

RESEARCH NOTES

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- even shoots present metrus on Aballuture, French, Minimb and American
FROM WELL:
  -403,121 POPLETION of 316,701 ON MANUFAIR WARRENCE
                                                                                                           - TOYANA IS SCIENTLY CHANDIM HOW THE PURPLE COMMENTED
                                                                                                             oppeare, receiving mono peacetes
  HISTORY
                                                                                        Corne
      - MILESTRATE HANDS OF 41 KMARD INDICATORS PEOPLES
                                                                                                - MARTELING TRADITIONS/MILITERRY TRADITIONS
           - promos of K'JIPUKTUK (CHF - BOOK - TOOK)
                                                                                               - ART , THEATER , MUSEUMS
      - NAMED RETER THE 200 BALL OF HALIFAX
      - BRITISH VIOLATION TRANS BY SETTLING THOSE, WERE ACCIONED AND
                                                                                               - Known par recentrips + music in useum cose
                                                                                               - WHE PRIOR PERCUAN
        BULLT PORTS
      - FRONCH WHEN FIRST TO SPITLE IN ST. PHARAMENTS COM
                                                                                               - MOVIES ARE FILMED THREE OFFEN TO SOUND IN FOR MURE POPPURIVE CITYS
      - MUNICIPALITY INCLUDES AN OF HAMPAY CONSTRU STATE 1996
                                                                          BORROWAL
                                                                                               - TOURISM FOLUSES ON CULTURE, SLEWDLY & CONSTILLE
               - HAMFAX REGINAL MUNICIPALTY
                                                                                              - PIFE 21 - PROMINENT IMMIGRANT PORT
      - REMOVED TO JUST HOWIPAD IN ZUIY, SO WARDON RETURN IS HEM
                                                                                               - PEGGY'S COVE - HISTORIC SITE, LIGHTHOUSE + OLD VILLAGE
         MMMARE
                                                                                       - K-HMERORWALK - 2MI BOMED WALK W MANN MOSIZED SHIPS, SHOPS, ETC.
       - POPULATION CONTOR IS SYMPHY IN COMPARATION TO REST AT HEM
                                                                                       Economy
                                                                                               - business, bonking, bout & cution conten for Munitime region
       - coast is mostly pack of some somethis a aims
                                                                                               - DEPT OF DEPENCE
                                                                                               - POPER OF HALLENX & MAIN SOURCE OF COMMERCE
        - LADORE CONSCIENT FORWARDS
                                              - MUSAGOUDOSONT HARER
                                             - JEDDURE WARBOL
                                                                                               - RUTHE ACTIVITIES MENTIONED ABOVE
                                                                                                                                          - HARBOR
              - HALLPRY HARBOR AFTOPORT BASIN
                                             - SHEET WHOPEROR
                                                                                       TEGNSPURTATION
                                                                                               - Harray meson
             - Ecom SE companisoe
       - TOPOGENTY: LUSH PARMILING TO ROCKY & WORNING POPULATION WILLS
                   - Puto a purmised of islamps a primingues
                                                                                                    - FERRY
       - HORBITO OCERNAL CLIMATE, WARM SYMMERS, MILD WINTERS
                                                                                                                    THEMES
- Habes worked west - 25-50% of residents while to work
                                                                                        MARITIME - CONSTAN STUFF, LIBIT HOUSE, LITTLE HOUSE, BOATS (941, FERDA, ROSONAN).
             . ALSO JUNTING THE DEPOT STRING INTERFEDITIONS
                                                                                                     warren, romous, FISH
       " ARCHITECTURE IS HERMIND SPECIAL, AGIDT FROM VICTORIAN MONTO
                                                                                                  MEGHTETURE - LITATOR, CLOCK TOWNER, CANNOWS, SMIKE STRIKS, BRIDGE
         AND WAR IS KNOWN IN IN "HARLISTY PORCH"
       - PUBLIC SPACES - GRAND PARMOE: CAMORA MILITARY PARKED GRANDE FROM 1749
                                                                                           - FOCUS ON MARITIME INDUSTRY
                      -However common - company order brown pack
                       - Howar Public GREGORD
                       - POINT PLEASANT BOOK
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ST. MIS &

WORD LIST

During my research, there were three categories of Halifax motifs that I wanted to focus on: geography, maritime living, and city culture. When creating the word list, I realized many of the words overlapped between the three themes. My goal was to use this to create a logo that could represent Halifax city life while still connecting to its maritime roots and geography.

NORD LIET

Octani

FUMA

BIMS

RO LONG

PICTURE BANKS

ROW BATTS

Din & Batts

PHOOF MIT

SEN THONES

MARITHME HAMA

GOGRAFHY

ROCKS

COVE 7 MOSCHEF ROLLING HOUS

Even CITY SUMME MUNICIPALTY Apriliant

FISHING FIGH Sere 1155 RECH BEAFOOD Hus LATEN beness

MANTER SHOW

STORMS IN WHIM LIBERT HOUSE

BOURSE GRAS HARLEME

MORTH DISK OWN STREMS

SHELF ISLAMO

HORSE PARILES

LICEN PROPERTY Fonestry

water mater CONTINUE LIGHT fruite House

SEA CONTINUE DO STATE WERTHENED

GLENLE FARLISM men kul LL MANG BKING TEMPEL WEST sugist?

TEANS Immi bearion ROLKS SAMONES

SWIMME MEREUM BILOS

Whats sems. nouse? BENES! CABLES

ILE SUN MYLD WEITHER

THEKET PAPOLE FLANNER MOTER Sinaf MOTOR BOTT

PUOS LIBHT HOUSE Fruger Warring

SEALS oruge HOLPHINS Smaks

SWIMMING DEED SEM SOUTH DIV WO

BON DOWS DOGS! Resur

MAKINES LIME WHED STUB

DODAN of TIME Superatt wasking DICK BOOTS SEA BILOS CLAME muksers

hoged werk

WOOL SWETTERS

turn a cottis

PHYTACHE

UNIFORM

SMITT ONE

BALT

LABOR

SHEPS

ONEGEL PHODE BONCO FISH FPH EMERKINA FERRY ANAHOR HAY WHOLL WHITCHING Commore PURET CITY

SWINNIN HO HARBOR SHILLOR HATS HARRIOR WALK moune of

THETTOUS RUPE KNOTS! ELEMES

BOAT TIES CHARS care tents FIGH TAME WE THEFT

BIVE COLUM CHIT ROFL NET PHOTE

HOOK · Same

HELMET THING

CITY CUTURE

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CARS

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HUTTE -CAN as evidous The stores INFRA TRAPA ENGER N SIRE

EM of LINE REIDLE FAL two usu LI WH WORE

Love FRANKY Brenzel

Turcing THECHES SUBSET PERFORMENT SING INTL Foureros

INITIAL LOGO SKETCHES



-BIRDS
-BIRDS
-WAVES
-FISHISERFOOD
-WAVES
-BORTS
- GATES
- BORTS



LOGO COMPS

Throughout my logo sketching, I was drawn to the simultaneous strength and unity that sailing knots have to offer. For the final logo, I really tried to make this motif work. However, after much experimentation, I decided to depart from the literal knot/rope approach and bring my third direction, inspired by ornamental gates, to final. I discovered that the interconnected feeling I was looking for with knots/rope was still successful by using the shared crossbars on logo three.































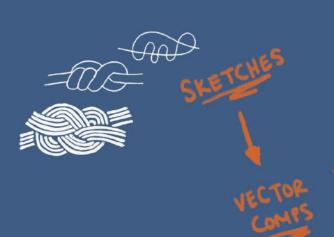
HALIAN

VISUAL THEME SKETCHES

The visual theme is where my desire to use knots really resurfaced. I experimented with other sketches that might represent Halifax, such as seaweed, maritime flags, and Victorian architecture (look up Halifax Storm Porches). However, I found the knot's potential much to be much greater and moved forward by experimenting with illustration on the next page.



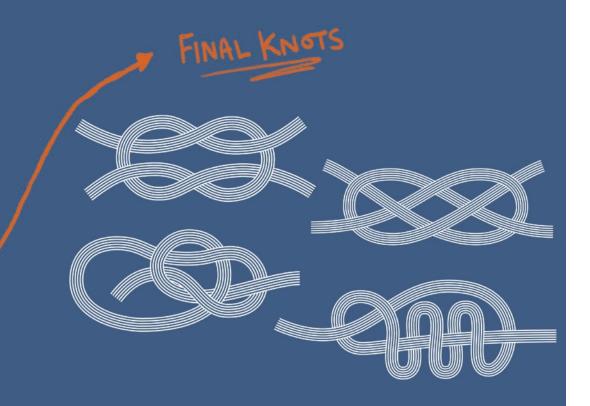
THE KNOTS







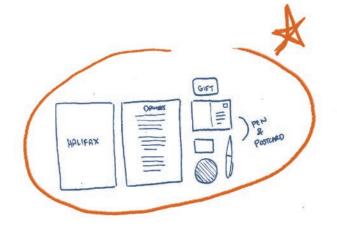


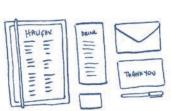


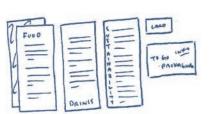


MENU SKETCHING

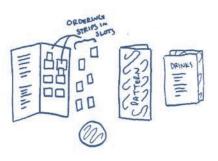
I was initially pretty out-there when I was creating sketches for my menu. I felt the menu deserved to be more than just a piece of card stock with a list of food on it. Ideas such as using strips of paper to customize an order, printing with heat sensitive ink that would react to the temperature of your hands, or starting your order by looking at a map, all came to mind. Eventually, I found a solution in a comprehensive stationery set that really lets the visual theme shine when organized in a way that completes the knot.

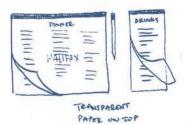




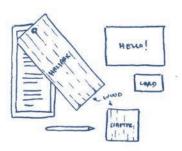












MENU DEVELOPMENT



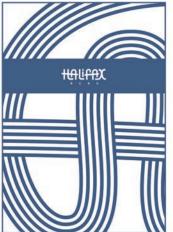








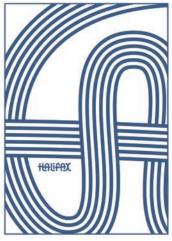






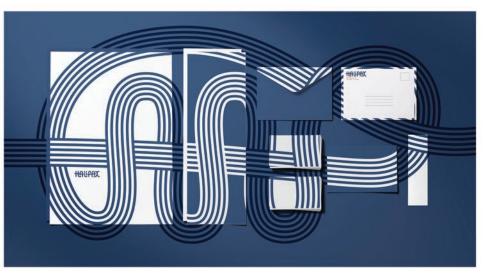






FINAL MENU







MOBILE WEB PAGE

The first thing that came to mind when designing the web page is that I wanted the hours to be as easily accessible as possible. Whenever I am trying to navigate to a restaurant's website, 90% of the time I'm trying to look for their hours. So that went right up front and center. Next, I focused on the online ordering. I created a system that utilized the finger tapping ability on smart phones for easy adding to cart and keeping track of items.

