

CDS2001 — Homegrown  
M3 Documentation  
Student: Suhani Gadgil  
Student Number: 33840075

ONCE A YEAR



# PERSONAL FOOD MEMORY

My personal food memory is making these Indian sweet dumplings called modak with my mum every year around Ganpati Chaturthi. Ganpati Chaturthi is an Indian festival that celebrates Ganpati, a half man, half elephant god. It is said that steamed modak was his favourite sweet and would always eat all of them in one go. As I child I too would stuff them in my mouth as they would taste best on the day they were made, straight out of the steamer. They are best served warm with gee.

Over time I have learnt the art of tucking the sweet coconut filling into the rice-flower skins, but because they take a lot of effort this dish is only made once a year.



# BUSINESS CONCEPT DEVELOPMENT

MELBOURNE FOOD & WINE

The latest in food and drink culture.

Drink Nobody's Baby is the bar South Yarra has been waiting for

MF&W

Eat Will Studd thinks great cheese deserves a place on the table, and he has made a new TV show to prove it

Drink Victorian Drinking Victoria: Andy Chu

Audas, Head of Revel

Savannah sparkling wine

Drink Victorian Drinking Victoria: Alex Pineo

New Restaurants →

Restaurants What to order at Suze

Restaurants What to order at Barragunda Estate

Drink What to order at Aster

Bars What to order at Tiny Bar

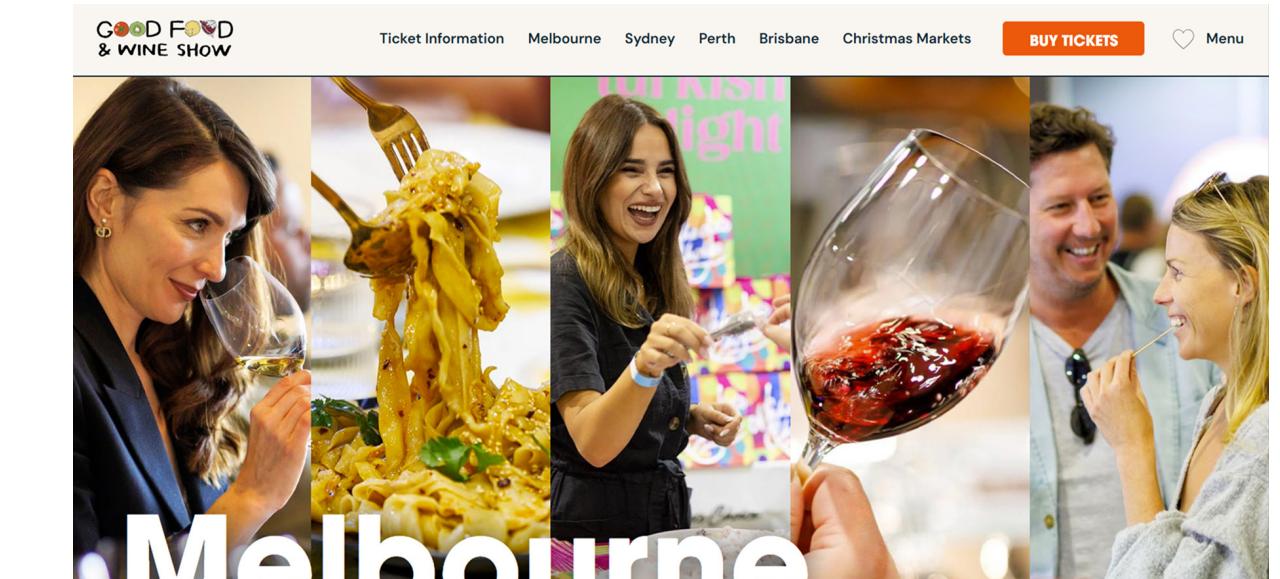
Restaurants What to order at Maisc Bâtard

**Identity:**  
Melbourne Food & Wine presents a modern, clean, and premium brand focused on celebrating food culture. Its minimalist design and bold typography reflect sophistication and local pride, resembling an online food magazine.

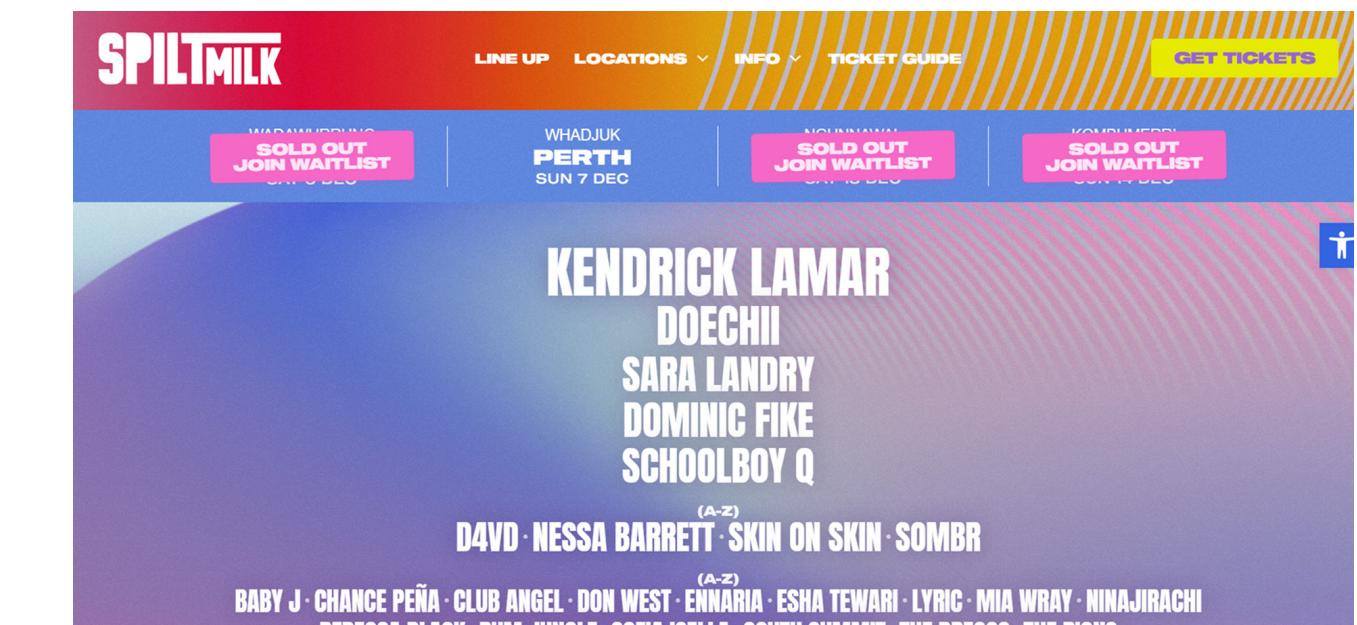
**Target Audience:**  
The site targets food enthusiasts, aged 25–50, who are culturally curious and value fine dining and culinary experiences. It appeals to Melbourne locals and visitors who seek insider knowledge of the city's food scene.

**Communication (Marketing)**  
The site uses content-driven marketing, highlighting stories and high-quality visuals to engage users. It builds community through features on local venues, focusing on soft promotion rather than hard selling.

# ViSUAL IDENTITY RESEARCH



Little  
Food  
Festival



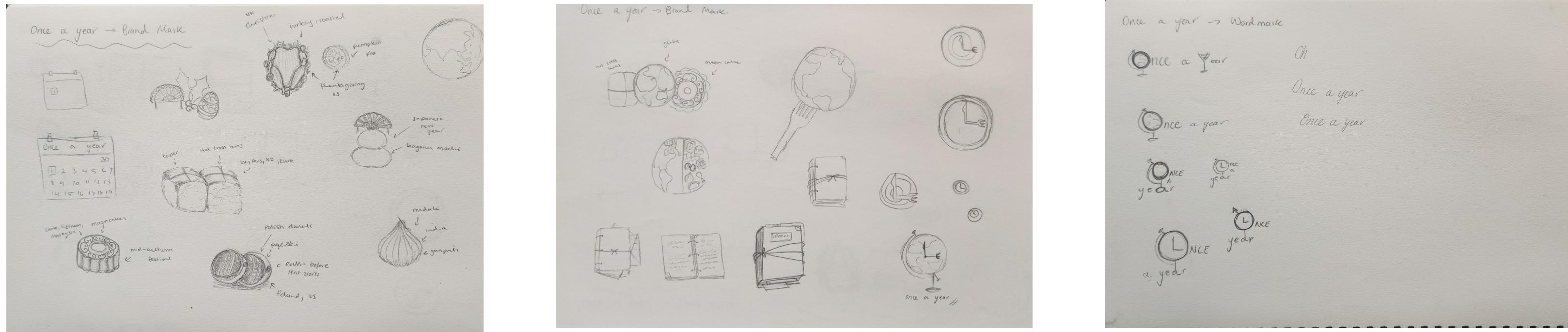
# RATionale

The concept for the Once A Year Food Festival was born from a desire to celebrate the diversity and cultural significance of foods that are traditionally prepared and consumed only once a year. Across the world, many cultures reserve special dishes for annual festivals, religious celebrations, or seasonal events, imbuing these foods with rich symbolism and emotional meaning. I wanted to create a festival that not only brings these rare culinary traditions into one place but also educates attendees about the stories, customs, and values behind each dish.

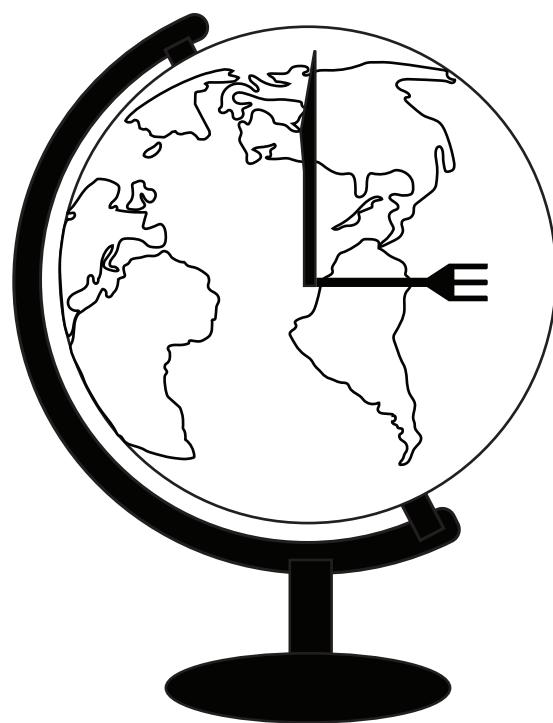
The name Once A Year was chosen to reflect the festival's core idea — these are not everyday meals but extraordinary foods tied to significant moments in people's lives. To ensure authenticity and respect for cultural practices, the festival features a curated selection of dishes, with each vendor or chef representing a particular tradition or celebration.

By creating Once A Year, I aimed to provide a space where food becomes a gateway to exploring global traditions and fostering cross-cultural appreciation. The festival not only satisfies culinary curiosity but also highlights the ways food binds communities, honors heritage, and marks the passage of time. Ultimately, Once A Year is about savoring not just flavors, but the cultural richness they represent a rare, meaningful experience that captures the spirit of global festivity.

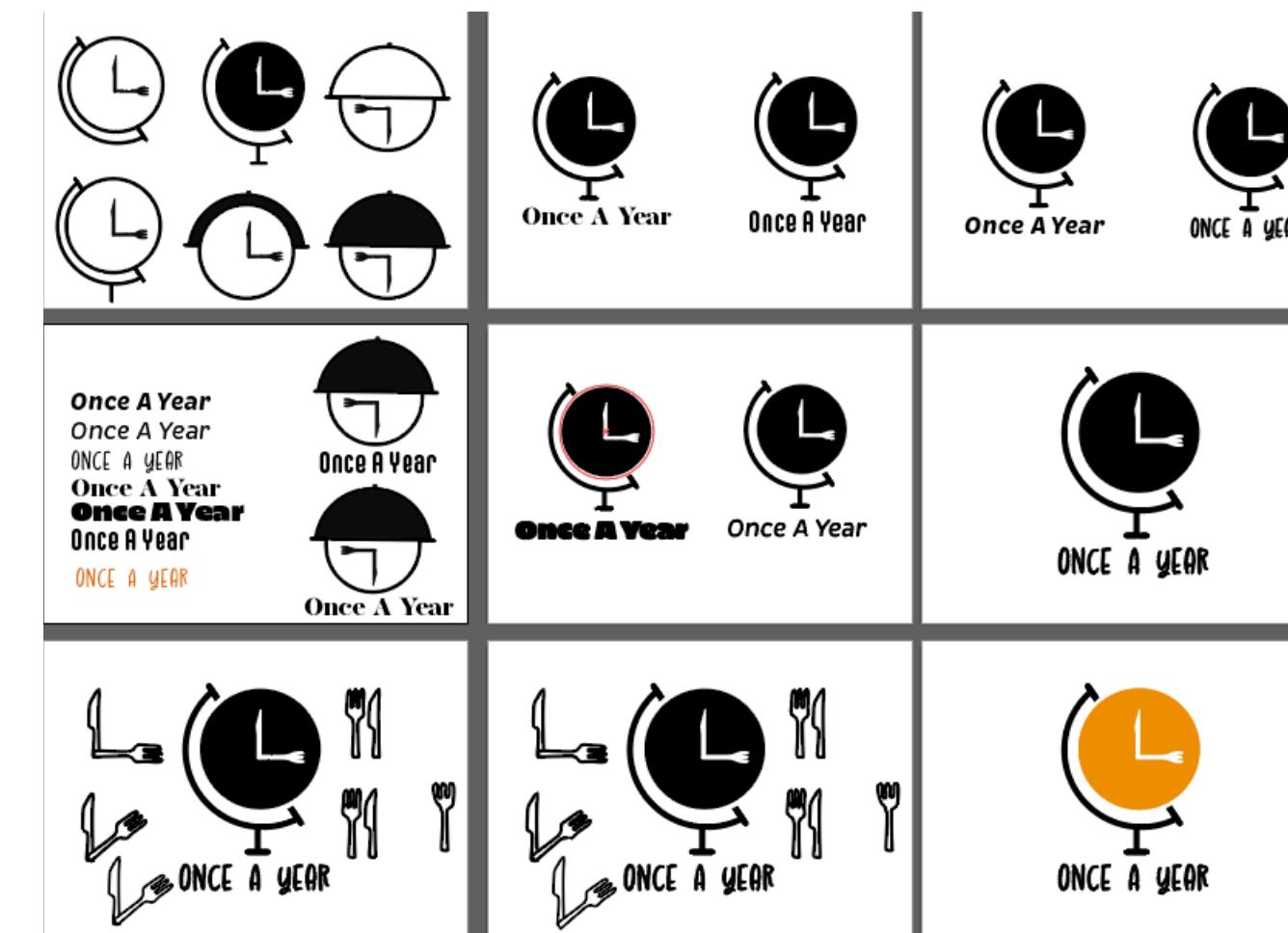
# LOGO DEVELOPMENT



Initial sketches - but wasn't finding what I wanted



Initial digital word and brand mark  
- not happy at all with the outcome  
- needed to go simpler



After multiple refinements, I designed a simple globe with a knife and fork as the brand mark and chose "Once a Year" for the word mark. I selected orange to reflect multiculturalism and vibrancy, capturing the festival's global spirit.

# ViSUAL LANGUAGE



ONCE A YEAR

HEY ELOISE

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z



Hex code: f68b20

C: 0%

M: 55%

Y: 99%

R: 246

G: 139

B: 32



Hex code: 000000

C: 75%

M: 68%

Y: 67%

R: 0

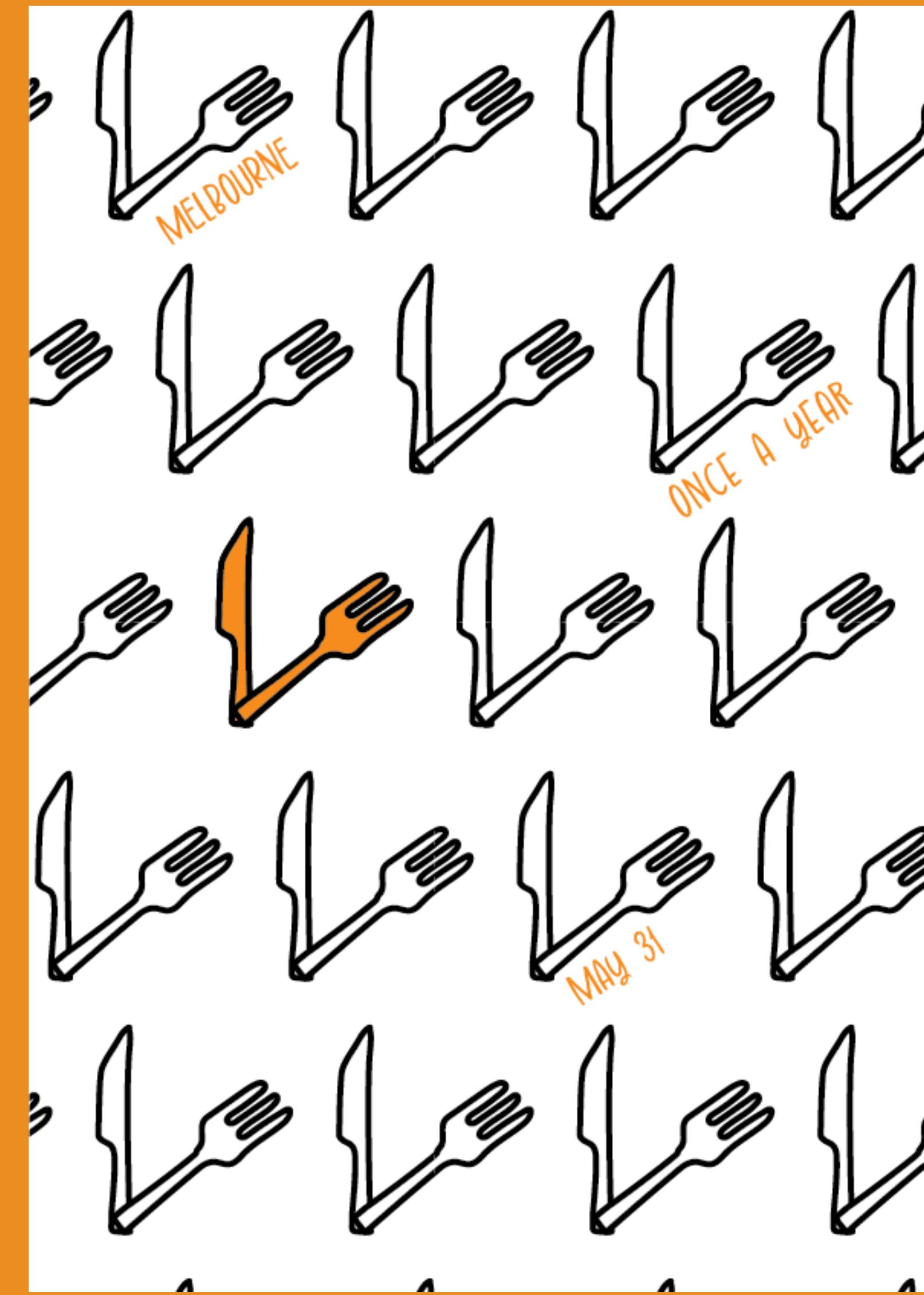
G: 0

B: 0

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# APPLICATIONS

POSTER



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# APPLICATIONS



T-SHIRT

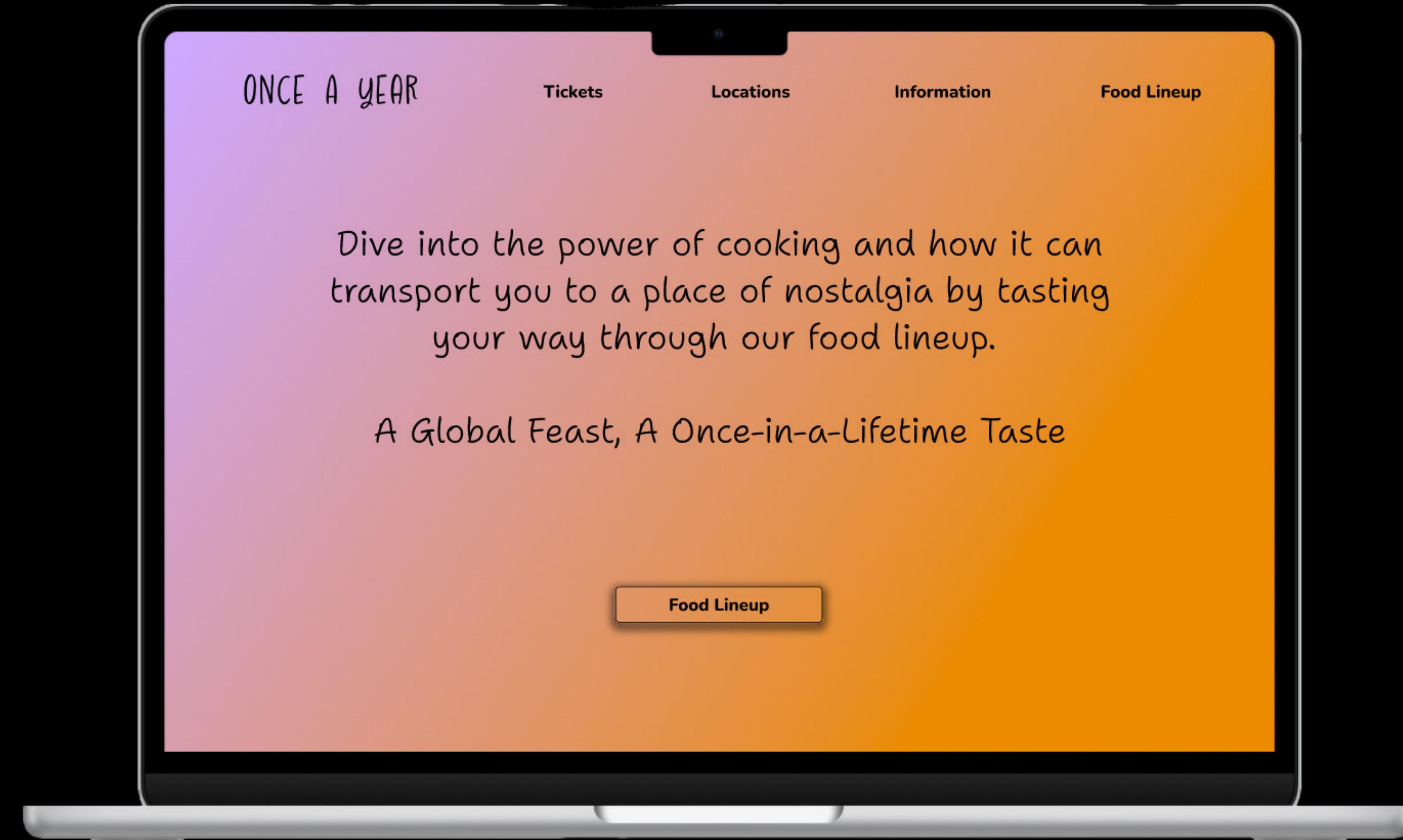
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# APPLiCATiONS

# T-SHiRT



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WEBSITE

APPLICATIONS

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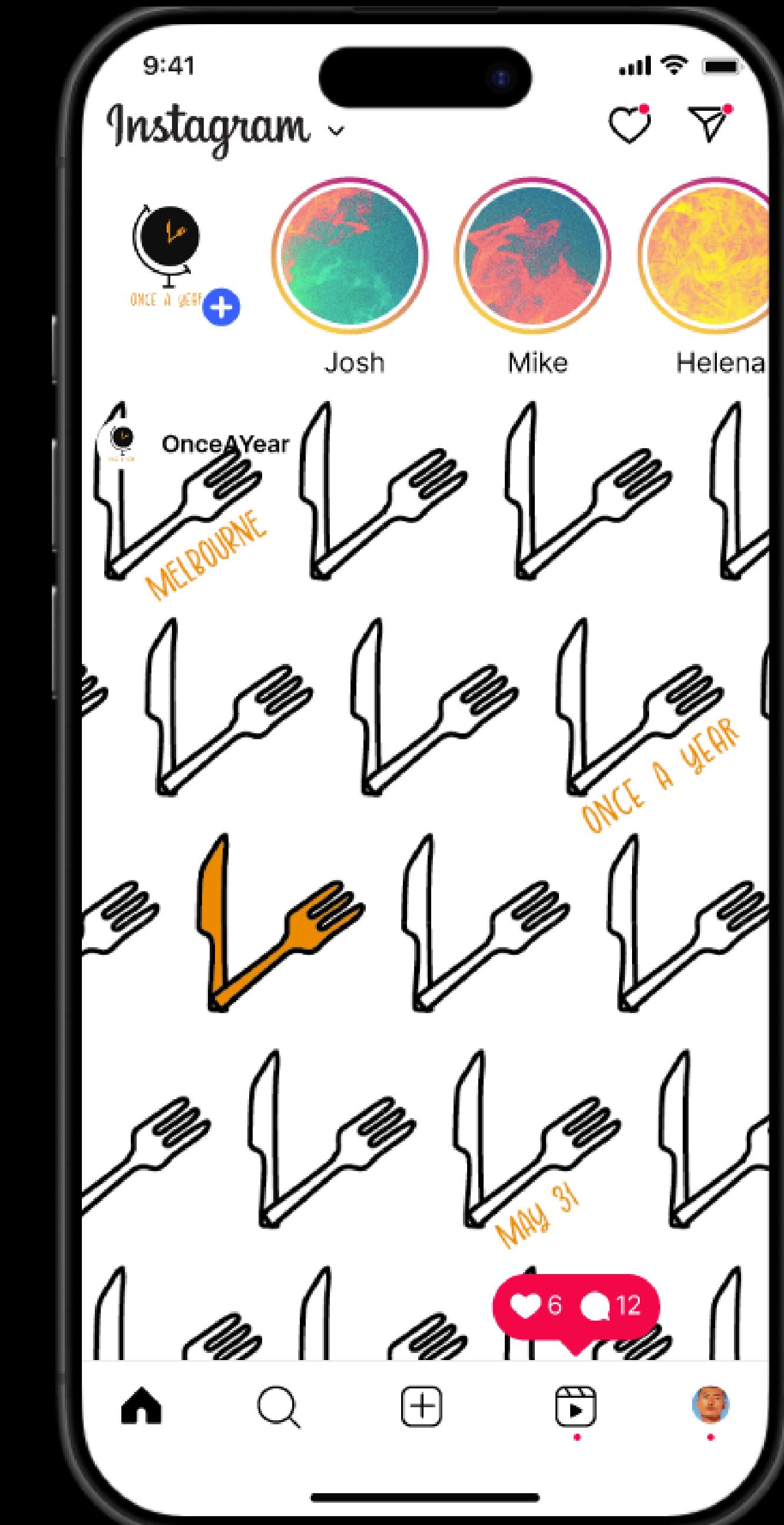


WEBSITE

APPLICATIONS

# APPLICATIONS

## SOCIAL MEDIA



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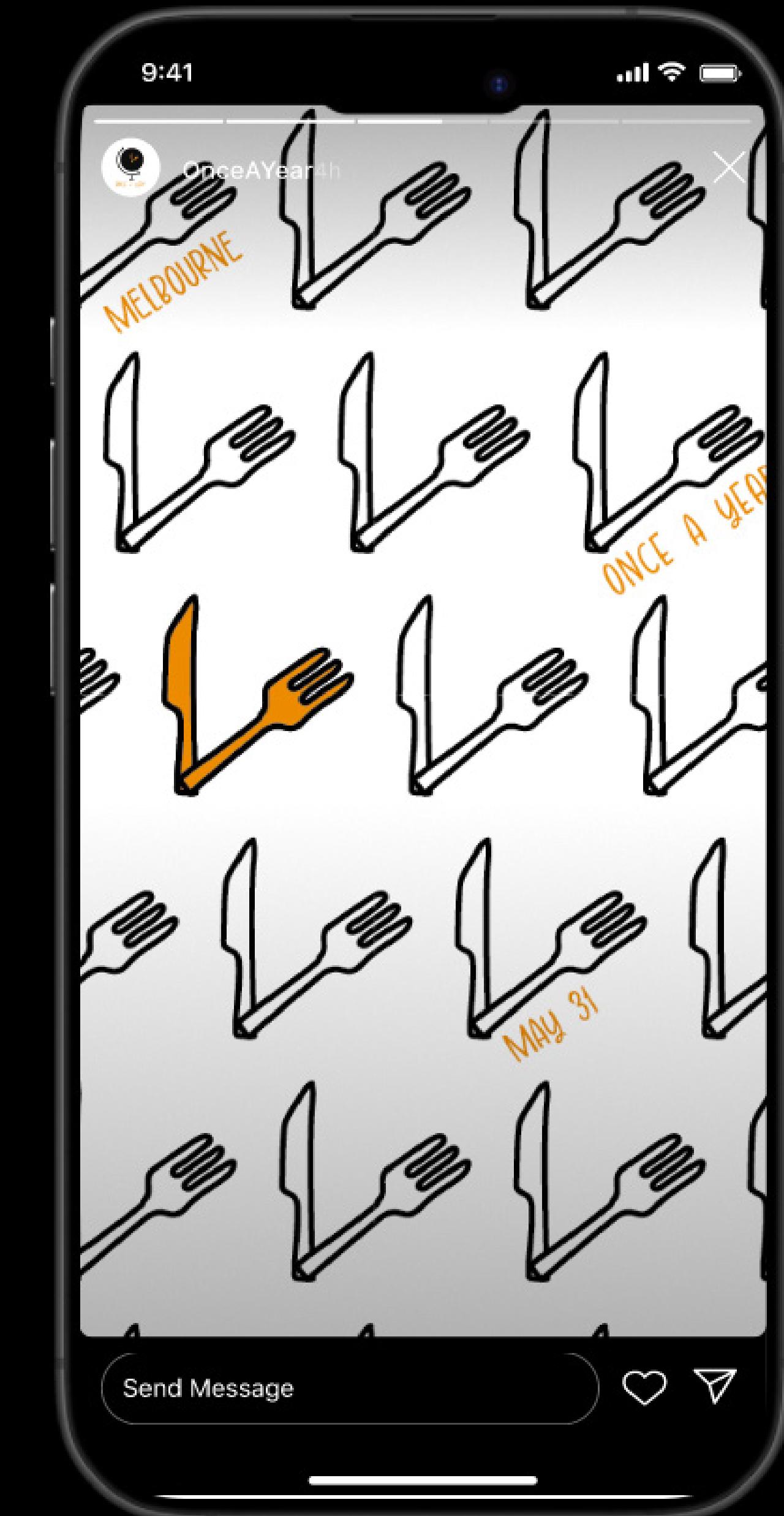
# APPLICATIONS

# SOCIAL MEDIA



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# REFLECTION

This project became more than just an exercise in branding; it was a test of adaptability, creativity, and resilience. Translating a concept into a cohesive identity under tight timelines pushed me to rethink how I approach the design process. The pressure of preparing the logo concept for the week 3 presentation forced me to abandon perfectionism and embrace a more fluid, iterative workflow.

It also uncovered a gap between my ideas and my technical skills. While I could navigate basic tools comfortably, I realised that mastering more advanced illustration techniques could elevate my work to a new level.

Through trial, error, and many late nights, I developed not just a visual identity, but a system, something versatile enough to exist across multiple platforms while staying true to its core idea. This experience reshaped how I view the creative process: less about chasing a final product, more about building something adaptable, thoughtful, and enduring.