

Amanda Li
PROCESS BOOK

Pizza or Tacos

Design Process



Research

Understand context and visual goals.



Creation

Develop layout and graphic elements.



Ideation

Explore concepts and visual direction.



Final Outcome

Finalize assets and prepare for final output.

Pizza or Tacos

Data Visualization

Audience: Asian new grads working in U.S.

Design tool: Adobe Indesign, Procreate



Design Brief

Explores meal efficiency for East Asian international new grads in the U.S., comparing pizza and tacos. Through visual storytelling, it recommends tacos for their versatility, lighter ingredients, and broader dietary fit.

Design Goal

To investigate the dinning needs of Asian new grads, highlighting the importance of satiety, affordability, and cultural comfort in everyday food choices, and persuade them to eat more Tacos than Pizza.





Research

Compare Pizza & Tacos
Collect Statistics
Understand Context

Pizza

1 Slice of Pepperoni Pizza Nutrition Facts

Calories: 285 kcal
Protein: 12 grams
Carbohydrates: 35 grams
Sugar: 3-4 grams
Dietary Fiber: 2 grams
Fat: 10-12 grams
Saturated Fat: 4-5 grams
Cholesterol: 25-30 mg
Sodium: 640-700 mg

Preparation Time

Homemade:
1.5 to 2 hours

Takeout/Delivery:
30 to 60 minutes



Tacos

1 Beef Taco with Lettuce, Cheese, and Tortilla Nutrition Facts

Calories: 150-200 kcal
Carbohydrates: 12-15 g
Protein: 8-10 g
Fat: 7-10 g (saturated fat: ~3-4 g)
Cholesterol: 20-30 mg
Fiber: 2-3 g
Sodium: 300-500 mg
Sugar: 1-2 g

Preparation Time

Homemade:
20 to 45 minutes

Takeout/Delivery:
15 to 40 minutes



- **Office Lunch Campaigns**

Used in workplace lunch programs to help employees make quick, fun meal choices during busy workdays.

- **Food Delivery Promotions**

Featured in promotional materials for delivery apps like Uber Eats or DoorDash to encourage engagement with themed deals.

- **Cafeteria Signage**

Displayed in corporate or campus cafeterias to add humor and visual interest to menu selections.

- **Social Media Polls or Engagement Posts**

Perfect for brands' social media content that invites users to vote between pizza and tacos, increasing interaction.

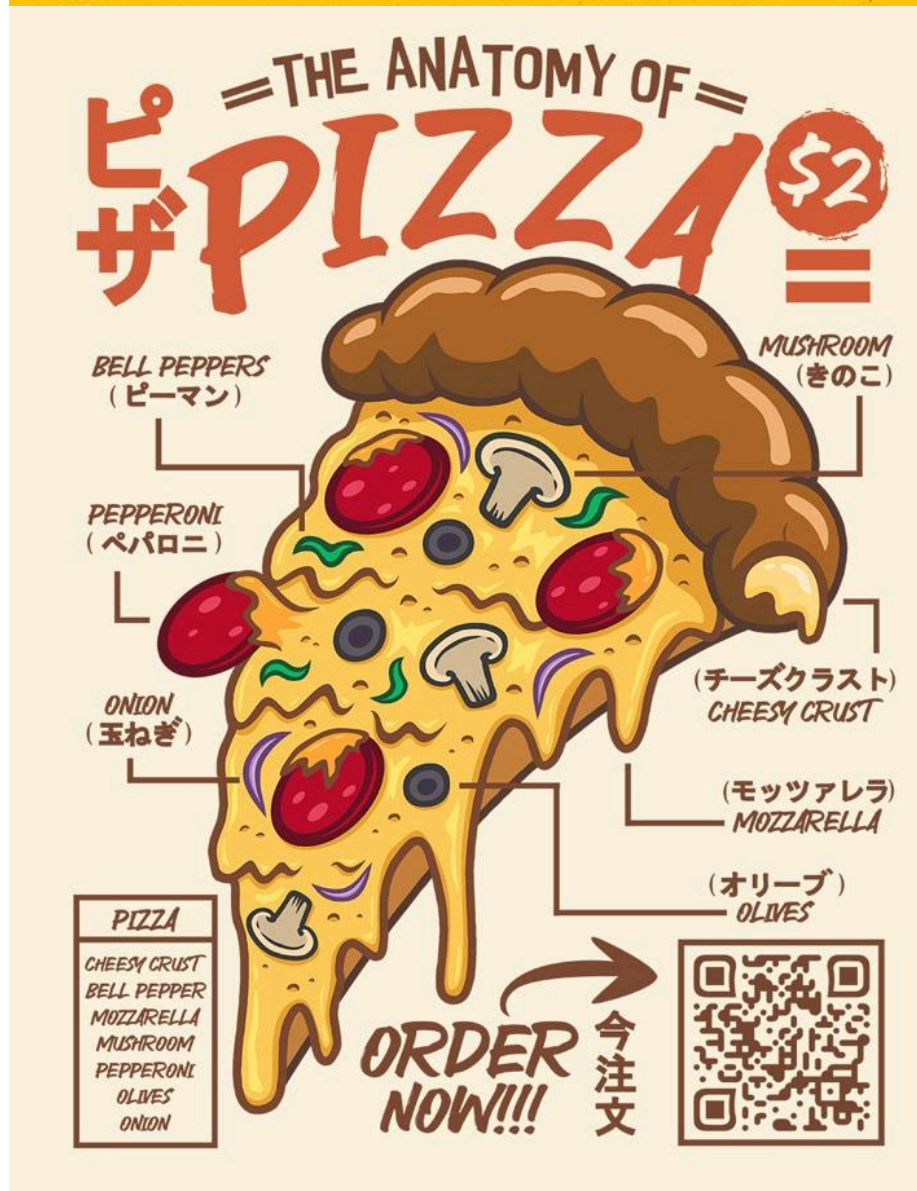
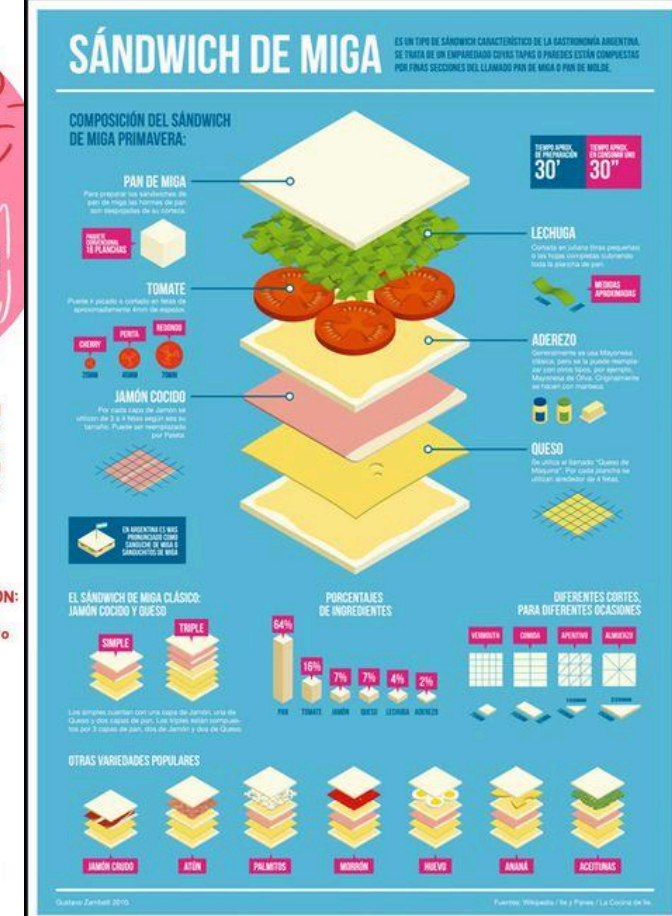
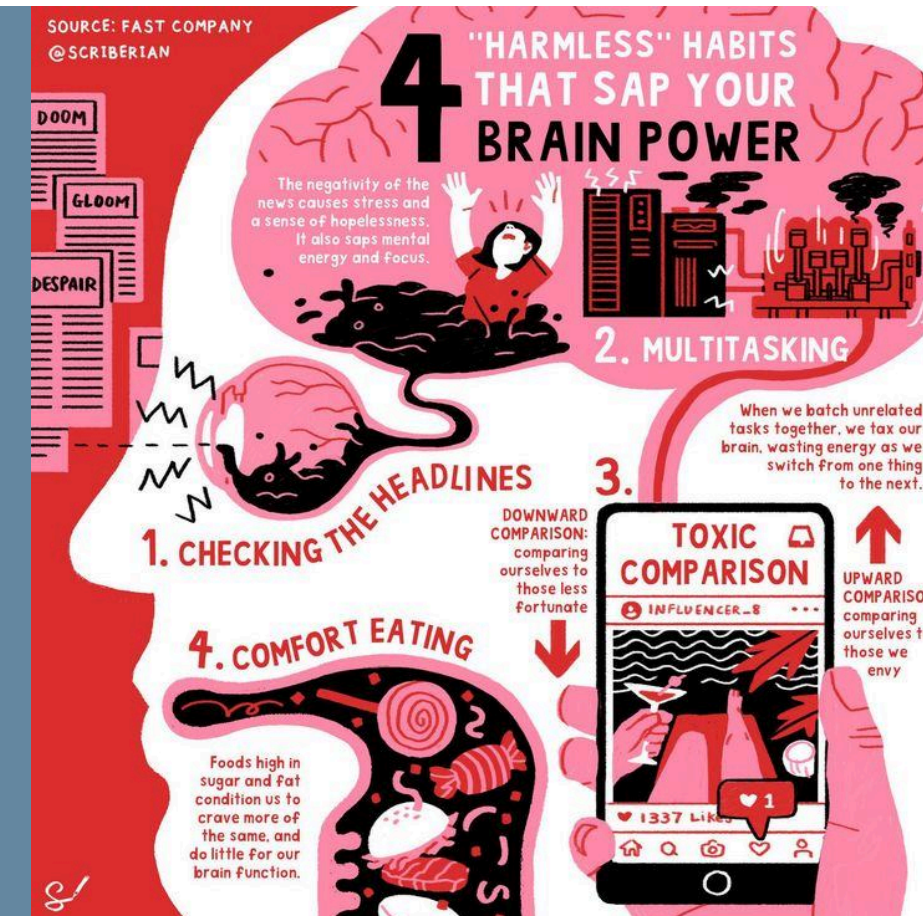
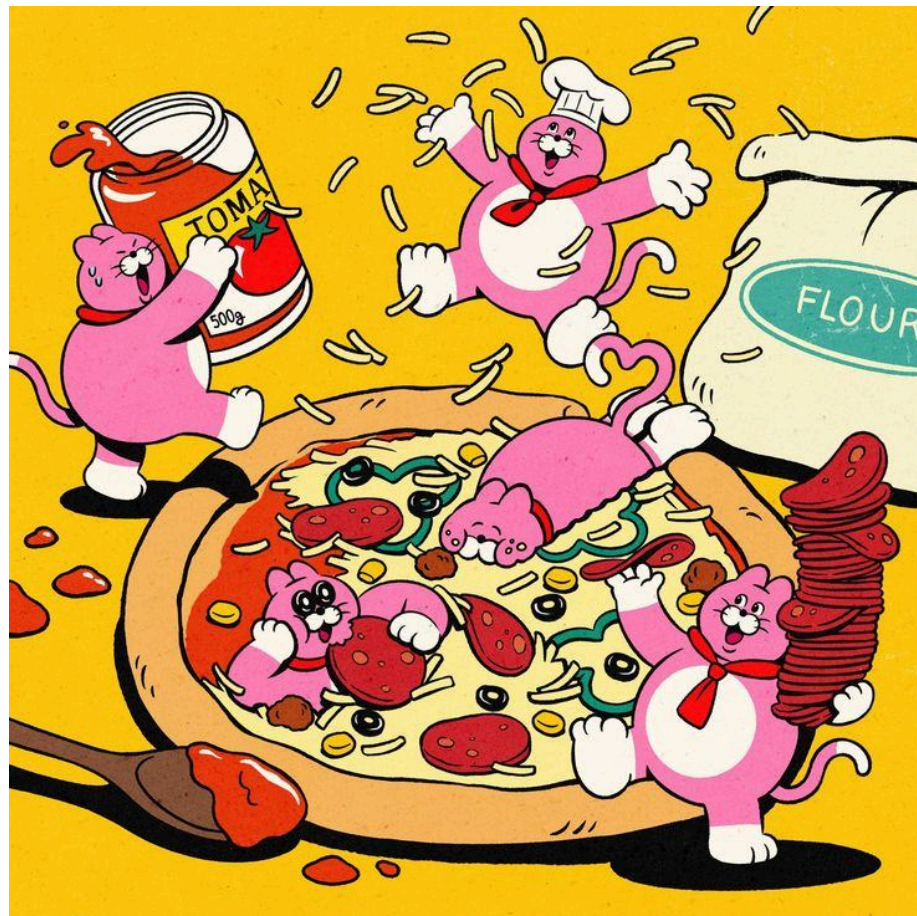




Ideation

Concept Research
Concept Sketches

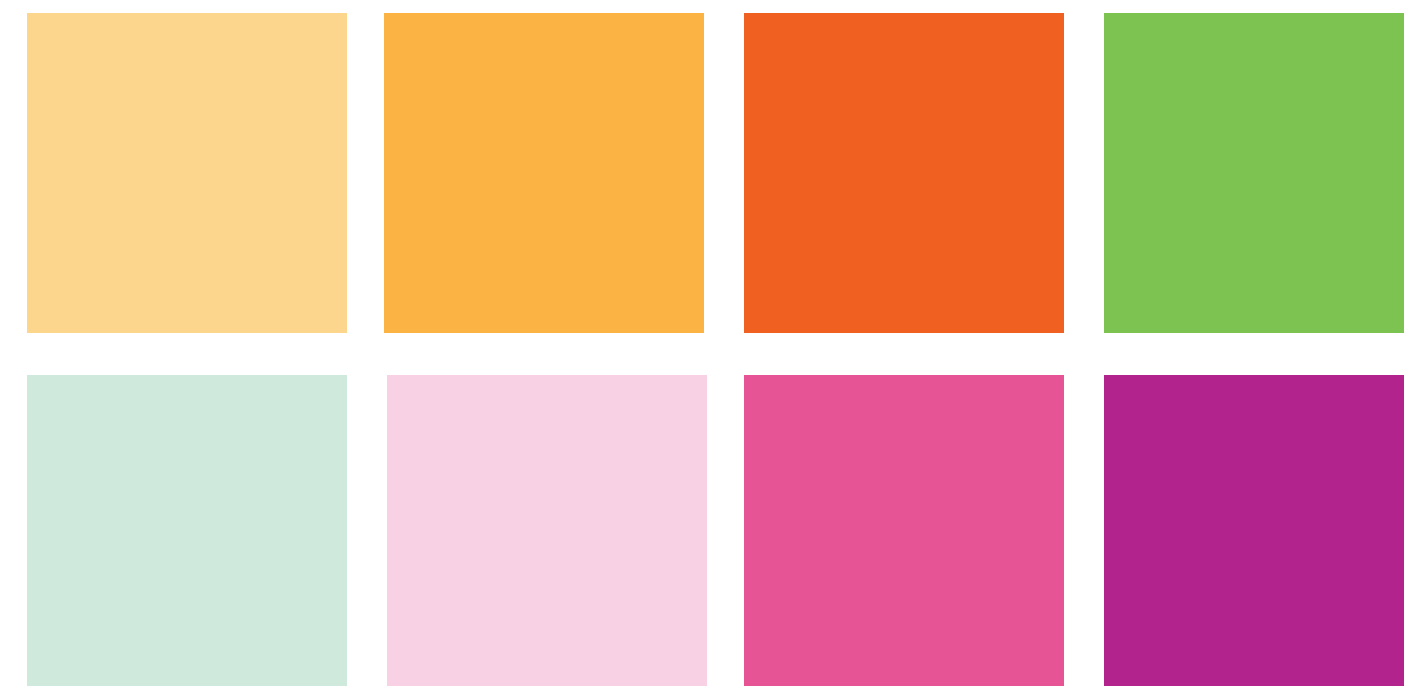
Inspiration





Concept Research

Inspired by the vibrant ingredients and visual appeal of pizza and tacos, this project's color palette draws from their high-saturation, high-temperature, and high-brightness tones. Bold reds, yellows, and oranges dominate, balanced with touches of cool and neutral hues for contrast. Playful yet bold typefaces are paired with these colors to evoke appetite, warmth, and a fun, inviting atmosphere.



Cc

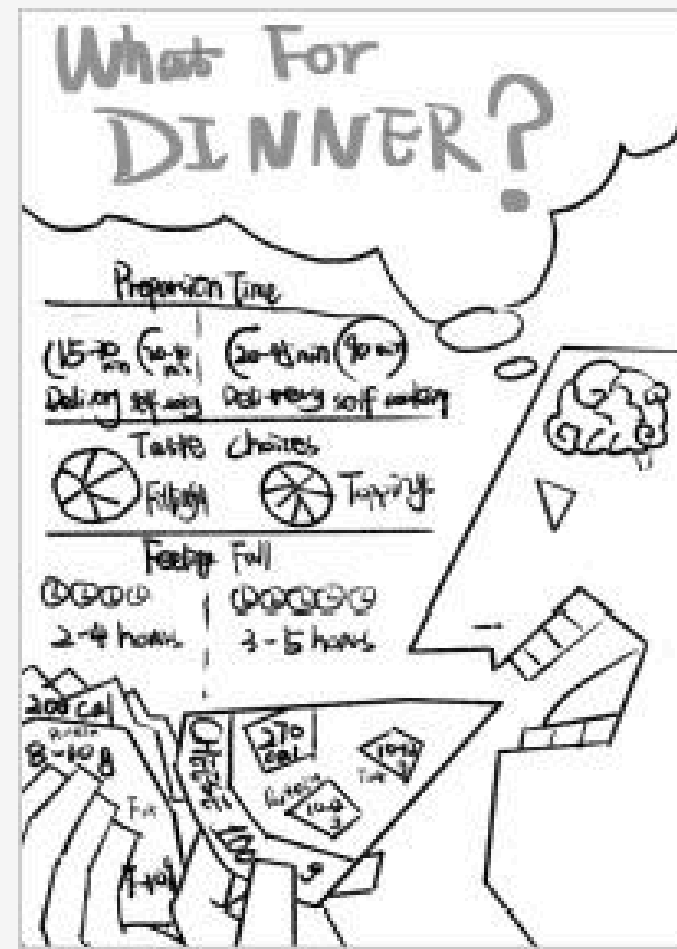


This stage of sketching aims to identify chart/graphs formats that effectively embed the project's data and offer compelling visual expression.

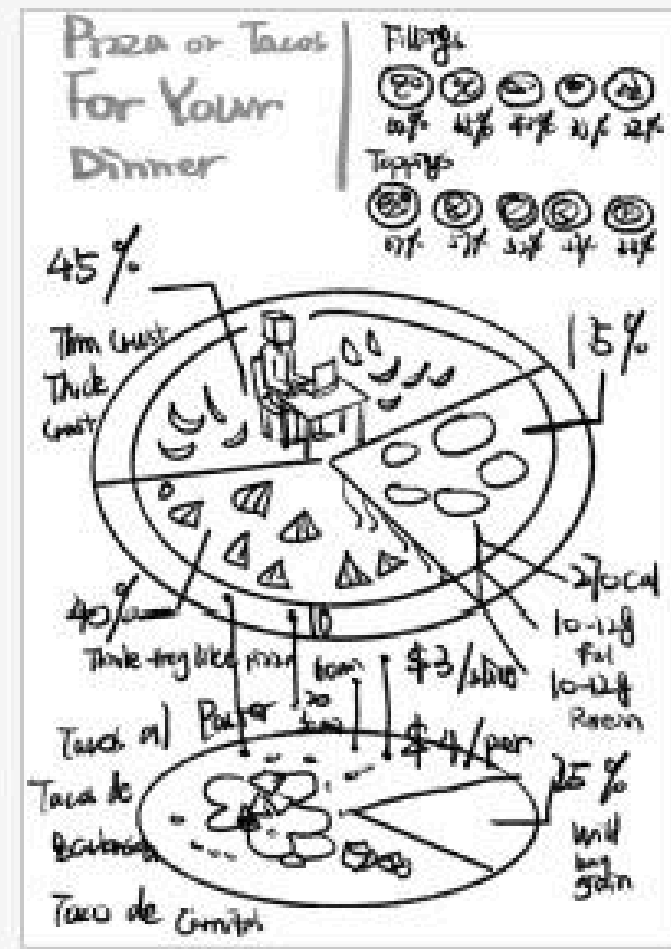


Detailed Sketches

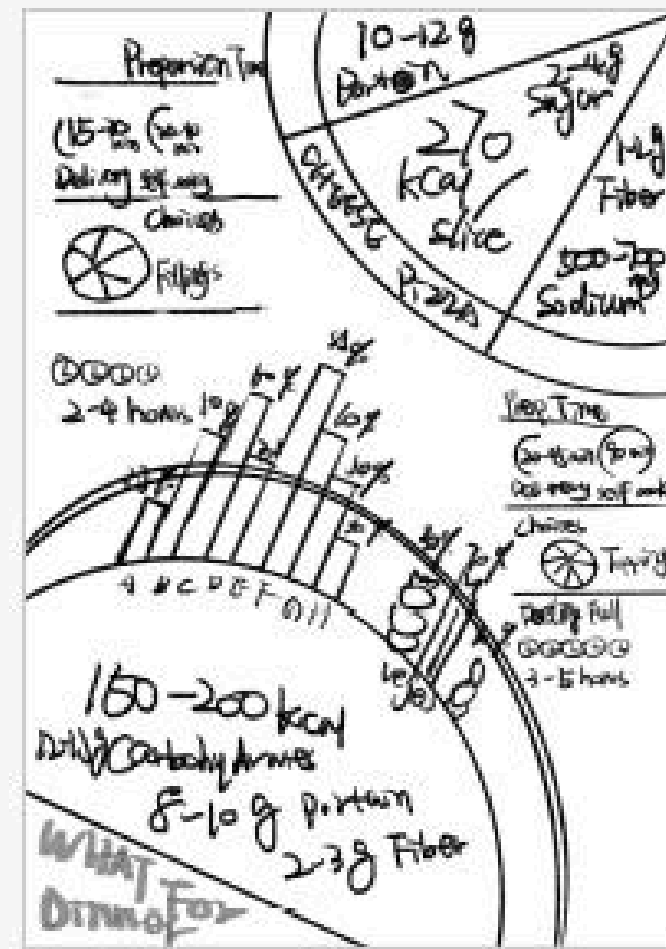
This stage focuses on exploring data layout and the cohesive integration of visual elements with statistical content.



1



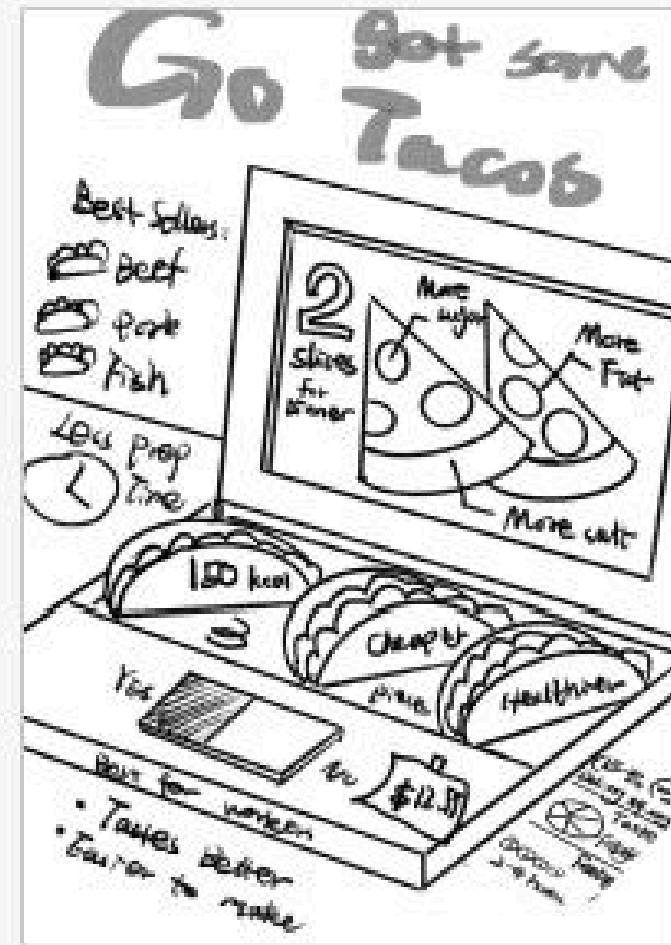
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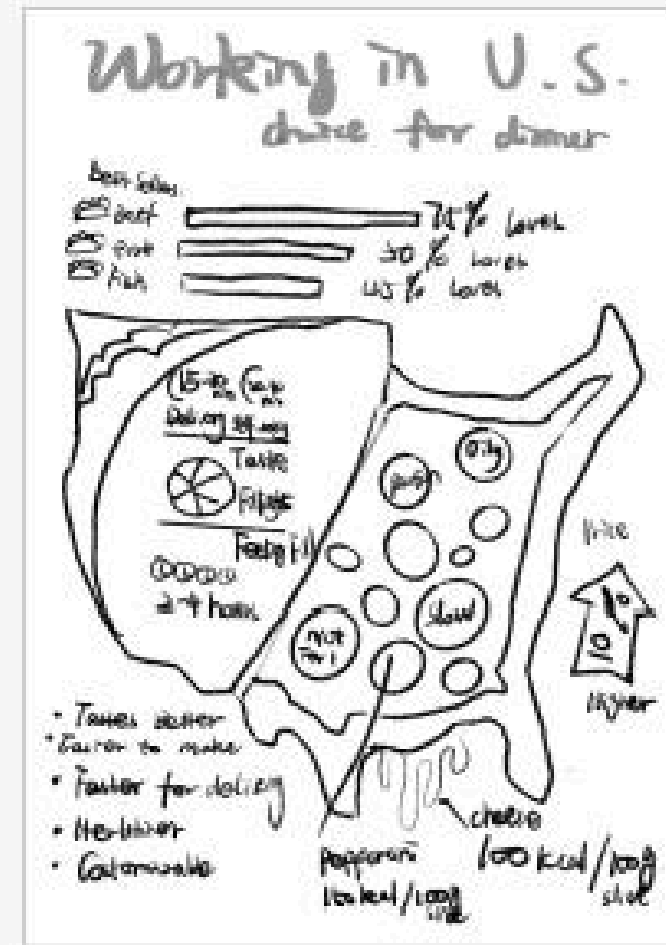
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6

Refined Sketches

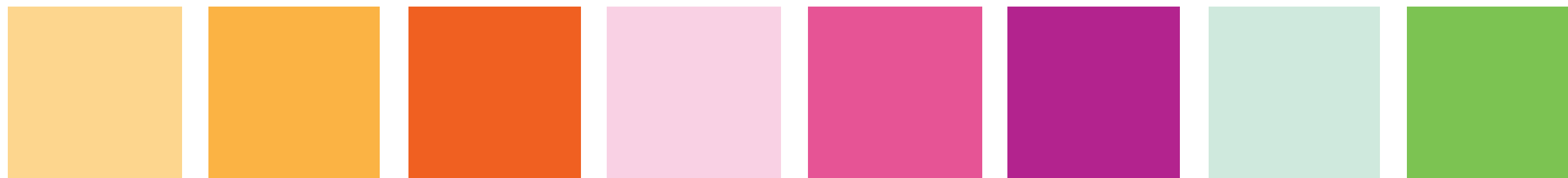
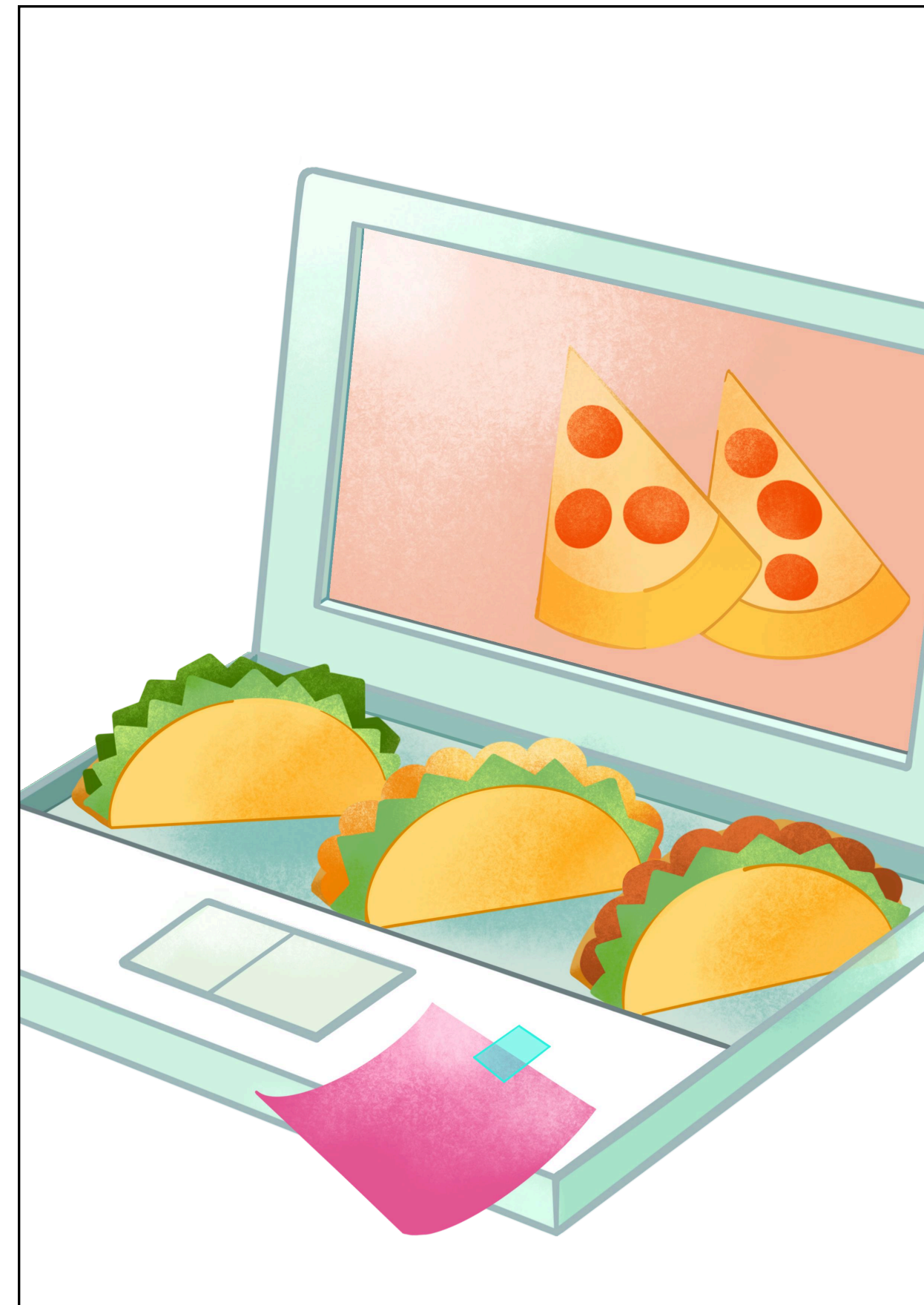
These refined sketches reflect solutions close to the final design, with two selected for final polishing and execution.



Creation

Graphic Elements
Execution Options

Graphic Elements



The design combines visuals of people eating, brain responses to food choices, and the everyday office scenario of deciding what to eat while working. It aligns with the theme of choosing between pizza and tacos — a light take on a common modern dilemma.

PIZZA

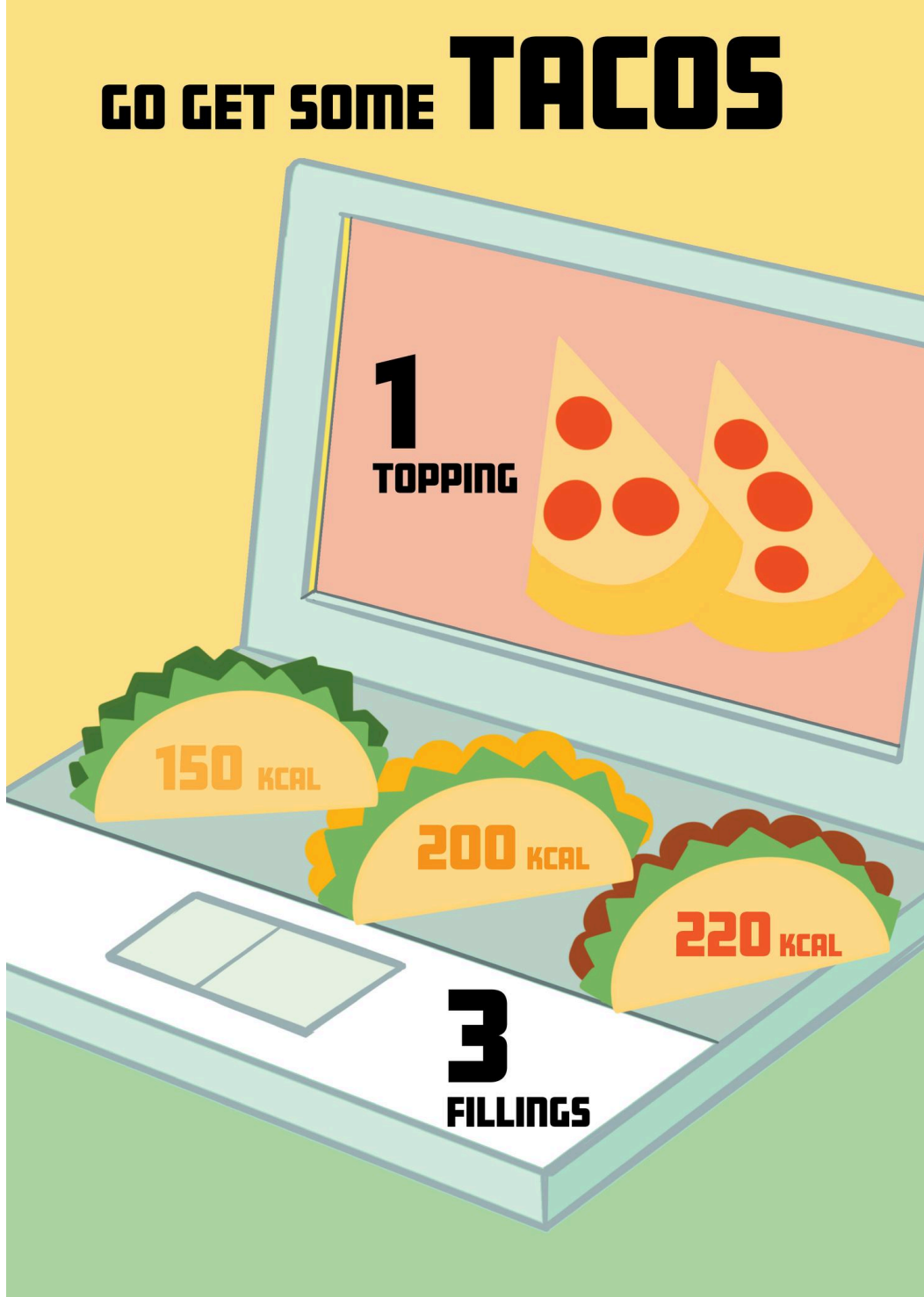
Amboy Black

Tacos

Alternate Gothic No2 D

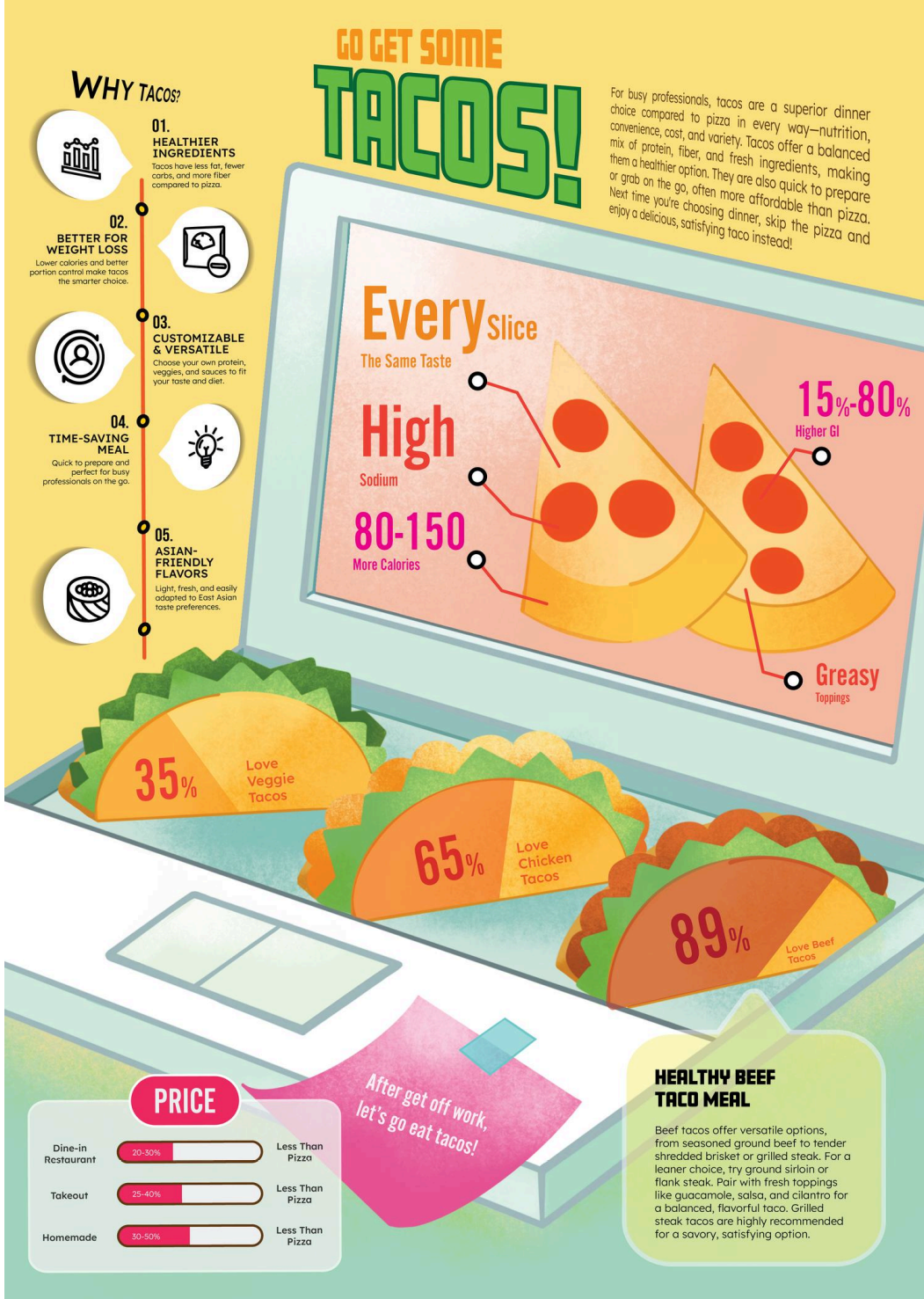
Chicken

Lexend



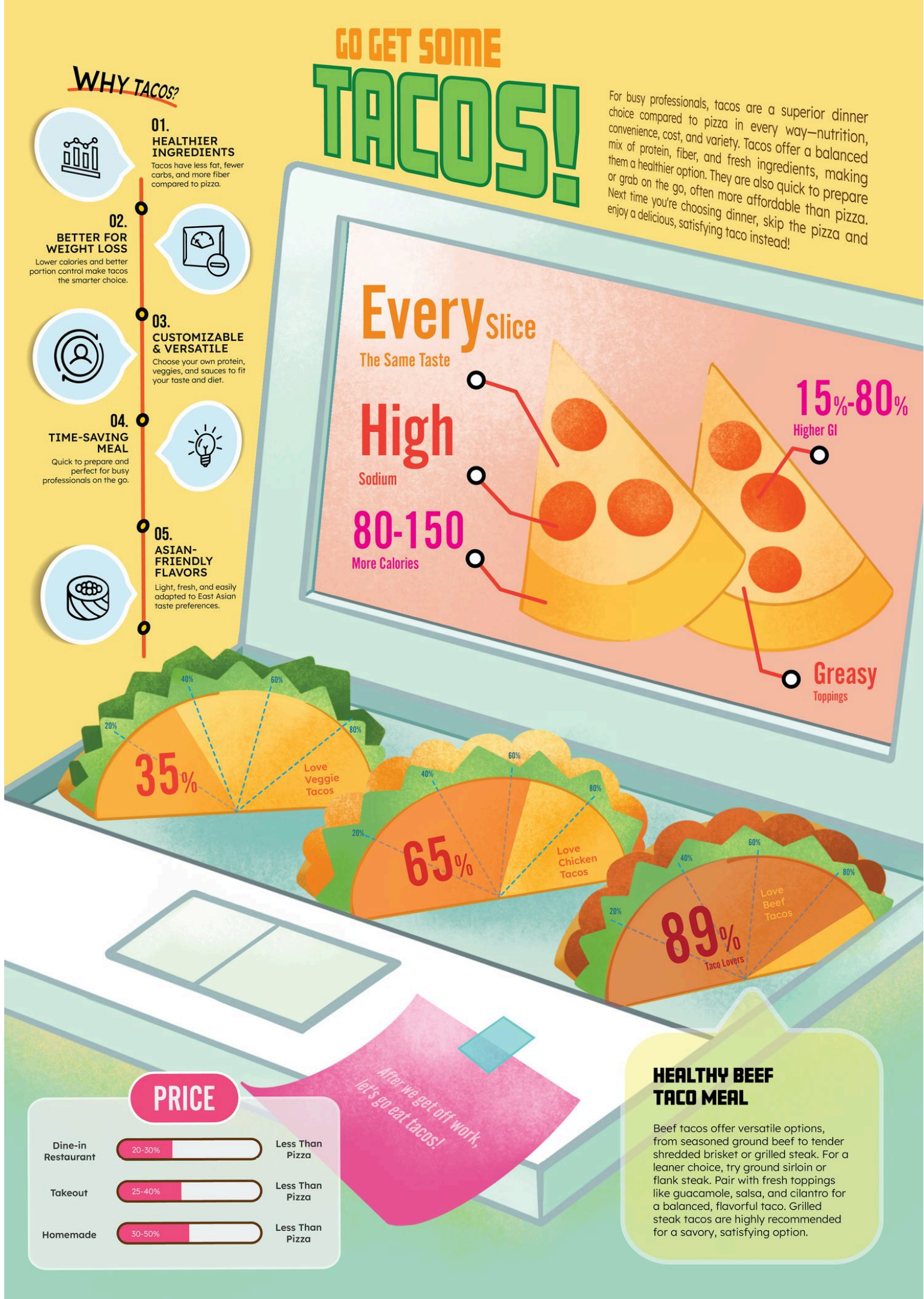
First Draft

Designed the basic layout, graphic elements, and typography.



Second Draft

Refined typography and illustrative elements, added statistic data and adjusted the overall layout.

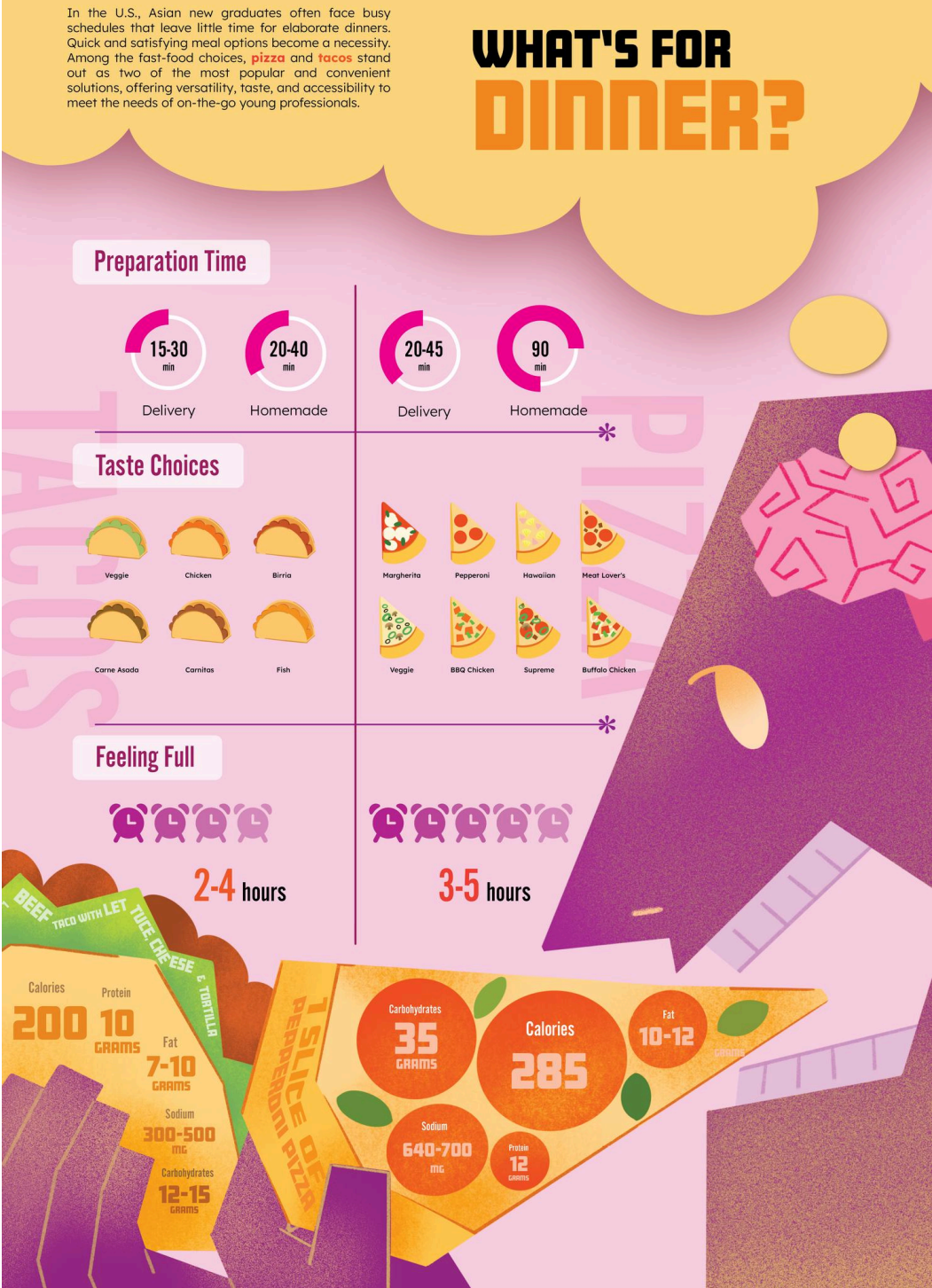


Final Draft



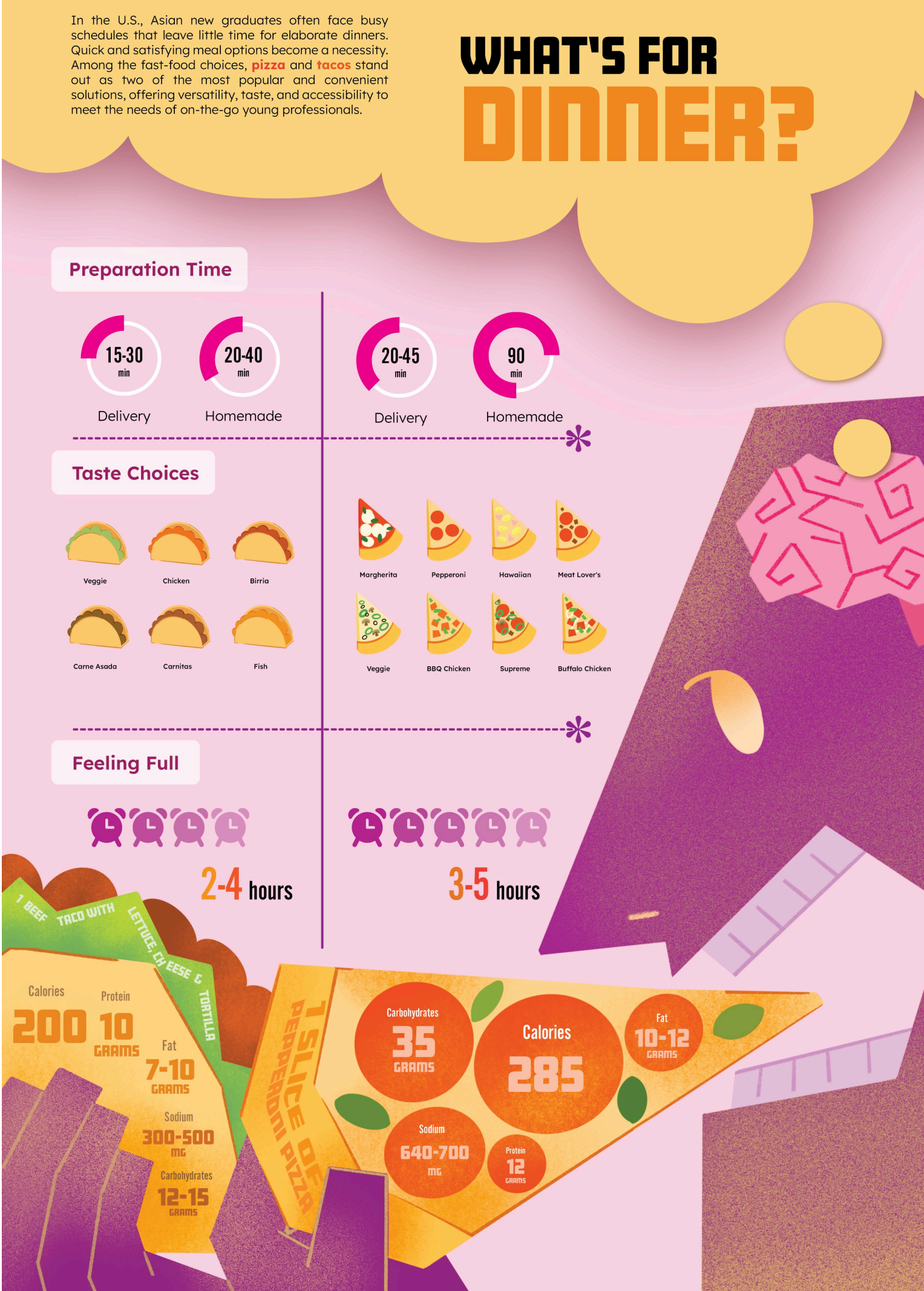
First Draft

Composed layouts and selected typefaces to support the overall design concept.



Second Draft

Polished typography and illustrations, incorporated data visualization, and optimized the overall layout.



Final Draft



Final Outcome

Posters
Promotional Cards
Shutter Cards

GET SOME TACOS!

WHY TACOS?

- 01. HEALTHIER INGREDIENTS
- 02. WEIGHT LOSS
- 03. CUSTOMIZABLE & VERSATILE
- 04. TIME-SAVING MEAL
- 05. ASIAN-FRIENDLY FLAVORS



PRICE

20-50%

CHEAPER! BETTER!

Less Than Pizza

HEALTHY BEEF TACO MEAL

- Seasoned ground beef
- Tender shredded brisket
- Grilled steak
- Ground sirloin
- Flank steak



WHAT'S FOR DINNER?
Pizza & Tacos

Preparation Time

Delivery	Homemade
15-30 min	20-40 min

Taste Choices

Delivery	Homemade
20-45 min	90 min

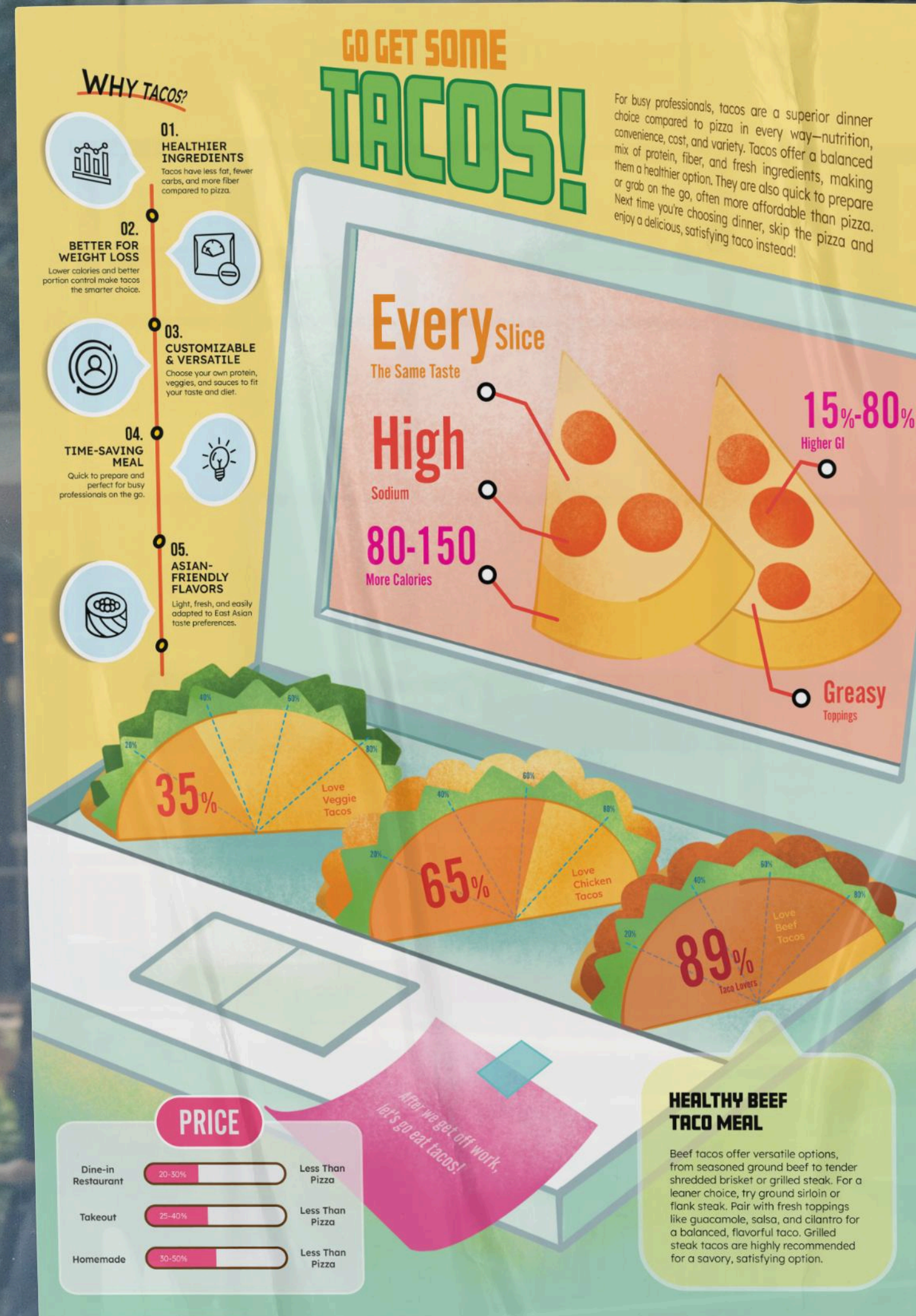
Feeling Full

2-4 hours	3-5 hours
<ul style="list-style-type: none">VeggieChickenBiritoCome Aside	<ul style="list-style-type: none">MargheritaPepperoniHawaiianMeat LoversBuffalo ChickenSupremeBBQ ChickenVeggie

200 Calories / 100g

285 Calories / 100g

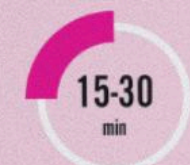




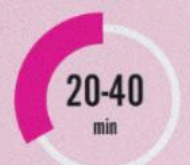
In the U.S., Asian new graduates often face busy schedules that leave little time for elaborate dinners. Quick and satisfying meal options become a necessity. Among the fast-food choices, **pizza** and **tacos** stand out as two of the most popular and convenient solutions, offering versatility, taste, and accessibility to meet the needs of on-the-go young professionals.

WHAT'S FOR DINNER?

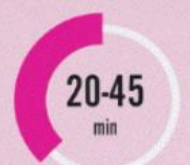
Preparation Time



Delivery



Homemade

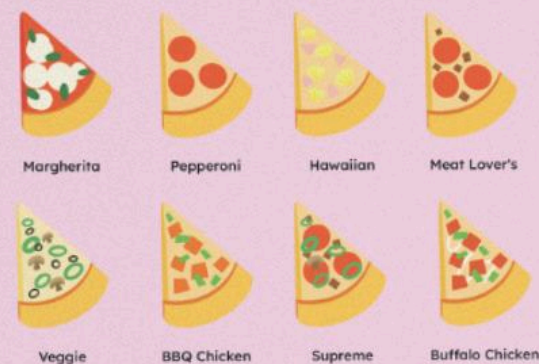


Delivery



Homemade

Taste Choices



Feeling Full

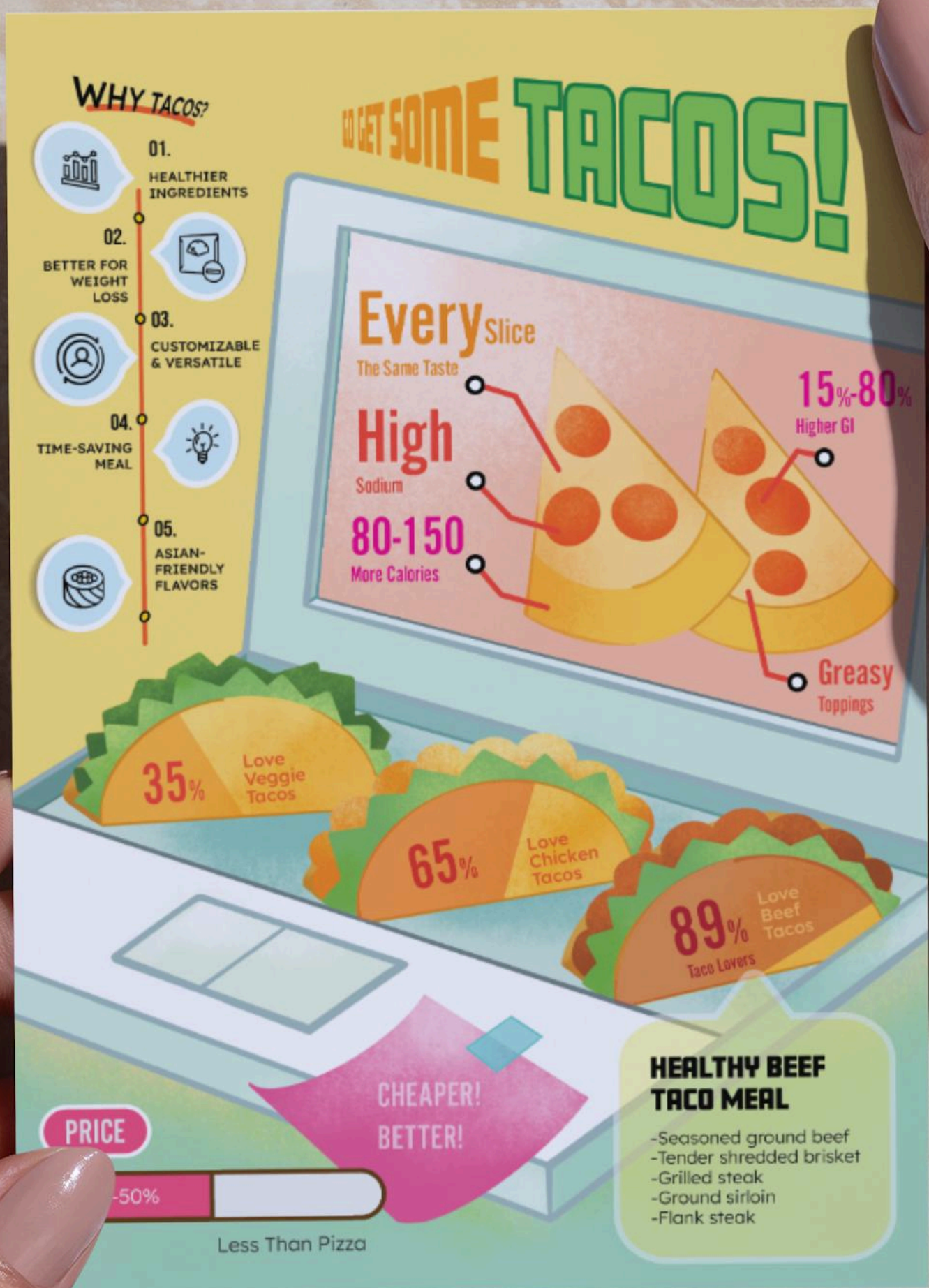


2-4 hours



3-5 hours







WHAT'S FOR DINNER?

Pizza & Tacos

Preparation Time

15-30 min	20-40 min
Delivery	Homemade

Taste Choices

Veggie	Chicken	Birria
Carne Asada	Carnitas	Fish

Feeling Full

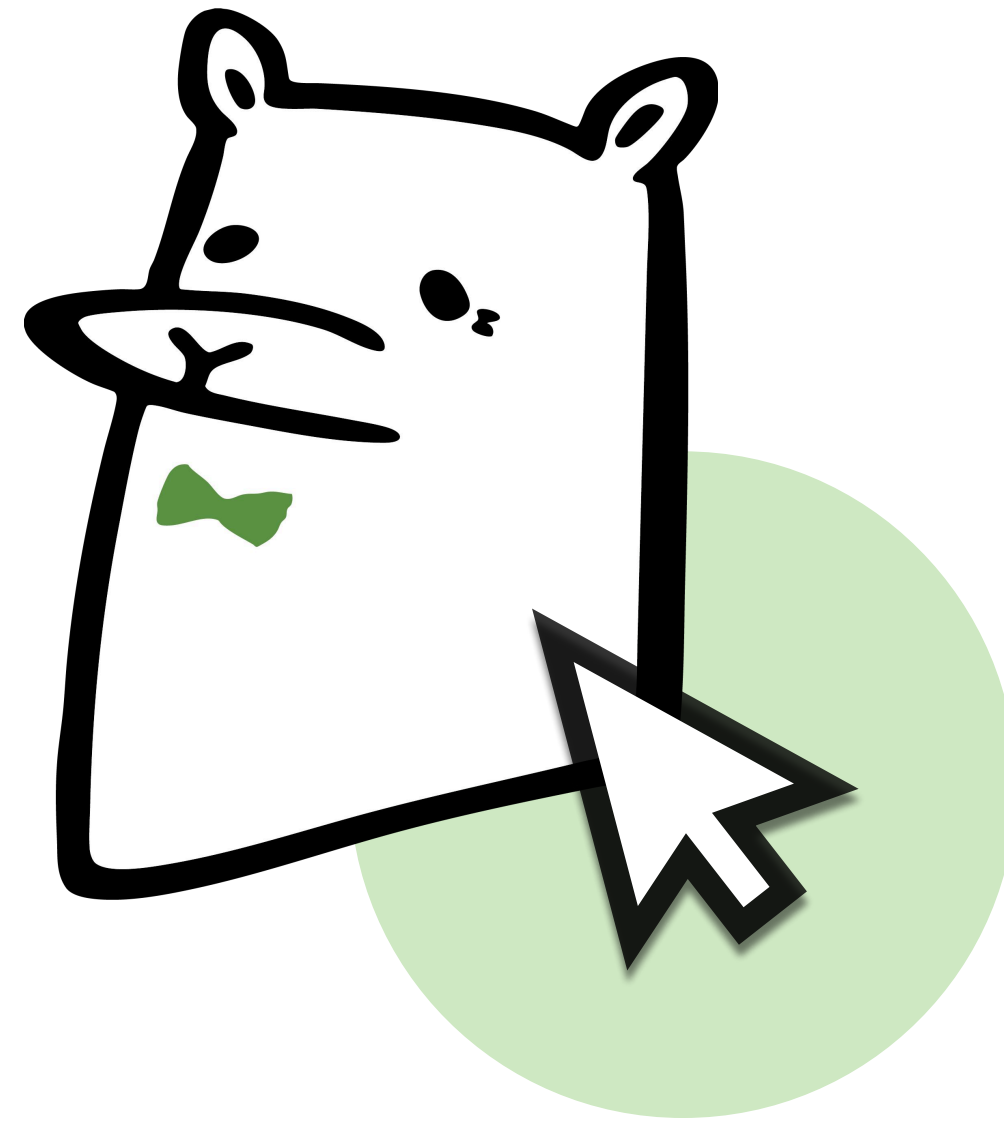
2-4 hours	3-5 hours
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Calories

200	285
Calories	Calories

100G

100G



Want To See More?
CLICK THE LOGO!