

Project Name

Subtitle

Pitch

max 1000 signs including spaces. Stick to the basics: what, who, where, and how (i.e. interactions). Be specific in your choice of words.

Veggies es bonus vobis, proinde vos postulo essum magis kohlrabi welsh onion daikon amaranth tatsoi tomatillo melon azuki bean garlic.

Gumbo beet greens corn soko endive gumbo gourd. Parsley shallot courgette tatsoi pea sprouts fava bean collard greens dandelion okra wakame tomato. Dandelion cucumber earthnut pea peanut soko zucchini.

Turnip greens yarrow ricebean rutabaga endive cauliflower sea lettuce kohlrabi amaranth water spinach avocado daikon napa cabbage asparagus winter purslane kale. Celery potato scallion desert raisin horseradish spinach carrot soko. Lotus root water spinach fennel kombu maize bamboo shoot green bean swiss chard seakale pumpkin onion chickpea gram corn pea. Brussels sprout coriander water chestnut gourd swiss chard wakame kohlrabi beetroot carrot watercress.

Option a. Project visual portrait (photo, rendering, sketch...)

Option b. Project visual landscape (photo, rendering, sketch...)

Additional project visuals

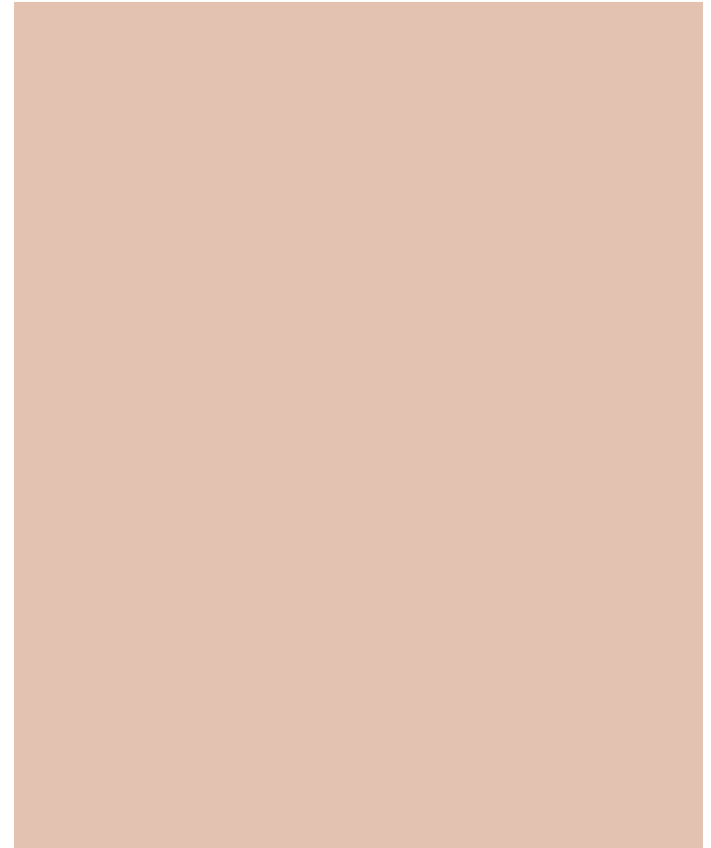
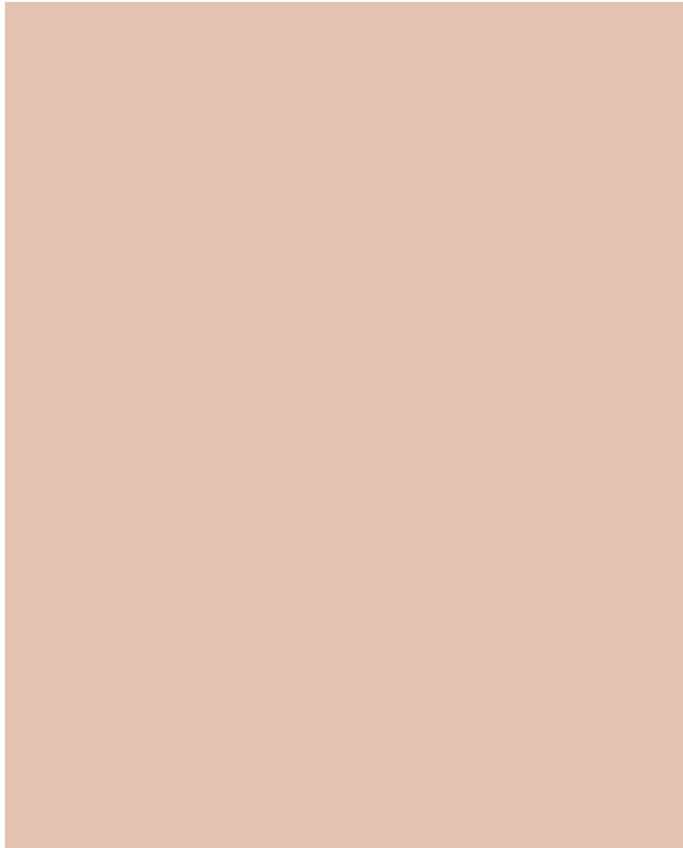
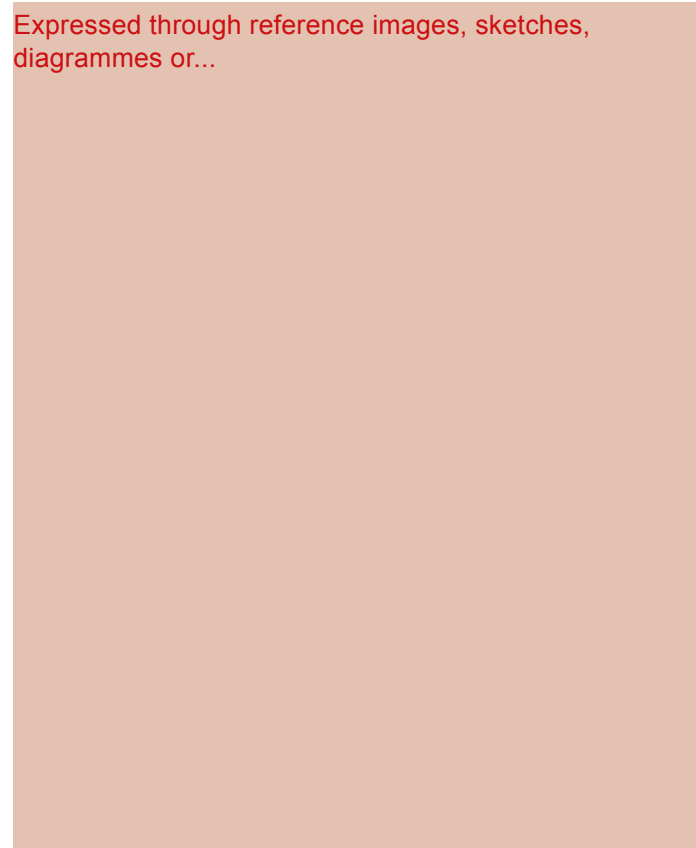
Additional project visuals

User Journey or Scenario

showing the key interaction (think from start to finish, show the whole experience)

Beetroot water spinach okra water chestnut ricebean pea
catsear courgette summer purslane. Water spinach arugula
pea tatsoi aubergine spring onion bush tomato kale radicchio
turnip chicory salsify pea sprouts fava bean. Dandelion
zucchini burdock yarrow chickpea dandelion sorrel courgette
turnip greens tigernut soybean radish artichoke wattle seed
endive groundnut broccoli arugula.

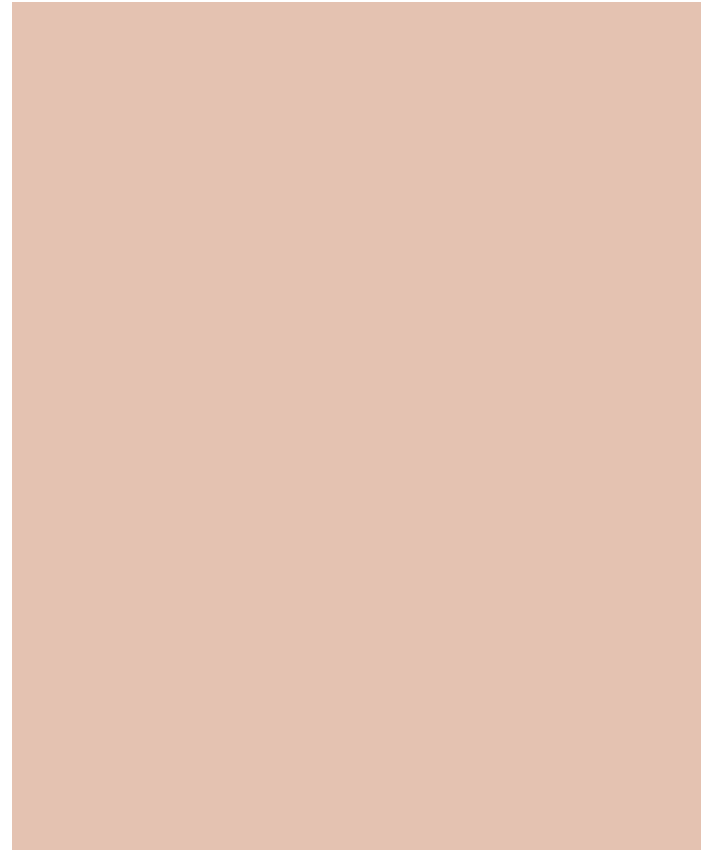
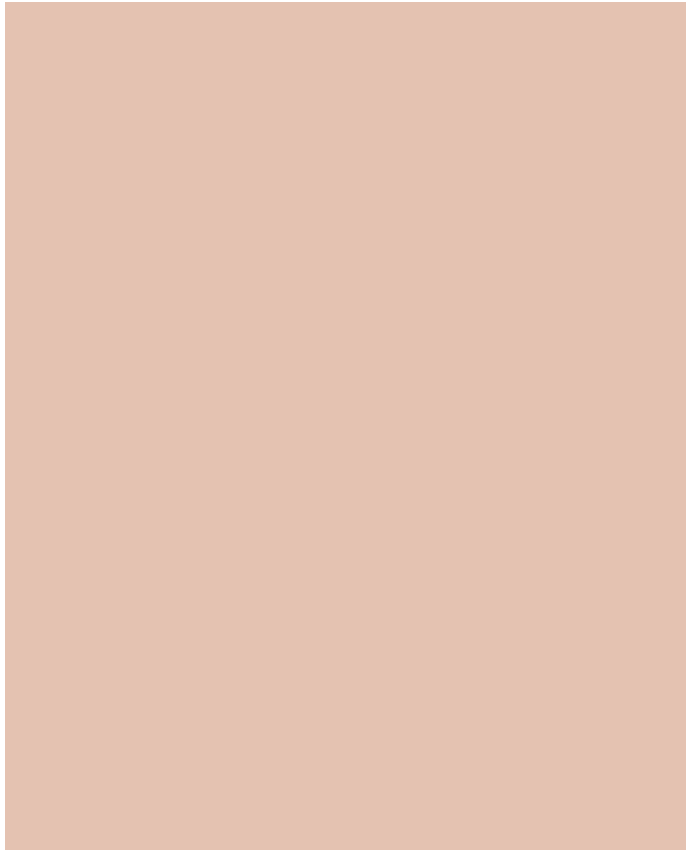
Expressed through reference images, sketches,
diagrammes or...



Field observations & Key Insights

(what are you basing your project on? Don't just show other artists references, we want to see you own field research)

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endive groundnut broccoli arugula.



Shape research & development

(hand sketches, draft 3d models, reference images)

Expressed through reference images, sketches,
diagrammes or...

Visual and Material Moodboard

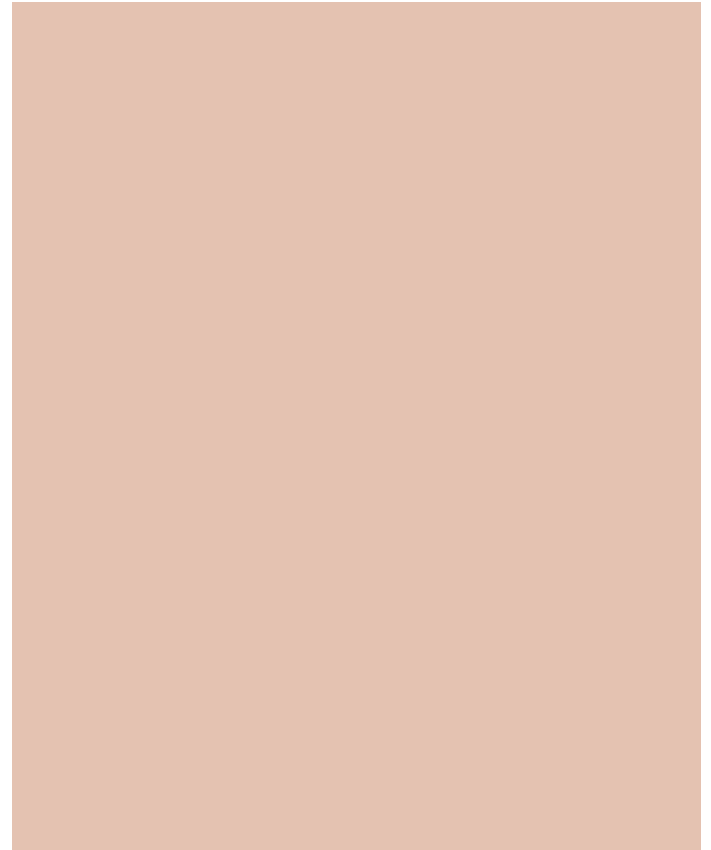
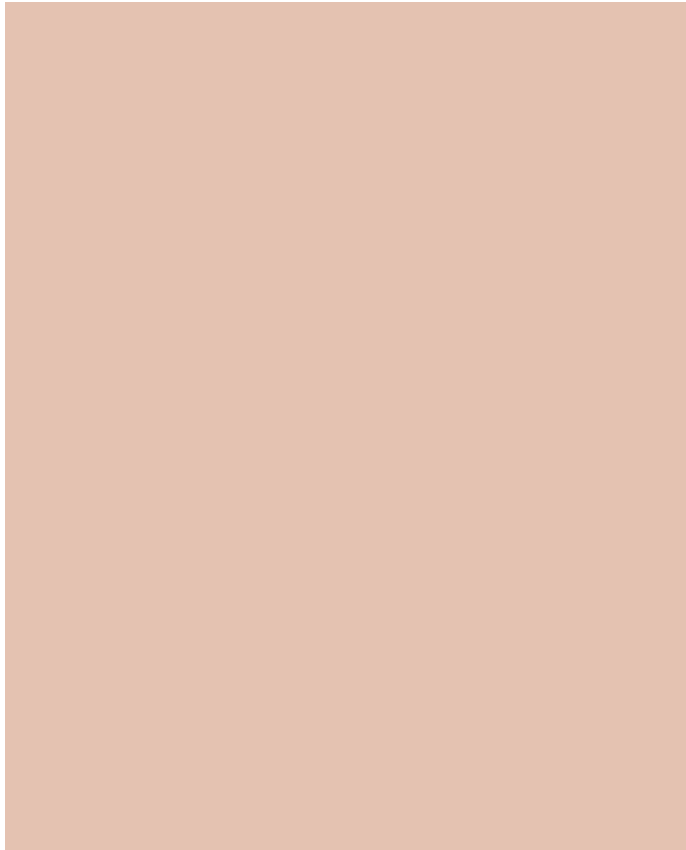
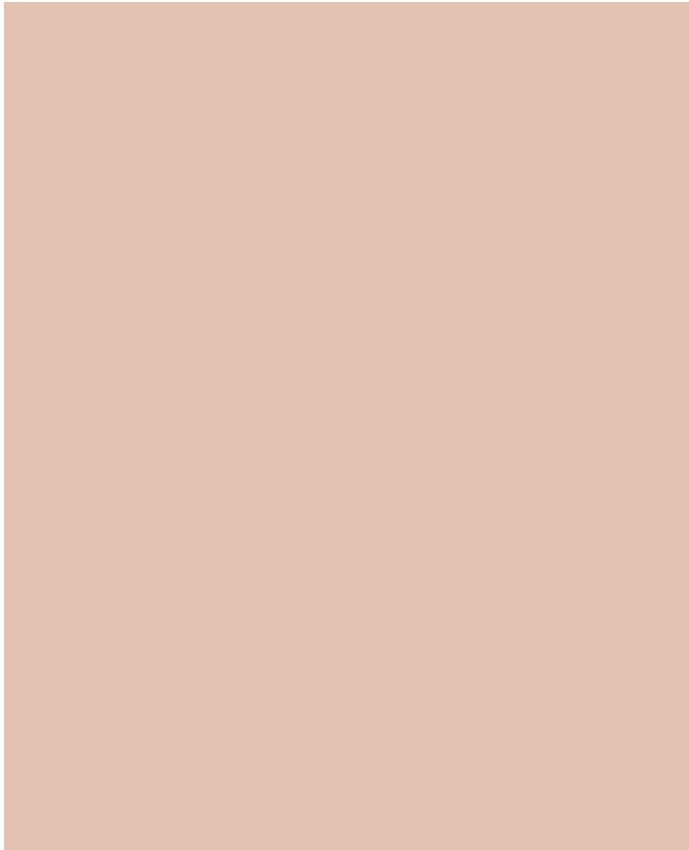
(reference images supporting your projects. it is not the idea to show the competition but to visually complete what is missing and you are not showing or able to share through your sketches and paper prototypes. This is to support the imagery you shall be making later)

Expressed through reference images, sketches, diagrammes or...

Paper Prototypes

Your paper prototypes showing your design explorations. The focus should be on exploring possible interactions via multiple user tests. So don't just show one prototype. More is better.

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User Tests

Pictures and/or videos of the user tests of your prototypes

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