



TIMELINE

THESIS 2 EXPLORATIONS

THESIS 3 REFINEMENT

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15

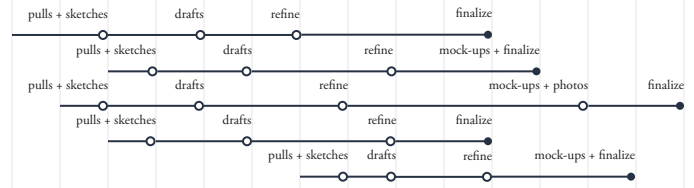
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15

VISUAL SYSTEM



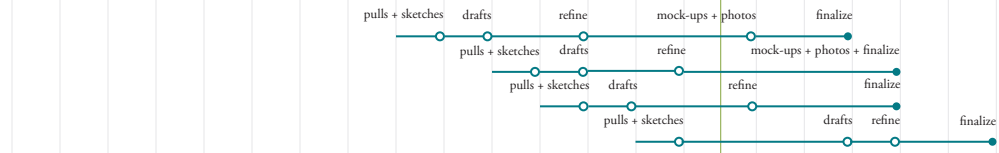
CAFE

- Signage
- Menu Board
- Packaging
- Menus
- Uniform



MARKETPLACE

- Display Signage
- Food Stories
- Produce List
- Art Installations



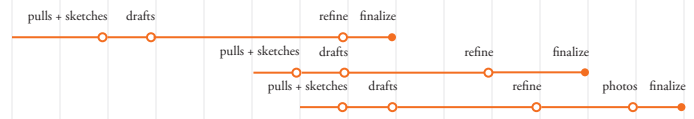
WEBSITE

- Minimum of 8 Pages



LABELING SYSTEM

- Icons
- Food Label Design
- Food Label In-Use



USER TESTING

test signage, labeling system

test website

PROCESS BOOK

finalize send to print

FINAL VIDEO

post final

