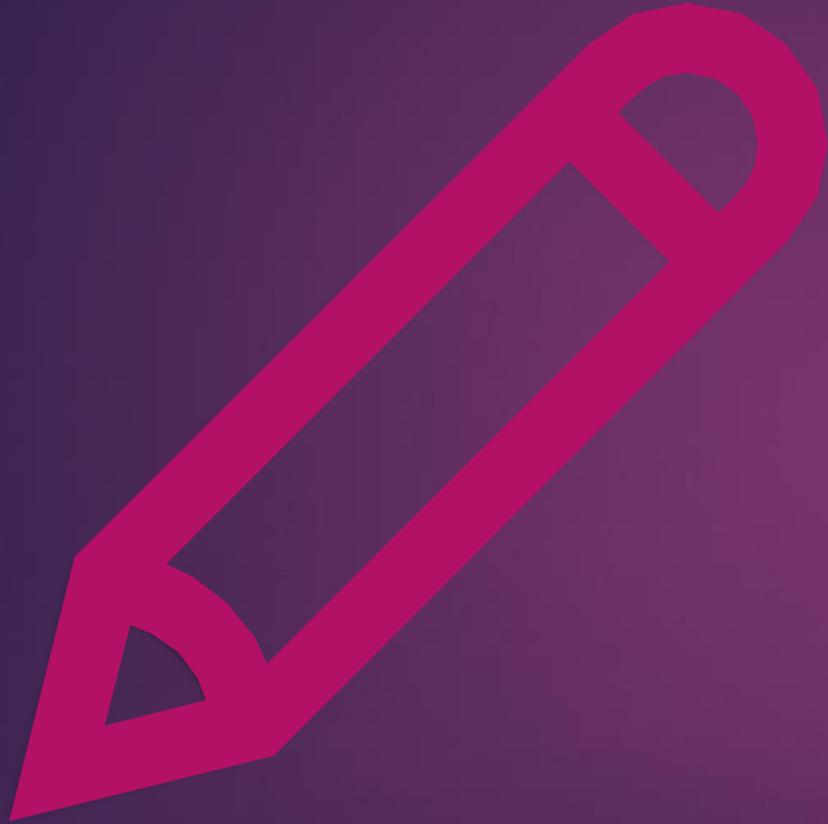


GDT 312 : FINAL STORYBOARD

MUHAMMAD SYAHMI BIN MOHAMAD SANUSI

2018204122

MIKER PIZZA



PRODUCT REVIEW

Company
MIKER FOOD

STUDIO PROJECT 1
GDT256



Name : Muhammad Syahid Bin Muhammad Saiful
Student ID : 2016204122
Group : AD111 #
Semester : 2016 - Semester 1 (2016/2017)
Lecturer : Ahmad B. Abdul Rahman
Year : Juli 2016



Uniform



Livery



Website

Company
MIKER FOOD

STUDIO PROJECT 1
GDT256



Name : MUHAMMAD SYAHID BIN MUHAMMAD SAIFUL
Student ID : 2016204122
Group : AD111 #
Semester : 2016 - Semester 1 (2016/2017)
Lecturer : Ahmad B. Abdul Rahman
Year : Juli 2016



Old Logo



Logo



Greyscale



Logo white on black



Logo black on white

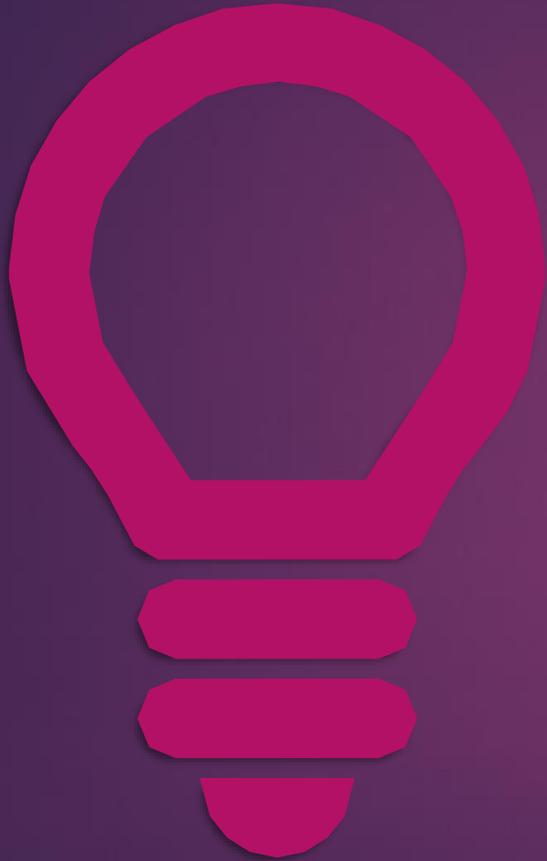


Corporate Items



Signage and other collateral items

STUDIO PROJECT 1 : ARTWORK



IDEA OF STORYBOARD

USP RESEARCH

1st draft

Step 1 (Target Audience):

- family
- teenagers

Step 2 (Problem Solve):

- No artificial flavor
- enjoy the classical surrounding

Step 3 (Benefits):

- Our dough was kneaded by hand and not by machine
- give you that classic original taste of pizza

Step 4 (Define Promise):

- we guaranteed our pizza will be delivered as fast as we can

Step 5 (Combine & Rework):

- Classic original pizza to enjoy at a classic place located in an old town in ipoh

Step 6 (Cut it down):

- **TASTE OF 90'S PIZZA WITH CLASSICAL SURROUNDING TO ENJOY**

2nd draft

Step 1 (Target Audience):

- family
- teenagers

2nd draft

Step 1 (Target Audience):

- family
- teenagers

Step 2 (Problem Solve):

- Family can spend their time together at the restaurant
- pizza is a sharing food, therefore it can cost u less
- 'instagramable' place for them to take photo's

Step 3 (Benefits):

- Peacefull and Classic Surrounding
- quick escape from the outside world

Step 4 (Define Promise):

- Classical Surroundings that u can enjoy while eating
- take photos for you to share on social media's

Step 5 (Combine & Rework):

- A place for you and your family to enjoy eating a classic original pizza with a classical surroundings

Step 6 (Cut it down):

- **BACK TO 90'S WITH VARIETY CLASSIC PIZZA AND SURROUNDINGS**