



Portfolio Book  
Zachary M. Taverner  
Ztvrnr.com

Inquiries@ztvrnr.com  
Linkedin.com/in/ztvrnr  
Instagram.com/ztvrnr



Nostalgia | Painting | August 2021

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- 21. Turtle | Digital Art Piece

Hi,

My name is Zach and I am a creator.

For as long as I can remember I have had one core drive, to create.

This has led me to learn a myriad of different skills over a variety of different mediums, including: traditional and digital art, web design, editorial design, game design, video production, editing, music, and more.

I'm ready and excited to create with others for a purpose, to really make something good and to learn as much as I can in the process.

### Design

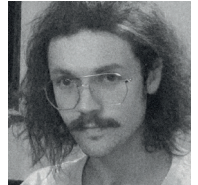
- IV. Resume
- 3. EXTINCTION.ca | Display Design
- 9. Colour Me Better | Editorial Design
- 15. Re Mind | Design Research Project
- 23. Kinton Ramen | Brand Package

*& Special thanks to  
Deezy, Mockups  
Design, Zippy  
Pixels, and Freepik  
for Mock ups*



Zachary M. Taverner

Designer | Artist | Creative



Cozy | Painting | August 2021

Work Experience

Closing Manager  
Metro Inc. | Mississauga, ON  
August 2014 to Present

- \_Recipient of multiple Customer Service awards
- \_Admin Responsibilities + Several Departments

Full Time Co-op | Studio Hand  
Rogers TV | Mississauga, ON  
September 2015 to January 2016

- \_Audio Technician
- \_Camera Operator

Education

DCS / DEC in Graphic Design  
Humber College  
September 2019 to Present

Web and Interactive Media Design  
Humber College  
September 2017 to April 2019

DCS / DEC in Media Foundations  
Humber College  
September 2016 to April 2017

Projects

RogersTV Coverage -  
Scotties Tournament of Hearts Ladies  
Provincial Curling Championship  
January 18 - 24 2016

Setup, teardown, and operation of multiple television production equipments in service of successfully covering the tournament.

Metro.inc Brand Guidelines  
Nov 2019

(School Project) Designed a Brand Guidelines package for Metro inc. The package was a success, as were the designs made using it later.

Skills

Graphic Design

- \_Adobe Suite (Photoshop, Illustrator, InDesign, Adobe XD) (5 - 10 years)
- \_UI Design
- \_Painting
- \_Sketching
- \_Typography Design
- \_Product design

Web Design

- \_UI design
- \_CSS (5 years)
- \_HTML5 (5 years)
- \_JavaScript (3 years)
- \_MySQL (1 year)

Certifications

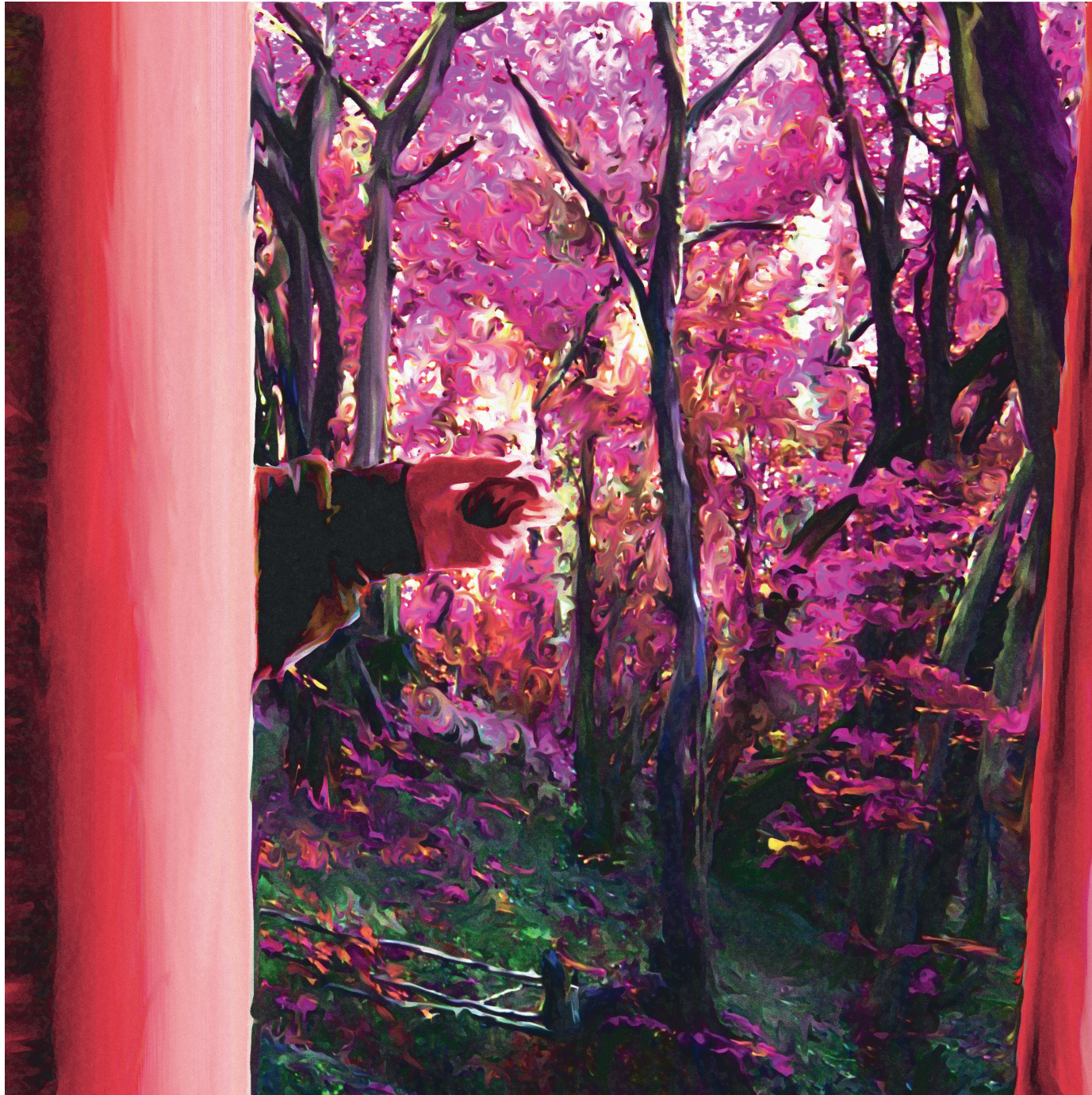
WHMIS  
November 2014 to Present

Standard First Aid and CPR  
November 2015 to November 2018

Kinton Ramen Restaurant Material Package  
Oct 2021

(School Project)Created a double sided restaurant menu and window front animation using brand assets and editorial reasoning. The package was very well received.





Haha Come Get It | Mixed Media Illustration | November 2019

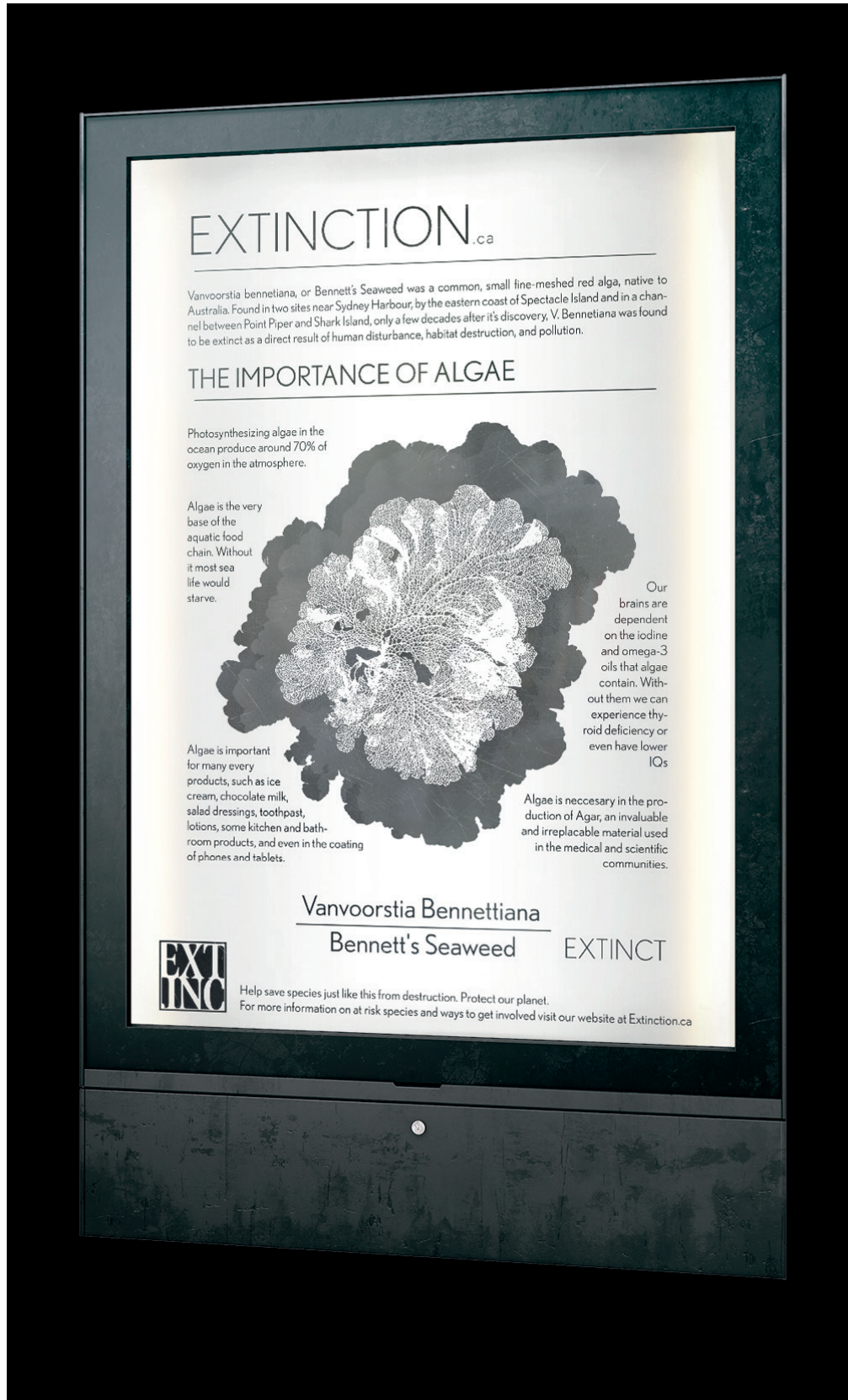
Next:

EXTINCTION.ca | Environmental Display Design  
February 2022

\_Concept Development  
\_Information Research & Communication  
\_Graphic Design  
\_Art Design



This series of clear acrylic display pieces was created as a mock environmental campaign, inspired by museum pieces and science center displays, for a college culminating class. The displays are see through, reversible, and are meant and mocked for outdoor displays.



# EXTINCTION.ca

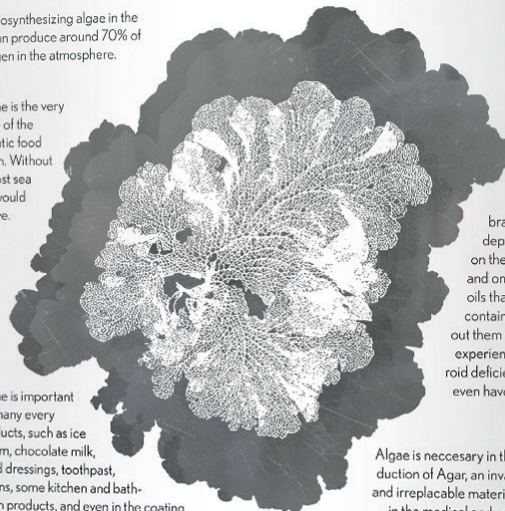
Vanvoorstia bennettiana, or Bennett's Seaweed was a common, small fine-meshed red alga, native to Australia. Found in two sites near Sydney Harbour, by the eastern coast of Spectacle Island and in a channel between Point Piper and Shark Island, only a few decades after it's discovery, V. Bennettiana was found to be extinct as a direct result of human disturbance, habitat destruction, and pollution.

## THE IMPORTANCE OF ALGAE

Photosynthesizing algae in the ocean produce around 70% of oxygen in the atmosphere.

Algae is the very base of the aquatic food chain. Without it most sea life would starve.

Algae is important for many every products, such as ice cream, chocolate milk, salad dressings, toothpaste, lotions, some kitchen and bath-room products, and even in the coating of phones and tablets.



Our brains are dependent on the iodine and omega-3 oils that algae contain. Without them we can experience thyroid deficiency or even have lower IQs

Algae is necessary in the production of Agar, an invaluable and irreplaceable material used in the medical and scientific communities.

Vanvoorstia Bennettiana  
Bennett's Seaweed EXTINCT



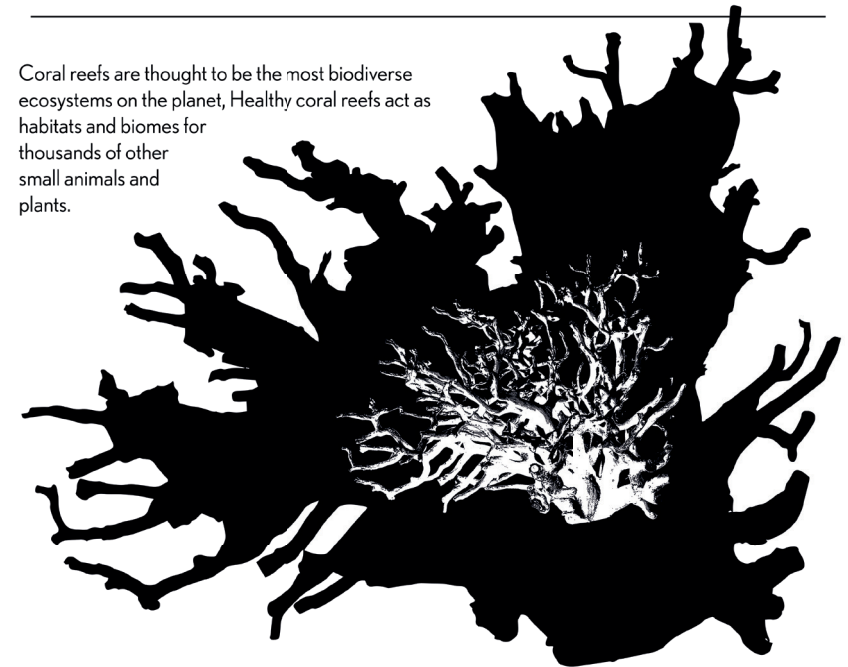
Help save species just like this from destruction. Protect our planet.  
For more information on at risk species and ways to get involved visit our website at Extinction.ca

# EXTINCTION.ca

Corallium Rubrum Ogasawara, or Ogasawara Red Coral was a coral species found off of the coasts of Japan's Ogasawara Islands. Prized for their aesthetic qualities, Chinese poachers illegally harvested as much of the coral as possible, destroying the ecology of the seabed in the process. Ogasawara Red Coral was declared extinct in 2017.

## THE IMPORTANCE OF CORAL

Coral reefs are thought to be the most biodiverse ecosystems on the planet, Healthy coral reefs act as habitats and biomes for thousands of other small animals and plants.



Coral has a symbiotic relationship with an algae species called Zooxanthellae. The coral provides a safe and healthy environment for the algae, which in turn produces oxygen and other nutrients for the coral. Together they remove wastes from the water and convert carbon dioxide into oxygen.

Forming buffers, Coral reefs protect our coasts from many of the effects of climate change, coastal erosion, flooding, and even hurricanes.

Corallium Rubrum Ogasawara  
Ogasawara Red Coral EXTINCT



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**EXTINCTION.ca**

Neomacounia Nitida, or Macoun's Shining Moss was a large, moss species, was found in three small areas outside of the city of Belleville, Ontario, Canada, and was the only species in the genus Neomacounia to become extinct since the 16th century.

**THE IMPORTANCE OF MOSS**

Mosses are vital components to many ecosystems, their abilities to insulate the environment and soil, absorb and store water, as well as provide shelter to small animals, promotes high levels of biodiversity through maintaining a stable and nourishing environment.

One of the most ancient plants some moss species have persisted for over 450,000 million years.

Mosses are unassumingly tough plants, having been seen to survive temperatures as high as 100°C when dried out, and as low as -272°C, in some species.

Due to their incredible adaptability, mosses can thrive in often otherwise uninhabitable settings.

Moss's ability to absorb nitrogen oxides and other types of air pollution, while also producing oxygen, makes it and air purifiers upwards of 275 times more efficient than trees.

Peatlands and bogs are created in large part by moss overtaking small bodies of water.

Peatlands cover only as much as 3% of the world's land surface, but store at least twice as much carbon as all of Earth's standing forests.

Neomacounia Nitida  
Macoun's Shining Moss **EXTINCT**

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Corallium Rubrum Ogasawara  
Ogasawara Red Coral **EXTINCT**

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Corallium Rubrum Ogasawara  
Ogasawara Red Coral **EXTINCT**

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**EXTINCTION.ca**

Vanvoorstia Bennetiana  
Bennet's Seaweed **EXTINCT**

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Concept Details

Description

The concept for this piece is that it will be printed on clear acrylic, the image is reversible with the focal point being a now extinct species of animal or plant surrounded by a large clear window in the silhouette of the subject. The surrounding information includes a description of the subject, how it went extinct, and brief facts about how the subject and it's surviving relatives are important to our environment and lives. The piece ends with a call to action for the EXT. INC site Extinction.ca

Print

Printing will be double sided on acrylic sheets 24"x52" which will approximately ~\$400

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Close The Door | Mixed Media Illustration | October 2021

Next:

Colour Me Better | Editorial Layout Design  
February 2022

\_ Editorial Design  
\_ Typography Design  
\_ Art Design

Colour Me Better - Nature

## Scott Harden can't see rainbows.

**“W**hen I look at a rainbow, I see two or maybe three colours, and they're not evenly spaced out,” he says. So when scientific figures use a rainbow colour map, he finds them largely uninterpretable.

A neuroscientist at the University of Florida in Gainesville, Harden has protanomaly: he cannot differentiate red from green pigments because of a genetic mutation that affects how the cones of his retina detect red light.

Red-green colour blindness is the most common form of colour vision deficiency; blue-yellow colour blindness is less common, and achromatopsia, the inability to see most colours, is rarer still. In northern Europe, 1 in 12 men and 1 in 200 women have a colour vision deficiency — enough people that making your work accessible is simply the right thing to do, says Harden. “I consider using colour-blind-friendly palettes and colour maps as a way to express empathy to people who are truly interested in your work.”

But to put those numbers in more pragmatic terms, if all three of a paper's reviewers are male and of northern European descent, there's a one in five chance that one of them will have a colour deficiency.

Poor colour choices can also distort data. A study published in 2011 found that physicians were significantly worse at diagnosing heart disease from arterial scans that used a rainbow scale than from scans designed for improved perception. And people are generally less able to resolve gradations in red than in other colours, so colour combinations that rely heavily on red can obscure details in the data. And some colour schemes do not translate well to greyscale — an important consideration when scientists print papers in black and white for offline reading.

Most data visualization packages include colour maps that are accessible to people with colour vision deficiencies, and tools are available online for selecting appropriate hues (see “Tips and tools”). Yet researchers rarely seek out these resources, because they aren't trained to think about colour selection,

says Helena Jambor, a data-visualization scientist at the Dresden University of Technology in Germany.

In a study published in March, Jambor and her colleagues found that almost half of cell-biology papers and up to one-quarter of physiology and plant-science papers in leading journals contained images that would be completely or partially inaccessible to readers with deuteranopia, another form of red-green colour blindness. “The tools are there for anybody that really wants them,” says Claus Wilke, a computational and evolutionary biologist at the University of Texas at Austin and author of *Fundamentals of Data Visualization* (2019). “The biggest challenge is actually to teach people to pay attention.”

Whether you're mapping ocean temperature, graphing vaccination levels or imaging proteins in a cell, don't simply accept the default colour settings in the software, says Ryan Renslow, a chemical engineer at the Pacific Northwest National Laboratory in Richland, Washington. “Most commercially available software doesn't have the best default colour maps,” he says.

All colour maps assign a hue to each value in the data set to visually represent how those values change, and tools such as Matplotlib, a library for creating visualizations in the programming language Python, and ggplot, the equivalent in R, offer several to choose from. But for the most accessible and understandable images, avoid those that use rainbows, such as Jet, says Fabio Crameri, a geophysicist at the University of Oslo, who co-authored a 2020 article offering guidance on the use of colour in scientific images.

## Tips and tools

Some basic principles can be applied to generate accessible images.

- **Do not use rainbows.** Use a perceptually uniform colour map, such as viridis or cividis.
- **Avoid red.** Especially in combination with green.
- **Go grey.** Check your figure in grey-scale, or by completely desaturating it.
- **Pick a palette.** Choose one that works for everyone, such as Color Universal Design or Colour Blind 10 Palette, or create your own using i want hue or Viz Palette.
- **Think bigger.** Use features such as shapes and line textures to disambiguate colour.
- **Test drive.** Use a simulator such as Color Oracle or Coblis to ensure images can be interpreted accurately by everyone.

1

“Colour Me Better” is an article written for Nature.com by Alla Katsnelson, regarding accessible design in science visualisation imagery. This has been reformatted and redesigned as a print article for a college project.

## The big picture

**A**s well as creating accessibility issues, rainbow colour maps can distort the data, Crameri says. The sharp transitions between the colours can create artificial distinctions in the data. And the ‘distance’ between colours is not uniform, so data points marked in different colours might look closer — or further away — from each other than they actually are. Also, he says, rainbow colour maps generally don't reflect anything intuitive about the numerical values they represent (see ‘Creating inclusive graphics’).

Instead, researchers should use perceptually uniform maps, such as viridis and cividis, Harden advises. Both are included in many data visualization environments, and viridis has now replaced Jet as the default map in Matplotlib. Because red is so problematic for many people, viridis's developers used shades of blue and yellow to create a map that covers a range of hues without compromising perceptual uniformity. Renslow and his colleagues then mathematically optimized that palette to create cividis, which is interpreted identically by people with and without colour vision deficiencies. (If researchers must use a rainbow colour map, Harden advises trying Turbo, which is more perceptually uniform than Jet and uses hues that are interpretable to most people with colour vision deficiencies.)

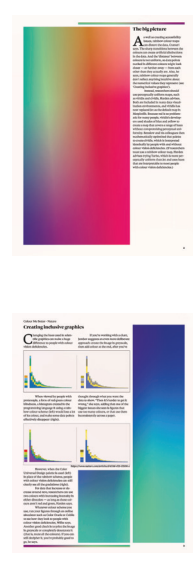
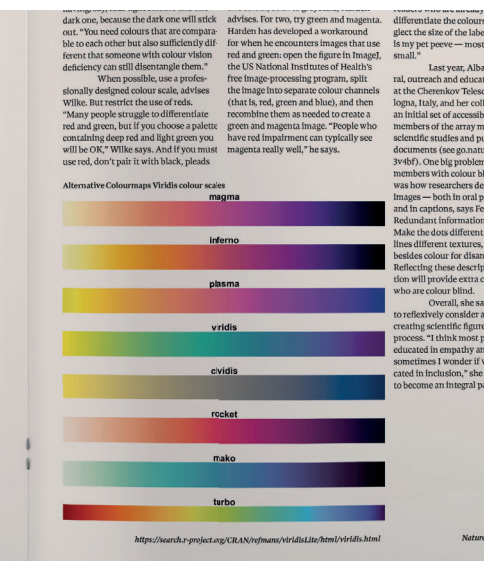
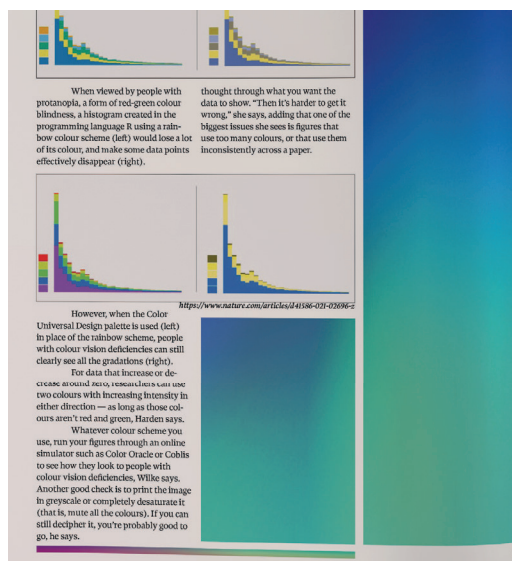
2





# Colour me better: fixing figures for colour blindness

Figures can be made more accessible by choosing hues, shapes and sizes



## Design Rationale

The nature of this article being web based and science focused means that the print article being designed will be less creative / free form and so the inspiration taken is heavily grid based and generally plain in order to emphasise the imagery in direct relation to the subject matter.

The Use of a 3 column grid will neatly organise information with a modular style. Leaning into the visual of the grid will relate to the scientific and accessible themes, as well as showing attention to communication, the core message of the article.

As the article is about accessibility regarding light, and working within that space, the intentional use of palettes and layouts allegorical to a colour blind experience, using “filters” may help the audience better understand how information and visuals can be obscured or simply made less legible by the condition.

In terms of visuals minimalism and simplicity are ideal as the article is fairly serious in tone and subject matter, and as the subject is primarily about scientific visuals, keeping that imagery as the main visual interest is of some importance.

Beyond keeping attention on the article’s purpose, imagery that I may use will be simple art referencing colour, eyes, and the light spectrum.

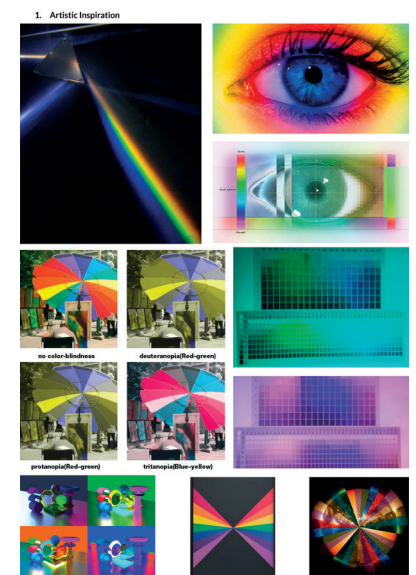
The font chosen Bennett, Bennett Display was used for headlines and Bennett Text Two was used for all else, my reasoning for this is that Bennett has a clean professional look.

In any kind of wellness or scientific design Futura or Nobel have sans serif deco styles. They have a clean, clinical, almost medical feeling, feeling advanced and technological.

For a full printed article article focused on science communication a serif font is more fitting because it is easier to read long for longer periods as well as harkening back to the old-school science communication most of us experienced through textbooks and CRT’s on plastic wheelie stands.

Bennet is a font that carries the smart design style of a font like Futura while maintaining the proper elegance and usability of a serif font.

## Inspiration Boards







Pier | Photograph | September 2021

Next:

Re Mind | Design Research Project  
September - December 2021

- \_Research Study
- \_Concept Development
- \_Graphic Design
- \_UX Design



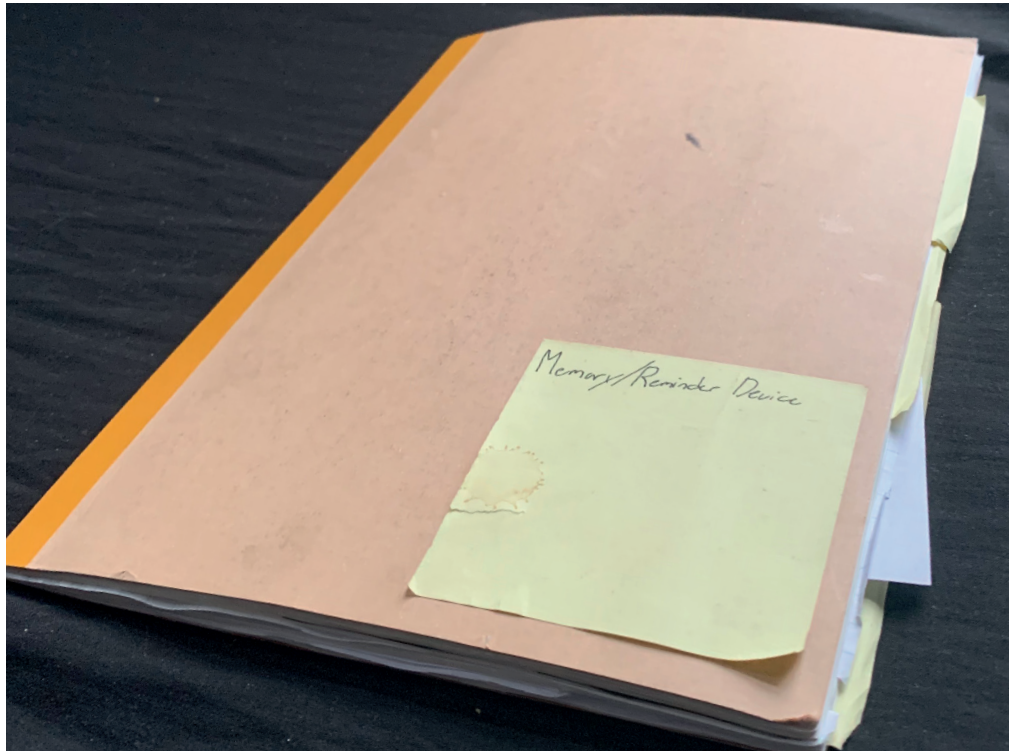
# remind

## Re Mind Design Research Project

This app design is the final culmination of a semester long research assignment into scheduling and productivity tools, and their digital counterparts. The resulting app has more refined functionality and sleeker ease of use to it's competition.

## Inspiration

- \_Accessibility & Quality of life issues.
- \_Lack of innovation on scheduling in the digital age.

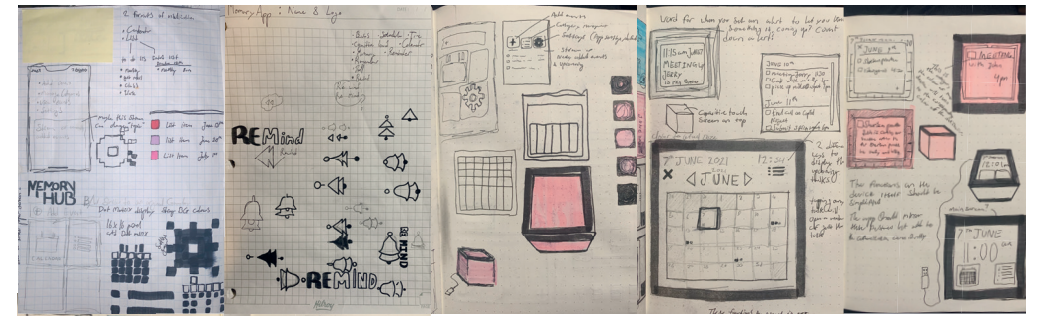


## 1 | Re Mind Research Journal

In order to best keep track of the months long research project an in depth journal was kept ,documenting the process, and collecting all information, notes, project documents, and miscellaneous related materials.

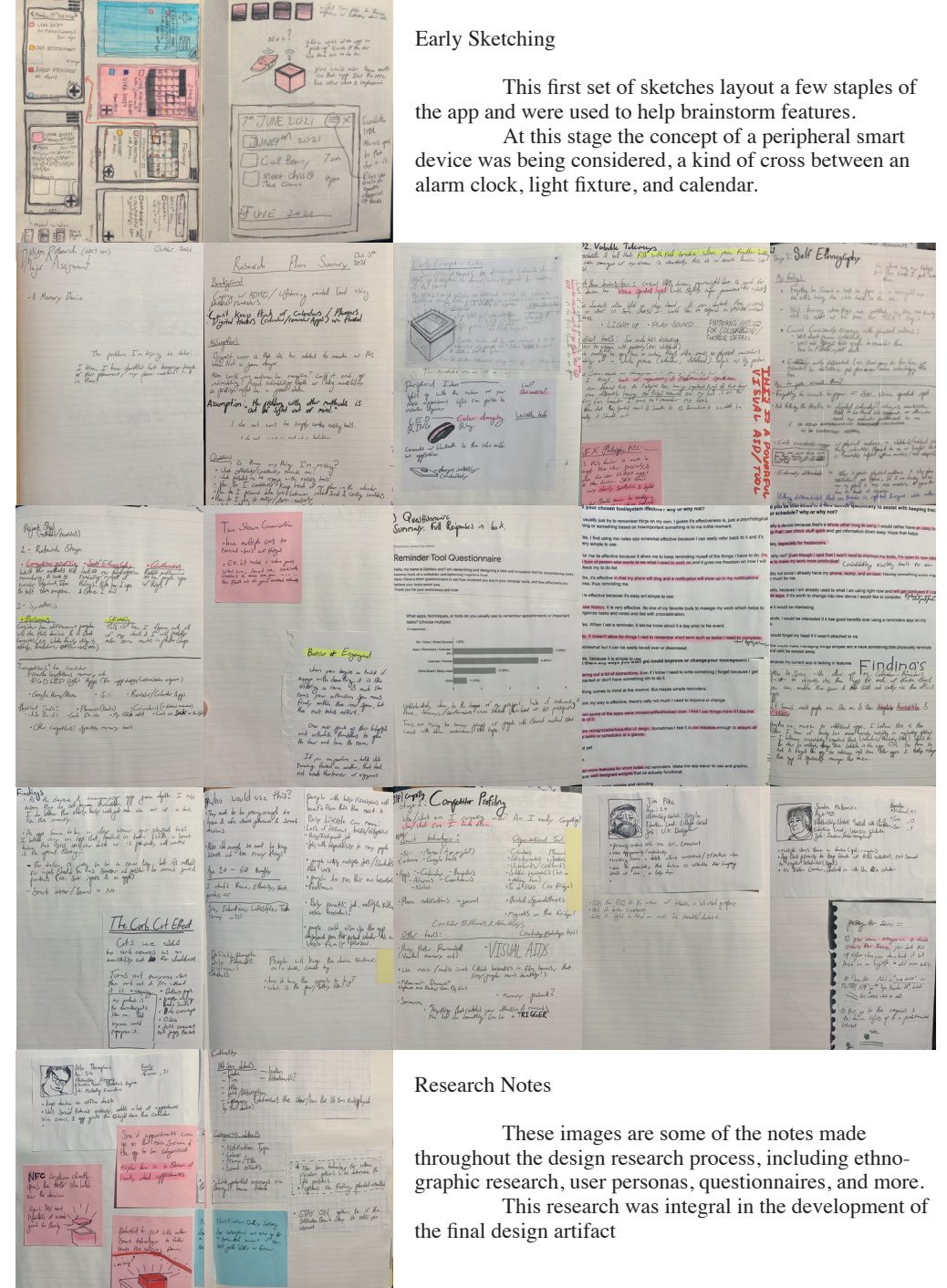
## Research Stages

- \_Competitor Profiling
- \_Ethnographic Research
- \_Questionnaires
- \_Personas
- \_Sketching



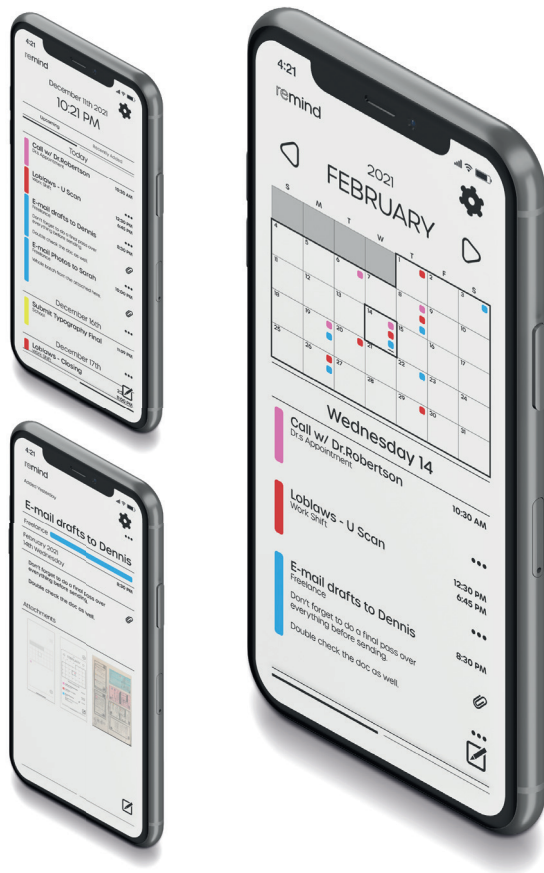
## Early Sketching

This first set of sketches layout a few staples of the app and were used to help brainstorm features. At this stage the concept of a peripheral smart device was being considered, a kind of cross between an alarm clock, light fixture, and calendar.



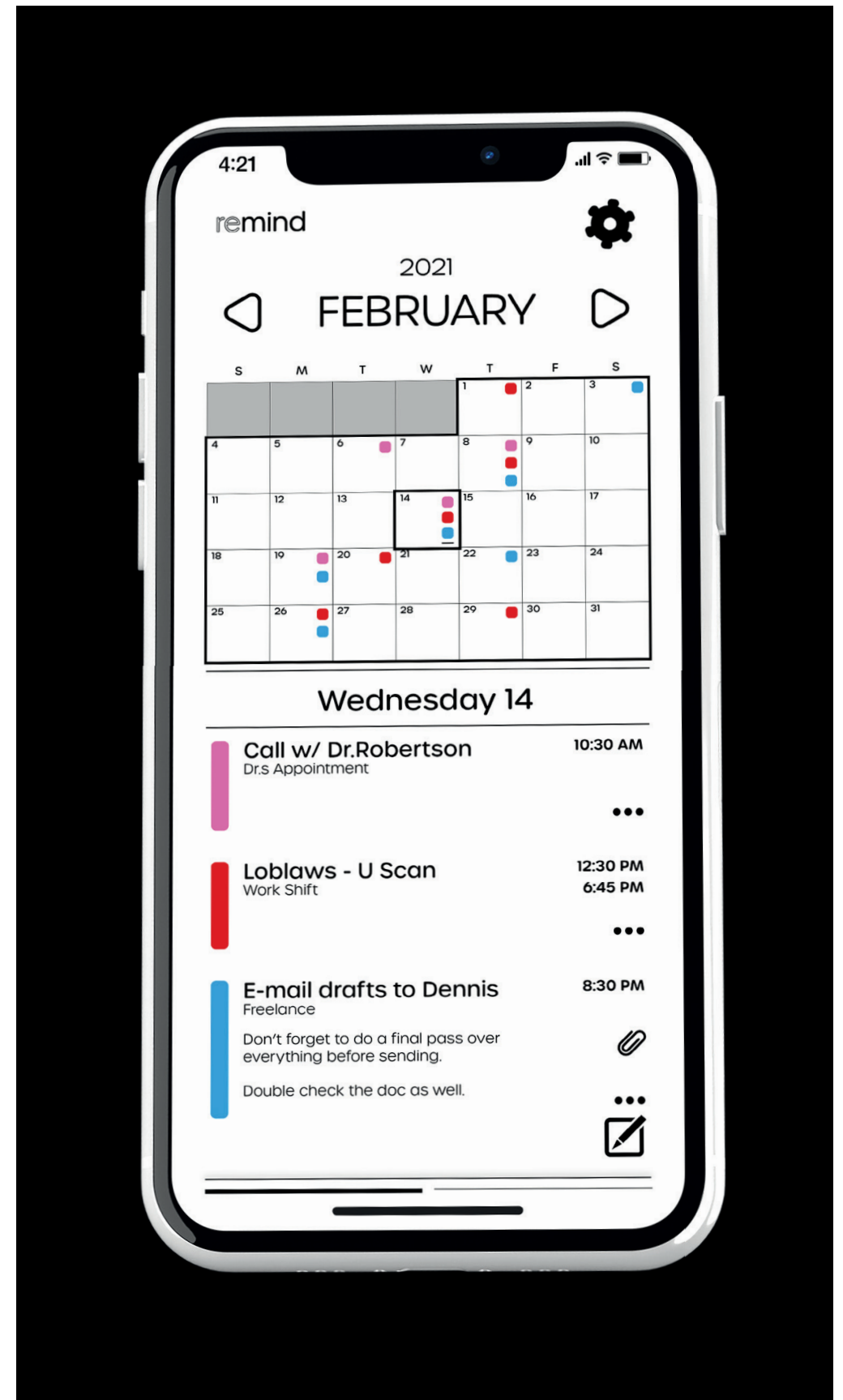
## Research Notes

These images are some of the notes made throughout the design research process, including ethnographic research, user personas, questionnaires, and more. This research was integral in the development of the final design artifact



## 2 | Re Mind App Design

Once research was completed an app face was designed and mockups were created.





remind

# Style Guide

Font: Urbane Rounded  
(Tracking: 5)      Calendar Assets

Selected date



Notification Indicators (maximum 3)  
Bar indicates "more"



S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

Logos  
remind  
remind

## App Assets

- Category Indicators
- Close
- Settings
- New Event
- Attachment Indicator
- Arrows

## Event Breakdown

Timing of Event: 8:30 PM

Attachment Indicator

Edit Event

Category Colour Indicator

**Title of Event**  
Event Category Name

Description of Event  
Can include any details or links.  
Can be any length including none.

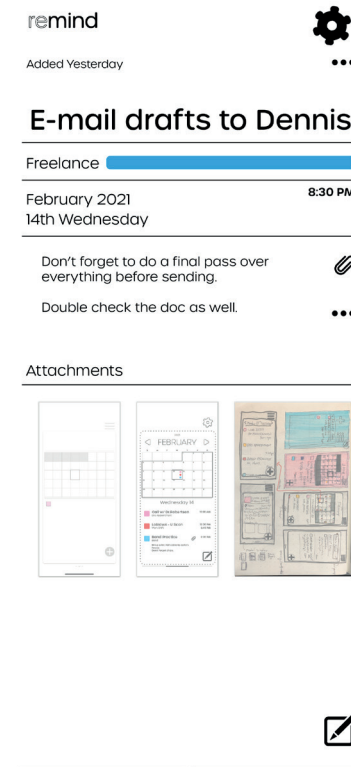
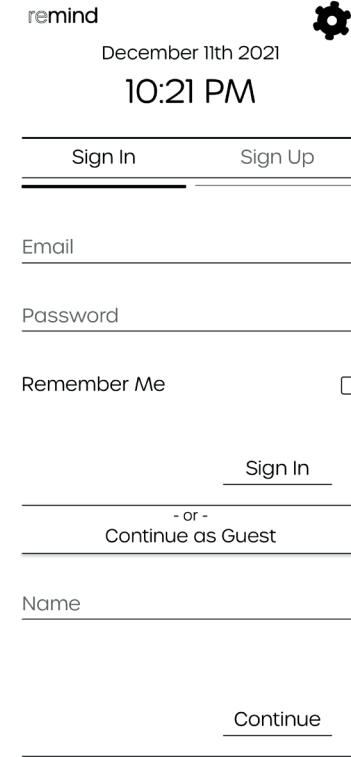
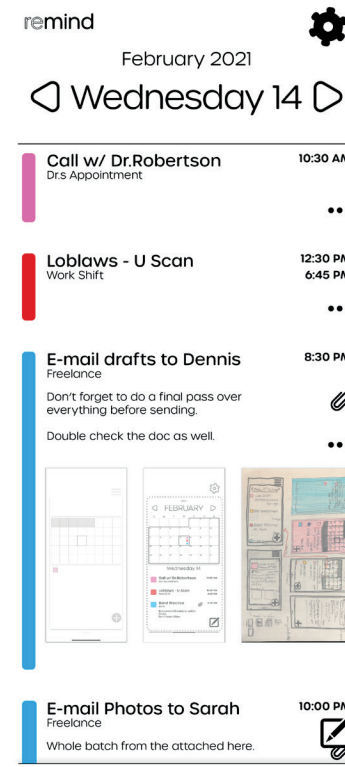
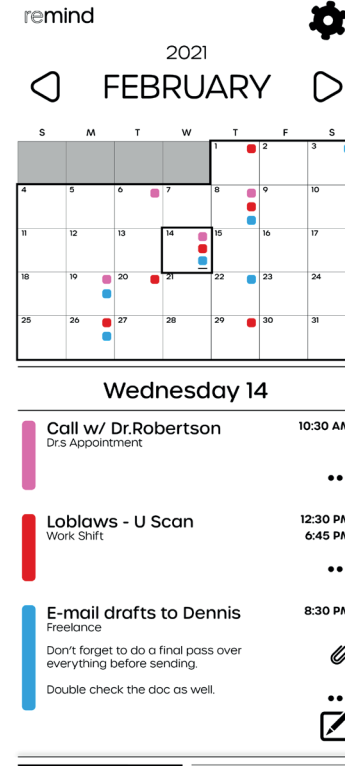
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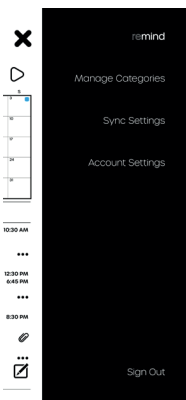
Scrollability Indicator

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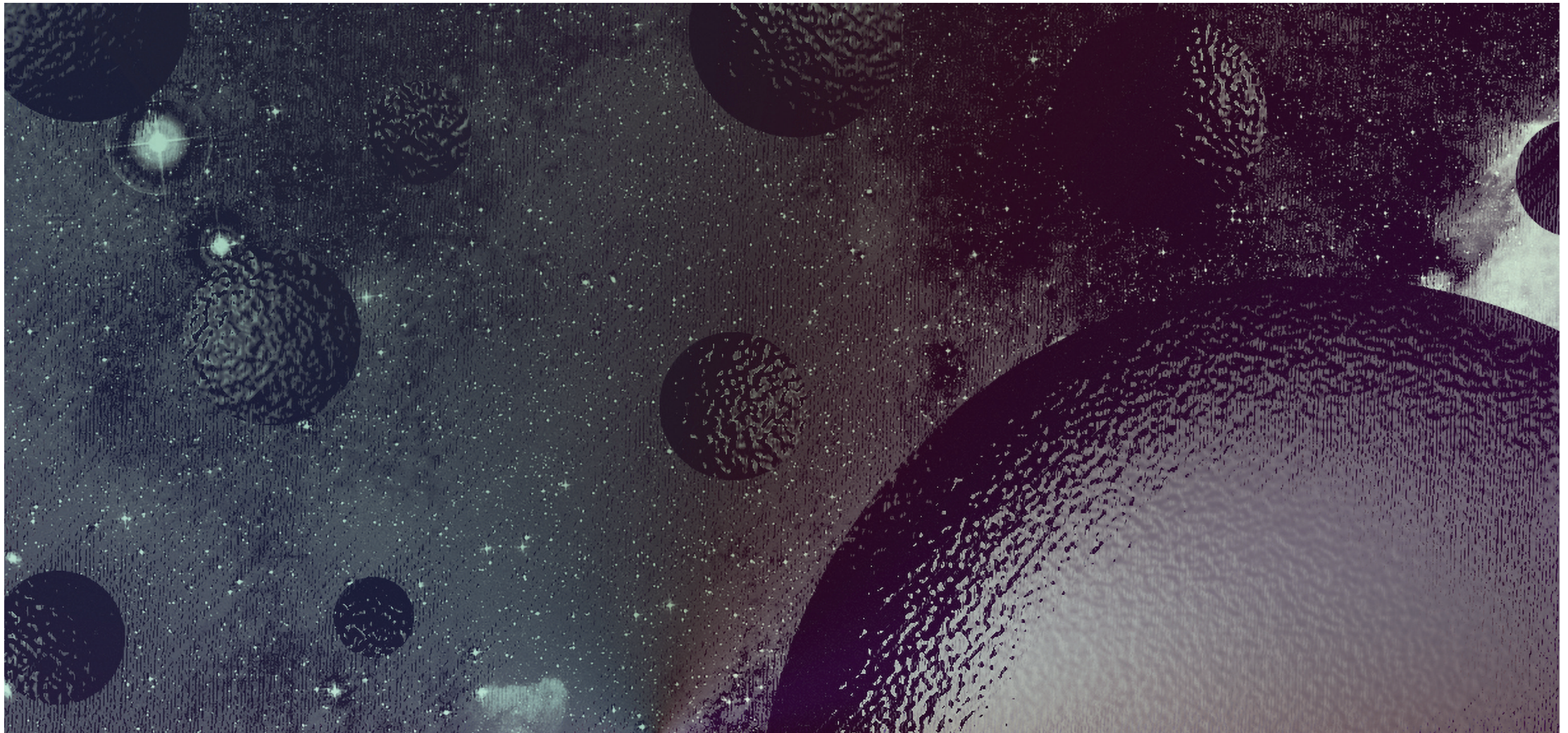
Page Indicator (inactive)



## Re Mind | App Design







Turtle | Digital Art Piece | October 2019

Next:

Kinton Ramen | Restaurant Brand Package  
October - December 2021

- \_Typography Design
- \_Animation
- \_Graphic Design
- \_Brand Design



Kinton Ramen Restaurant Package

This two part design package was put together over the span of a pair of college assignments, created with the brand style of Kinton Ramen are a double sided restaurant menu and a digital window display animation.



# KINTON RAMEN

## RAMEN MENU

STEP 1. CHOOSE YOUR FLAVOUR  
STEP 2. CHOOSE YOUR NOODLE  
STEP 3. ADD ADDITIONAL TOPPINGS (OPTIONAL)

PORK RAMEN	CHICKEN RAMEN	VEGGIE RAMEN	KARAAGE RAMEN
1. PORK ORIGINAL Sea salt, pork, seasoned egg, nori, scallions \$13.99	5. CHICKEN ORIGINAL Sea salt, chicken breast, seasoned egg, nori, white onion, scallions \$13.99	9. VEG ORIGINAL Sea salt, fried bean curd, bamboo shoots, wood ear mushrooms, corn, onion ginger oil, scallions \$13.99	13. KARAAGE PORK ORIGINAL Sea salt, 4pc karaage, seasoned egg, nori, white onion, scallions \$18.99
2. PORK SHOYU Soy sauce, pork, garlic oil, nori, scallions \$13.99	6. CHICKEN SHOYU Soy sauce, chicken breast, nori, white onion, scallions \$13.99	10. VEG SHOYU Soy sauce, fried bean curd, bamboo shoots, wood ear mushrooms, corn, garlic oil, pickled red ginger, scallions \$13.99	14. KARAAGE PORK SHOYU Soy sauce, 4pc karaage, garlic oil, nori, scallions \$18.99
3. PORK MISO Soybean paste, pork, corn, garlic oil, scallions \$13.99	7. CHICKEN MISO Soybean paste, chicken breast, nori, white onion, scallions \$13.99	11. VEG MISO Soybean paste, fried bean curd, bamboo shoots, wood ear mushrooms, corn, garlic oil, scallions \$13.99	15. KARAAGE PORK MISO Soybean paste, 4pc karaage, corn, garlic oil, scallions \$18.99
4. PORK SPICY GARLIC Chili pepper, pork, grated garlic, scallions \$13.99	8. CHICKEN SPICY JALAPENO Jalapeno paste, chicken breast, nori, white onion, scallions \$13.99	12. VEG SPICY GARLIC Chili pepper, fried bean curd, bamboo shoots, wood ear mushrooms, corn, onion ginger oil, grated garlic, scallions \$13.99	16. KARAAGE PORK SPICY GARLIC Chili pepper, 4pc karaage, grated garlic, scallions \$18.99
17. KARAAGE CHICKEN ORIGINAL Sea salt, 4pc karaage, seasoned egg, nori, white onion, scallions \$18.99	18. KARAAGE CHICKEN SHOYU Soy sauce, 4pc karaage, nori, white onion, scallions \$18.99	19. KARAAGE CHICKEN MISO Soybean paste, 4pc karaage, nori, white onion, scallions \$18.99	20. KARAAGE CHICKEN SPICY JALAPENO Jalapeno paste, 4pc karaage, nori, white onion, scallions \$18.99

### 1. CHOOSE YOUR FLAVOUR

4pc karaage, Choice of Original, Shoyu, Miso or Spicy

### 2. CHOOSE YOUR NOODLE

THICK  THIN

SHIRATAKI + \$3

### 3. ADDITIONAL TOPPINGS (OPTIONAL)

PORK \$3.50	SWISS CHEESE \$3.50	EXTRA HALF NOODLES \$1.50	BAMBOO SHOOTS \$1.50	BUTTER \$1	GRATED GARLIC \$1	SEAWEED \$1	WHITE ONION \$1
CHICKEN BREAST \$3.50	SHIRATAKI \$3	SEASONED EGG \$2	BEAN SPROUTS \$1	GARLIC OIL \$1	NORI \$1	SCALLIONS \$1	WOOD EAR MUSHROOM \$1
						SWEET CORN \$1	JALAPENO PASTE \$1.50

### SIDES MENU

KIMCHI Spicy pickled cabbage / sesame oil / sesame seeds / scallions \$3.99	EDAMAME Soybean / sea salt \$4.99	KARAAGE mixed vegetable tempura / tempura sauce \$4.99	ORIGINAL KARAAGE Fried chicken / garlic mayo / lemon \$7.99	HOT KARAAGE Fried chicken / chili sauce / sriracha \$7.99	AGE OYOZA (PORK/VEG) Deep fried dumpling / original sweet chili sauce \$4.99	TAKOYAKI Deep fried octopus balls / tentacles sauce / mayo / bonito flakes / sriracha \$5.99	TOFU FURAI Deep fried tofu nuggets / original sweet chili sauce / scallions \$6.99	TON TON DON Chopped pork / kinton original sauce / rice / scallions \$4.99	BOHAN Steamed rice \$2	CHIKI CHIKI DON Chopped chicken breast / mayo / kinton original sauce / rice / Nami nori \$4.99
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### DESSERT MENU

KUROBOMA CHEESECAKE Baked black sesame cheesecake \$5.50	MATCHA CHEESECAKE Baked matcha green tea cheesecake \$5.50	MATCHA ICECREAM Green tea ice cream \$5.50
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# KINTON RAMEN

### MEAL SETS

MEAL FOR ONE - \$17.99\*

2 Signature Ramen + 1 Age Gyoza (Pork or Veg) + 2 Pop

MEAL FOR TWO - \$31.99\*

2 Signature Ramen + 1 Age Gyoza (Pork or Veg) + 2 Pop

MEAL FOR FOUR - \$69.99\*

4 Signature Ramen + 1 Karaage (Original or Hot) + Takoyaki + 1 Age Gyoza (Pork or Veg) + 4 Pop

\*+\$2 to upgrade to any Special Ramen and +\$5 to upgrade to any Karaage Ramen.  
\*Taxes not included. Menu may vary by location.

### THREE-COURSE MEAL \$21.99

1. CHOICE OF RAMEN

PORK RAMEN  
Original / Shoyu / Miso / Spicy Garlic

CHICKEN RAMEN  
Original / Shoyu / Miso / Spicy Jalapeno

VEG RAMEN  
Original / Shoyu / Miso / Spicy Garlic

2. CHOICE OF DESSERT

KUROBOMA CHEESECAKE

MATCHA CHEESECAKE

MATCHA ICE CREAM

3. CHOICE OF SIDE

2 PCS AGE OYOZA (PORK) + 2 PCS ORIGINAL KARAAGE  
2 pos of deep fried dumpling and 2 pos of Karaage fried chicken

2 PCS AGE OYOZA (VEG) + EDAMAME  
2 pos of deep fried dumpling and Soybean w/ sea salt

### DRINK MENU

#### SOFT DRINKS

KINKA RAMUNE \$4.50

HOMEMADE LEMONADE \$3.50

POP \$3.50

#### TEA

JAPANESE TEA \$2

#### BEER

SAPPORO DRAFT 16 oz \$6.99

ASAHI SUPER DRY Bottle 11 oz \$7.99

#### SAKE

HOUSE SAKE hot or cold 5 oz \$6.99





**STEP 1**  
**CHOOSE YOUR FLAVOUR**

**BASE**  
PORK CHICKEN  
VEG. KARAAGE

**FLAVOUR**  
ORIGINAL SHOYU  
MISO SPICY




**STEP 2**  
**CHOOSE YOUR NOODLE**

**THIN**

**THICK**

**SHIRATAKI**



**STEP 3**  
**ADDITIONAL TOPPINGS**

GARLIC OIL BEAN SPROUTS  
SWEET CORN SCALLIONS  
SEASONED EGG NORI  
SWISS CHEESE SEAWEED  
PORK CHICKEN BREAST

**AND MORE**



**THREE COURSE MEAL**

**CHOICE OF RAMEN**

**CHOICE OF DESSERT**

**CHOICE OF SIDE**

**\$21.99**




**ORDER NOW!**



The animation can be found at:  
[https://youtu.be/Tr65IHcs9\\_M](https://youtu.be/Tr65IHcs9_M)

Rationale

Menu

The visual style used is taken from the Kinton Ramen website

Billboard

The idea for my digital display is a simple looping billboard for the front window of a Kinton Ramen restaurant in order to display the food, show some of the specialties of the menu, and close with a call to action, all in an eye-catching way.

Ramen is a fast and cost effective dining option so ideally this billboard would attract hungry and impulsive passers-by. It is designed using the same style as the accompanying menu design



