



GDT 312

Final Storyboard

: ROBINSON ANAK ATIN

: WONDERCHEESE

A close-up photograph of several round, rustic bread rolls, likely ciabotta or similar, dusted with flour. They are arranged on a metal perforated tray. The lighting is soft, highlighting the texture of the bread and the dusting. The background is dark and out of focus.

Product Review

Services WONDERCHEESE



Old Logo

STUDIO PROJECT 1 GDT256



UNIVERSITI
TEKNOLOGI
MARA



DEPARTMENT OF GRAPHIC DESIGN & DIGITAL MEDIA
AD111

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Group : AD111 4F
Semester : 20204 - Session 1 2019/2020
Lecturer : Ashraf Abdul Rahman
Year : July, 2020



Logo



Greyscale



Logo white on black



Logo black on white

A close-up photograph of several round, rustic bread rolls, likely ciabotta or similar, dusted with flour. They are arranged on a metal perforated tray. The lighting is soft and focused, highlighting the texture of the bread and the dusting. The background is dark and out of focus.

Idea of Storyboard

USP Ideation

Final Usp

Unique twist of cheezy, sweet and spicy make it delightful experience in every crispy bite for youthful

1st draft

Step 1. Target Audience: Teenager/ Young Generation

Step 2. Problem you solved: A good companion snack while doing job/working/study

Step 3. Biggest Distinctive Benefit; Cheesy, Crispy, Sweet and Spicy

Step 4. Define Your Promise:

- a) Delightful experience
- b) Generous amount of cheese
- c) A Perfect Companion

Step 5. Combine and Work:

- a) Generous amount of cheese + crispy
- b) Cheesy, Sweet and Spicy + Delightful experience
- c) Perfect Companion + Cheesy

Step 6. Cut it down:

- a) Crispy snack with generous amount of cheese flavors in every bite.
- b) Unique twist of cheesy, sweet and spicy make it delightful experience for young generation.
- c) A perfect companion snack with cheesy taste for young generation.

2nd draft

Step 1. Target Audience: Teenager/ Young Generation

Step 2. Problem you solved: A good companion snack while doing job/working/study

Step 3. Biggest Distinctive Benefit; Cheesy, Crispy, Sweet and Spicy

Step 4. Define Your Promise:

- a) Delightful experience
- b) Generous amount of cheese
- c) A Perfect Companion

Step 5. Combine and Work:

- a) Generous amount of cheese + crispy
- b) Cheesy, Sweet and Spicy + Delightful experience
- c) Perfect Companion + Cheesy

Step 6. Cut it down:

- a) Unique twist of cheesy, sweet and spicy make it delightful experience in every crispy bite for millennial
- b) Unique twist of cheesy, sweet and spicy make it delightful experience in every crispy bite for youthful