

Ky To ● ComD - 242 Production and Process

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Personal Statement

Born and raised in Vietnam for almost 15 years, Ky To is a dedicated and creative undergrad at Pratt Institute, majoring in communication design and minor in photography. Ky To acquires an eye and ability for photography that she uses as a tool to document ideas around her. Yet, she trains to be a professional designer with a good sense of framing. After one and a half year attending college, her critical thinking and technical skill have enhanced. In fact, she has a background in filming and stage management before arriving Pratt. And the acquired skills are shown in her works. She initiates a design project in the same way she approaches her design project. She ensures to understand the criteria, what needs to be delivered, what is the needed procedures, and how to execute it. Yet, she treats the design process with great intensity with insight research and always challenge herself to look for a more creative and engaging possibility. Though, she has a great curiosity and passion for learning.

During her junior year in high school, she had an internship at Educational Video Center (EVC) for almost half a year. With the amazing crew, the crew and she produced a documentary about phone addiction and it was screened at the Lincoln Center Theater in 2017. As she was completing the last year for art program, Ky To was honored to receive the School Art League Awards at the Metropolitan Museum of Art. In the same year, she received two other scholarship funds from BAM and Albert Shanker College before receiving a full scholarship from HEOP to attend Pratt Institute.

Project 01

The Unknown Cuisine: “30 Ngon”

Project Brief: Design a multi-page menu for a restaurant, cafe, or bar. This can be a restaurant concept that you’ve developed yourself, or a redesign of an existing real-world restaurant brand or concept.

“The Unknown Cuisine” is a family menu design for an all Vietnamese noodles restaurant. The idea is to introduce different types of rice noodle and noodle from different regions of Vietnam that have not yet discovered. Design wise, I emphasized the environment of the imaginary restaurant: warm, friendly, classic and spacy, by using illustration, handwriting letters, and minimalistic composition. For the other components such as typography, photography, texture, color, icon, and hierarchy of the design, I incorporated these on different pages without making the whole design feels overwhelmed or sparse. Honestly, I was struggling with manipulating the negative and positive space. But later I learned gestures such as rotating, scaling, offsetting, and reporting to solve the empty space I subconsciously left out.

Research: This is a collection of the menu I gathered to use for research and inspiration. One of the components that make the menu more engaging is the relationship between the menu's content and its graphic information. There's must be some graphics that represent the sensation of



BAR BEAU	
41 WITHERS STREET BROOKLYN, NEW YORK 11211	
TELEPHONE (212) 555-5555 WWW.BEAUBROOKLYN.COM @BEAUBKLYN	
Marinated Olives	6
Garlic, thai chili, citrus	
Deviled Eggs	8
Yuzu kosho, togarashi, scallion	
Scallop Corn Fritters	12
Coconut, lime, chili oil	
Shishito	9
Newpie, thai basil, romesco	
Asparagus	16
Tomato, cress, toasted bonito	
Burrata	18
Parsley salsa verde, charred allium, toasted sourdough	
Local Charcuterie	16
House accompaniments, toasted sourdough	
Chicken Liver Mousse	15
Bacon, black sesame, piust cabbage slaw	
Little Gen Salad	11
Chives, dill, daikon vinaigrette	
Shiso Udon	16
Shiso pesto, lemon, grana padano	
Beau Burger	16
Lamb and dry-aged beef, cumin, sambal mayo	
BAR BEAU 41 Withers Street Brooklyn NY 11211	

LUNCH MENU
TUE - FRI: 11 AM - 3 PM

VEGETARIAN LUNCH SET: 75K
INCLUDING 1 DRINK OF YOUR CHOICE:
A bottle of water or coffee

TUESDAY

- + Rau củ kho / Vegetarian braised mixed vegetables
- + Cải thìa xào / Stir-fried cabbage
- + Canh tần ô / Crown daisy soup

WEDNESDAY

- + Đậu hũ kho nấm / Vegetarian braised tofu with mushroom
- + Cải thảo xào / Stir-fried cabbage
- + Canh bí xanh / Winter melon soup

THURSDAY

- + Nấm xào thập cẩm / Vegetarian stir-fried mixed mushroom
- + Đậu que xào / Stir-fried green beans
- + Canh cải ngọt / Choy sum soup

FRIDAY

- + Bún chả giò chay / Vegetarian rice noodles with spring rolls

THÊM / EXTRA:

- Com / Steamed rice: 15k
- Rau xào / Stir-fried vegetable: 15k
- Canh / Soup: 15k

For more info: 093.183.8647



09-14-18

Logo Design

Should the bg of the menu be white or colour?

The circular positive space simplifies the broth.

In term of the drawing style, I prefer a more sketchy line.



What are the possible logo designs for my restaurant?



Font Designs

09-14-18

Do I need texture at all? what software?

All The Viet's Rice Noodles. | 30 Types of Viet's Rice Noodles

30V Rice Noodles. | The 30 Viet's Rice Noodles

Viet's Rice Noodles | 30 Rice Noodles

HOW TO mix fonts

TALL AND SKINNY spaced with fancy script

USE BOLD CAPS with cute lower case

add something creative WITH SOMETHING TOUGH

why not be ADVENTUROUS and try a little cursive vibes

DID YOU KNOW opposites attract?

SO KEEP THE creative juices flowing!

Wedding Invitation FONT PAIRING GUIDE

you are cordially INVITED the pleasure of YOUR COMPANY MODERN WHIMSICAL

8 FONTS VENEER 8 FONTS

finally Married to type

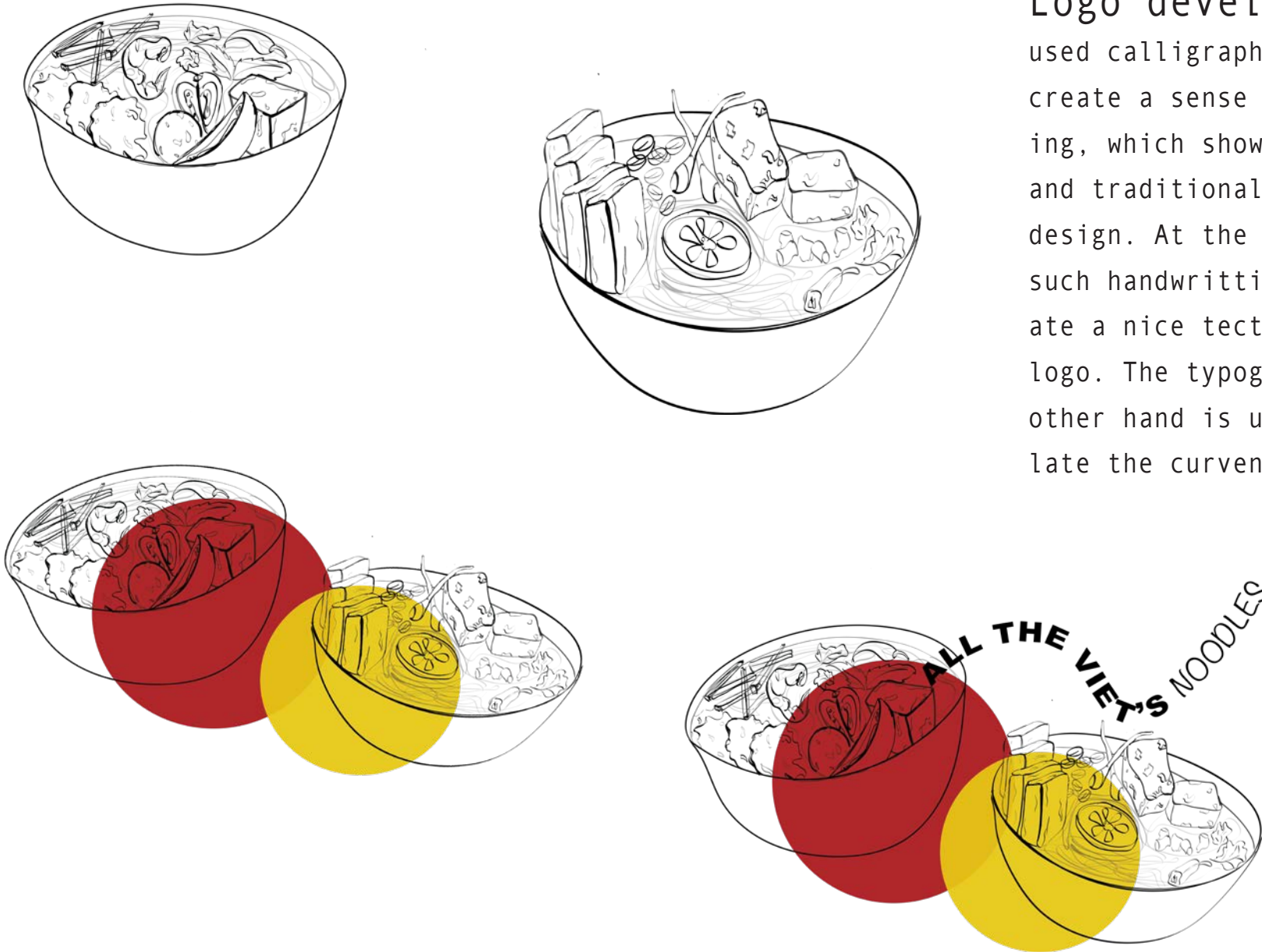


- Retro old font
- My hand writing

Plan: use AI to create my hand writing and play around with American typeface.

ALL THE VIET'S Rice Noodles

Logo development: I used calligraphic brush to create a sense of hand drawing, which shows the classic and traditional aspect of the design. At the same time, such handwriting letter create a nice texture to the logo. The typography on the other hand is used to simulate the curviness of a noodle-



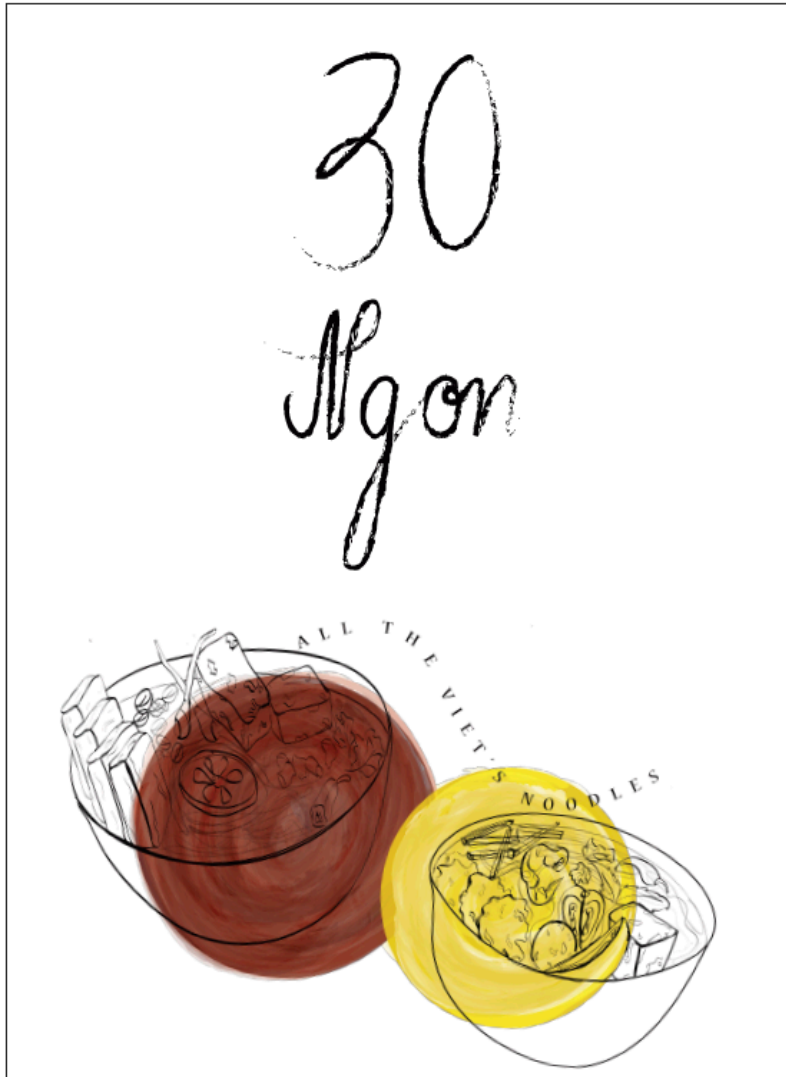


Iterations: I used the process of iterating to explore the best possible approaches to the final design. Each iterations based on different criterion in considering to its scale, convenience and interactive potential.



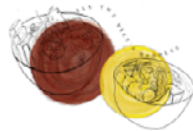
Rice Noodle	Appetizer	Dessert	Drink
<p><u>1. Bún Riêu - Crab Noodle Soup</u> \$13.50 Rice paper, dried small shrimp, Saus/Chai paste, quail egg or chicken egg, spring onion root, ground pork, cheese optional</p> <p><u>2. Mi Tươi Nham Vang - Phoenix Pork Noodle Soup</u> \$13.50 Dried beef jerky strips, blanched green mango, fresh mint and basil, rice paper strips as well as chili powder. Mi in the sweet, sour and spicy fish sauce mixture</p> <p><u>3. Bún Măng Yêt - Duck w Bamboo Noodle Soup</u> \$13.50 Shredded chicken, green cabbage, carrot, spicy chili, peanut, fresh mint, basil, cucumber, flavorful misoil dressing</p> <p><u>4. Bún Ốc - Snail Noodle Soup</u> \$13.50 Dried scallop, rice noodle, special fermented paste</p> <p><u>5. Bún Chả Cá - Fish Cake Noodle Soup</u> \$13.50 Fried rice paper with pork, shrimp, herbs and lettuce. + Served with seasoned fish sauce or dipping</p> <p><u>6. Bún Đậu Mắm Tôm - Super Sticky Noodle Soup</u> \$13.50 Shrimp or pork, lettuce, mint leaves, vermicelli noodles, cucumber, dipping fish sauce</p> <p><u>7. Bún Bò Huế - Spicy Beef Noodle Soup</u> \$13.50 Turmeric ome, grilled pork sausage and herbs seed wrapped in fresh rice paper</p> <p><u>8. Bún Cà Mè - Tuna Noodle Soup</u> \$13.50 Grilled grapefruit, marinated ground beef, served with fish noodle pancake and lettuce</p> <p><u>9. Bún Thang - Ma Ma Complan</u> \$13.50 Steamed rice cake, minced pork, ear mushroom, cucumber, bean sprouts dipping sauce</p>	<p><u>1. Bánh Tráng Nướng - Rice Pizza</u> \$13.50 Rice paper, dried small shrimp, Saus/Chai paste, quail egg or chicken egg, spring onion root, ground pork, cheese optional</p> <p><u>2. Bánh Tráng Trộn - Rice Paper Salad</u> \$13.50 Dried beef jerky strips, blanched green mango, fresh mint and basil, rice paper strips as well as chili powder. Mi in the sweet, sour and spicy fish sauce mixture</p> <p><u>3. Gà Gà - Flavorful Chicken</u> \$13.50 Shredded chicken, green cabbage, carrot, spicy chili, peanut, fresh mint, basil, cucumber, flavorful misoil dressing</p> <p><u>4. Chả Cá Chien - Fried Spring Roll</u> \$13.50 Fried rice paper with pork, shrimp, herbs and lettuce. + Served with Seasoned fish</p> <p><u>5. Gỏi Cón - Summer Roll</u> \$13.50 Shrimp or pork, lettuce, mint leaves, vermicelli noodles, cucumber, dipping fish sauce</p> <p><u>6. Bánh Xèo - Shrimp and Mung Bean Crepe</u> \$13.50 Turmeric ome, grilled pork sausage and herbs seed wrapped in fresh rice paper. Sticky ground pork and special rice sauce</p> <p><u>7. Bún Nham Lá Lát - Beef Wrapped in Leaf</u> \$13.50 Grilled grapefruit, marinated ground beef served with fish noodle pancake and lettuce</p> <p><u>8. Bánh Khọt - Shrimp Mini Pancake</u> Steamed rice cake, minced pork, ear mushroom, cucumber, bean sprouts dipping sauce</p> <p><u>9. Cà Tím Nướng - Grilled Eggplant</u> \$13.50 Eggplant, scallop, special sauce</p>	<p><u>1. Chè Bưởi Mìu - Three Color Soup</u> \$4.00 Rice paper, dried small shrimp, Saus/Chai paste, quail egg or chicken egg, spring onion root, ground pork, cheese optional</p> <p><u>2. Chè Đậu Xanh - Mung Bean Soup Soup</u> \$4.00 Dried beef jerky strips, blanched green mango, fresh mint and basil, rice paper strips as well as chili powder. Mi in the sweet, sour and spicy fish sauce mixture</p> <p><u>3. Chè Trôi - Sweet Cocktail</u> \$4.00 Shredded chicken, green cabbage, carrot, spicy chili, peanut, fresh mint, basil, cucumber, flavorful misoil dressing</p> <p><u>4. Xôi Lát Dừa - Pandan Sticky Rice</u> \$4.00 Eggplant, scallop, special sauce</p> <p><u>5. Trôi Mè Mè Dừa - Tofu in Ginger Syrup</u> \$4.00 Fried rice paper with pork, shrimp, herbs and lettuce. + Served with seasoned fish sauce for dipping</p>	<p><u>V. Coffee</u> \$4.00</p> <p><u>V. Rice Wine</u> \$4.00</p> <p><u>Lemonade</u> \$4.00</p> <p><u>Orange Juice</u> \$4.00</p> <p><u>Green Tea</u> \$4.00</p> <p><u>White Tea</u> \$4.00</p> <p><u>Soda</u> \$4.00</p> <p><u>Beer</u> \$4.00</p>

Final:

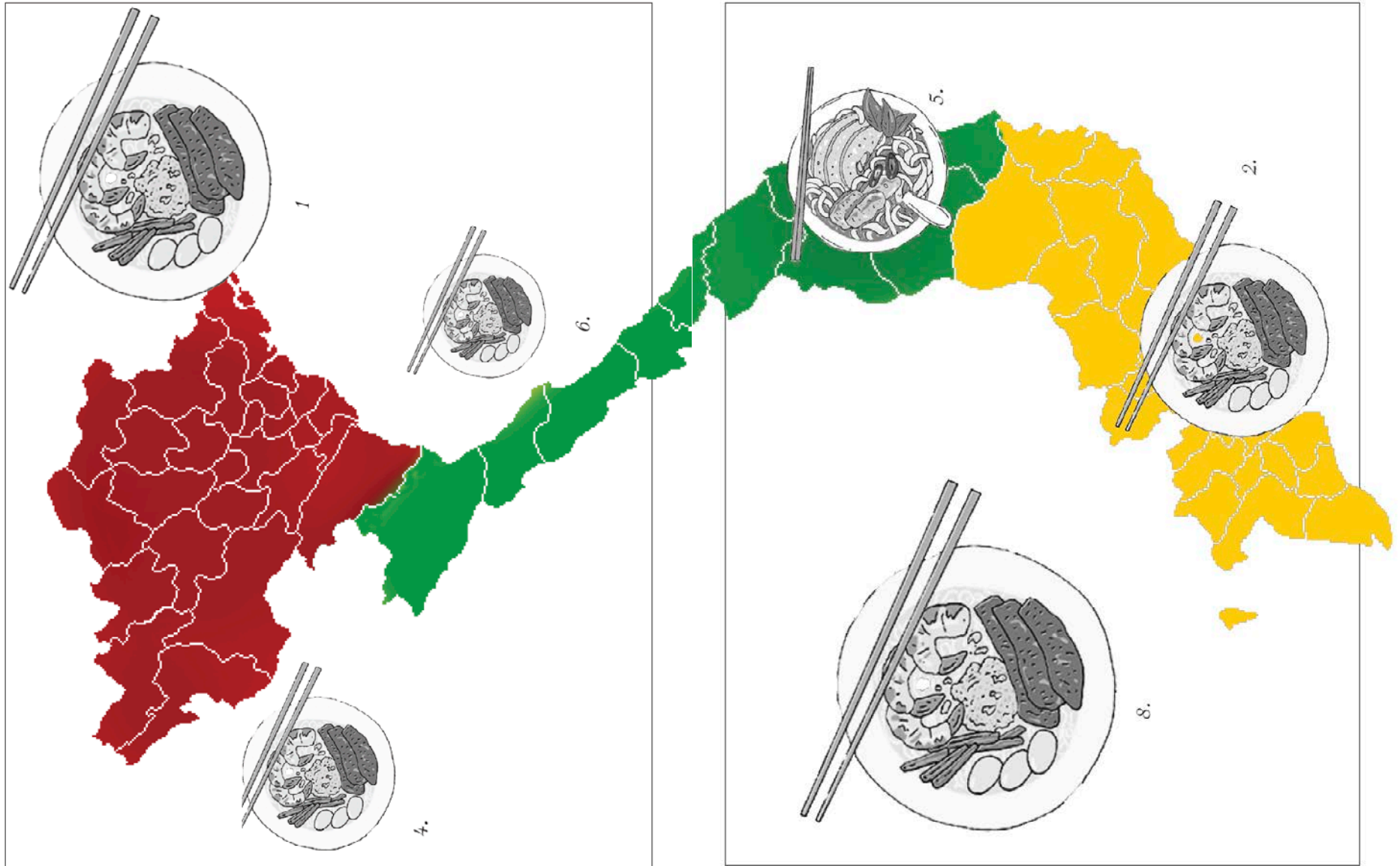


 <p><u>1. Bun Riêu - Crab Noodle Soup</u> (Rice paper, dried small shrimps, Saute/chili paste, quail eggs or chicken egg, spring onion ried, grinded pork, cheese (optional))</p>	 <p>\$13.50</p>
<p><u>2. Ai Tiêu Nam Vang - Phnom Penh Noodle Soup House</u> Dried beef jerky strips, julienned green mango, fresh mint and basil, rice paper strips as well as chilli powder. Mix in the sweet, sour and spicy fish sauce mixture</p>	 <p>\$15.50</p>
<p><u>3. Bun Màng Vịt - Duck Noodle Soup with Bamboo Shoot</u> Shredded chickens, green carbage, carrot, spicy chilliy, peanut, fresh mint, basil, cucumber, flavorful mixed dressing.</p>	 <p>14.50</p>
<p><u>4. Bun Ốc - Snail Noodle Soup</u> Snail, scallion, rice noodle, special fermented paste.</p>  	 <p>\$16.00</p>
<p><u>5. Bun Chả Cá - Fish Cake Noodle Soup</u> Fried rice paper with pork, shrimp, herbs and lettuce. + Served with seasoned fish sauce for dipping.</p>	 <p>\$10.00</p>
<p><u>6. Bun Đậu Mắm Tôm - Super Stinky Noodle Soup</u> Shrimp or pork, lettuce, mint leaves, vermicelli noodles, cucumber, dipping fish sauce.</p> 	 <p>\$12.00</p>
<p><u>7. Bun Bò Huế - Spicy Beef Noodle Soup</u> Turmeric crepe, grilled pork sausage and herb salad wrapped in fresh rice paper. Savory ground pork and sweet rice sauce.</p>	 <p>\$13.75</p>
<p><u>8. Bun Cá Mùt - Tina Noodle Soup</u> Grilled grapeleaf, marinated ground beef, served with flat noodle pancake and lettuce.</p> 	 <p>\$12.75</p>
<p><u>9. Bun Thang - Ha Noi Combo</u> Steamed rice cake, minced prok, ear mushroom, cucumber, bean sprouts dipping sauce.</p> 	 <p>\$15.00</p>

Appetizer



1. Bánh Trá ng Mương - Rice Pizza \$4.50
 (Rice paper, dried small shrimps, Saute/chili paste, quail eggs or chicken egg, spring onion ried, grinded pork, cheese (optional))
2. Bánh Trá ng Trộn - Rice Paper Salad \$4.50
 Dried beef jerky strips, julienned green mango, fresh mint and basil, rice paper strips as well as chilli powder. Mix in the sweet, sour and spicy fish
3. Gỏi Gà - Flavorful Chicken Salad \$7.00
 Shredded chickens, green carbage, carrot, spicy chilliy, peanut, fresh mint, basil, cucumber, flavorful mixedd dressing.
4. Cà Tim Mương - Grilled Eggplant \$5.00
 Eggplant, scalion, special sauce
5. Chả Giò Chiên - Fried Spring Roll (Shrimp or Pork) \$4.00
 Fried rice paper with pork, shrimp, herbs and lettuce. + Served with sea-soned fish sauce for dipping.
6. Gỏi Cuốn - Summer Roll \$4.20
 Shrimp or pork, lettuce, mint leaves, vermicelli noodles, cucumber, dipping fish sauce.
7. Bánh Xèo - Shrimp and Mung Bean Crepe \$8.00
 Turmeric crepe, grilled pork sausage and herb salad wrapped in fresh rice paper.
8. Bò Mương Lá Lốt - Beef Wrapped in La Lot Leaf \$5.00
 Grilled grapeleaf, marinated ground beef, served with flat noodle pancake and lettuce.
9. Bánh Khot - Shrimp Mini Pancake \$6.70
 Steamed rice cake, minced prok, ear mushroom, cucumber, bean sprouts dipping sauce.



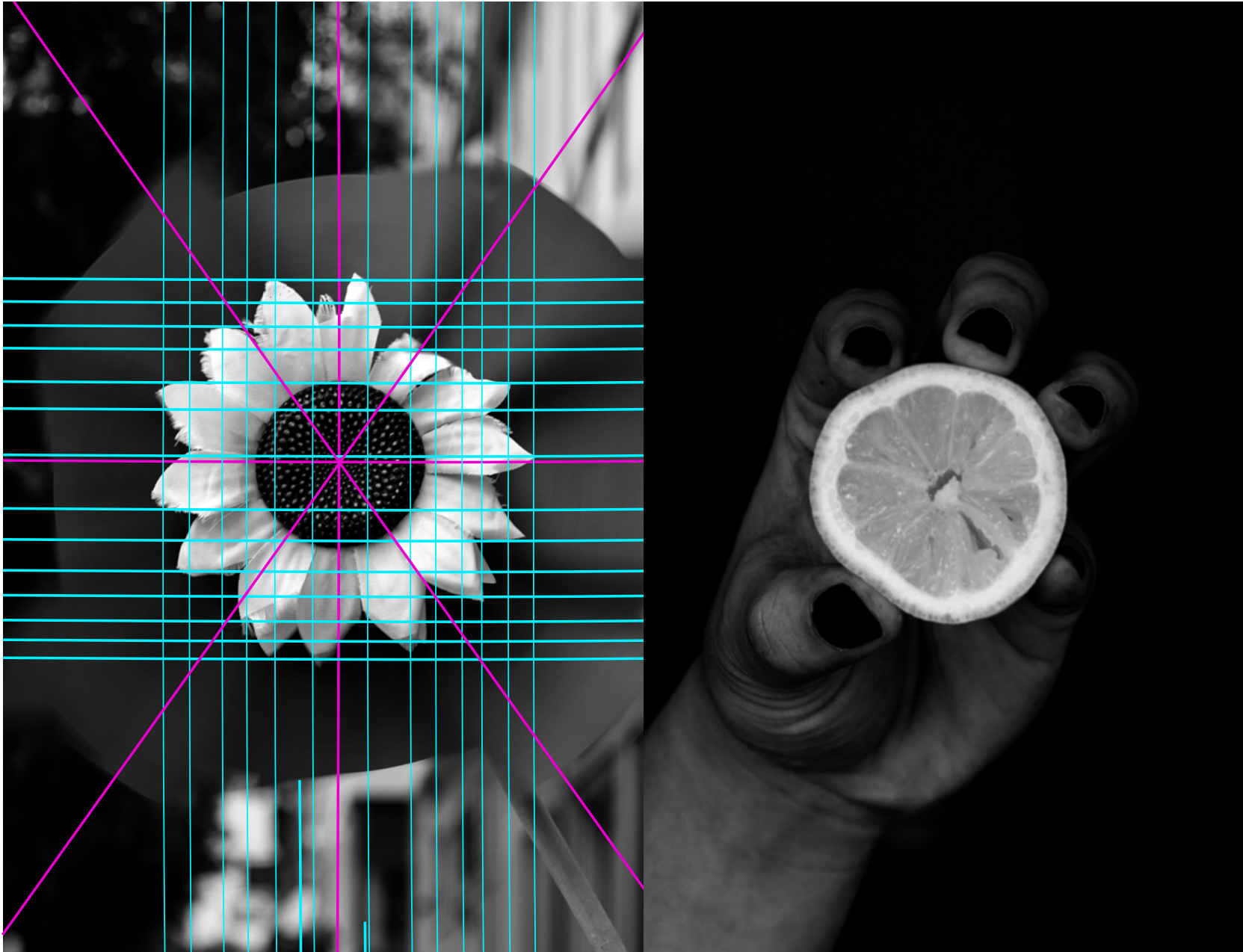


Abstraction of Emojis

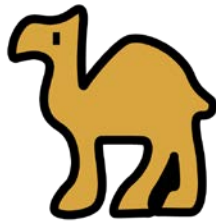
Project Brief: Create a collection of complex, radially symmetric designs. Think carefully about the visual phenomenon of symmetry, including instances of symmetry in both the natural environment and in the designed environment, such as in logos, signs, buildings, etc.

“Abstraction of Emoji” is a series of complex abstract designs used primarily emojis to create a radical symmetric circle. Each design has to communicate a story or message using the given component: emoji’s meaning, hybrid design, rotation, shear, reflect, scale, form, color, and line. Through this project, I learned new digital skills such as creating a grid, placing an object on the same point, and to train the ability to read or analyze a grid. Additionally, I developed a sense of scale construction and challenge myself to step out of my comfort zone. The aim of this assignment is to use emoji effectively to create an engaging narrative and a dynamic composition.

Project 02



Visual re-
search:
w Collect-
ing every-
day objects
that look
radially
symmetrical

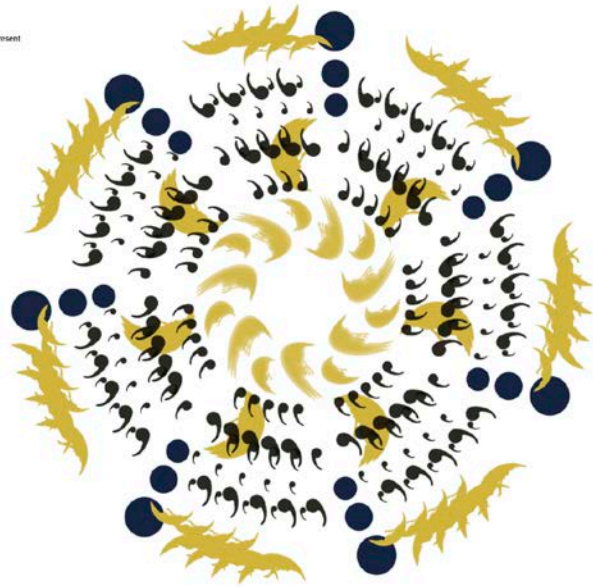


Emoticon Reaction: These are some of the recreations done in Adobe Illustration in in-
tent to master using pen tool and other basic tools on AI.

Iterations:

These are some of the initial compo-

staredding the crescent



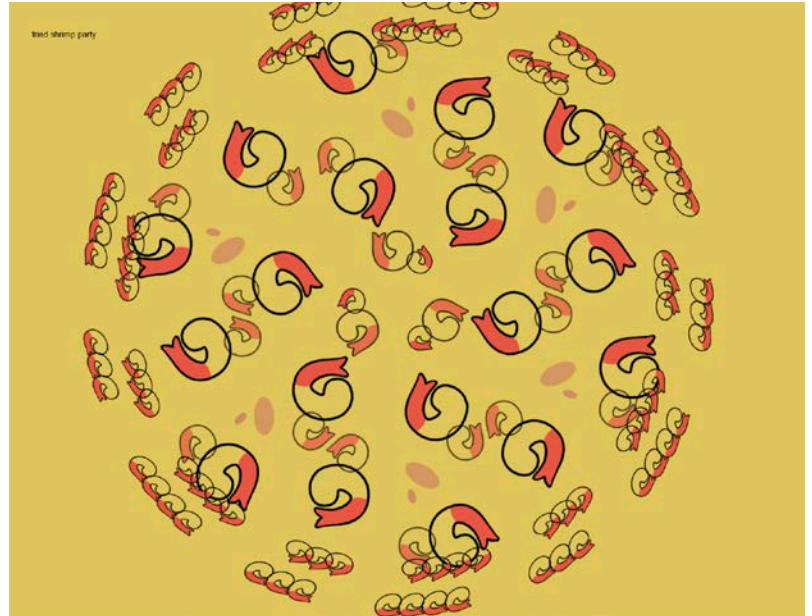
a dying flower

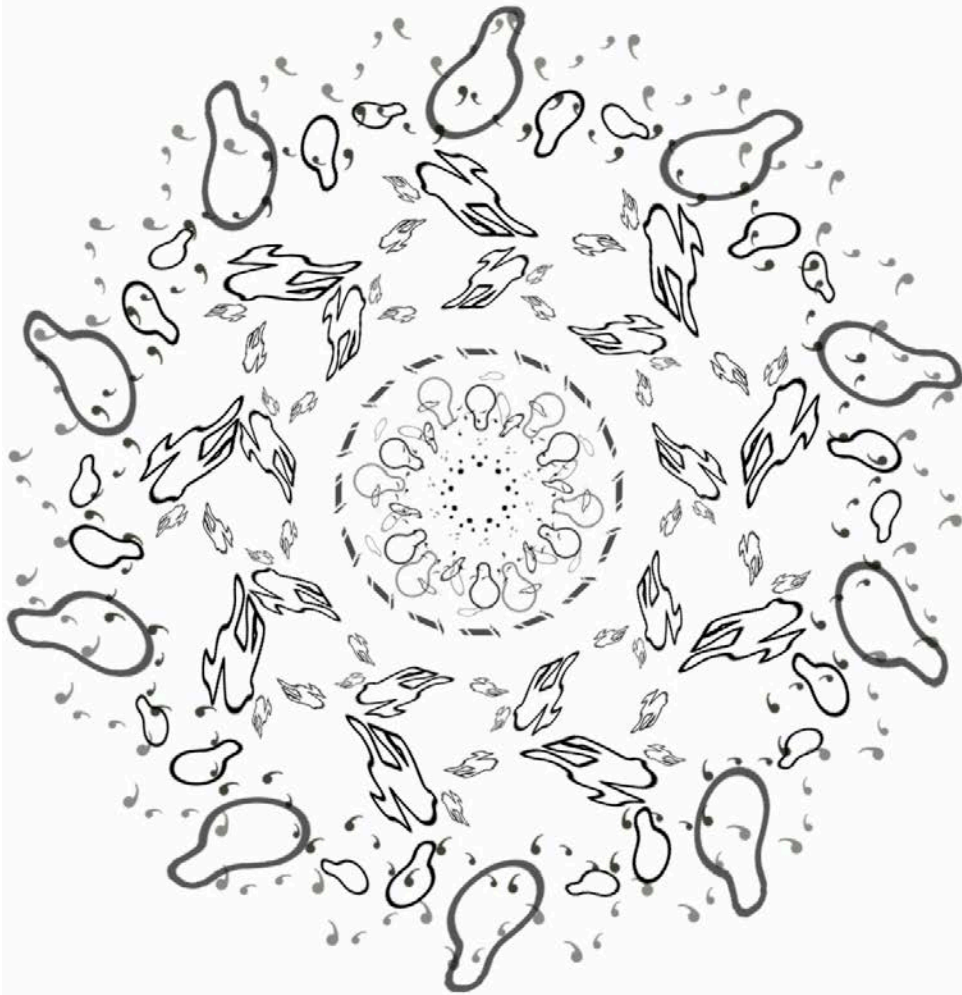


shiba inu's adventure

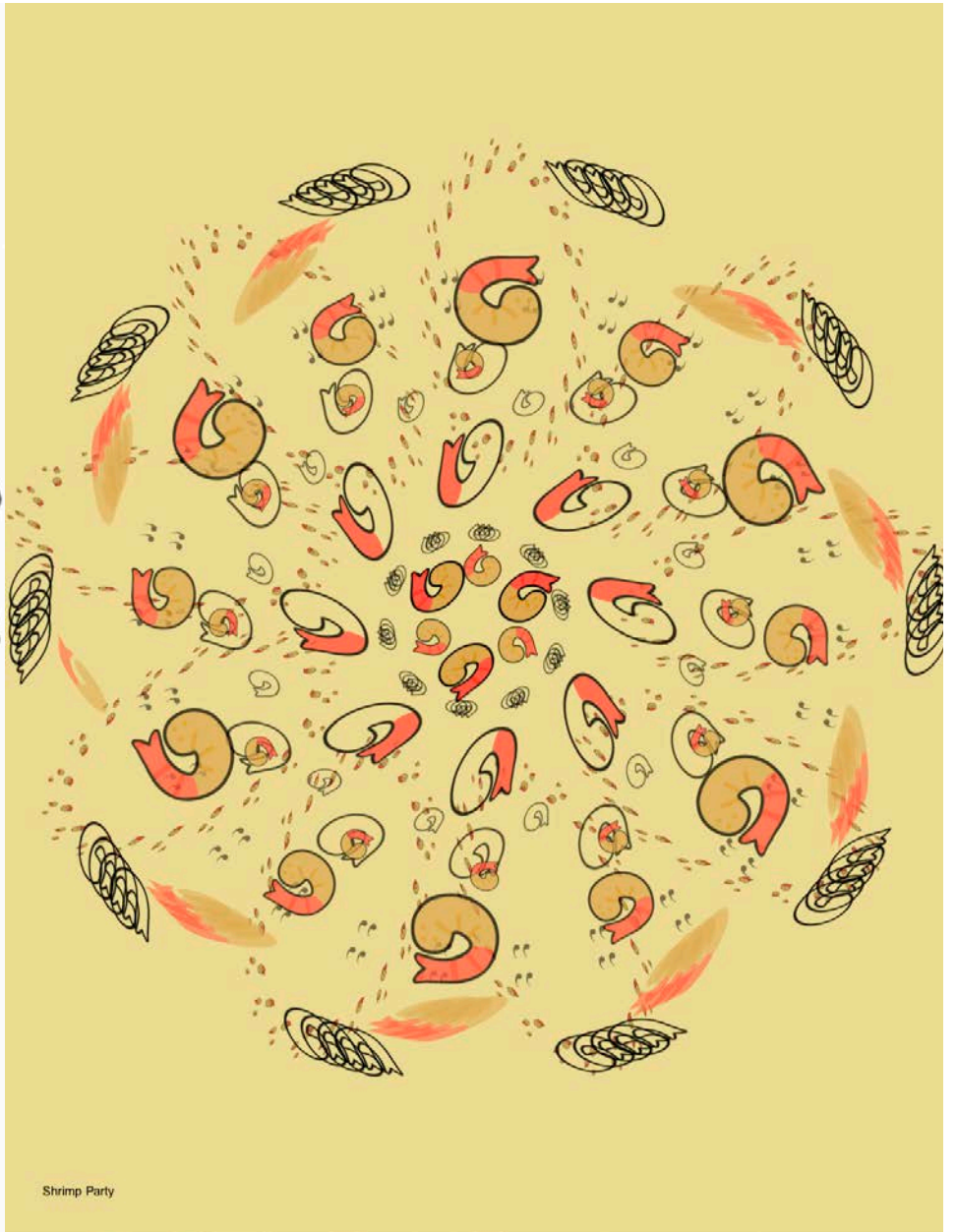


bird shimp party

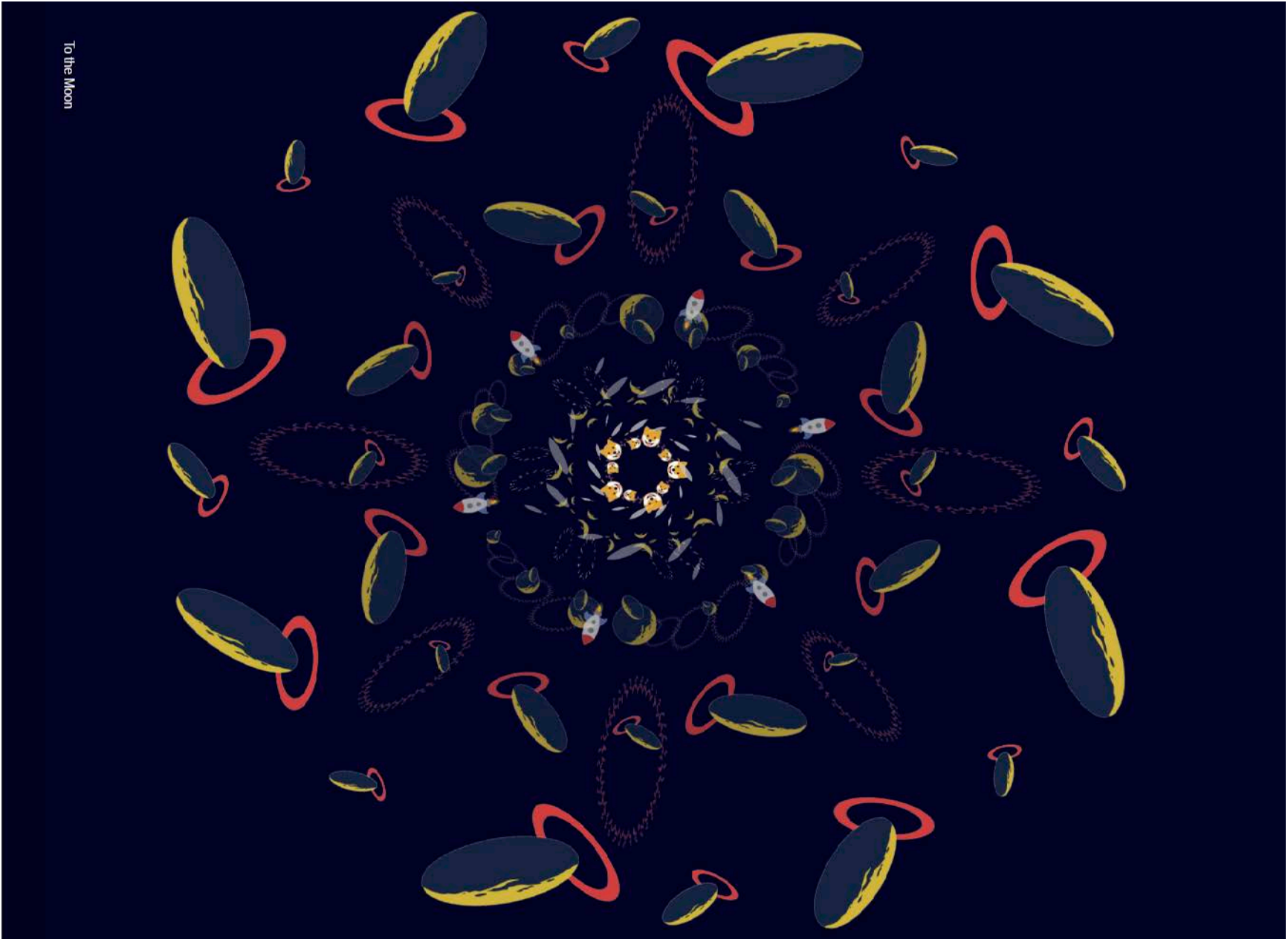




Escape



Shrimp Party



Final

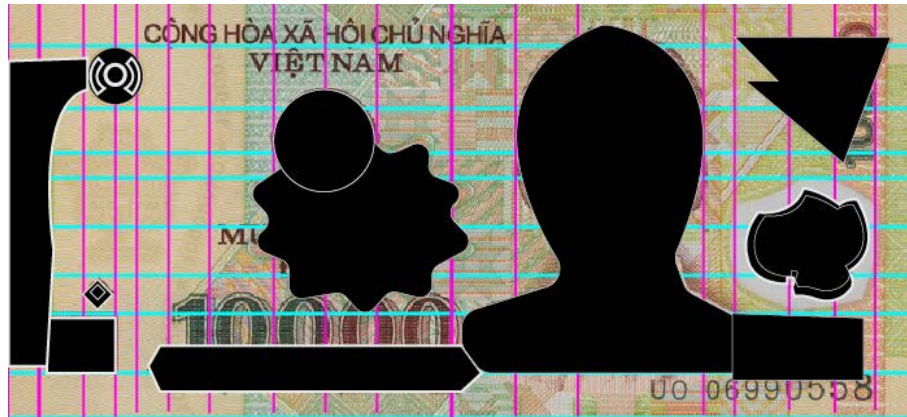
Project 03

Cell Nation Through Currency

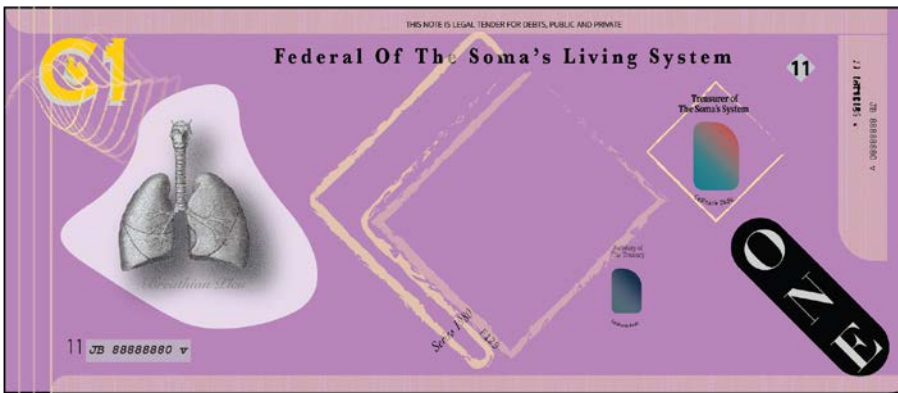
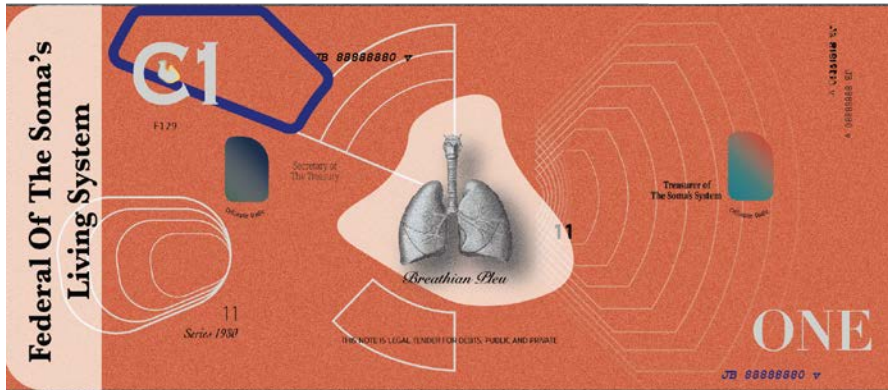
Project Brief: Design a system of paper currency denomination notes for a fictitious country, sovereignty, or economic system.

“Cell Nation” is a series of fictional bills designe based on the idea of the cell as a living civilization. Three most imporant parts of human autonomy: brain, lung and heart are personified as figures. The body’s organelle systems are countries and the cells are the citizens. These cells will use currency to purchase nutrition such as glucose and oxygen. They also have to pay for ddelivery because cell don’t move and so enzyme, anything that has to do with chemical reaction inside human body need enzyme to speed up the pcoress.

In term of design, I focus on creating legitnatmcy needed to make the design more creditable. Elements such as seriel number, seal, district number, Treasury and State’s signatures, plate serial, serial date, and denomination are the most immporant details. I ensured to include all of them on the composition. One problem I was able to adressed by myself is to occupy the empty background by manipualting the transpatency of forms and lines.



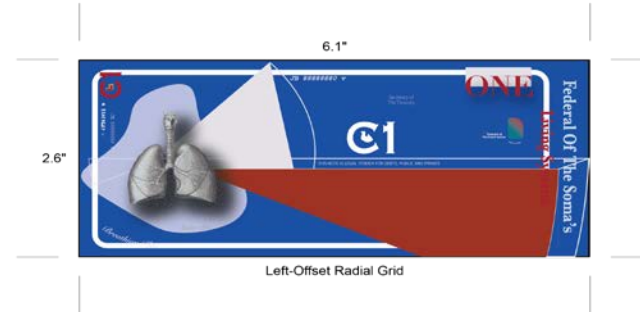
Visual research:
A close study of both faces of the bill.



Iterations: These are some of the initial compositions focused creating composition and graphic information.

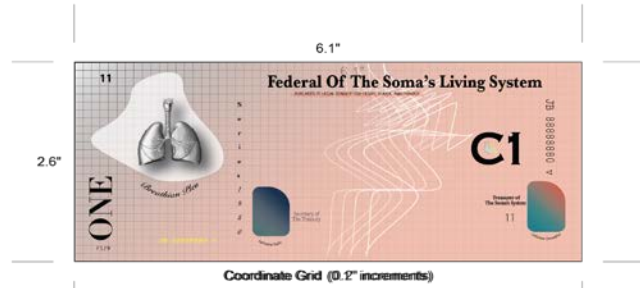
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- Color Swatch #1: 002B49
- Color Swatch #2: 0047BA
- Color Swatch #2: AA182C
- Color Swatch #2: 000000
- Color Swatch #2: FF4438

Currency Comp Iteration #9
Proof Version



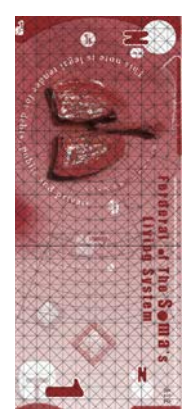
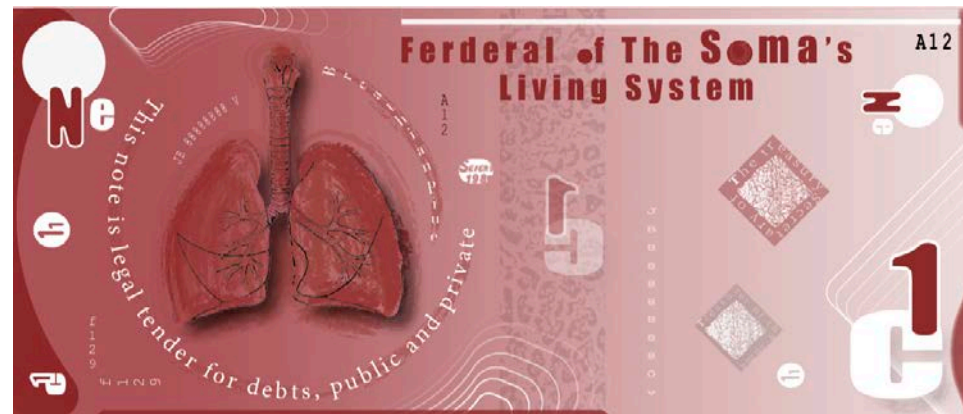
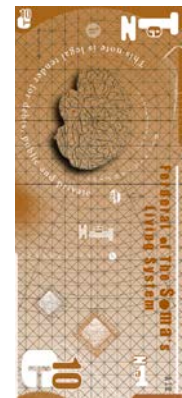
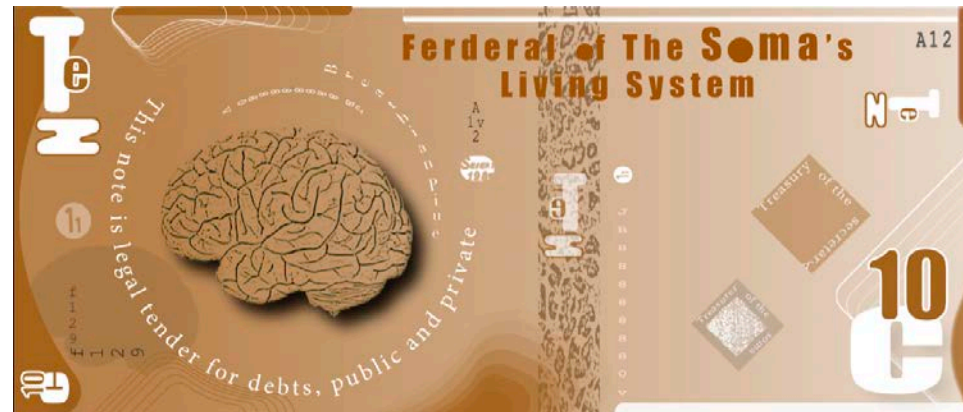
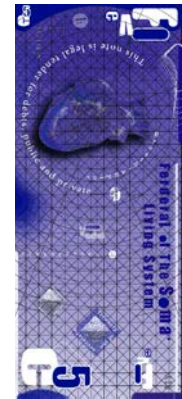
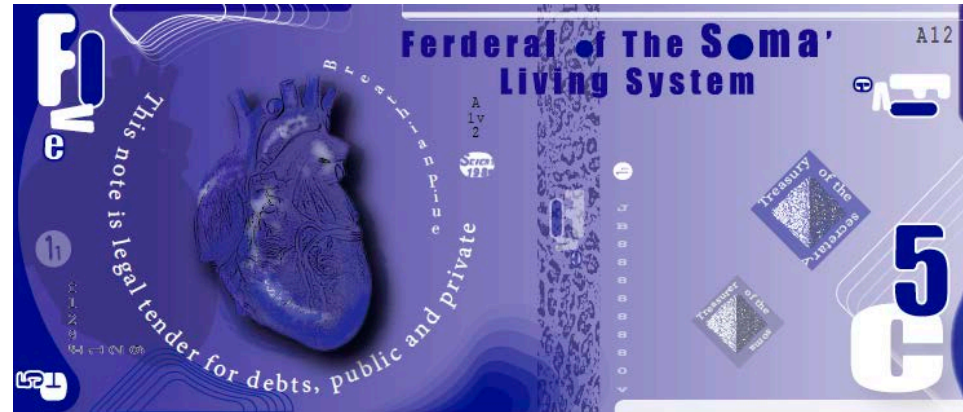
- 11 #1: Myriad Variable Concept, Bold semi
- Serial Number #4: Cochin, Bold
- Federal #7: Baskerville, Bold
- C1 #10: Cooperplate, Regv
- ONE #2: Didot, Bold
- Secretary #5: Source Serif Variable, Extralight
- Tender#8: Sukkhumvit Set, Light
- 11 #11: Myriad Variable, Light
- F129 #3: Adela Mono, Reg
- Cellarina #6: Kohinoor Devanagari, Light
- Treasurer #9: Source Serif V, Semi Bold
- Cellumo 12: Kohinoor Telugu, Semi Bold

- Color Swatch #2: 000000
- Color Swatch #2: 002B49
- Color Swatch #2: FF4438

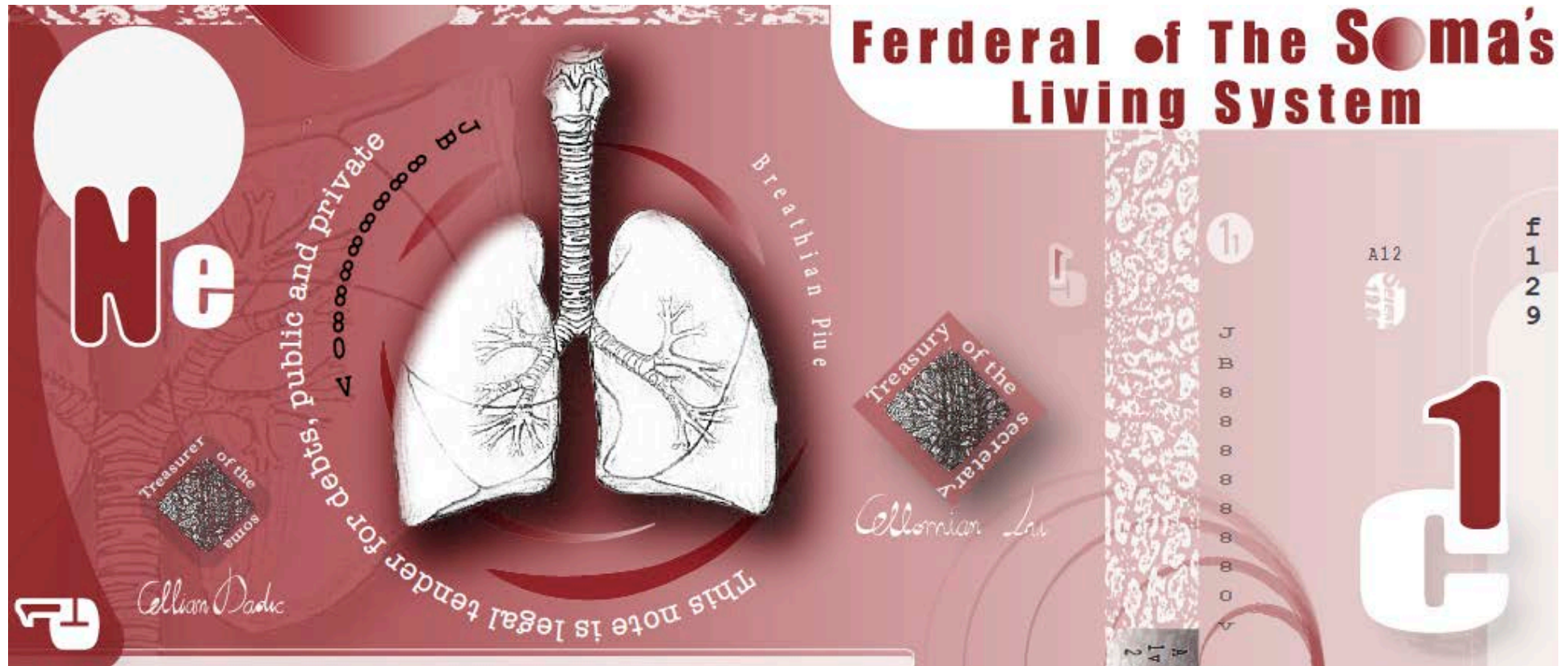


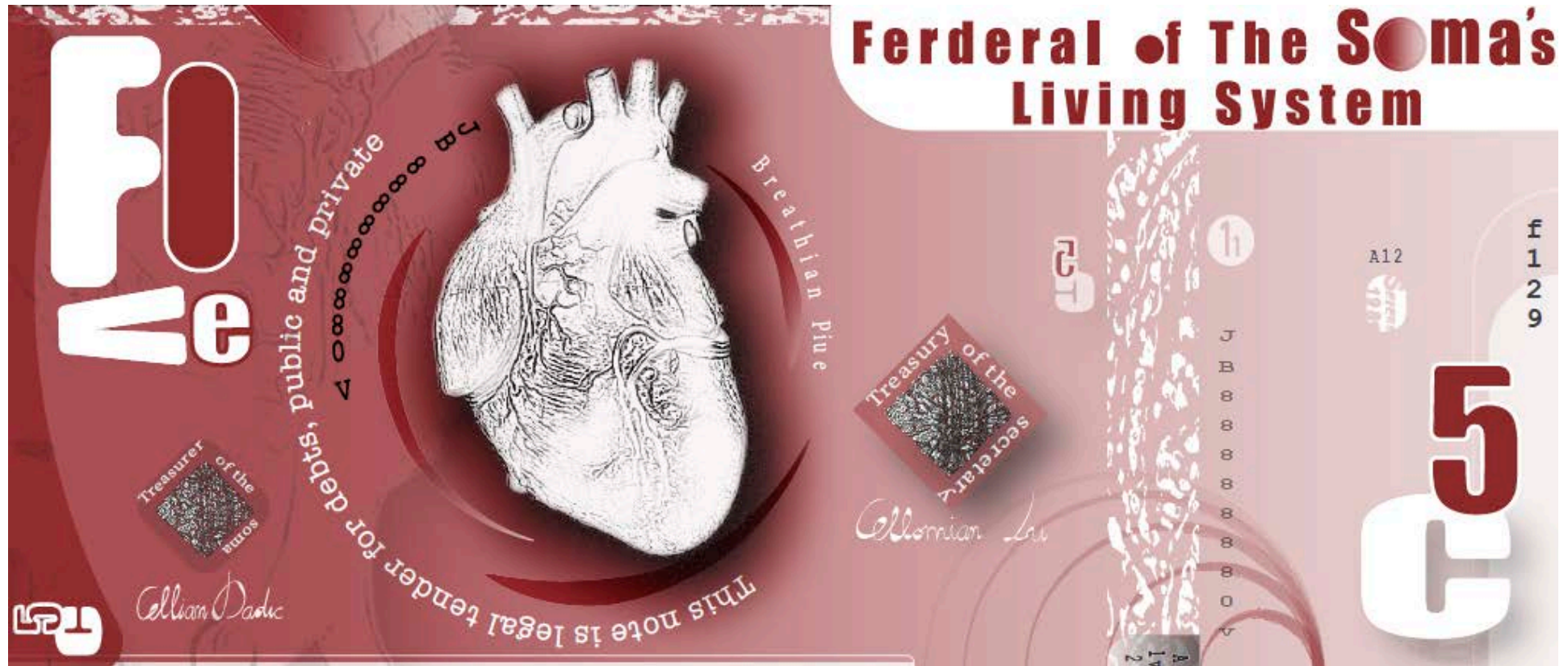
- 11 #1: Myriad Variable Concept, Bold semi
- Serial Number #4: Cochin, Bold
- Federal #7: Baskerville, Bold
- C1 #10: Cooperplate, Regv
- ONE #2: Didot, Bold
- Secretary #5: Source Serif Variable, Extralight
- Tender#8: Sukkhumvit Set, Light
- 11 #11: Myriad Variable, Light
- F129 #3: Adela Mono, Reg
- Cellarina #6: Kohinoor Devanagari, Light
- Treasurer #9: Source Serif V, Semi Bold
- Cellumo 12: Kohinoor Telugu, Semi Bold

Refinement: This second trial is purposed to incorporate the components that increase their credit. Also, to add visual information and a critical execution.



Final





The

Treasury of the Soma

Breathian Pine

This note is legal tender for debts, public and private

Cellian Dardic

Treasury of the Secretary

Cellomian Lu

10

A12

11

J B 8 8 8 8 8 8 8 8 0 2

A IV 2

f 1 2 9

Federal of The Soma's Living System

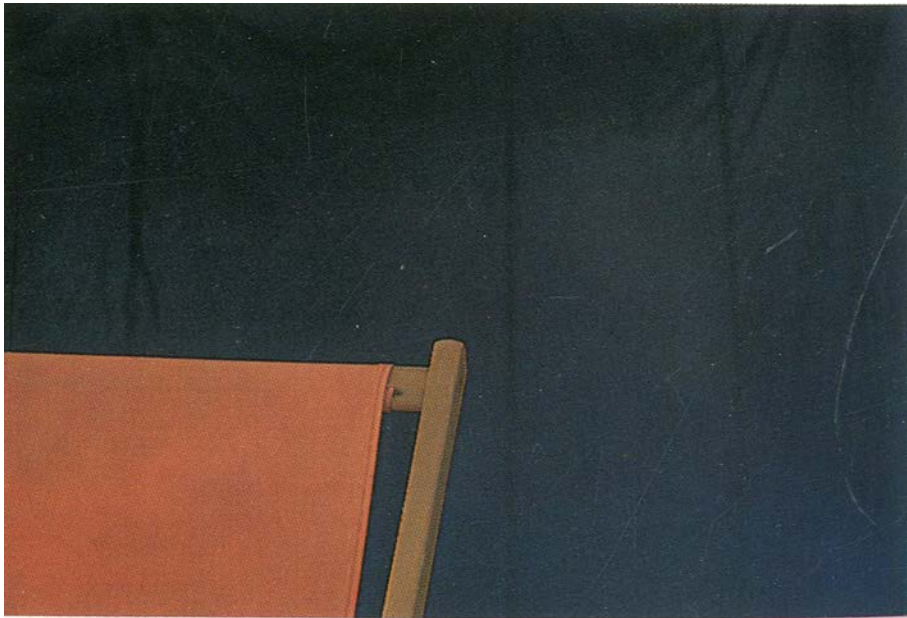
10

The Misogynist

Project project: Create a digital portrait illustration of an interesting person or character from photographic source material. The final portrait must also integrate complex background imagery elements and typography as part of the overall composition.

The final portrait is a personal response to the current issue of sexual harassment and misogynist. That's why chose the quotation "Why don't women speak up" from an article talking about sexual harassment and politic. This quote reminded me of the case between Brett Kavanaugh and Christine Blasey. When's reading the comments at the time, there was a comment like " why didn't she speak up or tell anyone?" in which I found it quite inhumane. That is why I chose Pablo Picasso as a subject matter because he used to marriage a 17 years old girl, Marie-Thérèse Walter. To him, "every time I change wives I should burn the last one. That way I'd be rid of them," such mindset is, of course, isn't normal. The fact that this issue isn't getting enough attention and there are people who willing to justify that Picasso wasn't wrong. This situation is very similar to what I am seen today in among the male politicians and the President.

Project 04





Visual research: Collections of portraits and setting.

“They make
mistakes
just like me.”

“Nobody here **believes**
in the

greater good,
greater good
greater good

because there is so
much **corruption**

so much posturing about

serving the public

when what gets done only

serves private interests



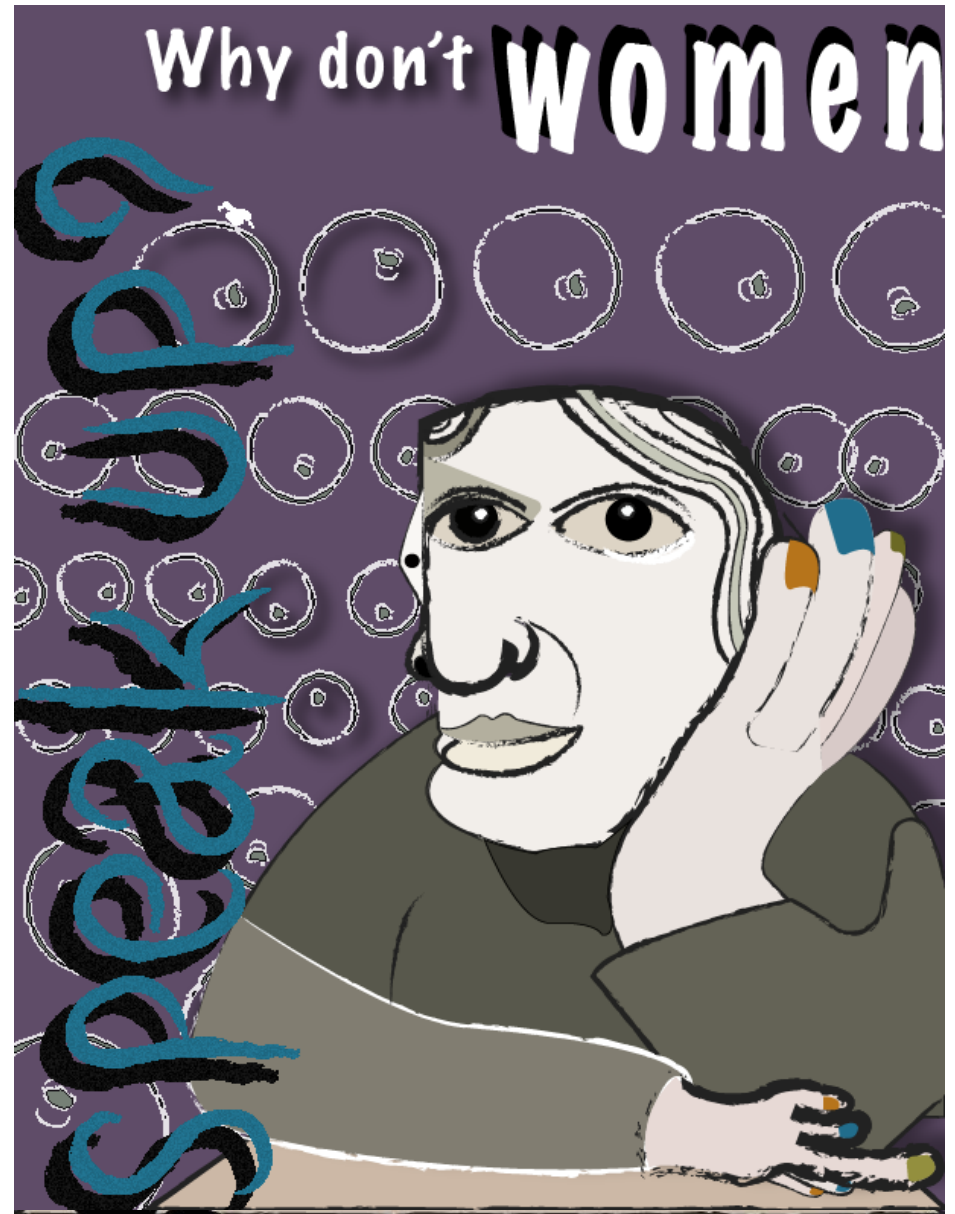
Formal Analysis Rough: Simplify the research.

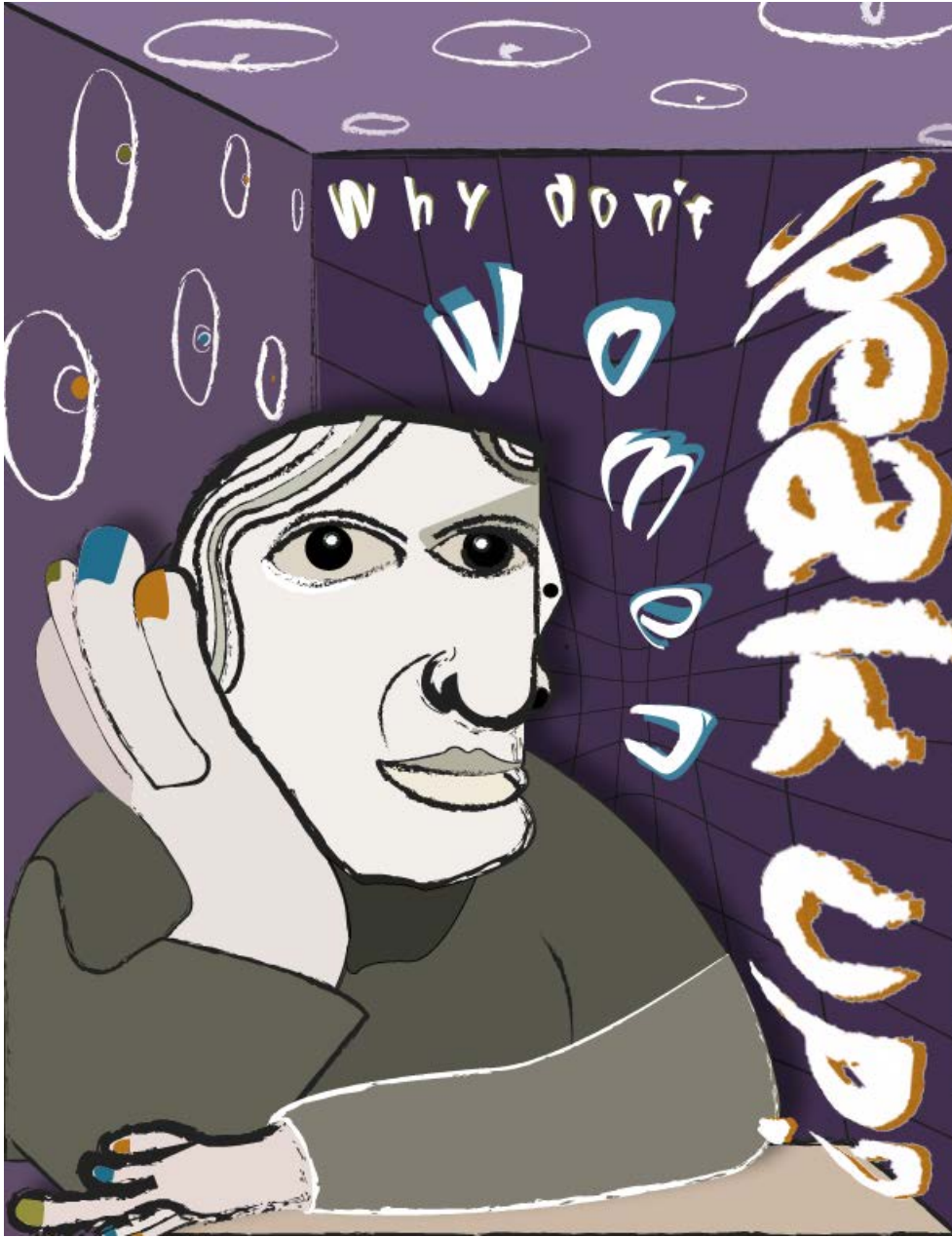




Iterations: Integrating background, portrait and typography.



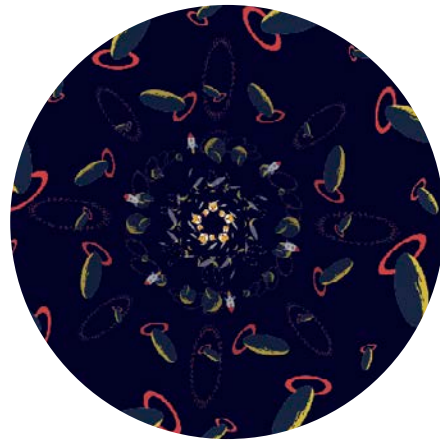




Final



Project 01



Project 02



Project 03



Project 04

Acknowledgements

ktox@pratt.edu

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