

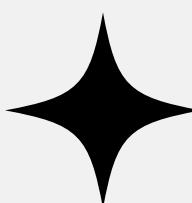
PROJECTS  
SHOW



# DVB101 Assignment 2

## Design Portfolio 2

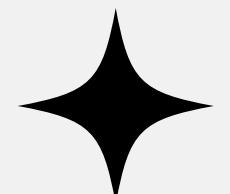
ZIHAN WANG N10944176



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# THE BRAND

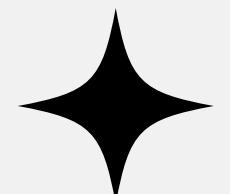
# INTRODUCTION

## Purpose of the brand

- Branding has become the core of sales, the higher the recognition of the brand will be chosen
- The brand logo directly reflects the taste, style and quality of the product
- Combine the elements of coffee and cute pets to promote coffee and pet culture
- Let customers enjoy the leisure of coffee and get healed through pets

## Purpose of Design

- Stimulate customers' identity and stimulate consumption
- Integrates the theme of the coffee shop and allows customers to receive information directly in a simple way
- Establishes a good image for our coffee brand, strengthens cultural communication and builds recognition



# TARGET AUDIENCE

## Target Audience

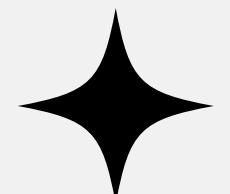
- Coffee Lovers
- Pets Lovers
- Center Customers

## User Profile

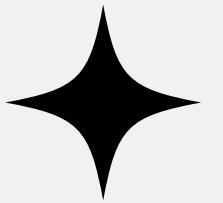
- The pursuit of novelty, trend
- Not satisfied with tradition
- May spend extra because of some kind of excitement

## Context

- Lack of stress release and relief places for clients
- Lack of pet cafes in Australia
- Want customers to be healed



# PERSONA



Age: 21

Gender: Female

Occupation: University of Sydney Student

Life Value: Full of passion, love and compassion, logical thinking

Crystal

Hobbies: Like to try challenging and research things, like to eat dessert, very fond of small animals, used to help the homeless animals volunteers

Ideal: After the ideal is to hope to help more small animals, now more hope that homework can be obtained



Age: 19

Gender: Female

Occupation: University of Sydney Student

Life Value: Creative, with the spirit of discovery, careful

Yelin

Hobbies: Like to read, taste different kinds of coffee, like to sit in the window in the afternoon to enjoy coffee and retro music.

Ideal: Want to learn more detailed knowledge of coffee, more hope to be a teacher

# KEY WORDS & INDUSTRY RESEARCH

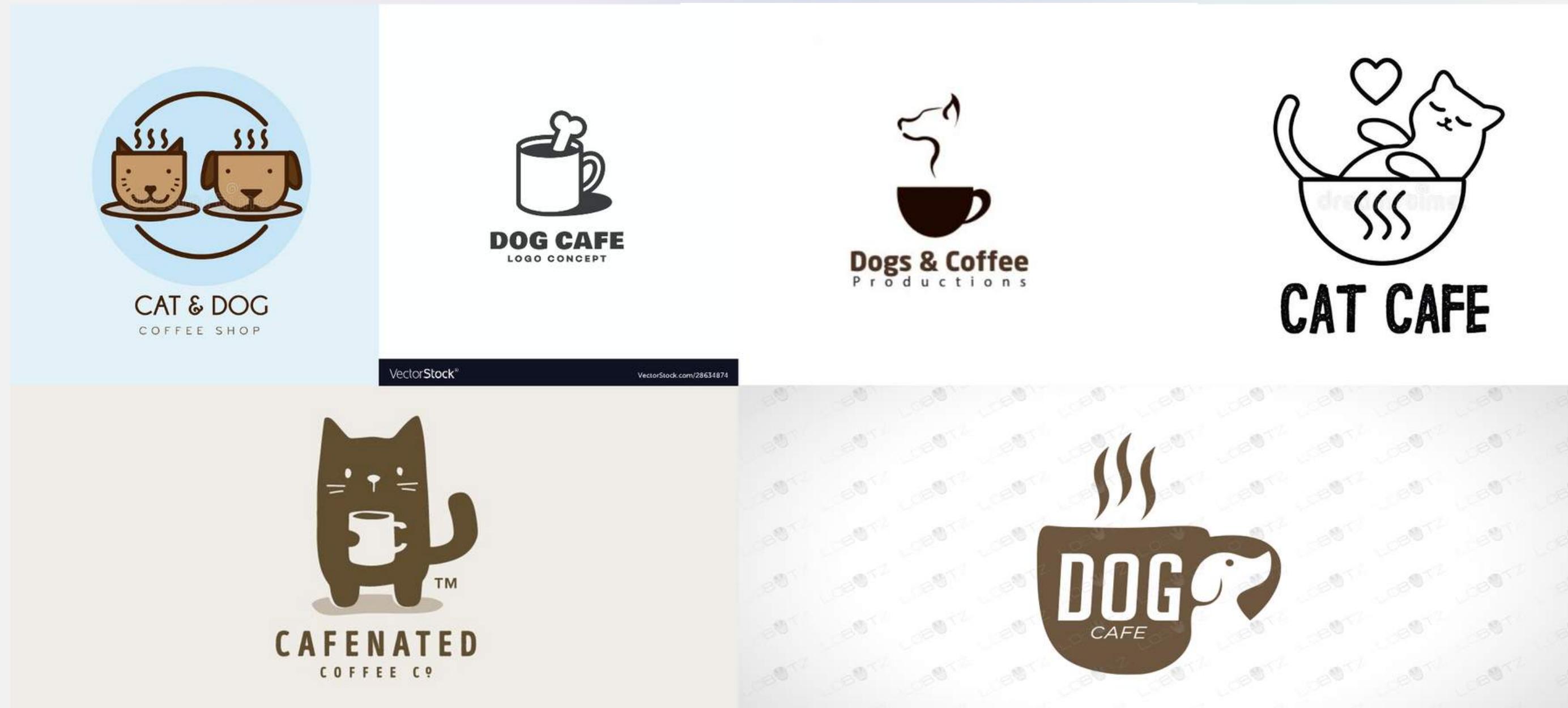
- Interactivity
- Modern
- Refresh



AUSTRALIA IS ONE OF THE WORLD'S LEADING BOUTIQUE COFFEE DESTINATIONS NEARLY 10,000 COFFEE SHOPS HAVE BEEN CREATED IN JUST 10 YEARS CHAIN BRANDS CANNOT SUCCEED IN AUSTRALIA INDEPENDENT COFFEE SHOPS DOMINATE THE INDUSTRY

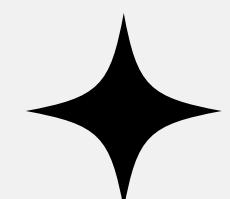
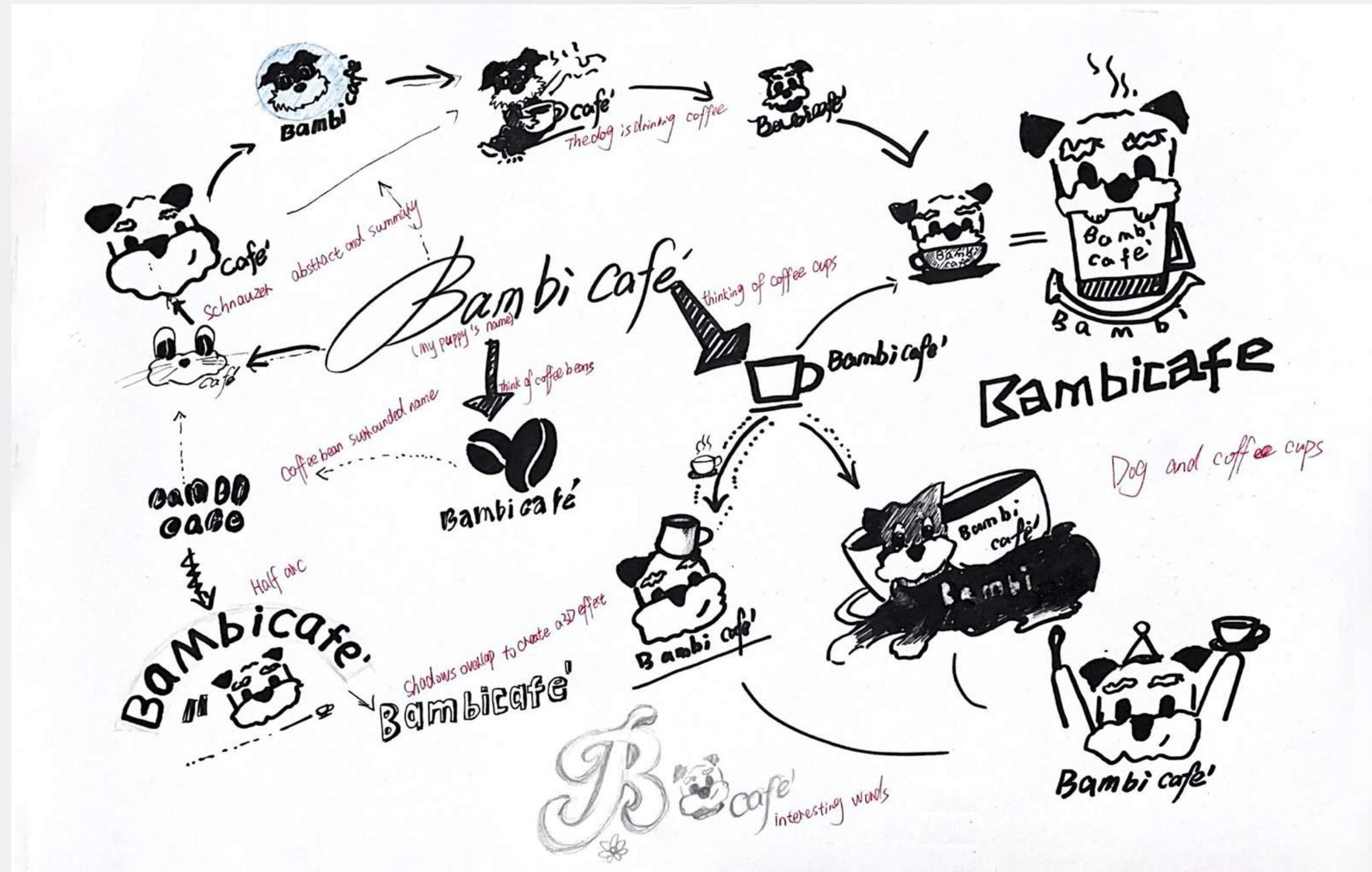
**LOGO**

# STYLE RESEARCH & INSPIRATION

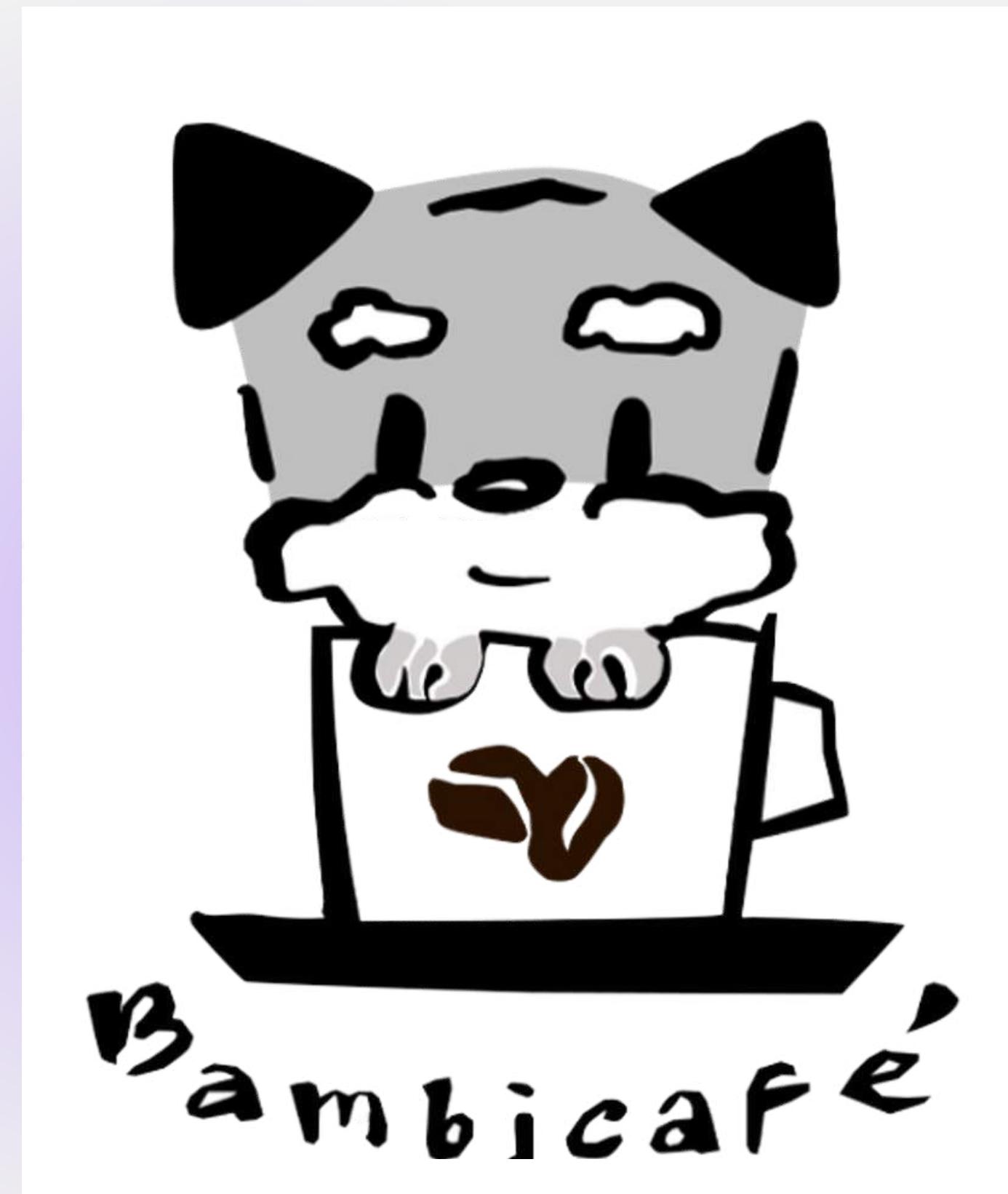


I searched for some pet coffee shop logos and found that most of them used simple lines to combine pet and coffee elements, which gave me a lot of inspiration

# DESIGN PROCESS



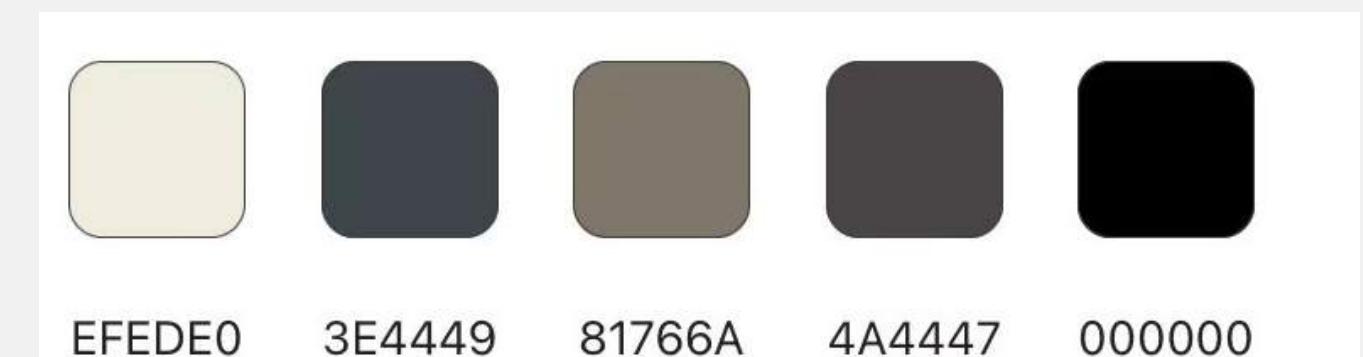
# FINAL LOGO



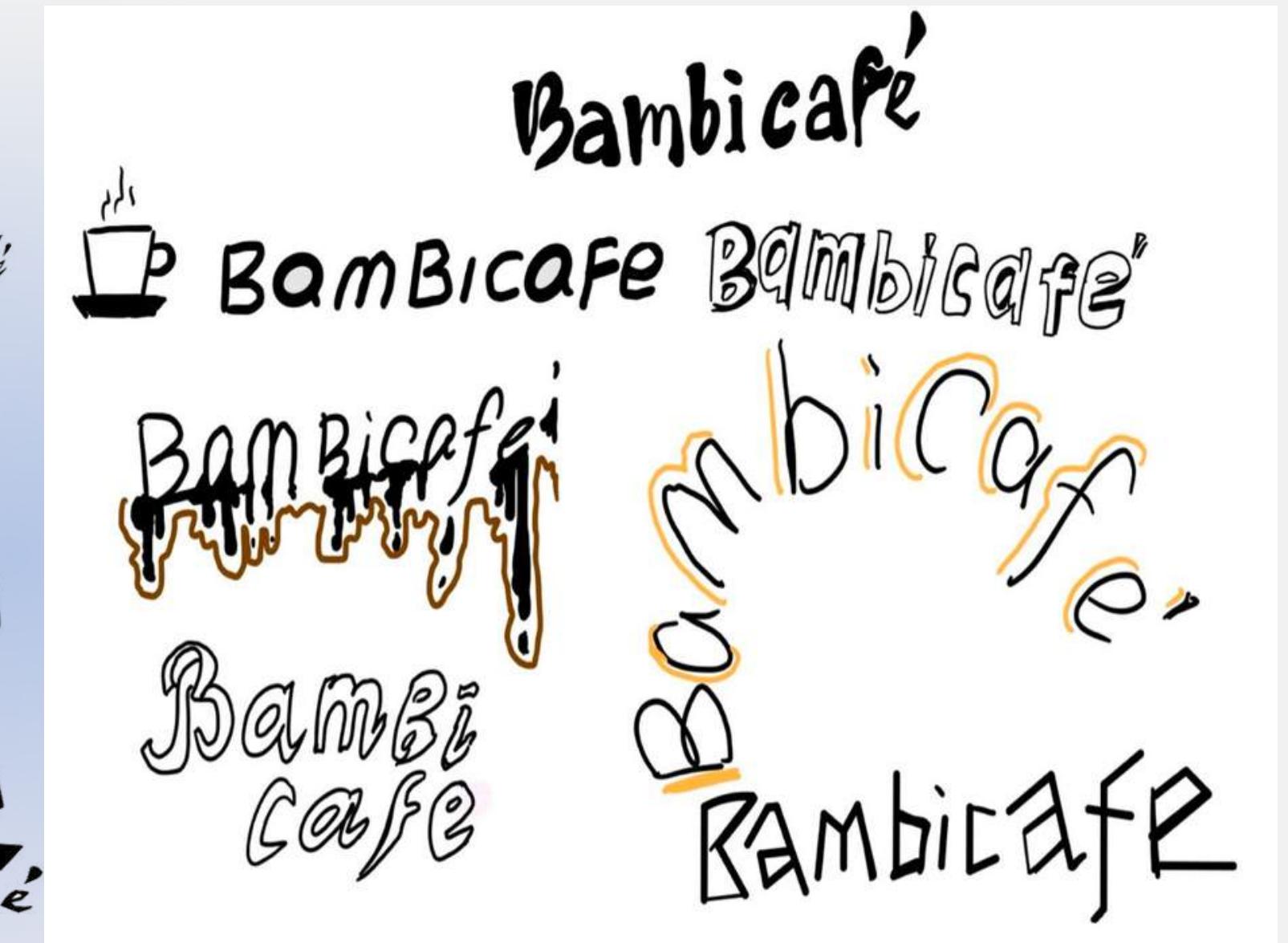
Bambicafé

# LOGO DESIGN PRINCIPLES

- Stroke illustration style, add outer outline and stroke in flat elements, more three-dimensional, cute. Give customers a sense of vividness and intimacy .
- The logo prototype is a black, white and gray colored puppy, so no color changes were made. It is close to life and brings authenticity to customers. Black, white and gray colors somehow represent high class, simplicity and fashion, mixing cute elements and high class and simple colors with strong contrast
- Because the main style the logo wants to reveal is cute and real; therefore, the lines are soft and curly to show the soft and cute side of the puppy.
- The hand-drawn logo with slightly rough lines looks softer and more intimate than the normal hard lines. A diverse, informative and informal logo is created in a graffiti-like manner. The puppy, cup and name are arranged in order from top to bottom, blurring the primary and secondary positions and highlighting the logo as a whole.



# LOGO VARIATIONS



I tried different colors, lines and fonts in the logo, hoping that my brand message would be better conveyed through different logo formats

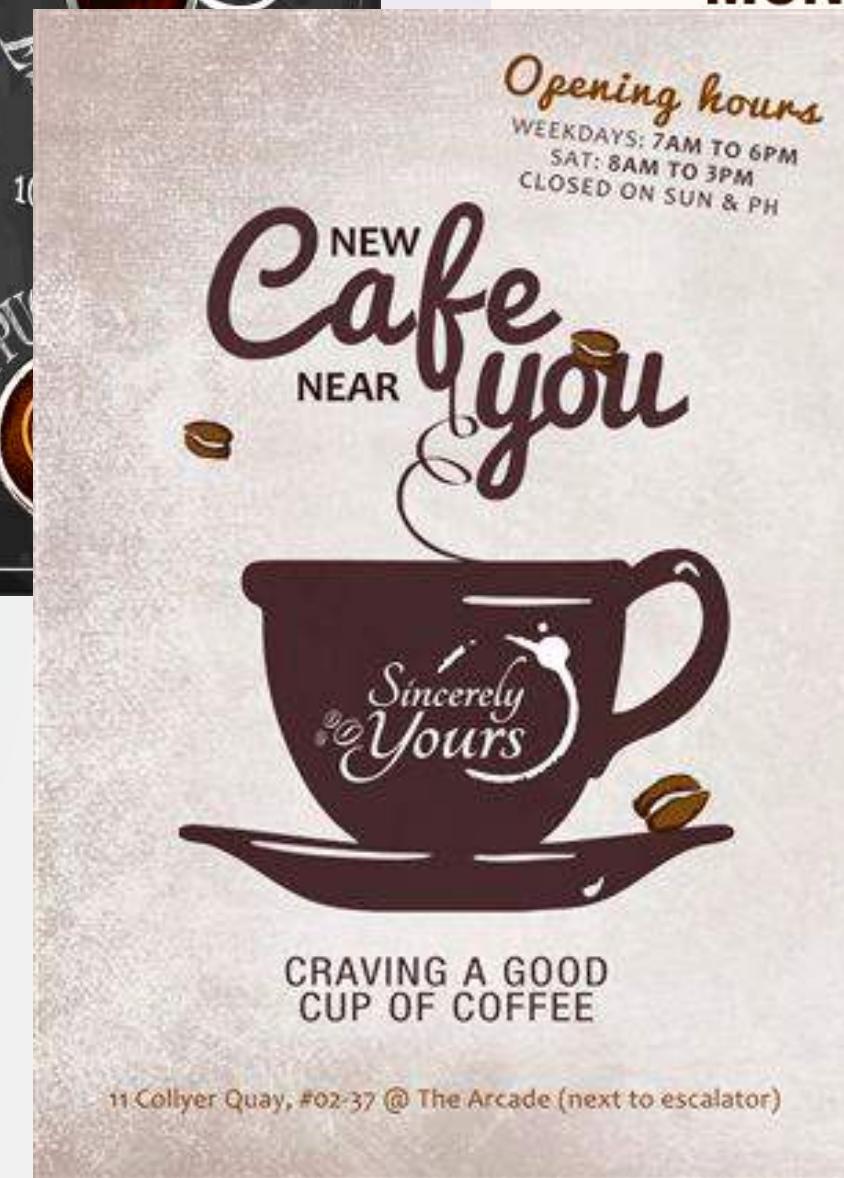
# MOCK UPS



# RHETORICAL CAMPAIGN

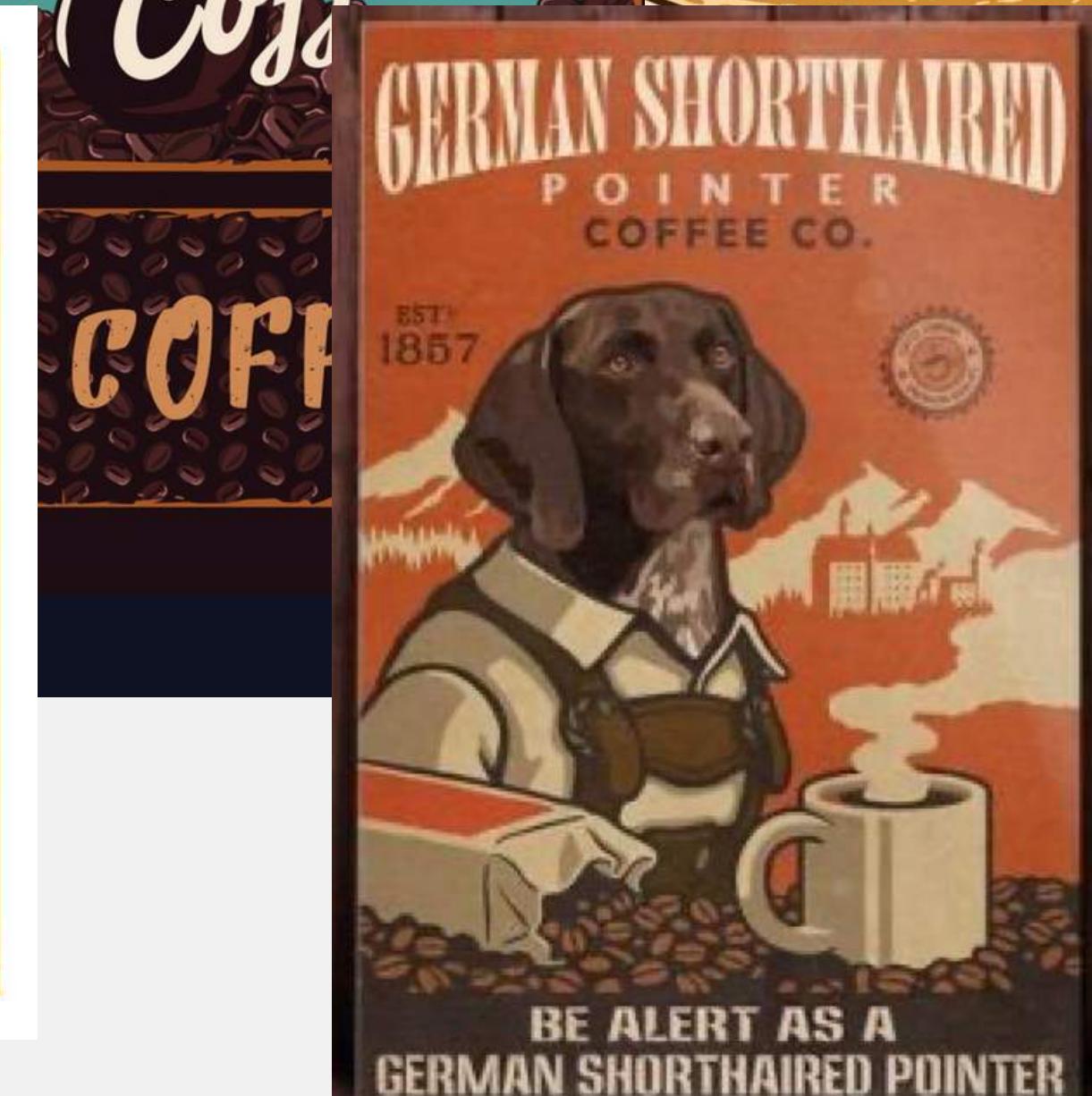
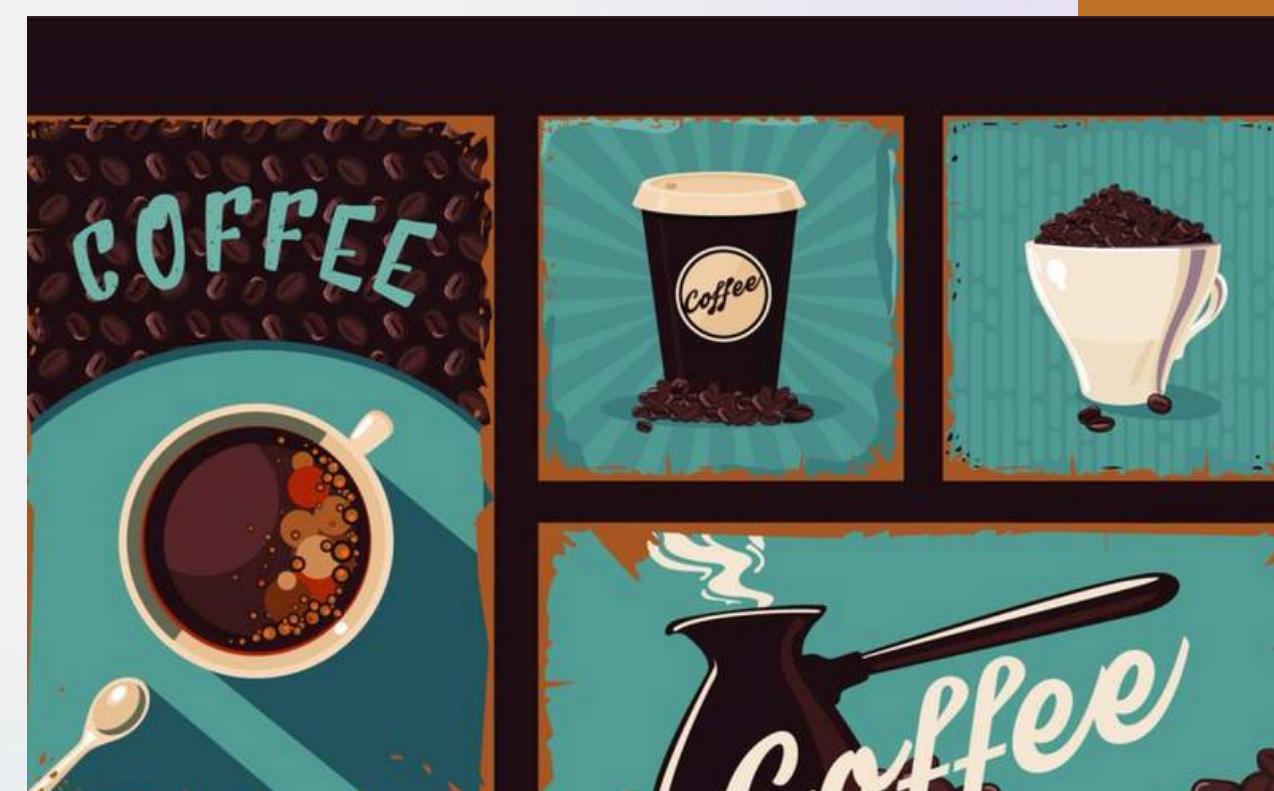
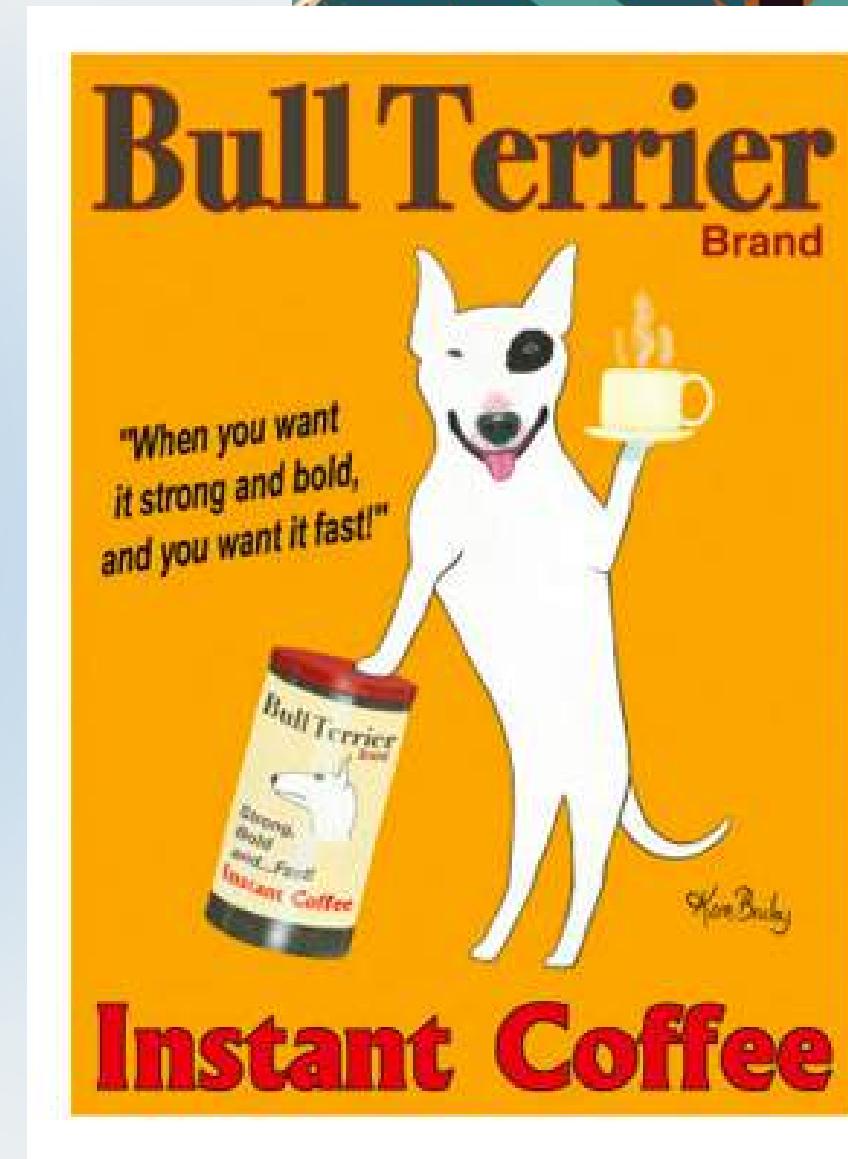
# INDUSTRY RESEARCH

Coffee posters are mainly coffee beans and dark colors, coffee-based elements. Although to a certain extent more intuitive to the customer to convey some warm message, but the customer after watching too many identical model posters will produce a kind of aesthetic fatigue, this fatigue will reduce the ability of the poster to attract customers. So when designing a poster for a pet cafe, you need to pay extra attention to this.



# STYLE RESEARCH & INSPIRATION

Pet Cafe posters are mostly pet and coffee based, and when I search for similar posters for inspiration, the elements in these posters attract me. Most of their styles are cute or mature and modern, examples include: regular typography of similar documents, anthropomorphic pets, funny little slogans and actions that match my poster themes and give me a lot of creative inspiration.



# MOOD BOARD



# DISIGN PROCESS



# DISIGN PROCESS



# DISIGN PROCESS



# FINAL RHETORICAL IMAGE SERIES



# MOCK UPS



1. City indoor billboards



2. A billboard in front of the cafe



3. Billboards at seaside bus stops

# RHETORICAL APPROACH



The rhetoric I use in this poster contains humor and cultural references. First of all, the theme of the poster is modern, in the poster of China in the form of humor anthropomorphic puppy, in fact, are modern customers in the city microcosm. Whether the puppy is at work or at home, even the delivery man is a metaphor for the role of the target customer in the city. By using humor to attract customers' attention, the brand strengthens the relationship between the brand and the customers, and completes the sensory and behavioral attraction to the customers when connecting the customers' thoughts and emotions.



This poster is similar to the previous one, using humor and cultural references. The poster focuses on the behavior and needs of the target customers in the summer, creating a visually relaxing atmosphere with bright colors. The swimming and sunbathing puppies recreate customers' normal behavior at the beach in an anthropomorphic form, allowing customers to immerse themselves in the scenes presented by the posters, increasing the sense of anticipation. At the same time, these anthropomorphic puppy in the delivery of happy anticipation is also a subtle message to customers not too deep in the city's fast-paced by the pressure control, please and the dog happy swimming!



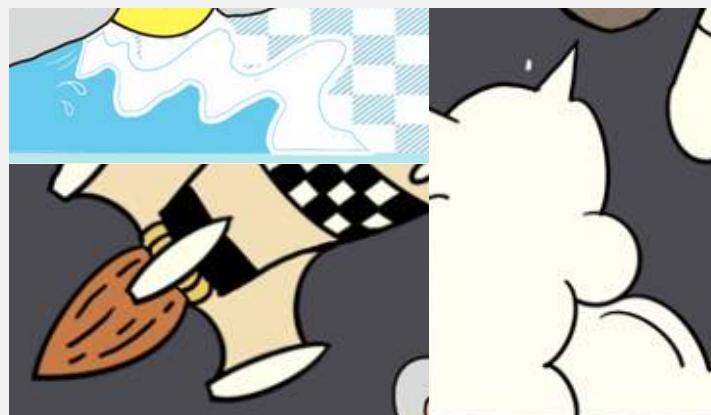
The rhetoric of the final poster is mainly a cultural reference. The anthropomorphic puppies enhance the level of the image while appealing to customers' empathy, and can only be happy when they drink coffee. Using the correct knowledge of playing with the pet and the action of touching the dog can stimulate the target customer to learn from the basis of liking the pet, and further stimulate the customer's desire to practice. At the same time, when these two figures of speech are combined, they also metaphorically convey that the pet and the customer are equal, each taking what they need, and that the healing is mutual, so it needs to be respected.

# DESIGN PRINCIPLES



## RULE OF THIRDS

I used the rule of third for all three posters, in order to show the main image in the poster more clearly, by dividing it into three parts, with a regular segmentation method to make the whole image clear, it can highlight the message the brand wants to convey.



## LINE AND MOVEMENT

The illustrations are already in the form of static images, but in order to create a more realistic and layered poster for the senses on a static basis, I created waves, fire and smoke these lines and other rigid vertical and horizontal lines formed a sharp contrast, with these lines to achieve a static dynamic form.



## SIMILARITY

There are many similar but different puppy images in these posters, which also represent the same but not similar customer life.



## CONTINUATION

The continuous footprints left by the creamy dog when it leaves add interest to the poster design

## COLOR

As you can see, in addition to brown as the primary color, there are vibrant, bright colors like blue and yellow, which I don't think are inherently conflicting, according to the different target customers with a reasonable mix of these colors, you can create a lot of different harmonious innovation.

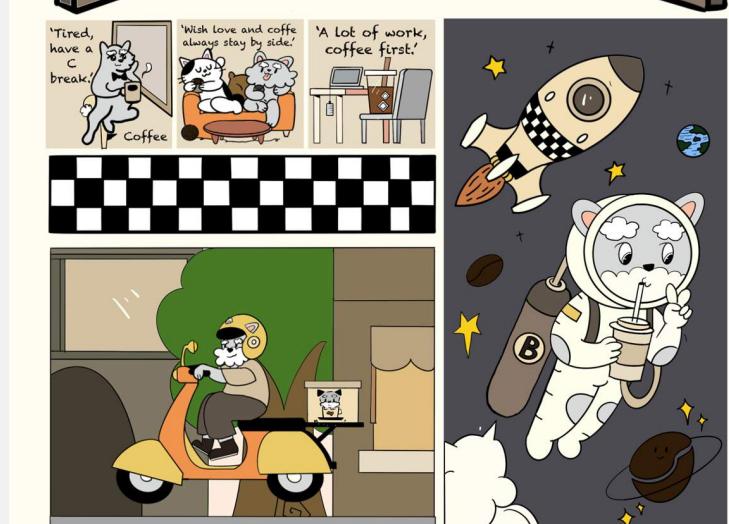


## SYMMETRY

Symmetry gives customers a sense of comfort, while enhancing the visual impact through color contrast



## BAMBI CAFE



## TYPOGRAPHY

The poster typesetting borrowed form, concise and orderly, can highlight the key points. At the same time, the use of hand-painted to greatly offset the rigidity of this order, so that the poster more vivid and interesting.

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# APPENDIX 1: DOCUMENTATION OF PROCESS

pet coffee shop → my dog + coffee cup.

**KEY WORDS :**

- Modern      Fresh      interactive

↓

- ① The fast pace
- ② Commuting
- ③ busy
- ④ Need convenient
- ⑤ Tired
- ⑥ Need to be healed

High demand for Coffee  
Need quick access  
Any venue may be considered

Main customer group: Office Worker  
Home Worker

In the post. Different keywords will also face different customer  
So, the color and content will be different

The main elements:

- Delivery Service ①
- Hint phrase ②
- Pet Coffee shop features ③
- It can be abstract or exaggerated ④
- family warm with coffee anthropomorphic ⑤

Modern color

Modern is diverse, color is also diverse, but considering the office worker needs some colors, so color should with start brown color department — Need more vibrant colors?

Typography

A4 Size

Background + Hintphrase

too small to show  
too crowded

In order to better show the similarities and differences between each poster I decided to only change the colors and content of each poster and keep the same typography or similarities?

Try Form Style

May be add logo?  
Should have more space  
image  
Logo + name

**In the poster -**

① Delivery

Logo / coffee  
Delivering / on the way  
Person or dog?  
color? Brown or yellow or orange?

② Main Image

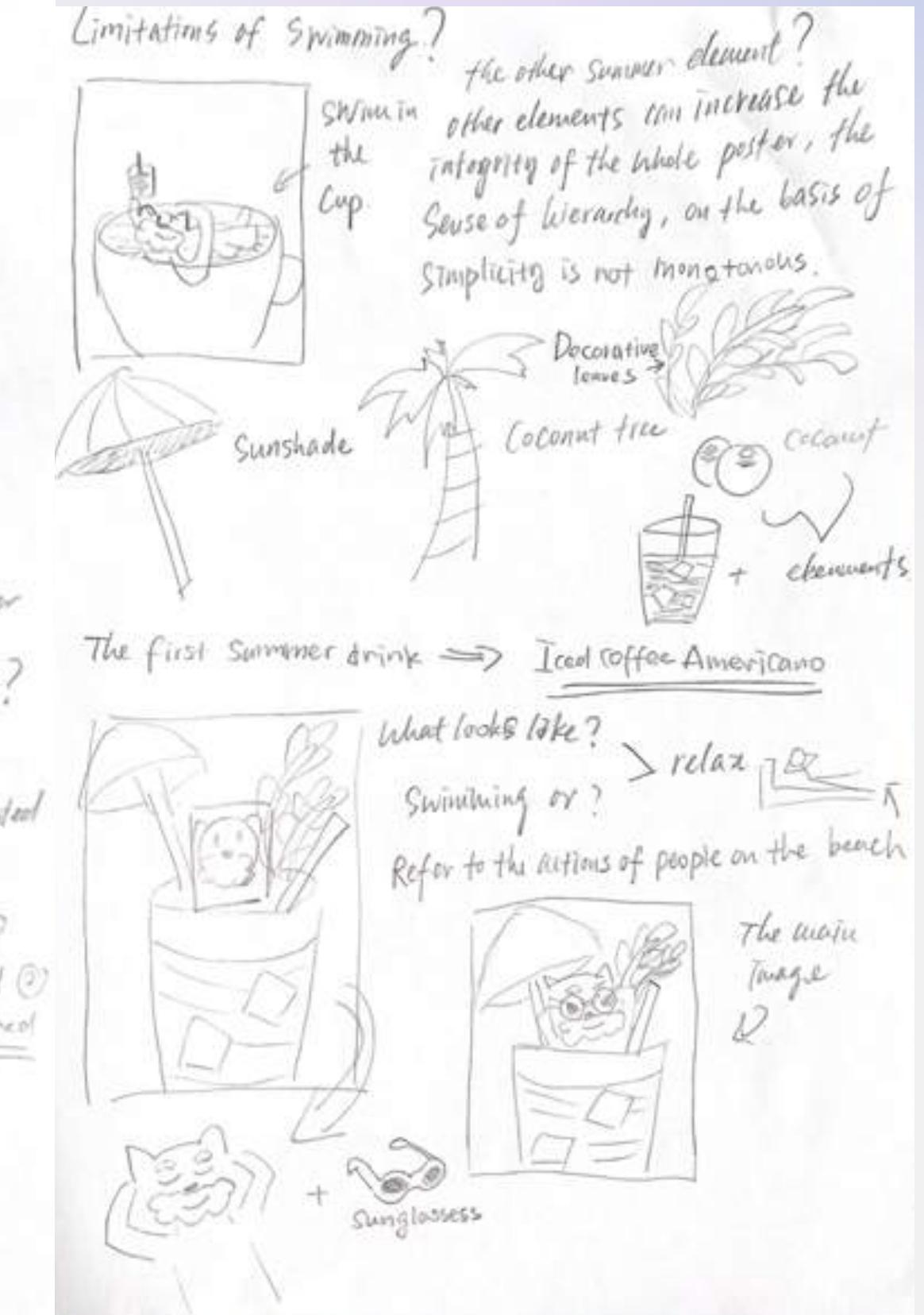
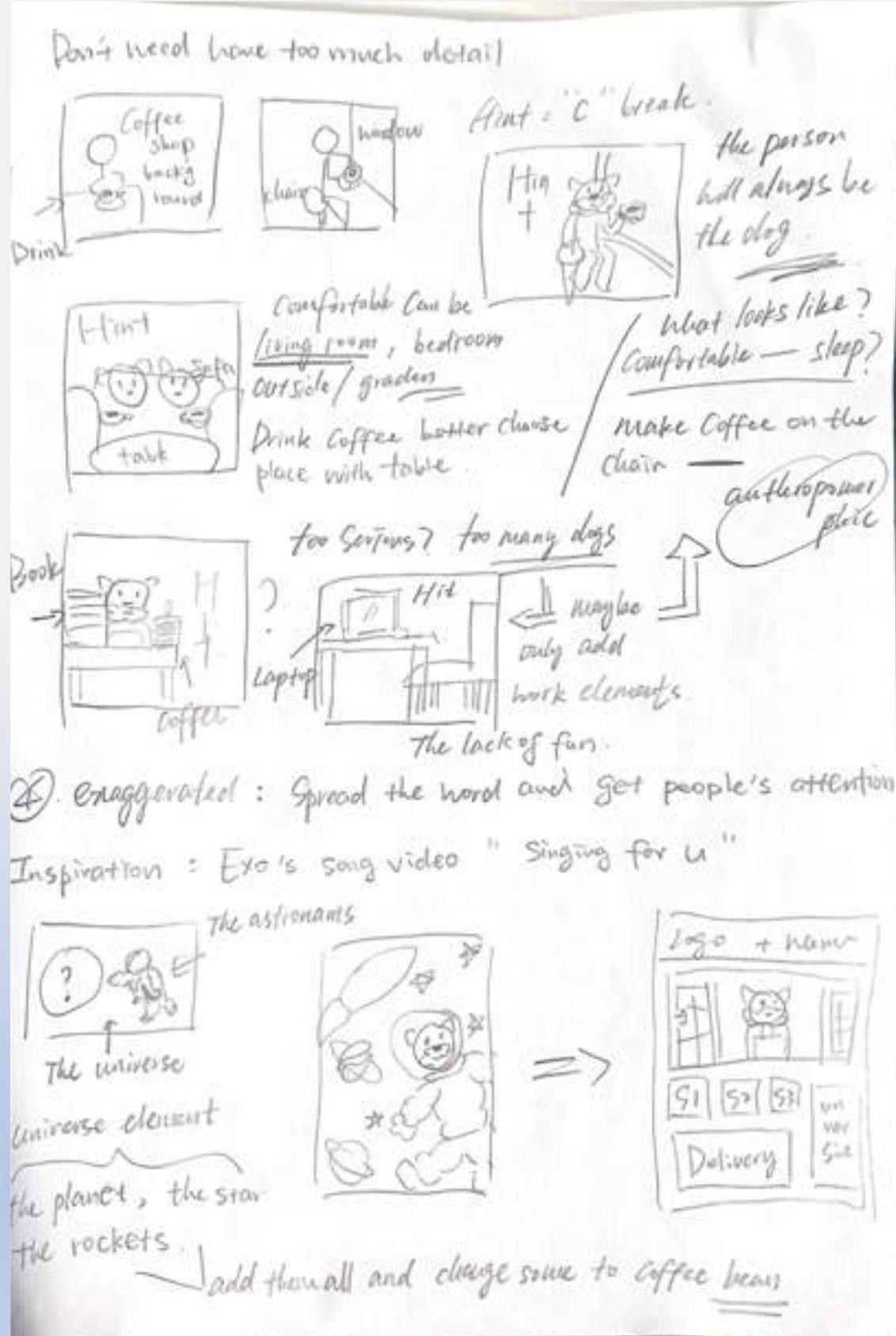
bicycle      electric cars      car  
conform to the theme  
for coffee and improved audience  
anthropomorphic heavy

It includes take-out, so a take-out window should be added  
open window      anthropomorphic  
the coffee on the hand      warm color  
No formal  
normal take-out window  
prefer  
apron      add coffee elements?

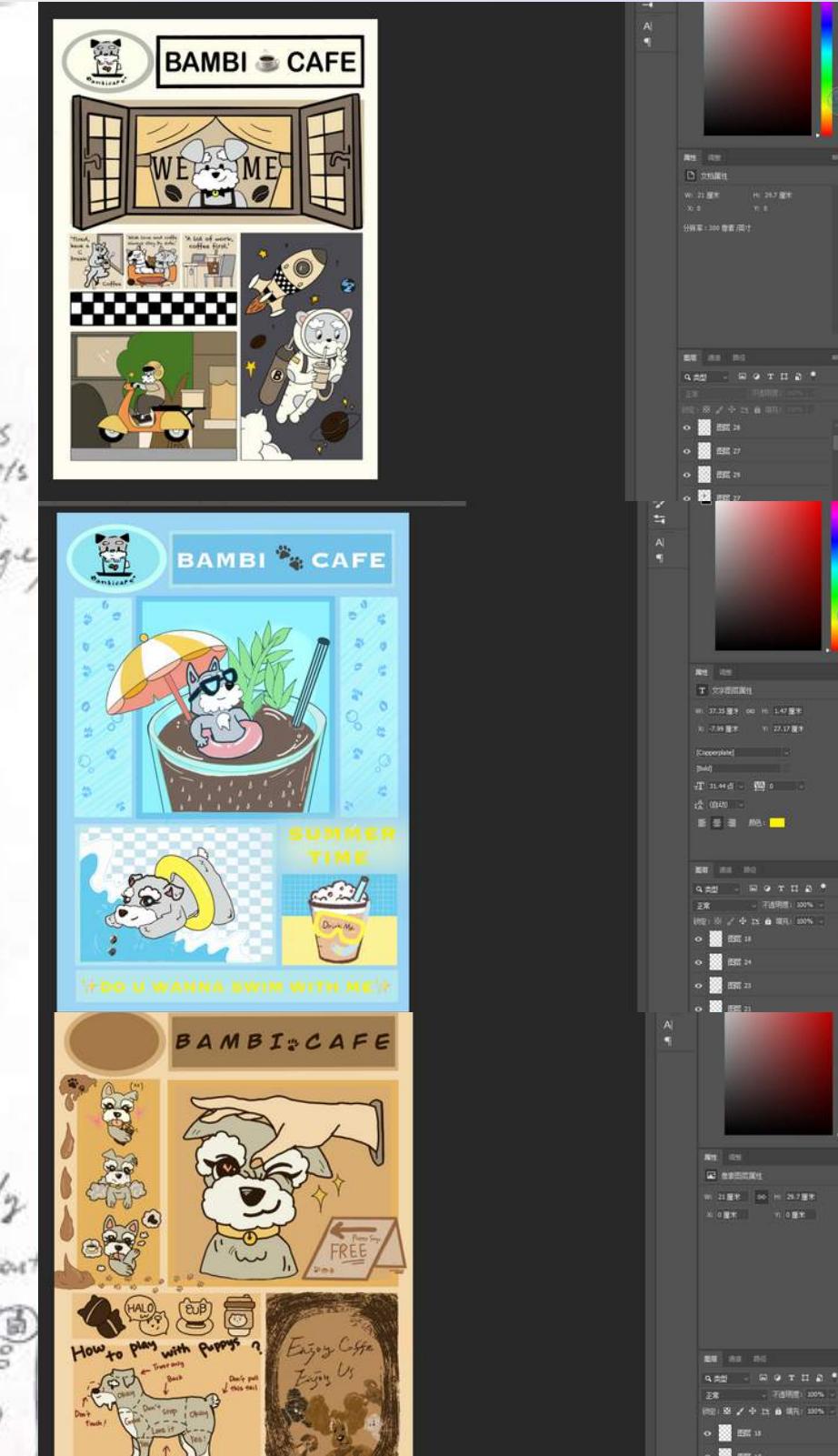
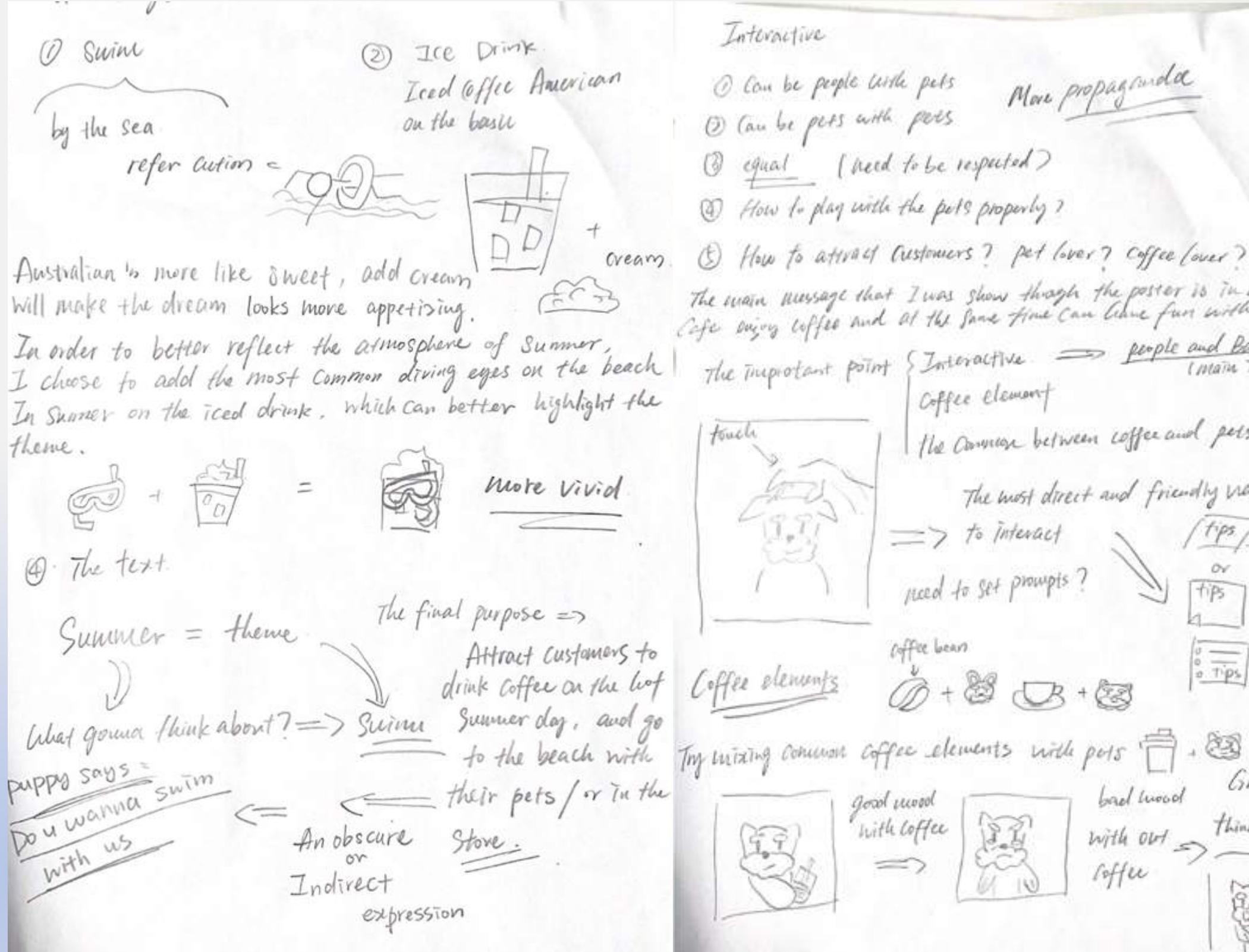
**Scene Setting**

1. work      work element + coffee cup  
Example: Chair, Laptop, books, busy person
2. family / at home      warm, upon 2 person / dogs  
comfortable place with coffee
3. In the Store/Coffee      just with coffee is okay

# APPENDIX 1: DOCUMENTATION OF PROCESS



# APPENDIX 1: DOCUMENTATION OF PROCESS



# APPENDIX 2: TASK ANALYSIS DOCUMENT



## Visual Communication Design

Task Analysis Document | Design Portfolio 2

### Persuasive Visual Campaign (Rhetorical Image Series)

This task analysis will help you to articulate aspects of your project for your second assignment.

The task analysis identifies information that will help you to target your design work for the major project submission, and provides you with the opportunity for feedback on your design process and design rationale.

**Please note:** This task analysis should be an ongoing document. You should return to this template for EACH design phase and USE this document as raw notes for your final Design Documentation.

You should complete as many of the document sections, with as much detail as you can, in order to help you in early development stages.

For those sections which prove difficult, discuss this with your tutor and/or research similar brands and design exemplars.

As your project progresses update and refine this document, filling in all relevant sections to summarise your approach.

#### 1. Write down the Keywords / Identity for your selected brand

(For example: Technological, Organic, Fluffy)

Interactive, refreshing, modern

#### 2. Context for the Design

##### The Brand

What is the name of the brand?	Bambi Cafe
What is it?	This is a pet cafe, you can drink coffee while playing with pets, in the process of tasting delicious pet can be cured of all the unhappiness.
What is its key purpose?	<ul style="list-style-type: none"> <li>Branding has become the core of sales, the higher the recognition of the brand will be chosen</li> <li>The brand logo directly reflects the taste, style and quality of the product</li> <li>Combine the elements of coffee and cute pets to promote coffee and pet culture</li> <li>Let customers enjoy the leisure of coffee and get healed through pets</li> </ul>
How should the brand communicate its identity – where would be key places a brand such as this could establish its profile (billboards, local publications, online placements)? You may need to research similar brands to identify all possibilities here.	There are so many coffee brands in the world, the biggest problem is similarity. Advertising is the best approach for brands. Other coffee brands will probably choose to advertise on a large scale, and I will probably choose targeted advertising. For example, set up different styles of posters in the indoor, outdoor, bus stop signs and other settings of advertising



## Visual Communication Design

Task Analysis Document | Design Portfolio 2

### The Demographics / Audience

Who is the key market for this brand?	Mainly including pet lovers and coffee lovers. These may include stay-at-home moms, office workers, etc. .
Is there more than one target audience (e.g. primary and secondary)?	Including two of my friends as the main customers
Briefly profile your audience's demographics – interest, situation etc.?	I asked and counted potential customers of all ages around me, those under 30 were more interested in pets, and those over 30 were more interested in coffee, when I asked if they would choose a coffee brand to play with/drink coffee with a pet, 78% said yes, and the remaining 22% were over 30, the reason is that they think pets can be noisy.
Is it a niche audience or a broad audience?	I think it's popular, broad audience

### 3. Design Outcomes

#### Logo / Logo variations:

##### Visual Design

What is the type of representation (Line / Form / Colour)?	line
Does the design work because it uses a specific style? What is this?	He just used the irregular combination of simple lines to create the image of a puppy

##### Communication

What is the principle message of the logo?	He just used the irregular combination of simple lines to create the image of a puppy
Is there more than one message? Try to articulate the message/s as clearly as possible.	First of all, its most direct message is to tell customers that here not only can drink coffee, but also can play with pets, pet company. Second, the logo also conveys the message that pets and people are equal and need to be respected, because the coffee shop welcomes not only people but also pets. When you play with your pet, your pet is actually healing you.

##### Rhetorical Images:

NB. This following section will be developed on an ongoing basis as the project progresses, but use this section as early as possible to start identifying an understanding and direction for the work.

##### Visual Design

What is the type of representation (style, aesthetics)?	Illustration style, simple style, according to the theme of different show different appeal!
What does it do (emotional)?	Through the lovely style of illustration can temporarily make the customer's eyes light up, with different themes to choose the color will be more in line with the location of the customer's preferences, will be targeted to attract a large number of target customers
How is it used (lifestyle/context)?	The design of the main highlights of the picture is responsible for attracting customers, the other picture is responsible for scene reproduction and text appeal, auxiliary to attract customers to the coffee shop.



## Visual Communication Design

Task Analysis Document | Design Portfolio 2

### Audience

Target persona / type example: Describe a specific audience for the image?	Animal-loving customers under the age of 30
Describe their demographic (Who), interests, skills, background etc.?	My friend Crystal, 21, loves small animals, is responsible, has leadership skills, and is creative. She used to volunteer for the Society for the protection of stray animals. She loves all kinds of challenging things, hope to help more animals in the future
Psychographics - Why will your persona desire this brand?	First of all, she is a person who likes animals very much, which is enough to attract her. Second, as a 21-year-old girl, it is like drinking sweet coffee, in the coffee shop at the age of the photo.

### Communication

What is the principle message of the images?	It has the same cryptic message as the logo, proving that pets and humans are equal and need to be respected
Is there more than one message?	No
What is the type of rhetorical appeal?	Use metaphor and humor
How have you used layout to enhance the visual communication?	First of all, although the three posters are of the same type, their main photos occupy different positions. Also choose similar but not the same color to increase the level of poster layout. In the end, I added a number of seemingly unimportant decorations, such as the completely symmetrical coffee and dog paws and the contrasting black-and-white trellis, to give the layout a comfortable but strong impact, the eyes will be unconsciously attracted.

### Zeitgeist / Style

What is the essential zeitgeist of the style (e.g. your style influence / era)?	Simple hand-painted style
Have you clarified the style employed and researched specific designers / approaches?	I think it might be that I simplified the hand drawing that should have been complicated, and changed the color of the poster with different themes based on the coffee brand. But to avoid mistakes, I use a lot of the same coffee colors (dark brown and light brown)
Have you developed the style?	Not Yet, need more time to study and explore

### 4. Examples of designs

Include approximately 4 types of images, advertisements and posters etc. that can provide inspiration for your series and use styles that you are drawn to (this is part of the background research of the field).

These should be examples that influence your design and may be used in your design document to show your design influences.

(NB. these should be inserted in the following pages)

# APPENDIX 2: TASK ANALYSIS DOCUMENT

