

Creative Director: Sol Bae

Designer: Manuel Lopez

(Met in-person)

Topic

An Overview of Tteok (or Korean Rice Cakes)

Concept

We agreed on a visual style of blending traditional elements with modern, minimalistic design choices as a way to bring forward a traditional delicacy into modern times. Like outlined in my creative brief, I want it to be very simple in its messaging and focus more on appreciating the art of Korean cuisine. Visually, it will use a muted color palette often seen in rice cakes (pink, yellow, greens, whites), with imagery of flowers or temples if background texture is needed. We also have an idea to incorporate the Korean characters of the rice cake names in the background, creating a layered effect. There could also be a visual downwards flow incorporated into the pages (whether it's a tangible line or just how the sub-pages/images are laid out).

Navigation

Main/Landing Page:

- Overview
- Some sort of navigation to the other pages (explored in the mockup versions)
 - Top or side bar? Could resemble a tree branch
 - Links in the main page represented by pictures?
- History
- Sources (footer)

Each following page can be navigated to from navigation area; same level of hierarchy

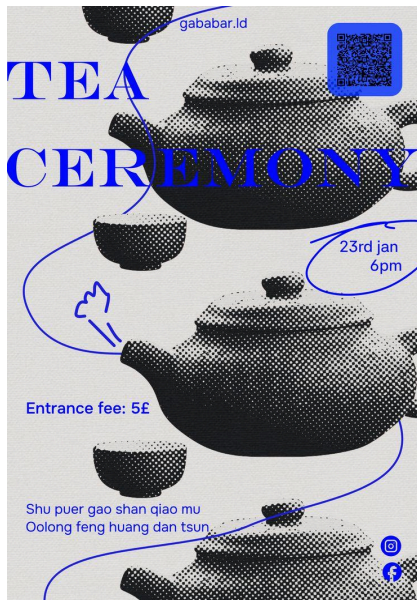
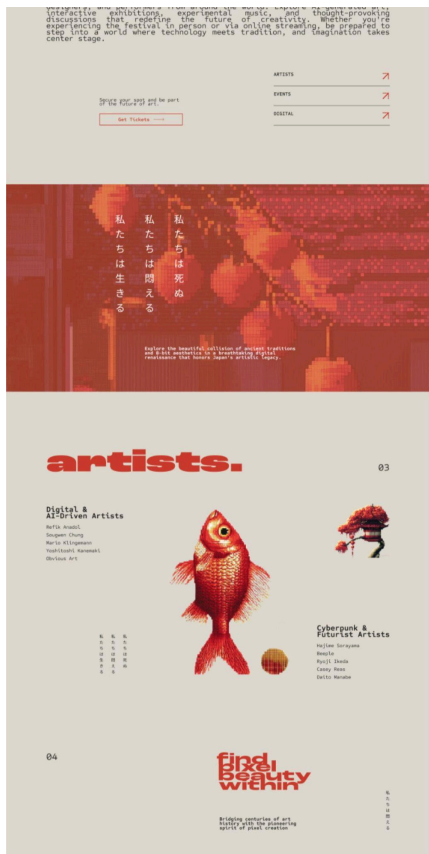
Tools/Utensils:

- A gallery with labels + descriptions

Types of Tteok

- categorized by process of making
- Plenty of images

Visual Inspo



Color palette ideas

