

Bachelor Thesis Visual Communication and Digital Spaces**Specialization:** Digital spaces**Project Proposal**Yoana
Tacheva
17.06.2025**Project title: The Power of Systematic Digital Design****Topic:**

Throughout history, designers have strived to create consistent visuals that clearly define an idea, a movement, or a brand, establishing recognition. The digital era has introduced new challenges for visual communicators. Visual messages have expanded their medium. They are now required to be adaptive and respond to constantly changing technology. This project explores the systematic design approach that addresses these new challenges and unlocks capabilities otherwise impossible to achieve. The thesis will focus on systematic digital design as a problem-solving methodology.

Relevance:

Designers' work is more critical than ever. Users have increasingly high expectations for digital experiences. The competition for their attention is constantly growing. These challenges require recognizable, consistent, and well-thought-out visual language to deliver impactful messages effectively. The target audience for this thesis is designers and visual communicators facing increasingly complex tasks and people curious about the foundation of modern digital design.

Motivation:

My interest in this topic evolves from my personal observations and design process. As a designer, I always aim to create digital projects that are both aesthetically pleasing and highly functional while also being adaptable to different mediums. I view the Bachelor Thesis topic as a key foundation for my future design work.

Practical Thesis ("Gestalterische Thesis"):

The main idea of the Practical Thesis is to showcase and educate about the benefits of systematic digital design in an engaging and accessible way. Anyone interacting with the project will understand the power of the systematic method firsthand. The aim is to create an interactive experience that directly, intuitively, and visually explains the concept and demonstrates the infinite possibilities of systematic digital design.

--- Main Website:

Custom design and development of a Main Website offering a fun and easily accessible look into the world of modern digital designers. The Main Website features diverse layouts, various components, and a wide range of sections focused on systematic digital design. The design components aim to creatively tell a story of the designers' experience and creative process. These components serve as both a means of storytelling and a demonstration of the created digital design system.

The Main Website is visually changeable using the separate Control Panel Website (explanation below). Process Documentation and Theoretical Thesis are included as links on the Main Website.

--- Control Panel Website:

Custom design and development of a Control Website that allows people interacting with the project to change the design of the Main Website. The website has four sections: Layout, Typography, Border, and Color. They include various customizations such as layout padding, font size, border roundness, shadows, colors, etc. Any changes made to the Control Panel Website will automatically update the appearance of the Main Website in real-time, demonstrating the power of digital design systems.

Theoretical Thesis (“Kulturgeschichtliche Thesis”):

The thesis explores the history of design, focusing on notable designers who used systematic approaches. It transitions to applications in modern digital design and cutting-edge design frameworks. To support the research with practical insight, the thesis defines a digital design system called Nexa, developed as part of the practical thesis and applied in the design project. While the research provides a critical overview of digital design systems and their power to create visual languages, it also discusses the evolving roles and opportunities for visual communicators today.

Goal:

Through this interactive experience, people engage directly with the design system and experience the power of systematic digital design firsthand.

--- Theoretical Thesis

Explore literature and the historical background of systematic design.
Explain modern digital applications of systematic design.
Provide a definition of the designed system called Nexa.
Provide a critical overview of digital design systems.
Discuss evolving roles and opportunities for visual communicators today.

--- Practical Thesis

Custom design and develop a visually pleasing and highly functional digital design project.
Create an interactive experience that showcases and demonstrates the benefits of the systematic method in a fun and easily accessible way.

Schedule:

The phases may overlap.

--- February – March 2025:

Set Up and Idea Visualization
Design Experimentations
Review Literature
Create and Define Nexa Digital Design System
Theoretical Thesis
Process Documentation

--- April – May 2025:

Applying Nexa Digital Design System in the Practical Project
Design Main Website and Control Panel Website
Wireframing and Prototyping
Theoretical Thesis
Develop Main Website and Control Panel Website
Process Documentation

--- June – July 2025:

Develop Main Website and Control Panel Website
Testing on Various Screens and User Testing
Detailed Design and Development
Process Documentation
Video Documentation

Budget:

No need for a budget.