

HALIFAX

PROCESS BOOK



RESEARCH NOTES

From Wiki:

- 403,121 population w/ 316,701 on mainland

History

- ANTIQUE NAMES OF MI'KMAQ INDIGENOUS PEOPLES
 - NAMED AT K'JIPUKTUK (CUP-BOOK-TOOK)
- NAMED AFTER THE 2ND BATTLE OF HALIFAX
- BRITISH VICTORIES SEEMED BY SETTLING THERE, WERE DESTROYED AND BUILT AGAIN
- FRENCH WERE FIRST TO SETTLE IN ST. MARGARET'S BAY
- MUNICIPALITY INCLUDES ALL OF HALIFAX COUNTY SINCE 1996
 - HALIFAX REGIONAL MUNICIPALITY
- BECAME A CITY JUST AFTER IN 2014, SO NOWHERE REALLY USES HRM ANIMATE

Geog

- POPULATION CENTER IS SHOWN IN COMPARISON TO REST OF HRM
- COAST IS MOSTLY ROCK w/ SOME BAYNES & BAYS
- LARGEST URBAN FORMATION:
 - ST. MARGARET'S BAY
 - HALIFAX HARBOUR / BEDFORD BASIN
 - CORE HARBOUR
 - ECUM SECUM TOWN
 - MUSAJODOBIT HARBOUR
 - BEDFORD HARBOUR
 - SHEET HARBOUR
- TOPOGRAPHY: LUSH PARALLEL TO ROCK & HEAVILY FORESTED HILLS
 - ALSO A NUMBER OF ISLANDS & PENINSULAS
- HUMID/OCEANIC CLIMATE, WARM SUMMERS, MILD WINTERS

CITY

- HIGH WATER LEVELS - 25-50% OF RESIDENTS HAVE TO WALK
 - ALSO JOINTING TO DENOTE BIKING INFRASTRUCTURE
- ARCHITECTURE IS NOTICABLY SPECIAL, ASIDE FROM VICTORIAN HOUSES AND WHAT IS KNOWN AS "HALIFAX PORCH"
- PUBLIC SPACES - GRAND PARADE: LARGEST MILITARY PARADE SQUARE FROM 1749
 - HARBOUR BOARDWALK
 - HARBOUR COMMON - LARGEST'S OLDEST PUBLIC PARK
 - HARBOUR PUBLIC GARDENS
 - POINT PLEASANT PARK

ST. M'S BAY & HALIFAX HARBOR

- BUT ALSO OPENING UP ON AGRICULTURE, FISHING, MINING AND FORESTRY
- TOURISM IS SLOWLY CHANGING HOW THE LOCAL COMMUNITIES OPERATE, ESPECIALLY AROUND PORTS

Culture

MARITIME

- MARITIME TRADITIONS/MILITARY TRADITIONS
- ART, THEATRE, MUSEUMS
- KNOWN FOR NIGHTLIFE & MUSIC IN URBAN CORE
- HAVE A LOT OF FESTIVAL
- MOVIES ARE FILMED THERE OTHER TO GOING IN FOR MORE EXPENSIVE CITIES
- TOURISM FOCUSES ON CULTURE, SCENERY & COSTUME
- PIER 21 - PROMINENT IMMIGRANT PORT
- FEBBY'S COVE - HISTORIC SITE, LIGHTHOUSE & OLD VILLAGE
- HARBOURWALK - 2ND LONGEST WALK W/ MANY MODIFIED SHIPS, STOPS, ETC.

BOARDWALK ATTRACTION

Economy

- BUSINESS, BANKING, "DOW" & OTHER CENTER FOR MARITIME REGION
- DEPT OF DEFENCE
- PORT OF HALIFAX
- OTHER ACTIVITIES MENTIONED ABOVE

← MAIN SOURCE OF COMMERCE = HARBOR

Transportation

- HALIFAX HARBOUR
 - ROYAL CANADIAN NAVY
 - CANADIAN COAST GUARD
 - FERRY

} BOAT TRANSPORTATION

THEMES

- MARITIME - LENGTH STIFF, LIGHT HOUSE, LITTLE HOUSE, BOATS (GAIL, FERRY, RESERVE), WALK, PADDLE, FISH
- ARCHITECTURE - CITADEL, CLOCK TOWER, DAMMERS, SMITH BRACKS, BRIDGES

- FOCUS ON MARITIME INDUSTRY

INITIAL LOGO SKETCHES

- BIRDS
- FISH/SEAFOOD
- GATES
- KNOTS
- WAVES
- BOATS



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.



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

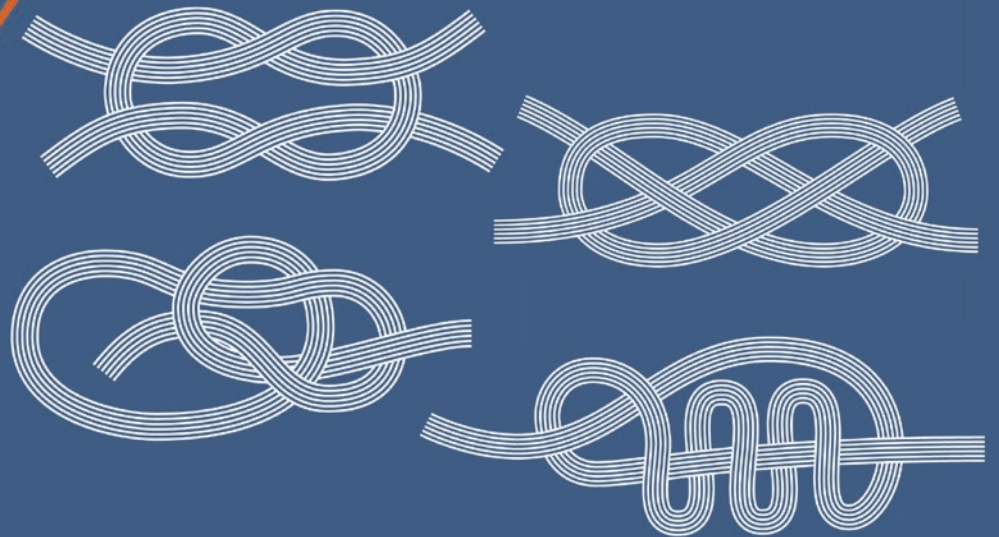


SKETCHES

VECTOR
COMPS

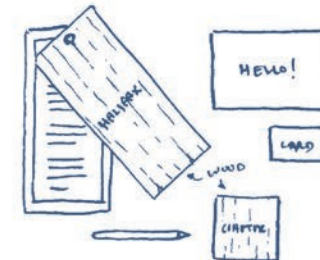
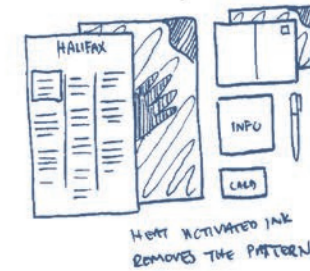
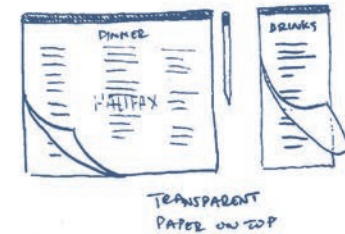
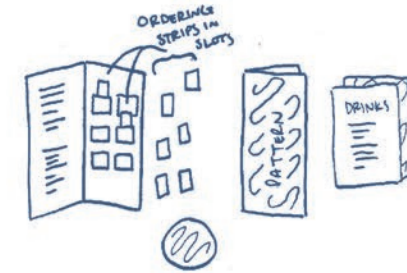
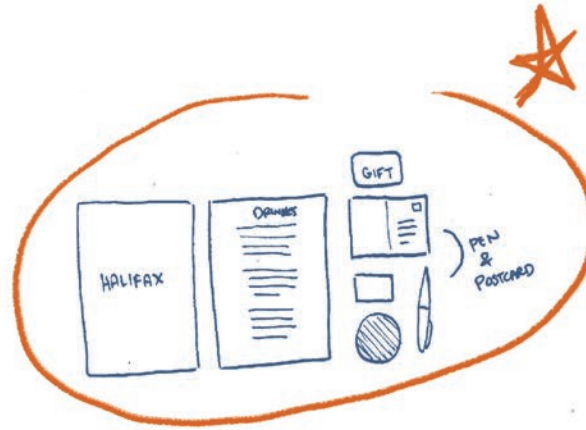


FINAL KNOTS



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

DRAFT



FINAL



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.

