

ART 293V NEW • MEDIA • ARTS INTERNSHIP

STUDENT : kathleen uno

COMPANY : firefly interactive

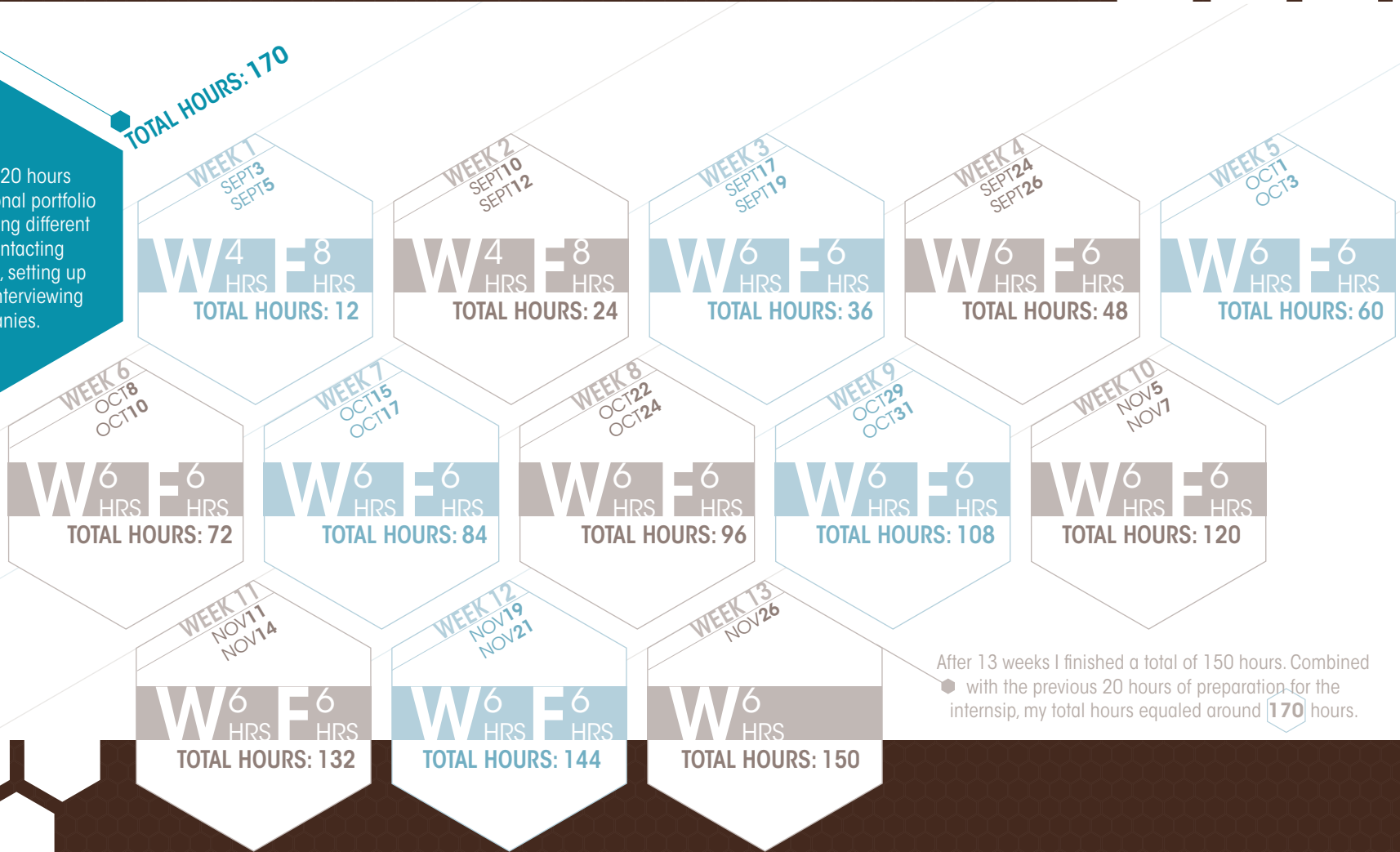
SUPERVISOR: jacqueline davey
INSTRUCTOR: ailed garcia

Firefly Interactive is a company that develops, designs and manages websites. They create interactive sites for many locally based companies including Starwood Hotels, Go! Hawaii, and the Hawaii Visitors & Conventions Beureau.

PRIOR TO START

I spent roughly 20 hours updating my personal portfolio website, researching different companies, contacting those companies, setting up interviews, and interviewing with companies.

TOTAL HOURS: 170



After 13 weeks I finished a total of 150 hours. Combined with the previous 20 hours of preparation for the internship, my total hours equaled around **170** hours.

DOCUMENTATION

WEEK 1
SEPT 3 - SEPT 5

INTRODUCTION AND START

During the first day I was given a tour of the office, introduced to the staff and set up at my work station. I was also introduced to the project that I would be working on for the semester. This project would be redesigning the website for Firefly Interactive's sister company MVNP or Milici Valenti Ng Pack.

I started working on exploratory compositions and researching different sites with interesting design.

WEEKS 2-3
SEPT 10 - SEPT 19

CONCEPT AND EXPLORATION

My second and third weeks were spent working on experimental compositions for the MVNP site redesign. I was given a couple of reference comps to work with. These initial compositions were to be shown to the creative director of MVNP to get an idea of what kind of look she desired for the site. MVNP wanted a site that reflected the quality of their work, their clients, and also Hawaii.

I worked mainly in Photoshop. During the third week I was allowed to do interface concepts. I came up for an interface in Flash that would unfold like geometric origami.

CONCEPT 1

The initial concept for interface was a sample of the company's work on a card that would be able to flip over vertically and horizontally in Flash. The first design I worked on incorporated this idea of a postcard. Please note, the initial designs have the "Firefly" title because I was originally going to work on that site but a couple weeks later I was switched to work on the MVNP site.



CONCEPT 2



This was a more sleek design.

CONCEPT 3



CONCEPT 4



The inspiration for this interface was origami. The red shape would unfold to reveal thumbnails of work.

MY REFLECTION

One of the main reasons I chose to intern at Firefly Interactive was because they have a very impressive client list. I also loved the location and their office is really modern.

My first week was spent getting accustomed to my workspace and the staff. I was very excited at the prospect of redesigning their own website.

The next couple weeks (2 and 3) were spent working on concepts for the design and interface. I wasn't given much content-wise, but I had a lot of freedom. I spent a great deal of time brainstorming different types of navigation.

I met with my supervisor, Jacqueline, one to two times daily. She was very nice and helpful.

DOCUMENTATION

MOOD BOARDS AND RESEARCH

WEEKS 4-6
SEPT 24 - OCT 10

For the next three weeks, I worked on collecting imagery, color schemes, textures, illustration, and type samples. These were comprised into mood boards. I developed a list of different style concepts: urban, fire, ocean, growth and earth.

For each board I collected different photographs, patterns, textures and color swatches. The typography boards were separate from the others.

At the end of the 5th week my supervisor let me know which 2 boards were the most successful and I spent the 6th week expanding on those boards.

EXPERIMENTATION AND COMPS

WEEKS 7-10
OCT 15 - NOV 7

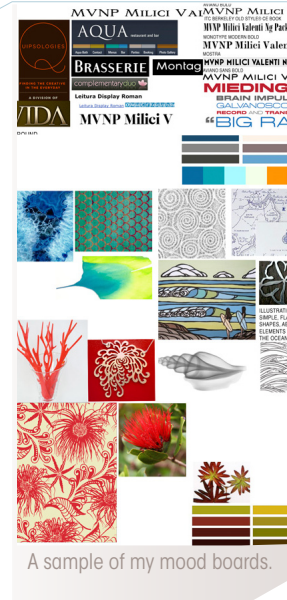
These two weeks were spent specifically working on different background designs for the site. After meeting with MVNP we got an idea of the style they were after. They wanted something with lots of texture, to have an "old" look, and the background design was not to interfere with the portfolio pieces.

I started using lots of textures, some scans of old maps, geometric patterns and even some illustrations I did in Adobe Illustrator. I composited all of these in Photoshop.

BACKGROUND DESIGNS



MOOD BOARDS



MY REFLECTION

I really enjoyed working on the mood boards. Even though I had 3 weeks, I was happy to have the time to really search for things that inspired me. I had never done mood boards before for any of my projects and found it to be a great exercise. I don't think I could have reached the final designs without this process.

By the experimentation and comps stage I was a bit confused. I had not received any real content to work with, not even the navigation elements or body copy. I found this increasingly frustrating because I did not feel I could do a design that just had dummy text and made up links for the navigation. I was also becoming tired of paying for parking down town twice a week.

Typography was really hard for me. Although I like typography, I don't have much experience with it. I was shown some samples that MVNP "liked" but I was not familiar with all the fonts that were on my computer.

DOCUMENTATION

TYPOGRAPHY

WEEKS 11-12
NOV 12 - NOV 21

For these two weeks I took the background design that was approved by MVNP and began to incorporate text. I was given some body copy but I did not have anything set for the links in the navigation.

The way the interface worked was not nailed down yet so I had no real way to know where the links should go or how the body copy would be incorporated with the design.

My supervisor suggested that the superfluous text should be something that you can access as a rollover at any time and not necessarily have its own page.

FINAL DAY AND WRAP UP

WEEK 13
NOVEMBER 26

On my final day I met with my supervisor and the creative director of MVNP. They looked over my work and gave me a positive critique. Unfortunately, since the interface functionality was not completed, my design was incomplete.

FINAL DESIGN

I feel that this design is incomplete. I am not too happy with it because I feel I could have done a lot more if I had wireframes to work with and that the Flash based interface was not so restrictive. Content had to fit within a card that was not resizable. Without links for the navigation it was hard to just create content and design.



MY REFLECTION

Overall, my experience at Firefly Interactive was very positive. I really enjoyed working in their office environment. There were times where I felt rather inadequate and I worried that I wouldn't live up to my supervisor's expectations of an intern. I wish I had been able to work on more than just one project for the whole semester but I understand that they are a business and can't necessarily take a chance with an actual client's work with an intern.

One thing that interested me was that Firefly was very insistent on having a flashy Flash site. They seemed more interested in how the site would work in Flash than the overall look. Although I was a Firefly intern, I worked in the MVNP area. I was able to see many print designs. I wish that I was able to do that since, to me, that kind of design looked more interesting. I would accept an intern position again but I would want to work for the print side of the company.

STRENGTHS AND WEAKNESSES

My greatest weakness was my lack of assertiveness and not having more confidence in my skills. I feel I could have asked to do more or helped on the print side. I was afraid my lack of preprint knowledge would hinder or inconvenience someone. I believe my strength was the ability to work with criticism and suggestions. I put the project and the client's desires above my own sense of design. I was able to explore in the beginning but the client had a very strong sense of what they wanted and I did my best to achieve that.

MY WORK

Although I was able to produce designs, I feel they are incomplete. I understand that the pace was out of my control since the wireframes for the site weren't even completed. Even though I enjoyed the time I spent researching and drawing up mood boards, I felt the pace was too slow for my liking.

FINAL DESIGN

CLIENT AND PROJECT INFO



The project I worked on all semester at Firefly Interactive was the redesign of the MVNP website. I initially started working on Firefly's site but after a couple weeks, I was reassigned to MVNP.

MVNP is an award winning advertising agency in Honolulu. They have many prestigious clients for whom they do different types of work: print design, commercials for television and radio, and corporate identity.

MVNP desired a design that reflected their unique location in Hawaii without being overtly "Hawaiian". They wanted a sophisticated design that showcased their work that they do.

In the initial planning stages, they liked a mockup that had a very textural background with Asian decorative illustrations and touches. I kept this in mind when working on the design for the background of their site.

I wasn't able to fully complete the design of the interface since they wanted it to be interactive in Flash and were still developing the functionality of the interface.

FINAL REDESIGN



ORIGINAL DESIGN

