

Specific Graphics/Illustration Deliverables

Graphic #1: Large Splash Image

Sketch

- Use the tool : Procreate



The final version

- Use the tool : illustrator



1.Design philosophy

(1).This design idea blends the essence of Taiwan's diverse culture, showcasing a unique fusion of tradition and modernity through four characters of different ages:

- **Top left woman:** She wears a **lucky charm** inspired by Taiwan's temple symbols, representing protection, blessings, and peace, reflecting Taiwan's deep religious and spiritual background.
- **Top right girl:** Her overall look is inspired by the **school uniforms of Taiwanese junior school students**, symbolizing the youthful energy of Taiwan.
- **Bottom left elderly man:** He wears a traditional **Taiwanese flag hat**, carries a "**Taiwanese Bag**," and holds a cup of iconic bubble tea, representing the older generation's strong cultural roots and love for Taiwan's classic food.
- **Bottom right boy:** He wears a "**Fude Zhengshen**" necklace, a symbol of wealth and protection, paired with a modern tank top, and uses floral patterns to represent freedom and inclusivity for the LGBTQ+ community, showcasing Taiwan's acceptance of diverse cultures and gender equality.

This design not only highlights the depth and inclusiveness of Taiwan's multicultural identity but also reflects the Taiwanese people's respect for tradition and openness to modern trends. Each character is not just a cultural symbol but also a messenger of the Taiwanese spirit.

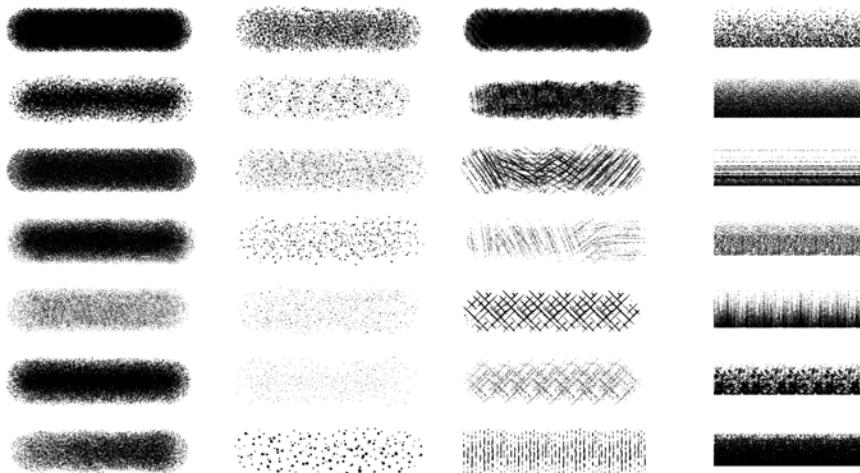
(2).Definition

·Lucky charm :

An amulet, also known as a lucky charm or talisman, is typically a small item believed to provide protection to the person who wears it.

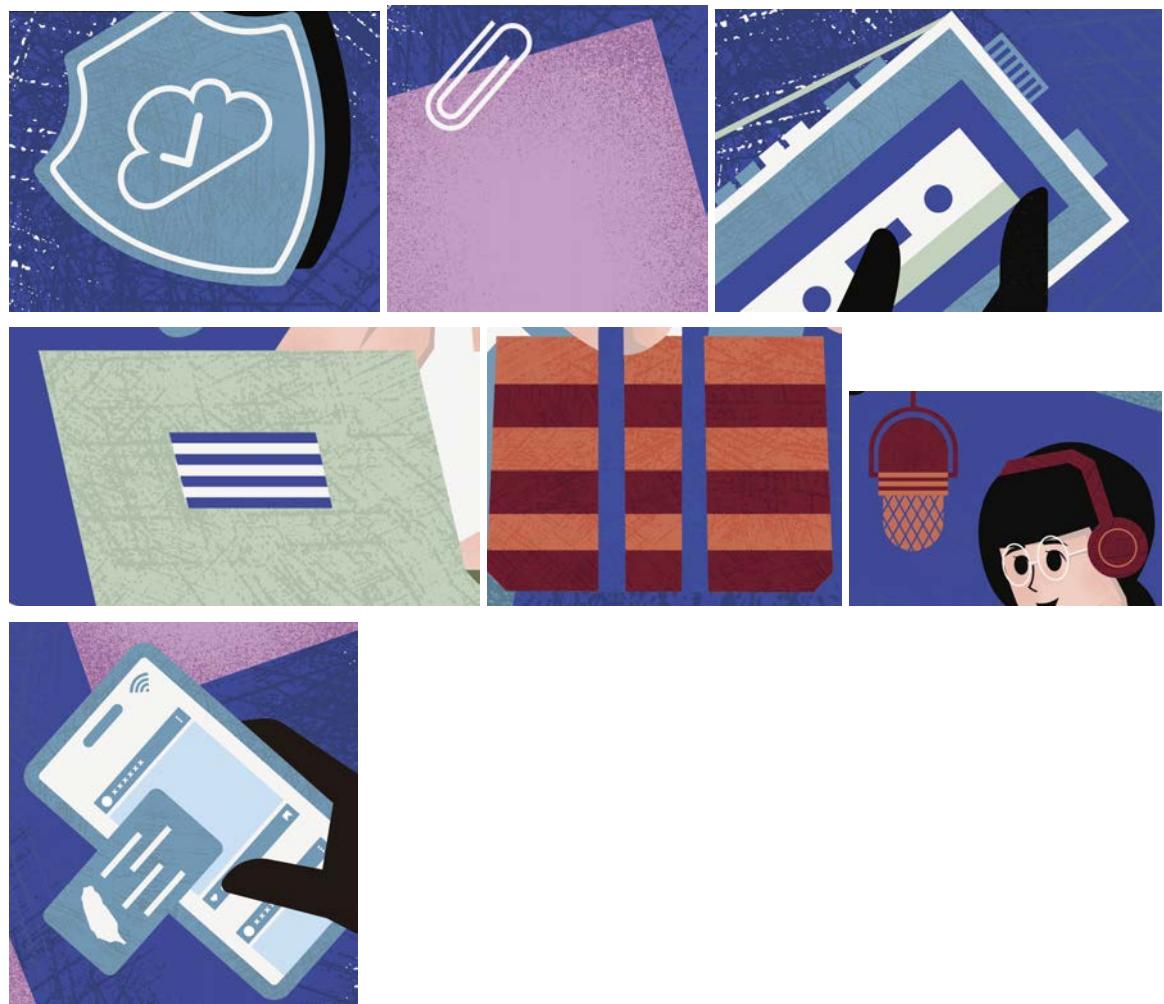
- School uniforms of Taiwanese junior school students
- Taiwanese flag hat
- Taiwanese Bag
- Bubble tea
- Fude Zhengshen

2.Document brush settings :

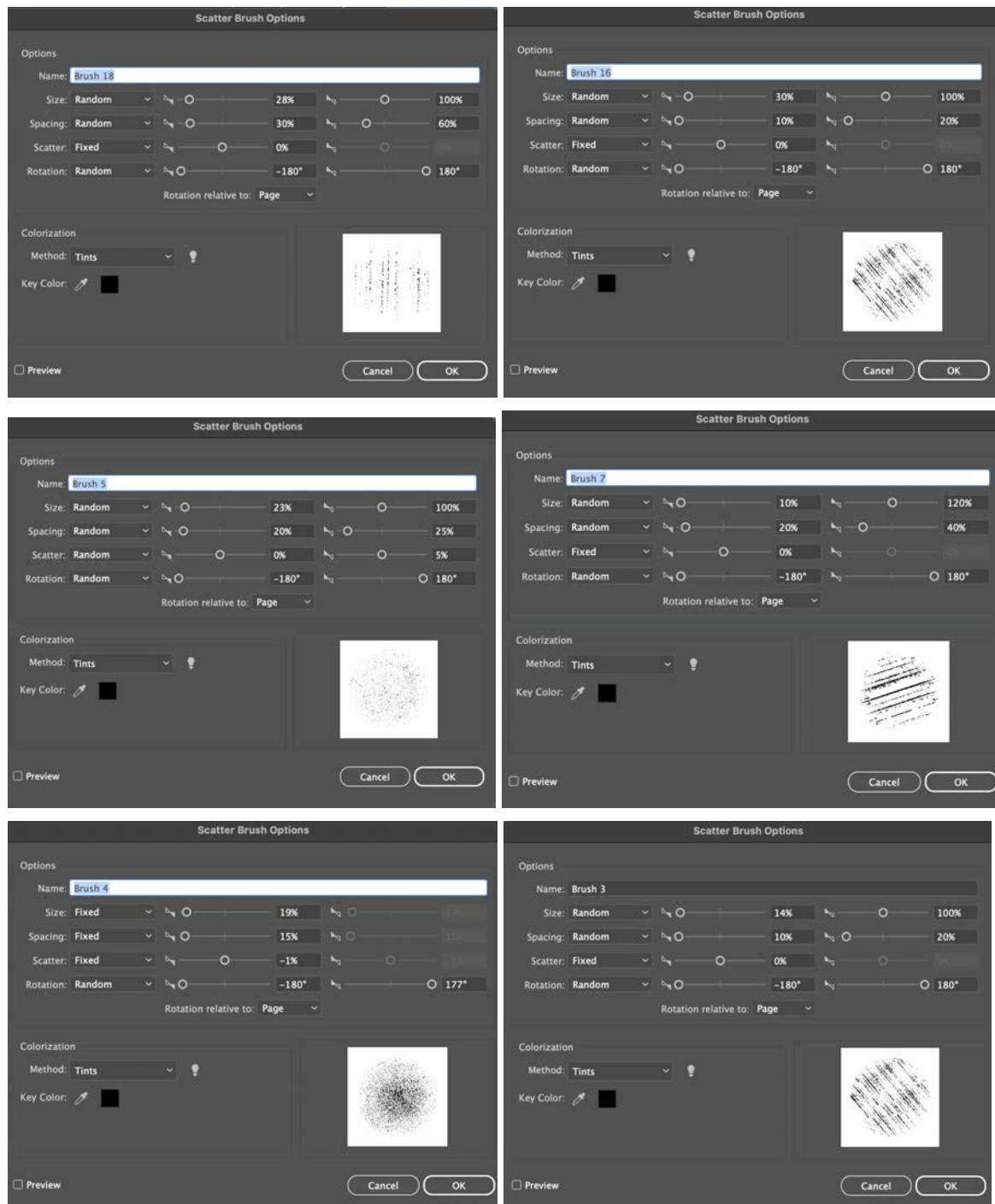


(1).Memento shader brushes for illustrator & Stroke names:

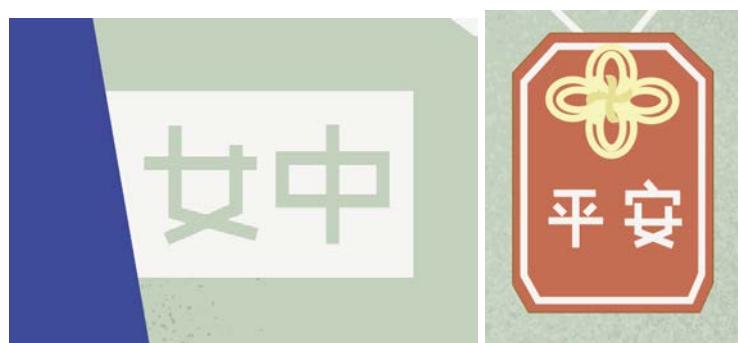
-brushes:



-Stroke names & Document brush settings:



3.Font names :



This hand-drawn font doesn't reference any existing fonts.

4. Color(hex codes):



(1).Brand color :

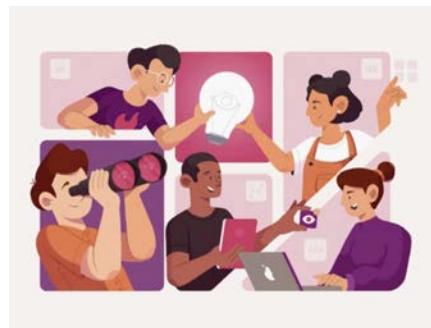
424FAA / DD6C4E / 100F0E / F7F6F4 / C2D5BE / 7E102D / 264A2C
6BA2C1 / D7A0D8 / 6E7E55

(2).Others :

34427C / A2669D / 6490A4 / 517D91 / CD523C / 65172D / F7BFB1 / F9CDC0 /
E8E28A / F9F5B3 / D5B3AB / A8B8A4 / 63162C

5. Reference:

(1).Image link: <https://www.pinterest.com/pin/432064158012414988/>



(2).Image link:<https://www.pinterest.com/pin/652951645988147197/>



(3).Image link: <https://www.pinterest.com/pin/9640586694481916/>



(4).Image link:<https://www.pinterest.com/pin/829506825149221459/>



(5).Image link:<https://www.pinterest.com/pin/341569953006919170/>



(6).Image link:<https://vocus.cc/article/617fba71fd89780001674731>



Graphic #2: Team Food Name Images

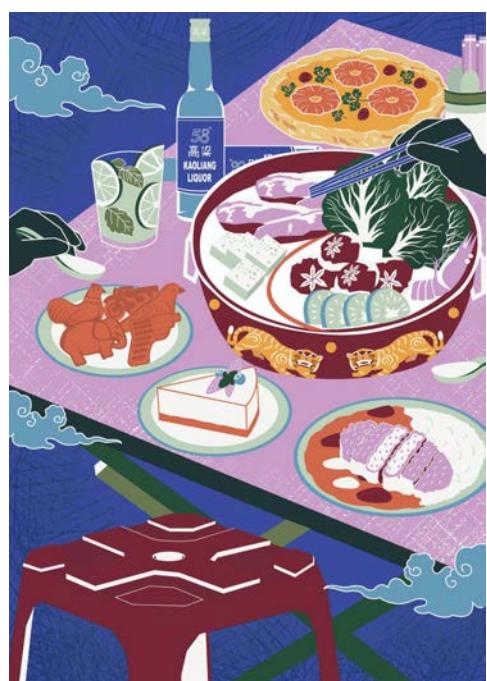
Sketch

- Use the tool : Procreate



The final version

- Use the tool : illustrator

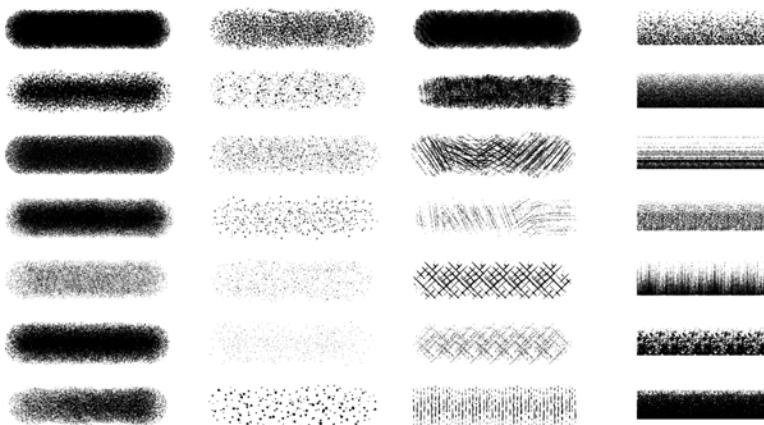


1.Design philosophy:

This design concept cleverly blends Taiwan's unique food culture and traditional elements:

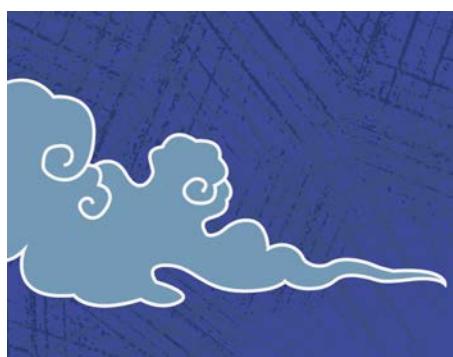
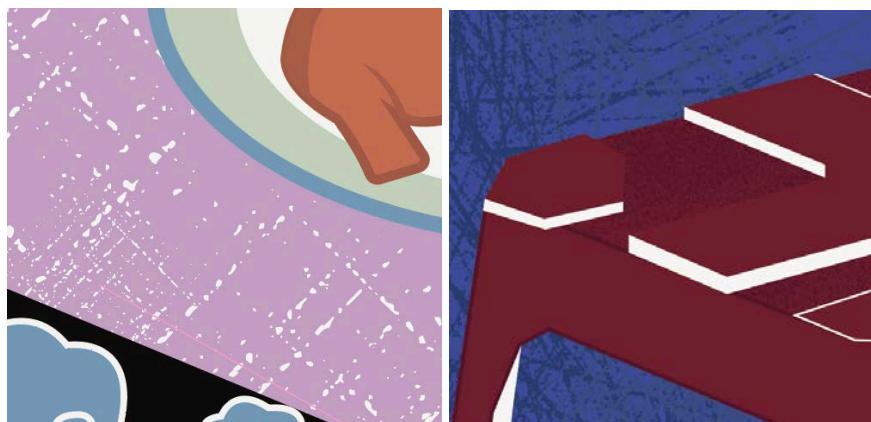
1. **Pizza**: It combines Taiwan's classic pineapple flavor with traditional pizza, creating a fun and creative dish that has a distinct Taiwanese twist.
2. **Hot Pot**: Featuring Taiwan's unique dual-sided hot pot, this dish highlights local fresh ingredients and showcases the diverse flavors of Taiwanese hot pot.
3. **Animal-shaped egg pancakes**: These adorable little cakes, often found in Taiwan's lively night markets, capture the essence of Taiwanese street food culture.
4. **Kaoliang liquor**: Kaoliang liquor, a signature Taiwanese spirit, represents the country's strong alcohol culture.
5. **Tables and chairs**: Inspired by the traditional tables and chairs found in Taiwan's markets and night markets, this element brings the authentic street vibe, making you feel like you're right in the heart of a bustling Taiwanese night market.
6. **Huye (tiger)**: Huye, the tiger deity in Taiwanese folk religion, symbolizes strength and protection, reflecting Taiwan's traditional spiritual beliefs.

2. Document brush settings :

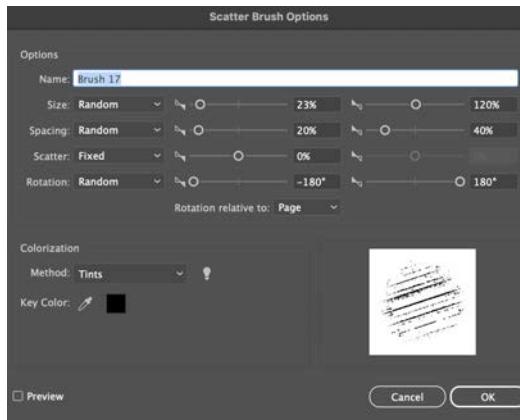
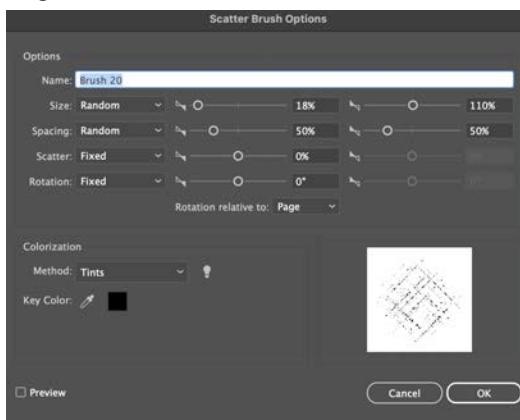
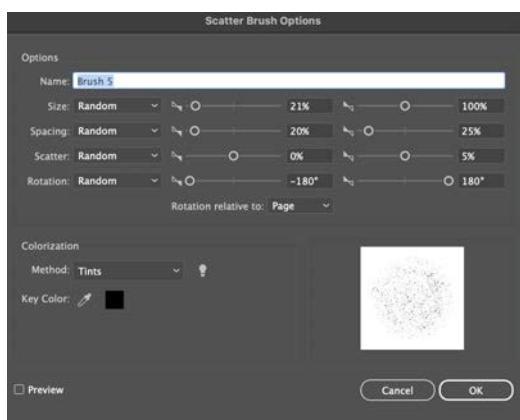


(1). Memento shader brushes for illustrator & Stroke names:

- brushes:



- Stroke names & Document brush settings:



3.Font names :



This hand-drawn font doesn't reference any existing fonts.

4. Color(hex codes):



(1).Brand color :

424FAA / DD6C4E / 100F0E / F7F6F4 / C2D5BE / 7E102D / 264A2C
6BA2C1 / D7A0D8 / 6E7E55

(2).Others :

394E87 / ECA445 / DB965F / B08BAE / B55945 / 5F132B

5.Reference:

(1).Image link: <https://www.pinterest.com/pin/269230883969181000/>



(2).Image link:<https://www.pinterest.com/pin/946881890397297245/>



(3).Image link:<https://www.pinterest.com/pin/459507968254415312/>



(4).Image link:<https://www.niusnews.com/=P0g3aval7>



(5).Image link:<https://www.pinterest.com/pin/596797388147261920/>



(6).Image link:<https://www.pinterest.com/pin/31384528647020023/>



(7).Image

link:https://www.google.com.tw/url?sa=i&url=https%3A%2F%2Fifoodie.tw%2Frestaurant%2F61716a8a7cc7fc4ab3cc23cb-%25E5%2589%25AA%25E5%2588%2580%25E5%25BC%258F%25E9%259B%259E%25E8%259B%258B%25E7%25B3%2595&psig=AOvVaw3G_llqG2J9ryk5rfY007A8&ust=173072221199000&source=images&cd=vfe&opi=89978449&ved=0CBQQjRxqFwoTCJjnoPWQwlkDFQAAAAAdAAAAABAE



(8).Image link:<https://www.pinterest.com/pin/995717798858703672/>



Graphic #3: Team Japanese Curry's Prototype (3-panel storyboard)

Sketch

- Use the tool : Procreate

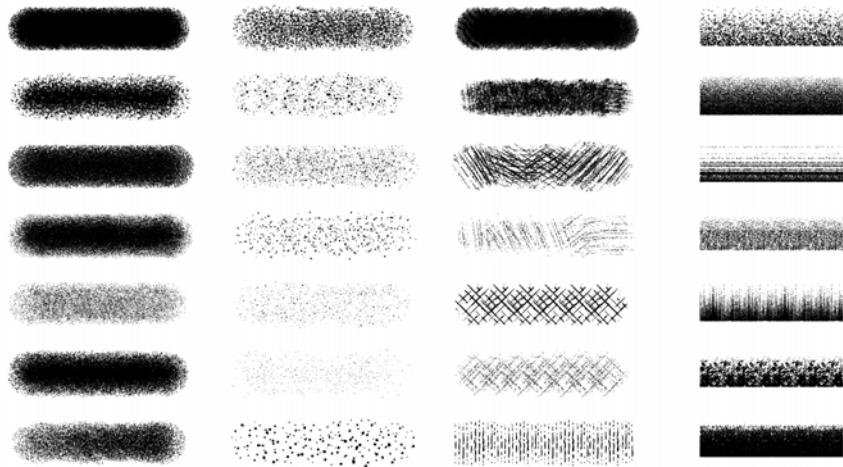


The final version

- Use the tool : illustrator



1. Document brush settings :

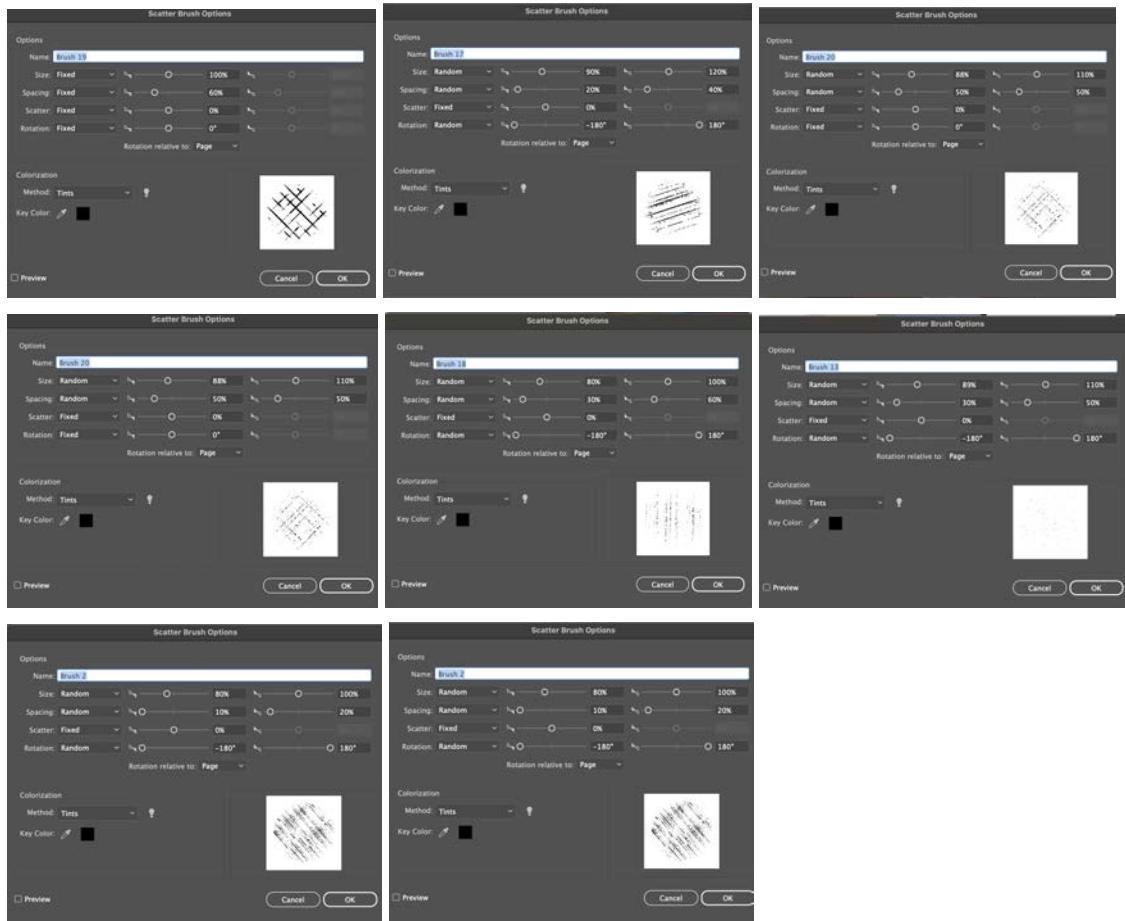


(1). Memento shader brushes for illustrator & Stroke names:

- brushes:

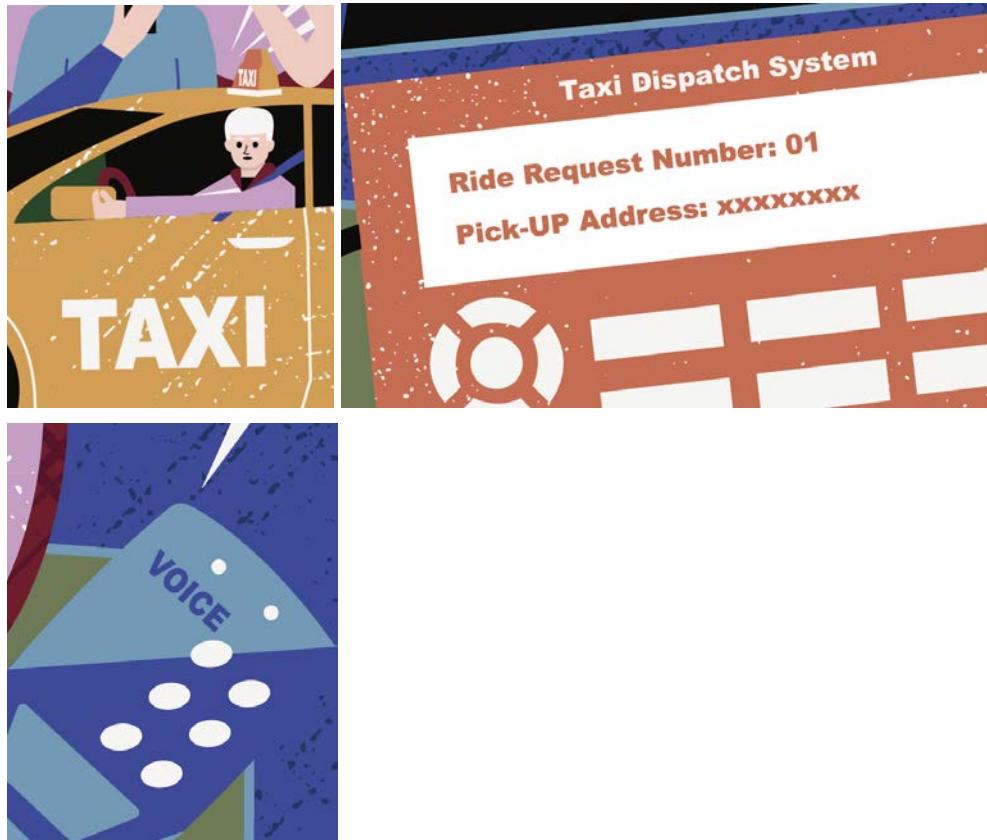


- Stroke names & Document brush settings:



2.Font names :

- Arial Black
- Apple LiGothic Medium



3. Color(hex codes):



(1).Brand color :

424FAA / DD6C4E / 100F0E / F7F6F4 / C2D5BE / 7E102D / 264A2C
6BA2C1 / D7A0D8 / 6E7E55

(2).Others :

203A6B / F5CBBE / D2B1A8 / E0BB79 / DC9B47 / D2B1A8

4. Reference:

(1).Image link:<https://www.businesstoday.com.tw/article/category/80392/post/201107280015/>



(2).Image link:

https://www.google.com/url?sa=i&url=https%3A%2F%2Fwww.kingautos.net%2F117973&psig=AOvVaw0KCeEzb88MNpEeaY34UScn&ust=1730910341238000&source=images&cd=vfe&opi=89978449&ved=0CBQQjRxqFwoTCKiE_dbNxYkDFQAAAAAdAAAAABA9



(3).Image link:

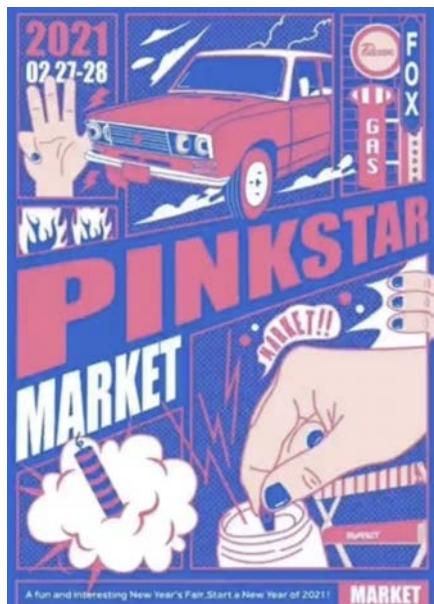
https://www.google.com/url?sa=i&url=https%3A%2F%2Finphic.me%2Fproducts%2Fnumber_032378&psig=AOvVaw3VhaEVrQ9JlqLjFT_P-pc &ust=1730917134082000&source=images&cd=vfe&opi=89978449&ved=0CBQQjRxqFwoTCNiiwYnnxYkDFQAAAAAdAAAAABAE



(4).Image link: <https://www.pinterest.com/pin/866028203340204656/>



(5).Image link: <https://www.pinterest.com/pin/4925880836194518/>



(6).Image link:

<https://www.google.com/url?sa=i&url=https%3A%2F%2Fwww.supamoto.com.tw%2Fproducts%2F-supamoto-%25E5%25A4%25A7%25E8%2581%25B2%25E5%2585%25AC-%25E5%2596%2587%25E5%258F%25AD-%25E5%2596%258A%25E8%25A9%25B1-%25E6%25B4%25E9%259F%25B3-%25E8%25AD%25A6%25E8%25BB%258A-%25E6%2595%2591%25E8%25AD%25B7%25E8%25BB%258A-%25E8%25AD%25A6%25E7%25AC%259B-%25E6%25B0%25A3%25E7%25AC%259B-%25E8%258D%25B8%25E7%2589%259B-%25E8%25AD%25A6%25E5%25A0%25B1-%25E6%2595%2591%25E9%259B%25A3-%252>

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(7).Image link:

<https://www.google.com/url?sa=i&url=https%3A%2F%2Fwww.mobile.com.tw%2Fproducts%2Fcalltaxi-machine%2F&psig=AOvVaw1mhGcfDpE6z2WDDkJIC8X0&ust=1730904971589000&source=images&cd=vfe&opi=89978449&ved=0CBQQjRxqFwoTCICRy9S5xYkDFQAAAAdAAAAABAJ>



(8).Image link:

<https://www.google.com/url?sa=i&url=https%3A%2F%2Fshopee.tw%2F%25E7%258F%25BE%25E8%25B2%25A8-%25E5%2585%2583%25E5%25AF%25B6%25E6%258E%259B%25E9%25A3%25BE-%25E6%2596%25B0%25E5%25B9%25B4%25E5%2590%258A%25E9%25A3%25BE-%25E6%2596%25B0%25E6%2598%25A5%25E8%25A3%259D%25E9%25A3%25BE%25E5%2593%2581-%25E9%2581%258E%25E5%25B9%25B4%25E5%25B8%2583%25E7%25BD%25AE-%25E5%2585%2583%25E5%25AF%25B6%25E4%25B8%258B%25E9%258A%2585%25E9%258C%25A2%25E4%25B8%25B2-%25E6%25258B%259B%25E6%2589%258D%25E6%258E%259B%25E9%25A3%25BE-%25E6%2596%25B0%25E5%25B9%25B4%25E4%25BD%2588%25E7%25BD%25AE-i.4439768.126615510&psig=AOvVaw3VgS5eY2mElZvp7CmR95oC&ust=1730906797392000&source=images&cd=vfe&opi=89978449&ved=0CBQQjRxqFwoTCPjwqrAxYkDFQAAAAAdAAAAABAE>



Graphic #4: Team Pizza's Woman Journalist Persona

Sketch

- Use the tool : Procreate

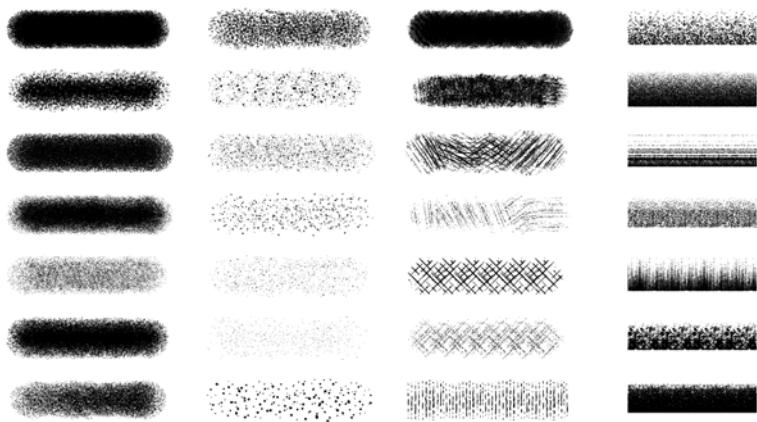


The final version

- Use the tool : illustrator

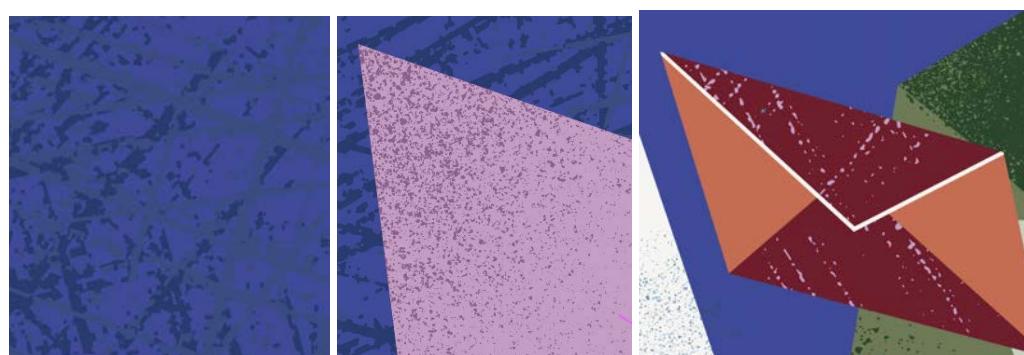


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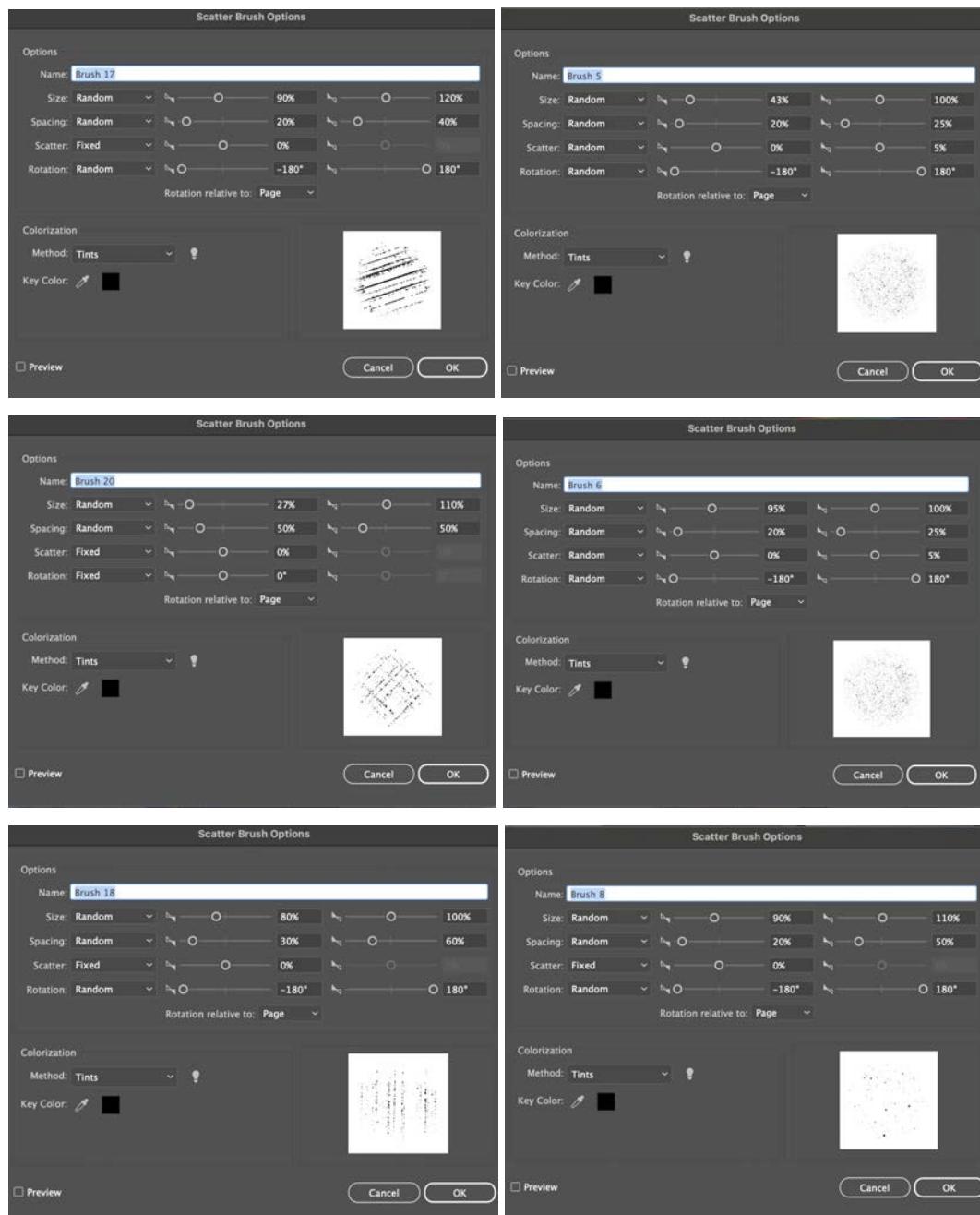


(1).Memento shader brushes for illustrator & Stroke names:

-brushes:



-Stroke names & Document brush settings:



2.Font names :

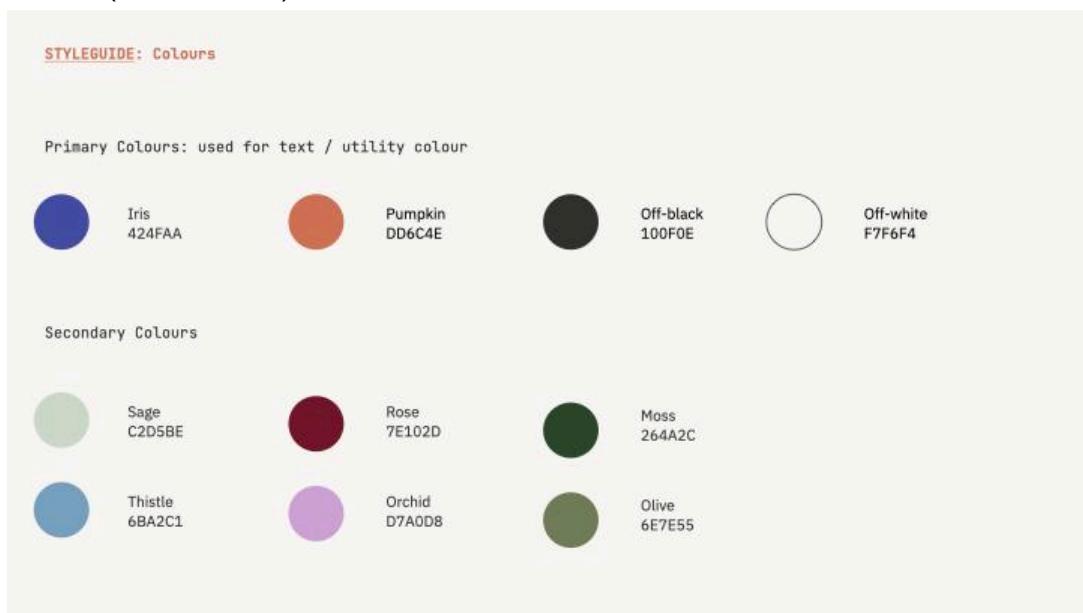
- Apple LiGothic Medium
- Arial Black



- This hand-drawn font doesn't reference any existing fonts.(Based on the design of Taiwan's 1,000-dollar bill.)



3. Color(hex codes):



(1).Brand color :

424FAA / DD6C4E / 100F0E / F7F6F4 / C2D5BE / 7E102D / 264A2C
6BA2C1 / D7A0D8 / 6E7E55

(2).Others :

293E74 / 394E87 / F0C8BC / CEAFA7

4. Reference:

(1).Image link: <https://www.pinterest.com/pin/305400418480452817/>



(2).Image link:<https://www.pinterest.com/pin/627970741793382992/>



(3).Image link:

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(4).Image link: <https://www.pinterest.com/pin/140806231514266/>



(5).Image link: <https://www.pinterest.com/pin/953918764861769424/>



Graphic #5: Team Cake's Protest Scenario

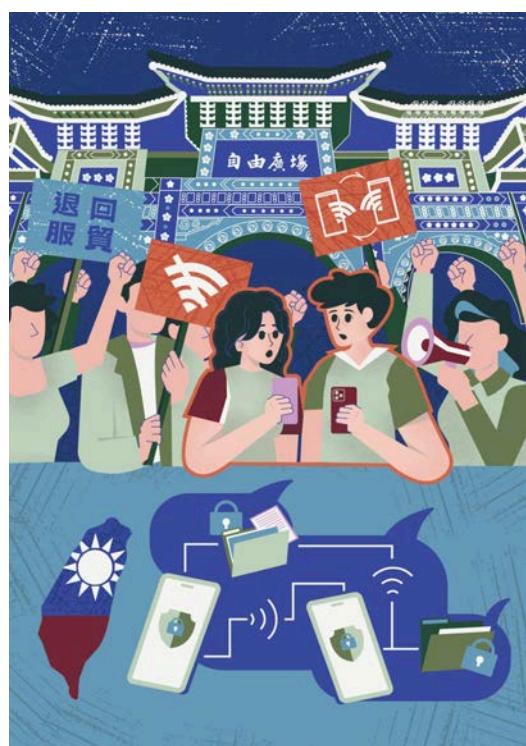
Sketch

- Use the tool : Procreate

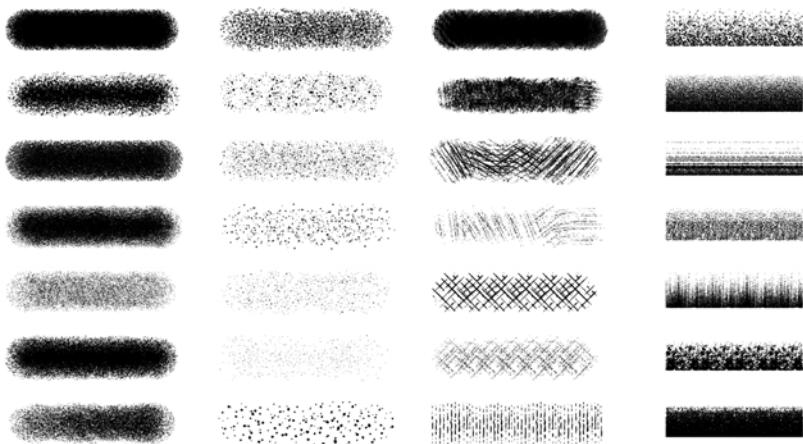


The final version

- Use the tool : illustrator

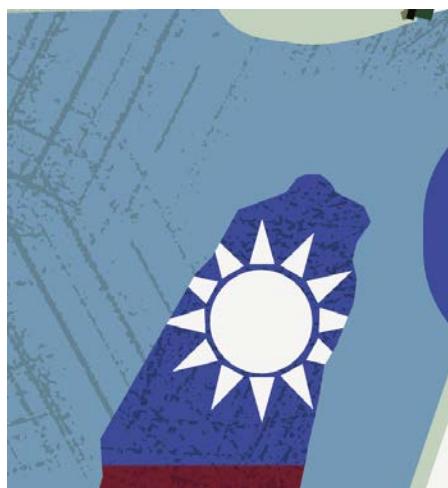


1.Document brush settings :

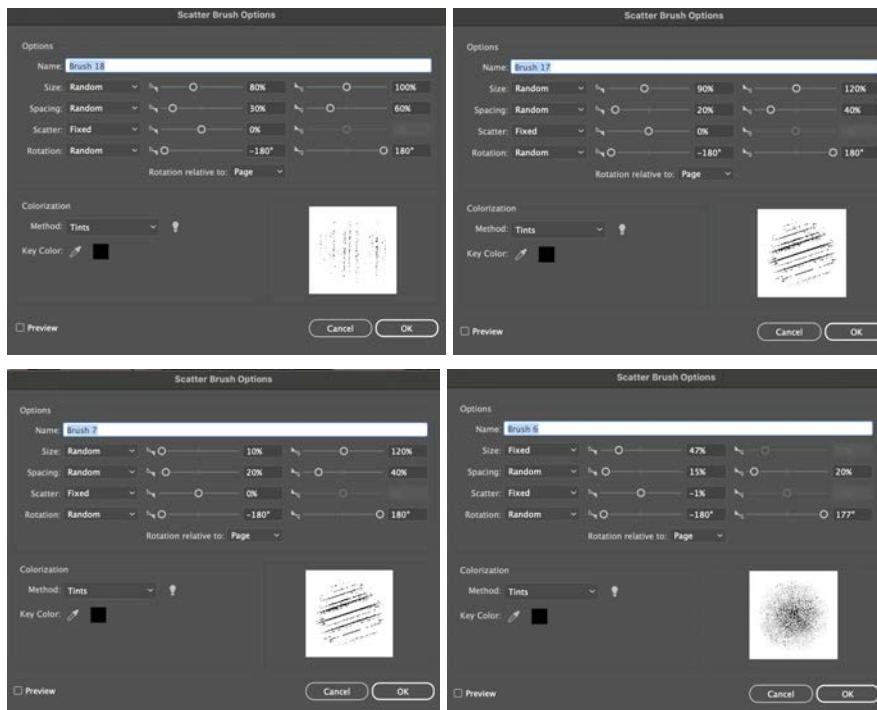


(1).Memento shader brushes for illustrator & Stroke names:

-brushes:



• Stroke names & Document brush settings:



2. Font names :

- Apple LiGothic Medium



- This hand-drawn font doesn't reference any existing fonts.(Based on the design of Taiwan's 1,000-dollar bill.)



3. Color(hex codes):



(1).Brand color :

424FAA / DD6C4E / 100F0E / F7F6F4 / C2D5BE / 7E102D / 264A2C
6BA2C1 / D7A0D8 / 6E7E55

(2).Others :

293E74 / F2BCAE / BC4F3C / 63162C / 5C8496 / F9CDC0

4.Reference:

(1).Image link: <https://www.pinterest.com/pin/236790892901732942/>



(2).Image link: https://ios20.asdc.tw/e4_wildberries/



(3).Image link:

<https://www.google.com/url?sa=i&url=https%3A%2F%2Fdigiphoto.techbang.com%2Fposts%2F6242-from-sunflower-talking-about-photography&psig=AOvVaw0t8AfAyPLgngHVnlmQN7nH&ust=1732463566561000&source=images&cd=vfe&opi=89978449&ved=0CBQQjRxqEwoTCLiU0-7n8okDFQAAAAAdAAAAABAE>



(4).Image link:

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(5).Image link:

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(6).Image link: <https://www.pinterest.com/pin/466967055119973637/>



(7).Image link:

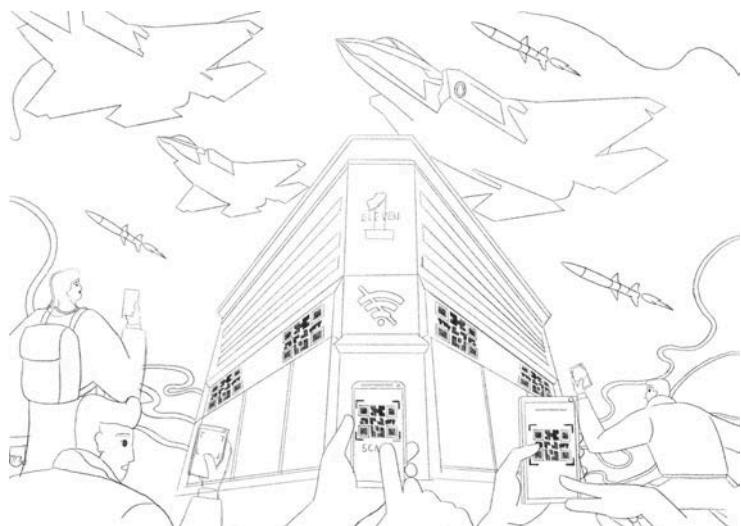
https://www.google.com/url?sa=i&url=https%3A%2F%2Fwww.alamy.com%2Fstock-photo%2Fmap-of-taipei.html&psig=AOvVaw3lR5nWmPsDoMSyP680W_ix&ust=1731920242393000&source=images&cd=vfe&opi=89978449&ved=0CBQQjRxqFwoTCNDq9On_4okDFQAAAAAdAAAAABAb



Graphic #6: Team Cheesecake's Kiosk QR Codes

Sketch

- Use the tool : Procreate

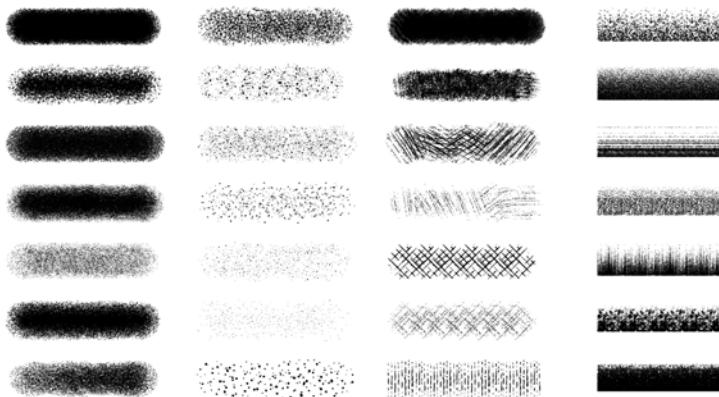


The final version

- Use the tool : illustrator

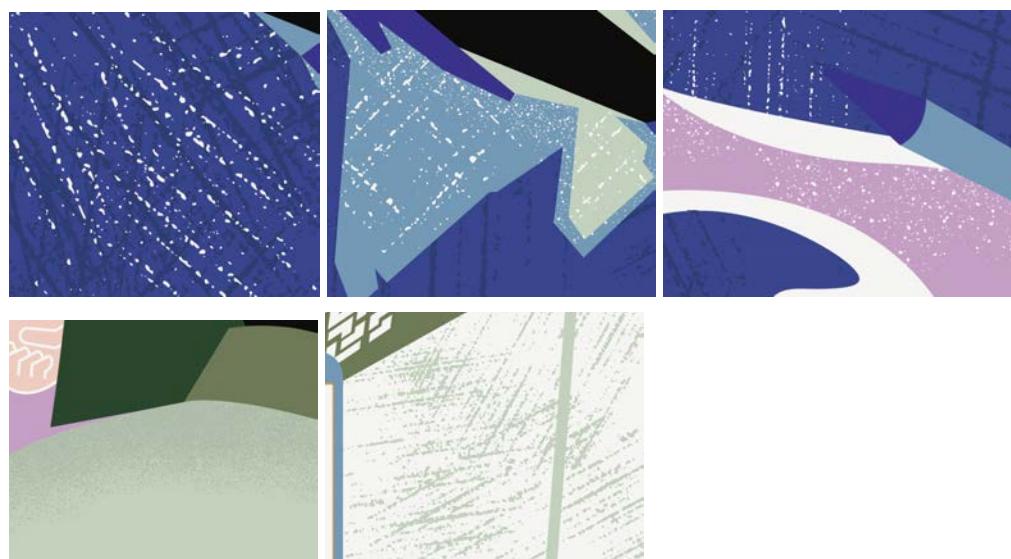


1.Document brush settings :

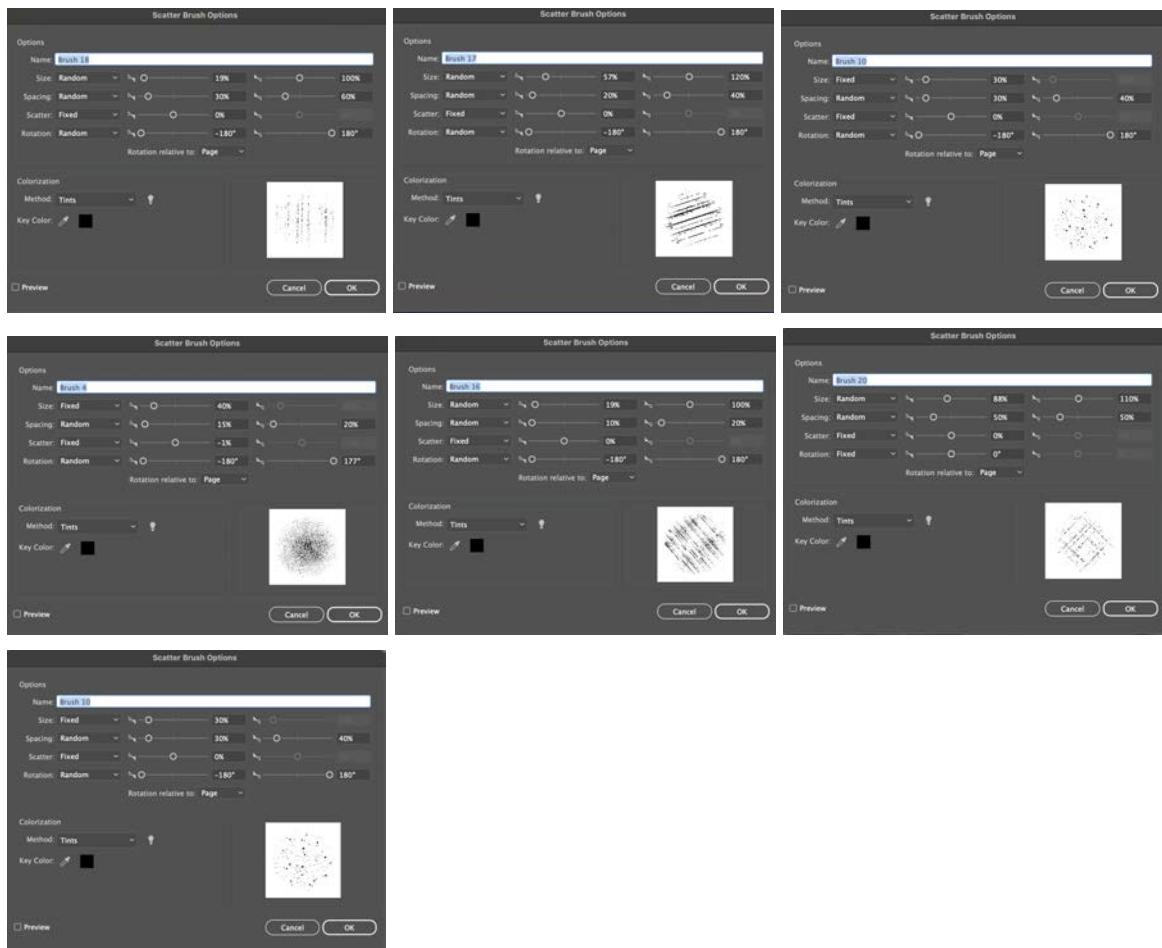


(1).Memento shader brushes for illustrator & Stroke names:

-brushes:



-Stroke names & Document brush settings:



2.Font names :

- Arial Black



3.Color(hex codes):



(1).Brand color :

424FAA / DD6C4E / 100F0E / F7F6F4 / C2D5BE / 7E102D / 264A2C
6BA2C1 / D7A0D8 / 6E7E55

(2).Others :

2E4078 / AABCA6 / F5CBBE / D2B1A8

4.Reference:

(1).Image link:<https://www.pinterest.com/pin/172051648259221951/>



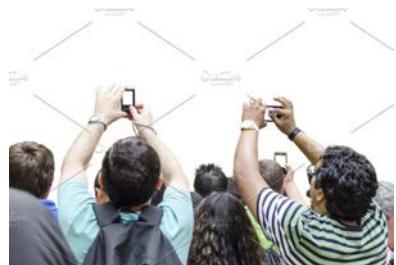
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(3).Image link:<https://www.pinterest.com/pin/803259283571210023/>



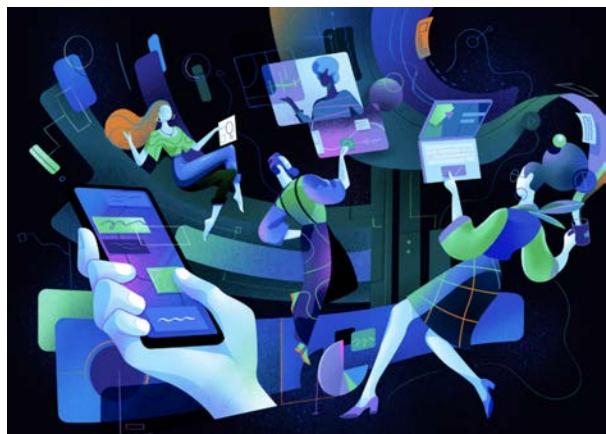
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(5).Image link:<https://www.pinterest.com/pin/1125337025626014401/>



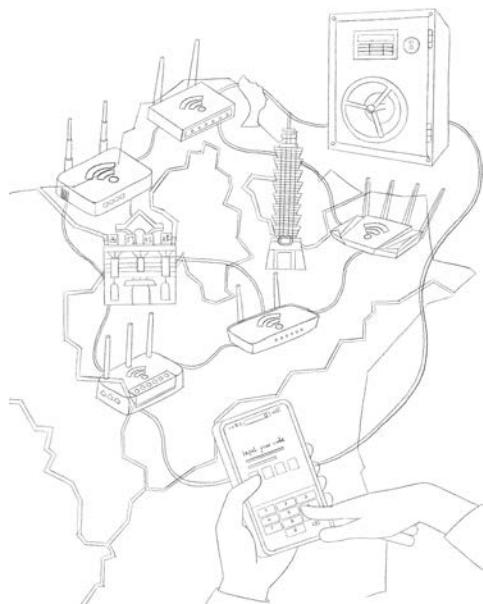
(6).Image link:<https://www.pinterest.com/pin/137711701097137791/>



Graphic #7: Team Mojito's Wifi Router Meshing

Sketch

- Use the tool : Procreate

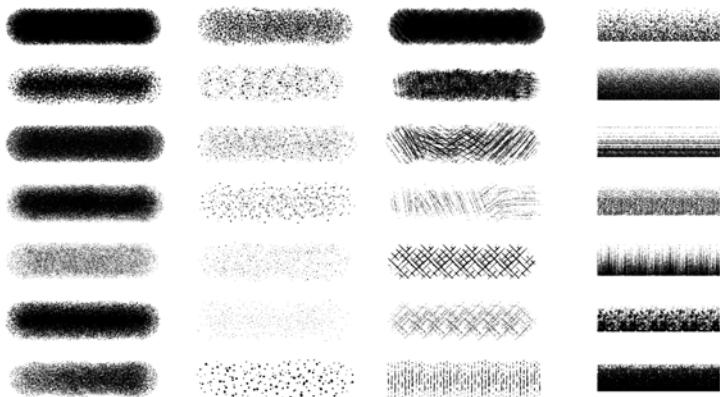


The final version

- Use the tool : illustrator



1.Document brush settings :

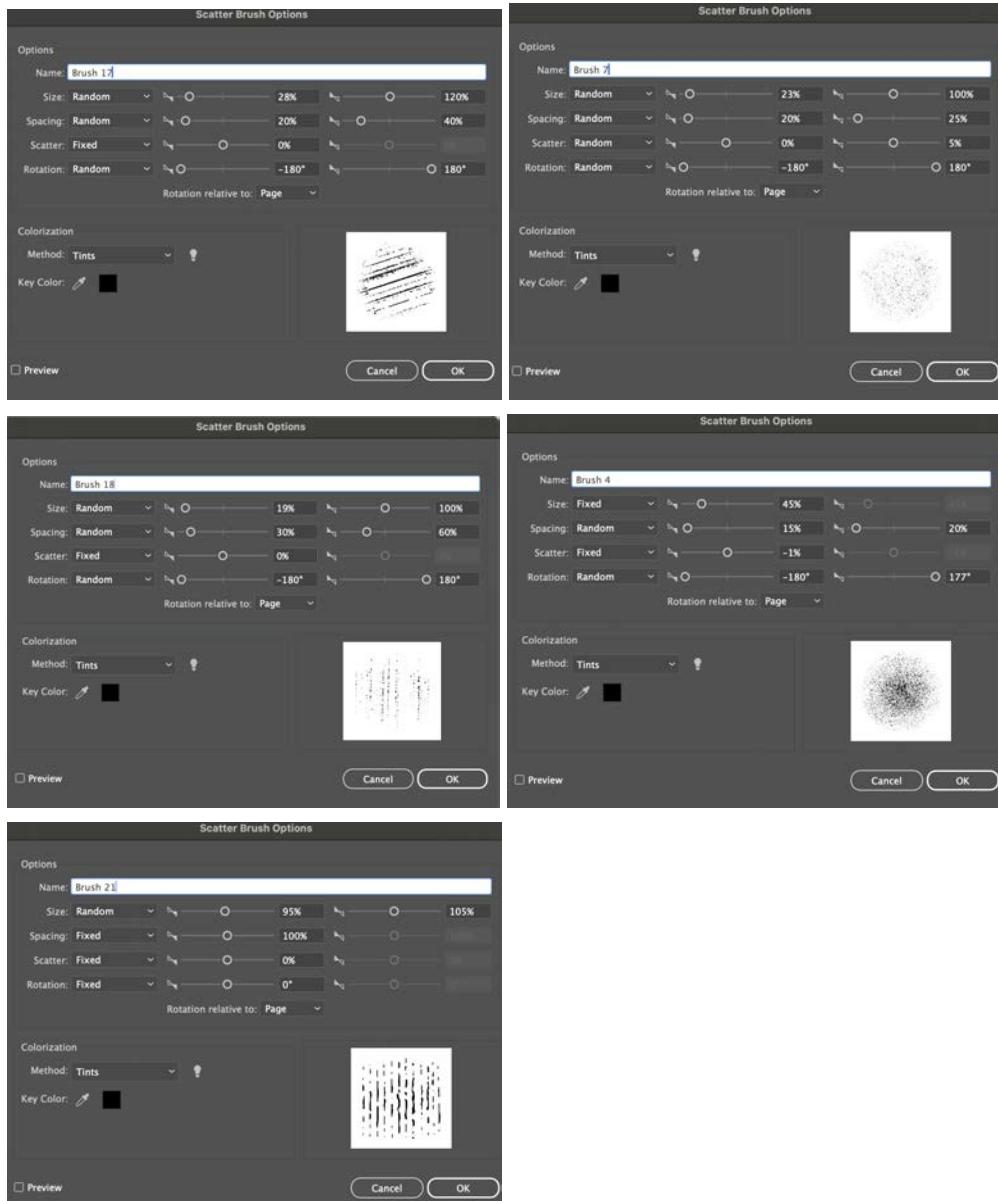


(1).Memento shader brushes for illustrator & Stroke names:

-brushes:

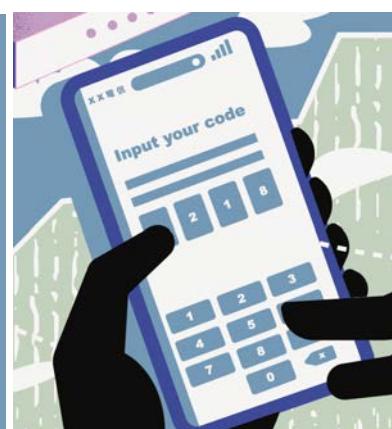
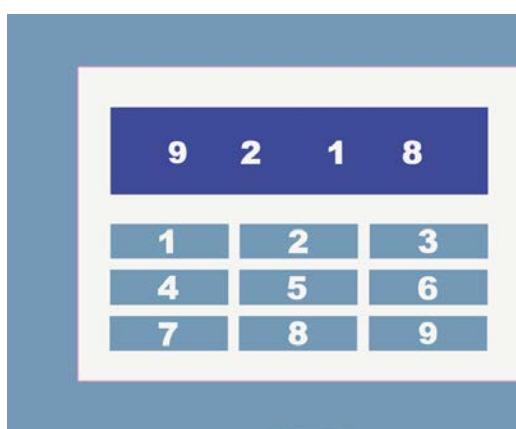


-Stroke names & Document brush settings:



2.Font names :

- Arial Black



·Apple LiGothic Medium



3. Color(hex codes):



(1).Brand color :

424FAA / DD6C4E / 100F0E / F7F6F4 / C2D5BE / 7E102D / 264A2C
6BA2C1 / D7A0D8 / 6E7E55

(2).Others :

3E508D / 2E4078 / 9B6296

4. Reference:

(1).Image

link:https://www.google.com/url?sa=i&url=https%3A%2F%2Fwww.alamy.com%2Fstock-photo%2Fmap-of-taipei.html&psig=AOvVaw3IR5nWmPsDoMSyP680W_ix&ust=1731920242393000&source=images&cd=vfe&opi=89978449&ved=0CBQQjRxqFwoTCNDq9On_4okDFQAAAAAdAAAAABAb



(2).Image link:<https://www.pinterest.com/pin/589549407505780535/>



(3).Image link:<https://www.pinterest.com/pin/737957088924926691/>



(4).Image link:<https://www.pinterest.com/pin/515240013596658760/>



(5).Image link:<https://www.pinterest.com/pin/374643262754417719/>



(6).Image link:<https://www.pinterest.com/pin/45036065014777969/>



(7).Image

link:https://www.google.com/url?sa=i&url=https%3A%2F%2Fwww.vietjetair.com%2Fzh-TW%2Fpages%2F%25E5%258F%25B0%25E5%258C%2597-101-%25E5%25A4%25A7%25E5%25BB%2588---%25E6%258E%25A2%25E7%25B4%25A2%25E5%258F%25B0%25E7%2581%25A3%25E8%2591%2597%25E5%2590%258D%25E7%259A%2584%25E8%25B1%25A1%25E5%25BE%25B5-1711526915594&psig=AOvVaw1VHI4TbgapkokhRG4dZG0-&ust=1732957365879000&source=images&cd=vfe&opi=89978449&ved=0CBQQjRxqFwoTCOjr_LOXgYoDFQAAAAAdAAAAABAL



(8).Image

link:<https://www.google.com/url?sa=i&url=https%3A%2F%2Fnchdb.boch.gov.tw%2Fassets%2Foverview%2Fmonument%2F1997022000003&psig=AOvVaw0K0VzXk5SxtEuX09XGCztz&ust=1732957390963000&source=images&cd=vfe&opi=89978449&ved=0CBQQjRxqFwoTCMjHrcCXqYoDFQAAAAAdAAAAABAS>



Graphic #8: Team Hotpot's Mountain Climber Persona

Sketch

- Use the tool : Procreate

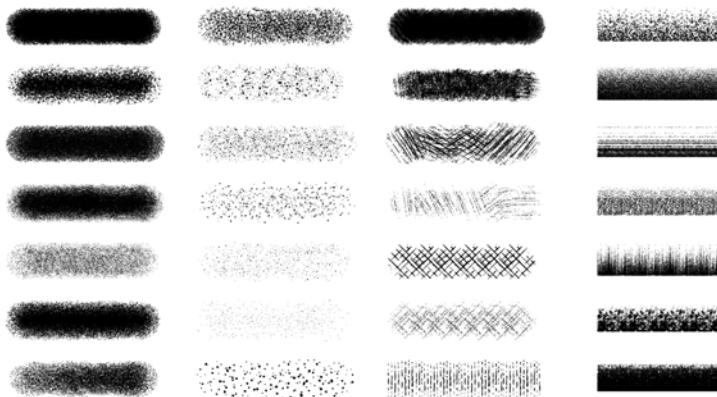


The final version

- Use the tool : illustrator

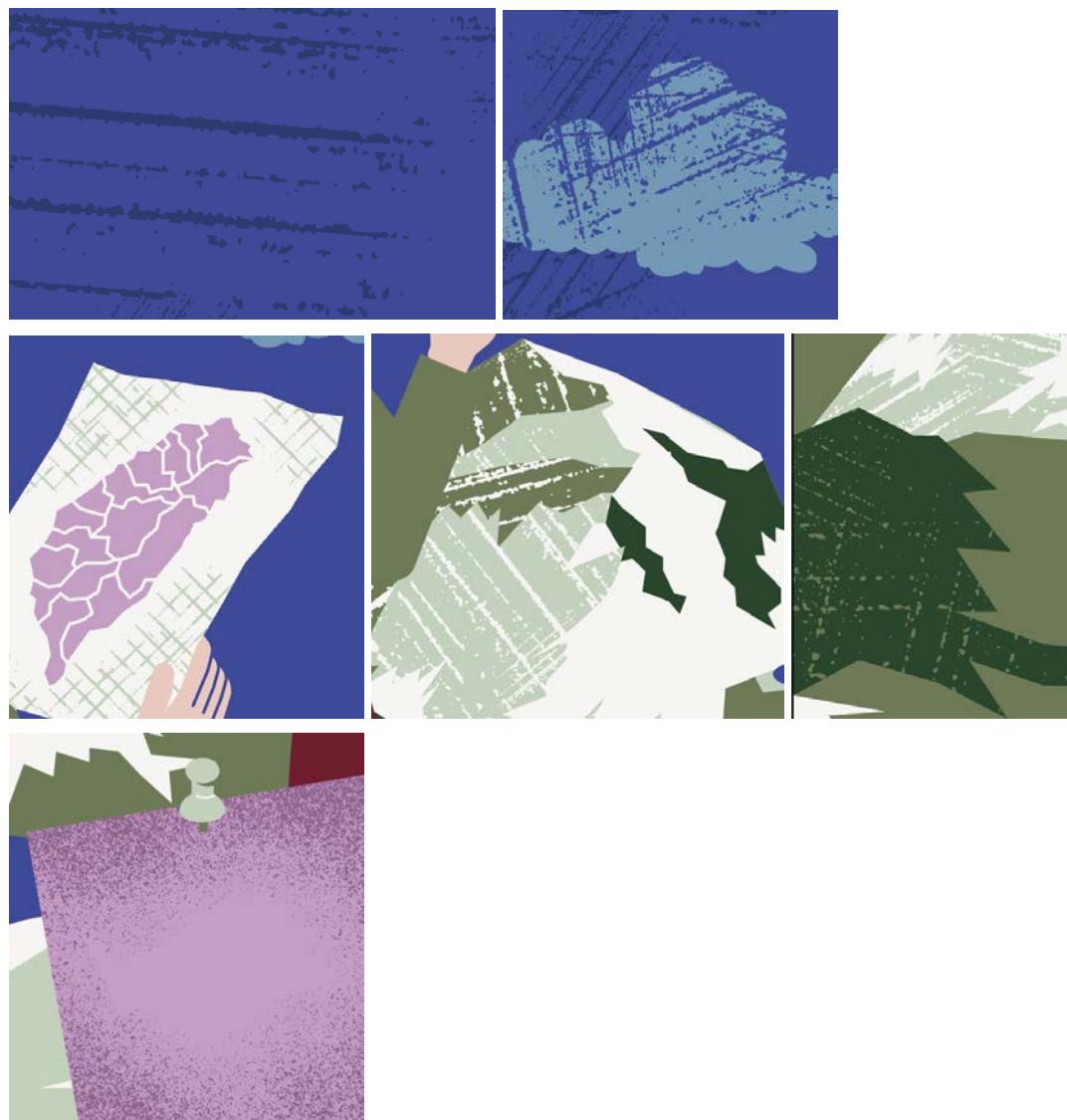


1.Document brush settings :

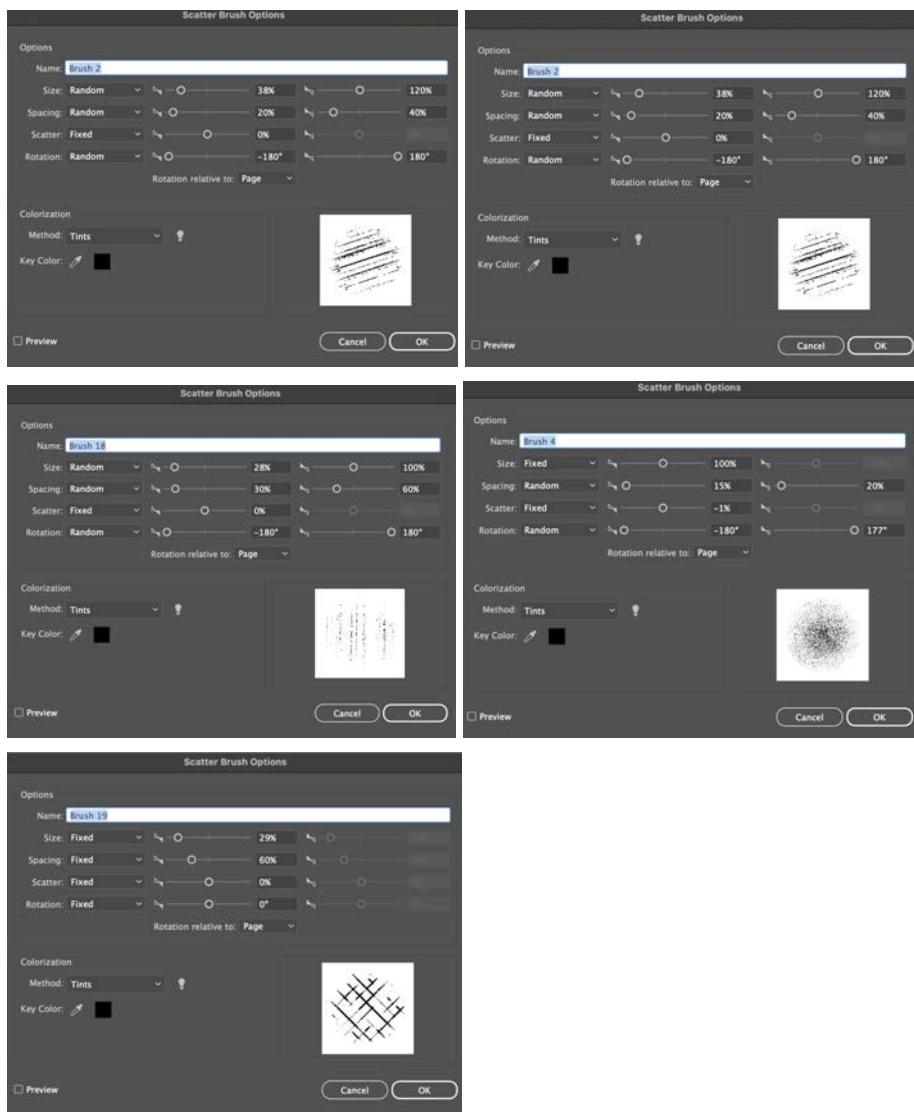


(1).Memento shader brushes for illustrator & Stroke names:

•brushes:



•Stroke names & Document brush settings:



2.Font names :

- NO

3.Color(hex codes):



(1).Brand color :

424FAA / DD6C4E / 100F0E / F7F6F4 / C2D5BE / 7E102D / 264A2C
6BA2C1 / D7A0D8 / 6E7E55

(2).Others :

293E74 / 946090

4.Reference:

(1).Image

link:https://www.google.com/url?sa=i&url=https%3A%2F%2Fwww.youtube.com%2Fwatch%3Fv%3D3SI_cQvRCRA&psig=AOvVaw0uLU8xNecbKHTLXqh56qWA&ust=1732958455332000&source=images&cd=vfe&opi=89978449&ved=0CBQQjRxqFwoTCMCamrubgYoDFQAAAAAdAAAAABAJ



(2).Image

link:https://bio-serendipity.blogspot.com/2010/06/blog-post_4023.html?view=flipcard



(3).Image link:<https://www.pinterest.com/pin/316589048812870824/>



(4).Image

link:https://www.google.com/url?sa=i&url=https%3A%2F%2Fwww.newsmarket.com.tw%2Fm_ag%2F14672&psig=AOvVaw0iXqbW8rTQZqnmGmo8hu4z&ust=1732958658852000&source=images&cd=vfe&opi=89978449&ved=0CBQQjRxqFwoTCNjFzqGcgYoDFQAAAAAdAAAAABAS



(5).Image link:<https://www.pinterest.com/pin/29484572556716435/>



(6).Image link:<https://www.pinterest.com/pin/143693044353846587/>

