

Welcome to Ailie's LAUNCH Portfolio

Click on one of the icons below to see view my learning progress

L

LOOK, LISTEN, AND LEARN



U

UNDERSTAND THE PROBLEM OR PROCESS



C

CREATE (A PROTOTYPE)



A

ASK TONS OF QUESTIONS



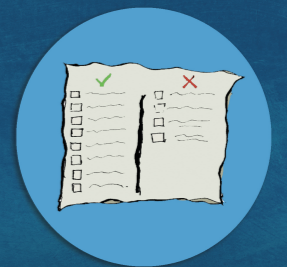
N

NAVIGATE IDEAS




H

HIGHLIGHT AND FIX



L
LOOK, LISTEN, AND LEARN



Look, Listen, and Learn

My business:
Kam Meng



4424 N Coast Hwy, Newport, OR
97365, United States
(541)-1574-954

Ideas:

Add photos of the menu or food or even the owner to our poster

Ask the owner for her opinion about what she wants on the poster, and what the poster to look like.


Who is the business trying to advertise to?

Research what the environment and product that the business is trying to sell.


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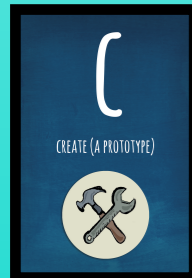
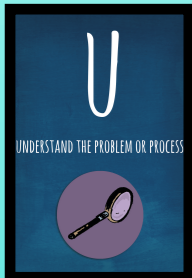


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Ask Tons of Questions

Questions you have for your business

What would you like to see on our advertisement (any key information, food menu, etc)? What do you want to feature on your advertisement poster?

What is the history of this restaurant?

What connections do we, the PLP community have with this restaurant?

What is the owner's story?

What is this restaurant's recommended/specialty food?

Opening script for your interview

Esther: Hello, My name is Esther, and these are my group members Ailie, Izzy, Mika. As you know, we are from PLP 8 and we would like to interview you and ask question about your business and our advertisements.

Thank you script for your interview

Thank you for answering our questions about your establishment. We hope this project brings new opportunities to your business and we will update you on the progress of our ads! Have a good day, and we'll keep in touch.

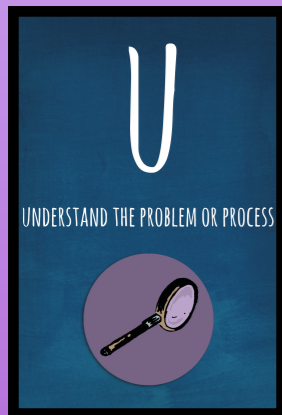




Competition: Any other local restaurants. They want them to come eat Chinese food at their restaurant, instead of going to one of the seafood restaurants. Their food is cheaper than most restaurants and they do food giveaways to attract people to come eat at their cheap and friendly and delicious restaurant.



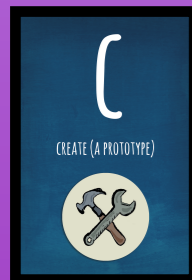
Target Audience: Locals, or tourists hungry for food. Any age range as long as they want and enjoy food! Family friendly.

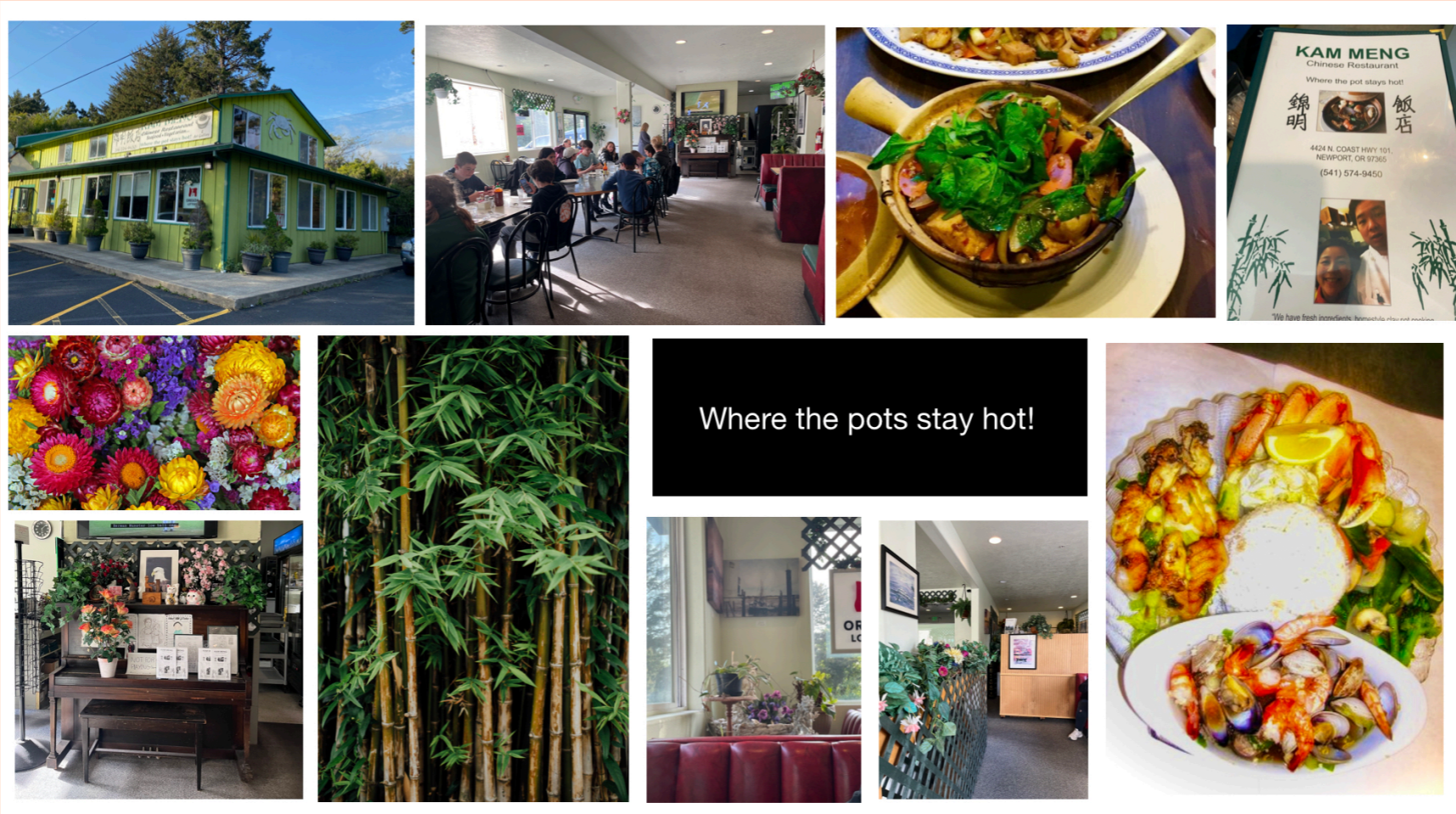
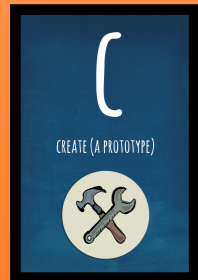
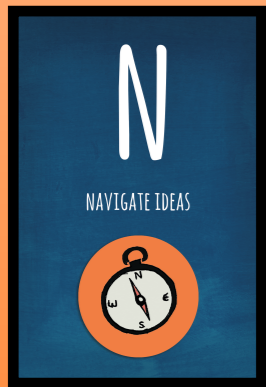
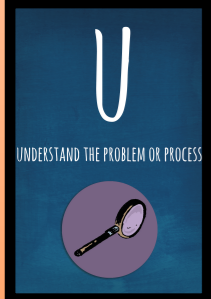


Understand the Problem or Process



Client: The owner of Kam Meng is a painter, and a musician. They need our help with advertising, because from what was researched, Kam Meng does not have any obvious advertisement. They might have small local advertisements, but the only information that can be found about them is a secondary source. They have no posters, no videos, no website, nothing. They do food giveaway draws for locals and their food is cheaper than most restaurants. They do have a facebook account for their restaurant. It's a family business and very homey and comforting.





Navigate Ideas

Design principals

Causal, very family friendly.
Bamboo, themed with pops of coloured flowers. Colour scheme green, white, and black. Also there food, and main dishes. Owners art as well. Slogan "where the pots stay hot". The piano could be included.



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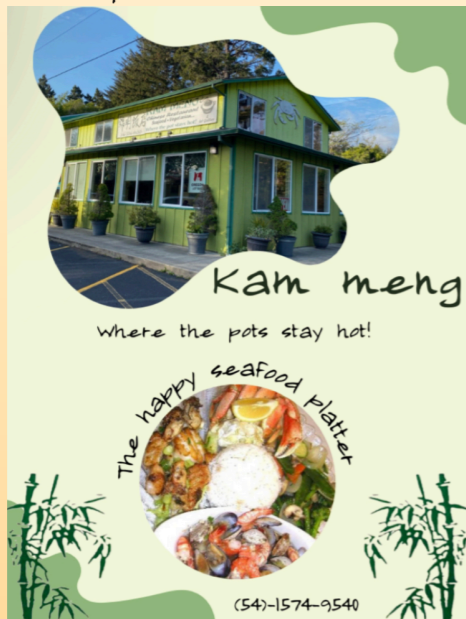
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Draft 1



Draft 2



Draft 3



Draft 4



Draft 5 final draft



Design errors that I made

- Not enough bamboo
- Wrong shape for hot pot picture
- To much green
- Kam Meng title is to small
- Needs to be more than just one front but not to many

Create a Prototype

Group and individual advertisement ideas

Bamboo for sure! A lot of green, with accents of white and black. Contact info, and location. Also should include featured dishes. The theme should be casual and family friendly.




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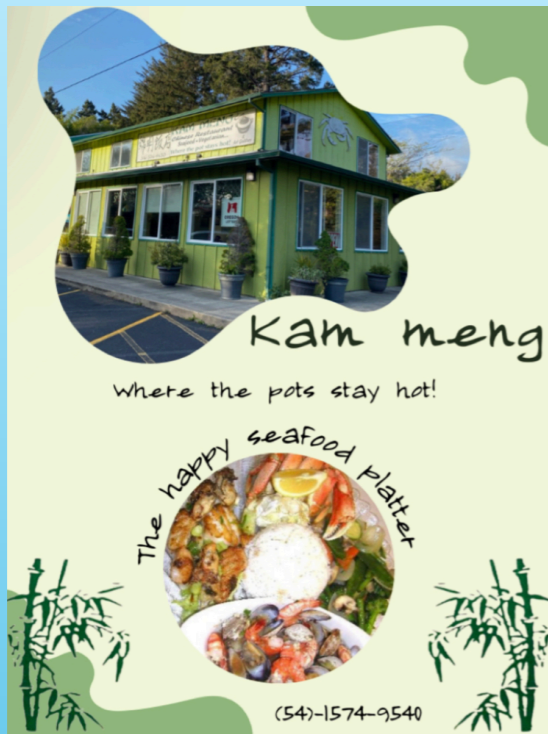
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This



This



To

Peer criticism

The peer critique was to make the title bigger. Make the address a different font. And clean up the edges of the hot pot picture. Also more bamboo and less white space!

Reflection

After a lot of deliberation and planning, multiple drafts, and more then a few failed attempts, I finally finished my ad! The first draft was a disaster, given we were only allowed 10mins to make it. But then each draft we made from then on improved a little bit each time! In the end I was very proud of my ad! Hopefully my work shows!

Highlight and Fix

