Process Book

Design Fundamentals

Maddy Murphy

DES 101-82A FUNDAMENTAL DESIGN STUDIO

Spring 2023 | Thursday 5:30 -10:00 | Beard 221
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COURSE DESCRIPTION:

DESIGN CORE 1

Fundamental Design Studio provides design students with an introduction to critical design concepts and methods representative of creative practice across all design disciplines. This 3-credit semester course encourages entering freshman to think critically and act creatively about and upon design, the world around them as they secure a skillful level of craftsmanship in the conception, development, and making of all studio-based work. Semester work focuses on key design issues such as process, method, technique, technology, and the production of visual and physical items necessary for the envisioning and development of design.

LEARNING OUTCOMES

Upon completion of this course, you will be able to:

- Examine the role in which design plays within industry, trends, and the world at large.
- Recognize the principles and elements of design within a broader design practice.
- Express the visual language of design through both analog and professional digital tools and platforms.
- Apply design solutions from a strategic work flow and iterative design process.
- Criticize iterative design solutions through feedback sharing and presentation.

REQUIRED BOOKS:

- Toothpicks & Logos: John Heskett: ISBN 0192803212
- Design Thinking for Visual Communication: Gavin Ambrose: ISBN 1472572718

EXPECTATIONS

It is expected that professionalism, timeliness, craft, concept, and integrity be exhibited by each student. Your presence and focus are absolutely imperative for success in this course and assigned work should be completed within the allotted schedule. Class time will be spent in discussion, lecture, exercises, or critique. Learning the process of design and technical ability are major components of your education. The work in this class directly relates to the work you will be doing in other art and design courses. Show up, pay attention, work hard, be a great designer.

ATTENDANCE

Attendance is required. Students are allowed one absences, no questions asked, though it is clearly in your interest to attend every class and actively participate. Those with perfect attendance will receive 20 bonus points. Three or more absences will result in a 30-point reduction to the student's final grade, per each absence. Three late arrivals or early departures will result in one unexcused absence. Exceptions to this are considered on a case-by-case basis. Such exceptions could include, but are not limited to, a severe illness (with a note from Health Center or your doctor) or a death in the family.

Notification: Submit field trip notices to the instructor prior to an absence. When representing IWU (athletes, traveling groups, etc.) students must submit a schedule of their planned absences by the second week of class. An absence is not an excuse for a late assignment. Students are responsible for material covered in all class sessions missed.

CHEATING

All work (every single bit) must be derived from your own brain and original. A high level of integrity is expected from all students. Within the art and design community plagiarism is not tolerated (and often ends up in lawsuits and fines). It is one thing to be inspired by certain designers and their work, another to copy very closely their original concepts. Simply keep in mind that if you found the piece you copied from, someone else could just as easily discover your falsehood (i.e. me). Here is the University Policy:

1. First Incident–Failure on project or paper
2. Second Incident–Failure of course
3. Third Incident–Dismissal

STUDENT SUCCESS

If you need course adaptations or accommodations because of a disability, please make an appointment with Center for Student Success – Second Floor of the Student Center (Phone x2257) as soon as possible. If you have already received an Academic Adjustment Letter from CSS, have emergency medical information to share with your course faculty, or if you need special arrangements in case the building must be evacuated, please make an appointment with the faculty member as soon as possible.

DES 101 FUNDAMENTAL DESIGN STUDIO

PROCESS
Please be sure to **SAVE ALL PROCESS WORK** including research, sketches, returned projects, papers and any other materials. They will be needed for mid-term interviews and the final portfolio review. Learning to receive and implement feedback is an important skill for designers – nearly every project require some amount of revision after critical evaluation from colleagues, art directors or the clients themselves. After project critiques, students will be expected to revise their work, based on the feedback they received.

PROJECT SUBMISSION
You will need to prepare your files for submission through Brightspace on the student portal. Please name your files accordingly: lastname_firstname_projectname. All lowercase and underscores only. Each assignment will have specific directions of what to submit.

GRADING
Grading is based on completion of the assigned project work, quality and outcomes of assigned work, attendance, participation and performance in class and out including use of time, critiques and presentations. All projects will be turned in and placed via the Art Division server prior to class on the given due date. Along with digital native files, all boards and deliverables must be completed before your arrival to class (if it still smells like rubber cement or adhesive, everyone will notice). Failure in doing so will result in your work being considered late. **I DO NOT ACCEPT LATE WORK.**

Completing the minimum requirements of an assignment qualifies as 'C' level (or average) work. The degree and quality of effort with which a student engages in the different criteria–above or below the minimum requirements–for each assignment determines how well they will do. Save all process work, returned projects, papers and any other materials as they will come in handy in our one-on-one progress evaluation at midpoint and final.

You are evaluated based on some pretty straightforward concepts and points (in no special order):

1. **OWNERSHIP** (how motivated you are to take full advantage of the course material and project originality)
2. **PREPAREDNESS** (being ready for all assignments, reflections, presentations, and lectures i.e. having a notebook)
3. **STRATEGY** (research, formulation, positioning, reasoning, grid-work, and successfully applying your learned knowledge)
4. **EXECUTION** (strength of the final solution and how you put it together)
5. **INVOLVEMENT** (your participation and attention)
6. **TIMELINESS** (don't be late)

LATE WORK
Late or incomplete projects are unacceptable unless dire conditions exist beyond your control (of which you must notify me before the deadline). All projects will be turned in via Brightspace prior to class on the given due date. Along with digital files, all physical boards and deliverables must be completed, trimmed, and mounted appropriately prior to class. Failure in doing so will result in your work being considered late. Late projects automatically receive 0 points for Presentation, as no make-up time will be available for late presentations, and they will incur a daily deduction of 20 points.

DIVISION COMMUNICATION POLICY
Any phone calls, text,or email after 5 p.m. on weekdays or on weekends will be addressed on the next business day.

OFFICE HOURS
As an adjunct I do not have a office in Beard, but meetings need to be set up by appointment, I also have an office space on 50th street, I am on campus often. If you see me on campus and I'm not already speaking with someone else, I am available to you, even at Baldwin. Sometimes I might be with my family; I am still available to you. If I need privacy, I'll go somewhere else with my family. When I'm on campus I'm here for you.

COOL STUFF
You are also receiving a sketchbook (for your meticulous notes), micron pens, black presentation boards, x-acto knife, blades, and cork back ruler, while the rest of the art fee has been loaded into your print accounts (for your projects to come). These sketchbooks are a resource (and to get you in the habit of sketching everywhere you go) for you to draw, write, note, remember, doodle, organize, think, and scribble out.

ITEMS NEEDED:

- Adobe Creative Cloud (AI, PS, ID)
- Access to LinkedIN Learning (lyndia.com)
- Process Book Binder/Folio (optional)
- Adhesive (optional)

READING | ESSAY REFLECTION

For this course you will be reading and reflecting from *Toothpicks & Logos: Design in Everyday Life* by John Heskett. Your reflections on these readings, will help you transform the way you think about design.

Every Saturday by 11:59PM you will turn in a minimum of a 250 word essay reflection of the assigned chapter. This is NOT a regurgitation of what you just read, it's a reflection. THIS IS NOT WHAT SOMEONE ELSE THINKS. A reflection essay is something that reflects your insights, opinion, or observations. Also include name, course name, date and chapter of reflection.

TEN (10) Essays,10 points each | **100 POINTS**

CLASS PARTICIPATION

Each class bring your *Design Thinking for Visual Communications* by Gavin Ambrose and Paul Harris. We will be spending class time discussing the stages of thinking. It's important that you are engaged and participating.

In addition, we will be exploring tutorials and learning tools from Adobe Illustrator, Adobe Photoshop, and Adobe In-Design through-out the semester. If you have your own MacBook with the Adobe Suite feel free to bring that, we also have iMac's for your use in the classroom.

16 weeks of class including Final | **100 POINTS**

PROCESS BOOK

The Process Book is a full collection of all of your work for the semester. This includes your project sheets, thoughts/ definitions of the project, research, sketches, prototypes, drafts, and final project. Thursday, APRIL 20 by 5:30 pm

100 POINTS

PROJECTS

PROJECTS WILL TOTAL 500 POINTS

DESIGNERLY CURIOSITY

As Designers, we have a responsibility to pay attention to current and historical cultural trends. As professionals, clients will look to you–as the Designer–to portray their organization as resonant, relevant, interesting, and culturally appropriate. In order to do this well, Designers must have a deep knowledge of culture and the humanities (visual or otherwise). As a professional, the quest to be culturally relevant isn't something on which others will formally evaluate you. It's up to you to develop an ingrained curiosity to always be seeking new and interesting things, to understand the historical context, or to develop a desire to be a well-rounded global citizen.

This course is your first chance to develop designerly curiosity in a systematic way. By continuing your journey, under the structure of VCD, you will continue to understand how to develop better cultural understanding and grow as a Designer. The DC component will be 20% of your overall course grade, which should imply its importance. Some of the assignments under the DC component will be prescribed; others will be open-ended, requiring you to put in more effort. All of the activities that are done under the umbrella of DC will need to appropriately documented in some way by the end of the course. I will need to see that you have grown as a Designer throughout the semester.

Please see attached for specifics.

200 POINTS

1000 POINTS TOTAL

A	**96-100%**	**C-**	**72-74%**
A-	**92-95%**	**D+**	**69-71%**
B+	**89-91%**	**D**	**65-68%**
B	**86-88%**	**F**	**64-0%**
B-	**83-85%**		
C+	**80-82%**		
C	**75-79%**		

Grades in **RED** will result in failure of the course for art majors.

DESIGNERLY CURIOSITY

REQUIRED ACTIVITIES

You are required to complete these activities throughout the course of the semester.

FACETS OF DESIGN PECHA KUCHA PRESENTATION
Each student will be responsible for one "Facet of Design" presentation. These short presentations will help expose all the students to interesting and useful aspects– elements, movements, philosophies, styles, people, etc–of Visual Communication Design. The presentations will be made in the style of Pecha Kucha 20 slides x 20 seconds/slide (totaling 6 min 40 sec).
www.pechakucha.or

DESIGN HEROS
Choose 2 Design Heroes. They may be historical or contemporary. Collect work examples and write about why they inspire you.

IWU AIGA STUDENT GROUP
Attend two meetings/events/trips hosted by the IWU AIGA student group. In addition you will be creating two posts to send/tag IWU AIGA that include an image and content.

IWU ART + DESIGN, WILLIAMS AND 1920 GALLERIES
Attend two openings and or lectures, record your experience through a desigerly response.

LISTEN TO NPR, AND/OR AMERICAN PUBLIC MEDIA TO HEAR MULTIPLE STORIES.
Write about the stories you hear.

ATTEND A THEATRICAL, ORCHESTRAL OR OPERATIC EVENT.
Choose from the following or propose an event on your own:
Community School for the Arts
Marion Philharmonic
Hoosier Shakes
IWU Theater and Black Box Performances
Carmel Center for The Performing Arts (Tarkington, Palladium, Studio Theater) Clowes Hall
Murat Theatre
The Athenaeum Theatre
The Indianapolis Symphonic Choir The Indianapolis Symphony Orchestra The Phoenix Theater

BE OBSERVANT: SPEND TIME IN AT LEAST 3 DIFFERENT TYPES OF ENVIRONMENTS
(SHOPS, MALLS, MUSEUMS, PARKS, CHURCHES, ETC).
Think about places you don't normally go. Document what you see: how to people act and dress, how do people interact with the space, what is visually unique about the space?
Marion Public Library
Five Points Mall
James Dean Hall of Fame Museum
Taylor University
Muncie Childrens Museum
Ball Museum of Art
The Muncie Mall
Kokomo Toys
Indiana State Museum
Eiteljorg Museum for Western & Native American Art National Art Museum of Sport
Indianapolis Public Library Central Library Indianapolis Children's Museum
Indianapolis Museum of Art
Broad Ripple Village
African-American Historical Museum Foelinger-Freimann Botanical Conservatory Fort Wayne Children's Zoo
Fort Wayne Firefighters Museum
History Center of Fort Wayne
Johnny Appleseed Festival
Lakeside Park and Rose Garden
Science Central
The Embassy Theatre

CREATIVELIVE
Choose 2 CreativeLive sessions to watch, at least one session should be in Art + Design. The second is your choice.

DESIGNERLY CURIOSITY CONT.

A LA CARTE - DO (AT LEAST) FIVE

You are required to do AT LEAST FIVE OF THE FOLLOWING THINGS. Remember that you will receive a grade for this component and that a 'C' will be awarded for simply meeting expectations.

READ ONE DESIGN BOOK FROM AN ACCLAIMED DESIGN BASED PUBLISHER.

35 Books every designer should read: Co. Design
26 Books every graphic designer should read:
CB Creative Bloq
5 Must read books for design students:
CB Creative Bloq

SUBSCRIBE TO ONE OF THESE DESIGN OR BUSINESS PUBLICATIONS.

CMYK Magazine
Communication Arts
Design Issues Eye Magazine Fast Company How Magazine
Information Design Journal
Print Magazine (No Longer in print)

WATCH AT LEAST ONE CRITERION COLLECTION FILM THAT YOU HAVEN'T SEEN BEFORE.

WATCH AT LEAST ONE DOCUMENTARY THAT YOU HAVE NEVER SEEN.

Choose from the following categories:
Biographical Critically acclaimed Historical
Political
Social & Cultural

START AND ACTIVELY MAINTAIN A BEHANCE AND DRIBBLE PORTFOLIO ACCOUNT.

Follow relevant people.

READ SOME OR ALL OF THESE BLOGS

(UTILIZE RSS–GOOGLE READER–IT HELPS!)

A List Apart
Brand New Fast
Company PSFK
Core77
Daring Fireball
Design Observer
Design Milk
Mashable
Swissmiss
This is Colossal
Brain Pickings
Network Dezeen
Design Taxi
Logo Design Love
Zeldman

DUE DATE:

You may write, photograph with description, visualize, design, and curate your evaluations and experiences in what form feels best for you and your practice. Please be intentional with a clearly defined design objective.

THURSDAY, APRIL 20 by 5:30pm.
Delivered to myself or Brightspace

200 POINTS

PROJECT ONE: COMMUNITY

PROJECT ONE : COMMUNITY

IWU STUDENT SECTION RE-NAMED 'THE CATALYST'

THE CATALYST

NEWS FLASH:

MARION, Ind. – Indiana Wesleyan Campus Store is seeking new items to sell in the IWU Campus Bookstore. Students are to recommend new products that shoppers would purchase in the bookstore. You should research by talking to other students, shoppers, and walk through the book store to see what it has and what it is missing. Look at other campus stores and see what they offer. After your research, you are to bring together your item, research, and sketches to create a new item for the campus store to sell. This item should be well designed and students would love to see/ purchase this item in the IWU Campus Store.

PARAMETERS:
Illustrator file:
.AI (Dimensions: 8" x 8")
NO PROCREATE
File name: lastname_firstname_community
The University's brand colors should be incorporated in the design with the design intended for use on your object, or one that you select that coordinates with the IWU brand.
The Illustrator should be titled :

lastname_firstname_community

IWU SPIRIT RED	IWU DARK GRAY	IWU LIGHT GRAY
Pantone© 193 C	Pantone© 424 C	Pantone© 421 C
C: 0	C: 0	C: 0
M: 100	M: 0	M: 0
Y: 66	Y: 0	Y: 0
K: 13	K: 61	K: 26
Pantone© 193 U	Pantone© 424 U	Pantone© 421 U
C: 0	C: 0	C: 0
M: 100	M: 0	M: 0
Y: 66	Y: 0	Y: 0
K: 13	K: 61	K: 26
R: 210	R: 126	R: 196
G: 20	G: 128	G: 198
B: 55	B: 131	B: 200
Hexadecimal #d21437	Hexadecimal #738083	Hexadecimal #c4c6c8

DUE DATES:

DEFINE (250 WORDS), **RESEARCH** (250 WORDS, PLUS VISUAL RESEARCH),
IDEATE (50 SKETCHES) **50 SKETCHES | JANUARY 19**

PROTOTYPE, SELECT (PRESENTATION: PDF)
PRESENTATION | JANUARY 26

IMPLEMENT (MOUNTED BOARD), **FEB 2**
LEARN (250 WORDS)
FINAL | JANUARY 28

50 POINTS TOTAL

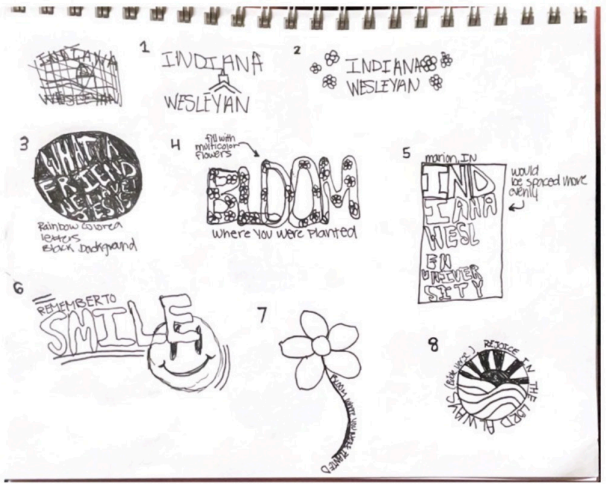
DEFINE

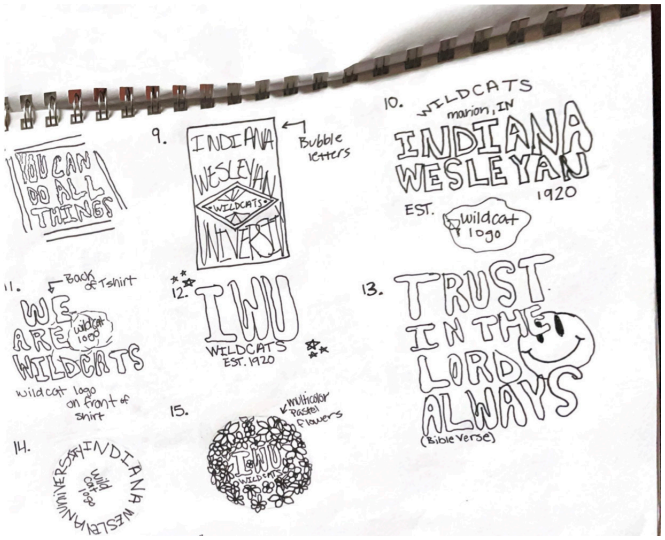
My Audience for this project is Indiana Wesleyan Students, visiting students, and alumni. I wanted to make a design that isn't the normal IWU apparel that these audiences would enjoy outside of IWU. From class feedback, many students expressed interest in designs that do not have IWU or IWU colors. My design targets women of all ages. My design aim to target females that love bright colors and floral. From my research I chose colors that were frequently used with flower designs. I would like to see other things in the store that have biblical themes but not exclusively Christian. Another audience that is targeted is Christians. My design mentions a Christian value but could be for anyone that isn't religious as well. Most of our campus consists of Christians, which makes the IWU bookstore a great place for designs that have biblical values.

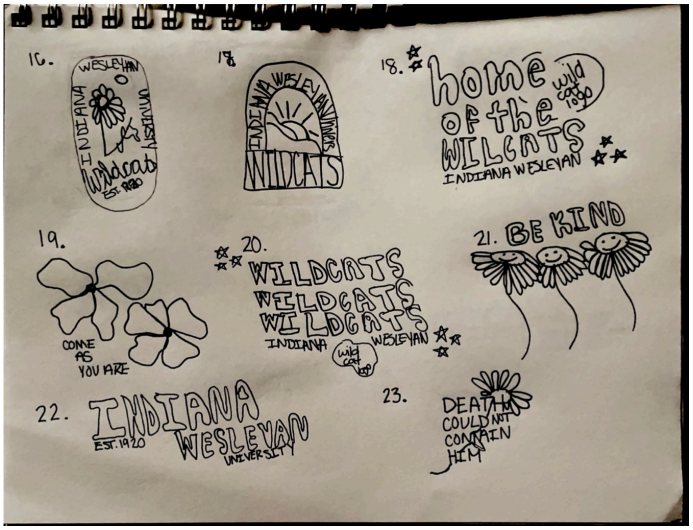
RESEARCH

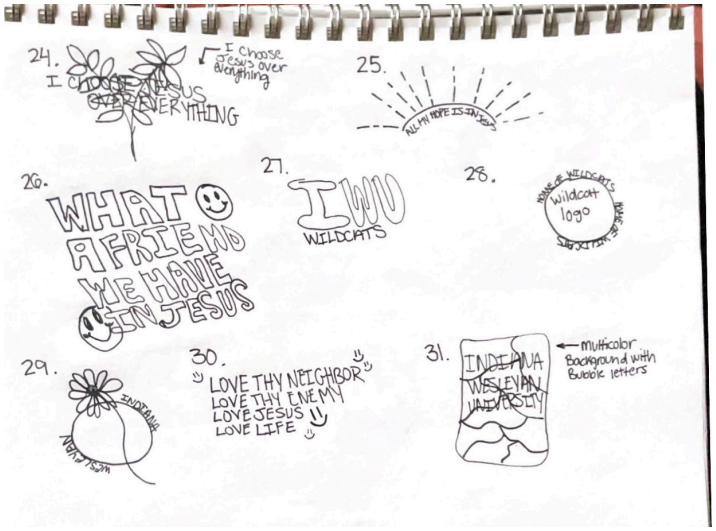
For my research, I started out looking at other campus bookstores. This gave me ideas of what designs might be good to include in the IWU bookstore. I looked for designs that were more feminine. I then decided to see what designs were trending among my audience. I looked at stores that are popular choices of my audience. I looked at the stores Altered State, Urban Outfitters, and other popular women stores. These stores helped me figure out what colors were popular that I could use in my design. Bright colors seemed to be popular among the stores I looked at. Overall, my research helped me figure out what my audience would enjoy seeing in a campus store.

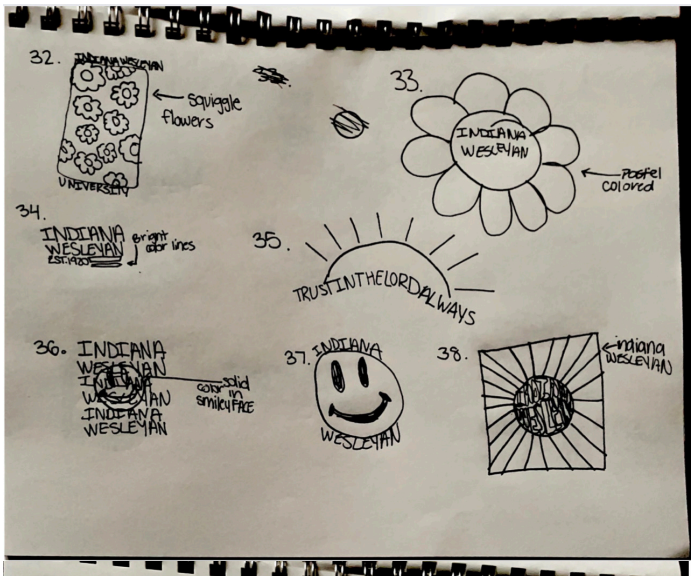
VISUAL RESEARCH

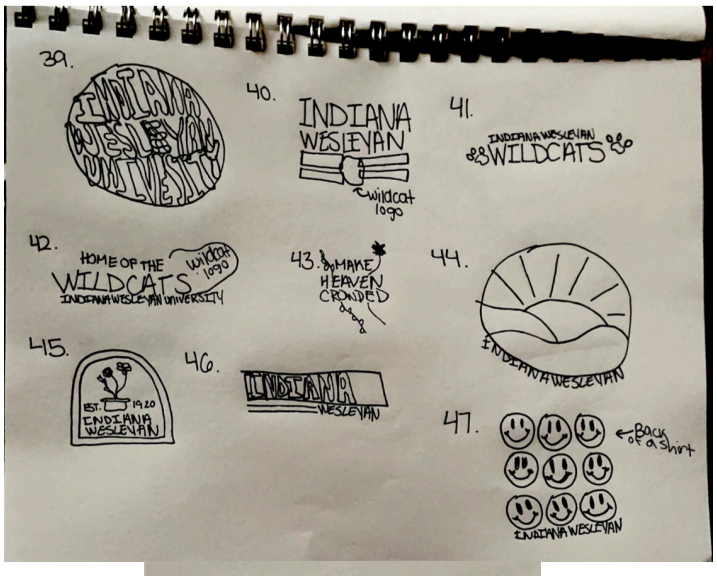

1
INDIANA WESLEYAN
2
INDIANA WESLEYAN
3
WHAT A FRIEND WE HAVE IN JESUS
Rainbow colored letters, black background
4
fill with multicolor flowers
BLOOM
where you were planted
5
marion, IN
would be spaced more evenly
6
REMEMBER TO SMILE
7
8

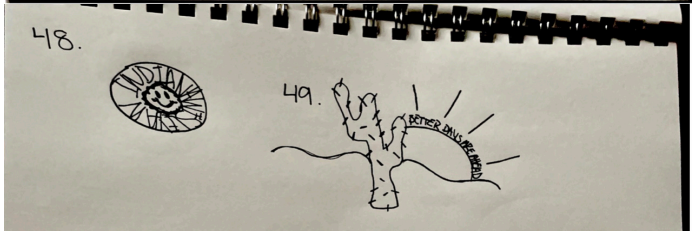

YOU CAN DO ALL THINGS
9.
INDIANA WESLEYAN UNIVERSITY
Bubble letters
10.
WILDCATS
marion, IN
INDIANA WESLEYAN
1920
EST.
wildcat logo
11.
Back of t-shirt
WE ARE WILDCATS
wildcat logo
wildcat logo on front of shirt
12.
IWU
WILDCATS
EST. 1920
13.
TRUST IN THE LORD ALWAYS
(Bible Verse)
14.
INDIANA WESLEYAN UNIVERSITY
wildcat logo
15.
multicolor Pastel flowers
IWU

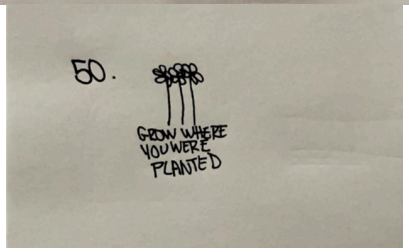

16.
INDIANA WESLEYAN UNIVERSITY
wildcat
EST. 1920
17.
INDIANA WESLEYAN UNIVERSITY
WILDCATS
18.
home of the WILDCATS
wild cat logo
INDIANA WESLEYAN
19.
COME AS YOU ARE
20.
WILDCATS
WILDCATS
WILDCATS
INDIANA WESLEYAN
wild cat logo
21. BE KIND
22.
INDIANA WESLEYAN
EST. 1920
UNIVERSITY
23.
DEATH COULDN'T CONTAIN HIM


24.
I CHOOSE JESUS OVER EVERYTHING
I Choose Jesus over everything
25.
ALL MY HOPE IS IN JESUS
26.
WHAT A FRIEND WE HAVE IN JESUS
27.
IWU
WILDCATS
28.
HOME OF WILDCATS
wildcat logo
29.
INDIANA WESLEYAN
30.
LOVE THY NEIGHBOR
LOVE THY ENEMY
LOVE JESUS
LOVE LIFE
31.
INDIANA WESLEYAN UNIVERSITY
Multicolor Background with Bubble letters


32.
squiggle flowers
33.
INDIANA WESLEYAN
Pastel colored
34.
INDIANA WESLEYAN
EST. 1920
bright color lines
35.
TRUST IN THE LORD ALWAYS
36.
INDIANA WESLEYAN
color solid in smiley FACE
37.
INDIANA WESLEYAN
38.
indiana wesleyan


39.
40.
INDIANA WESLEYAN
wildcat logo
41.
INDIANA WESLEYAN
WILDCATS
42.
HOME OF THE WILDCATS
wildcat logo
INDIANA WESLEYAN UNIVERSITY
43.
MAKE HEAVEN CROWDED
44.
INDIANA WESLEYAN
45.
EST. 1920
INDIANA WESLEYAN
46.
INDIANA WESLEYAN
47.
Back of shirt
INDIANA WESLEYAN


48.
49.
BETTER DAYS ARE AHEAD


50.
GROW WHERE YOU WERE PLANTED

LEARN

Through this project, I learned so many things about design. I first learned how to use illustrator. When I first started using it, I thought that I would never understand how to do it. Once I kept practicing, I was able to do a lot better. I now really enjoy the illustrator software. The next thing that I learned is how much that goes into designing something. I never thought about having a specific audience for your design. I learned how to research what that audience will be and how to define it. Knowing the audience of my design really helped me keep on track for what I was designing. The last thing that I learned was the ideation process. When coming into this class, I would have never thought that I would have to sketch designs. The 50 sketches became so useful. There was one design that was really calling my name the entire process. For fun, I messed around with a different design and ended up liking it better. I learned that the ideation process was really useful to really pour out all your ideas because the one you least expected could be your final design.

PROJECT TWO:
VISUAL PERSUASION

PROJECT TWO : VISUAL PERSUASION

Visually persuade your audience with your hot button issue and quickly communicate your position powerfully.

What Is an Infographic?
Infographics are visual representations of information. They can include numbers, text, vector images, or any combination of the three. Just as in traditional assignments, infographs can take on any of the various rhetorical modes – informative, instructive, descriptive, persuasive, etc. Infographics provide the communicator with a quick way to convey a lot of information.

INCLUDE
Title, Subtitle, context, and 8/12 persuasive graphics

PARAMETERS:
Illustrator file:
.AI (Dimensions: 8.5 x 11", 8.5 x 14" or 100+ sq in) File

name: lastname_firstname_infographic

MAKE SURE YOU SAVE, SAVE, SAVE.

DUE DATES:

DEFINE (250 WORDS)**, RESEARCH** (250 WORDS, PLUS VISUAL RESEARCH)**, IDEATE** (50 SKETCHES)
50 SKETCHES | FEB 2

PROTOTYPE, SELECT (PRESENTATION) **| FEB 9**
IMPLEMENT VISUAL IMPLEMENTATION**, LEARN** (250 WORDS)

FEB 11, BRIGHTSPACE: 11:59PM
PDF of 7 Stages in Design Thinking

MOUNTED BOARD-FEB 16

100 POINTS

DEFINE

Mental health has always been something that I am passionate about sharing and stopping the stigma. I have done two research projects on mental health alone. I wanted to narrow it down to anxiety disorders. Anxiety disorders are so common. Anxiety disorders are the most common mental illness, but yet, we don't talk about them. Many students at IWU have anxiety disorders. I struggle with a form of anxiety disorder as well. Since anxiety disorders are very common, it is important to share information about it and bring normalization to talking about it.

Specifically in this infographic, I want to research anxiety disorders in a certain age group. Teenagers are most prone to mental health issues including anxiety. I know that many people do not get help for their anxiety because they don't know what it is or don't know what to do. I want to make an infographic that can be informative about anxiety disorders while being persuasive for people to get the help that they need. I want to overload with facts for the viewer of the infographic to really prove that they are not alone in what they are feeling.

I could see this infographic being in some sort of high school or college to inform students about mental health and encourage help seeking.

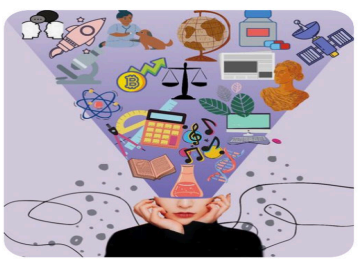
RESEARCH

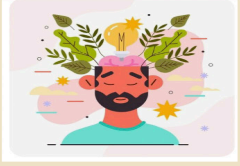
My target audience for this infographic is teenagers. Teenagers are the most prone to mental health issues, with anxiety disorders being the most common. For my infographic, I want to reach teenagers and it is voiced towards them. I think that it is really important to inform teenagers that there are steps to take if they are in need. It is also good to inform teenagers that their lifestyles could be causing their anxiety. I want to give them practical knowledge to naturally help with the anxiety. I also want to teenagers to feel encouraged when seeing the infographic. I want them to be persuaded or encouraged to get the help that they need.

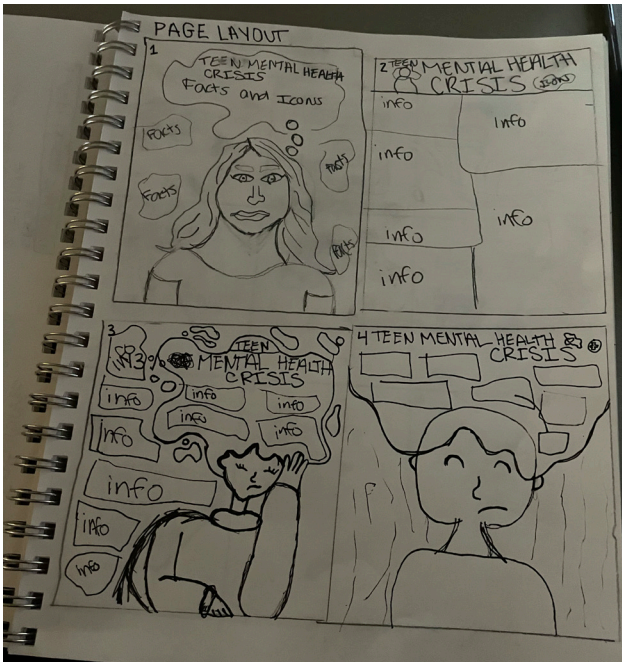
Teenage suicide rates are at an all time high. There age group has the most suicides per year. Anxiety and depression are a lot of times linked together. Anxiety is connected to many teenage suicides each year, so I thought it was important to really focus on that age group.

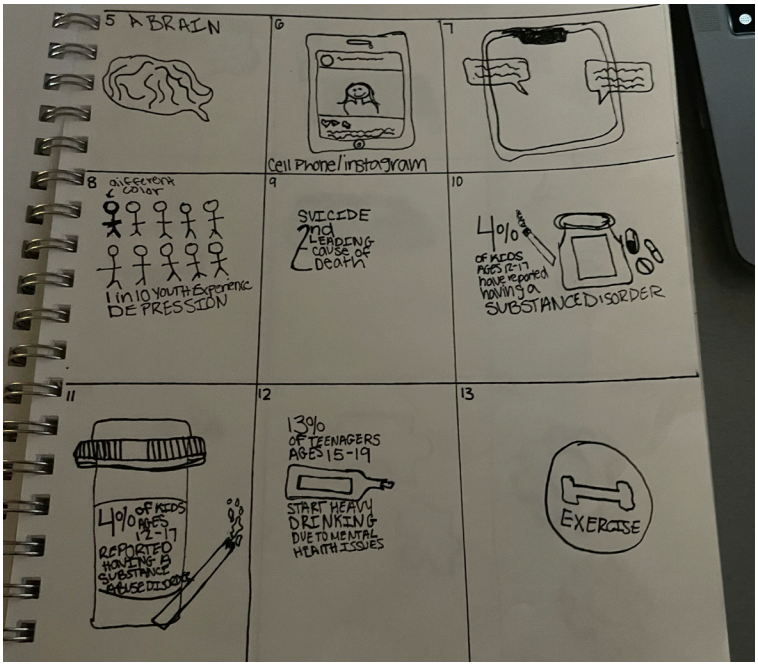
Another audience that could benefit form this infographic is parents. I want this infographic to also give parent the realization that their teenager may be struggling with some of these issues. Parents would be able to look at this infographic and have some knowledge for things to look out for in their teenager.

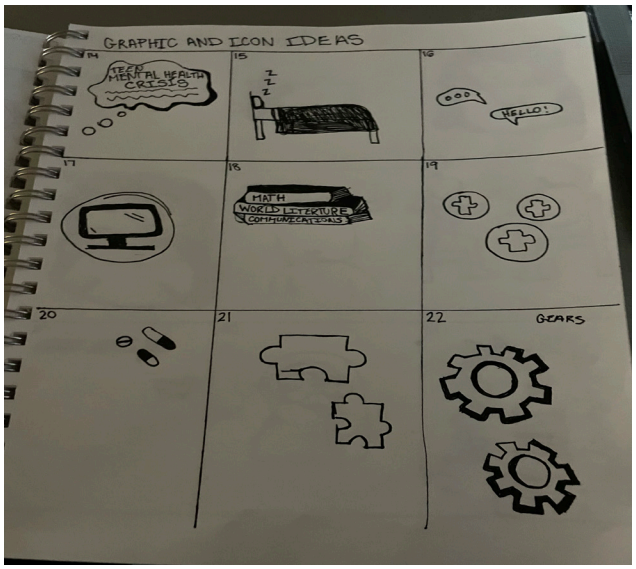
VISUAL RESEARCH

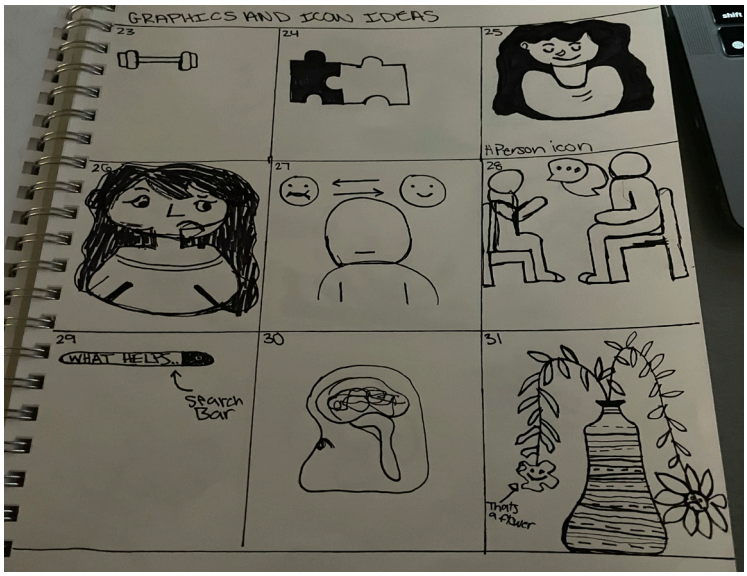


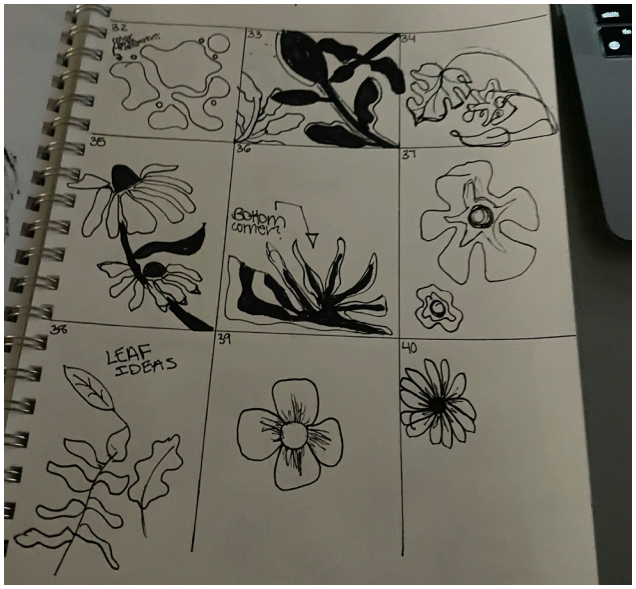


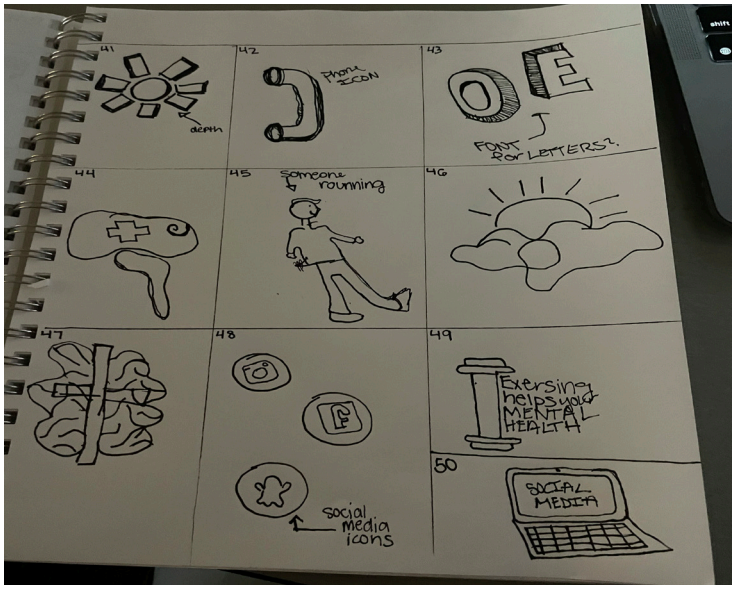

PAGE LAYOUT
1
TEEN MENTAL HEALTH CRISIS
Facts and Icons
Facts
Facts
Facts
Facts
2 TEEN MENTAL HEALTH CRISIS
Icons
info
info
info
info
info
info
3
13% TEEN MENTAL HEALTH CRISIS
info
4 TEEN MENTAL HEALTH CRISIS

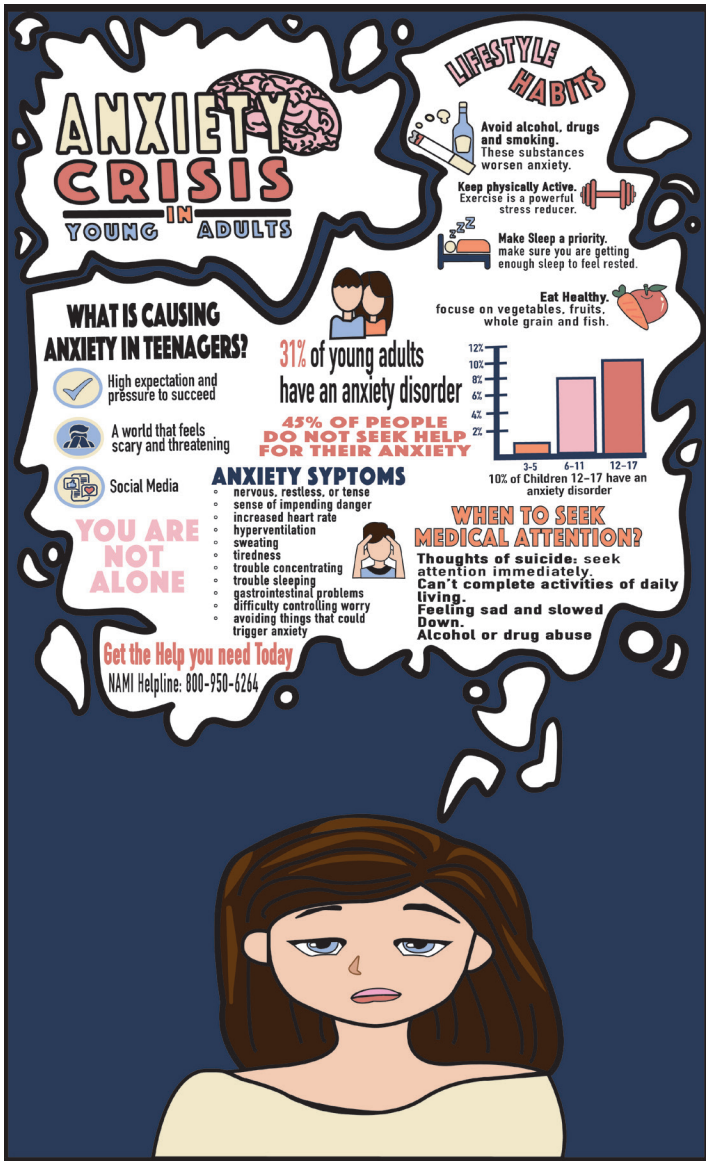

5 A BRAIN
6
Cell Phone/Instagram
7
8 different color
1 in 10 Youth Experience DEPRESSION
9
SUICIDE 2nd LEADING COUSE OF DEATH
10
4% OF KIDS AGES 12-17 have reported having a SUBSTANCE DISORDER
11
4% OF KIDS AGES 12-17 REPORTED HAVING A SUBSTANCE ABUSE DISORDER
12
13% OF TEENAGERS AGES 15-19
START HEAVY DRINKING DUE TO MENTAL HEALTH ISSUES
13
EXERCISE

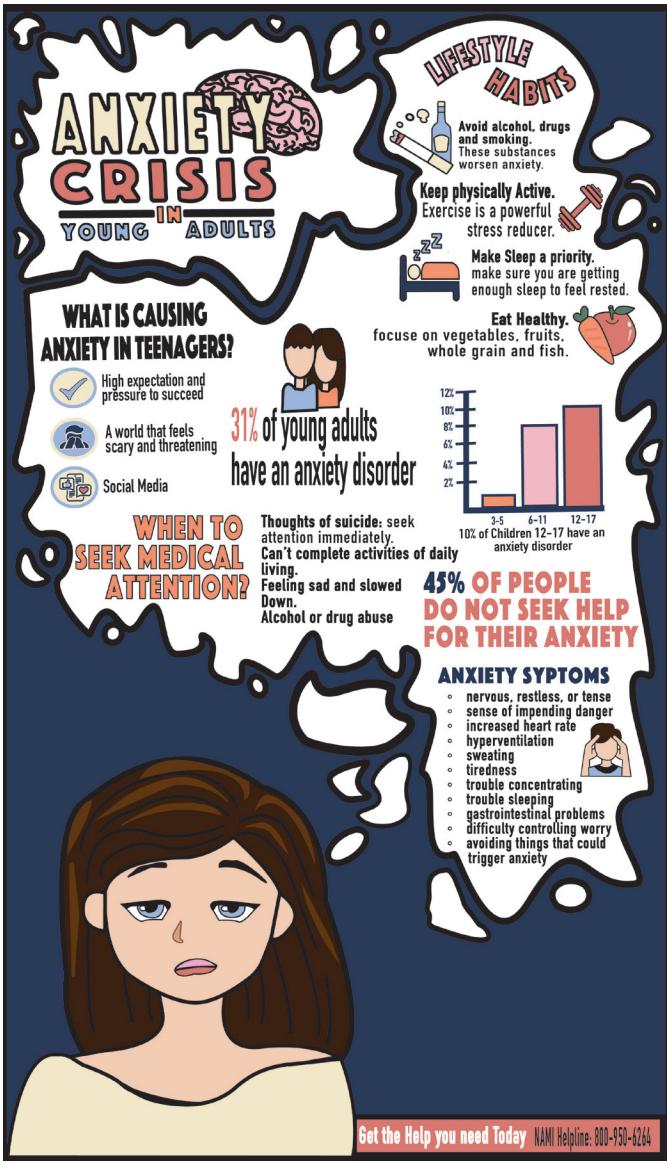

GRAPHIC AND ICON IDEAS
14
TEEN MENTAL HEALTH CRISIS
15
Z Z Z
16
HELLO!
17
18
MATH
WORLD LITERATURE
COMMUNICATIONS
19
20
21
22
GEARS


GRAPHICS AND ICON IDEAS
23
24
25
#Person icon
26
27
28
29
WHAT HELPS...
Search Bar
30
31
That's a flower


32
33
34
35
36
Bottom corner
37
38
LEAF IDEAS
39
40


41
42
Phone icon
43
FONT for LETTERS?
44
45
someone running
46
47
48
social media icons
49
Exersing helps with MENTAL HEALTH
50
SOCIAL MEDIA





LEARN

I learned a lot from this project. I am someone that is a perfectionist, and I admit I spent way too much time on this project. It was okay because I really enjoyed it. Art and design has always been a way for to relieve stress and anxiety. Making the icons was one of my favorite parts. I loved making all the little icon people, the bed, and the cigarette and alcohol bottle.

One of the biggest thing I learned from this project is that making an infographic is not easy. I had to make an infographic in another class in my major. I just used Canva and thought it was hard but minable. When you start fresh with a blank page, it is hard to come up with what I wanted to do. My scratch area is so full of different things that I decided not to use. I sort of just started designing and doing a trial and error. I also learned how important it is to save everything in the scratch. I put something in the scratch in then ended up using it in the final product, so I learned to never delete anything.

One of the biggest skills that I learned this project was the pen tool. In the last project, I did not use the pen tool. I wanted to use the pen tool to trace different outlines. It was a struggle at first switching from straight line to curved line. Now that I have used it a lot, I really enjoy using the pen tool. I think that it is super beneficial and honestly fun to use. I had a really fun time with project!

PROJECT THREE: HISTORICAL GREETING + MEDIA

PROJECT THREE : HISTORICAL GREETING + MEDIA

For our first Photoshop project, you will be researching and designing a holiday digital message gif. Your design should reflect a card from the years 1900-1990. Your digital story message must be shareable on social media. It must include illustrations, a signature message, and an overall greeting.

SKETCHES

Next time we meet, you will need a minimum of 10 storyline sketches, including TEN DIFFERENT concepts. After your ten solid concepts, you must do at least five scenes inside that concept. Altogether, this would be at least ten sheets of paper.

SKETCH TO FINAL DESIGN

After choosing a series, start vectorizing this sketch in Illustrator. Next, take your vectorized drawing and implement it in Photoshop for a concept. Your holiday digital message content can be anything if the concept is implemented well. Seek out inspiration!

Type + illustrations can be done in AI or PSD.
GIF must be done in PSD

MAKE SURE YOU SAVE, SAVE, SAVE.

MUST INCLUDE:

HOLIDAY THEME
HOLIDAY MESSAGE
HOLIDAY GREETING
8+ SCENES/SLIDES

CHOOSE ONE:

MAKE ALL THREE SIZES FOR SOCIAL
FB: 1200 X 900 PX
TW:1024 X 512 PX
IG STORY: 1920 X 1080 PX
IG POST: 900 X 900 PX
OR
MAKE A THREE SERIES SET FOR ONE PLATFORM

CONSIDER:

CONTENT FOR POST
USING IT THIS SEMESTER ON YOUR SOCIAL

DUE DATES:

DEFINE (250 WORDS), **RESEARCH** (250 WORDS, PLUS VISUAL RESEARCH), **IDEATE** (50 SKETCHES)
10 SERIES SETS SKETCHES | FEBRUARARY 16

PROTOTYPE, SELECT (PRESENTATION: PDF /GIF)
PRESENTATION | FEBRUARARY 23

IMPLEMENT IN SOCIAL MEDIA, LEARN (250 WORDS)
BRIGHTSPACE SUBMISSION FINAL | FEBRUARARY 25

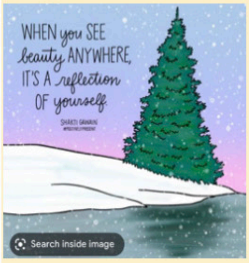
NO MOUNTED BOARD

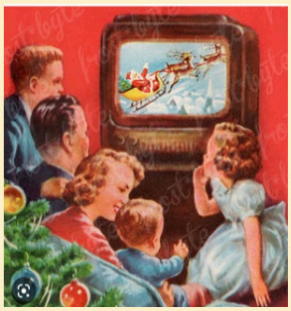
100 POINTS

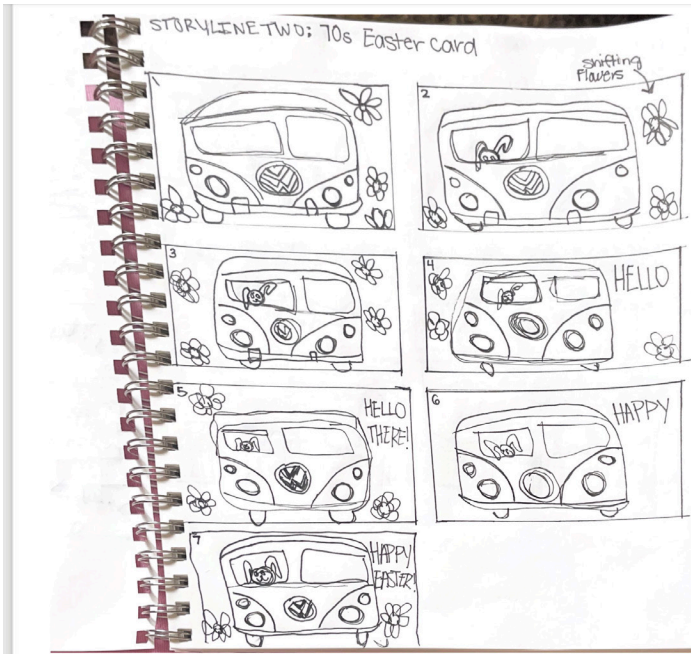
DEFINE:

- In this project, we were assigned to pick a time period and make a GIF from it. I have a love for the 70s, so I chose the time period the 70s. We also had to pick a holiday, and I chose Easter. I wanted to choose an audience of people that celebrate Easter, but not limited to just Christians. The bunny for Easter is a symbol for easter that everyone can resonate with. For the 70s, hippies was a huge trend. Volkswagen vans were very popular and circle glasses were fashion. My audience would be people that love the hippie era. If you are in love with the 70s period, the design will show aspects of the 70s while wishing you a Happy Easter. Slang sayings were popular in that era as well. Language of the 70s is also included in the final design.

VISUAL RESEARCH:

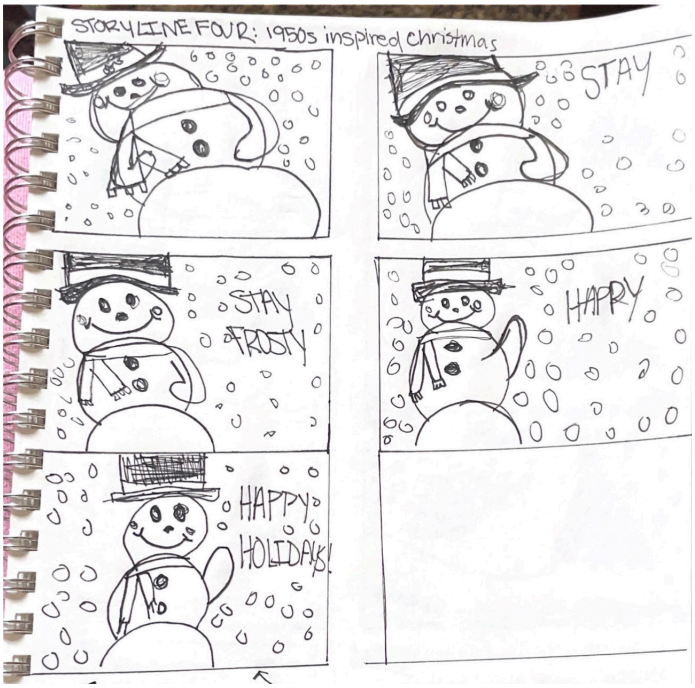


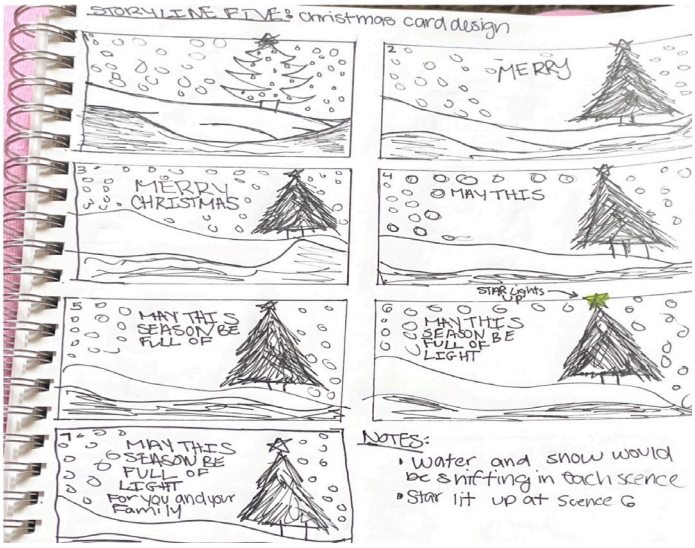


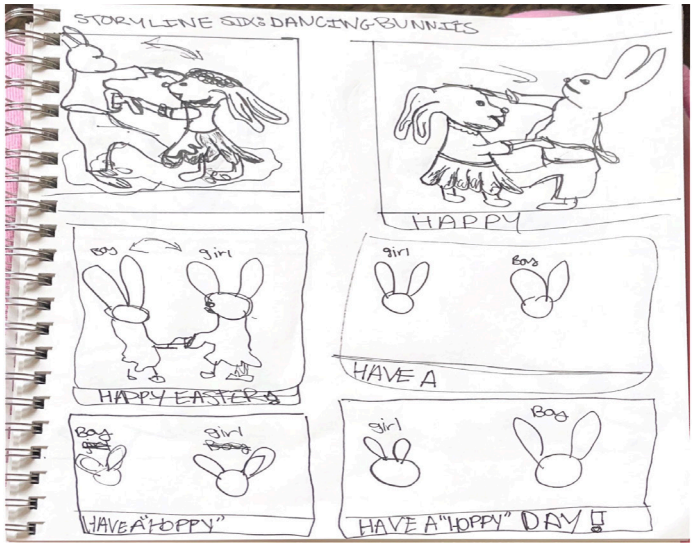

STORYLINE TWO: 70s Easter card
shifting flowers
1
2
3
4
HELLO
5
HELLO THERE!
6
HAPPY
7
HAPPY EASTER!

STORYLINE ONE: Easter BUNNY
1
2
3
HAVE AN
4
HAVE AN Egg-cellent
5
HAVE AN Egg-cellent EASTER
6
happy Easter

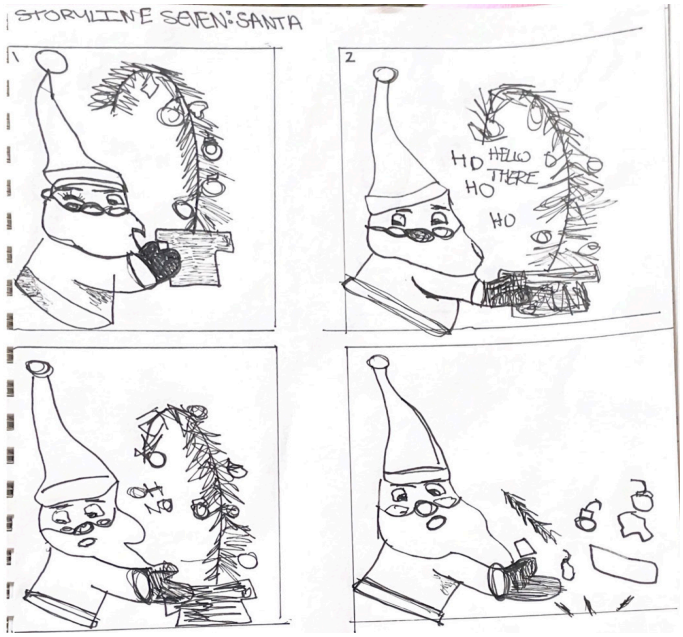
STORYLINE THREE: Idependence DAY 1930's inspired
1
2
MAY YOU
3
MAY YOU CELEBRATE
4
MAY YOU CELEBRATE THE HOPE, PEACE, AND FREEDOM
5
MAY YOU CELEBRATE THE HOPE, PEACE, AND FREEDOM OF OUR GREAT NATION
6
~~MAY YOU CELE~~ HAPPY IDEPENDENCE DAY!


STORYLINE FOUR: 1950s inspired christmas
STAY
STAY FROSTY
HAPPY
HAPPY HOLIDAYS!

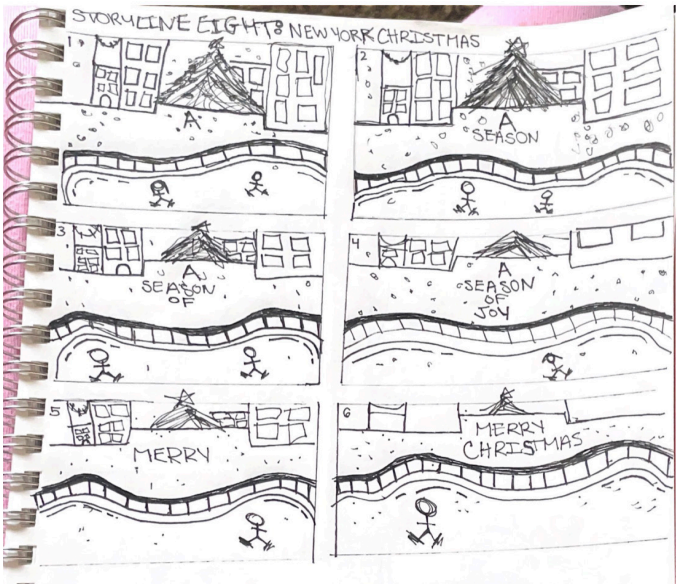

STORYLINE FIVE: christmas card design
MERRY
MERRY CHRISTMAS
MAY THIS
STAR lights up
MAY THIS SEASON BE FULL OF
MAY THIS SEASON BE FULL OF LIGHT
MAY THIS SEASON BE FULL OF LIGHT FOR YOU and your Family
NOTES:
• Water and snow would be shifting in each scence
• Star lit up at scence 6


STORYLINE SIX: DANCING BUNNIES
HAPPY
boy
girl
HAPPY EASTER
girl
boy
HAVE A
boy
girl
HAVE A "HOPPY"
girl
boy
HAVE A "HOPPY" DAY

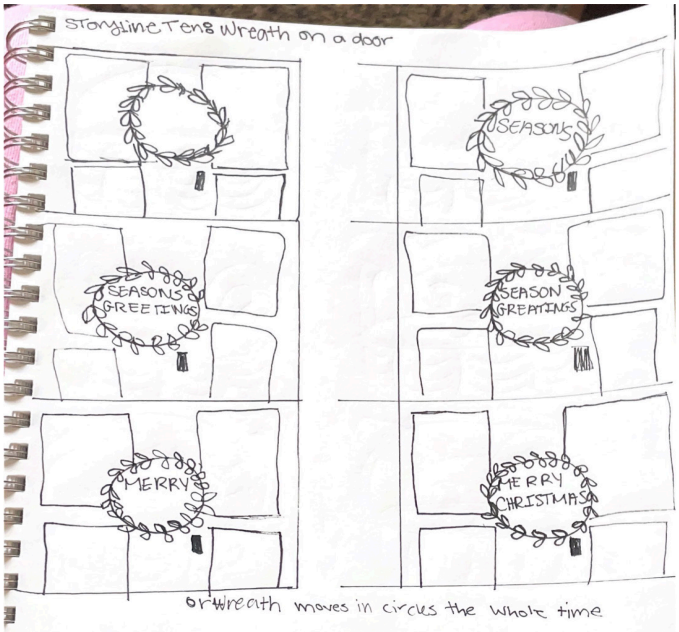
OH WELL
HAPPY HOLIDAYS


STORYLINE SEVEN: SANTA
1
2
HO HO HO
HELLO THERE
HO

OH WELL
HAPPY HOLIDAYS


STORYLINE EIGHT: NEW YORK CHRISTMAS
1
A
2
A SEASON
3
A SEASON OF
4
A SEASON OF JOY
5
MERRY
6
MERRY CHRISTMAS

STORYLINE NINE: Easter Card
1
2
3
4
SPRING IS
5
SPRING IS HERE!
6
HAPPY
EASTER


Storyline Ten: Wreath on a door
SEASONS GREETINGS
MERRY
SEASONS
SEASON GREETINGS
MERRY CHRISTMAS
or Wreath moves in circles the whole time

LEARN:

- This project taught me many new skills. The first thing that I learned was photoshop. Before this project, I had never used photoshop. I did so much research on how to use it and I feel like I have a basic understanding of how to use photoshop. I also learned a lot about Gifs. I never knew how they were made. It honestly surprises me how simple the process really is. I have done some animations in procreate and it is very similar to gifs. The next think that I learned and used a lot was the clipping mask tool. I am a perfectionist, and the Volkswagen being just plan colors bothered me. I wanted to ad texture to the car. Once I learned the clipping mask tool, I started making everything textured. It was also helpful when creating my bunny. The fur of the bunny is just a picture. I am glad that I learned how to layer and blend textures to a photo because I will definitely be using this outside of class.

PROJECT FOUR: JOURNEY MAP

PROJECT FOUR : JOURNEY MAP

1. For your second Photoshop project, your first step is to look within yourself and list your strengths and weaknesses.

2. For the second step you are going to take your strengths and weaknesses then research how companies/agencies/artist have used this in design including advertising, posters, ads, guerrilla marketing ect.

3. After researching what others have done, you will need to come up with a minimum of 10 strong ideas of how to accomplish this through design. These need to be well thought out, this will not be a fast sketch. Bring these example with you to class.

4. You should have a company/organization/artist to go with your concept, it can be real, made up, non-profit or profit.

MAKE SURE YOU SAVE, SAVE, SAVE.

DUE DATES:

DEFINE (250 WORDS), (STRENGTHS + WEAKNESSES)
RESEARCH (250 WORDS, PLUS VISUAL RESEARCH),
IDEATE (10 SKETCHES SETS) **| MARCH 2**

PROTOTYPE, SELECT (PRESENTATION: PDF)
PRESENTATION | MARCH 16

LEARN (250 WORDS)
FINAL | MARCH 18

MOUNTED BOARD-MARCH 23

100 POINTS

STRENGTHS

CREATIVITY
OPEN MINDED
ADVENTEROUS
EASY GOING
POSITIVE
CURIOSITY
LEADERSHIP
HELPFUL

WEAKNESSES

SHYNESS
LACK OF CONFIDENCE
MATH AND ANYTHING NUMBERS
IMPATIENT
PERFECTIONIST
LAZY
LACK OF MOTIVATION

LIFE IS GOOD

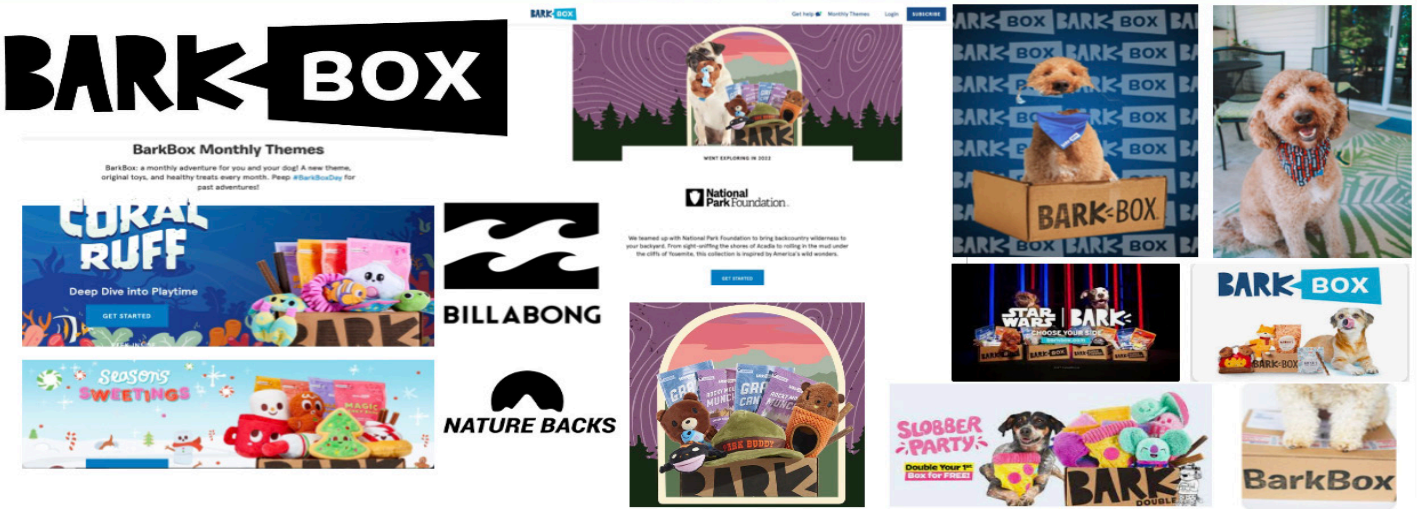
BRAND IDEAS

BARK BOX

BILLABONG

NATURE BACKS

VISUAL RESEARCH



DEFINE

For this project, we were tasked to list our strengths and weaknesses. We then needed to find a brand that had similar strengths or weaknesses. Two of my strengths was adventurous and positive. I found a few brands that had similar strengths including Life is Good, Bark Box, Billabong, and Nature Backs. Out of those brands I chose Bark Box. We were then tasked to make some sort of ad for that company. As a strategic communications major, I study a lot about social media marketing. I decided that I wanted to make an Instagram ad for bark box. Bark Box is a monthly subscription for your dog. In these boxes your pet will get a few toys and some treats. It is a way to have a surprise for your pet. My dog gets a box each month and knows exactly what's in the box. The reason I chose Bark Box was because of the brand personality. They are a fun loving brand that is super positive. One time my dog got a bunch of toys that were hard and he would not play with them. In the website we went in and changed his preference to no hard toys for the next box. Bark Box was super sweet about it and sent Winston a bunch of soft toys. I just love how positive and fun the brand is.

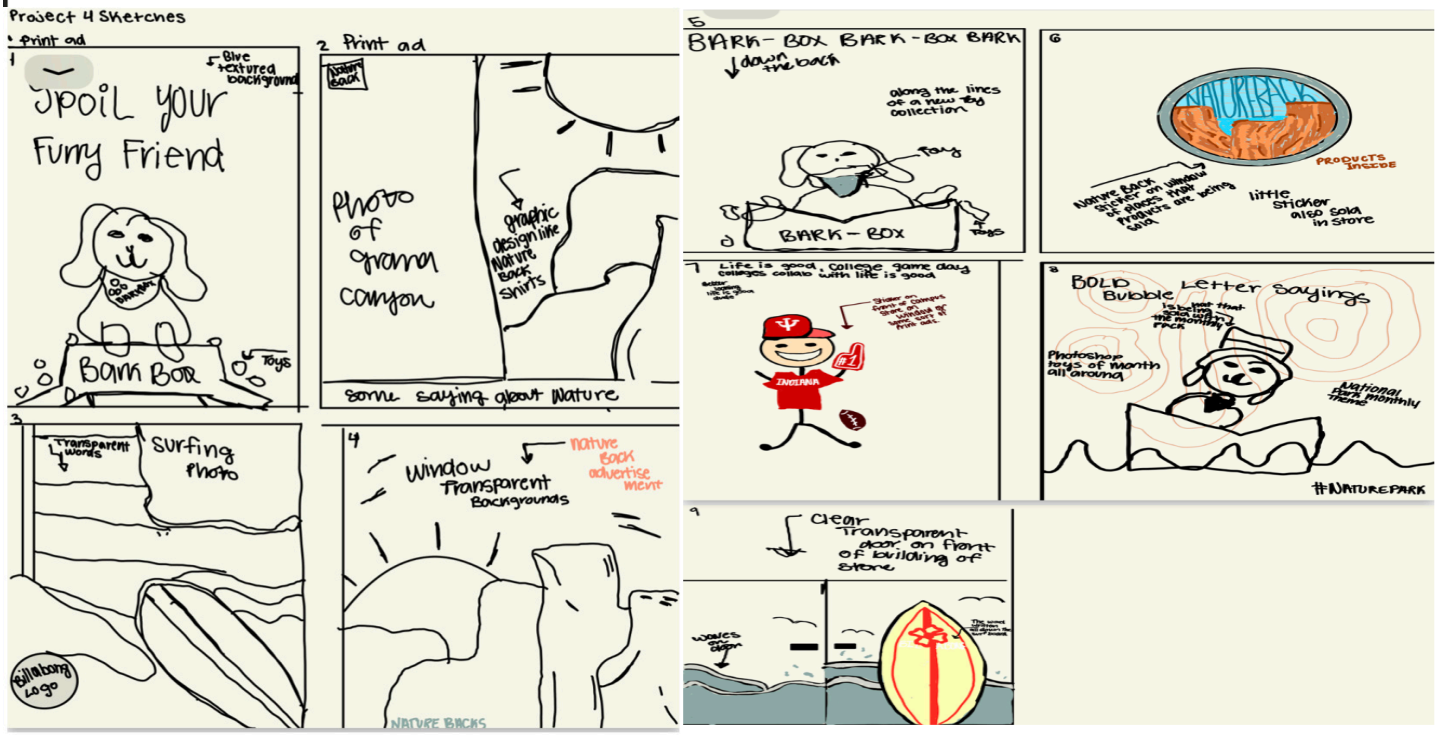
The audience for this ad is for pet owners. I wanted to make an ad that match with the personality of fun. They will see a cute funny picture of a dog and want their dog to have all those things too.

RESEARCH

My research for this audience consisted of getting to know all about Bark Box and then finding what could be advertised. In my research, I found that all the monthly subscription boxes have different themes. There were so many themes offered including a coral reef and a star wars theme. One month, they partnered with the National Park Foundation to bring a line of toys and threats that were nature park themed. Since one of my strengths was adventurous, I decided to make an advertisement for that month's theme.

I then did some research on what kind of advertisements Bark Box puts out there. Most of the advertisements I saw were from digital sources. My original idea was to make a print ad but that would not have been logical. If the subscription service is 100% online, then having online advertisements would be best. This way you could make a post and include the link in the description.

I then looked at other social media and online ads they have. Most of their ads consisted of Dogs sitting next to the Bark Box with all the toys inside. Almost all ads were like this. I decided that I wanted to match their style by putting a dog and the box of toys in it.



LEARN

In this project, I was able to learn a lot more about brand personality. In strategic communication, a lot of our creative work is based off the brand's voice and personality. Something that we do not do often is find a brand that has certain strengths and weaknesses. We usually start with the brand and then discuss from there. So, being able to dig deeper and to point out brand personalities was definitely a challenge but also very fun.

The next thing I learned was a few new skills in photoshop. One thing that was new for me was cutting out a character in a photo. I had an old photo of my dog sitting outside of my house and I wanted to use that in the ad. I used the item select tool and it was easily able to cut out just my dog. Since the picture was outside, the light was pretty bright. I learned that I needed to make a Brightness layer and make a clipping mask over just my dog. This took me a few tries to figure out how to make the picture look more natural, but I think I did well.

The last thing that I learned is this project is how convenient photoshop and illustrator is when using them together. I was able to make the graphic background in illustrator and easily transport it to photo shop to ad the trees. I just love the look that it gives when graphics and photos are put together. Most of my advertisement were photos but the background is a graphic. This project opened my eyes that using these two software together can really make a powerful design.

PROJECT FIVE:
THE PITCH

PROJECT FIVE : THE PITCH

BACKGROUND
Hello! We are Momma J, LLC. Momma J's is looking to expand their offerings and bring a food truck to a new location. We have lots of competitors and we are looking for a disruptive concept.

DEFINE the TARGET AUDIENCE
Mama J's is asking you to define our next consumer target audience as closely as possible and include city/state/ specific location but don't forget to include information about other food trucks in the selected area that Momma J's should be aware of.

RESEARCH MATERIAL
Successful pitch design, food trucks, logos, design, menus, location choice, and any additional items.

BUDGET
Set the start-up budget include all possible aspects, a truck, printing truck wrap, food, containers, utensils, menus, art work, research, and any additional line items.

MANDATORIES
Mama J's needs you to provide a food genera, target audience, location, logo (.ai/.psd), truck wrap (.ai/.psd), and menu (.indd).

- One element must be an .ai (logo, truck art, etc)
- One element must be an .psd (logo, truck art, etc)
- Final presentation, printed pitch, and printed art work must be in a packaged file from In-Design

THE PITCH
Presentation **04.20.2023**

- Name
- Strategic understanding of the market/audience
- Strategic understanding of food truck design
- Creative, truck and menu

Printed Pitch **04.20.2023**
11 x 8.5 spiral bound leave behind presentation

- Name
- Strategic understanding of the market/audience
- Strategic understanding of food truck design
- Budget
- Creative, truck and menus

Mounted Board **04.20.2023**

- Name - Designerly on back
- Creative, truck and menu

EXTERNAL CRITIQUE
Meet with a minimum of 3 others, they can NOT all be students. You are to write a minimum of 250 words in your learn stage about each critique, your learn portion will be a minimum of 1000 words.

RECOMMEND: PLEASE MAKE PERSONAL DEADLINES!

DUE DATES:

DEFINE, RESEARCH, IDEATE
04.20.2023

PROTOTYPE, SELECT
04.20.2023

IMPLEMENT, LEARN
04.20.2023

150 POINTS TOTAL

Printed Material: Pitch material 11 x 8.5 spiral bound
Boarded Material: Truck design and menu

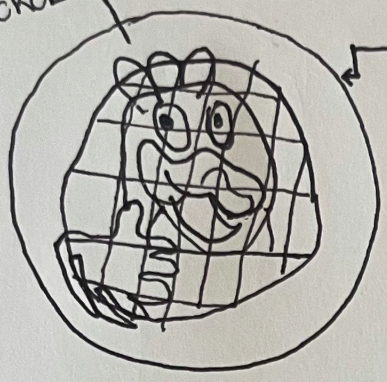
Black Board size: 1/2 inch boarder on all sides, name, date, class, and project name on back by 5:30PM | 04.20.2023

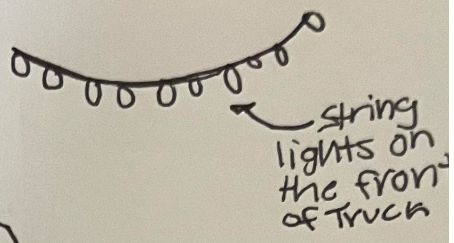
Brightspace file by 11:59 PM, presentation, packaged file and 7 Stages in Design Thinking

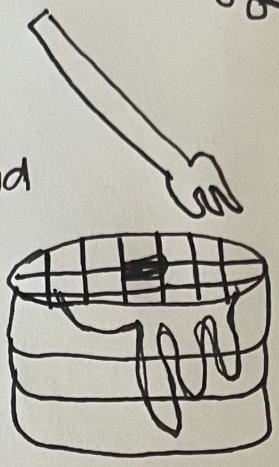
IDEATE

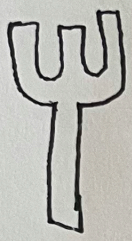
Waffle Coop: Project 5

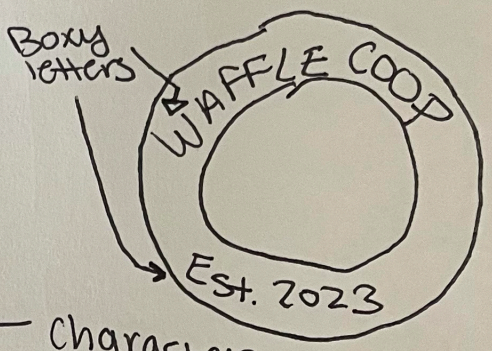
LOGO

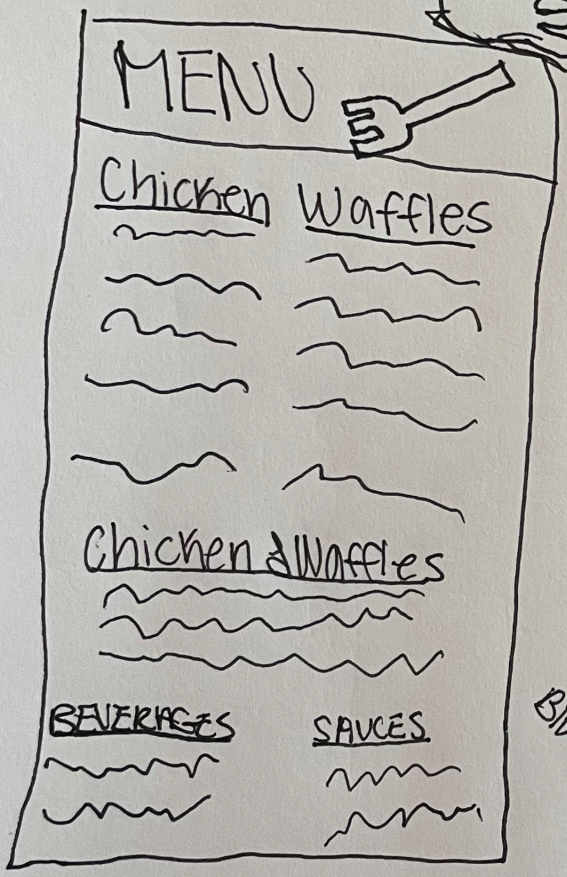


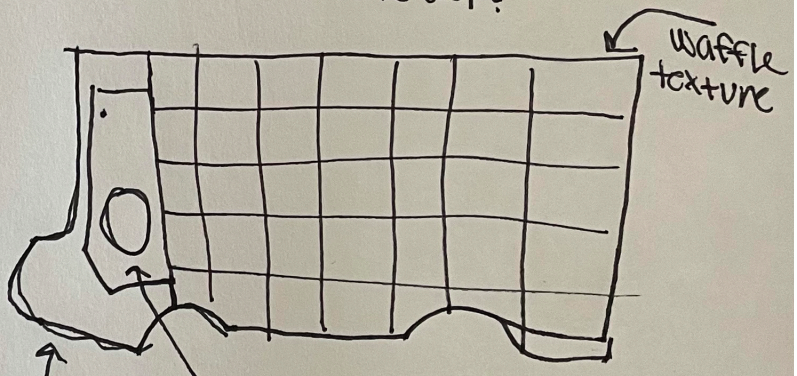


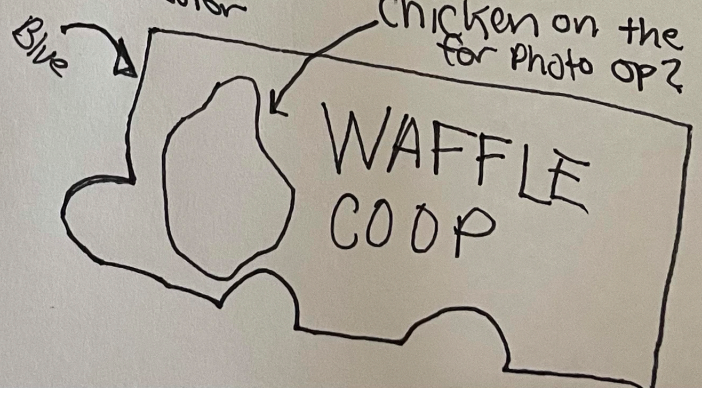












DEFINE

For project five, we were tasked with creating a new food truck to pitch. I wanted to start a business that isn't the same from all the other food trucks already out there. One of my favorite meals to get at a resturant is chicken and waffles. I think that is a combination that is very controversial to many people. I wanted to create a food truck that was based around my favorite meal, chicken and waffles. The goal of this food truck is to either introduce a new combination to people, or give them an option to get this yummy meal.

When creating the brand, I first started out with the name. The name "Waffle Coop" integrates chicken and waffles. I think Waffle Coop is a differnt name then normal for a resturant or food truck.

Waffle Coop is located in West Lafayette, Indiana right outside the campus of Purdue University. One reason I chose to put a food truck there is because of fhe younger demographic. The food truck gives off a brand voice that is fun and youthful. There are also no other chicekn and waffle places in West Lafayette making our truck a unique option.

RESEARCH

The research process of this project was rather lengthy. Before being able to make any decision about the food truck, research had to be done. My first step was creating the logo. When designing the logo, I wanted to put something in the middle that would be memorable. I then thought of association theory that I learned about least semester. It states that we can make associations from what we see to a brand. For example, if I were to show you the character Bucees you would probably immediately associate the charater to the gas station Bucees. I then needed to find colors that would all go together. I ended up using a scheme of two different blues, and faded yellow, orange, and red. The next important step of the research process was researching about the competitors in the nearby area. I really enjoyed this part because I had no idea how many food trucks West Lafayette had. I came up with the conclusion that none of the competition near by serves the same thing, other than the chicken resturant, Raising Canes. I did notice that there were three food trucks that stuck out from all the rest. Those trucks provided menus with food that were unique from all the other food trucks. These food trucks were: Chicken and Rice, Mojo's Grilled Cheese and more, and EMT Food Truck.

Maddy Murphy

MISSION

- Our goal is to allow our delicious combination to be enjoyed by many as a to-go option, while cultivating a community at our food truck.

- Waffle Coops mission is to a bring a new and unique food truck to West Lafayette that is a different food option than other food trucks in area.

TARGET AUDIENCE

- Waffle Coop will be located in West Lafayette on Purdue University's campus.

- Our target audience is college students that want a unique meal different from other options.

- Waffle Coop is located at a very popular dining spot in West Lafayette, Chauncey Hill. This means we are directly competing with the resturants and food trucks that are serving the Purdue University Community.

- We also want to tailor to the community of West Laffayette by giving them a new food truck that isnt the same as the ones already established in West Lafayette.

RESEARCH

There are no other food trucks that sell chicken and waffles in West Laffayette. There are a few food trucks that could be a direct competitor because of their uniqueness:

- Chicken and Rice
- Mojos Grilled Cheese and More
- EMT Food Truck

The most common food trucks located near Purdue University are either ice cream, dessert, or taco trucks.

LOGO

ENVIRONMENT

TRUCK

BUDGET

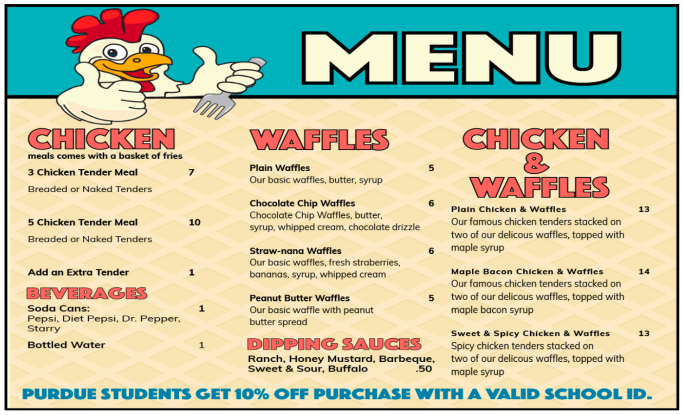
	INITIAL	MONTHLY	ANNUALLY
FOOD TRUCK	50,000	-	-
WRAP	4,000	-	-
BUSINESS LICENSES	50	-	-
FOOD HANDLERS PERMIT	58	-	-
HEALTH DEPARTMENT PERMIT	400	-	-
FIRE CERTIFICATES	90	-	-
GENDRATOR	247	-	-
EMPLOYEES (3)	133hr	5,000	60,000
FREEZER	249	-	-
MENU	75	-	-

	INITIAL	MONTHLY	ANNUALLY
WAFFLE MAKERS	165	-	-
FIRE EXTINGUISHER	44	-	-
IPAD	329	-	-
POS SYSTEM	169	-	-
HANGING LIGHTS	24	-	-
SINK	258	-	-
FRYER	899	-	-
SAMS CLUB MEMBERSHIP	-	-	45
CHICKEN TENDERS	41.8	100	1,200
CHICKEN BREADING	24/ 5 LBS	48	576

	INITIAL	MONTHLY	ANNUALLY
PANCAKE MIX	7/ 10 LBS	28	336
CHOCOLATE CHIPS	8	32	384
STRAWBERRIES	9	18	216
FROZEN BANANAS	21/ 200lb	21	252
PEANUT BUTTER	11	11	132
WHIPPED CREAM	9	9	108
MAPLE SYRUP	11	66	792
BACON	11	11	132
RANCH	12 (1GAL)	12	144
BARBEQUE	12	12	144
HONEY MUSTARD	15	15	180

	INITIAL	MONTHLY	ANNUALLY
BUTTER	8	32	384
PLASTIC FORKS	14 (600)	42	504
NAPKINS	12	24	288
SAUCE CONTAINERS	34	34	408
FOAM LID CONTAINERS	17	68	816
PEPSI	14	28	168
DR. PEPPER	15	20	180
DIET PEPSI	22	44	264
STARRY	14	28	168
BOTTLED WATER	10	10	120
SPICY CHICKEN BATTER	25	25	300

MENU


MENU
CHICKEN
meals comes with a basket of fries
3 Chicken Tender Meal 7
Breaded or Naked Tenders
5 Chicken Tender Meal 10
Breaded or Naked Tenders
Add an Extra Tender 1
BEVERAGES
Soda Cans: 1
Pepsi, Diet Pepsi, Dr. Pepper, Starry
Bottled Water 1
WAFFLES
Plain Waffles 5
Our basic waffles, butter, syrup
Chocolate Chip Waffles 6
Chocolate Chip Waffles, butter, syrup, whipped cream, chocolate drizzle
Straw-nana Waffles 6
Our basic waffles, fresh straberries, bananas, syrup, whipped cream
Peanut Butter Waffles 5
Our basic waffle with peanut butter spread
DIPPING SAUCES
Ranch, Honey Mustard, Barbeque, Sweet & Sour, Buffalo .50
CHICKEN & WAFFLES
Plain Chicken & Waffles 13
Our famous chicken tenders stacked on two of our delicous waffles, topped with maple syrup
Maple Bacon Chicken & Waffles 14
Our famous chicken tenders stacked on two of our delicous waffles, topped with maple bacon syrup
Sweet & Spicy Chicken & Waffles 13
Spicy chicken tenders stacked on two of our delicous waffles, topped with maple syrup
PURDUE STUDENTS GET 10% OFF PURCHASE WITH A VALID SCHOOL ID.

THANK YOU!

Maddy Murphy

MISSION

Waffle Coop is a new unique food truck located in West Lafayette, Indiana. The Waffle Coop serves the famous breakfast combo, chicken and waffles. Waffle coop serves three different recipes of chicken and waffles to allow customers to try differnt types of Chicken and Waffles!

Our goal is to allow our delicious combination to be enjoyed by many as a to-go option, while cultivating a community at our food truck.

Waffle Coops mission is to a bring a new and unique food truck to West Lafayette that is a different food option than other food trucks in area. At Waffle Coop, we also created food recipes that could be enjoyed for breakfast, lunch and dinner!

TARGET AUDIENCE

Food trucks are a great option for people that are on the go and do not have enough time to sit down and eat. One specific group of people who are always on the go are college students.

Waffle Coop will be located in West Lafayette on Purdue University's campus. Our goal is to give students a new to-go eating option on campus. We understand the lives of busy college students and want them to be able to have a delicious, gormet, to-go meal. Our target audience is college students that want a unique meal different from other options. Even if you are not a fan of chicken and waffles together, no worries. Costumers can order just a chicken meal or just waffles. Our food truck gives students options for everyone to enjoy.

Waffle Coop is located at a very popular dining spot in West Lafayette, Chauncey Hill. This means we are directly competing with the resturants and food trucks that are serving the Purdue University Community.

We also want to tailor to the community of West Laffayette by giving them a new food truck that isnt the same as the ones already established in West Lafayette. Individuals who love to have breakfast at all hours of the day would definately enjoy or food truck!

RESEARCH

To get started with Waffle Coop, there was alot of research that needed to be done before hand. First, other resturants the are nearby was researched to see if there was any other businesses offering a similar menu to Waffle Coop. Research of the areas suggest that there are no other resturants or food trucks in the area that specifacally focus on Chicken and Waffles. One competitor that we are aware of the newly added chicken place on Chauncey hill, Raising Canes.

Other than Raising Canes being a resturant competitor, there are no other food trucks that sell chicken and waffles in West Laffayette. There are a few food trucks that could be a direct competitor because of their uniqueness:

- Chicken and Rice
- Mojos Grilled Cheese and More
- EMT Food Truck

The most common food trucks located near Purdue University are either ice cream, dessert, or taco trucks.

LOGO

Waffle Coop wanted to incorporate a character that would be the brand voice for the food truck. The character also should be easily associated with the food truck without seeing the name with the character. The Waffle Coop's character is a chicken eating waffles. The irony of this character is the truck sells chicken and waffles and we would be eating the chicken, not him. It gives a humorous tone to the brand.

The colors of the logo are also bright and fun also hinting to the brand voice of the food truck. The name "Waffle Coop" directly tells people that we sell waffles while hinting to new customers that we sell chicken with out Waffles.

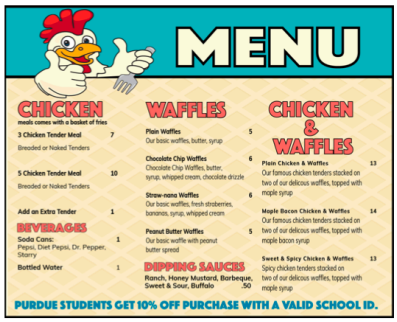
I believe that the logo sparks curiosity to potential customers to come and try our food.

TRUCK

For the truck design, I decided to go with a bright blue background with teal details. On the front of the truck, our menu is placed on the left side with pretty string lights to light up the truck when dark. On the bottom half of the truck, a waffle texture was used to make the truck look like it is a waffle. On the back, it features our chicken character. Instead of including the stack of waffles the chicken is eating in the logo, the character was positioned to seem like he is eating the waffle off of the truck. This fun scence on the back of the truck allows for customers to snap a picture and share the picture on social media. Once again, this is another way that I strategically planned to make the character a noticable character. When they see these pictures shared on social media, people will start to associate the chicken character the the Waffle Coop Brand.

ENVIRONMENT

MENU



To the left, is the menu for Waffle Coop. The menu us divided up into three different parts. First, you have the option of choosing a chicken meal, or you could choose one of our delicous waffles, and lastly you could choose from the three different Chicken and Waffle combos.

At the bottom of the menu you see that all Purdue students get 10% off! We want to directly pull our target audience in by giving them a discount.

This menu is placed on the left side of the truck and printed copies are on the counter for a closer look.

BUDGET

	INITIAL	MONTHLY	ANNUALLY
FOOD TRUCK	90,000	-	-
WRAP	4,000		-
BUSINESS LICENSES	50		-
FOOD HANDLERS PERMIT	58		-
HEALTH DEPARTMENT PERMIT	400		-
FIRE CERTIFICATES	50		-
GENORATOR	247		
EMPLOYEES (3)	12/hr	5,000	60,000
FREEZER	249	-	-
MENU	75		-

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IPAD	329		
POS SYSTEM	169		
HANGING LIGHTS	24		
SINK	259		
FRYER	899		
SAMS CLUB MEMBERSHIP			45
CHICKEN TENDERS	415	100	1,200
CHICKEN BREADING	24/ $ 1.65	48	576

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MAPLE SYRUP	11	66	792
BACON	11	11	132
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BARBEQUE	12	12	144
HONEY MUSTARD	15	15	180

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NAPKINS	12	24	288
SAUCE CONTAINERS	34	34	408
FOAM LID CONTAINERS	17	68	816
PEPSI	14	28	168
DR. PEPPER	15	30	180
DIET PEPSI	22	44	264
STARRY	14	28	168
BOTTLED WATER	10	10	120
SPICY CHICKEN BATTER	25	25	300

THANK YOU!

LEARN

In our final project, there were so many things that I learned over the course of a few weeks. The first think I learned was how to use InDesign. For some reason, I have had a harder time getting used to InDesign than the other two. I was really struggling with the cropping and moving pictures. I was getting frustrated because it was cropping things I did not want it to. I did finally get down that the orange box is for the photo and the blue box is for the outside of the photo. Now, I actually really enjoy InDesign. I prefer it to make presentation! There are a few projects that I want to do personally with InDesign that I am going to add to my summer bucket list.

The next thing I learned is how much design goes into starting up a business. At the beginning, I was slighlty overwhelmed by where to even start because we started from nothing. Once I finally got into the groove of things, designing became alot easier to do. Coming up with a business concept is so difficult. I really liked this project because alot of the things we did in this project aligns with the things I do in Strategic Communications. I have also always had an interest in starting my own business, so I learned alot of houw that process works. It makes me excited to possibly get to design my own real business.