

# Portfolio



Nicole Elizabeth

New Media Design • UX/UI Development • Photography

nemediadesign.com • nicole@nemediadesign.com

[Link to Online Portfolio](http://nemediadesign.com)  
[nemediadesign.com](http://nemediadesign.com)

# Index

## Case Study 1 - Locally Rooted Foods

- 3 - Mission Statement
- 4 - Problem
- 5 - Logo & Style
- 6 - Iconography
- 7 - Target Audience
- 8 - Print Advertising
- 9 - Motion Graphics
- 11 - Website Mockup
- 13 - Application Mockup

## Case Study 2- Commonwealth Cafe

- 16 - Mission Statement
- 17 - Research
- 18 - Target Audience
- 19 - Print Advertising
- 20 - Social Media
- 22 - Website Style
- 23 - Website Map
- 24 - Website Assets
- 26 - Website

## Case Study 3 - Interactive Tourism

- 28 - Research
- 29 - Problem
- 30 - Target Audience
- 31 - Mission and Scope
- 32 - Hero- Live Board
- 33 - Motion Graphic
- 34 - Application Design



# Case Study 1

## Locally Rooted Foods



# Mission Statement

Locally Rooted foods is committed to helping local farmers and kitchens to provide the freshest foods for their communities by helping to connect them in an integrated platform. Local and Regional food systems help economies to grow by keeping funds local and creating jobs when there is local food demand. Local food comes from farms, ranches and business of all sizes and by providing variety on our platform more suppliers can sell more variety to local kitchens. Using an application based buying system farmers can upload stock, keep track of orders and set fair prices. Kitchens are able to place food orders, have food delivered, shop fresh and sustainably as well as get the best prices for the food they need everyday.





# Locally Rooted Foods

## Problem

Farm to Table Restaurants are always in search of fresh and local produce. Often times these can be at Markets or a specific vendor. But what happens if a vendor doesn't have an ingredient that is needed? What if prices are getting too high? What if there are no local markets open to purchase from? Flip Side, you are a small to medium farm with food to sell. What happens if you didn't sell everything this week that you produced? People may not know that you have any food to sell? Or maybe you have a new food on your farm to sell? Having a place for these groups to connect keeps cost fair for everyone. Gives everyone access to the marketplace to sell and purchase the goods they need. Helps local communities with sustainability and fresh food.



Logo Main





Logo Colors

	<b>Stem</b> HEX: #4b633b RGB: 75, 99, 59 CMYK: 69, 41, 86, 30
	<b>Leaf</b> HEX: #798748 RGB: 121, 135, 72 CMYK: 54, 32, 86, 12
	<b>Fork Roots and Type</b> HEX: #51331c RGB: 81, 51, 28 CMYK: 46, 68, 85, 57

Logo: for Dark Backgrounds and Sticker





Logo Colors

	<b>Plant/Outline and Type</b> HEX: #4b633b RGB: 75, 99, 59 CMYK: 69, 41, 86, 30
	<b>Background</b> HEX: #121212 RGB: 242, 242, 242 CMYK: 4, 2, 2, 0

Logo: Main in B&W





Logo Colors

	<b>Plant/Outline and Type</b> HEX: #000000 RGB: 0, 0, 0 CMYK: 100, 100, 100, 100
	<b>Background</b> HEX: #ffffff RGB: 255, 255, 255 CMYK: 0, 0, 0, 0

Logo: for Dark Backgrounds in B&W



Logo Colors

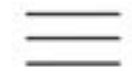
	<b>Plant/Outline and Type</b> HEX: #ffffff RGB: 255, 255, 255 CMYK: 0, 0, 0, 0
	<b>Background</b> HEX: #000000 RGB: 0, 0, 0 CMYK: 100, 100, 100, 100



Shopping Cart



Navigation through Pages



Menu Navigation



Add and Subtract Items



Deselected and Selected



My List



Search



Grains and Bread



Vegetables



Dairy



Fruits



Meats



Herbs and Spices





**Name:** Matthew and Sarah

**Age:** 45

**Relationship:** Married

**Interests:** Sustainability, animals, farming, being outside

**Work:** They own a farm, have a passion for growing, nourishing the land and a love for animals.

**Reasons for Using the Service:**

- Wants to be able to connect with customers in a new way.
- Wants something easy that she can use to connect.
- Wants to see what restaurants are looking for to be able to diversify crops.
- Wants to add to the sustainability of her community



**Name:** Rachael

**Age:** 38

**Relationship:** Married / 2 Children

**Interests:** Cooking, Family, Eating Fresh, Local Community

**Work:** She has her own Farm to Table Cafe in a small urban area.

**Reasons for Using the Service:**

- Looking for new ways to get fresh produce at reasonable prices.
- Wants to keep produce local but see who is growing new things for recipes.
- Provide the best quality local ingredients
- Wants a way to get ingredients delivered to help time manage
- Needs to be able to see quantities in one place of what has been ordered.



**Name:** Aaron

**Age:** 24

**Relationship:** Single

**Interests:** Family, business, farming, sustainability

**Work:** Moved home to the family farm after college, is learning to take over the business and wants to help move parts of the farm into local restaurants and be more active in the community.

**Reasons for Using the Service:**

- Wants to be able to connect with the local community and businesses and be apart of the community.
- Wants to take the family farm in a new direction
- Interested in restaurants and culinary farming



# Locally Rooted Foods

## Did you know?

Supporting local food systems has been identified as a tool to create jobs and spur economic growth.

## Help Keep Food Local



**Locally Rooted  
Foods**

Your Farm to Table Connection



**Locally Rooted  
Foods**

Are Your Foods Locally  
Grown?

Check for the Seal the  
at your Local  
Restaurants



**Locally Rooted  
Foods**

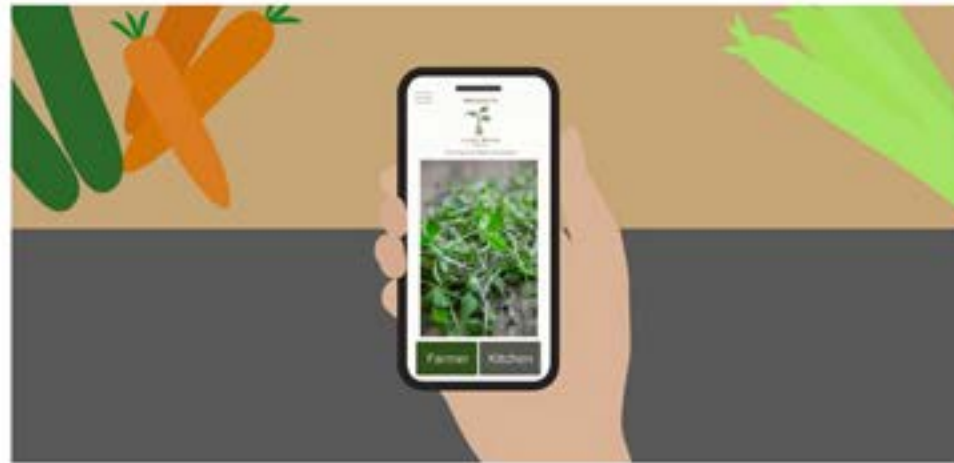
Your Farm to Table Connection

# Locally Rooted Foods



[Motion Graphic Video Link](#)

# Locally Rooted Foods



[Motion Graphic Video Link](#)

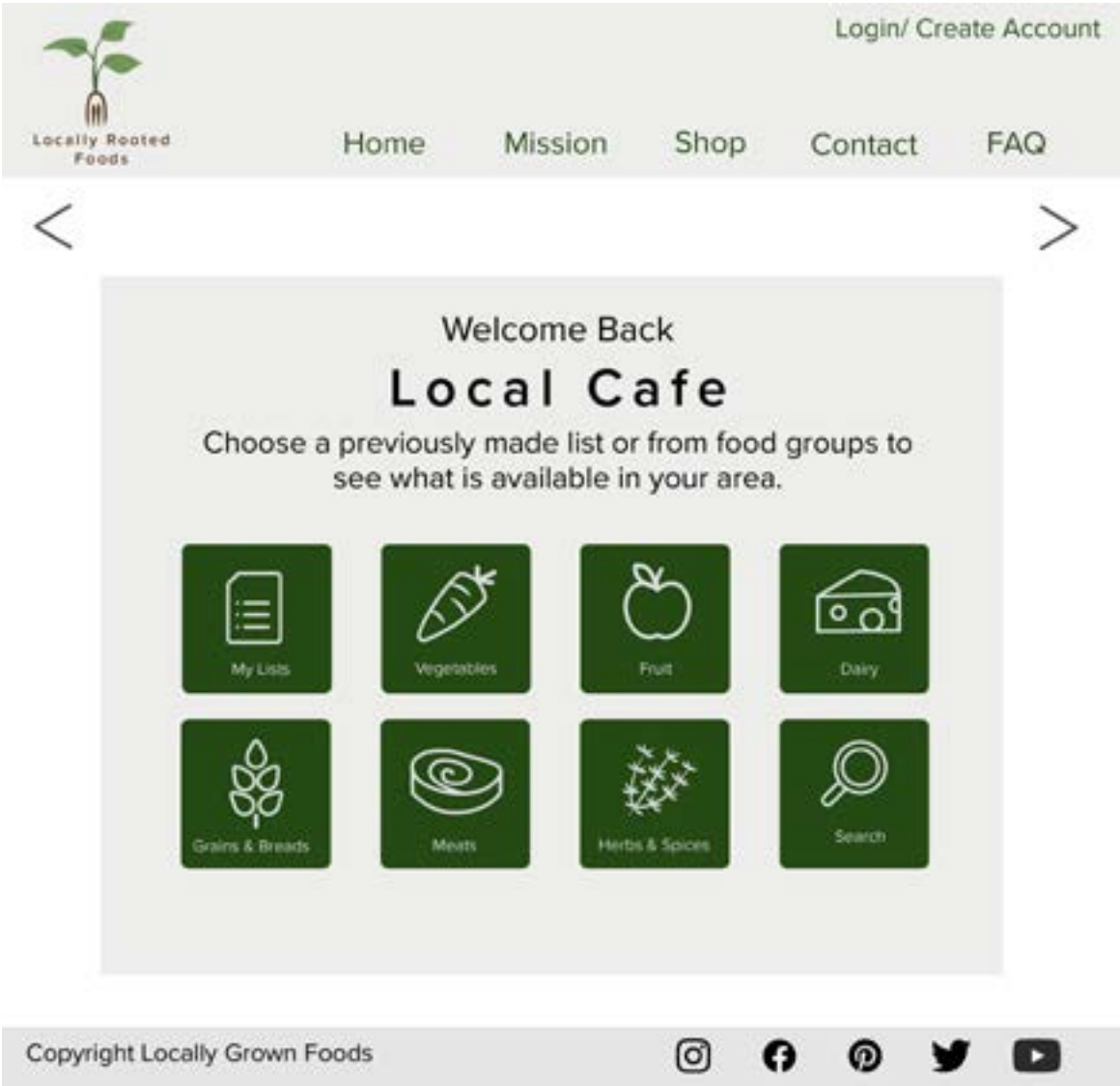
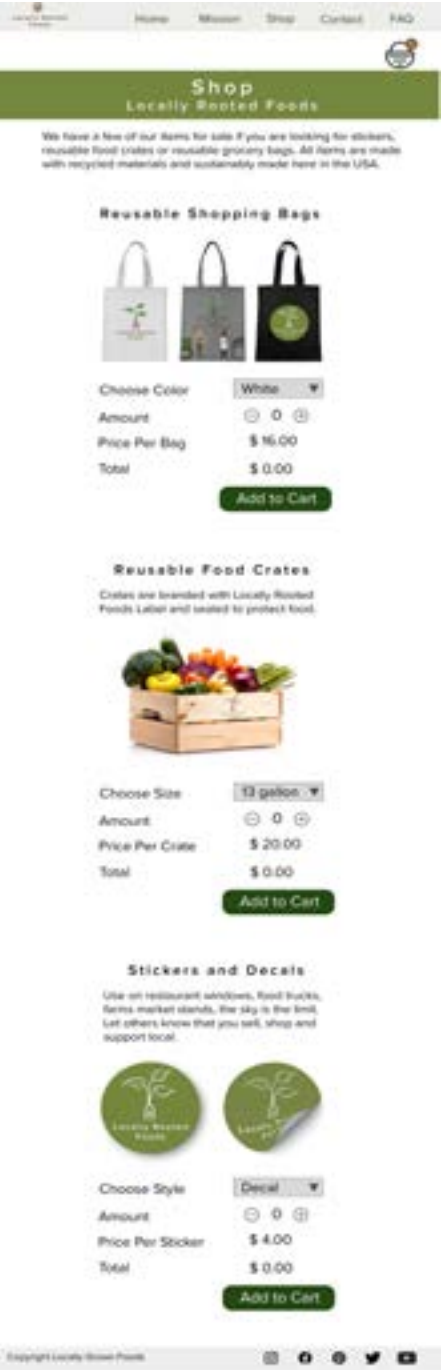
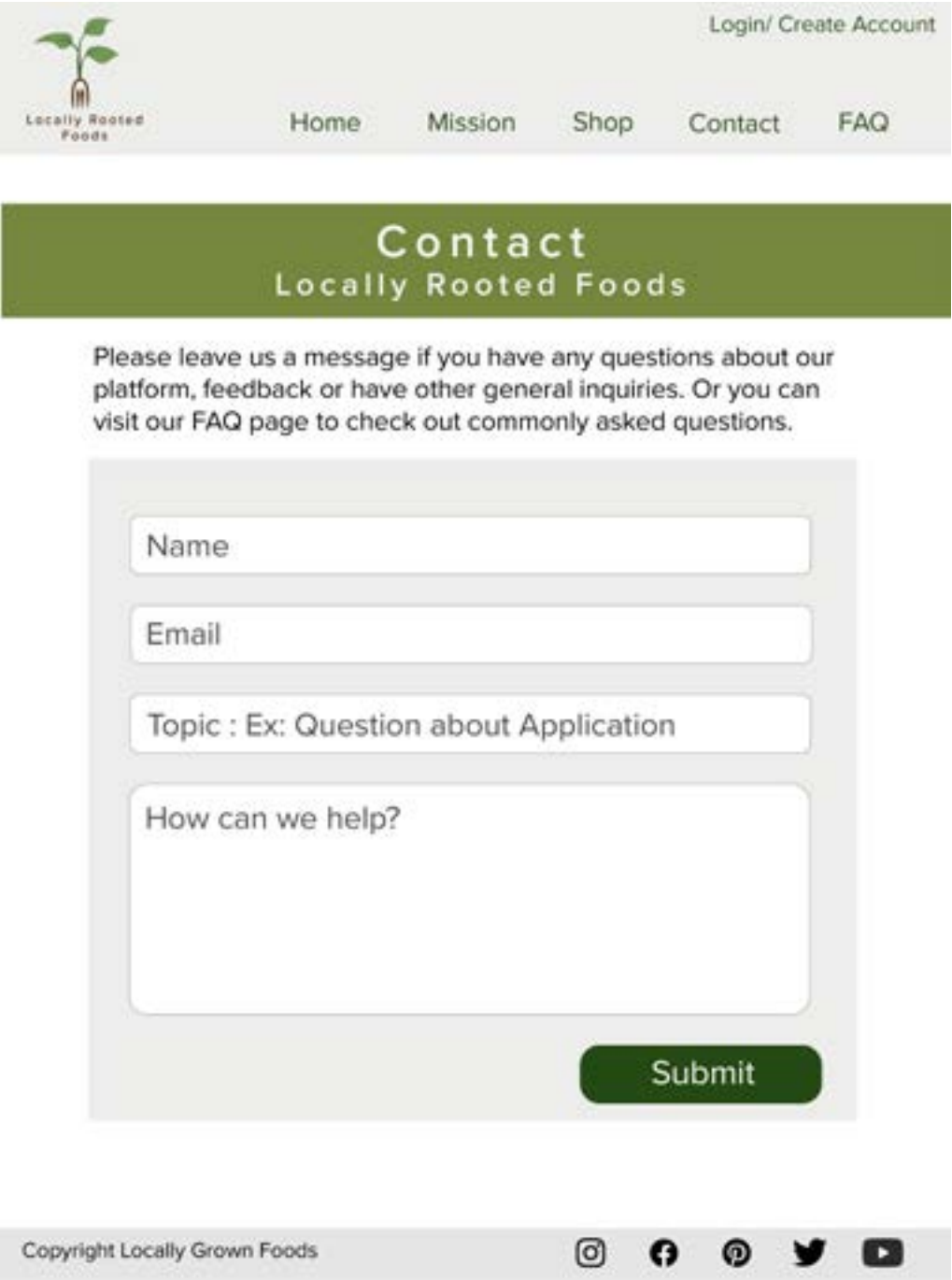


# Locally Rooted Foods

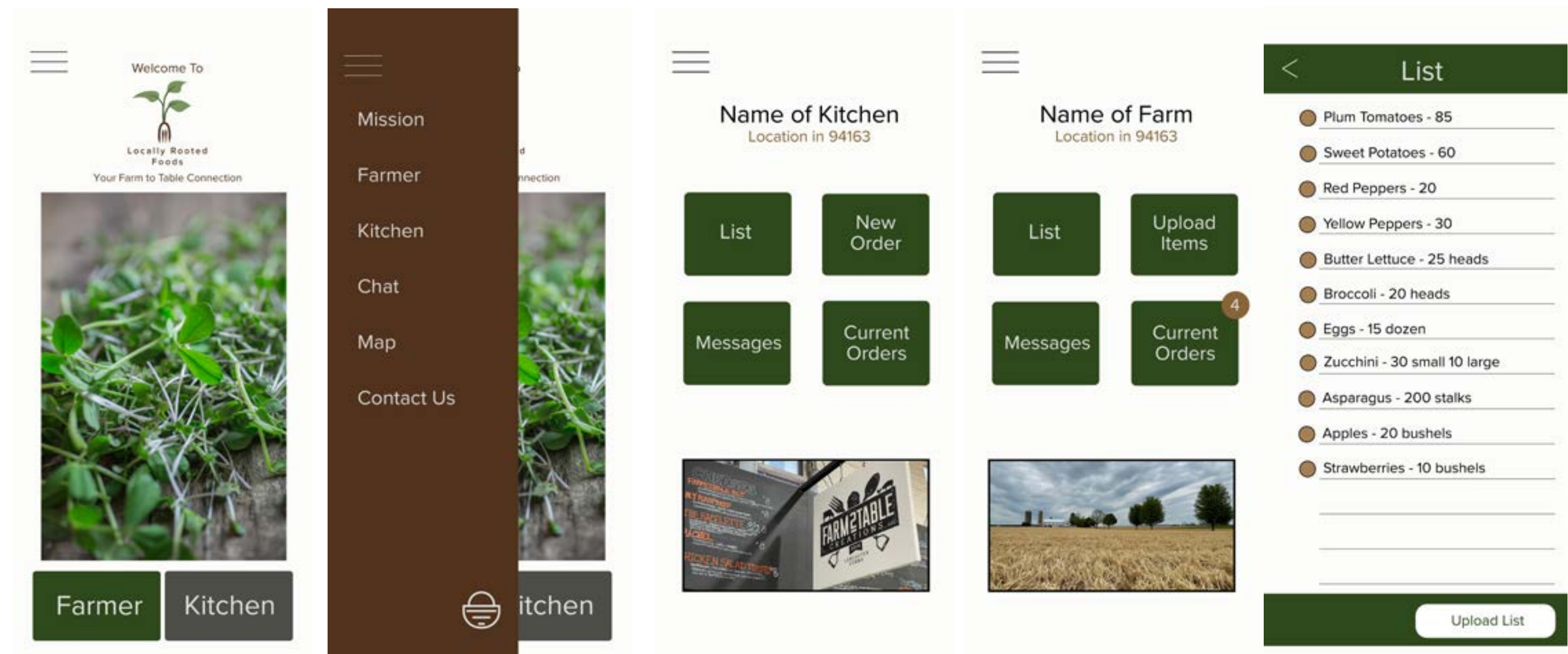




# Locally Rooted Foods

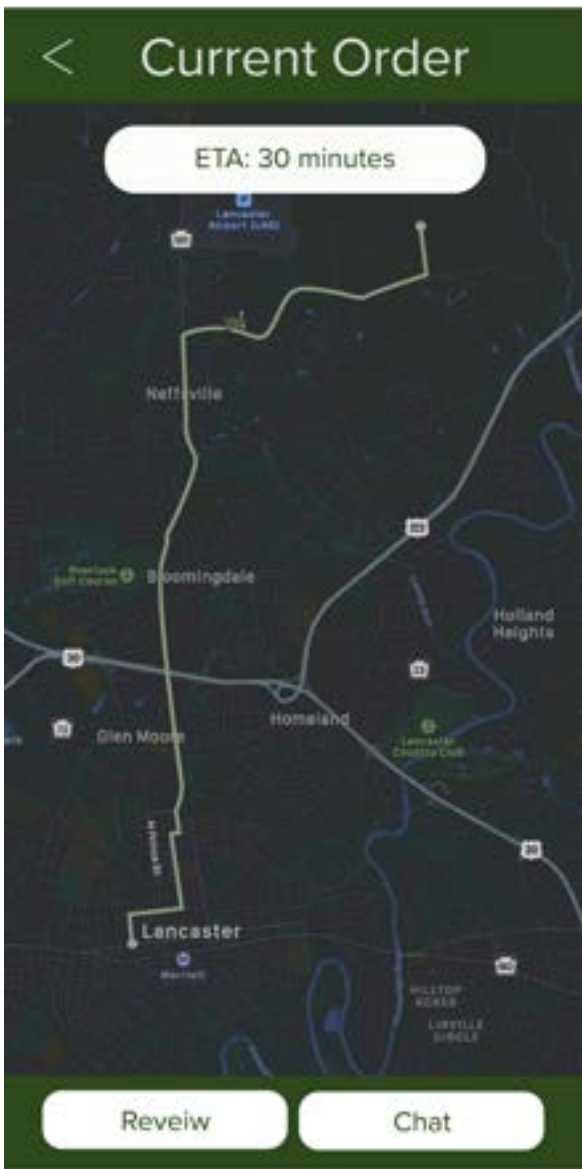
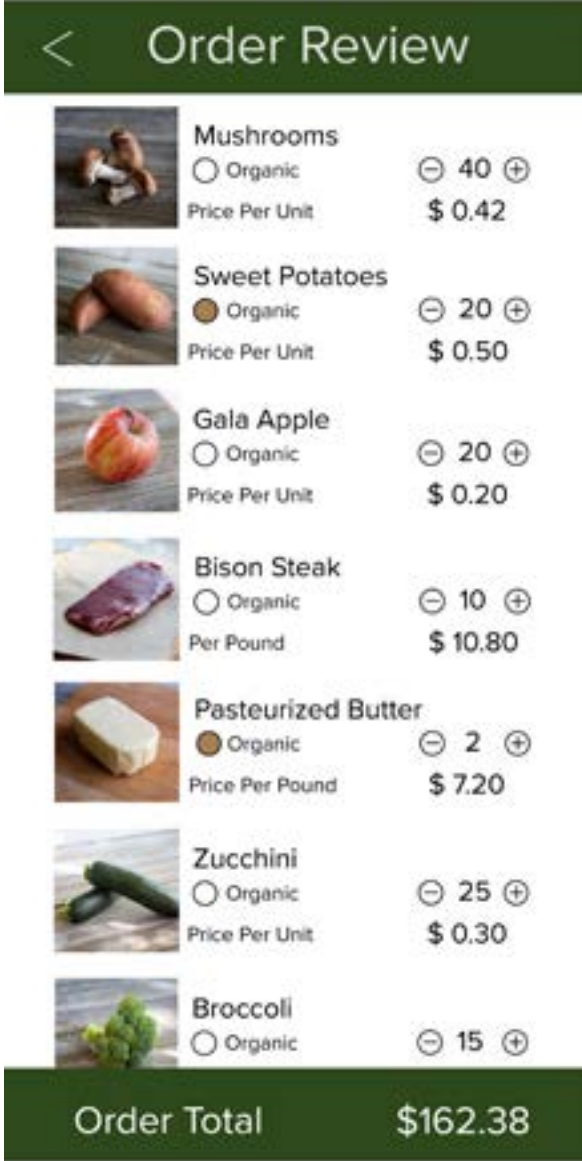
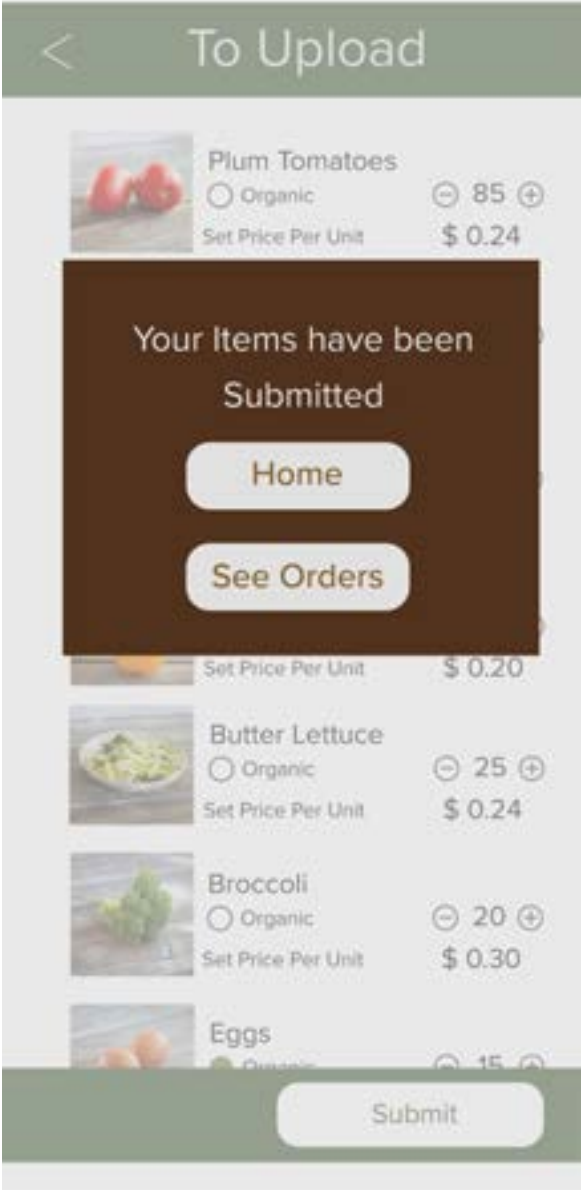
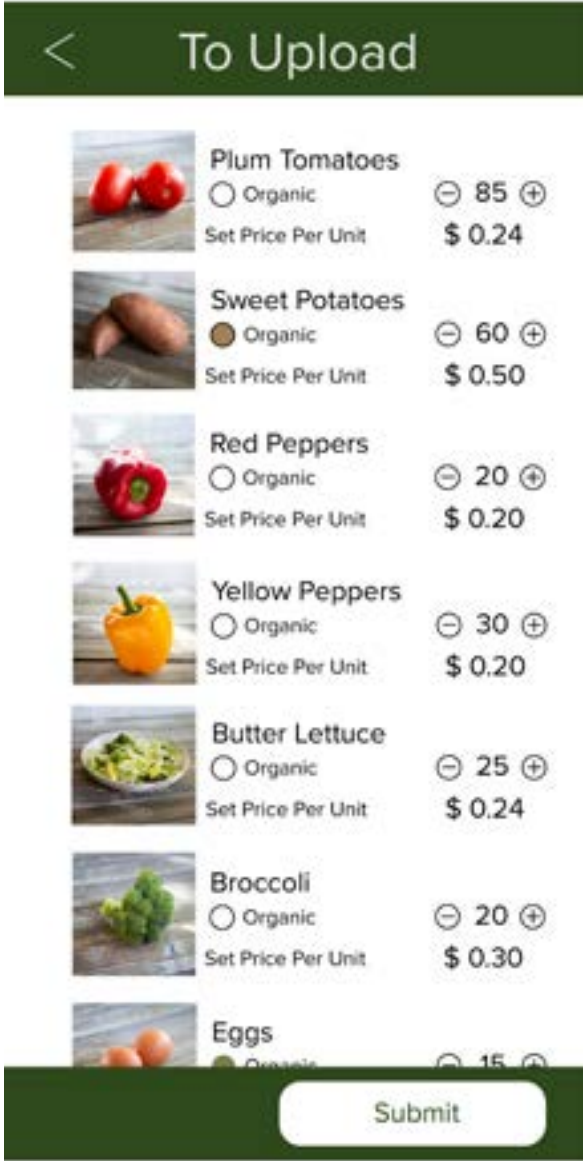


# Locally Rooted Foods





# Locally Rooted Foods





# Case Study 2

## Commonwealth Cafe





## Mission Statement

Commonwealth Cafe is a fun and trendy cafe that promotes sustainability through local foods and supporting the community.

A local restaurant that is community driven. A place to gather with friends that is sustainable from local farms, so you always know where your food is coming from. And it supports the community by offering meals on the go for people with active lifestyles.



# Commonwealth Cafe

## Resturant Promotion Statistics

- 78% of Resturants use Instagram as a source of social media to connect with customers. Which has skyrocketed from 24% in 2020.
- 53% plan to invest in being a community event or charity sponsor.

## Resturant Consumer Statistics

- If offered, 41% of consumers would buy a make-at-home meal kit from their favorite restaurant.
- 61% of diners say they are more likely to eat healthy at a restaurant than they were two years ago.
- 51% of consumers say they are more likely to visit a restaurant that offers environmentally-friendly food items.
- Current food trends include local sourcing, zero-waste cooking, fresh produce, and healthy kids meals, and global flavors.
- 31% of restaurateurs update their menu on a monthly basis. 24% do it seasonally.

[Source 1](#)

[Source 2](#)

Having an option for At-Home Meal Kits is beneficial for families on the go and many people have schedules that differ from that of when their favorite restaurant is open, cutting down on operating costs but still being able to offer the community quality sustainable foods.

More people are choosing healthy and sustainable options than ever before, creating a need for local restaurants. And creating seasonal menus that keep new and fresh options.

Instagram social media marketing allows for higher levels of interaction and allows us to create visually interesting posts.



# Commonwealth Cafe



**Name:** Elena

**Age:** 26

**Relationship:** Single

**Interests:** Friends, her career, eating healthy, being active

**Work:** New Lawyer who just passed the bar exam, working at a law firm in the area.

**Interests in the Cafe:**

- Loves finding new places to have brunch with friends on the weekends.
- Needs local place to get food to go in mornings or evenings.
- Enjoys eating healthy with fresh foods.
- Finds places to eat on social media when people post good food photos.



**Name:** Matthew

**Age:** 36

**Relationship:** Engaged

**Interests:** Eating Fresh, Sustainability, Gardening

**Work:** He works in tech as a project manager

**Interests in the Cafe:**

- Local and Sustainable food in his area
- Something he can pick up quick on his way to work.
- Have frozen meals to take home for days he works late
- Seasonal food options for freshness



**Name:** Jane

**Age:** 44

**Relationship:** Married / 2 Children

**Interests:** Family, Community, Health Conscious, Time for relaxation

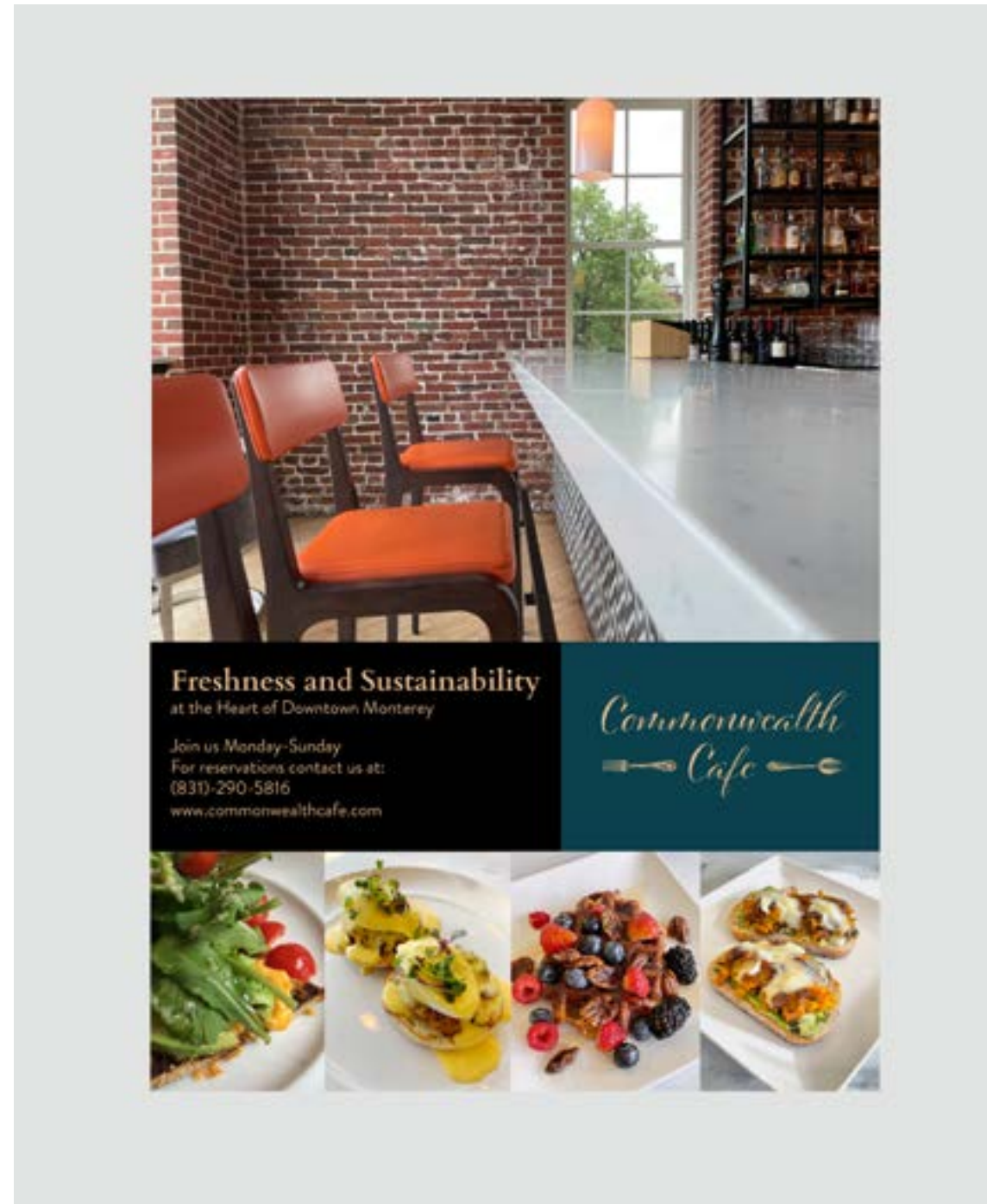
**Work:** HR manager for bank, Mother, PTA

**Interests in the Cafe:**

- Needs ways to feed her family fresh foods with busy lifestyle.
- She is active in the community and likes to give back.
- Food options that are kid friendly and customizable.
- Finding options for food on her way home, but hates fast food.



# Commonwealth Cafe





# Commonwealth Cafe







Web Design Final - Cafe Website

Typeface Design

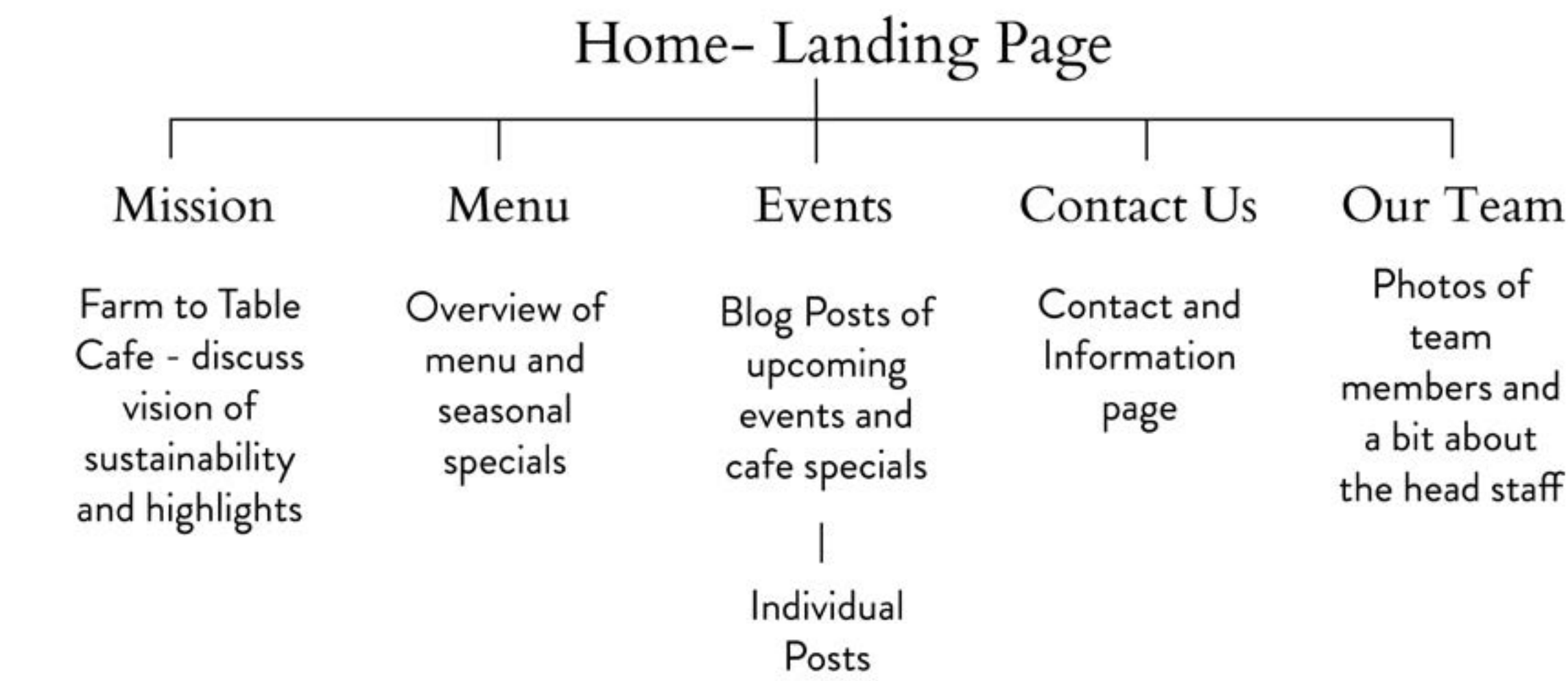
**Titles -**  
Cardo Regular/Bold

**Copy -**  
Josefin Sans - Thin/ Regular

**Print Media -**  
Brandon Grotesque- Regular

Color Palette







Join our  
Commonwealth Family

First cup of coffee is on us

Join the Family

Celebrate this season  
with Friends and  
Family  
at Commonwealth  
Cafe.

Make a Reservation

# Commonwealth Cafe

Commonwealth  
Cafe

Join Us

Monday- Saturday 8am-5pm  
Sunday 9am-2pm

Make a Reservation



Ever wondered where we  
source all our sustainable  
ingredients?

Learn about your local farmers

Click to Read More



The Fall Seasonal Menu  
is HERE!

Check out all the fresh options  
on the Menu or see specials  
coming up in Events

View Events





Breakfast



Our delicious breakfast items are served all day and there are always mix and match seasonal

Lunch & Dinner



Our lunch menu offers homemade wraps, fresh salads, and hearty sandwiches and puff pastries,

Commonwealth Cafe Website





# Case Study 3

Photography/AR



# Interactive Tourism

## AR Statistics

- The current value of the AR market stands at \$3.5 billion.
- There will be 1.73 billion augmented reality users on mobile by 2024.

That number has steadily been rising over the years. It was only about 200M in 2015. However, in a span of five years, it hit 600 million. Considering the inexpensive costs of setting up the technology in the devices, it's no wonder that it's been showing massive growth in the sector.

- 70% of consumers believe AR can bring them benefits.
- Revenue for AR will hit \$340 billion by 2028.
- 67% of media planners and buyers want AR/VR ads in digital marketing campaigns.

According to research from Vibrant Media, media planners and buyers (67% of them) want to incorporate more AR/VR ads into their campaigns. The ultimate goal of this type of marketing is to enhance user experience. Apart from the high demand for AR/VR advertising, Vibrant Media discovered that 49% of media agency executives believe this new approach to marketing could prevent ad blocking. And considering most antivirus solutions and VPN services come with powerful ad-blockers, this could be the breath of fresh air that advertisers were waiting for.

- Augmented reality users fall into the 16-34 age group.

According to Global Web Index, 35% of participants that experienced AR in the previous month were in the 16 to 24 age group. Just as many survey participants (35%) are in the 25-34 age group, while people between the ages of 35 to 44 accounted for 27% of those who experienced AR during the previous month. The lowest percentage of AR users comes from those in the 55-64 age group (3%). Another interesting piece of information from this study is that more men (29%) engage with AR compared to women (17%). Taking all of these stats into account, we can better understand the AR audience.

- The AR market is projected to be worth over \$18 billion in 2023.

There is a lot of interest in the AR market and as the demand rises more consumers will be looking to shop, travel and have experiences in AR.

Creating these experiences in the tourism and entertainment sectors allows for businesses to get out ahead of trends and set themselves apart for the future and pull in business from a younger generation.



## Problem

With the popularity of Instagram and other media sharing apps, people are looking for vacation spots and areas to explore with the picture perfect view. By using an interactive map users can use their phones to scroll over a map and see photos of areas of interest and plan vacations around these spots. QR codes on map would take users to additional information so they could book a trip to these areas through a travel agent or other travel based services.

## Big Picture

Picture Perfect tourism in the age of technology.



# Interactive Tourism



**Name:** Lauren

**Age:** 38

**Relationship:** Married

**Interests:** New Technologies, Career, Travel, Family, Relaxation time.

**Work:** She works in the corporate tech world in information technology and visual data.

**Interest in AR photography map:**

- Loves new technologies and interested to see what is new in the field .
- Wants to take a vacation and wants to look for a great place to relax.
- Travel quotes based on visual location rather than resorts



**Name:** Sebastián

**Age:** 26

**Relationship:** Single

**Interests:** Traveling, Exploring the World, Social Media, Meeting new people, sharing experiences.

**Work:** He works as an influencer on Social media traveling to different places, sharing his adventures and getting paid through sponsorships.

**Interest in AR photography map:**

- Looking for new places to travel that will offer amazing views to take photos.
- Interested in the visual appeal of locations.
- Wants to show new things (like technologies) to followers



**Name:** Max and Alex

**Age:** 32

**Relationship:** Engaged

**Interests:** Travel, Wandering, Camping, Art and Design.

**Work:** Max is a Web Designer and Alex is a photographer and blogger

**Interest in AR photography map:**

- They live out of their van and always interested in new places to see.
- As they travel they look for places of interest and love seeing places other people have found.
- They both look for photographic locations that allow them to take photos to use in their work.

## Scope

Will create map that will have points on it that allow a user to scan a QR code that highlights photographs from that area. The user can scroll through photos that will be from my personal landscape images and also see information on cost to book the trip from their current location and places to stay near where the images are taken.

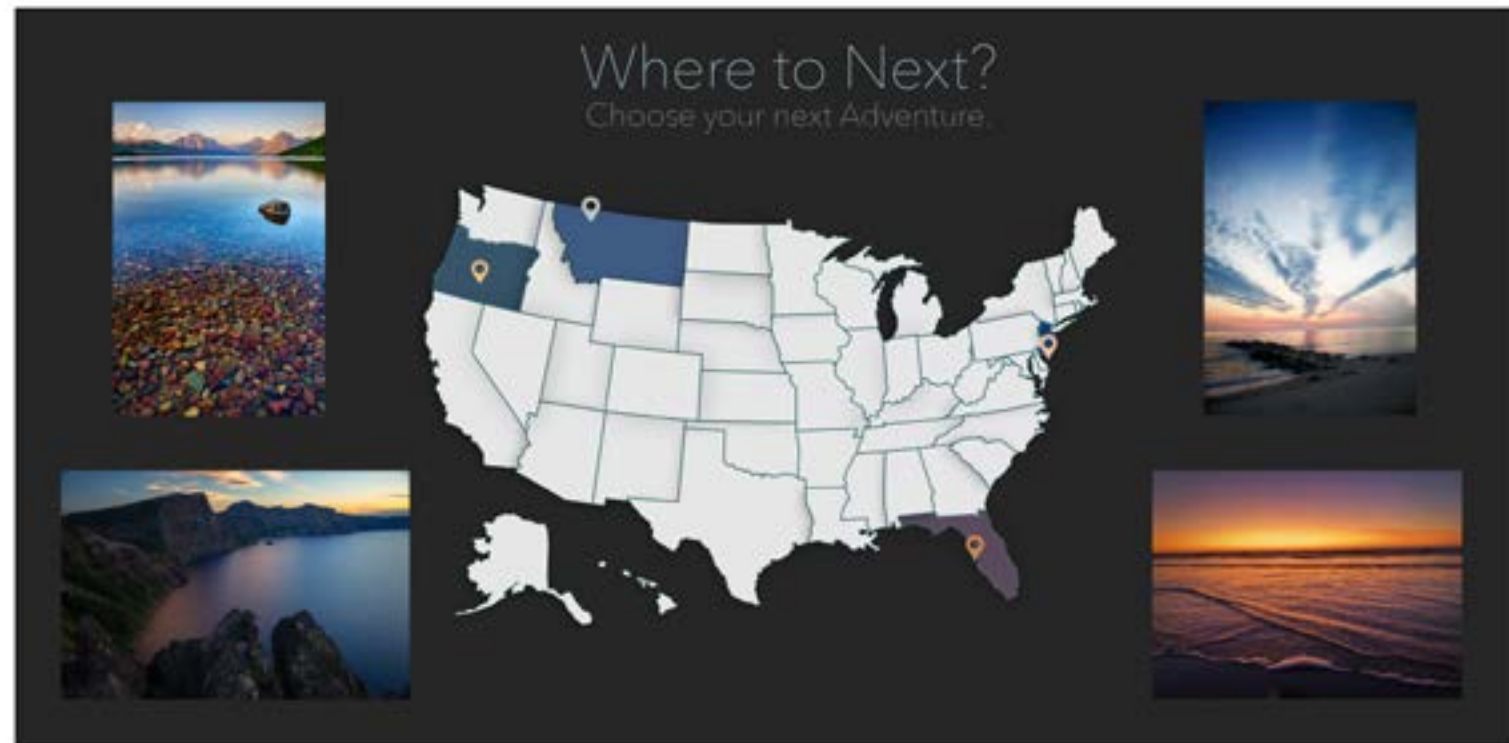
## Media Types

- Interactive Map with QR codes on Digital Board
- Mobile App that Interfaces with Digital Board.

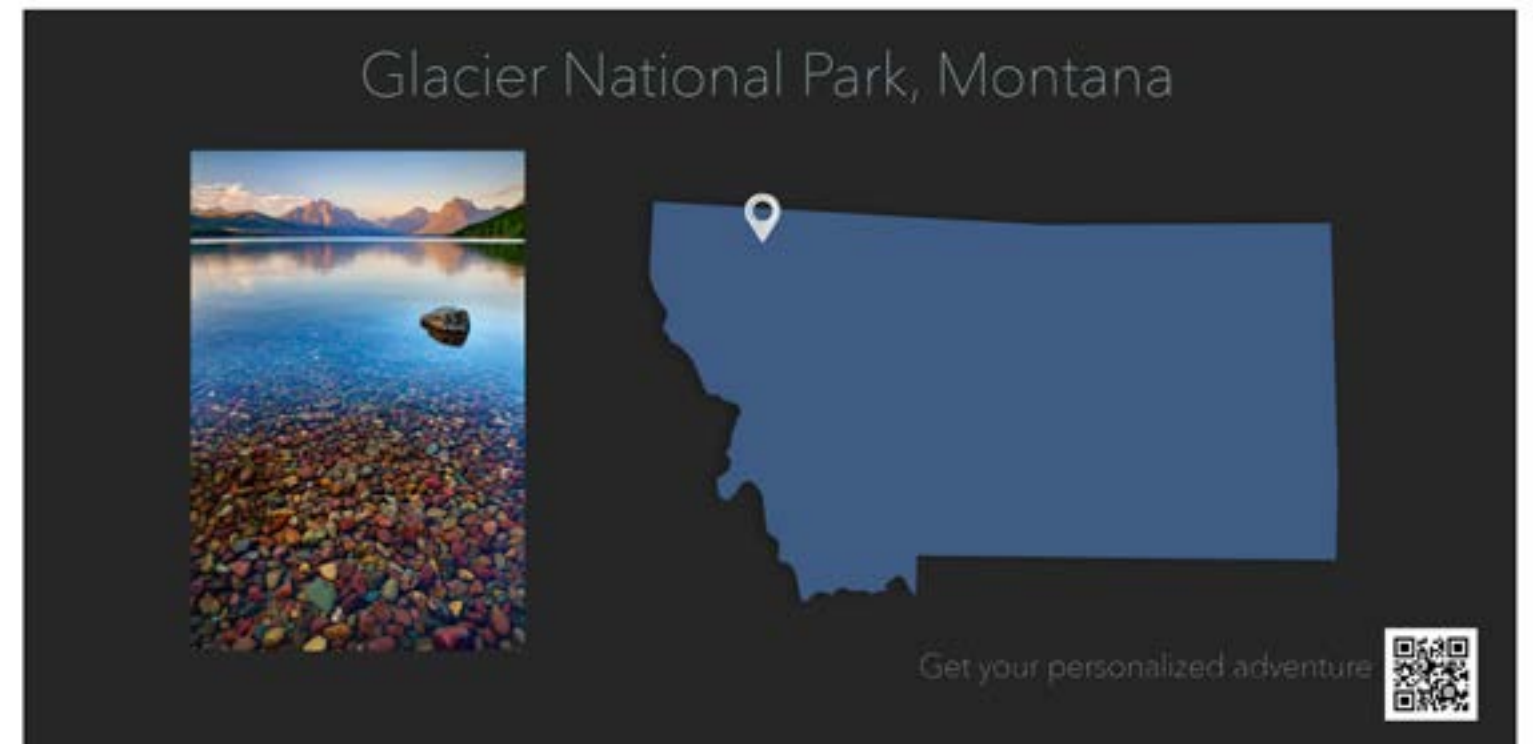




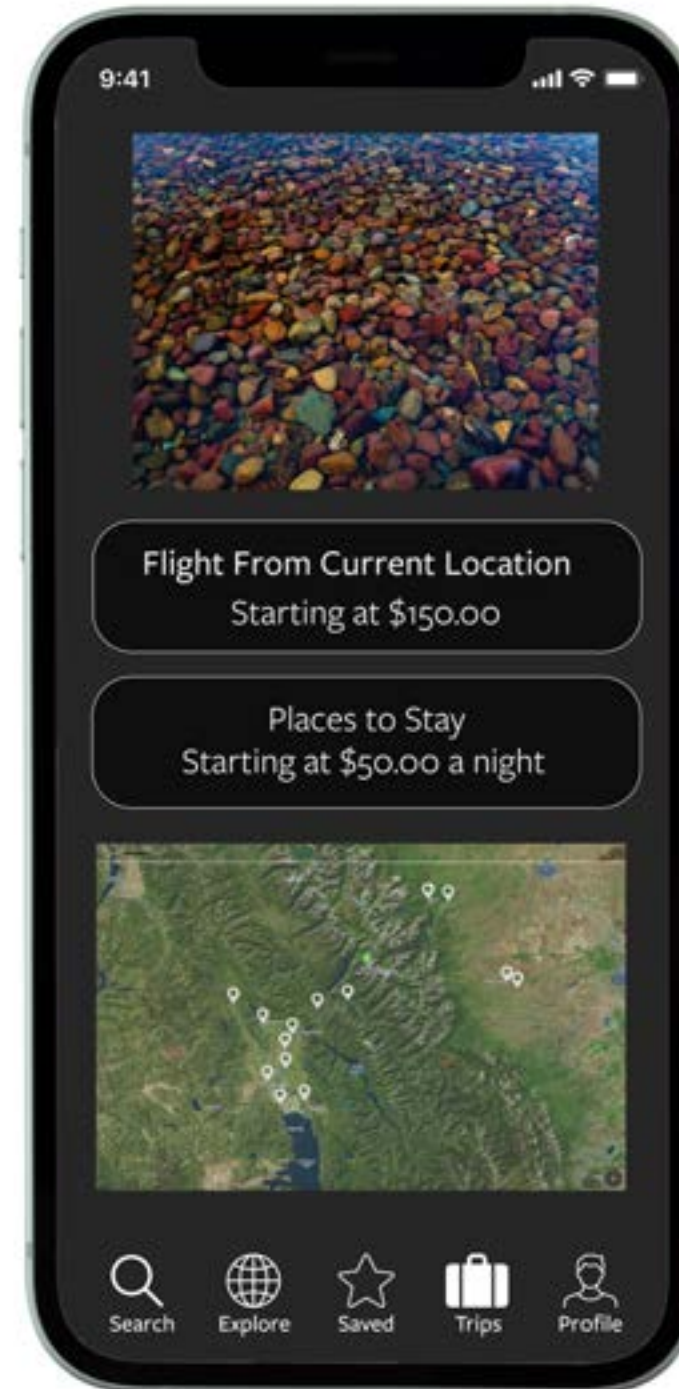
# Interactive Tourism



<https://youtu.be/Y9nJszQmh5g>



# Interactive Tourism





# Interactive Tourism





# Interactive Tourism

