

PERSONAL PROJECT CASE STUDY PRAHOK DIPPING SAUCE POSTER

THE PROJECT GOAL

For my personal project, I designed a poster that embodies my style and passion for cooking. The concept behind the poster is to break down and deconstruct the elements of a dish, employing a blend of illustrations, imagery, and visual elements to convey its essence.

CHALLENGES

The challenge lies in selecting a recipe that resonates with my style, and strategizing how best to showcase my vision and execution. This involves making a decision on whether to depict the ingredients through drawing, and whether to rely solely on illustrations, incorporate images, or a combination of both mediums.

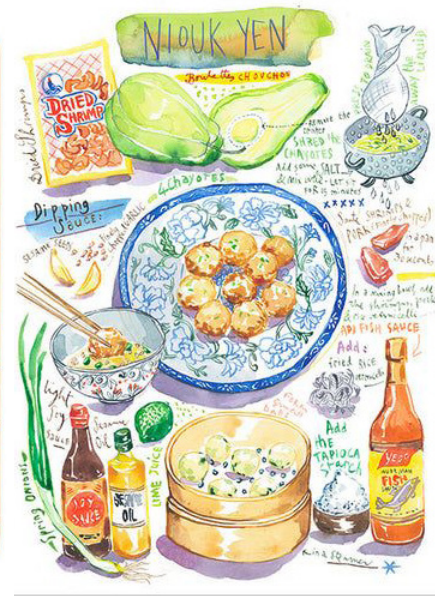
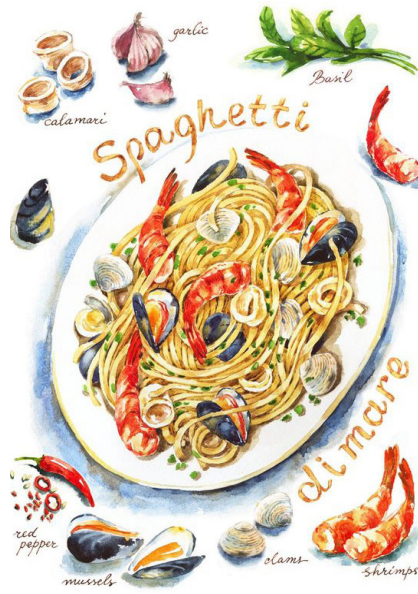
Ensuring coherence and cohesion, the design of the poster along with the photographs taken, the chosen images, and the illustrations I make needed to seamlessly integrate and complement one another.



PROCESS

I started with brainstorming potential food recipes to break down. Then followed by seeking inspiration and gathering image references to create a moodboard for ideas and style.

Inspirations



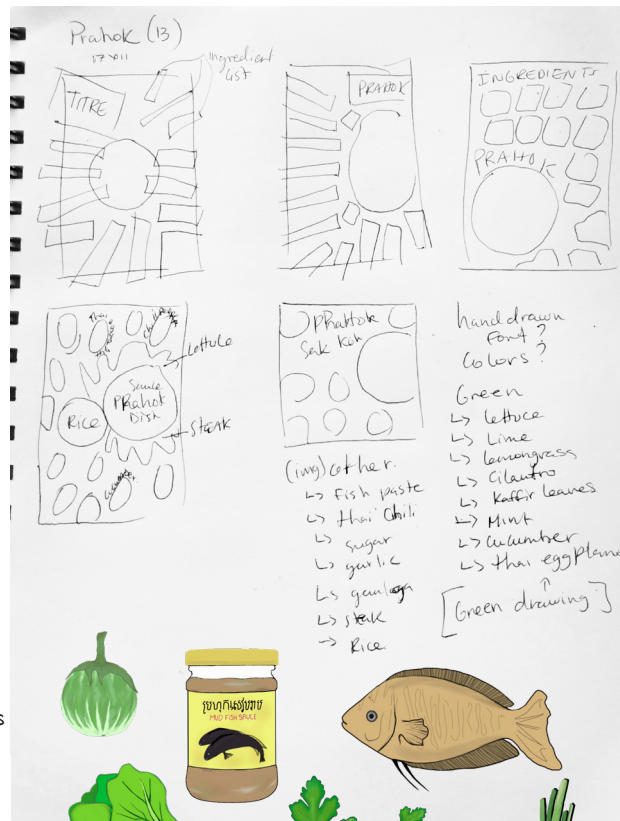
Once a dish is chosen, I researched recipes and compiled a list all potential ingredients. I drafted and sketched potential layouts for the poster. Searched images for each ingredient to determine which would be depicted through drawing and which through images.

After creating illustrations and selecting suitable images, I gathered all elements into Photoshop for editing before transferring them to Illustrator for final design and text incorporation.

Solution

I chose to employ a multi-medium approach to create the poster through various software tools. Using Procreate on iPad and Adobe Fresco to integrated hand-drawn elements into the design. I maintained consistency in the compositing with a specific color palette. Futhermore, to add depth and personality, I played with fonts. Additionally, I prepared the Prahok dipping sauce and photographed it to include in the poster after further editing in Photoshop.

Layout sketches



Drawing illustrations



Ingredients List

Breaking it out recipe elements
List of ingredients
Prahok (13)

- thai eggplant
- fermented fish paste
- lemongrass
- thai chili
- palm sugar
- menthe leaves
- Kaffir leaves
- Garlic
- Lemon juice
- ginger

Dish

- steak Meat
- lettuce
- Cucumber
- Rice Bowl

Few Pictures



color Palette



Mint
ASK THAT FISH SMELL

Cilantro

Kaffir Lime
AP TO PEOPLE, HOW?
COMPLEX FLAVOR OF LIMES?

Lemongrass
CHOP THEM AND ADD THEM
THE MORE THE MERRIER

Galanga
THIS IS NO GINGER, BUT SOMETIMES I'M CONFUSED

Thai Chili
PLEASE MAKE IT HOT!
ADD A GENEROUS SPOONFUL OF SUGAR

Palm Sugar

Lime
LIGHT ON THE LIME UNLESS?

Garlic
HELPS WITH THE FISH SMELL

Thai Eggplant
NOT MY FAVORITE BUT A MUST

Mud Fish
MAKE INTO PASTE EITHER OR BOTH
THE SMELL

Gourami Fish

Steak
MEDIUM RARE IS BEST

Rice
NO RICE NO LIFE

Cucumber
CUCUMBER DIP CAN NEVER GO WRONG

Lettuce
LETTUCE WRAP WITH STEAK AND DIP IT

INGREDIENTS USED

SPECIAL INGREDIENT

PRAHOK DIPING SAUCE