

Developing Creative Project (CAMF6001)

ALANY AZZUDDIN
1708707

OVERVIEW

The negotiator's main focus would be about both: find commonalities (emotions together, therefore want to share my experiences and tell my story through flow. This negotiator has way to show my thought journey throughout my exchange, progress.

Information that also contains (single and long)

- self-awareness
 - I know how I feel, I know what I think, I know my feelings, I know my emotions, I know my thoughts, I know my feelings, I know my emotions, I know my thoughts
- first line's perspective
 - I know how I feel, I know what I think, I know my feelings, I know my emotions, I know my thoughts, I know my feelings, I know my emotions, I know my thoughts

a voice person can relate to

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PITCH

ZEST MAGAZINE IS AN ONLINE MAGAZINE THAT SHARES MY EXPERIENCES THROUGHOUT MY TRAVELS, THROUGH FOOD, TO HELP A YOUNGER GENERATION OF TRAVELLERS FIND QUALITY FOOD WITH EASE AND CONVENIENCE.



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SWOT ANALYSIS

- S: First time's point of view, content will become less in interest
- W: The lack of experience in using Adobe InDesign
- O: Getting quality information from resources
- T: Software being used (InDesign), creating while doing work

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SCHEDULE

2. Performance week 3 (with 3 control periods)

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- COST:**
 - Current budget allocated ranging from 100-150€
- Ex**
- RESOURCES**
 - Information from local residents and friends
 - Assistance from classmates

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The magazine's main focus would be about food. Food connects everyone together, therefore I want to share my experiences and tell my story through food. This magazine is a way to show my (food) journey throughout my exchange programme.

informative but also entertaining, simple and bright

internationally, members (18-25 year olds) food exchange, recipes, travel and foodies.

first timer's perspective

a voice people can relate to

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ZEST MAGAZINE



MOOD BOARD & INFLUENCES

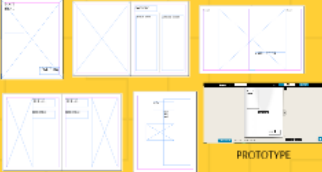
INFLUENCE

MOODBOARD



LAYOUT

PROTOTYPE



COVER STYLE 1

COVER STYLE 2



SCHEDULE

2 places per week, 2 articles/content per week



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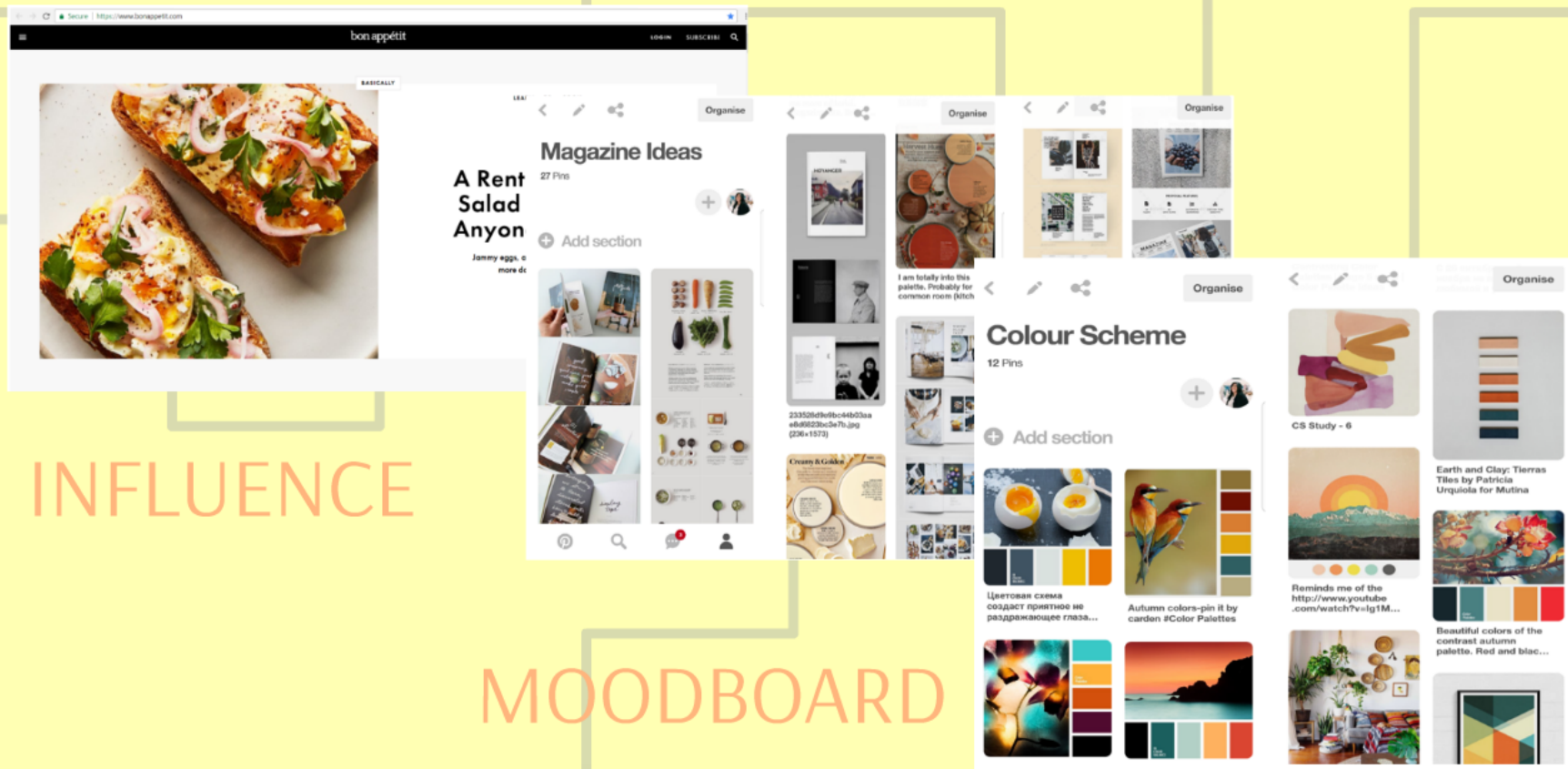
informative but also entertaining
simple and bright

millennials;
travellers (18-25 year
olds) ,future exchange
students, tourist and
families

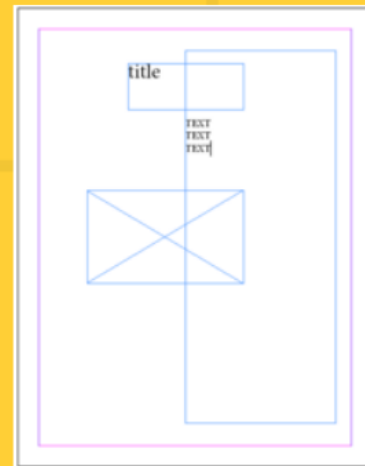
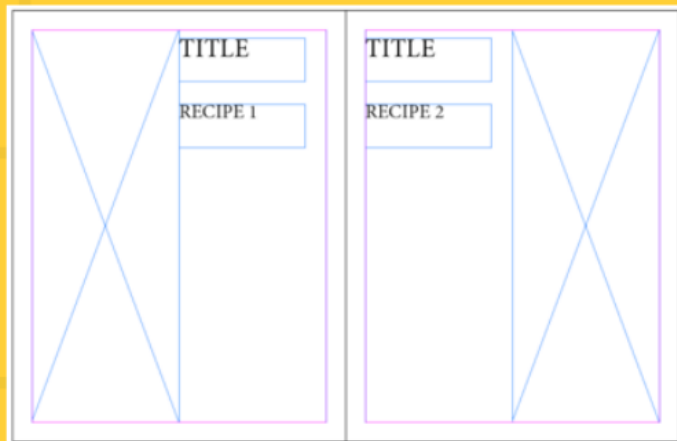
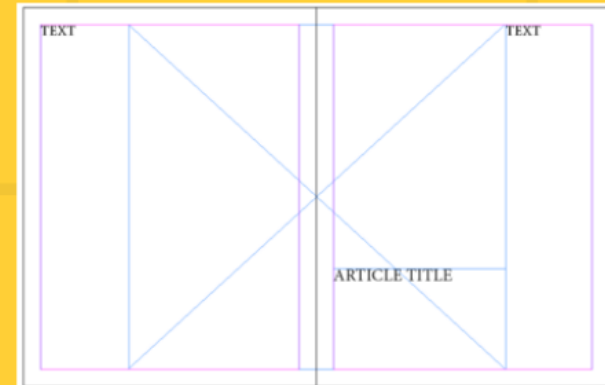
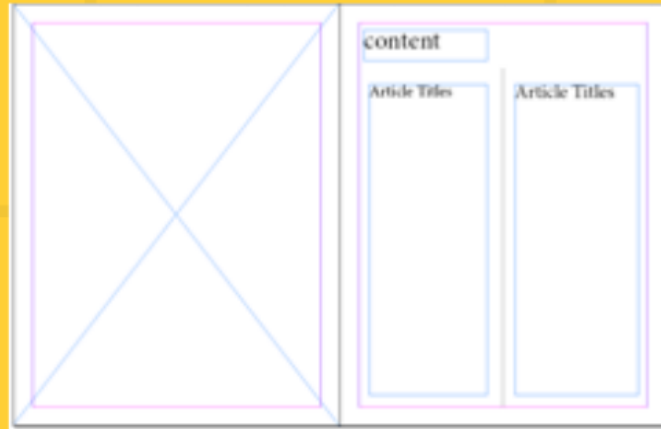
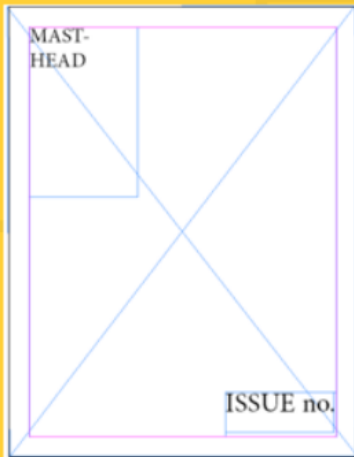
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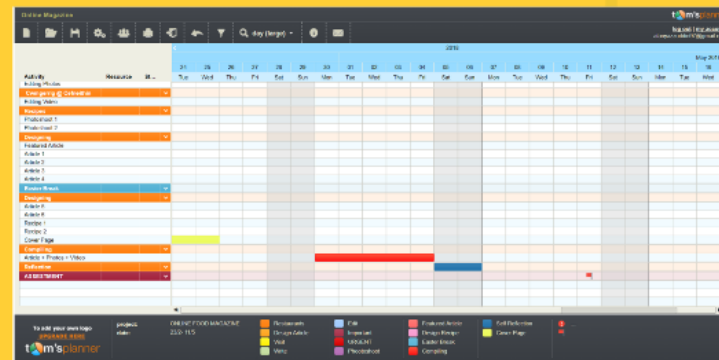
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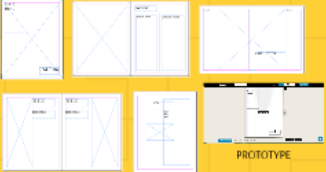
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