

THEME PARK DESIGN

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of Art + Design

Example Submission

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Example Submission

The submission for this project is a pitch deck or slide show. This deck contains examples for each of the required elements of the submission.

This deck is NOT intended to communicate the design of a single cart. Instead it has good examples of each step. Though unrelated, you should be able to identify what is working about each example, and apply that to your cart concept.

Have fun with the design of YOUR deck. How can you let the theme and story of this cart be reflected in the layout, colors, fonts and graphics of the presentation deck? You may develop this deck in any app you like as long as the file you upload is a PDF version of that deck. Be careful, often exporting PDF's of slides shows alters the formatting or fonts.

Final Submission must be delivered in a PDF presentation with the following:

- Project Title, Your Name, School, Grade Level
- Concept Treatment – Four short paragraphs that explain your design concept
 - Paragraph 1 – Introduction. Give us a sentence or two about it.
 - Paragraph 2 – Theme & Story.
 - Paragraph 3 – Operations. Describe some key features about how this cart works.
 - Paragraph - Closer.
- Inspiration / reference photos that capture the spirit, story, and theme of your Themed Cart design concept. Feel free to use AI.
- A few sketches that explore multiple ideas
- One final Perspective concept drawing of your Themed Cart design
- Ground Plan with Dimensions
- Front and Back Elevations with Dimensions
- Side Elevations with Dimensions
- Callout Drawing identifying the locations of the merchandise, the point of sale, props and storage within the Themed Cart
- BONUS: Create a character for your Themed Cart, such as a fictional proprietor of the Themed Cart. Communicate this through writing and some drawings.
- BONUS: Create some Graphic Design for your Themed Cart, such as a logo, menu, storytelling details, interactive devices, etc.

Title Slide

Here are a couple nice examples of title slides.
Please include; Project Title, Your Name, School, Grade Level.

Jetta Gerdt

Scale Design Resort Attraction Cart Neptunes Embrace



Nóatún Resort Scale Design / Resort Attraction Cart



EDES 210 - Juan Bonillo Ruiz

Used with permission from the artists.

Concept Treatment

Here are a few wonderful examples of concept treatments. These are abridged versions. Yours should follow the required format in the project brief. You are asked to be a bit more lengthy than these. Tell us all about it!

Sōzō Cart

CONCEPT STATEMENT

This unique cart offers a multitude of memorabilia to **enhance your experience** at *Chōwa*. From stone candles to teas, the cart's merchandise was chosen specially to encourage a sense of **mindfulness and closeness with nature**.

This cart also acts as the **landing point** for the resort's experience *Sōzō*, being the source to serve each guest a **freshly brewed cup of traditional matcha tea** to stimulate internal balance.

In **partnership with Takezasado**, a classic woodblock printing shop in Kyoto, Japan, this cart also showcases and offers **woodblock printed pieces** for guests to take home.

Cart Concept Treatment

Step into the Hardy Hangar, where you'll be greeted with sights, sounds, and smells that immerse you into the golden age of flight.

Before you retrace the twists, turns, and triumphs of Charles Lindbergh's transatlantic journey, stop by the 1928 Chevrolet Capitol, where you'll meet Mac the mechanic. He'll stamp your passports and let you shop for a variety of antique skull caps, flight goggles and scarves in addition to St. Louis' own Fitz's Root Beer.

To prepare for your journey, take a seat and watch a talkie introducing you to the history and significance of Lindbergh's flight. After a speedy 2 minute flick, make any final checks to your aircraft, and prepare for takeoff!



Concept Treatment

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Nóatún Resort invites you to embark on **Viking Voyage**, an extraordinary opportunity to traverse Oslo's waters aboard an authentic **Viking warship**, just as the fearless Norsemen did centuries ago. Step aboard the **fastest ships** of ancient history on a journey across Oslo's **historic** and **modern waterfronts**. Dare to join an epic maritime adventure with Viking Voyage!!



The **Viking Voyage** kiosk is the perfect way to start your true Viking adventure. Considered a **visual landmark** of the Nóatún Resort, the kiosk can be seen from any point of the resort. Once you get there, you will find all the **information** you need about the experience. Your **guide** for the adventure will also receive you at the kiosk, where they will delight you with the **tea** Vikings drank before their adventures. When you come back from your journey, stop by to discover the incredible offer of **souvenirs** at the kiosk.



Concept Treatment For Cart

Step up to our rustic cart that exudes the essence of the Wild West with its weathered wood, aged metal accents, and warm earthy colors. As you approach, you'll notice hand-painted signs in bold, vintage-inspired typography proudly announcing "Frontier Flavors." with addition information about times and menu items .

Underneath the canvas roof, you'll find an ample countertop workspace, complete with cast-iron skillets, vintage utensils, and containers. Hooks and holders display an array of cooking tools and accessories, all adding to the immersive experience.

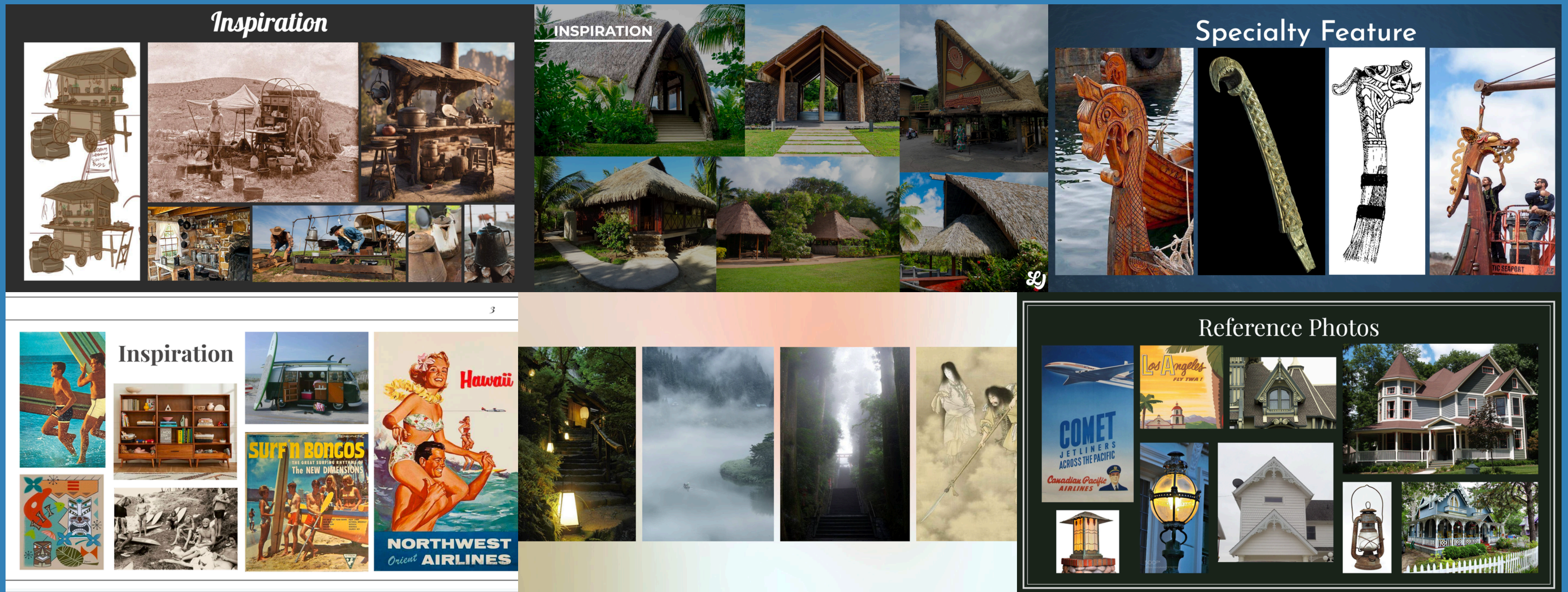
Led by skilled instructors dressed in authentic period clothing, you'll learn the art of frontier cooking. From biscuits to stews and skillet desserts, you'll actively participate in preparing a variety of frontier-inspired dishes.

It's not just a culinary experience; it's a journey back in time, a taste of the past.

————— **Rediscover the Past, One Dish at a Time.** —————

Inspiration

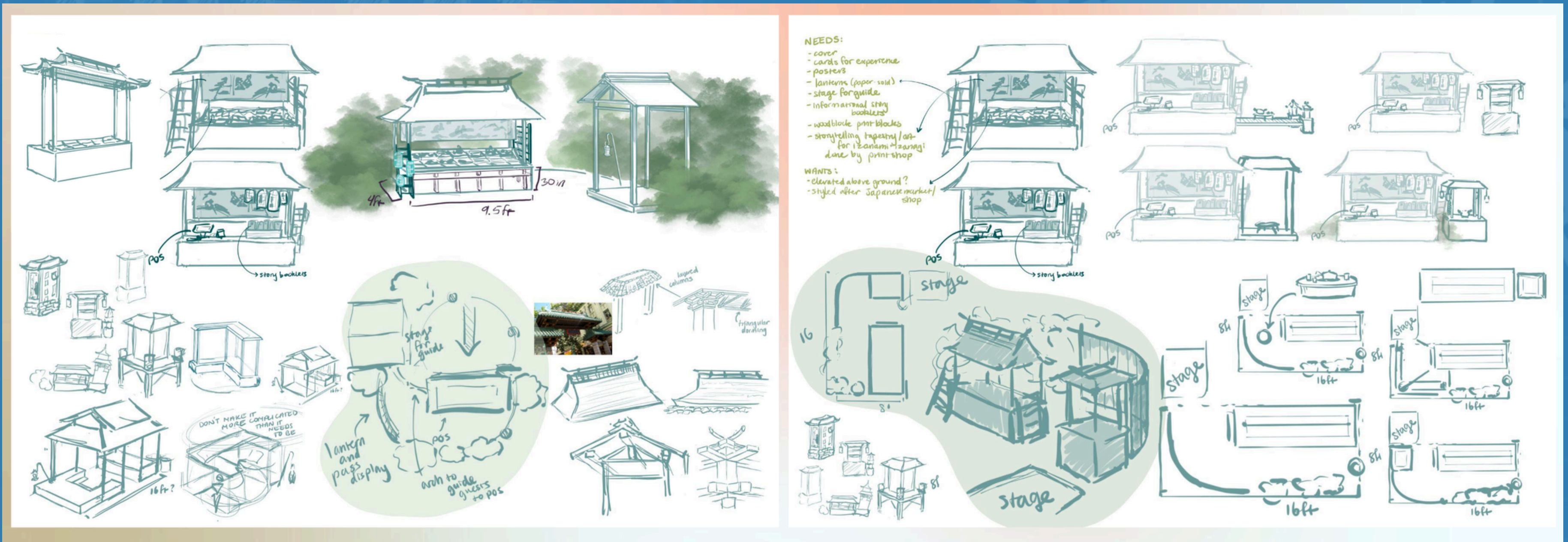
Here are some great examples of drawings, photos and art that capture the spirit, story, and theme of a Themed Cart design concept. This is an OK place to use AI to generate some ideas. This slide should be a summary of your reference gathering. Show us the highlights.



Used with permission from the artists.

Sketching

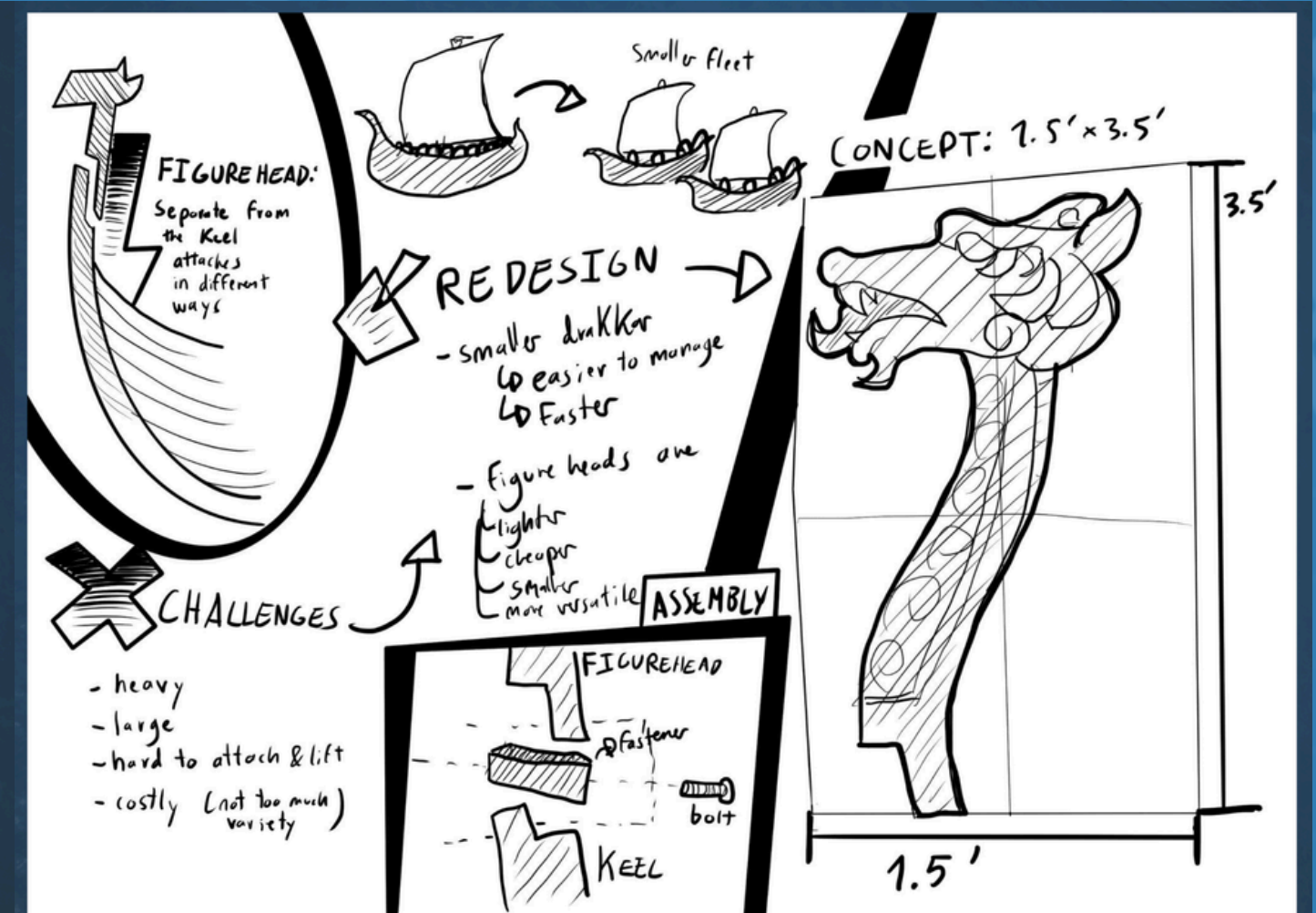
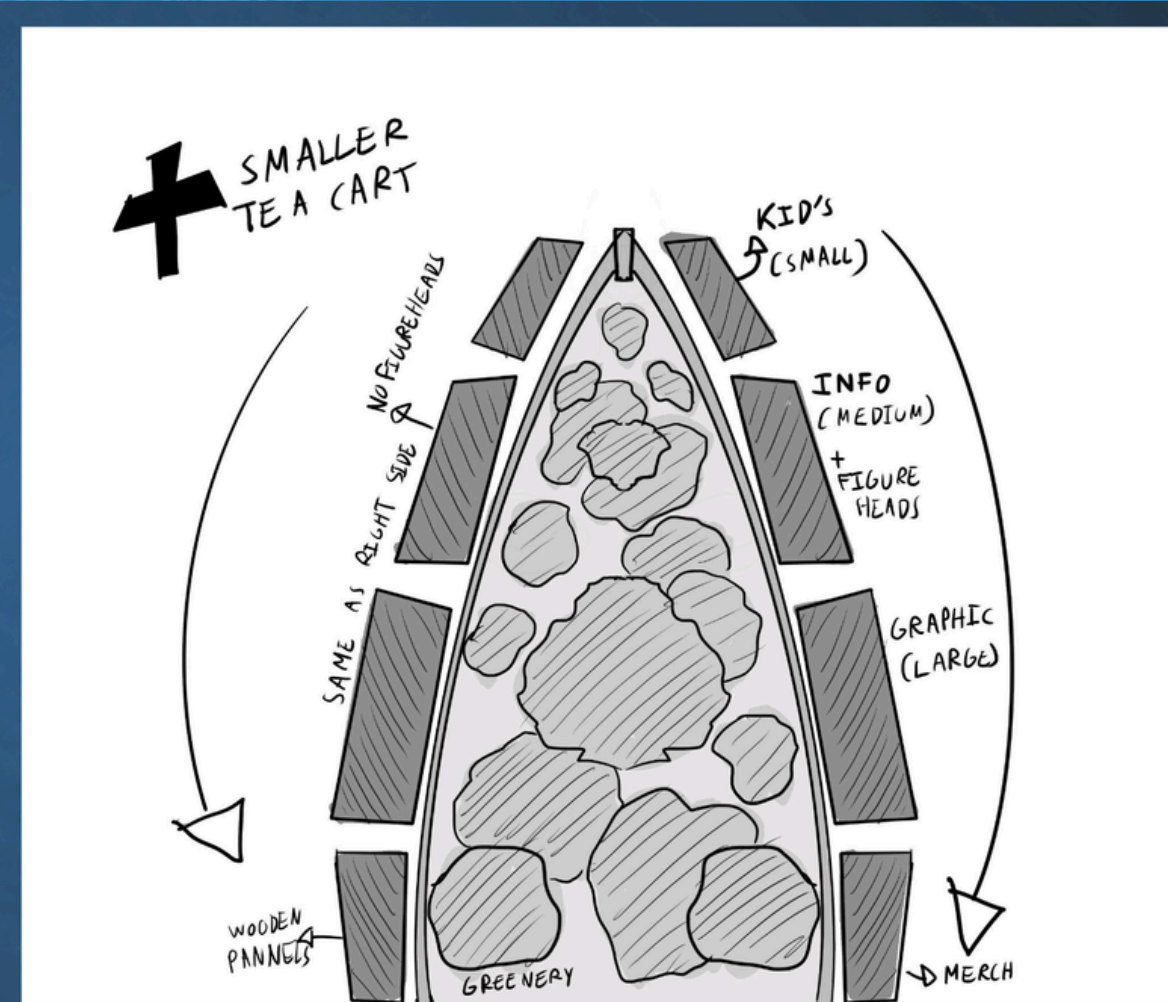
Here are some examples of exploring the ideas with sketching. The sketches may be loose and quick when you're starting out.



Used with permission from the artists.

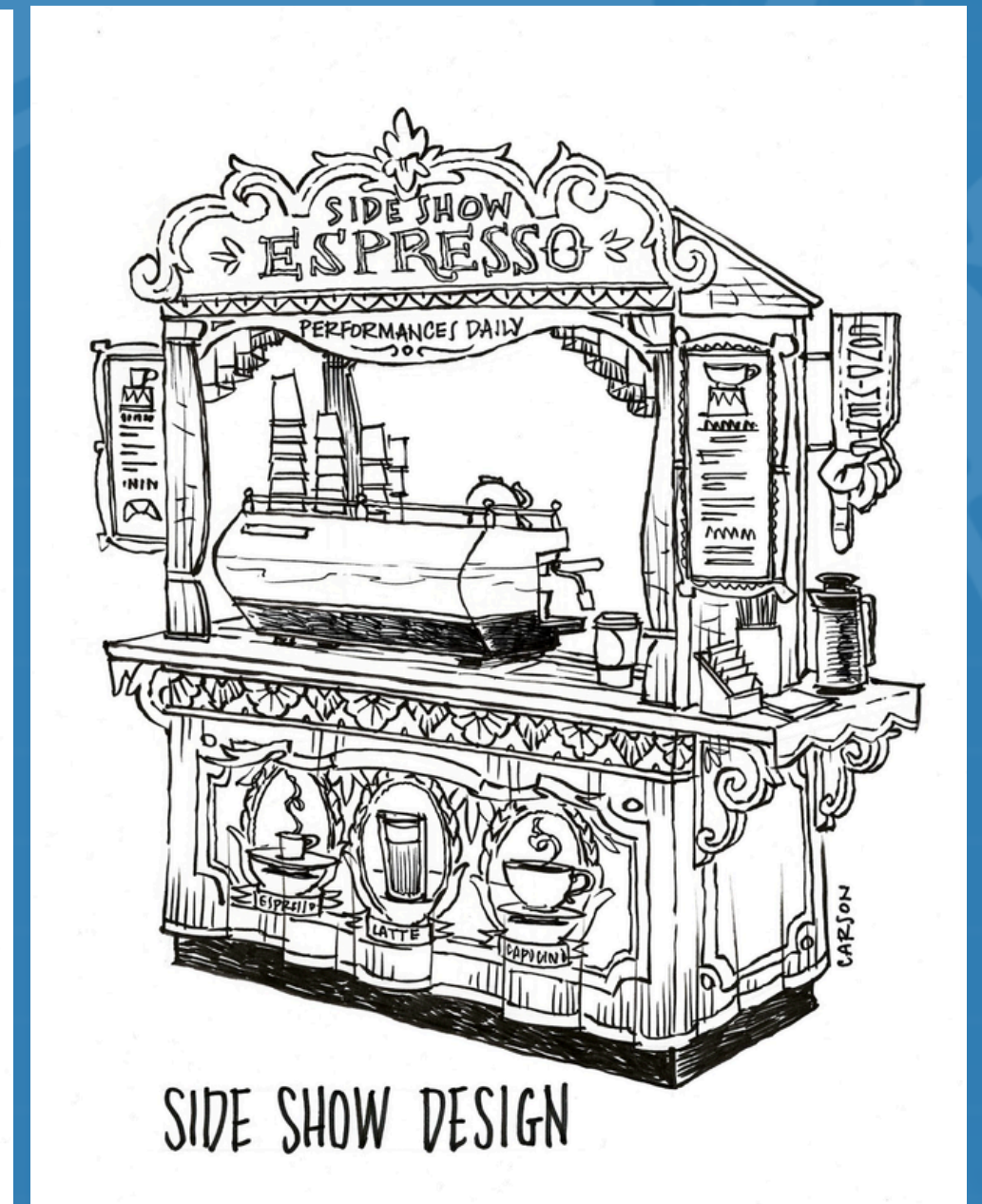
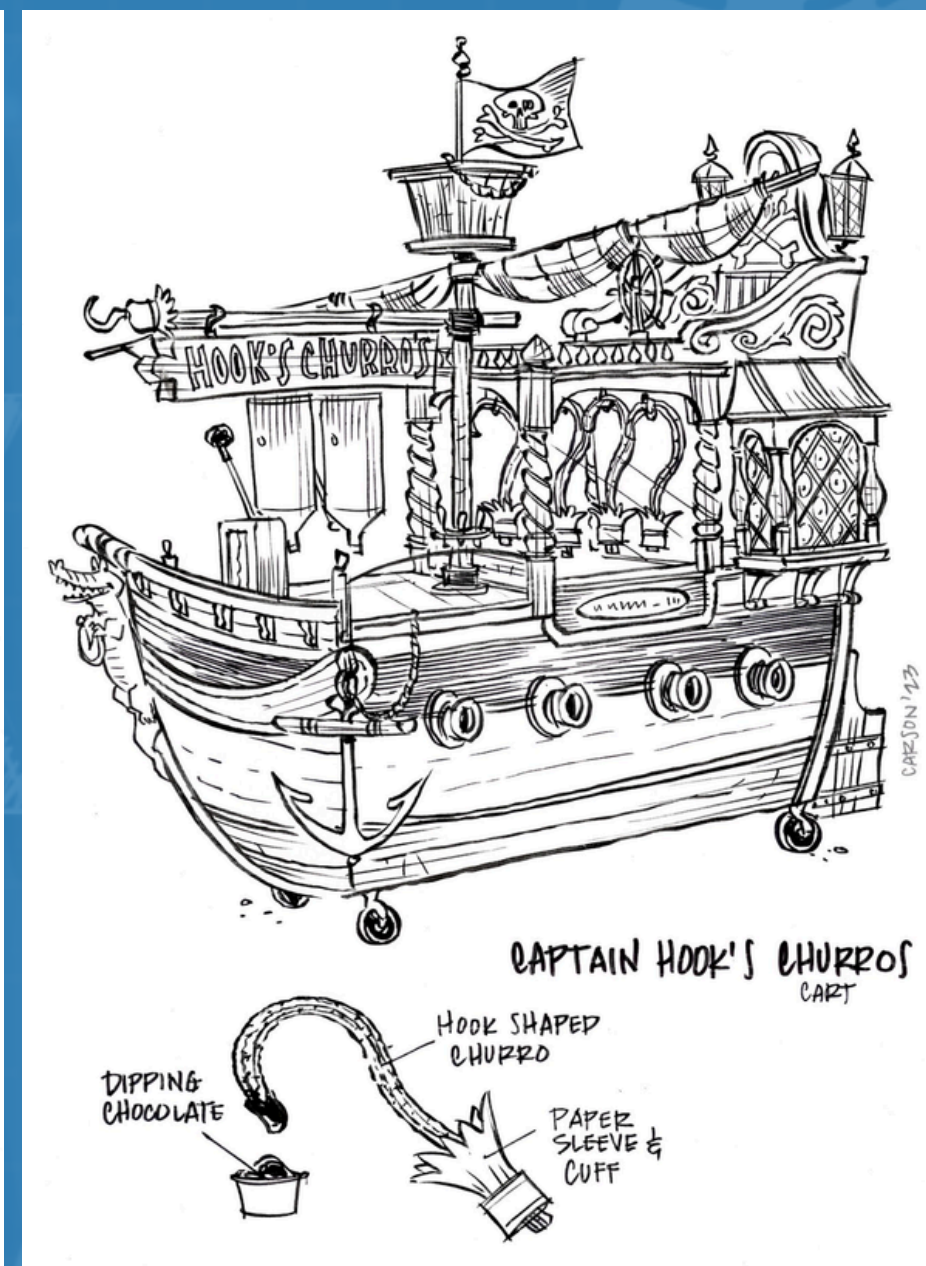
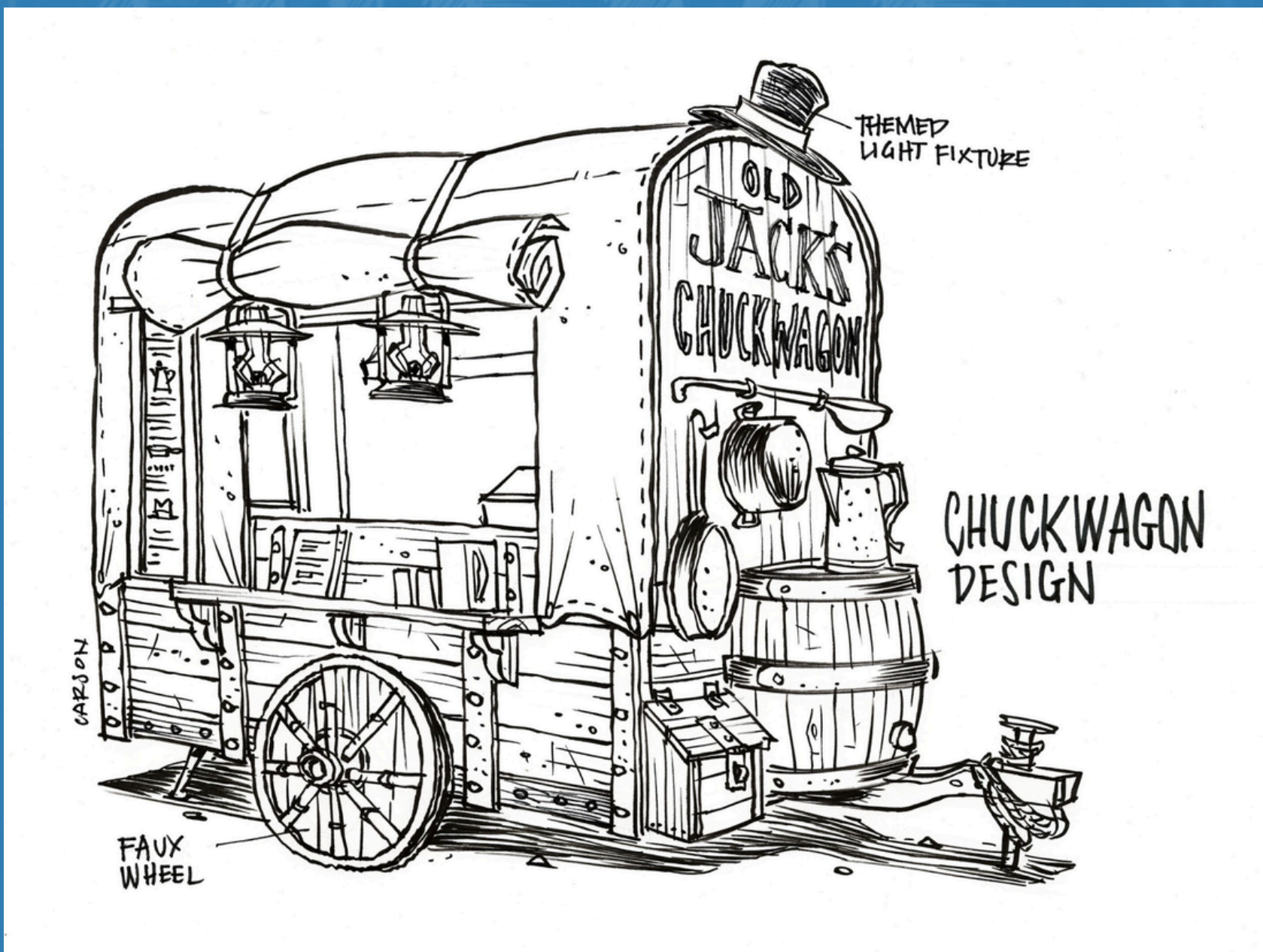
Sketching

Here are more examples of exploring the ideas with sketching.



Perspective Drawing

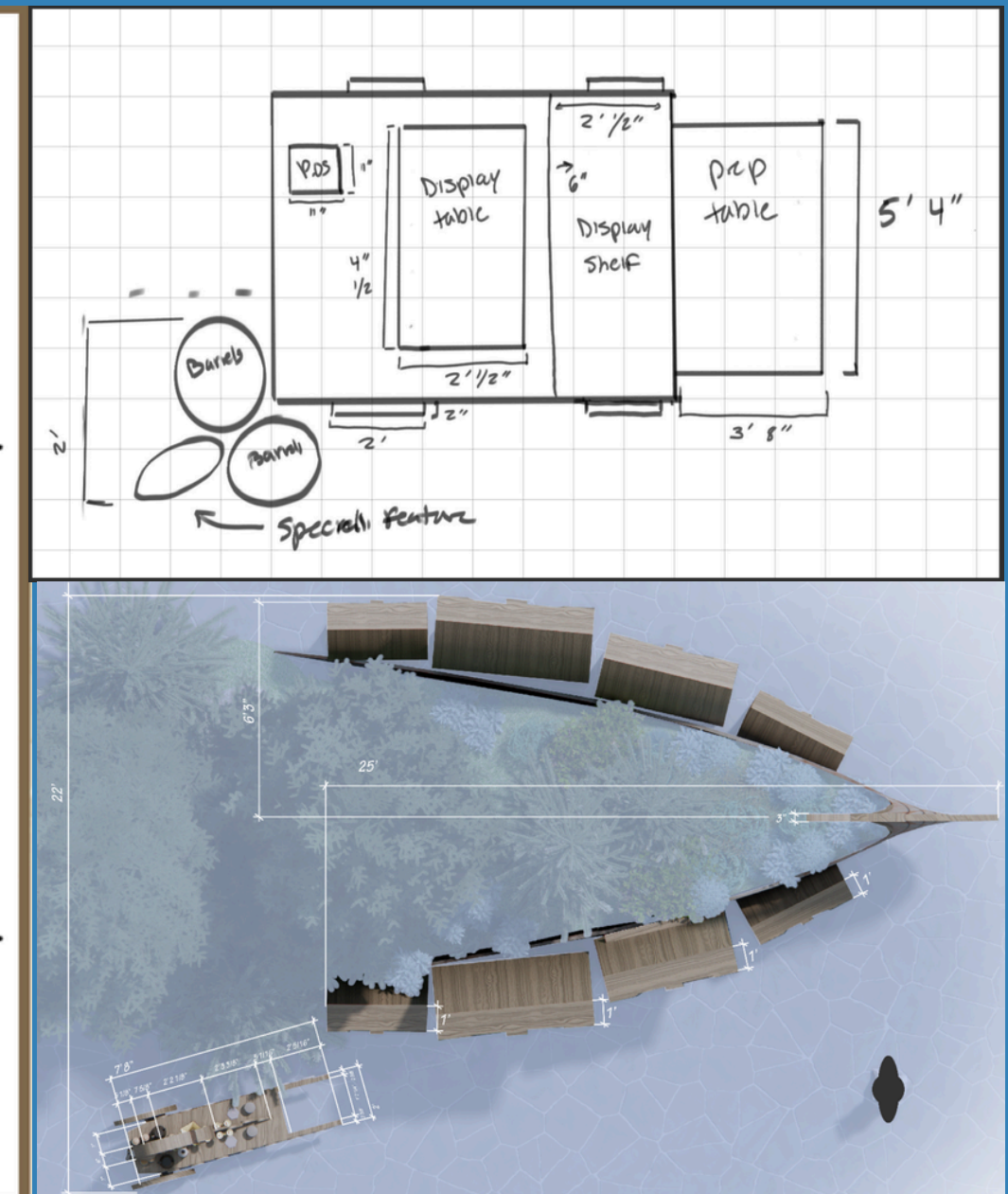
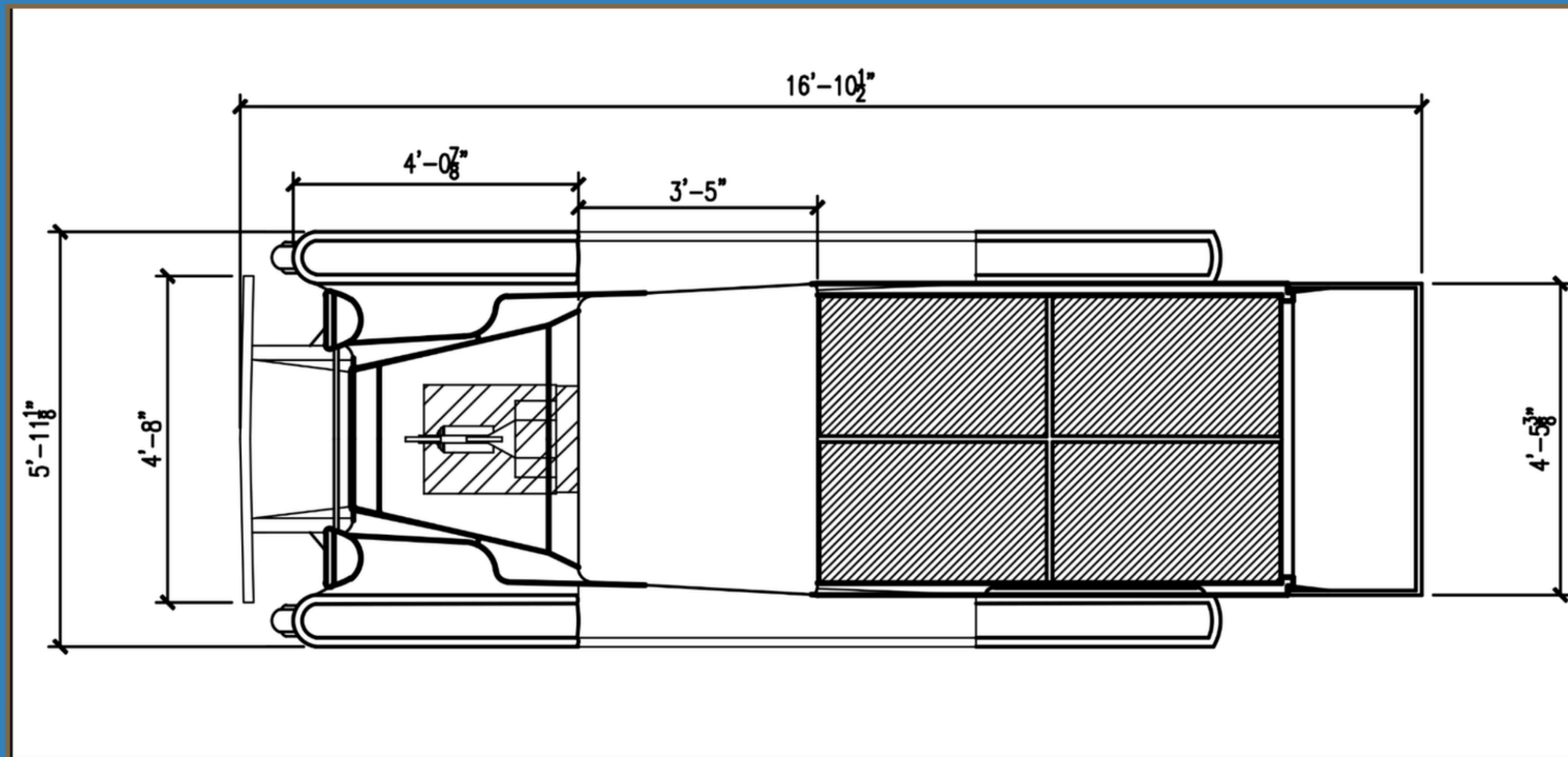
Here are a few wonderful examples of perspective drawings. You should submit one, very clean and detailed perspective drawing.



Used with permission from Don Carson

Ground Plan

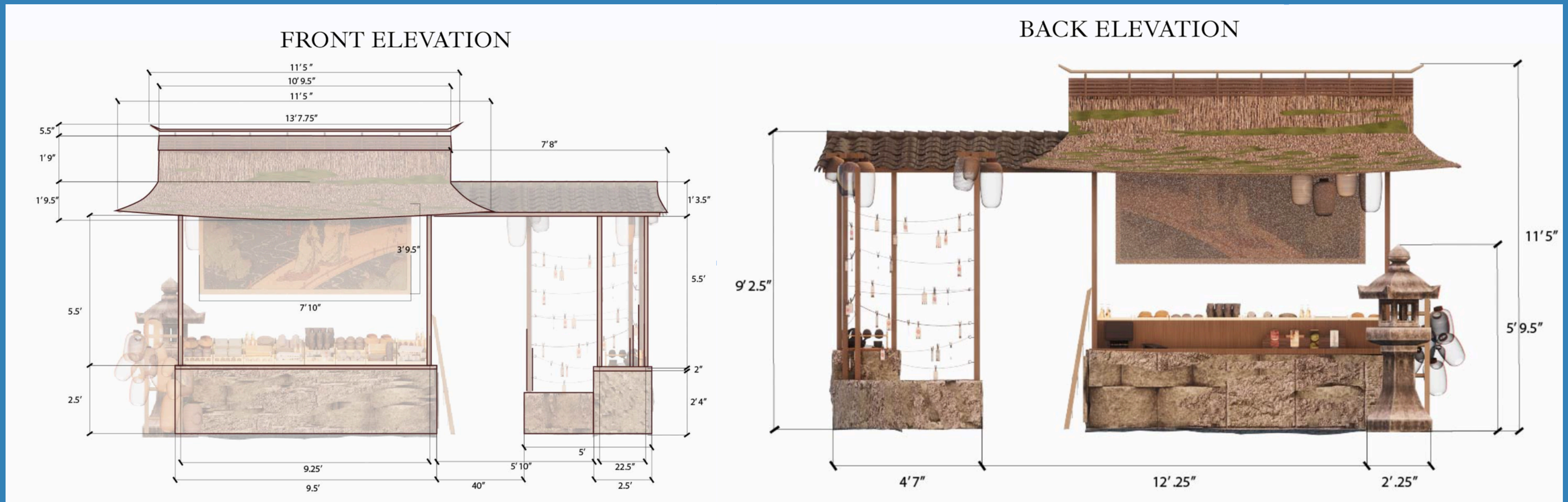
Here are some examples of plans. These are often drawn with CAD but you can draw one by hand too. Always include at least the most basic dimensions in your plan drawings.



Used with permission from the artists.

Elevations

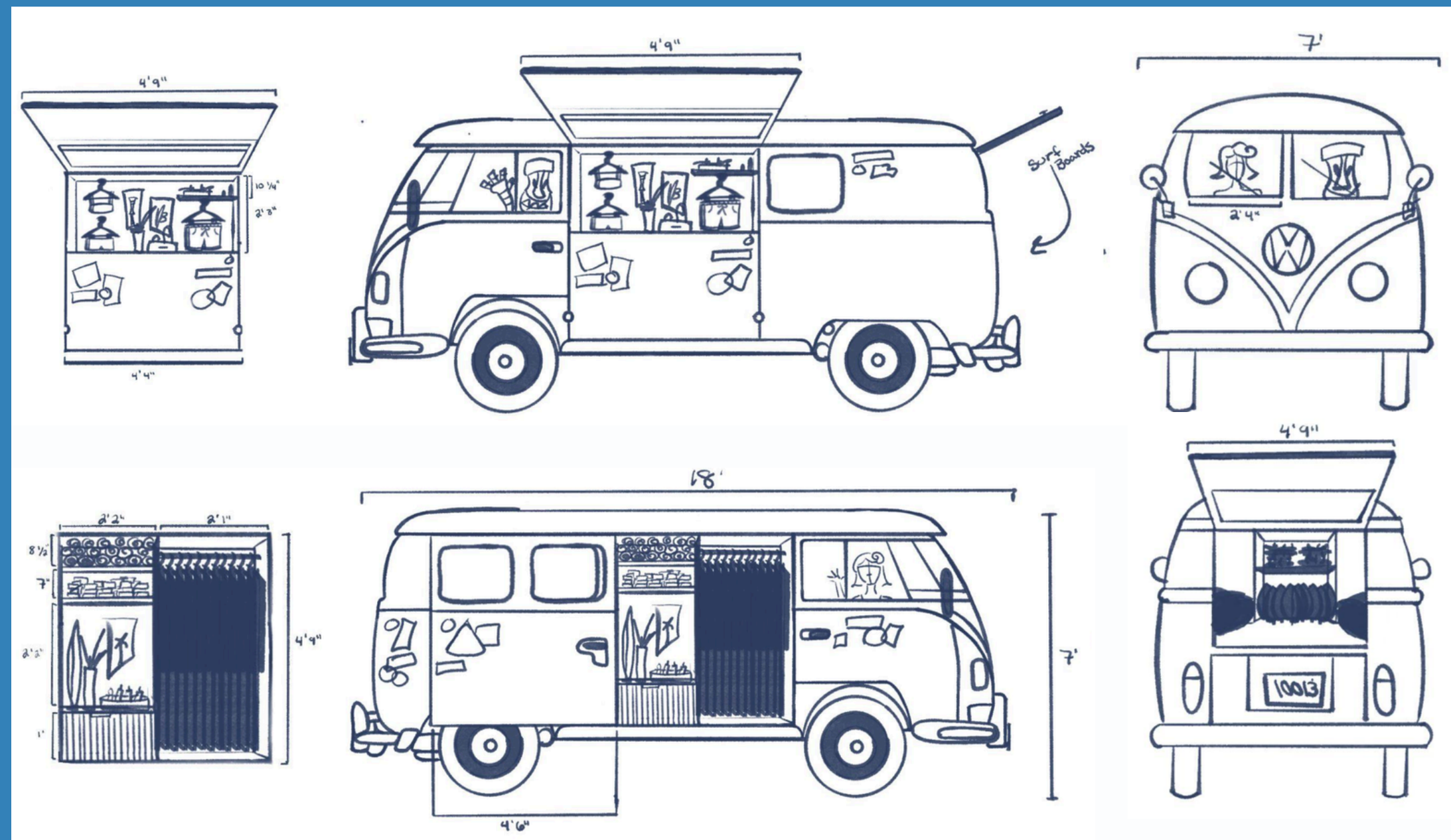
Here are amazing examples of elevations. These are often drawn with CAD but you can draw them by hand too. Always include at least the most basic dimensions in your elevation drawings.



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Elevations

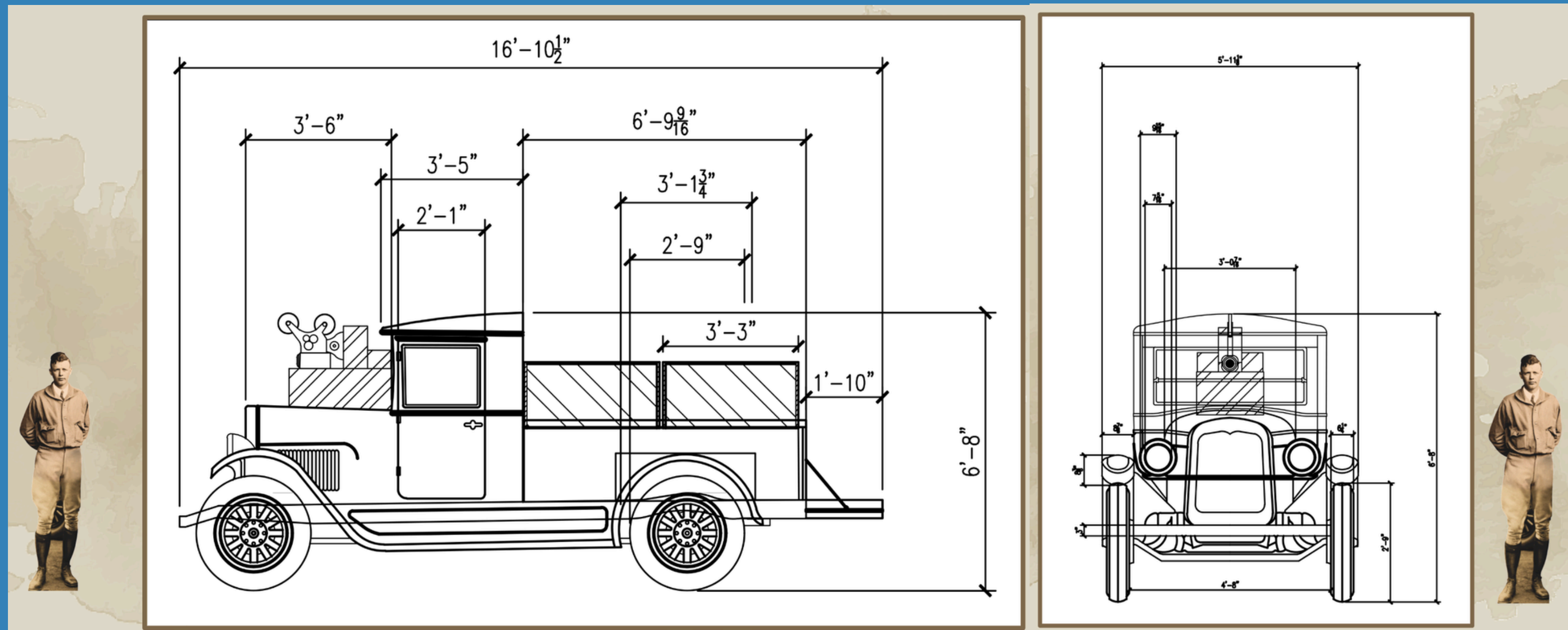
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Bonus: Callouts

Callouts help identify the locations of the merchandise, the point of sale, props, storage and other key features within the Themed Cart. This example only uses text, but you can also add reference images to help supplement your own drawings. An image of a 1800's cash register would be a great addition to this slide.



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Bonus: Create a character!

Imagine a fictional proprietor of the Themed Cart. Communicate this through writing, reference and some drawings.

STORY

Join Bella Berry and the Strawberryrians in a magical adventure through the wonderful world of strawberries. Become a strawberry expert and find your favorite snacks! The Strawberryrians are all berry excited to meet you!

SAM SALFALI

CAPSTONE 2023

BELLA BERRY



SAM SALFALI

CAPSTONE 2023

Bonus: Design Some Graphics

Graphic Design for your Themed Cart will communicate so much about story, theme, function and tone. You might design a logo, menu, product packaging, storytelling details, signage, interactive devices, etc.



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This deck was created by Jamie DeRuyter,
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Thank you!

Please send questions to
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