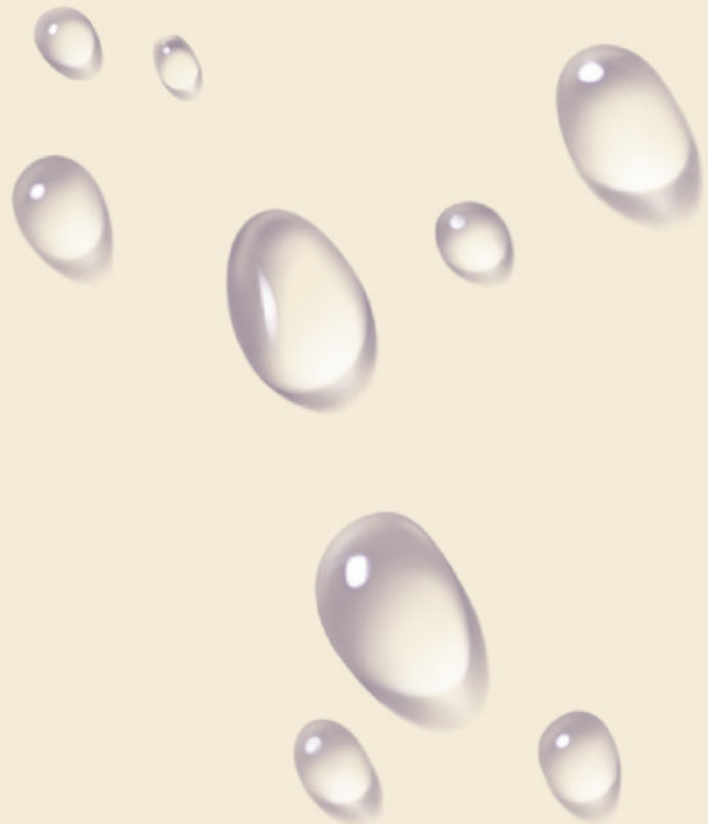


Major Project

Crit 3: Delight



Zara Knox

Recap



- **concise video tutorials with audio**
- **clear written instructions in tutorials**
- **a section on safety**
- **information on where materials can be sourced, as well as their cost**
- **An about section that gives some insight into the project's concept and mission**

Tone of Language

I started it as a hobby to cope with grief about 5 years ago. It sort of morphed into working solely with flowers and resin, which was a passion I shared with the person I lost. So now I preserve flowers from weddings, memorials, and special occasions and cast them in resin. It's become my full time job and I really pour my heart into every piece I make.

Expensive hobby though, sheesh.

I've always liked crafting or painting and just making things since I was a kid. So I kind of try an craft. Resin started popping up in my feed so I just bought a kit and went for it. Immediately hooked. A gazillion mistakes later and I think I'm good-ish with it. I only recently started making jewelry. I did a lot of bigger things first. I love it. Good tools and molds are so very important. Worth the cost and sooo many less frustrations! I recently got a cricut and now there's even more possibilities. it complements my resin crafting. The only thing I dislike is the mess as I don't have

Tone of Language

Reddit community:

- open
- warm
- helpful
- personal

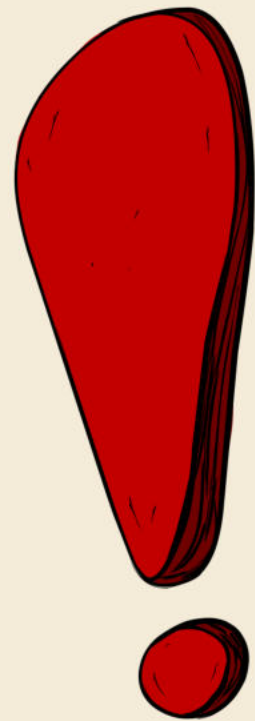


Tone of Language

Challenge:

- **users need to find information quickly**
BUT
- **need to feel welcomed and 'safe', especially beginners**

Tone of Language



SHOUTING



Tone of Language

Soothing, concise, friendly language:

"Let's sit down and make some lovely things together."

Brand Identity

Calming, therapeutic words:

oasis
lagoon
azure
serene
heal
tranquility
therapy
cure

Brand Identity

Arty, creative words:

create

canvas

craft

inspire

curate

pour

Brand Identity

cure8

- **the concept of therapy and healing**
- **the resin curing process**
- **curate: appealing to those looking for artistic projects**
- **8: 5 mins of mixing, 3 mins of pouring, arranging, no video tut longer than 8 mins**

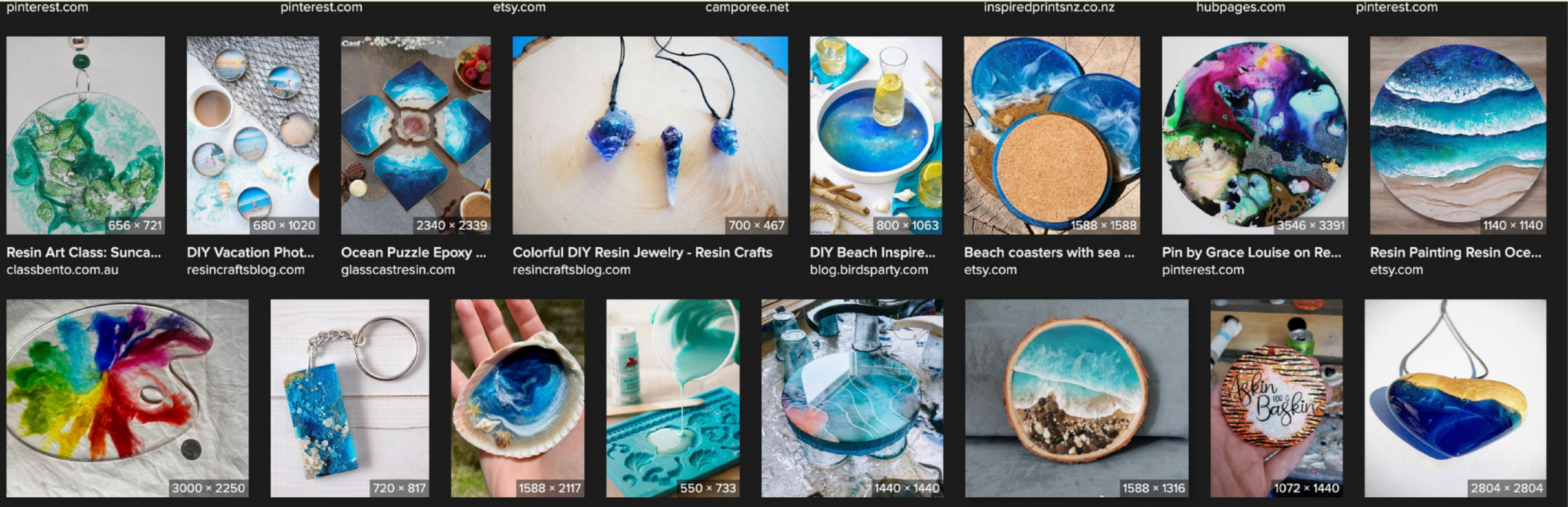
Visual Design

Colour



Visual Design

Colour



Visual Design

Colour



Visual Design

Colour

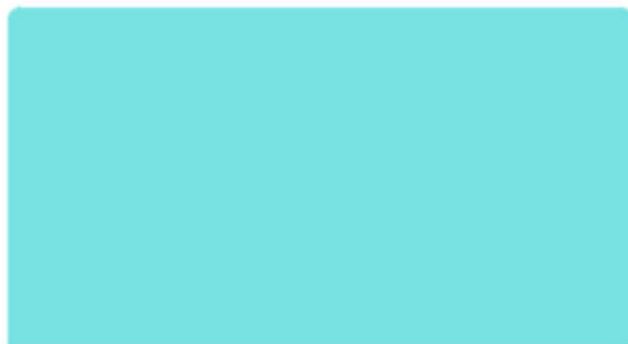
To prevent it from being too clinical:



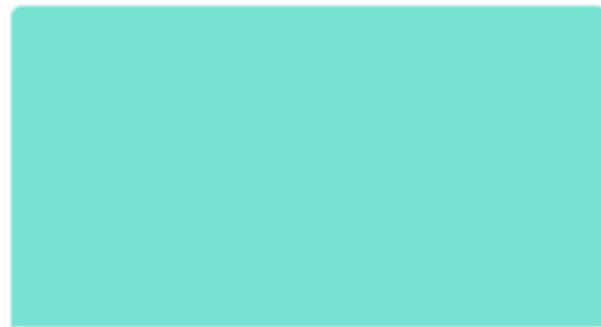
72ECEB



5BDDDC



46E4E2



46E4D2



F19E2A



EDA61B

Visual Design

Fonts

- **easy to skim-read for busy users, sans-serif**
- **not too angular, rounded and calming**
- **large counters**

Visual Design

Fonts

Archivo Black
Omnibus-Type

cure

Hammersmith One
Nicole Fally

cure

Palanquin Dark
Pria Ravichandran

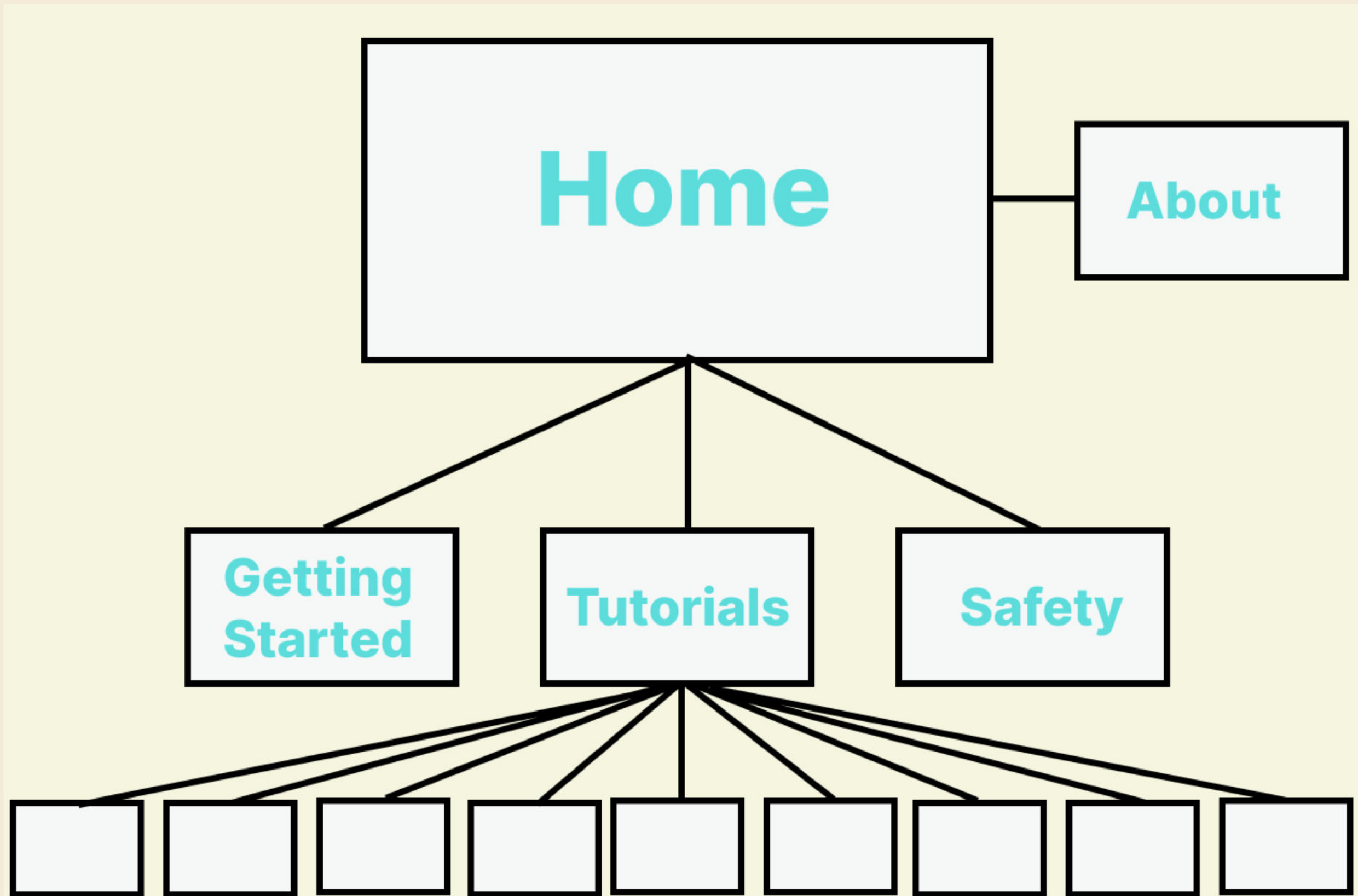
cure

Visual Design

Imagery







Information Architecture



Layout

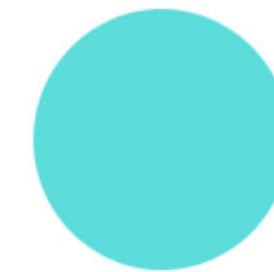
iPhone 14 - 1

Learn to make resin

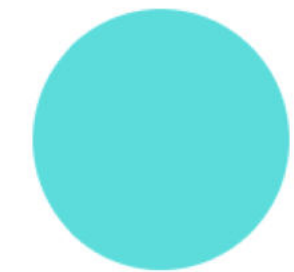
-  **Home**
-  **Getting Started**
-  **Tutorials**
-  **Safety**

MacBook Air - 1

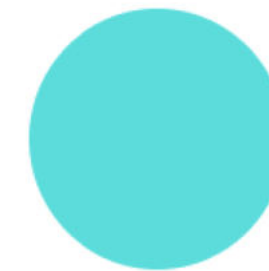
Learn to make resin



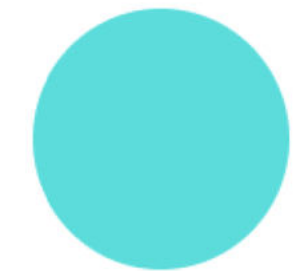
Home



Getting Started



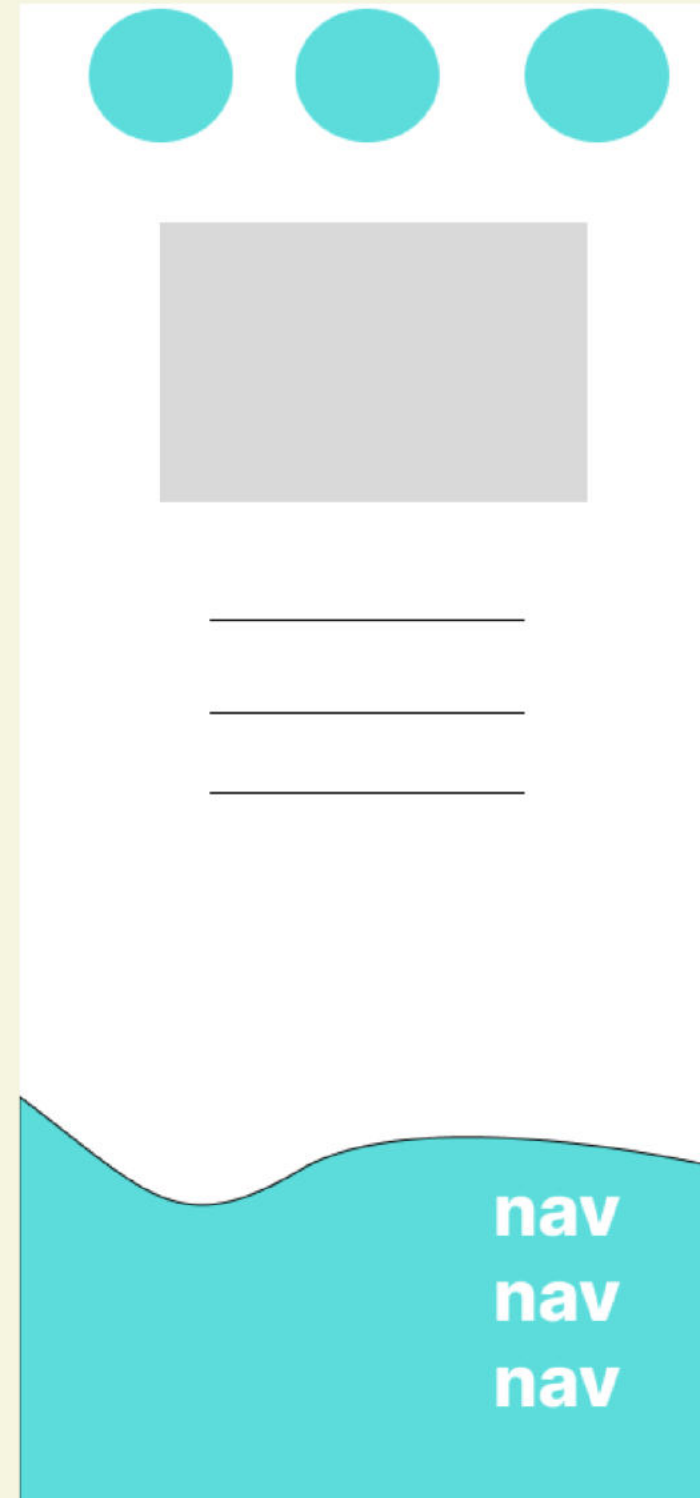
Tutorials



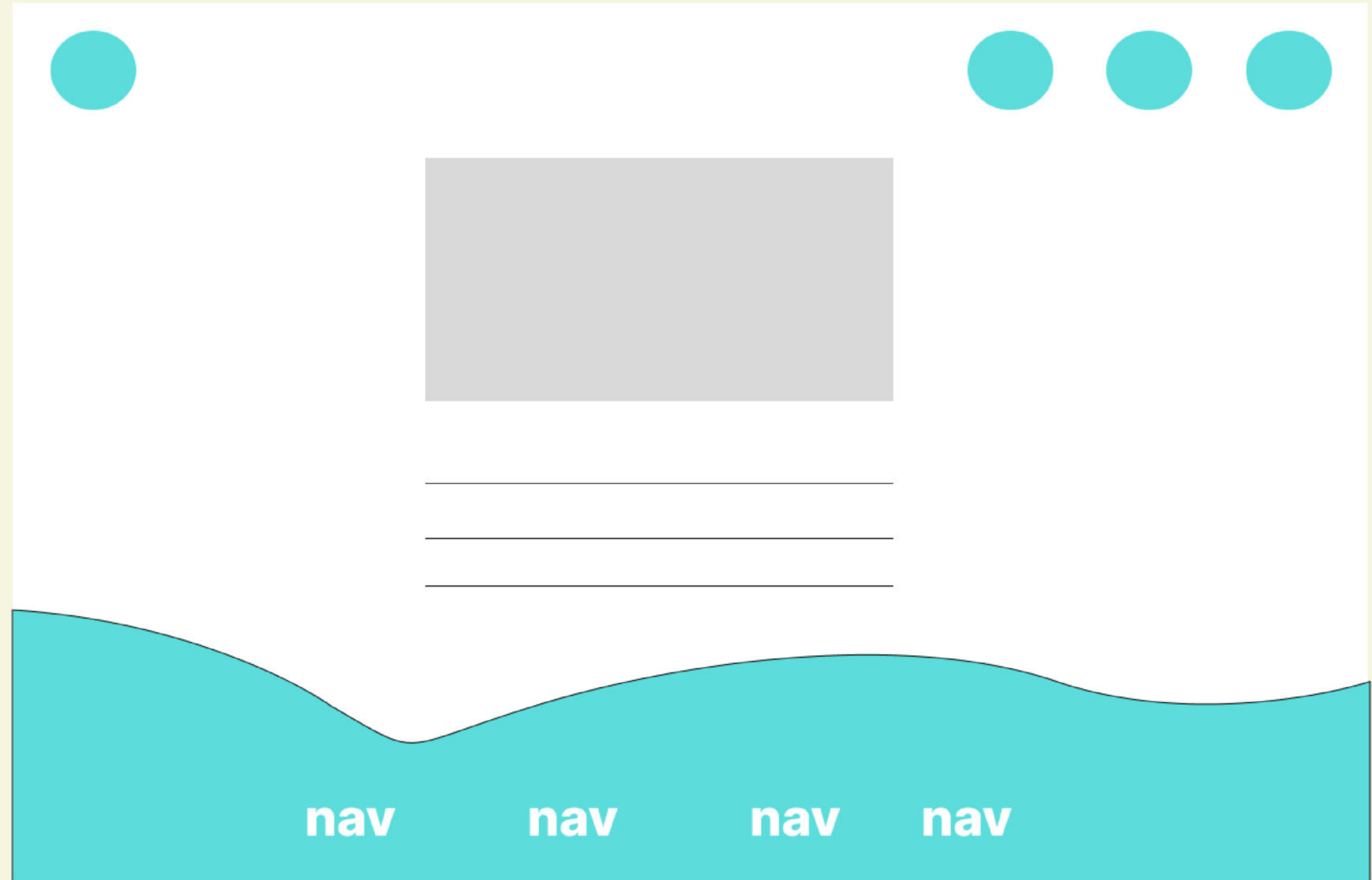
Safety

Layout

iPhone 14 - 2



MacBook Air - 2





Thank you :)