

- **What am I really good at?**

Coming up with creative solutions and altering them according to given instructions, but adding personal touches.

- **Which UX activities do I really like to do?**

Creating functional, but interesting design ideas to make life easier and save the average person time.

- **What differentiates me from other designers?**

My approach to solve certain problems and my style.

- **On which projects did I bring the most value?**

Projects with strict instructions as I can always figure a way out to add something more to them.

- **From which projects did I learn the most?**

Projects requiring me to pay special attention to detail and also to look for more information regarding the topic. The latter one leads to more knowledge and insight.

- **What interesting stories can I tell about the work that I did?**

The stories are mainly connected to the contacts I have made during the work and the brainstorming process. During brainstorming, I usually find interesting topics - even if they distract me for a bit - and I end up getting smarter.



Earth Year 2022 Exhibiton Visuals

1. My role in the project

Discussion: get to know the clients' aim with the project

Research: find the main element for the visuals to create a key visual

Prepare the items: firstly, presenting main ideas before making them whole digitally

Printing: discussing correct parametres with printers for best result

2. Introduction — scenario/problem/goal

The Earth Year 2022 exhibition raised awareness amongst everyday people to understand what the deal is with climate change and global warming. This year, it was focusing on issues in connection with fresh water and the clients wanted to have a unique design appearing on billboards, banners, leaflets and more in order to spread the word.

3. Who are the users

Everyday people, mostly children and young adults learning about climate change and global warming.

4. Design Process (methodology; roadmaps; metrics; research...)



Chatting with the client



Looking for inspiration



Sketching



Getting feedback



Making corrections



Finalizing

5. What tools did you apply in this project?

I used Illustrator, InDesign and Photoshop

6. Research

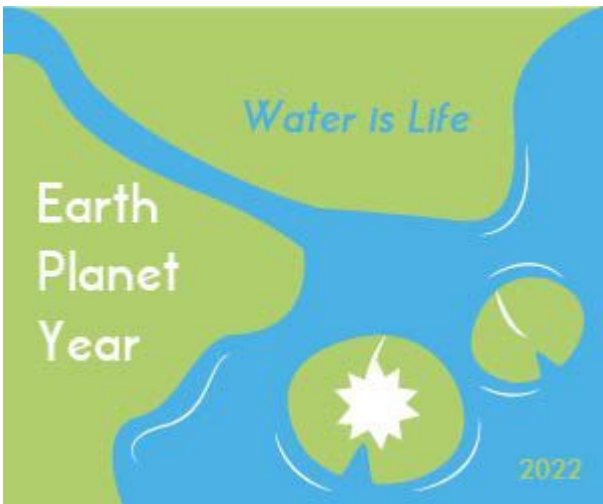
First steps: reviewing the key visuals from previous exhibitons

Gathering inspiration: conducting research on fresh water pollution and creative design

Sketching: creating ideas on paper, then making them more detailed in order to be shown to the clients for approval on meetings and receiving feedback

7. Sketches, wireframes, graphics, prototype

**Attached below*



Earth Planet Year 2022



Earth's water is always in movement, and **the natural water cycle**, also known as the hydrologic cycle, describes the continuous movement of water on, above, and below the surface of the Earth. Water is always changing states between liquid, vapor, and ice, with these processes happening in the blink of an eye and over millions of years.

Water is a unique and non-substitutable resource. **As the foundation of life**, societies and economies, it is essential to human, plant, and animal survival. From huge cities to tiny villages, about **50% of the world's population depends on groundwater every day**.

Water Is Life

Water, by its simplest definition, is life. Every living thing on Earth requires water to survive. **Today, water is under extreme threat** from a growing population, increasing demands of agriculture and industry, and the worsening impacts of climate change.

Water is an incredibly powerful natural force so powerful it can shape the land around us. Water is essentially everywhere in our world, and the average human is composed of between 55 and 60 percent water. Humans can only live a few days without water.

About **71 percent of the Earth's surface is water-covered**, and the oceans hold about 96.5 percent of all Earth's water. Water also exists in the air as water vapor, in rivers and lakes, in icecaps and glaciers, in the ground as soil moisture and in aquifers. Only around **3% is fresh water**.

8. Results and takeaways from a Usability test

The total number of visitors is increasing every year making the exhibition a huge success. The exhibition of 2022 was mainly visited by younger audience, who were having a school field trip. It can be said that the exhibition has become a must in terms of educating the pupils.

9. Your final design — style guide

My final design is simple, geometric and uses a limited amount of colours and shapes that play an important part in the overall visual design.

10. Conclusion/ The impact

I became more familiar with the topic of the exhibition. One of the best benefits of these projects are the knowledge one can gain through research regarding both the topic and design ideas across the world. The feeling of promoting such a case is satisfying, especially when seeing all those people at the exhibition - which means that the promotion of the exhibition is successful.

11. What did you learn from the project

I learnt how to cooperate with a team and how to bring the best out of the ideas I invented but were modified. A project comes with many sacrifices, but for the impact it is completely worth it. Of course, I still have a lot to learn.

12. What would be the next steps

The next step is to teach the new generation how to be responsible for the planet and how to be sustainable through regular exhibitions to make learning more appealing and enjoyable.