

Digitalt Produkt

(fiktivt) case study

The Art of Design er et kreativt kraftcenter, der stræber efter at sætte nye standarder inden for design på tværs af industrier. Med en mission om at styrke virksomheder gennem innovative designløsninger, der fremmer både succes og kreativitet, søger de nu at redesigne deres hjemmeside.

Den nye landingsside vil fungere som en dynamisk digital portal, der præsenterer deres ekspertise inden for digitalt design, UX/UI, og brandidentitet. Den vil give besøgende mulighed for at udforske deres omfattende portefølje og få adgang til eksklusivt indhold, hvilket understøtter deres position som ledende inden for kreativ innovation.



Figma





what we do

We create modern all round design solutions for your business

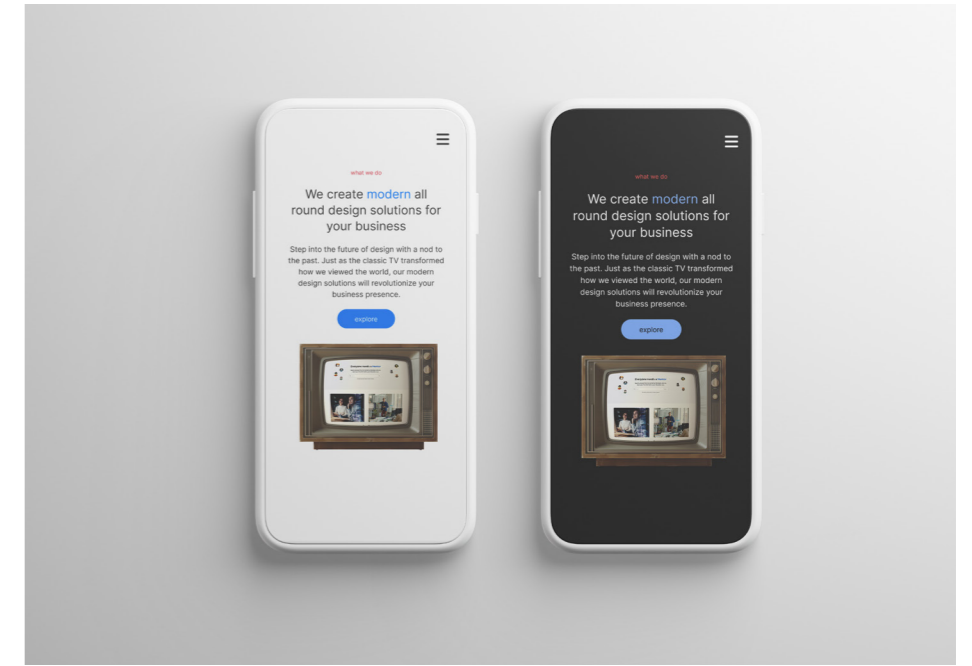
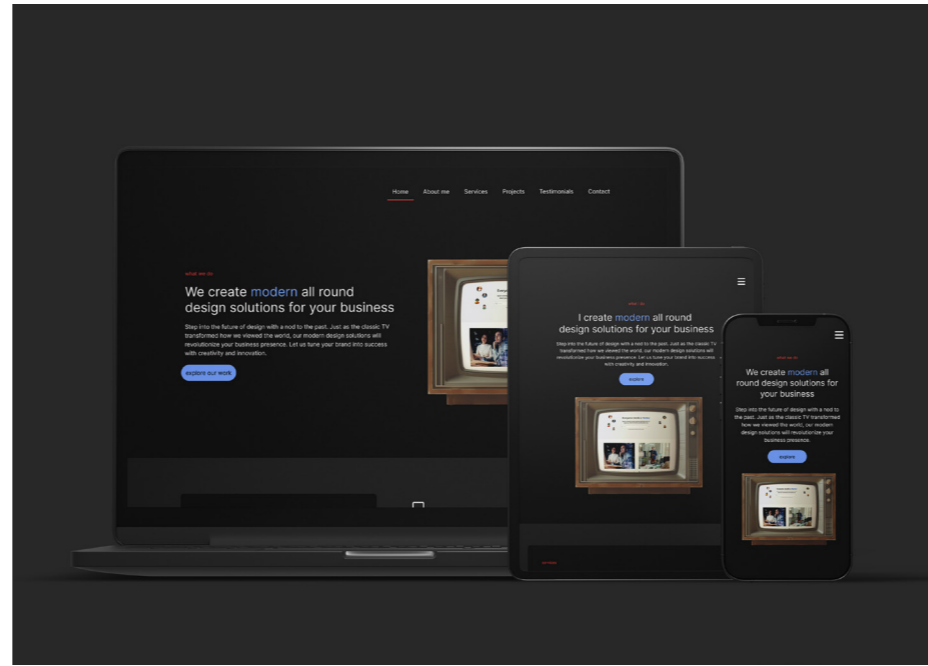
Step into the future of design with a nod to the past. Just as the classic TV transformed how we viewed the world, our modern design solutions will revolutionize your business presence. Let us turn your brand into success with creativity and innovation.

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Produktionsforståelse



1: Dokumentopsætning

Jeg har oprettet separate artboards for hver skærmstørrelse. Dette gør det muligt at fokusere på de specifikke designbehov og brugeroplevelser for hver enhedstype. Jeg har også defineret variabler for disse breakpoints, hvilket gør det nemt at justere og anvende dem konsekvent i designet. Disse variabler er navngivet henholdsvis breakpoint-desktop, breakpoint-tablet, og breakpoint-mobile.

2: Grids og Layout

I mit designprojekt har jeg oprettet lokale variabler for gridstørrelser til desktop, tablet og mobil. Disse variabler hjælper med at sikre konsistens og fleksibilitet i designet på tværs af forskellige enheder. Ved at implementere lokale variabler for gridstørrelser kan jeg opretholde en høj grad af fleksibilitet og præcision i mit designarbejde, hvilket er afgørende for at skabe en responsiv og brugervenlig landingsside.

3: Variabler

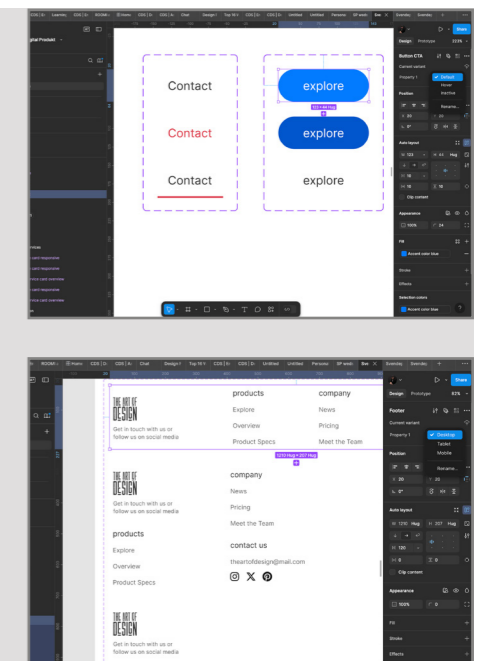
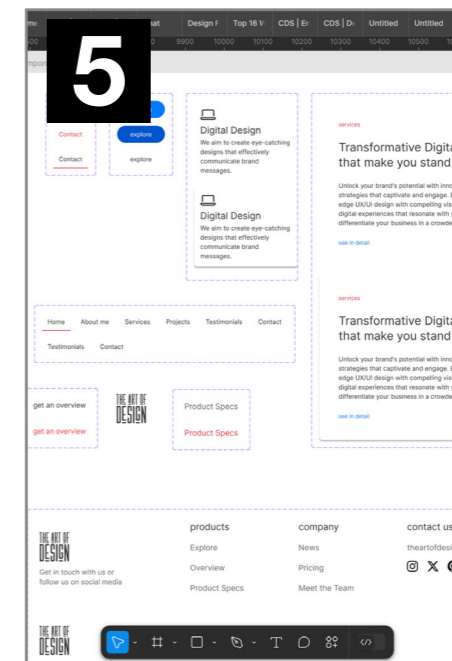
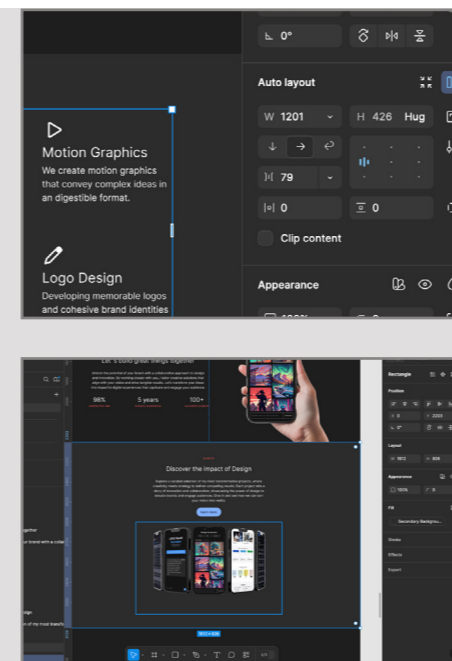
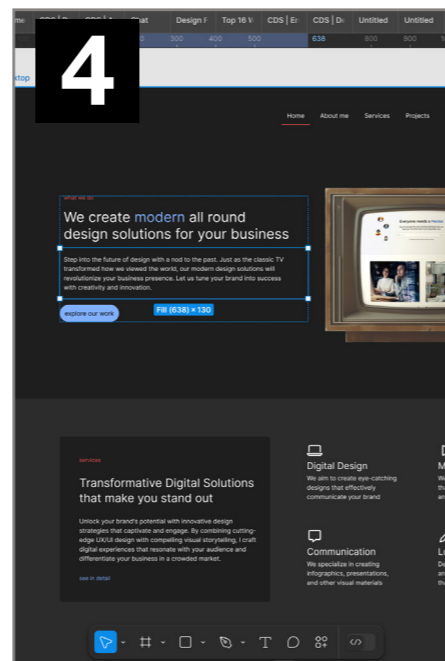
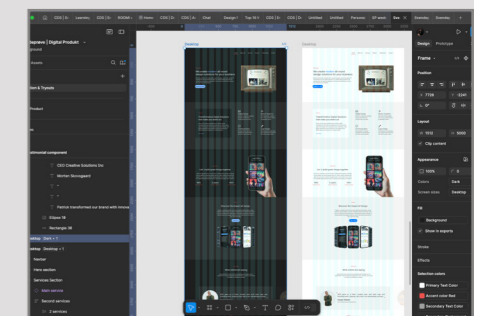
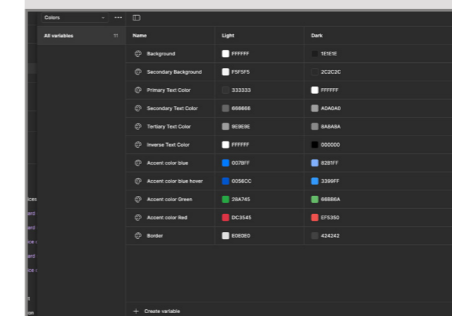
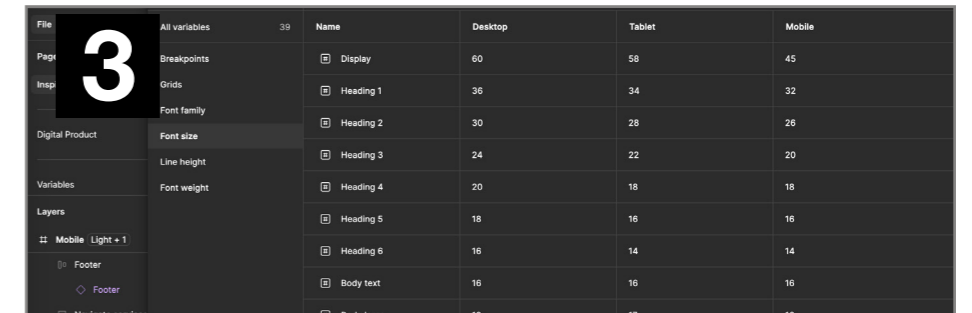
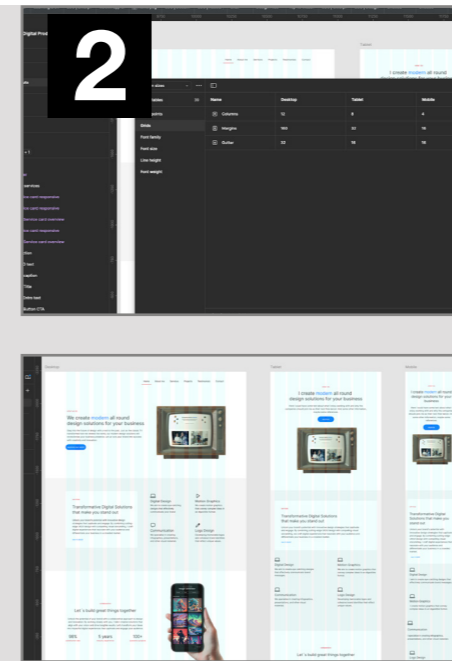
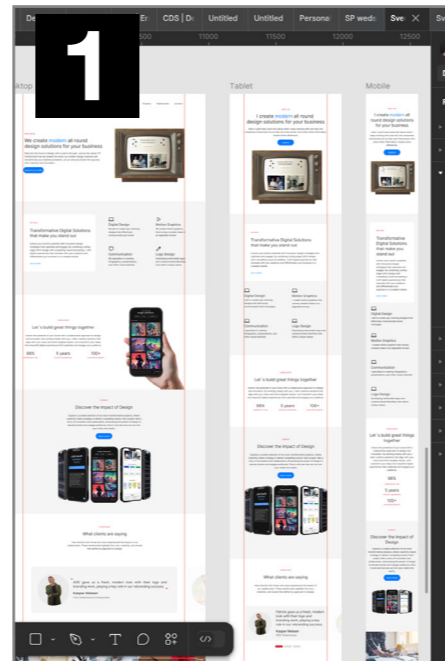
Jeg startede med at oprette et sæt lokale variabler for at sikre et responsivt og fleksibelt design. Disse variabler er organiseret i to hovedgrupper: Responsive Skærmstørrelser og Farver. Ved at strukturere mine variabler på denne måde kan jeg opretholde en høj grad af konsistens og effektivitet i designprocessen, samtidig med at jeg leverer en moderne og tilpasningsdygtig brugeroplevelse.

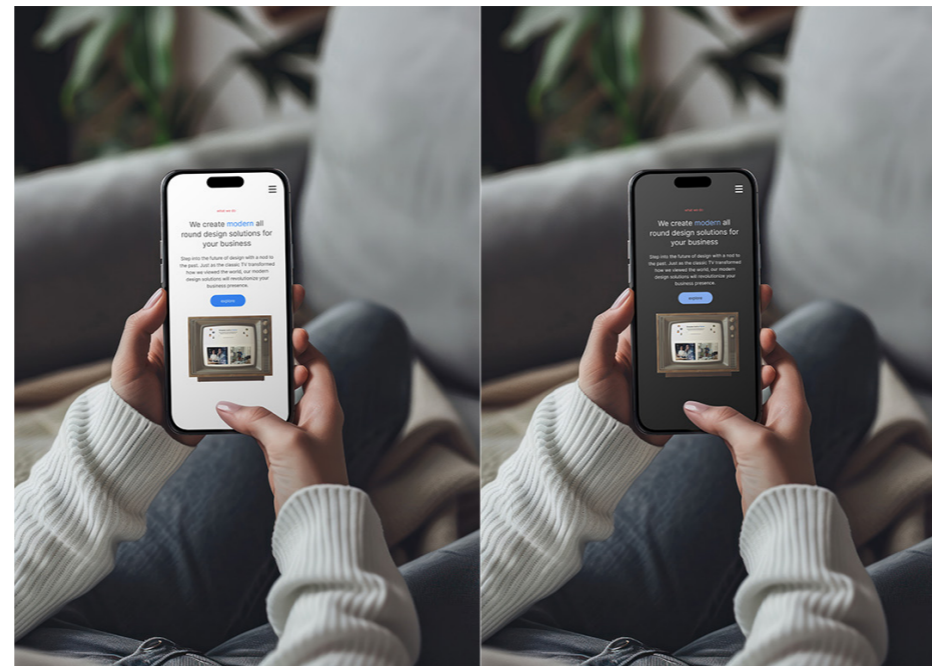
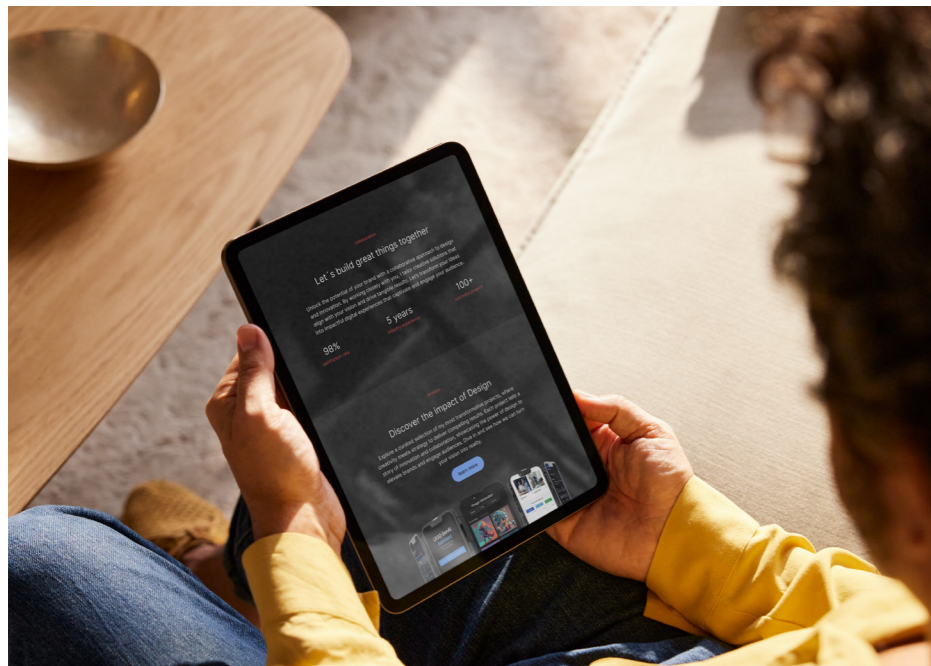
4: Responsivt Design (Auto-Layout)

Jeg har brugt auto-layout, som er en funktion i Figma, der gør det muligt at skabe fleksible og dynamiske komponenter og sektioner, som automatisk tilpasser sig ændringer i indhold og skærmstørrelse. Ved at bruge auto-layout kan jeg sikre, at mine layouts forbliver responsiv og ser godt ud på tværs af forskellige enheder.

5: Components & Variants

Jeg bruger komponenter til at sikre konsistens og nem opdatering af designet. Varianter tillader forskellige versioner af en komponent, hvilket gør det let at skifte mellem tilstande som farver og størrelser. Dette forbedrer fleksibiliteten og vedligeholdelsen af projektet.





Produktionsforståelse

6 Informative Digital Solutions that make you stand out

Unlock your brand's potential with innovative design strategies that captivate and engage. By combining cutting-edge UX/UI design with compelling visual storytelling, I craft digital experiences that resonate with your audience and differentiate your business in a crowded market.

see in detail

Handgloves

#FFFFFF #1E1E1E

Contrast Ratio 16.67 : 1

Normal Text AA AAA

Large Text AA AAA

Graphics AA

7

Font family: Inter

Font size: Inter

Line height: Inter

Font weight: Inter

6: WCAG contrast

Jeg har brugt Figma-pluginet "Contrast" for at sikre, at alle elementer opfylder WCAG-standarderne for tilgængelighed. WCAG (Web Content Accessibility Guidelines) er retningslinjer, der hjælper med at gøre webindhold mere tilgængeligt for personer med handicap. Ved at anvende WCAG-standarderne sikrer jeg, at tekstfarver har tilstrækkelig kontrast mod baggrunden, hvilket forbedrer læsbarheden for brugere med nedsat syn. Mine tekster er både WCAG 2 og 3 godkendte, mens nogle accentfarver kun opfylder WCAG 2. Dette arbejde er essentielt for at skabe inkluderende design, der kan bruges af alle.

Let's build great things together

5 years

Handgloves

Contrast Ratio 4.52 : 1

Normal Text AA AAA

Large Text AA AAA

Graphics AA

8

Image Size

Image Size: 19,9M

Dimensions: 3000 px x 2201 px

Width: 1068,33 Millimeters

Height: 776,46 Millimeters

Resolution: 72 Pixels/inch

Resample: Automatic

7: Fontvalg

Jeg har valgt skrifttypen Inter til både brødtekst og overskrifter. Inter er et moderne sans-serif skrifttype designet specifikt til digitale platforme, hvilket gør den ideel til webdesign. Ved at vælge Inter sikrer jeg, at teksten på landingssiden er både æstetisk tiltalende og funktionel, hvilket forbedrer den samlede brugeroplevelse.

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540 Hug x 426 Hug

10

Contact

While hovering

explore

explore

8: Billedoptimering

For at sikre en hurtig loading af hjemmeside, har jeg sørget for at alle billeder der bliver brugt er optimeret til en hjemmeside, 72 ppi.

9: Interaktionsdesign

Jeg har designet komponenter med varianter, som inkluderer interaktionstilstande som hover-effekter på knapper, hvilket giver brugerne visuel feedback og forbedrer brugervenligheden. Disse komponenter anvendes i prototypen for at simulere interaktioner på forskellige skærmstørrelser, hvilket sikrer, at designet fungerer problemfrit på både desktop, tablet og mobil.

10: Prototyping

I mit designprojekt har jeg brugt prototyping til at skabe en interaktiv oplevelse, hvor komponenter med tilstande som hover-effekter giver visuel feedback og demonstrerer brugerinteraktion. Efter prototypen er sendt til kunden og godkendt, går designet videre til udvikling. Udviklere bruger prototypen som reference til at bygge den endelige landingsside.

Grafisk Design

1: Målgruppeanalyse

The Art of Design henvender sig primært til kreative og innovative virksomheder, der søger at styrke deres brandidentitet gennem moderne designløsninger.

- Minerva Modellen: Målgruppen består især af grønne og violette segmenter, som værdsætter kreativitet, innovation, og personlig udvikling.
- Conzoom: Fokus er på "Urban Upscale" og "Kreative Klasse", der er veluddannede, bor i byområder, og prioriterer kvalitet og æstetik.
- Gallup Kompasset: Målgruppen ligger i de moderne og individorienterede segmenter, der vægter innovation og unikke oplevelser højt.

2: Brandscript

Jeg har udviklet et brandscript for bedre at forstå firmaets værdier og målgruppens behov. Dette script hjælper med at sikre, at designet afspejler både virksomhedens vision og de forventninger, som målgruppen har.

3: Arbejdsproces

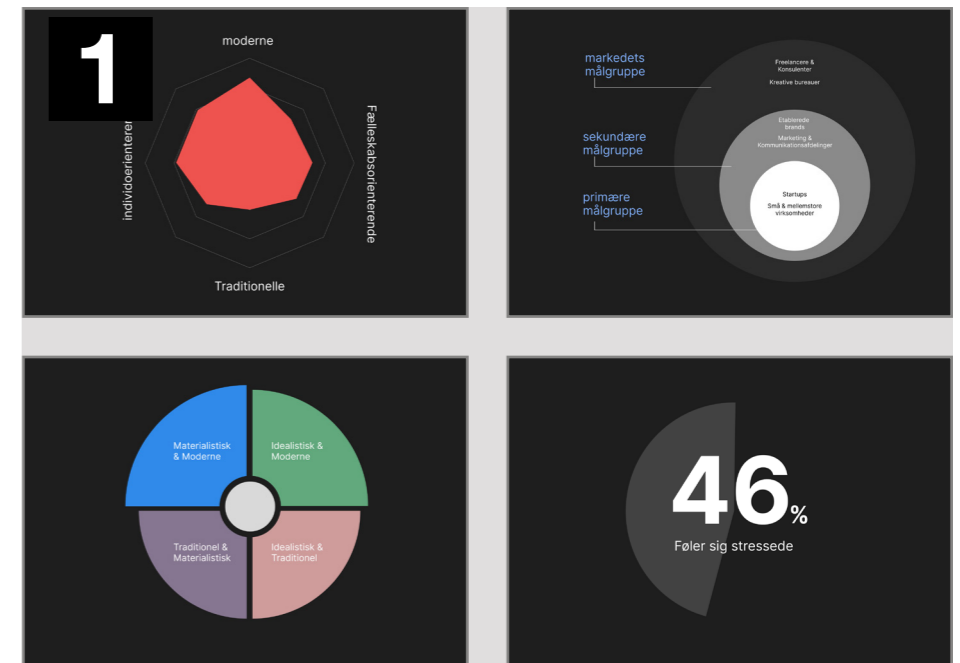
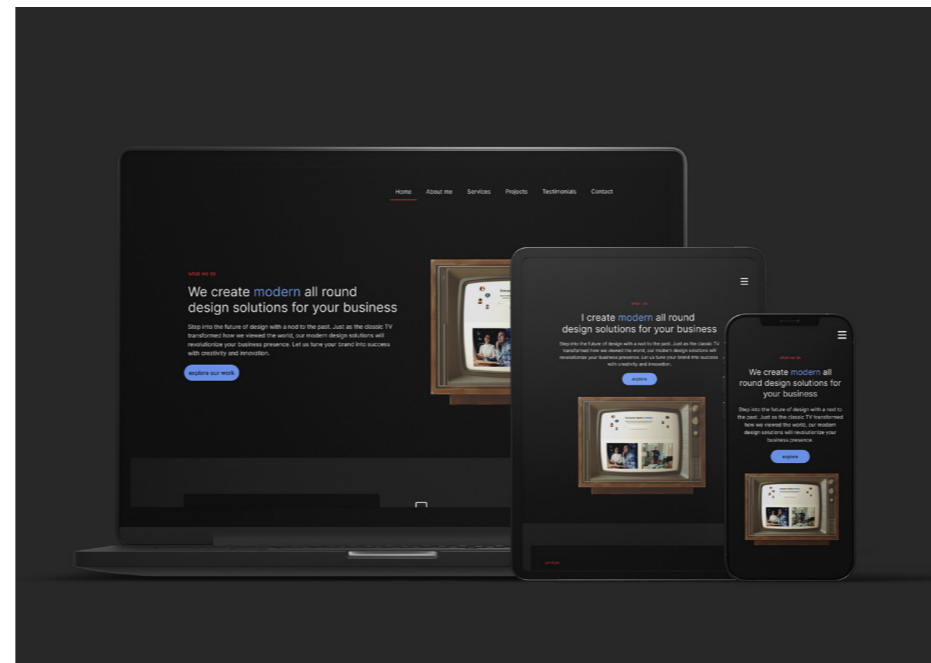
Jeg har udviklet en struktureret arbejdsproces for at bevare et klart overblik over designprocessen. Dette sikrer, at hvert trin er veldefineret og effektivt gennemføres.

4: Checklist

Inden jeg startede mit design, så fik jeg lavet en checklist som er baseret på min brandscript.

5: Sketches

Jeg har lavet en Low-Fidelity sketch som er baseret på min checklist, så jeg kunne hurtigt skabe et overblik over hvilken sektioner skulle være hvor, og tilpsaser indholdet efter Brandscript.



2 Brandscript

At **The Art of Design**, we know you want to be **recognized as a leader in innovative design across industries**. In order to do that, you need a **dynamic platform that showcases your expertise and creativity**. The problem is, **without a cohesive digital presence, potential clients may not fully appreciate the breadth of your capabilities**, which makes you feel **underutilized and disconnected from your audience**.

We believe that **TAOD deserves a platform that reflects its unique strengths and vision**. We understand **the importance of making a powerful first impression**, which is why **we offer a responsive digital landing page that serves as a portal to your services**.

Here's how we do it: **Step 1: We analyze your brand to ensure the landing page aligns with your mission**. **Step 2: We design a responsive landing page that highlights your expertise in digital design, UX/UI, and brand identity**. **Step 3: We integrate features that allow visitors to explore your portfolio and access exclusive content**.

So you can **elevate your brand's digital presence** and, in the meantime, **engage with a broader audience**. So you can **stop feeling underrepresented and instead become the go-to creative hub for innovative design solutions**.



4 Checklist

5 Sketches

6

ate modern all round solutions for your business

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services

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Text Styles

H1 H1 Heading

H2 H2 Heading

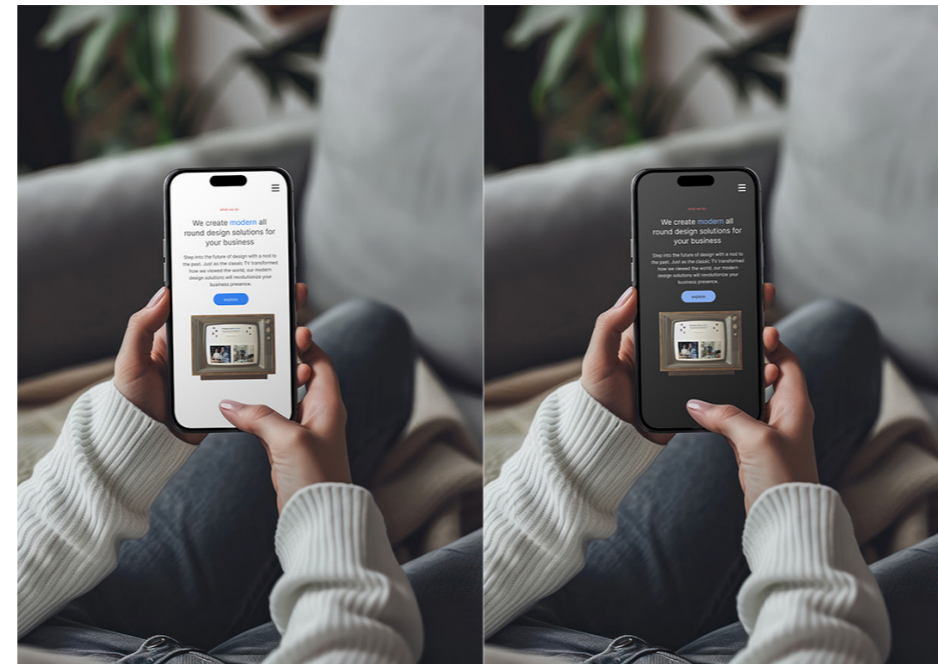
H3 H3 Heading Title in two lines

Body Most fonts have a particular weight which corresponds to one of the numbers in Common weight name mapping. However some fonts, called variable fonts, can support a range of weights with a more or less fine granularity, and this can give the designer a much closer degree of control over the chosen weight.

Body HEAVY Most fonts have a particular weight which corresponds to one of the numbers in Common weight name mapping. However some fonts, called variable fonts, can support a range of weights with a more or less fine granularity.

Body Small Most fonts have a particular weight which corresponds to one of the numbers in Common weight name mapping.

Body Small HEAVY Most fonts have a particular weight which corresponds to one of the numbers in Common weight name mapping.



Grafisk Design

7

	Light	Dark
Secondary Background	FFFFFF	1E1E1E
Primary Text Color	F5F5F5	2C2C2C
Secondary Text Color	333333	FFFFFF
Tertiary Text Color	666666	A0A0A0
	9E9E9E	8A8A8A

8

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- Digital Design: We aim to create eye-catching designs that effectively communicate brand messages.
- Motion Graphics: We create motion graphics that convey complex ideas in an engaging format.
- Communication: We specialize in creating strategic, presentation, and other visual materials.
- Logo Design: Developing memorable logos and cohesive brand identities that reflect unique values.

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Let's build great things together

Unlock the potential of your brand with a collaborative approach to design and innovation. By working closely with you, I tailor creative solutions that align with your vision and drive tangible results. Let's transform your ideas into impactful digital experiences that captivate and engage your audience.

98% satisfaction rate | 5 years industry experience | 100+ successful projects

Discover the impact of Design

Explore a detailed selection of our most transformative projects, which provide more insight into brand identity, strategy, and design. From a range of branding and communication, ensuring the power of design to make brands and digital products stand out in a crowded market.

[explore](#)

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6: Typografiske valg

Til designet af landingssiden har jeg valgt skrifttypen Inter og oprettet en række tekststile for at sikre konsistens og æstetik i designet.

Læselighed: Inter er designet til digitale platforme og tilbyder klare, letlæselige bogstaver, der fungerer godt på både små og store skærme.

Fleksibilitet: Med et bredt udvalg af vægte og stilarter giver Inter mulighed for at skabe et tydeligt visuelt hierarki, der hjælper brugerne med at navigere indholdet.

Moderne Udtryk: Skrifttypens moderne og minimalistiske udseende passer perfekt til en nutidig landingsside, der ønsker at kommunikere professionalisme og innovation.

7: Moderne Farvepalette(r)

Jeg har skabt farvevariabler til både lightmode og darkmode, der sikrer et moderne og rent look. Lightmode bruger lyse, neutrale farver, mens darkmode anvender mørkere nuancer for en stilfuld oplevelse. Dette giver fleksibilitet og tilpasser sig brugerens præferencer.

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What clients are saying

Your clients from those who have experienced the impact of our collaboration. These testimonials highlight the trust, creativity, and results that allow us to approach to change.

ADD gave us a fresh, modern look with their logo and branding work, playing a key role in our rebranding success.

Kasper Nielsen
CEO Greenova Enterprises

collaboration

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Digital Design

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services

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8: Design principer

Gestalt: Organiserer indhold med nærhed og lighed.

Visuel Hierarki: Fremhæver vigtig information.

Kontrast: Sikrer læsbarhed.

Hvidrum: Skaber fokus.

Responsivitet: Tilpasser alle skærmstørrelser.

9: Patos, Etos, Logos

Patos: Brug billeder og historier, der vækker følelser

Etos: Præsenter ekspertise og troværdighed gennem testimonials

Logos: Brug klare argumenter og data

10: Movement & Interaction

Jeg har anvendt interaktive komponenter med varianter for at guide brugeren gennem siden. Forskellige hover-effekter fremhæver elementer og forbedrer navigationen, hvilket skaber en dynamisk og engagerende brugeroplevelse.