



**TRAM**  
— creativity —

The word "TRAM" is written in large, bold, black capital letters. The letter "A" is stylized with two thin, gold-colored diagonal lines extending from its top and bottom. Below "TRAM", the word "creativity" is written in a smaller, lowercase, black sans-serif font. It is flanked by two short, horizontal gold-colored lines.

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# Hello!



My name is Tram (/trum/) Tran and I am a graphic and interactive designer. I specialize in Brand Identity, Web Design, User Interface and User Experience, but I can tackle any design challenges that you have for me! I pride myself in working responsibly, effectively and always listening to your designs need.

This portfolio book is a collection of my work. Thank you for reading and I hope you enjoy each work as much as I enjoyed creating them.

## Contact me:

✉️ [tram.creativity@gmail.com](mailto:tram.creativity@gmail.com)

LinkedIn [Tramrank](#)

🌐 [www.tramtran.art](http://www.tramtran.art)

# The Paddy Field

## Logo Design - Brand Identity

# Creative Brief

---

## About the company

The Paddy Field is a fast-casual Vietnamese restaurant located in Jupiter, FL. While it is a new brand in Jupiter, FL, the restaurant is expected to attract many customers, especially the young adults because a lot of Vietnamese restaurants in the area are in formal, traditional, family-gathering style. Not many restaurants offer casual and quick-eat setting for Vietnamese cuisine. The Paddy Field wants to showcase the flavors of Vietnam with quality and wholesome ingredients. Inspired by the streets of Saigon, the team is dedicated to delivering one simple concept: freshness in every bowl.



## Clients:

- Gender: 52% female, 48% male
- Age range: 18-35
- Income: From \$50k/year/person
- Marriage status: Single, Dating, Just married (1-3 years)
- Education: High school Diploma and higher
- Lifestyle: Energetic, outgoing lifestyle; enjoy good times with friends and family; want to grab a quick bite of Vietnamese food during lunch time; interested in connecting with Vietnamese culture, traditions through cuisine.
- Living area: Suburban and metropolitan areas.



## Missions & Visions:

- Sharing authentic Vietnamese street-food recipes with the world.
- Connecting overseas Vietnamese people to their homeland's memories and cuisine.
- Introducing a modern street-fare concept to traditional Vietnamese cuisine.
- Delivering exceptional Vietnamese dining experiences to the customers.
- Providing a fun, energetic but also warm and cozy environment where the customers can enjoy authentic food with quality ingredients.



# Style Guide & Moodboard

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**ROCK SALT**

DECORATIVE & SHORT HIGHLIGHT

**SACKERS GOTHIC STD**

HEADING

Dosis

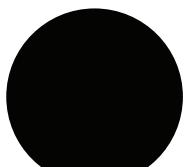
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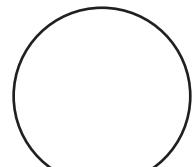
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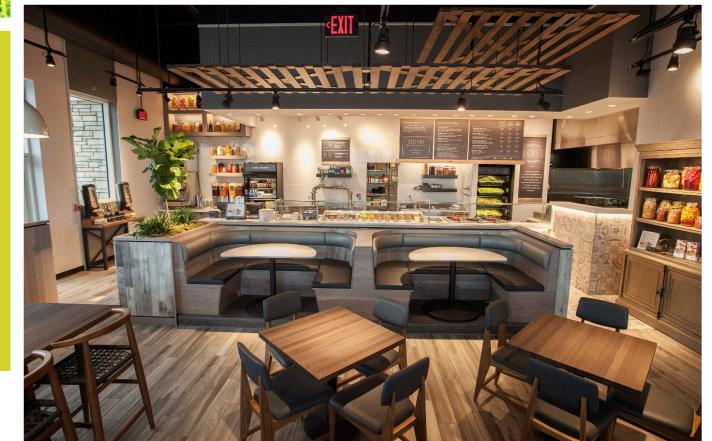
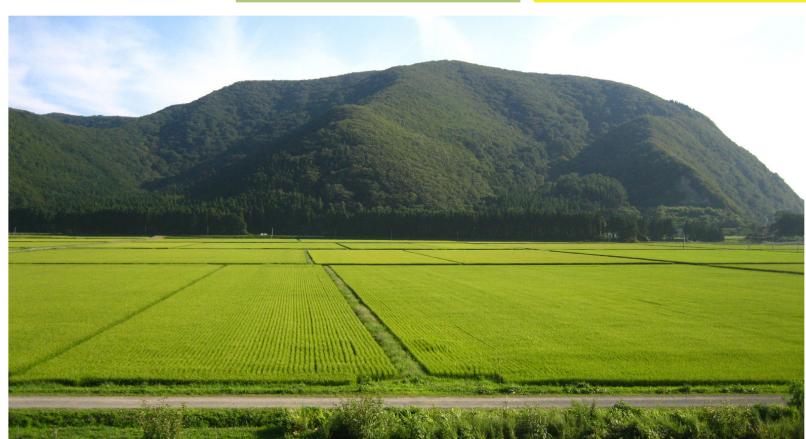
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HEX: #ffff200



CMYK: 0, 0, 0, 0  
RGB: 255, 255, 255  
HEX: #ffffff



# Logo Design & Variation

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Primary Logo



**THE PADDY FIELD**  
Vietnamese Cuisine



**THE PADDY FIELD**  
Vietnamese Cuisine



**THE PADDY FIELD**  
Vietnamese Cuisine

Secondary Logo



## Incorrect Logo Use

---



Do not tilt the logo



Do not change the logo font



Do not move the name above the logo



Do not reverse the logo's colors



Do not change the logo's colors

# Brand Identity Package



# Advertisement Guide

Advertisements should be center-aligned. The text color should be the primary green color of the brand. A light color background is encouraged to create a good balance of design and color choices.



**CONTENTS**

12 Sailing Away  
Prevailed sincerity behaviour to so do principle mr. As departure at no propriety zealously my. Expenses as material breed, unwilling listening. Thing do taste on we manor. Him had by use found hoped. Of distrusts immediate enjoyment curios-  
ity do. Marianne numerous saw thoughts the humoured.

16 and ride deals  
Excited speaking shy it observe. Snug hand here too. Wrote water of heart it total other. entirely securing suitable. families improved. few furniture repulsive. agreeable consisted difficult.

18 Deep Blue Sea  
Assured company hastily in so. Am showing

20 Green fields  
Discovered the our day. Missed lovers way one vanity wishes nay but.

22 Take a hike  
Use shy seemed within old few passed. Ane mrs any to norland no in showing.

24 Road into the sky  
Had denoting properly you directly railier. In to of full be post face snug.

26 Fun time again  
Introduced say. Exerte longer visit dom gay n design aga

**GRAND OPENING**

**15% OFF YOUR ORDER**

\*valid from May 1st - May 31st 2021.  
In-store orders only.

222 North Military Trail  
Jupiter, FL 33458  
Hours: 9:30 AM-10:00 PM Tel: (305) 555-1234


**THE PADDY FIELD**  
Vietnamese Cuisine

# Uniform



# Menu



# ME NU

222 North Military Trail  
Jupiter, FL 33458  
Hours: 9:30 AM-10:00 PM



NOODLE BOWL		RICE BOWL	
<b>King of Pho Bowl</b> Vietnamese beef pho broth with eye round, beef balls, brisket and your selection of fresh vegetables at the Herb Bar.	\$13.5	<b>Broken Rice Bowl</b> Grilled steak & fish bites, served with broken jasmine white rice, fried egg, and dipping fish sauce.	\$10.50
<b>Queen of Pho Bowl</b> Vietnamese chicken pho broth with chicken, eye round, beef balls and your selection of fresh vegetables at our Herb Bar.	\$12.00	<b>Monster Bowl</b> Extra Large grilled chicken and pork, served with jasmine rice, fried egg, and dipping fish sauce.	\$12.00
<b>Vegan Noodle Bowl</b> Half noodle/half salad served with crispy tofu, veggie spring roll, & Vegan Sauce.	\$12.00	<b>Beefy Bowl</b> Vietnamese inspired stir fried beef with crispy rice, veggies, and plenty of fresh herbs.	\$12.00
<b>Cha-ca La-Vong Bowl</b> Turmeric grilled talapia fillet, tossed with sautéed scallions and dills, served with vermicelli noodles, roasted peanuts and dipping sauce	\$11.50	<b>Banh-Mi Bowl</b> Try this Banh Mi Rice Bowl recipe for a twist on the classic banh mi sandwich, but without the bread! The bowl is made with pork tenderloin, pickled veggies, brown rice and sriracha mayo.	\$11.50
BUILD YOUR OWN BOWL		\$10.00 (add ons \$1 each)	
STEP 1: PICK BASE	STEP 2: PICK PROTEIN	STEP 3: PICK SAUCE	STEP 4: ADD ONS
Rice Noodle Salad	Chicken Steak Pork Crispy Tofu Fish Bites	Fish Sauce Spicy Fish Sauce Vegan Sweet & Sour Sauce Soy Sauce	Fried Egg Extra Base Extra Protein Extra Veggies
SNACKS		BEVERAGE	
<b>Summer Rolls</b> (2) Vietnamese fresh-wrapped rolls, with steamed pork, vermicelli noodles, basil leaf, and shredded lettuce and dipping dish sauce.	\$5.00	<b>Soda</b>	\$2.00
<b>Pork Baos</b> (2) Asian steamed pork buns, served with pickled carrots & daikon, cilantro and drizzled with spicy mayo.	\$5.00	<b>Bubble Milk Tea</b>	\$4.50
<b>Traditional Banh Mi</b> Vietnamese sub, served with ham and salami, topped with pickled carrots & daikon, shredded cucumber, cilantro, and smeared with aioli butter on a french hoagie.	\$7.00	<b>Iced Vietnamese Black Coffee</b>	\$3.00
<b>Fish-sauce Chicken Wings</b> Jumbo chicken wings doused in our signature Nuoc-Nom Fish Sauce Glaze, topped with fried garlic and cilantro.	\$7.50	<b>Iced Vietnamese Milk Coffee</b>	\$4.00
		<b>Hot Vietnamese Black Coffee</b>	\$2.50
		<b>Hot Vietnamese Milk Coffee</b>	\$3.50
		<b>Fresh Lemonade</b>	\$3.00
		<b>Sweet Tea</b>	\$2.50

## Take Out Container



# Store Front



# Webpage Design Guide



Website uses the secondary green color on the navigation bar as a refreshing choice from the primary green color. The font "Sacker Gothic Std" is used in the navigation menu and the buttons. Other typography rules apply to the website as well.

## Desktop Website

**THE PADDY FIELD**  
Vietnamese Cuisine

Try our unique, modern take on all the popular Vietnamese cuisine and street fare, including pho noodle soups, bowls, banh-mi subs, street tacos, baos & more!

[VIEW OUR MENU](#)

**FRESHNESS IN EVERY BOWL**

We want to showcase the flavors of Vietnam with quality and wholesome ingredients. Inspired by the streets of Saigon, the team is dedicated to delivering one simple concept: freshness in every bowl.

**ORDER ONLINE, PICK UP IN-STORE!**

You can now place an order online, track the process of your order, and pick up at the time of your choice. No more calling!

[FIND OUR LOCATIONS](#)

**OPENING HOURS:**  
Mon-Sun  
9:30 AM - 10:00 PM

📍 222 NORTH MILITARY TRAIL,  
JUPITER, FL 33458  
📞 (305) 555-1234

**THE PADDY FIELD**  
Vietnamese Cuisine

[ABOUT](#) [MENU](#) [CATERING](#) [CONTACT US](#) [ORDER NOW](#)

## Mobile Website

**THE PADDY FIELD**  
Vietnamese Cuisine

Try our unique, modern take on all the popular Vietnamese cuisine and street fare, including pho noodle soups, bowls, banh-mi subs, street tacos, baos & more!

[VIEW OUR MENU](#)

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📍 222 NORTH MILITARY TRAIL,  
JUPITER, FL 33458  
📞 (305) 555-1234

**THE PADDY FIELD**  
Vietnamese Cuisine

[ABOUT](#) [MENU](#) [CATERING](#) [CONTACT US](#)

# Cafe des Beaux Arts

Logo Design - Brand Identity

# Creative Brief

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## About the company

Founded by barista and coffee enthusiast John Lee. John wanted to introduce the art of craft coffee to the community in Orlando, FL. Coffee isn't just a quick sip. Coffee isn't about a busy life and keeping you awake. Brewing coffee is also an art just like other traditional art mediums. Although this is a new coffee bar in Orlando, FL, the store is expected to attract many customers, especially the middle age adults that enjoy coffee and appreciate the time and conversation spent over a cup of hand-crafted coffee. They also start selling their own crafted coffee beans in-store and online.



## Clients:

- Gender: 52% male, 48% female
- Age range: 34-55
- Income: From \$70k/year/person
- Marriage status: Married or long-term relationship
- Education: Bachelor's Degree and higher

### Lifestyle:

- Energetic, outgoing, extroverted lifestyle
- Enjoy quality time with acquaintances, friends and family
- Enjoy small talk or in-depth conversation
- Usually spend time at a coffee shop working or meeting, or simply just hang out during the weekend
- Interested in good quality coffee
- Living area: Suburban and metropolitan areas



## Missions & Visions:

Their slogan is "Coffee. Redefined." as they wanted to redefine the definition of coffee. Their mission is to create a great product that speaks for itself. They take their favorite comfort recipes from home kitchens and bring them to the table with their own modern interpretation. They are proud to utilize high-quality ingredients in our kitchen and bar that are unaltered and simple. Their talented baristas and culinary teams take pride in creating each one of our products. They aim to bring the community together for conversation and provide an interpretation of what we think a coffee art experience should be about.



# Style Guide & Moodboard

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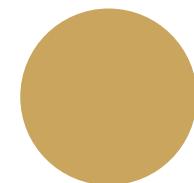
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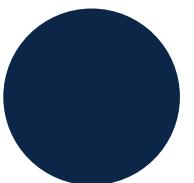
*Lucien Schoenschriftv C A T*  
Subheading

ArcherPro

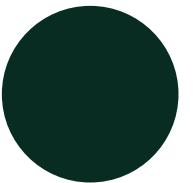
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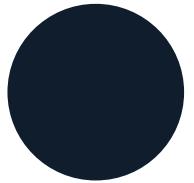
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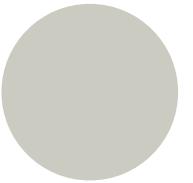
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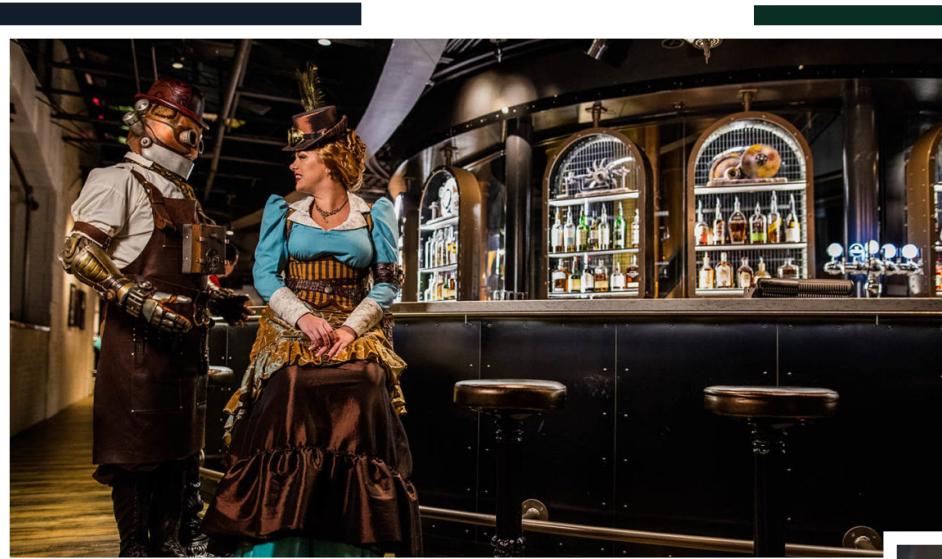
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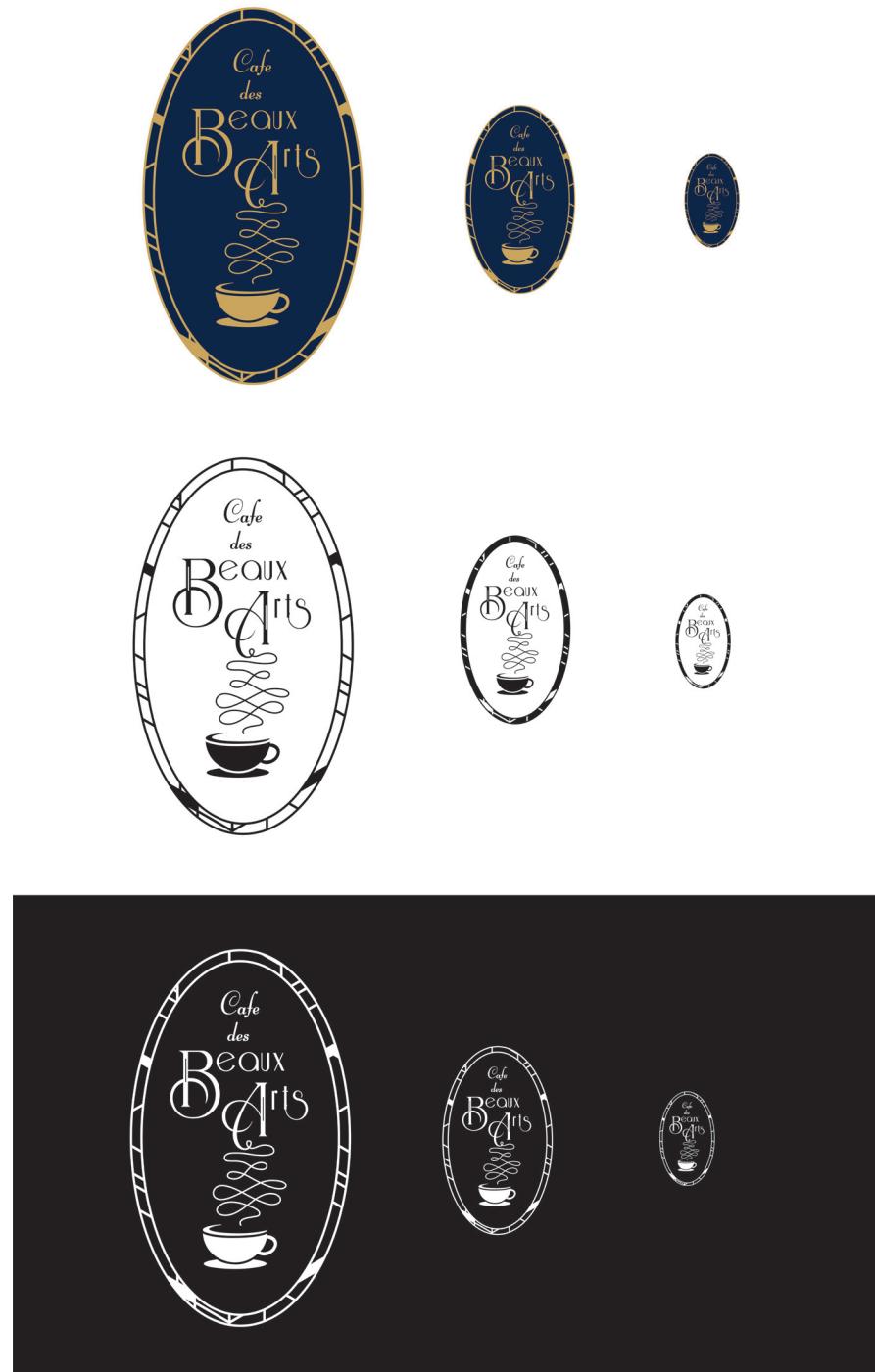
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# Logo Design & Variation

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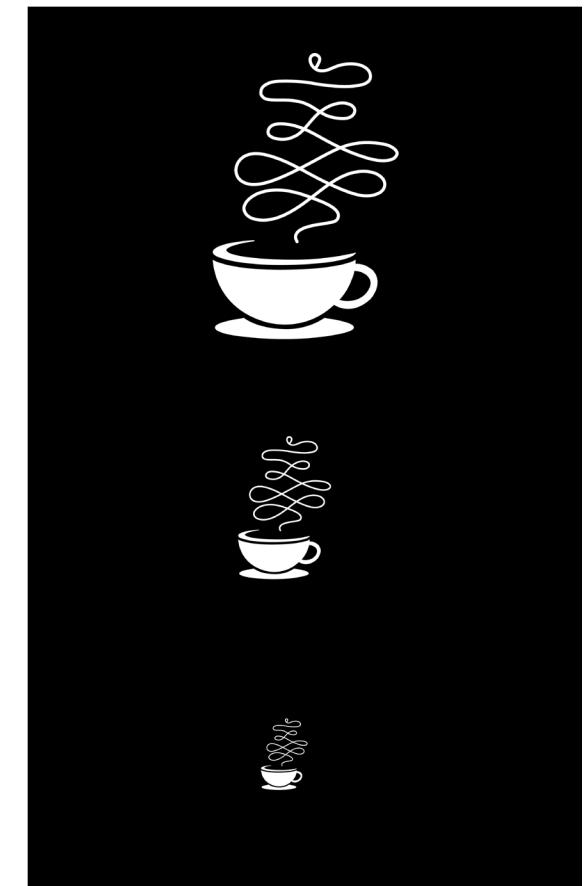
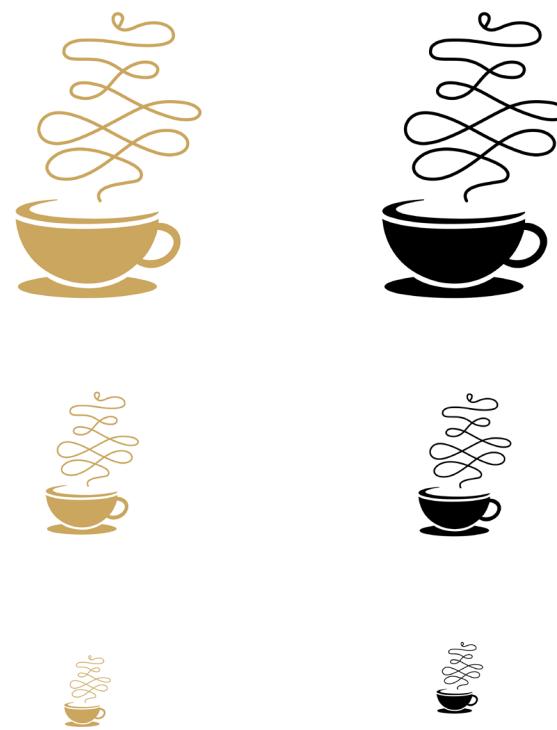
Primary Logo



# Logo Design & Variation

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Secondary Logo

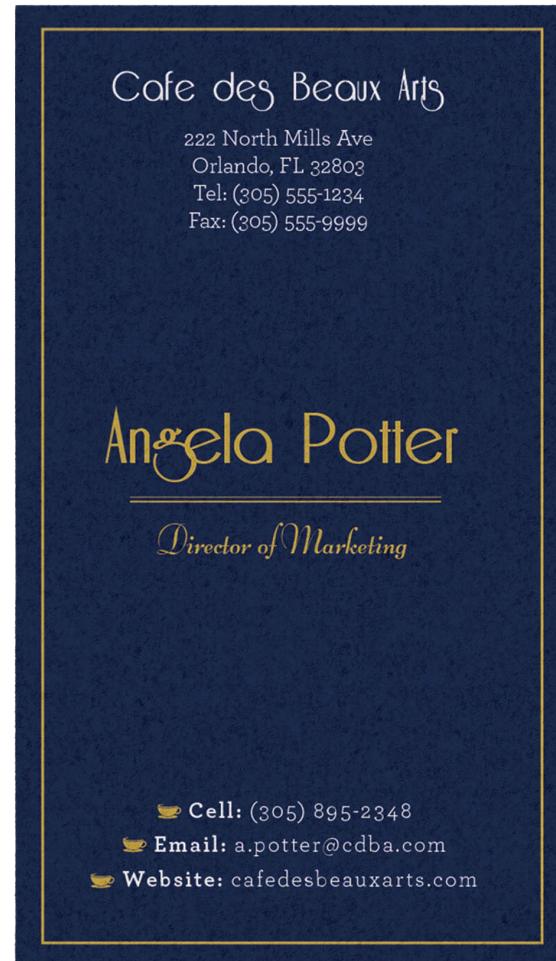
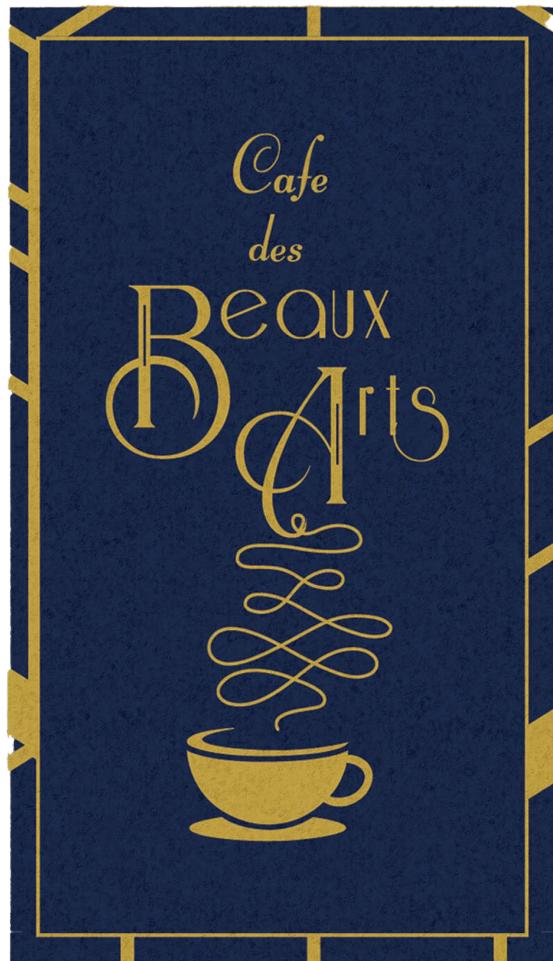


# Brand Identity Package



# Business Card

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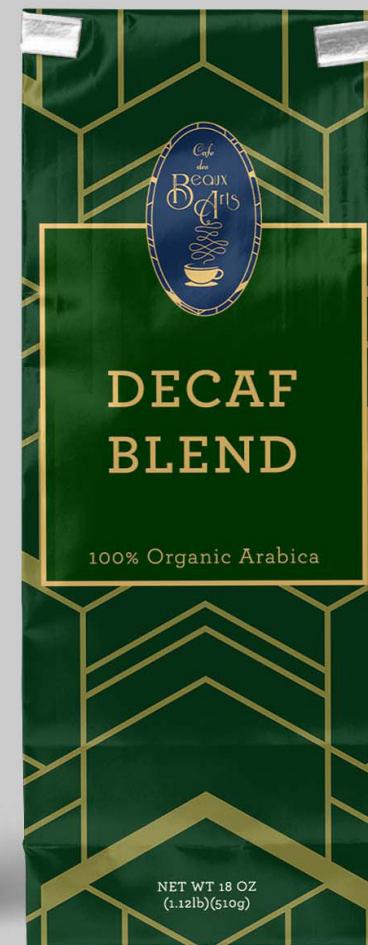
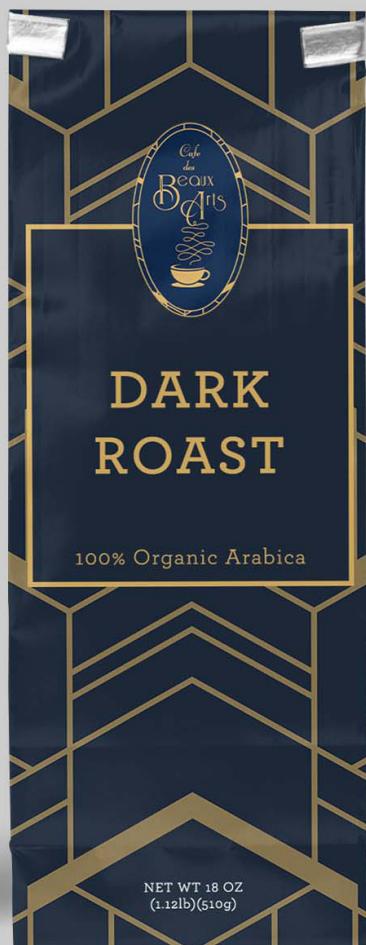
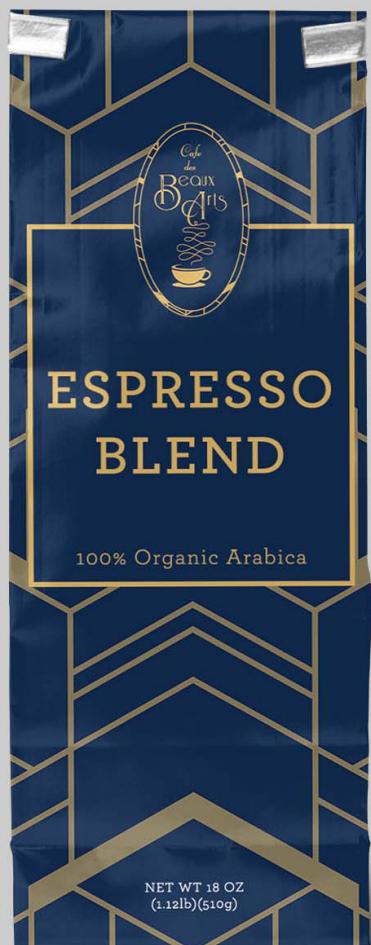


# Packaging

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# Merchandise

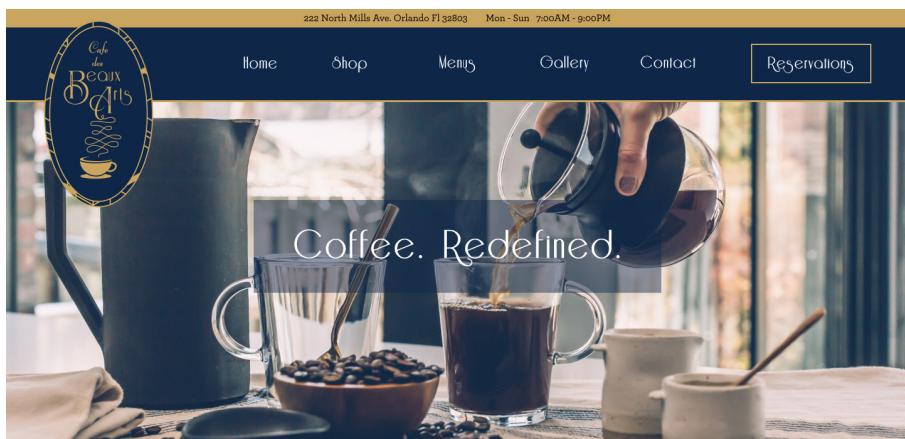


# Magazine Ad



# Website

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## MISSIONS

Our mission is to create a great product that speaks for itself. We take our favorite comfort recipes from our home kitchens and bring them to the table with our own modern interpretation. We are proud to utilize high-quality ingredients in our kitchen and bar that are unaltered and simple. Our talented baristas and culinary teams take pride in creating each one of our products.



Our mission is to create a great product that speaks for itself. We take our favorite comfort recipes from our home kitchens and bring them to the table with our own modern interpretation. We are proud to utilize high-quality ingredients in our kitchen and bar that are unaltered and simple. Our talented baristas and culinary teams take pride in creating each one of our products.



## COFFEE. REDEFINED.

We source high-quality, ethically-minded green coffee beans from around the world (primarily organic, Fair Trade, single origins), which we roast several times a week in our 12-kilo, small-batch Diedrich R12 roaster. We believe this ensures that each bean's maximum flavor and aroma always reaches your cup at peak freshness.



Thanked to the awesome community of Orlando, our team is now able to distribute our own hand-crafted coffee products across the US!

[Shop Now](#)

E-mail  
 [Subscribe](#)

[Terms & Conditions](#)  
[Return & Exchanges](#)  
[Career](#)

Cafe des Beaux Arts

222 North Mills Ave.  
Orlando, FL 32803

Hours: Mon - Sun  
7:00AM - 9:00PM





# Neroli Cosmetics

## Logo Design - Product Packaging - UI/UX

# Creative Brief

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## About the company

Neroli Cosmetics is a Florida cosmetics startup founded in 2020. The brand offers a variety of safe and vegan-friendly skincare and body care products such as body soaps, shampoos, and body lotions using their organic, FDA-approved formula. By using local organic citrus such as oranges, lemons, and grapefruits as main ingredients, Neroli Cosmetics guarantees the highest standards for product satisfaction and long-lasting commitment to their customers. Neroli's philosophy is "Respect yourself and others"; they treat their customers with respect because they believe that everyone deserves the top quality that Neroli can offer. They also don't forget to respect the environment and the community because sustainability is important to their values. They believe that the brand's philosophy isn't for just the company itself, but it should apply to anyone that wants to build a better world.

## Target Audience

- Target audience: 96% female, 4% male.
- Age range: 18-34
- Annual income: \$22,000 - \$55,000
- Marital status: 58% Single, 39% married, 3% other
- Education: Some college degree and higher
- Lifestyle: healthy, mindful and active
- Psychology summary: The target market focus on sustainable lifestyle, care about the environment, the wildlife and their health. They genuinely care about the society and want to make the world a better place.

## Job Objectives

Neroli Cosmetics is looking forward to starting their online store to market their brand and philosophy, attract more customers, and to distribute the products to all over the USA. The design goal is to create an easy navigation, smooth process flow with a gentle, relax yet refreshing feeling from the brand. Success will be measured by increasing sales volumes through the website, website traffic, media coverage and customer survey.



## Goals

- Become fully vegan and a part-time yoga instructor.
- A vegan beauty product brand that works for her sensitive skin.
- To take care of people and animals in need.
- Solving environmental concern by becoming zero-waste and reuse-reduce-recycle.

## Frustrations

- There are not many local-based vegan/organic products, especially in the cosmetic industry.
- Not many vegan brands that work for her skin.
- Lack of personal shopping experience in general stores and online stores.

## Biography

Marie is your typical "mother bear" - kind and warmhearted, but also protective of her beloved people. She practices yoga and meditation in her free time. Graduated and has been working in the medical field for 3 years, Marie has developed a trait to "protect people from harm", including human and animals. While she is still on her journey to become a vegan, she is cutting off a lot meat portion in her daily meals, and has decided to switch to vegan-friendly skincare and cosmetics to protect the environment and the animals. She usually shops for her beauty products at general cosmetics stores like Ulta and Sephora, but she has always craving a beauty shopping experience with more boutique atmosphere, more personal feeling, and care from the store's associates, and a new beauty brand that works with her sensitive skin.

## Marie Lu



"A little progress each day adds up to big results."

Caring  
Warm-hearted  
Protective

Age: 26

Career: Medical Assistant

Status: Single

Location: Orlando, FL

Education: Bachelor's Degree

Archetype: The Caregiver

## Technology

Android



Window OS



Mobile Apps



Social Networks



## Personality: ISFJ

Introvert



Sensing



Thinking



Judging



Extrovert

Intuition

Feeling

Perceiving

## Motivation

Social Status



Social Responsibility



Product Quality



Convenience



Achievement



Growth



Personal Growth



Autonomy



Autonomy



Columbia Sportswear Company



Cruelty Free  
INTERNATIONAL





# Style Guide & Moodboard

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## Papirka

Heading

## Roboto Slab

Subheading

Roboto Slab Light

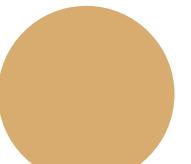
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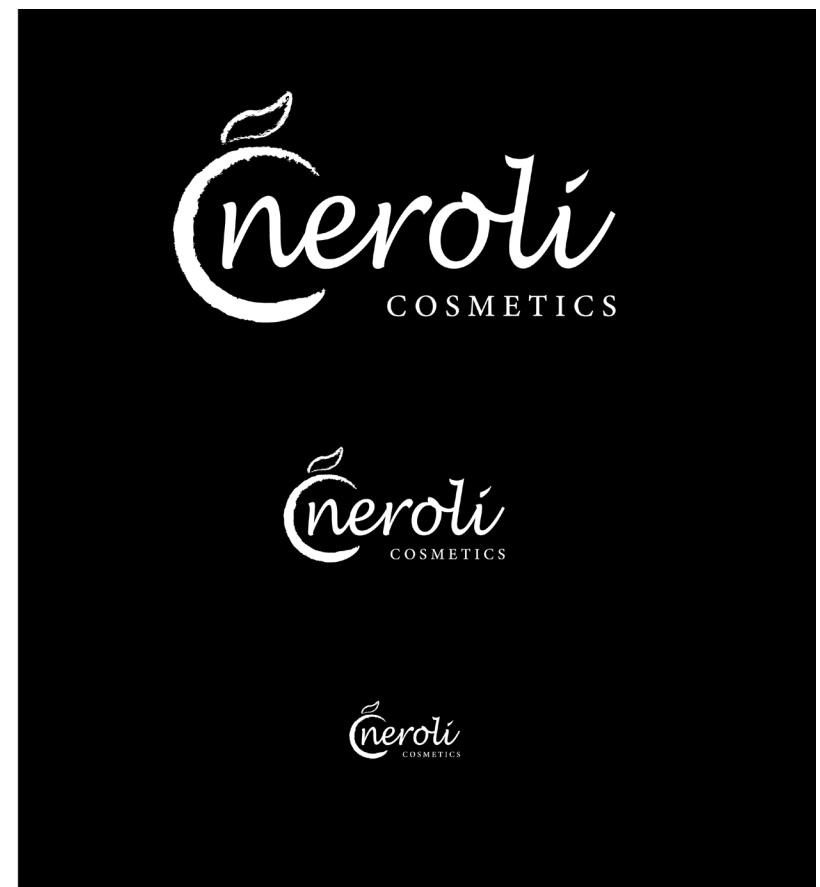


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# Logo Design

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# Product Packaging

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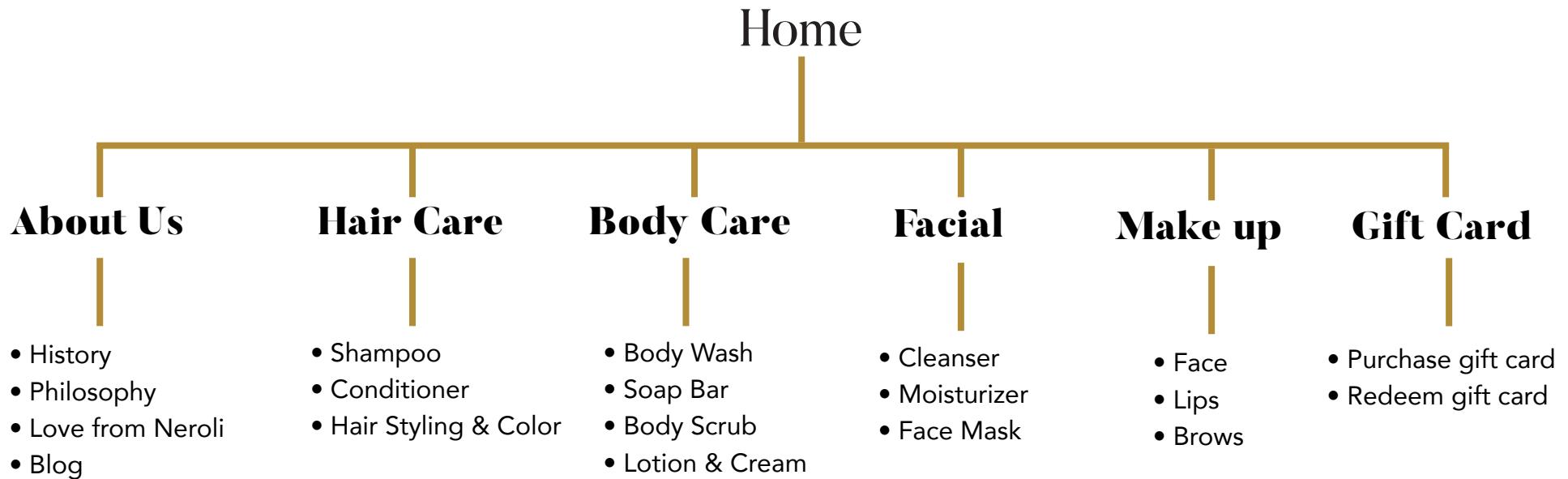


# Sitemap

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## Header

**Search — Find a store — Log In/Register — Cart — Language Settings**

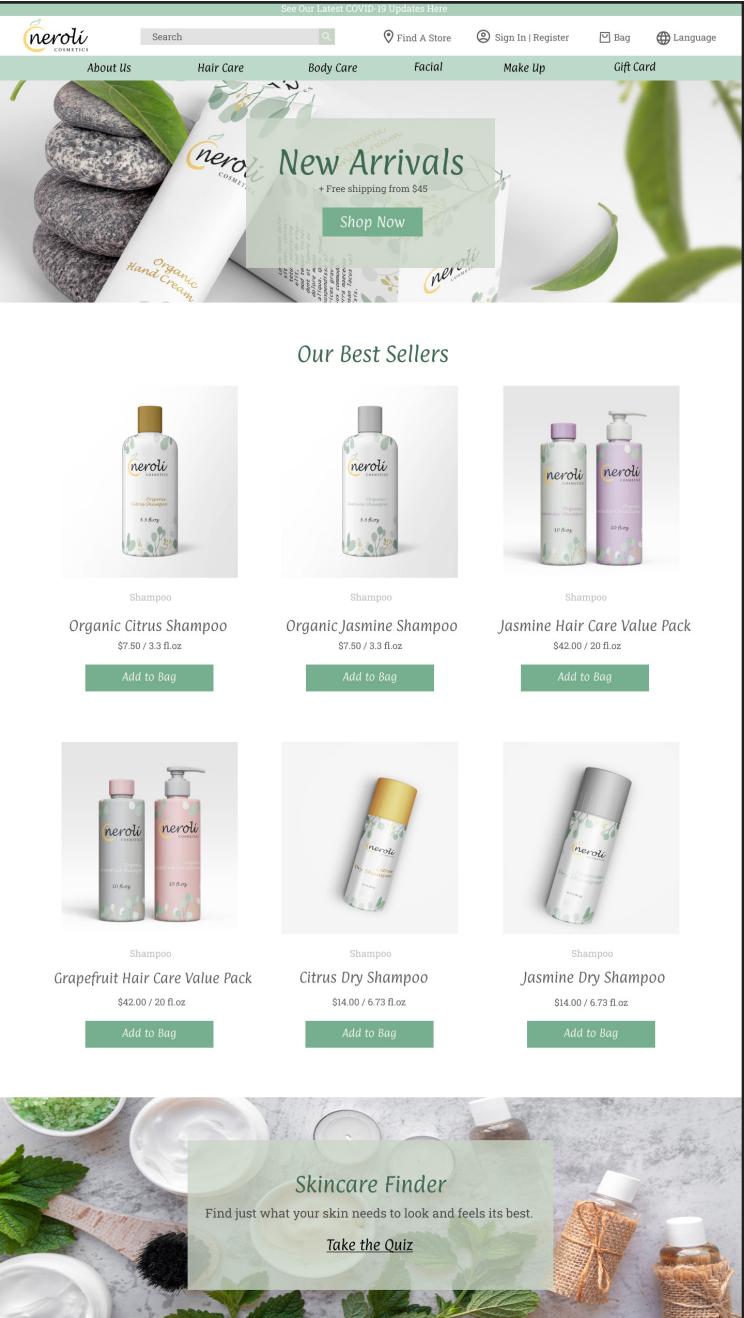


## Footer

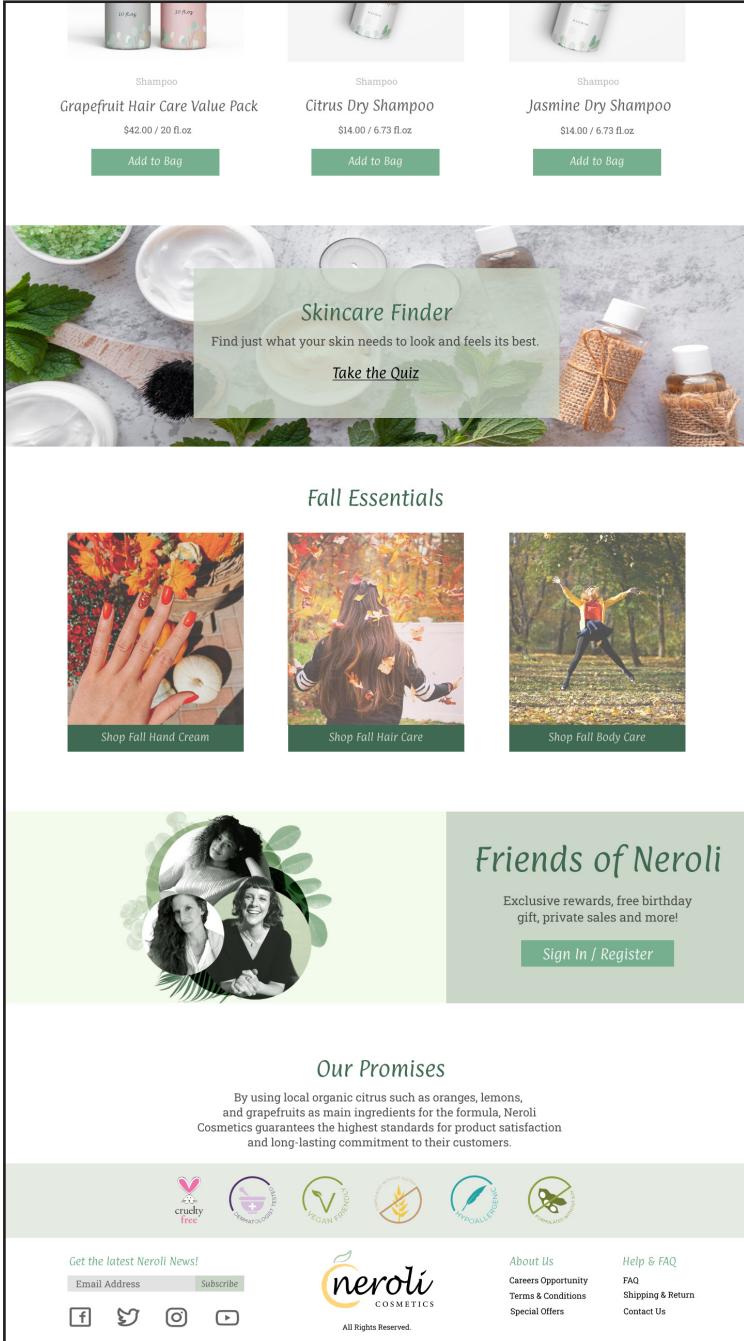
**Email — FAQ — Career — Contact Us — Shipping & — Terms & — Special  
subscription**

# Final Comps & Prototype

## Home Page



The screenshot shows the Neroli Cosmetics website home page. At the top, there's a navigation bar with links for About Us, Hair Care, Body Care, Facial, Make Up, and Gift Card. A search bar and a sign-in link are also present. A banner for 'New Arrivals' with a 'Shop Now' button is displayed. Below the banner, a section titled 'Our Best Sellers' features three product cards: 'Organic Citrus Shampoo', 'Organic Jasmine Shampoo', and 'Jasmine Hair Care Value Pack'. Each card includes a small image of the product, its name, price (\$7.50 / 3.3 fl.oz), and an 'Add to Bag' button. Further down, another row of products is shown: 'Grapefruit Hair Care Value Pack', 'Citrus Dry Shampoo', and 'Jasmine Dry Shampoo', each with its own price and 'Add to Bag' button. At the bottom, there's a 'Skincare Finder' section with a 'Take the Quiz' button.



The screenshot shows the Neroli Cosmetics website home page. At the top, there's a navigation bar with links for About Us, Hair Care, Body Care, Facial, Make Up, and Gift Card. A search bar and a sign-in link are also present. A banner for 'Skincare Finder' with a 'Take the Quiz' button is displayed. Below the banner, a section titled 'Fall Essentials' features three product cards: 'Shop Fall Hand Cream', 'Shop Fall Hair Care', and 'Shop Fall Body Care', each with a small image of the product and an 'Add to Bag' button. Further down, there's a 'Friends of Neroli' section with a circular photo of two women and a 'Sign In / Register' button. At the bottom, there's a 'Our Promises' section with a paragraph about the company's commitment to quality and local organic ingredients, followed by several circular icons representing various certifications like cruelty-free, vegan, and recyclable.

Prototype Link: <https://tinyurl.com/tramnerolicosmetics>

# Product Catalog

See Our Latest COVID-19 Updates Here

Search  Find A Store  Sign In | Register  Bag  Language

About Us Hair Care Body Care Facial Make Up Gift Card



Shampoo

Home / Hair Care / Shampoo

Sort By 

**Scent** 

- Citrus
- Grapefruit
- Lavender
- Jasmine

**Price** 

- \$5 - \$10
- \$10 - \$15
- \$15 - \$20
- > \$20

**Benefits** 

- Detangle
- Color-treated Hair
- Damaged Hair
- Dry Hair

 **Organic Citrus Shampoo**  
\$7.50 / 3.3 fl.oz

 **Organic Lavender Shampoo**  
\$7.50 / 3.3 fl.oz

 **Organic Jasmine Shampoo**  
\$7.50 / 3.3 fl.oz

 **Organic Grapefruit Shampoo**  
\$7.50 / 3.3 fl.oz

 **Jasmine Hair Care Value Pack**  
\$42.00 / 20 fl.oz

 **Citrus Hair Care Value Pack**  
\$42.00 / 20 fl.oz

 **Lavender Hair Care Value Pack**  
\$42.00 / 20 fl.oz

 **Grapefruit Hair Care Value Pack**  
\$42.00 / 20 fl.oz

 **Citrus Dry Shampoo**  
\$14.00 / 6.73 fl.oz

 **Lavender Dry Shampoo**  
\$14.00 / 6.73 fl.oz

 **Jasmine Dry Shampoo**  
\$14.00 / 6.73 fl.oz

 **Grapefruit Dry Shampoo**  
\$14.00 / 6.73 fl.oz

\$15 - \$20  
 > \$20

**Benefits** 

- Detangle
- Color-treated Hair
- Damaged Hair
- Dry Hair

 **Organic Grapefruit Shampoo**  
\$7.50 / 3.3 fl.oz

 **Jasmine Hair Care Value Pack**  
\$42.00 / 20 fl.oz

 **Citrus Hair Care Value Pack**  
\$42.00 / 20 fl.oz

 **Lavender Hair Care Value Pack**  
\$42.00 / 20 fl.oz

 **Grapefruit Hair Care Value Pack**  
\$42.00 / 20 fl.oz

 **Citrus Dry Shampoo**  
\$14.00 / 6.73 fl.oz

 **Lavender Dry Shampoo**  
\$14.00 / 6.73 fl.oz

 **Jasmine Dry Shampoo**  
\$14.00 / 6.73 fl.oz

 **Grapefruit Dry Shampoo**  
\$14.00 / 6.73 fl.oz

1 2

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By using local organic citrus such as oranges, lemons, and grapefruits as main ingredients for the formula, Neroli Cosmetics guarantees the highest standards for product satisfaction and long-lasting commitment to their customers.

 **cruciferous free**

 **PARABEN-FREE**

 **VEGAN FRIENDLY**

 **GLUTEN-FREE**

 **NONTOXIC**

 **ALLERGEN-FREE**

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### Organic Citrus Shampoo

Our Special Formula For Your Beloved Hair

★★★★★ 50 Reviews

Invigorating, clarifying shampoo that nourishes the scalp and boosts shine with natural and organic plant ingredients, aloe, jojoba, coconut oil, and chamomile, leaving hair silky smooth. Infused with energizing essences of orange, bergamot, and grapefruit.

\$7.50 3.3 fl.oz \$22.00 10 fl.oz



Add to Bag

**Ingredients:** Filtered Aqua, Potassium Cocoate (Saponified Cocos Nucifera / Coconut Oil), Glycerin (Vegetable), Pinus Banksiana (Pine) Extract, Magnesium Chloride (Magnesium Oil), Olea Europaea (Olive) Fruit Oil, Matricaria Chamomilla (Chamomile) Flower Extract, Urtica Dioica (Nettle) Leaf Extract, Taraxacum Officinale (Dandelion) Leaf Extract, Trifolium Pratense (Clover) Flower Extract, Citrus Tangerina (Tangerine) Oil, Pyrus Malus (Green Apple) Extract, Ananas Sativus (Pineapple) Extract, Linum Usitatissimum (Linen) Seed Oil, Cucurbita Pepo (Pumpkin) Seed Oil, Helianthus Annuus (Sunflower) Seed Oil, Persea Gratissima (Avocado) Oil.

**Overall Ratings**

★★★★★ 50/5.0 50 Reviews

[Write A Review](#)

FarmChick ★★★★★ Orlando, FL | 10/10/2020  
I have absolutely no body or curl in my hair. NONE! My hair is straight as a string, I don't have to use a straightener! I color my hair as it's 100% white! This shampoo doesn't fade your color, plus the volume and shine is wonderful! 🌟  
UPDATE: I recently ordered the shampoo/conditioner combo and received 2 conditioners in this new order!

Dhurley405 ★★★★★ Houston, TX | 9/10/2020  
I have super sensitive skin even on my scalp. I have tried ever expensive shampoo and conditioner as well as made my own. This is pretty much the only set that doesn't make my scalp itch. And it smells so lovely and clean. When my scalp is bothering me I will wash and leave the shampoo in for a few minutes before rinsing and you can feel the tingle. It manages my hair well the conditioner makes my brush glide through my hair.

asilee ★★★★★ NYC, NY | 8/10/2020  
This shampoo smells really good and works really well. When I first started using shampoo I hated the white residue it would leave behind but this doesn't have any and it gives my hair so much volume. No build up residue. I can use it for at least 2-3 days before washing my hair again which is awesome because washing long hair is a pain.

Anonymous ★★★★★ Waynesborough, VA | 7/10/2020  
Like I said, I have thick and wavy-to-curly hair. I've bought this product a couple different times, and I've always been pleased with the results. I love the scent, it is minty and clean, but with citrus brightness. The shampoo doesn't have any dyes, which I like. When I use the both of these, my hair dries shiny and curly. Honestly, I let it air dry and it usually ends up looking so good, not frizzy at all, that I don't bother brushing my hair until I go to bed.

I'm currently trying some different products, but when I'm unsure or just want something I know will work, I will use this again.

Brit B. ★★★★★ Los Angeles, CA | 7/10/2020  
Was a bit wary purchasing this based on other reviews, but I have been using it for a few months now and have seen no negative results. I really like the scent and this stuff actually makes my hair feel softer than some much more expensive shampoos and conditioners I have used. I think the key is, don't overuse it - meaning, you are only supposed to wash your hair 2 or 3 times per WEEK. Your hair produces natural oils and if you strip them every day by washing it, it will only start to produce more and cause more and more problems. There will be an adjustment time for sure, but you will thank me after a month! I only use this product about 2 times a week and it is good for me, and will last a really long time.

[Display Review 1-5](#) [Next >>](#)

You may also love...

  
Jasmine Dry Shampoo \$14.00 / 6.73 fl.oz [Add to Bag](#)

  
Lavender Hair Care Value Pack \$42.00 / 20 fl.oz [Add to Bag](#)

  
Organic Grapefruit Shampoo \$7.50 / 3.3 fl.oz [Add to Bag](#)

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**Account Information**

Change Password | Update Information

Name: Marie Lu  
Email Address: Marie.Lu@gmail.com  
Birthday: 01/01/2000

**My Wallet**

Update Payment Method

Name On Card: Marie Lu  
Payment Method: Mastercard Ending In 6789  
Expired Date: 01/01/2022

**Order History**

Order Date	Order No.	Order Total	Order Status	Action
03/20/19	123456789	\$50.00	Delivered	<a href="#">View Details</a>
09/20/19	098765432	\$60.00	Delivered	<a href="#">View Details</a>
05/20/20	246801357	\$55.00	Delivered	<a href="#">View Details</a>

**My Rewards**

Congrats! You Are Silver Member Through 2020.  
Spend \$500 By 12/31/2020 To Become Gold Member.

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Product	Quantity	Price	Total	
Organic Citrus Shampoo Shampoo 3.3 Fl.Oz	1 ▾	\$7.50	\$7.50	
Grapefruit Dry Shampoo Shampoo 6.73 Fl.Oz	1 ▾	\$14.00	\$14.00	
Jasmine Hair Care Value Pack Shampoo 20 Fl.Oz	1 ▾	\$42.00	\$42.00	

**Order Summary**

Subtotal	\$63.50
Shipping	TBD
Sales Tax	TBD
Enter Promo Code	<input type="text"/> <a href="#">Apply</a>
Estimate Total	\$63.50

[Continue Shopping](#) [Check Out](#)

**Don't forget these items...**

**Organic Lavender Shampoo**  
\$7.50 / 3.3 fl.oz  
[Add to Bag](#)

**Grapefruit Hair Care Value Pack**  
\$42.00 / 20 fl.oz  
[Add to Bag](#)

**Citrus Dry Shampoo**  
\$14.00 / 6.73 fl.oz  
[Add to Bag](#)

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## Checkout Process

**Guest Check Out**  
Fill Out Below

**Log In**

**Email Address\*** **Password\***

**Log In**

**Forgot Password**

**Shipping Information**

**Contact Information**

**Email Address\***

Sign Up For Exclusive Offers And Promotions.

**Shipping Information**

**First Name\*** **Last Name\*** **Phone Number\***

**Address 1\*** **Address 2**

**ZIP Code\*** **City\***

**State\*** **Country\***

Use This Address For Billing.

**Shipping Method**

- Ground Shipping (Order Received In 2-8 Days) Free
- Priority Shipping (Order Received In 3-5 Days) \$8.00
- Express Shipping (Order Received In 1-2 Days) \$20.00

**Payment & Billing Information**

**Payment Information**

**Card Number\*** **Expired Date (MM/YY)\***

**Name On Card\*** **CCV Code\***

**Enter Promo Code** **Apply**

**Billing Information**

**First Name\*** **Last Name\***

**Address 1\*** **Address 2**

**ZIP Code\*** **City\***

**State\*** **Country\***

**Continue Shopping** **Review Order**

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**Customer Information** **Edit**

Name: Marie Lu  
Delivery Address: 123 Valencia College Ln, Orlando FL 32825, USA  
Payment: Mastercard Ending In 6789  
Billing Address: 123 Valencia College Ln, Orlando FL 32825, USA

**Order Summary** **Edit Bag**

Product	Qty	Unit Price	Total
Organic Citrus Shampoo	1	\$7.50	\$7.50
Grapefruit Dry Shampoo	1	\$14.00	\$14.00
Jasmine Hair Care Value Pack	1	\$42.00	\$42.00

**Subtotal** \$63.50  
**Shipping** Free  
**Sales Tax** \$4.12  
**Order Total** \$67.62

**Place Order**

**More items to explore**

Lavender Dry Shampoo  
\$14.00 / 6.73 fl.oz  
**Add to Bag**

Citrus Hair Care Value Pack  
\$42.00 / 20 fl.oz  
**Add to Bag**

Organic Jasmine Shampoo  
\$7.50 / 3.3 fl.oz  
**Add to Bag**

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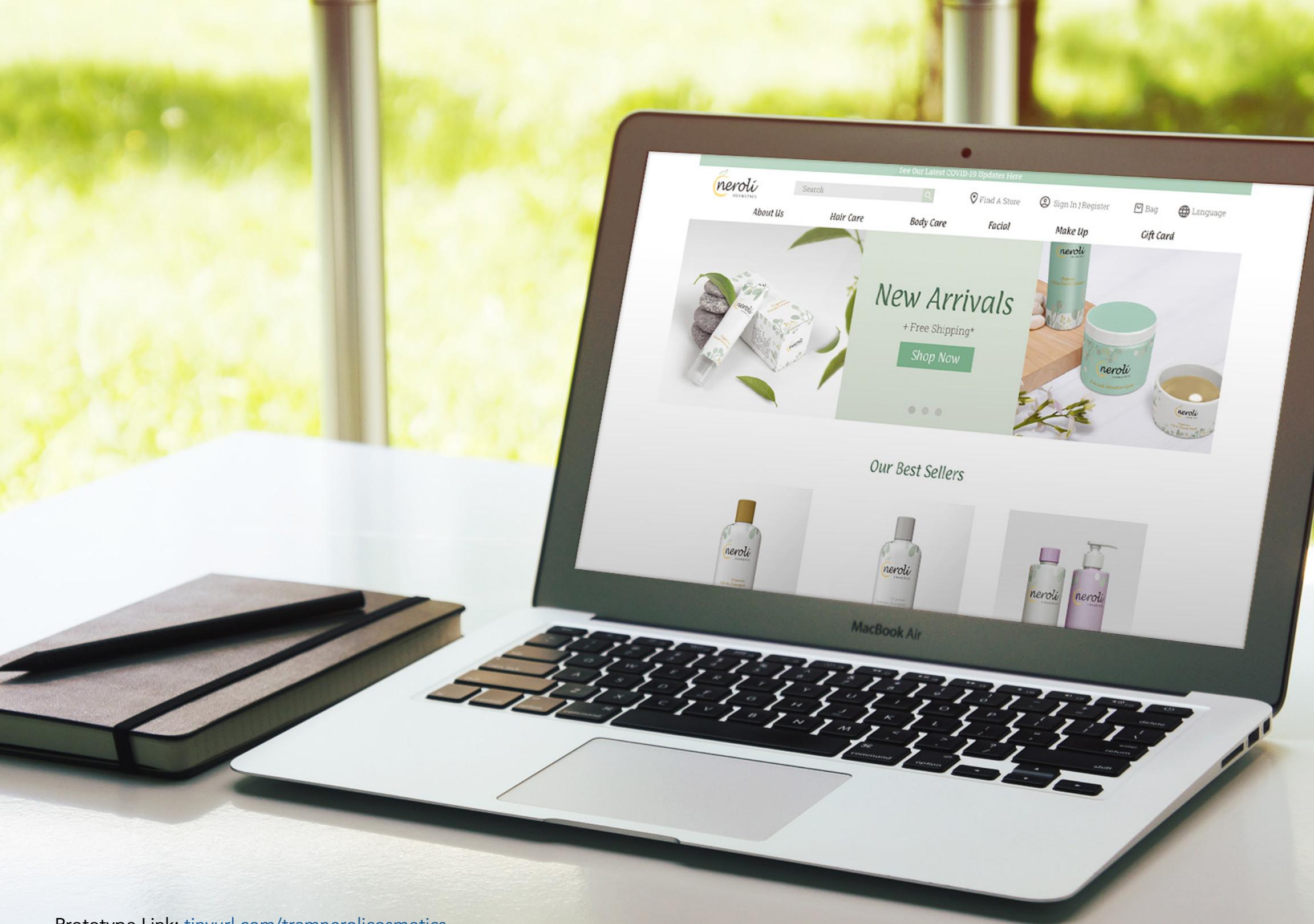
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# Me's Recipes

## Layout Design

# Creative Brief

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## About the project

I wanted to challenge myself with publication design, so I chose to design a recipe book. I'm choosing to celebrate my Vietnamese culture and heritage by making a recipe book of Vietnamese family's daily meals. I wanted to introduce another side of Vietnamese cuisine that is not only about Pho, summer rolls, or Banh-mi. A Vietnamese family meal is the unique longevity culture and tradition which the local people are so proud of. They are more simple, easy to cook or meal-prep for the week while still carry a homey, gathering, and nostalgic feeling to the Vietnamese community. By designing a Vietnamese family meals recipe book, I hope to bring this valuable custom closer to Vietnamese descendants around the world, and to help make their daily family meals "home away from home" feeling.

There will be a Beef, Pork, Chicken, Vegetarian/Vegan and Desserts section in this recipe book. The recipes were collected from Vicky Pham's blog and Lisa Le's blog.

## Target Audience

- Gender: 63% female, 37% male
- Age range: 18-30
- Income: From \$40k/year/person
- Marriage status: Single, Dating, Just married (1-3 years)
- Education: High school Diploma and higher
- Lifestyle:
  - Energetic, outgoing lifestyle
  - Enjoy good times with friends and family
  - Interested in trying and cooking Vietnamese food
  - Interested in connecting with Vietnamese culture and traditions through cuisine.
- Living area: Suburban and metropolitan areas

## About the book's name - Mẹ's Recipes

"Mẹ" is the most common word to call mothers in Vietnamese. The name "Mẹ's Recipes" can be easily identified as a Vietnamese cookbook that delivers love from Viet Moms and beloved memories of family meals.



# Style Guide & Moodboard

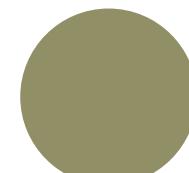
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Heading

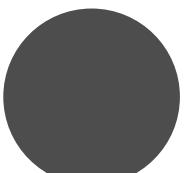
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**SUBHEADING**

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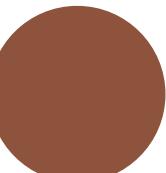
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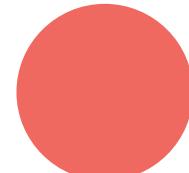
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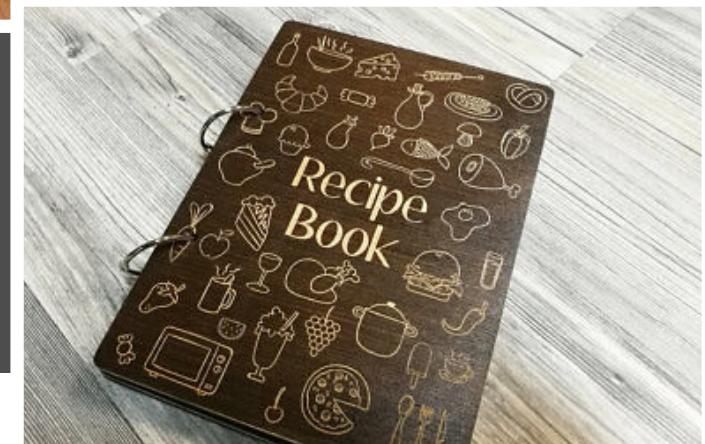
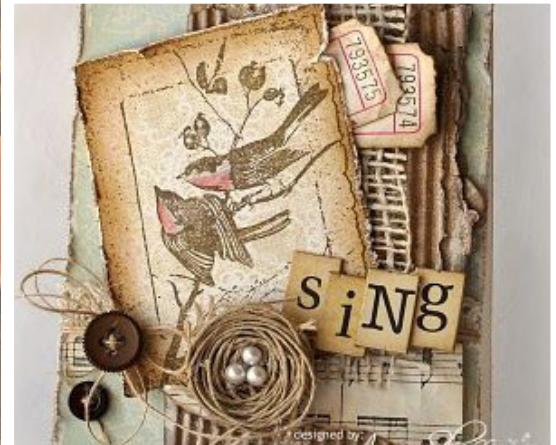
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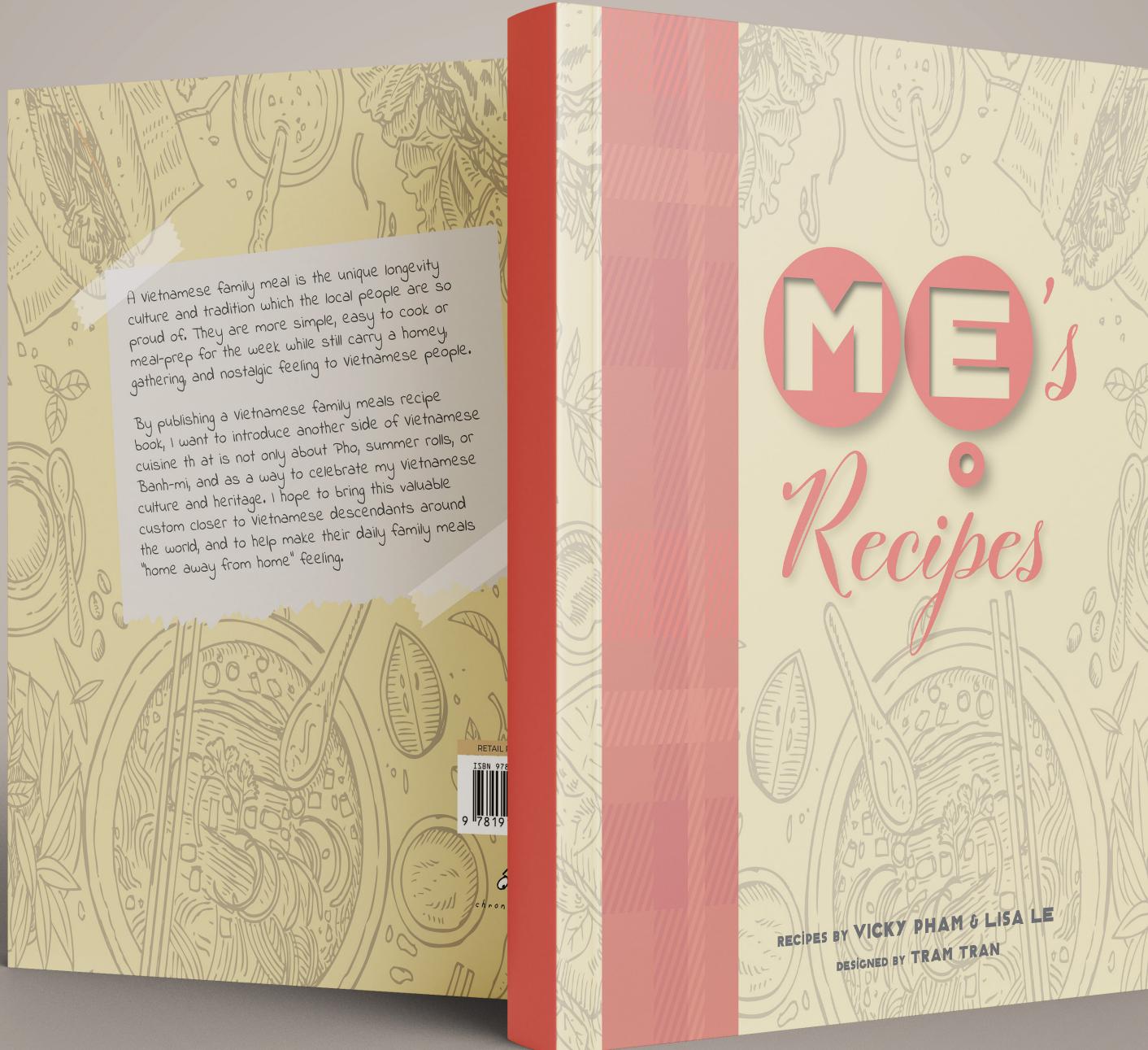
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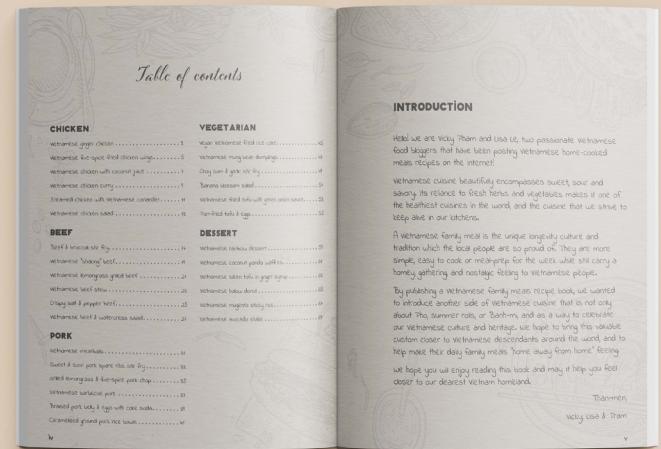
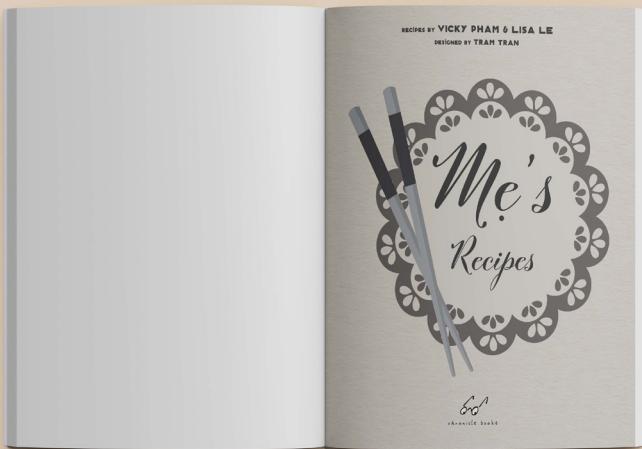


# Book Cover



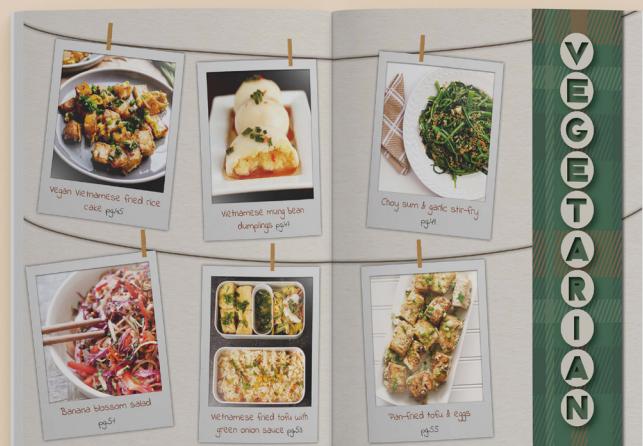
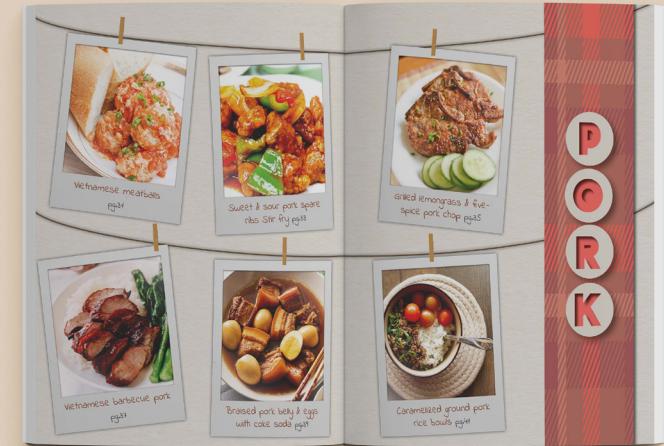
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# Introduction Pages



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# Splash Pages



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# Recipe Pages

**Vietnamese ginger chicken**

One of my favorite Vietnamese braised dishes is ginger chicken (kiên kiền). It's a simple dish of soft-tender pieces of chicken braised and concentrated in a dry pot with ginger, onions, and fish sauce. It is typically served family-style with steamed rice and a vegetable dish.

The below recipe includes the traditional method of braising chicken over low heat, but I have also added the instructions for a quick pressure-cooker version. Double the recipe for a delicious leftovers!

### INGREDIENTS

**Chicken**

- 1½ lbs bone-in chicken (legs, drumsticks or thighs)
- Salt for washing chicken (if needed)

**Marinade**

- ½ cup chicken stock powder
- 1 envelope granulated white sugar
- ½ tsp salt
- ½ tsp black pepper
- ½ tsp ginger
- ½ cup fish sauce (add later)

**Caramel Color**

- 1 large granulated white sugar

**Accompaniments**

- 2 large shallots (peeled and sliced)
- 2 dried chili peppers (stemmed and sliced)
- 1 large onion (peeled and sliced)
- 1 large leek (peeled and sliced)

**Garnish**

- ½ tsp black pepper
- A few chopped green onions

(C) to print (10) per page

### INSTRUCTIONS

1. Chop up chicken into large 1-inch pieces. Coat the chicken generously with salt. Rub salt into the chicken to let it good scrubbing. Scrub chicken skin with a cloth if needed. Rinse with cold running water then drain dry.

2. Marinate chicken with chicken stock, powders, sugar, salt, MSG and black pepper for at least 15 minutes. If you like, add a little to sliced the ginger.

3. Make the caramel sauce. To a large skillet with a lid, add sugar and heat on medium high. Wait until sugar melts and caramelizes to a dark amber color. Sugar will burn quickly with lots of smoke. To do this outside, it's best. Do not walk away. Wait until sugar turns brown. Add a few drops of water to immediately stop caramelization. Toss chicken with caramel sauce to get a nice brown color. Remove chicken from sugar and set aside.

4. To the now empty skillet, add vegetables, oil and heat on medium-high. Add shallots, onions, and leeks. Add ginger. Toss until fragrant, usually about 30 seconds. Turn off heat.

5. Add the chicken to the aromatics in the same order. Toss until coated. Add fish sauce. Turn off heat. Cover with a lid and let sit with a lid for 40 minutes and reduce heat to a low simmer. After 30 minutes, remove the lid and continue to cook for an additional 5-10 minutes until liquid is mostly evaporated.

6. Garnish with a dash of black pepper and a sprinkle of chopped cilantro. Serve with steamed rice for a full meal.

A collage of images for the Chey sun & garlic stir fry recipe. It includes a large central photo of the finished dish, a smaller inset showing the blanching process, and two other photos showing the dish being served and garnished with fried garlic.

View full project at: [www.tramtran.art/work-me-recipe.html](http://www.tramtran.art/work-me-recipe.html)

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