

# Case study

# Capython

Multimedia Hackathon

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# Project overview

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# Project overview



## CONTEXT

Capython is an intensive **one-week project** where students work in agency-style teams, mixing first- to third-year profiles. The goal is to **collaborate in a professional environment** and simulate real creative production conditions. This project took place from February 25 to March 6.



## GOAL

The objective was to create a **complete branding** and a final product based on a **given subject** and a defined target audience. For our group, the theme was **symposiums**.



## MY ROLE

I was responsible for the **visual identity of the agency**. I designed the logo and color palette using Illustrator. I also created the motion design for the introduction of our video using After Effects.



## TIMELINE

This was a **one-week** intensive project. Due to the short timeframe, we had to work efficiently and prioritize key elements rather than perfect every detail.

**Problem  
statement**

**02**

# Problem statement

## ● DESIGN/PROJECT CHALLENGE

The main challenge was to create **a clear and coherent brand** based on the given topic: symposiums. This was difficult because we were **not very familiar** with this type of event. We had to quickly understand what a symposium is and how an agency can work around it.

We also needed to **define what our agency offers**, especially for event coverage and communication. The short deadline made it harder, because we had to work fast and make quick decisions.

## ● TARGET AUDIENCE

Our target audience was people or organizations who want to **organize symposiums**. As a video, photography, and motion design agency, our goal was to capture the event and show it in an **authentic** way.

Research &  
Inspiration

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# Research & Inspiration

## ● RESEARCH/REFERENCES

I was also inspired by **Kodak's visual identity**, especially its warm and nostalgic color palette. My final palette is a mix of these two influences: Ancient Greek tones and Kodak-inspired colors.



# Design Process

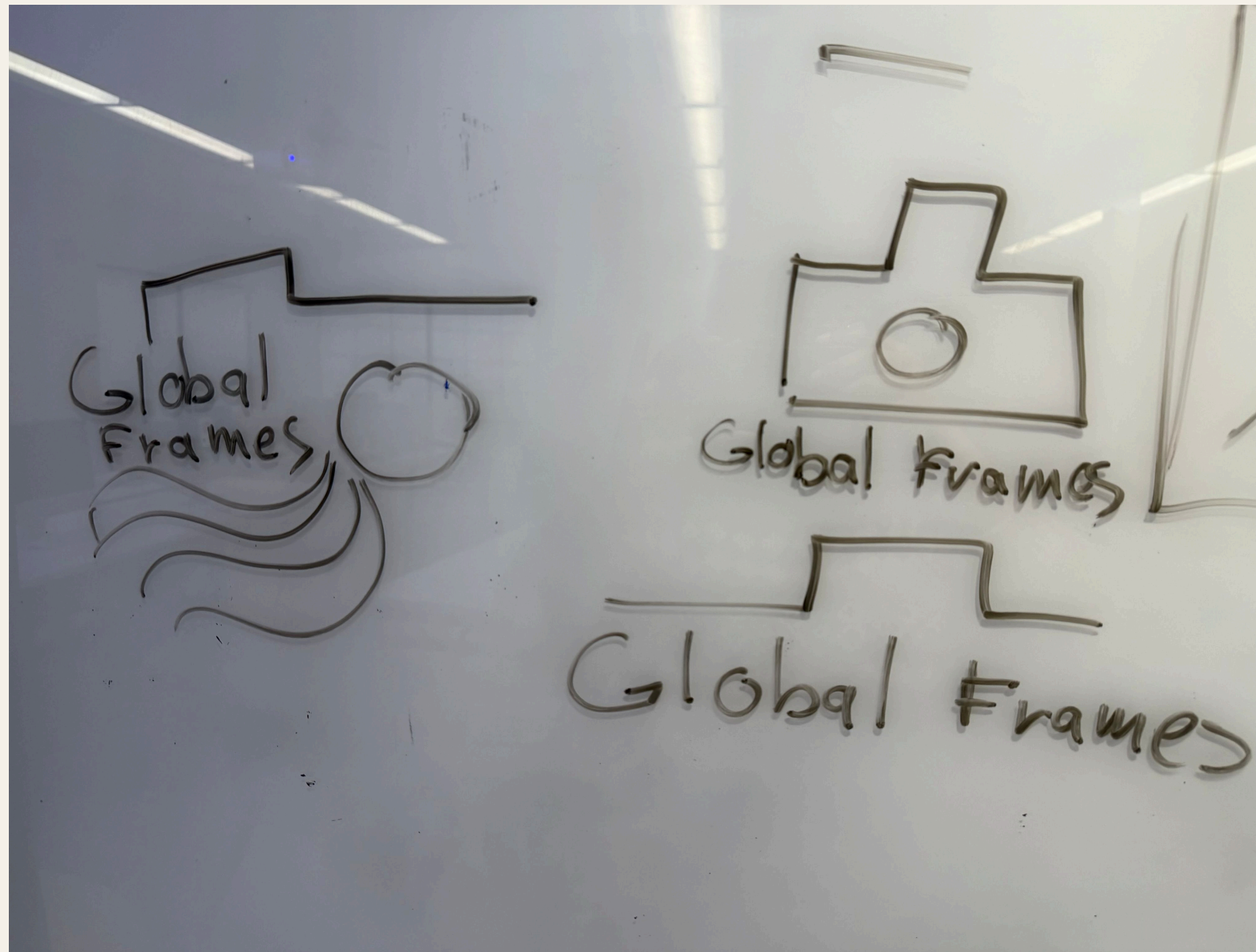
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# Design process

- **Process**

- a) Initial Ideas**

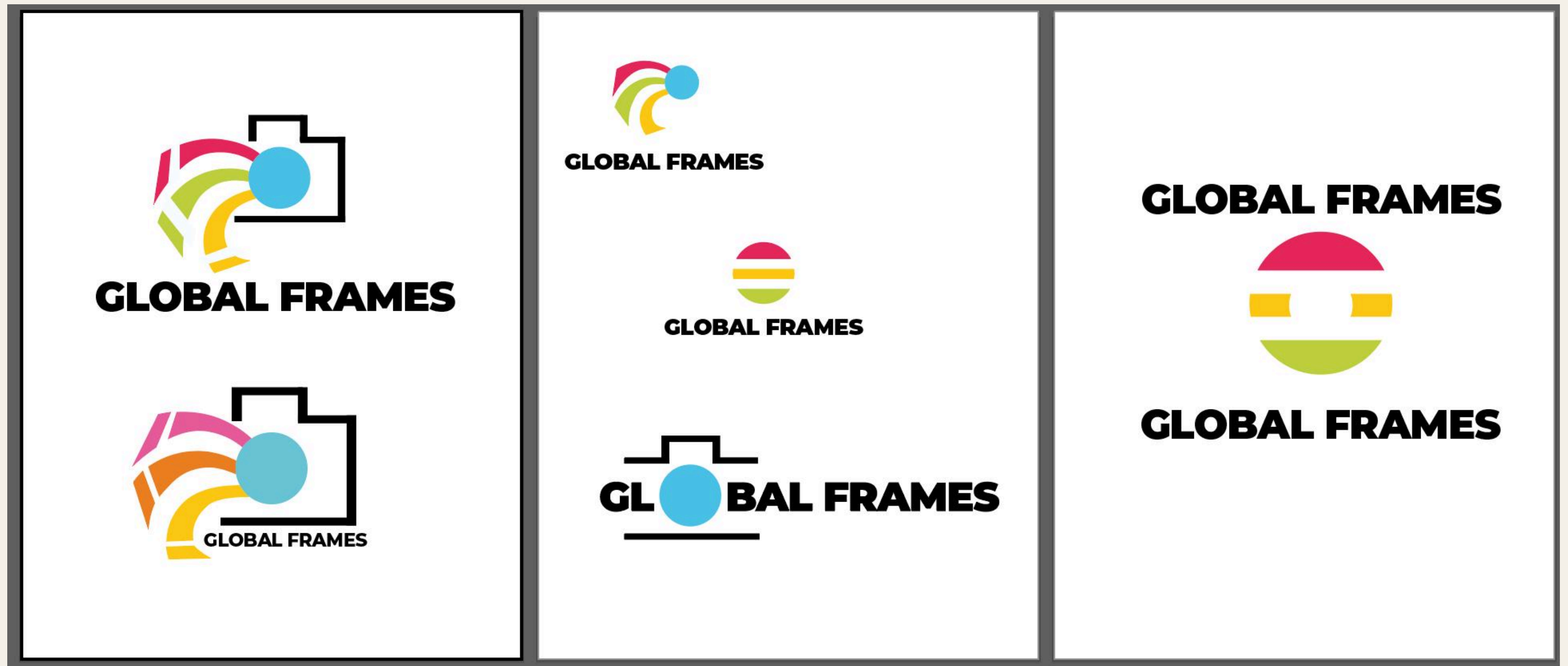
I started by creating **several thumbnails** to explore different logo ideas. I tested different placements of the stripes and the camera element, as well as typography options to see what worked best with the concept.



# Design process

## ● b) Iterations

My main challenge was the **placement of the elements**. I wanted a logo that was clean, not too overloaded, but still recognizable and unique.

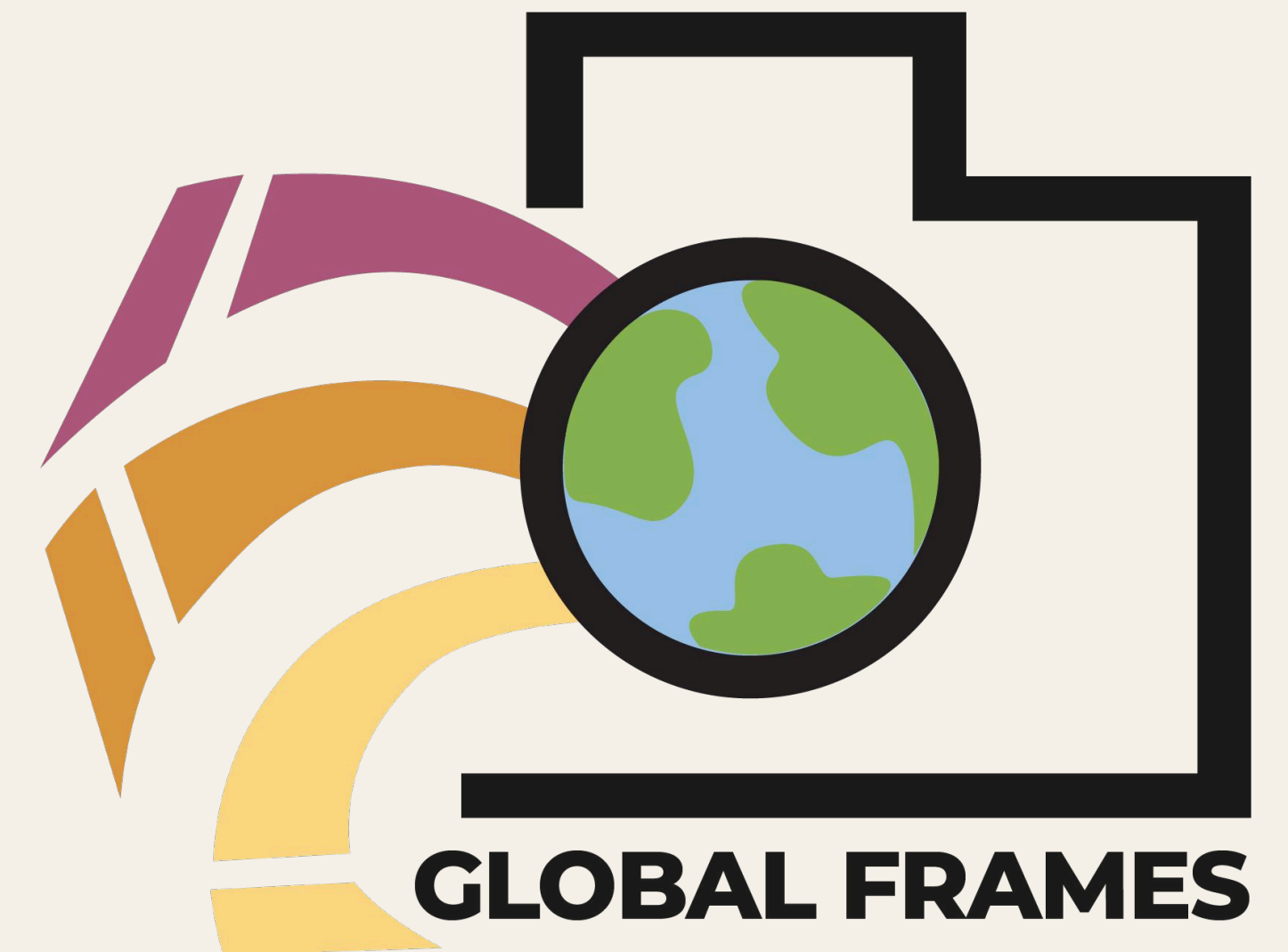
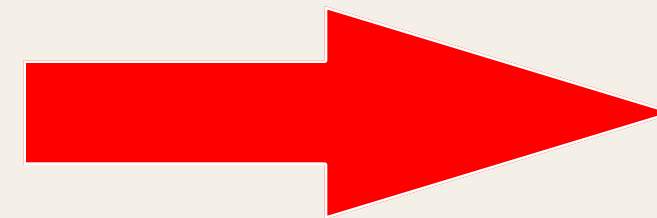
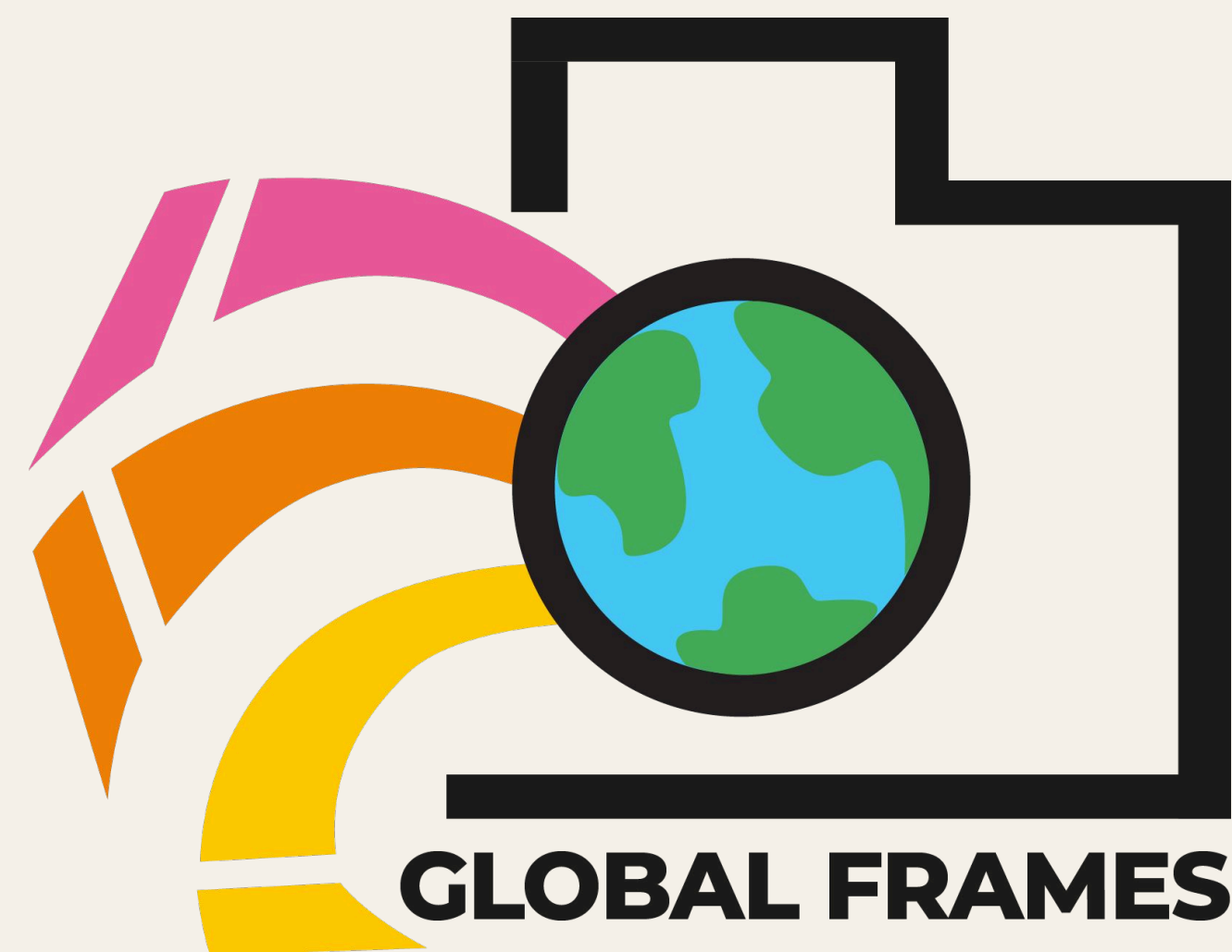


Design  
process



## b) Iterations

After receiving **feedback**, I adjusted the colors to make them slightly less vibrant, so they would better match the vintage color palette developed with my team.



# Design process

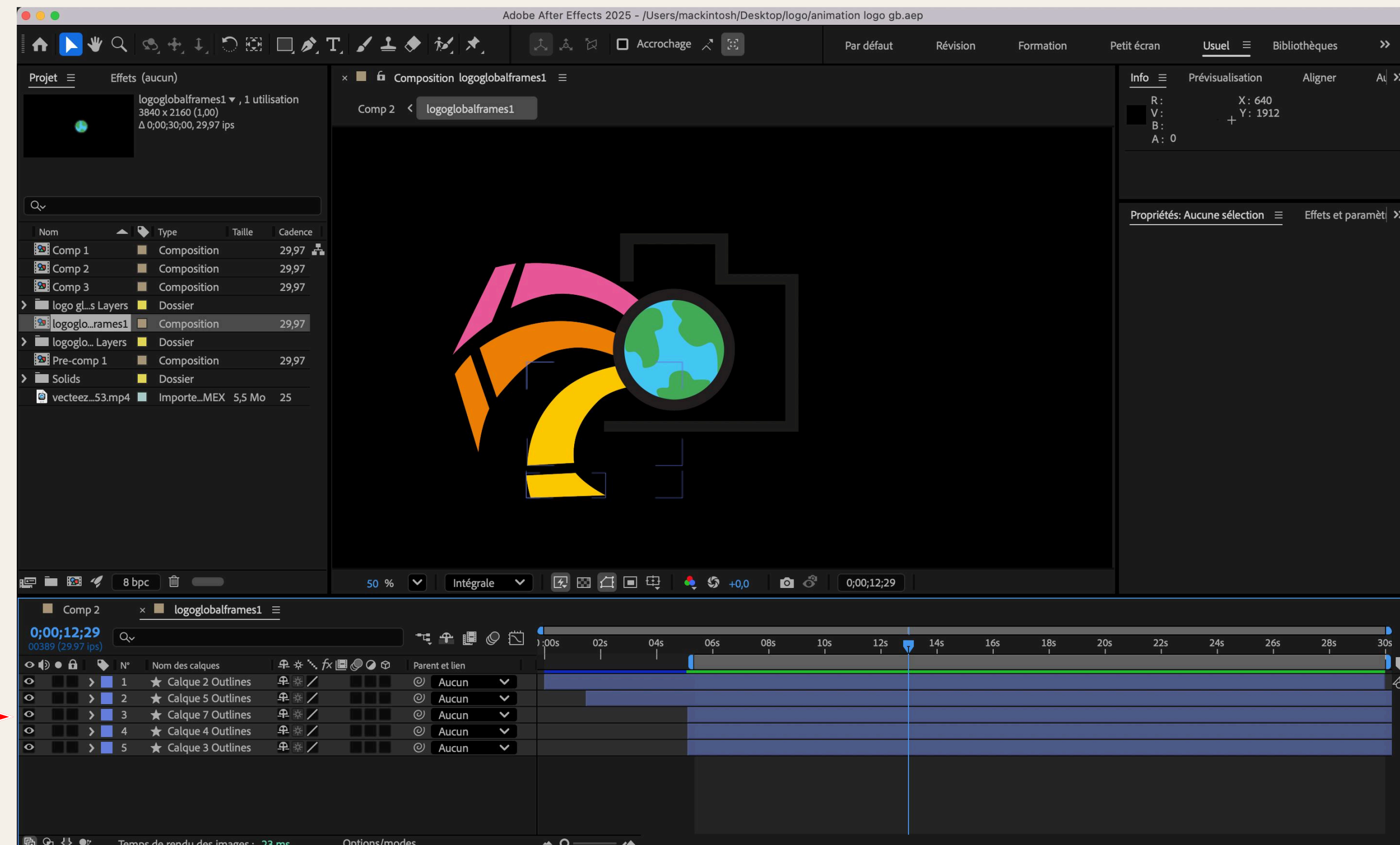
## ● Motion Design part

For the motion design, the process was **more difficult**. Even though I had used After Effects before, I was not fully comfortable with it. I had to learn how to properly **import an Illustrator file with separate layers**, which slowed me down. I originally planned to create path animations, but due to **time constraints**, I had to simplify my idea and learn as I worked.

## c) Tools & Techniques

- **Adobe Illustrator for the logo design**
- **Adobe After Effects for the motion design**

I also learned basic workflow techniques between Illustrator and After Effects, especially how to prepare and import layered files correctly.



Each elements of the illustrator file are put in separate layers so that I can animate them

Capyskills

05

# Capyskills

## ● CHOSEN SKILL

For this project, I focused on the skill: **organizing and developing a project plan.**

## ● Why this skill

I chose this skill because I wanted to improve the way I structure my work. In past projects, I sometimes lacked clear planning, which made the process less efficient.

<b>VA.1.2</b> <b>Organize and develop a project plan</b>	I can come up with an idea for a design project.	I can come up with an idea for a design that relates to an interest, experience, or question that I have.	I can brainstorm ideas for a design project that relates to an interest, experience, or issue in my community or in the world.	<b>I can generate a novel idea for a design project that relates to an interest, experience, or issue in my community or in the world, and that involves an established design practice.</b>	I can generate a novel idea for a design project that relates to an interest, experience, or issue in my community or in the world, and that involves an <b>innovative</b> design practice.	<b>I can formulate a new creative problem, based on my existing portfolio that relates to an interest, experience, or issue in my community or in the world.</b>
	<b>I can implement a workflow or process to develop design ideas.</b>	<b>I can make a goal for my project, and create a plan that describes my process and timeline for creating the artwork.</b>	<b>I can select an idea, develop a goal and quality criteria for my project, and a plan that describes my process and timeline.</b>	I can develop <b>clear</b> goals and quality criteria for my project, as well as a plan that describes my process and timeline.	I can develop clear goals and quality criteria for my product <b>and my process</b> , as well as a plan that describes my process and timeline.	I can develop clear goals and quality criteria for my product and my process, as well as a plan that describes my process and timeline.
		<b>I can identify the tools and create the assets I need.</b>	I can identify the tools and create the assets I need.	<b>I can identify resources I need, and conduct research to deepen my knowledge of the practices, tools, or methods I will apply.</b>	I can identify and gather the tools I need, <b>and use multiple approaches to initiate my endeavor, including research and observation of experts.</b>	<b>I can choose from a range of methods of traditional and contemporary design practices to plan projects.</b>  <b>I can utilize inquiry methods of observation, research, and/or experimentation to explore unfamiliar subjects through design.</b>
	I can show consideration of ethical	I can show research of ethical	I can apply research of ethical		I can apply research of ethical	I can apply research of ethical

# Capyskills

## ● HOW I IMPROVED IT

During Capython, I applied a more structured approach. I started with research to **better understand the topic** and visual direction. Then I explored different ideas through sketches and chose the most relevant one.

I followed clear steps in my process: research, sketches, digital design, feedback, and improvements. I used the appropriate tools to create the visual identity, including the logo, colors, and typography.

I also **paid attention to feedback** from my team and used it to improve my work. For example, I adjusted the colors and refined the layout to make the design clearer and more consistent.

## ● DID I IMPROVE?

Yes, I improved my ability to organize my work and follow a clear process. I was able to plan my tasks better, make more informed design choices, and adapt my work based on feedback. This helped me produce a more coherent and effective final result.

### Gaëlle - **VA.1.2 Organize and develop a project plan**

For this project, I created the whole visual identity. Before designing the logo, I did research. I looked at other logos, visual styles, and ideas to understand what works and what message I wanted to show. This helped me make better choices.

After brainstorming different ideas, I chose the best one and defined a clear goal for my project.

I made a plan for my process: research, sketches, digital version, feedback, and improvements. I used the right tools to create my logo, colors, typography, and mockups.

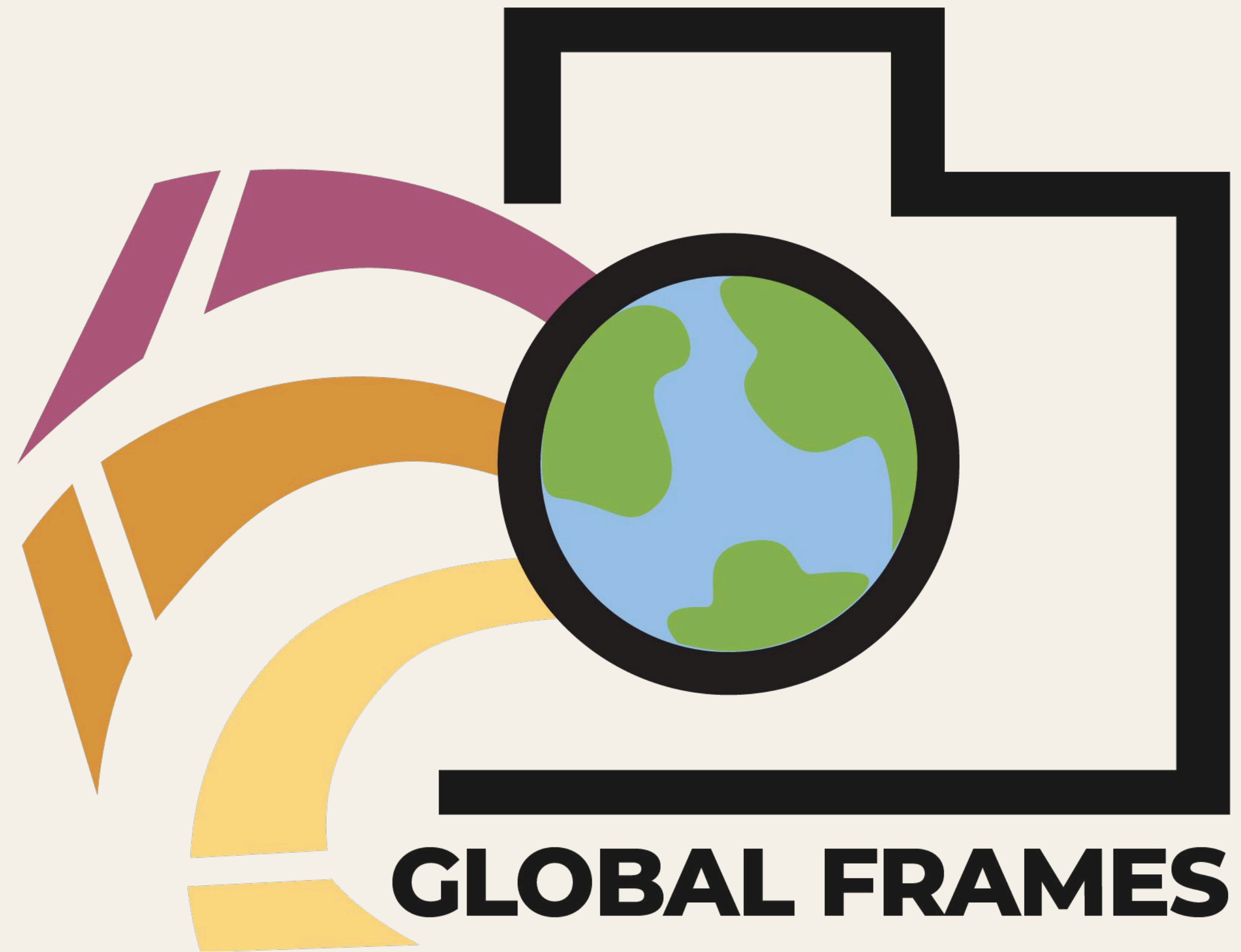
I also asked for feedback and really used it to improve my project. I changed some parts of the logo, adjusted colors, and improved the layout to make it stronger and clearer.

Because I did research, planned my work, created all the visual elements, and improved my project with feedback, I believe I am working at Level 6.

**Final result**

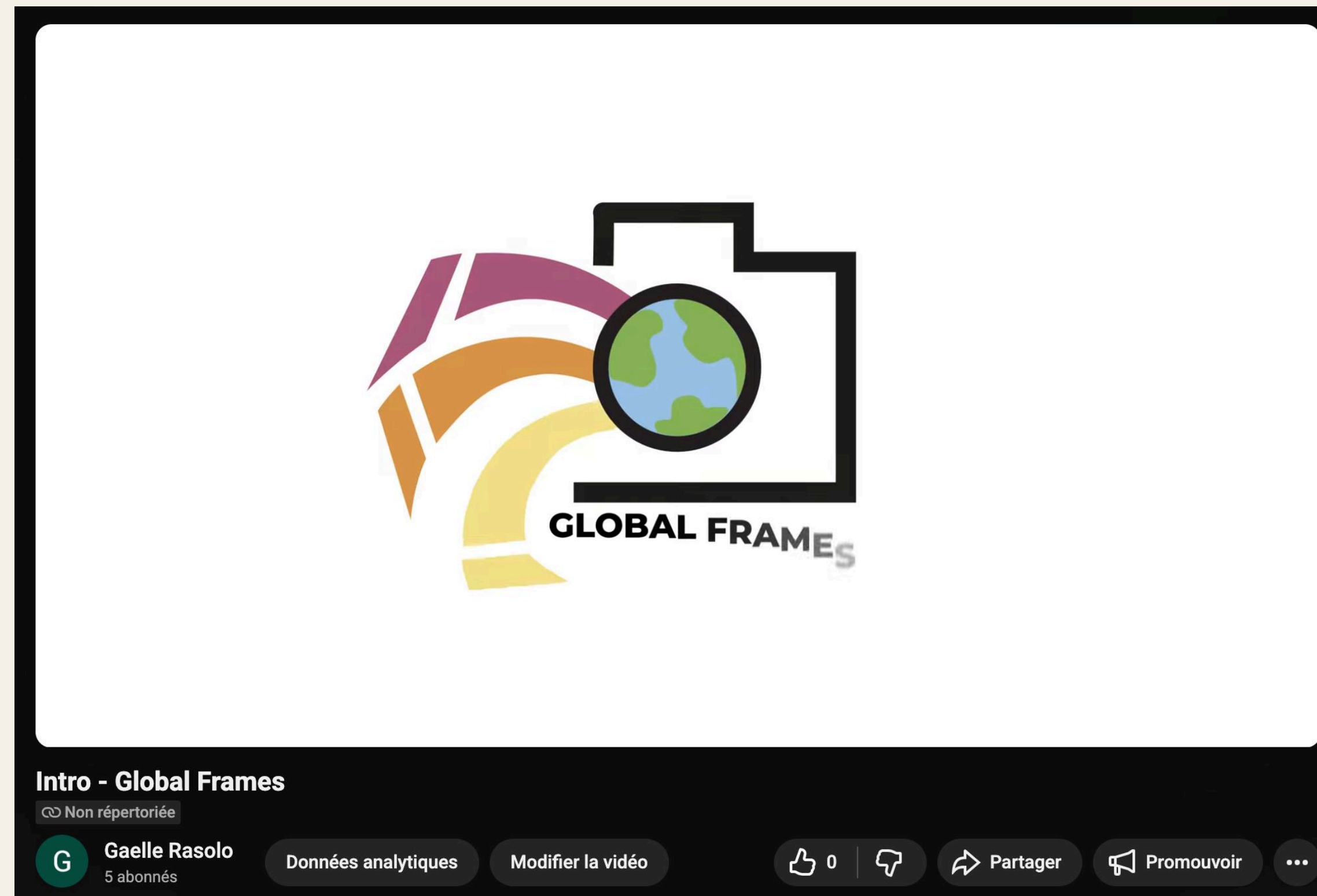
**06**

# Logo



*Official logo for the Global Frames Agency.*

# Logo Motion Design



<https://youtu.be/8V93n7FFIws>

Reflection

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# Reflection



## WHAT WORKED WELL?

Even though my teammates argued a lot, I think I managed to **stay focused** and push the project forward. I'm happy with how the visuals turned out and how the ideas ended up looking. Getting feedback from my teachers and friends **helped me improve things** along the way.



## WHAT WAS HARD?

The **short deadline was really stressful** and I feel like I could have done a **better job** if I had more time. Figuring out what would work for our audience was tricky because we honestly had no idea what a symposium even was at first. The motion design part **took me the most time** since I didn't have all the right tools and had to figure it out on my own.



## WHAT DID I LEARN?

Working in a team isn't always easy, but I learned **how to stay focused even when things get tense**. Planning ahead is way more important than I thought, especially for technical stuff like motion design. Doing proper research on the audience at the start would have saved me a lot of trial and error. I also realized you have to be **ready to adapt and learn quickly** when unexpected problems pop up.

Conclusion

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# Conclusion

This project was really important because it got me used to working in a team and **handling a project in a short amount of time**, even when things didn't go smoothly. If I had to improve something, I'd definitely work on my **planning and time management**, try to let go of things that aren't working, and focus on **simpler solutions** instead. I'd also like to learn how to help when conflicts happen in a team, instead of just stressing out. Next time, I'd start by figuring out my role more clearly, setting up a better plan from the start, and making sure I have the **right tools ready** so I can focus on creating instead of solving unexpected problems.

“Progress is built through challenges, not perfection.”