Reflection of Concept

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Digital Media Projects - MED2024M
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Youtube Link: https://you-tu.be/N-Lcn-g1SrY
Blog Link: http://mattwebb.blogs.lin-coln.ac.uk/
Experivce Design App mock up Link: http://adobe.ly/1SFf3a5

I feel that my app was quite original in relation to other apps. After coming up with the idea for my shopping app I researched others that were already on the market, looked at good and bad points and took inspiration from them. After having base research I developed my idea and came up with something unique and that wasn't on the market at all as far as my researched showed. I then created a design for it using Photoshop and was happy with the product I had thought of and also created from scratch.

The quality of my product could've been better although I am pleased with the outcome of my app design and my animation I could've spent more time on different fonts and colour to make it look more professional and a little less childish. I do however think I was creative as I would create assets and then animate them from scratch and not having storyboards to look at I would think of things on the spot which lead to some good ideas for the animation. I would've spent more time on the design though and made it look more mature and sophisticated.

I used a range of techniques in my project and a range of different software's ranging from Photoshop, After Effects and even Experience Design. I then used different techniques within the software to create assets, animate those assets and also make my app come to life. I feel as a whole I have demonstrated I have a wide variety of techniques up my sleeve and I can use them in a creative way to make a good product, which is a vital tool within the media industry.

I tried to keep up to date with my blog posts and also make everything I put on there relevant. I didn't want to have 2/3 different posts per week, which were pointless and also short so I decided to have a weekly post of a substantial length, which would update the user and tell them everything I had done that week. I have shown the process I went through for the project step by step to allow the user to see what I was doing in the 11 week time period. I made a new post around once a week over the 11 weeks not only to keep people updated but to also track my progress so I could pick up from where I left off easily.

All in all I think I have worked well on this project, If I had to do it again I would change my time management as in some weeks I was fairly rushed and I feel that did effect my creativity and the final product. I'd have also done a little more research into app designs so it could look more professional and less childish however overall I am happy with the product I have created.