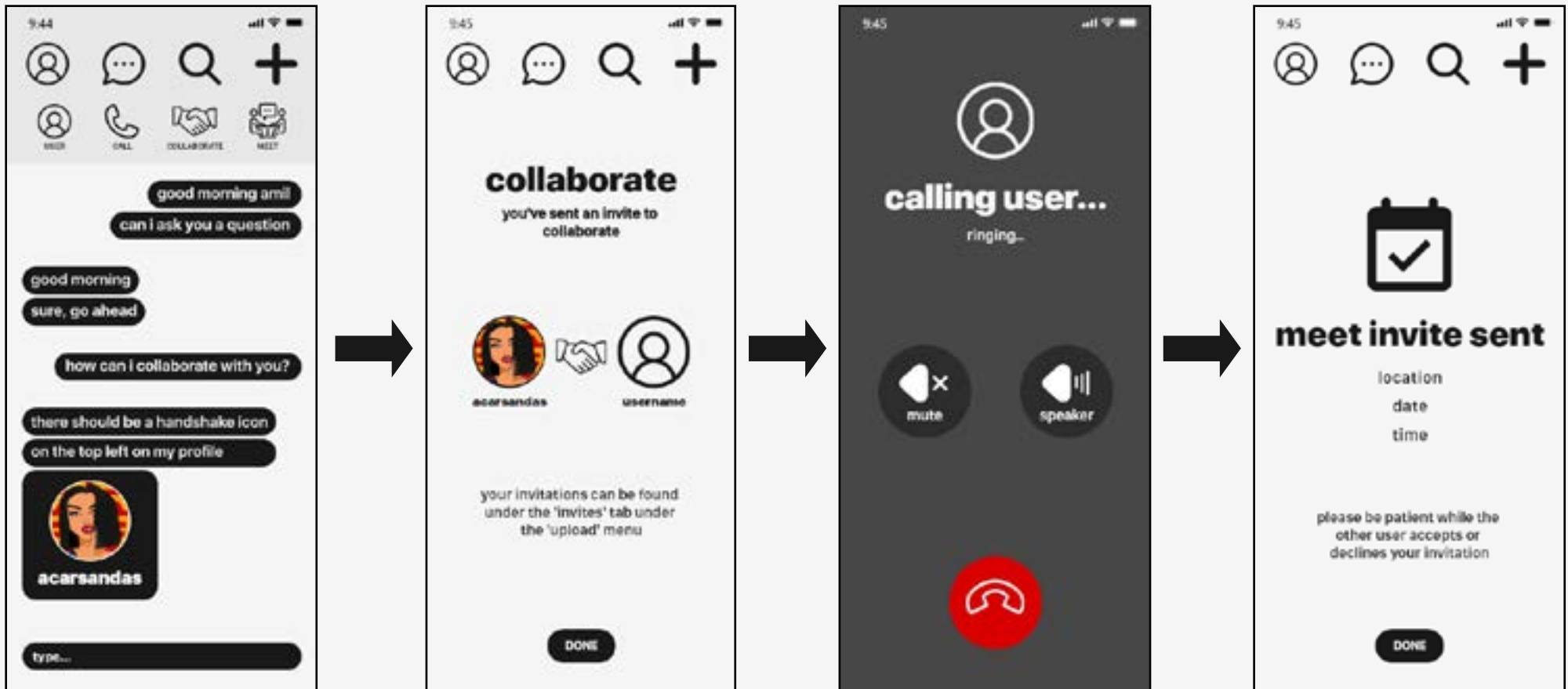


Profile Page



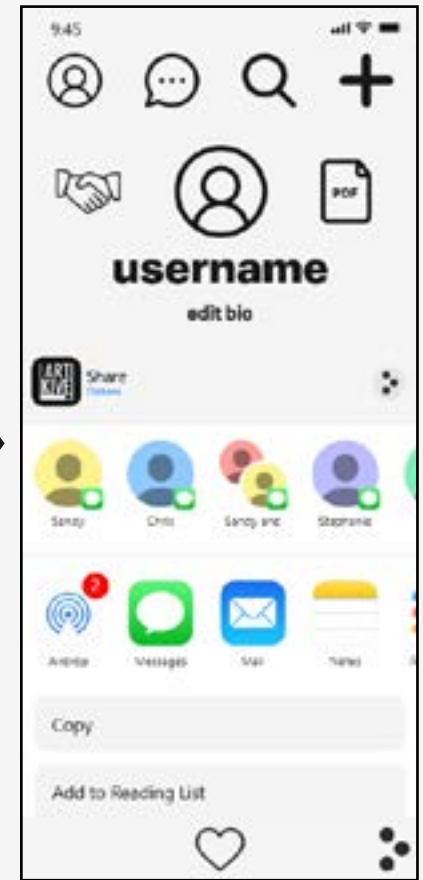
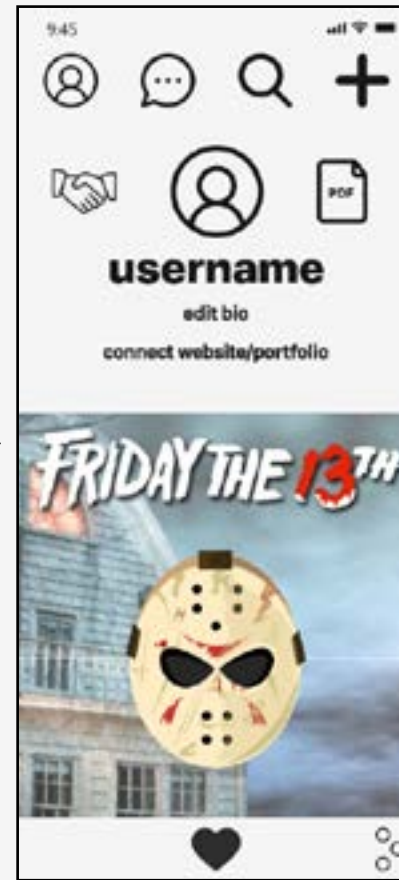
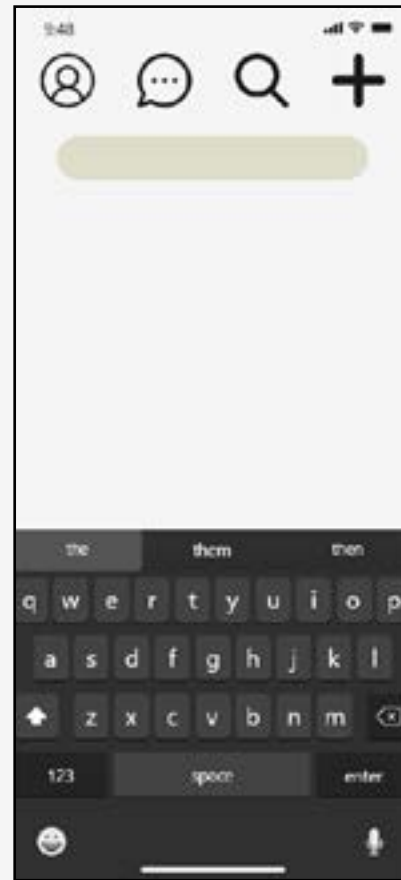


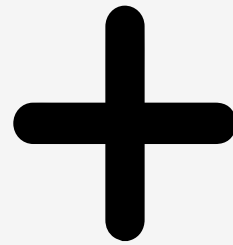
Chat



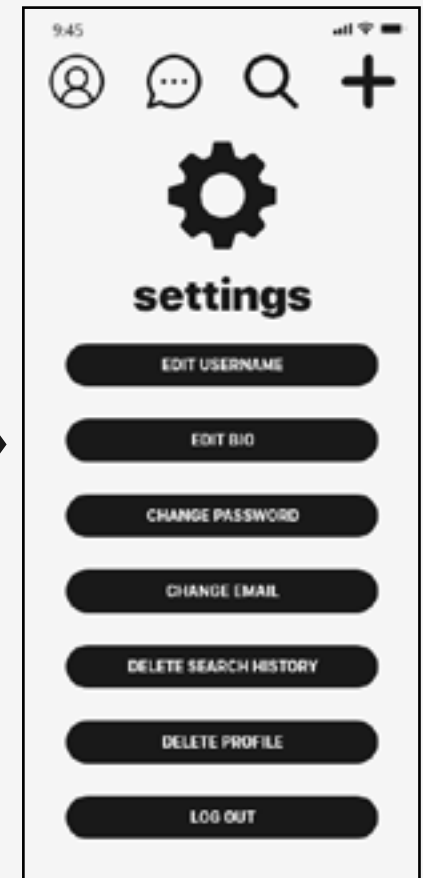
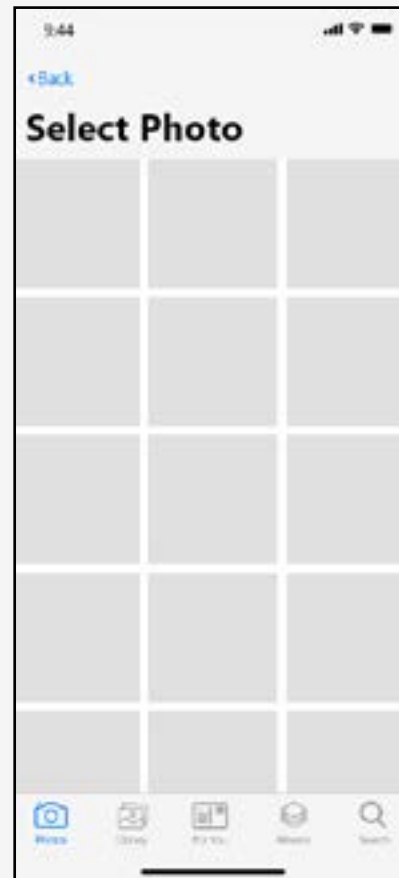


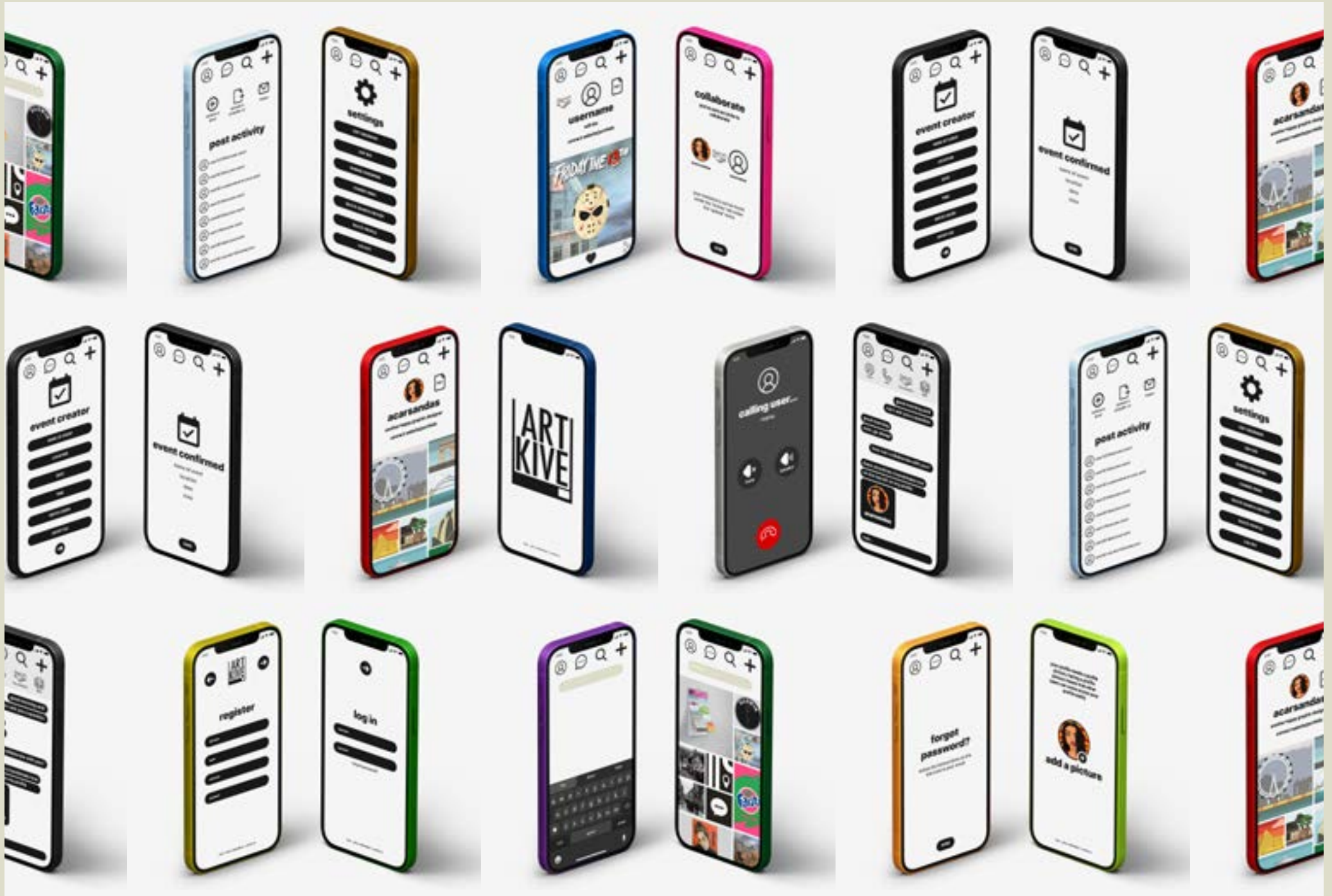
Search





Upload





NOTES

These following notes are everything the reader needs to know about my app.

This first page is an overview about what my app is and how it can be used.

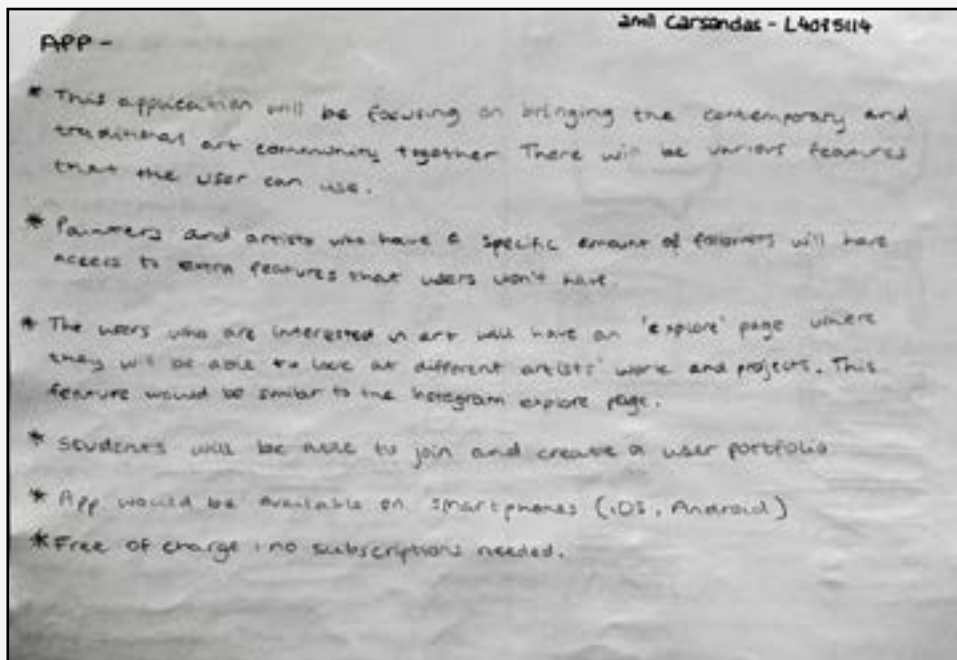
This app will be focusing on bringing the contemporary and traditional art communities together.

Illustrators who have a specific amount of followers will have access to an extra feature that normal users won't.

Each user will have an 'inspiration zone' under the search bar that will allow them to learn off other users and to get inspired from other users' artworks.

Students can also join and create their profile and present it like a portfolio.

This app will be available free of charge.



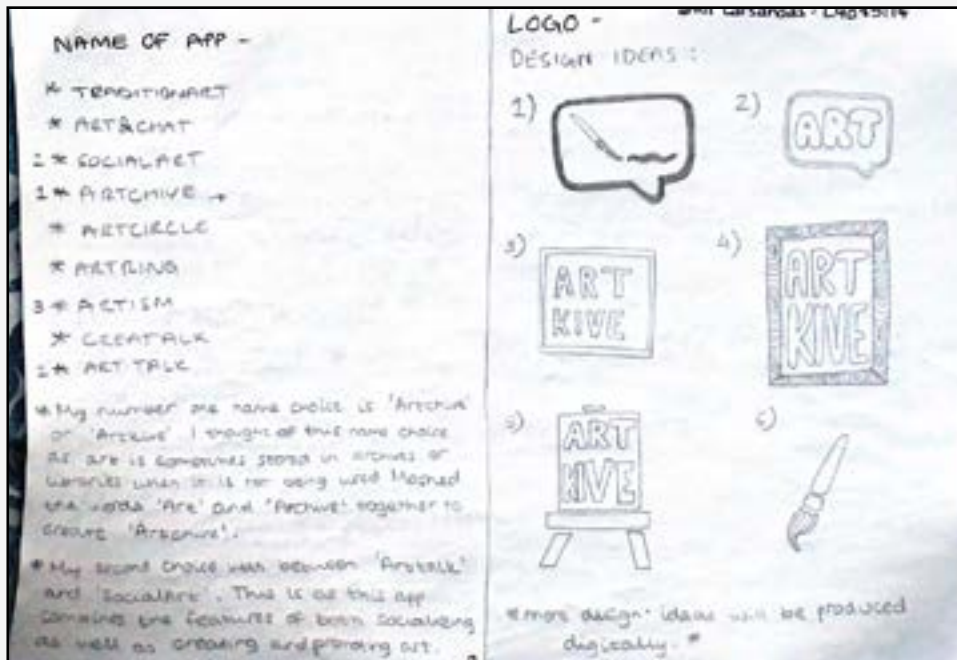
This page is about the name ideas for the app as well as some logo ideas that I thought of at the time.

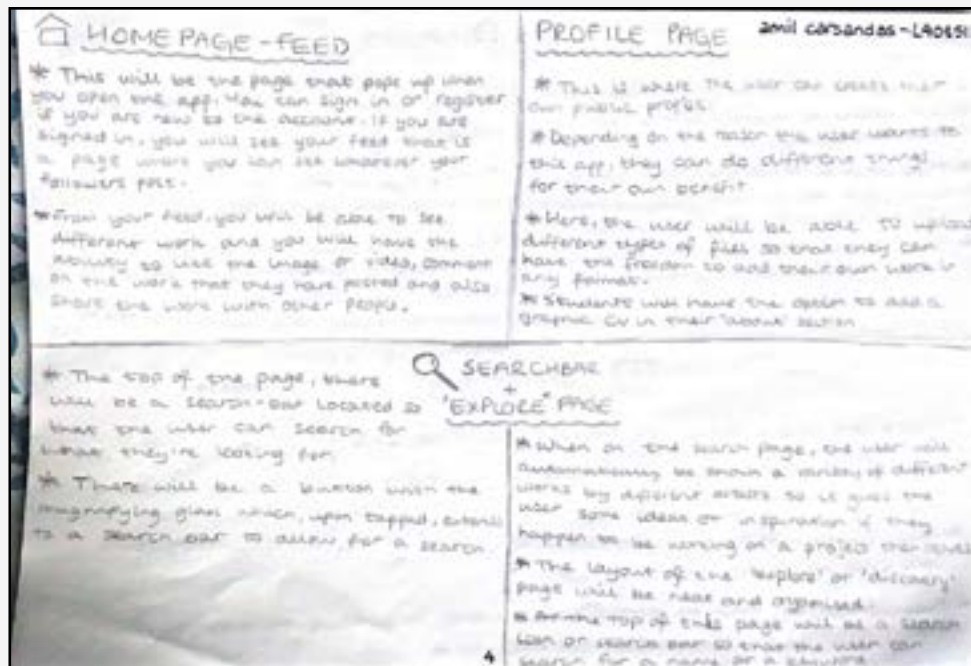
Some of the names included in the list were;

- traditionart
- art & chat
- socialart
- artchive
- artism
- and more...

As you may be aware, my number one choice for the app name was 'Artchive' which was turned into 'Artkive'. This was because of the confusion between 'art and 'chive'. This was because some people were pronouncing the app name as 'art-chive' and I did not like the sound of the 'ch' at the end. So I decided to take the 'ch' out and replace it with 'k' becoming 'kive'. This sounded much better and people then pronounced the full word as I wanted them to.

There are some early conceptual logo ideas that I drew quickly during class.





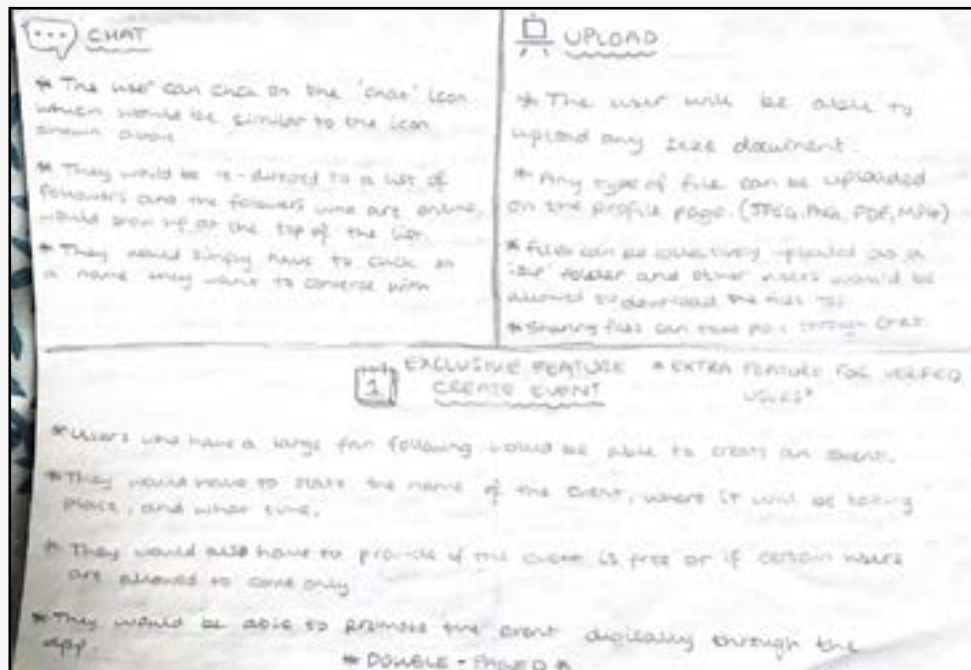
These are some of the original app features that I want to include for my app.

There is a profile page which the user can create for themselves.

A Homepage which will show them the feed of everyone that has posted inside the app in the past 24 hours.

A search page which will allow the user to search for any user or project that they are looking for.

An 'inspiration zone' can also be found under the search bar which shows the user some posts related to their search history. This can be used to their advantage as they can find some posts that they might have been looking for and take some inspiration from that and implement it into their own projects.



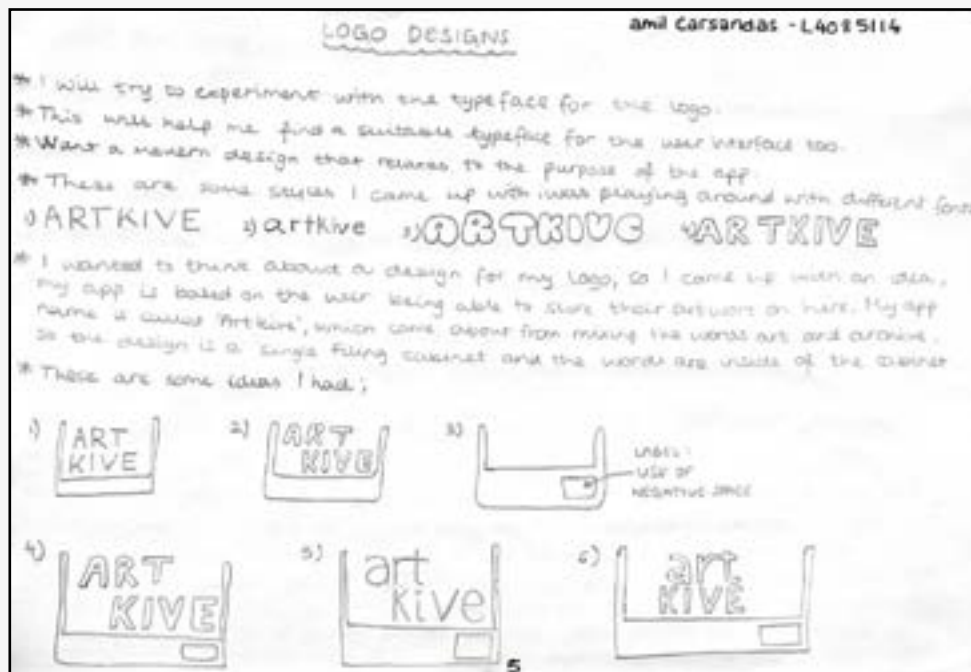
These are some of the original app features that I want to include for my app.

There is a chatroom feature which, once tapped, will take the user to users who are online and they can then enter a chatroom with them and it will allow them to chat with the other user.

They can also send messages to users who are offline.

There is an upload area which is a plus icon at the top of the app, this allows the user to upload anything onto their profile and it will stay on their profile until deleted.

And then there is an extra feature for the users who are well-known in the art and design world. They will be able to create events such as mentoring events, meet and greets, exhibition shows and more by filling in a form and confirming the event.



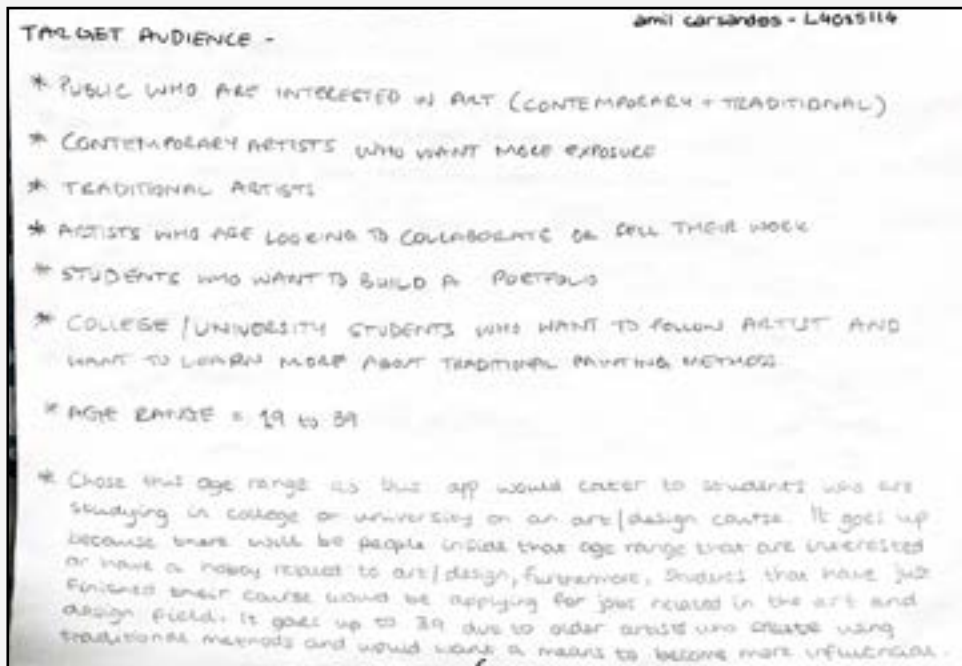
This is the idea I had in mind for the process of the logo design.

I wanted to try and experiment with different typefaces so I know which one to choose from if I had various options.

So I downloaded different typefaces from a website and tried to experiment with them.

You can see that my idea was to manipulate the text and to fit in inside the cabinet that I also made as a vector graphic.

I created a graphical version of this and it turned out to be the logo for the app that I made.



This page focuses on the target audience.

I wanted my target audience to be everyone but that wasn't possible at all because not many people of the public are into traditional art these days.

So, I wanted to focus more on getting the attention of a people who do want a career out of creating art.

Some of these audiences included illustrators who practice traditional methods, students who study in the art and design field, artists who are looking to collaborate with traditional illustrators and people who are generally interested in the traditional illustration scene.

These are some notes on the educational aspect that this app might provide.

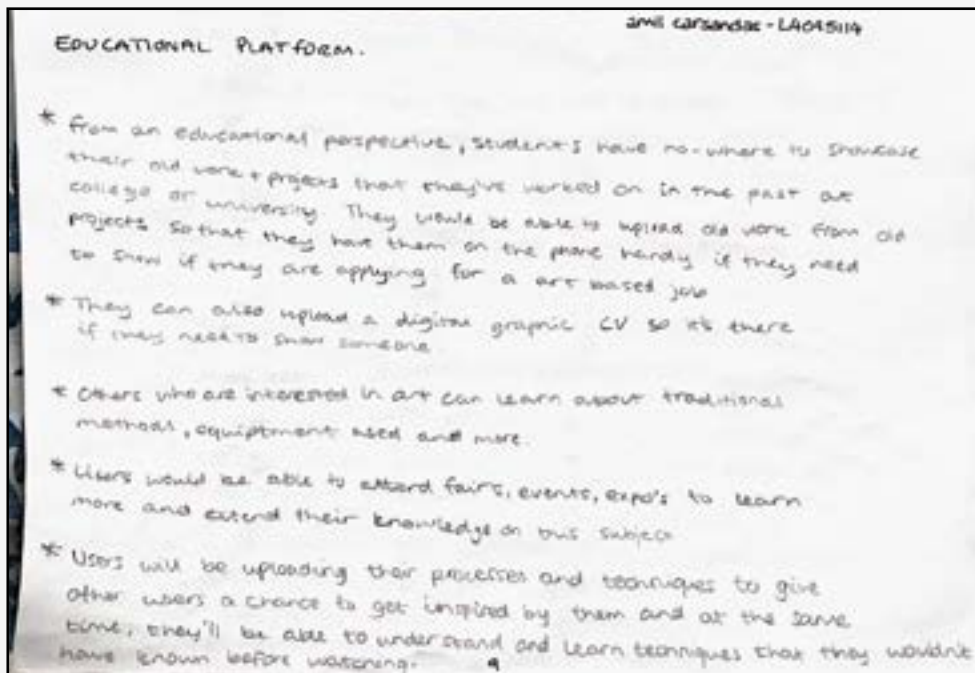
The students are one of the main priorities for this app, this is because they can learn a lot from this app apart from other educational apps and sources.

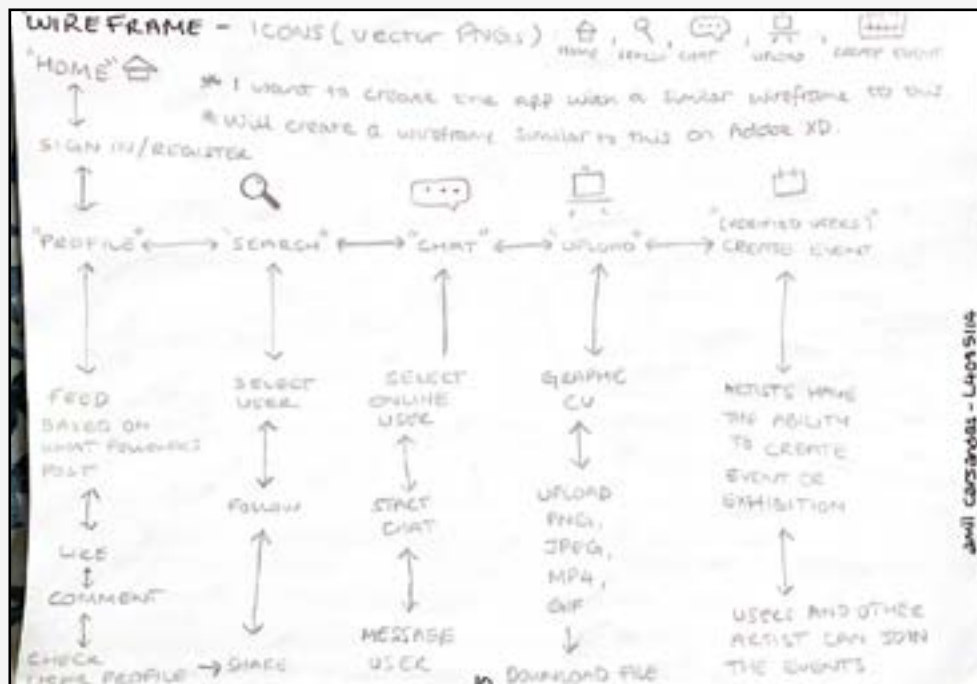
One of the things that this app will do is that it will give a platform for the students to showcase their projects and work like personal projects or the projects they have completed at school.

Student users can also upload their own graphic cv if they have created one.

Users who are invited to events by experienced and well known users will be able to learn from them on how to become successful.

Another feature that has been moulded especially for students is the 'inspiration zone' area under the search bar, this will allow them to gain inspiration from other users' work and it would give them ideas on how to work on their own projects.





This is a draft of the base of my app.

As you can see, there are five main features for the user.

Profile

Search

Chat

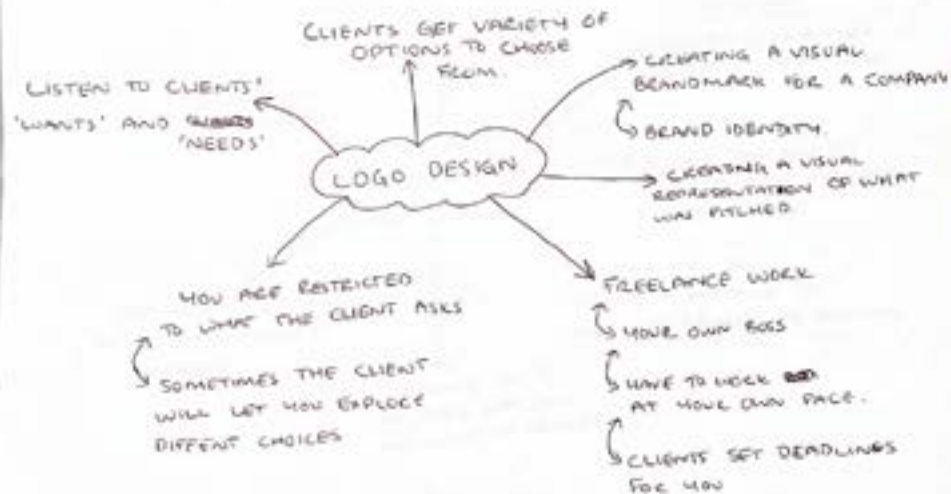
Upload

Create an Event

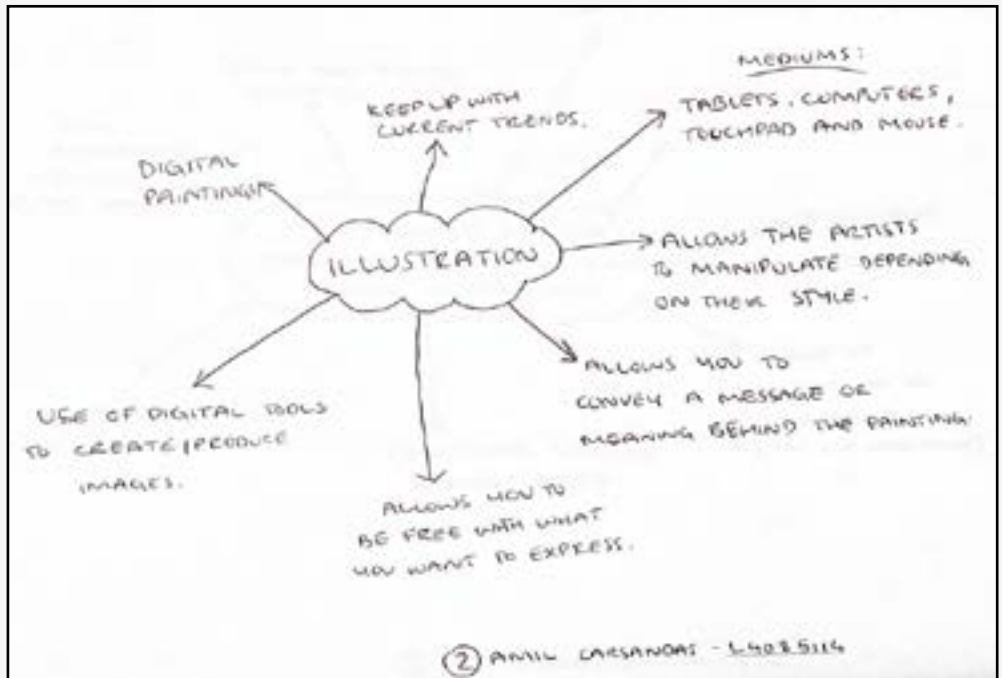
This is a written overview of how the app will function.

THE AREAS OF GRAPHIC DESIGN I'M MOST INTERESTED IN:

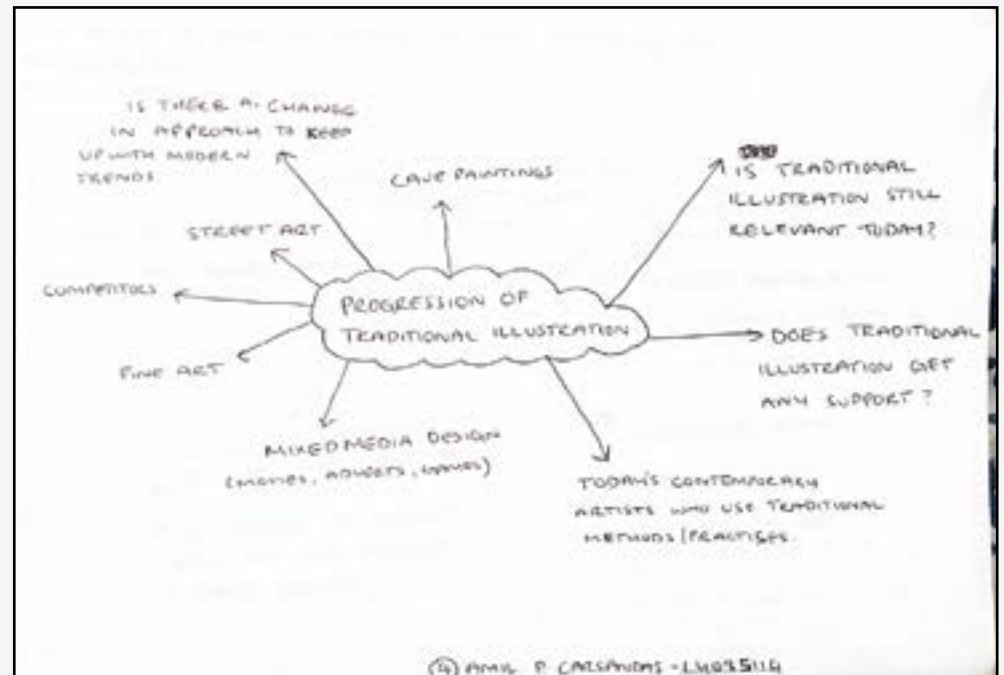
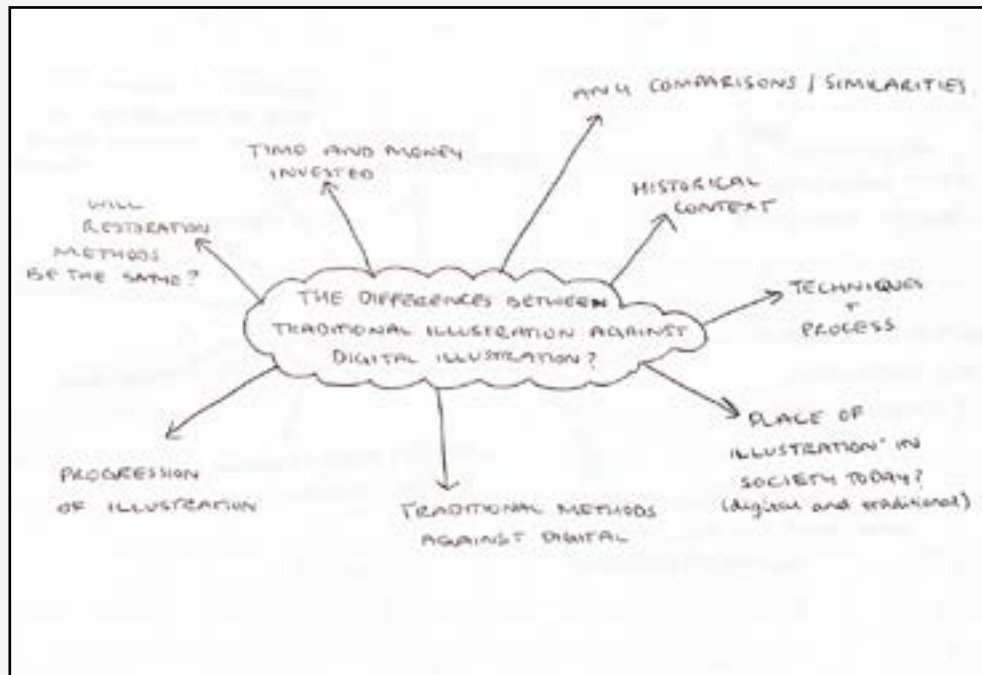
• LOGO DESIGN
• ILLUSTRATION



① AMIL CAESAROS - L4085114



② AMIL CAESAROS - L4085114



LINK FOR APP PROTOTYPE

This is an external link for the prototype of the app that I created

<https://xd.adobe.com/view/309205b6-7b3f-45e6-97fe-ed0c28411118-65c1/?-fullscreen>