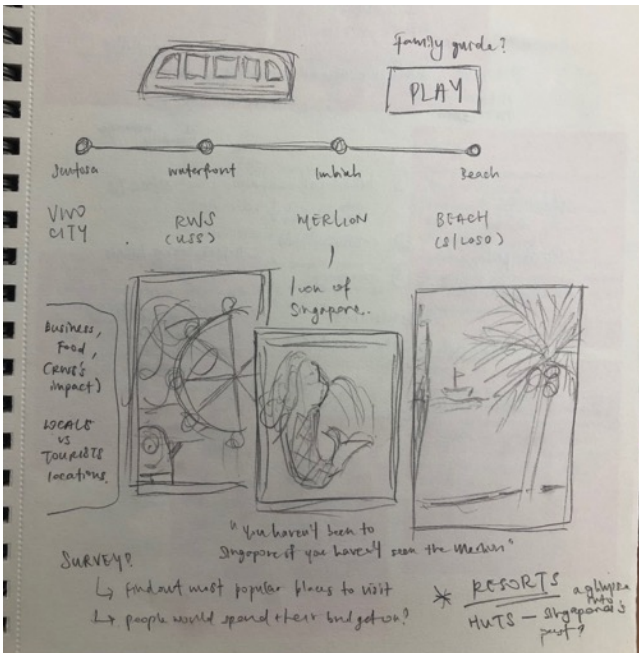


DN1009 GRAPHIC FORM
PROJECT 2: ZINE: LOCALE

Project 2.2 (Part 1)
Zine: Locale
Creation of Zine

Location chosen: **Sentosa**

INITIAL IDEATION



My initial idea for the zine was to create a play guide to Sentosa, but because I had data collected from both locals and foreigners, I was unsure of who I should specifically target, and hence decided to create a guidebook targeting all visitors visiting the island.

I would also classify the spreads based on the Sentosa Express stations excluding the one at Vivo City as it wasn't on the island. (Waterfront Station, Imbiah Station and Beach Station)

In each spread, I would further classify the pages into Play / Eat, with the last page being a page about transport for visitors to better navigate their way around the island.

However, after consultation with Joy, I thought that such classification would be a little messy as having both play and eat in the same page

may result in too much information happening within one page and that might be confusing. Hence, I decided to classify the pages by categories (play / eat) instead, and separate the spread further into the stations. That way, there can be a uniform theme in each spread instead of having too many things in one spread.

During the consult, it was also brought up that the target audience was unclear and should be more specific. There were many groups of visitors such as tourists, families, group of teenage friends and so on, and it was better to choose a specific group as the target audience so that there is a clear focus to what should be included in the zine.

Hence, I decided to focus on families with children as the target audience, basing my zine on being a family guide to Sentosa.

IDEATION



With the idea of creating a families guide to Sentosa, I first classified the spreads according to the categories play, eat and transport.

PAGE 1

Page 1 would be the cover page, and I planned to include the name Sentosa in the exact font found at the gateway of the island, as well as one of the most notable icons found in Sentosa, which is the Merlion. The Merlion is one of the most notable icons of the island and it is also the mascot of Singapore and hence I felt like it was apt to include the Merlion on the cover page.

PAGE 2 / 3

Pages 2 and 3 will be the first spread of the zine, and I want the spread to be focused on the food in Sentosa. The spread will a split into 3 sections based on the monorail stations (Waterfront, Imbiah and Beach), and the restaurants found at each station will be classified under the stations.

Because the zine is targetted at families with children, I researched on the food places and filtered out places that were more suitable for children to dine in, and excluded those that sold food that wasn't suitable for children. Furthermore, out of the chosen restaurants, I researched and further filtered the restaurants with kid's meals and made an icon for these restaurants, denoting beside these restaurants to better inform the families of the places they could possibly dine in.



Icon: Restaurants with kid's meals

PAGE 4 / 5

Pages 4 and 5 is the middle spread of the zine, and I wanted this spread to be one that contains the most important information. Based on research and to me, the main aim of going to Sentosa is to play, and hence I placed the category of play in the middle spread.

Similar to the spread on food, the spread will a split into 3 sections based on the monorail stations (Waterfront, Imbiah and Beach), and the places near each station will be classified accordingly.

Based on the survey results during the research period for this project, I filtered out the more popular places visitors would visit and decided to include them into the spread. To further indicate the suitability of these places, I created another icon to denote the places that had activities for children and placed these icons beside the places in the spread.



Icon: Places with activities suitable for children

As the zine is a families guide to the island, I included other icons such as:



Icon: Places that have available space for families to park their strollers



Icon: Changing rooms available within the attraction



Icon: Photo spot that are ideal for family photos

PAGE 6

My initial idea included a tearable last page of the booklet that is somewhat like a feedback form, for families to fill up using stickers (interactive and hands-on for the children). Hence, after tearing out the last page of the booklet, page 6 would become the last page of the booklet they get to keep.

Hence, I wanted a map of the island, with icons of transport options on the map itself, informing the families the possible transport options they can take. The map would also have icons of the different places of interest to denote where these places are on the map for better navigation.

PAGE 7 / 8

On ages 7 and 8 would be a tearable form that visitors can attach to an information board at the entrance of Sentosa to recommend to other families the possible place they can visit. Hence, these two pages are grouped together. The form can be filled in with the stickers provided on each spread and can be an activity the children can do during their day at Sentosa.

The idea of this page came from the want of my zine to be interactive.

STICKERS

I wanted the zine to be interactive and targeted at the children, and hence wanted to include stickers that comes with each spread.

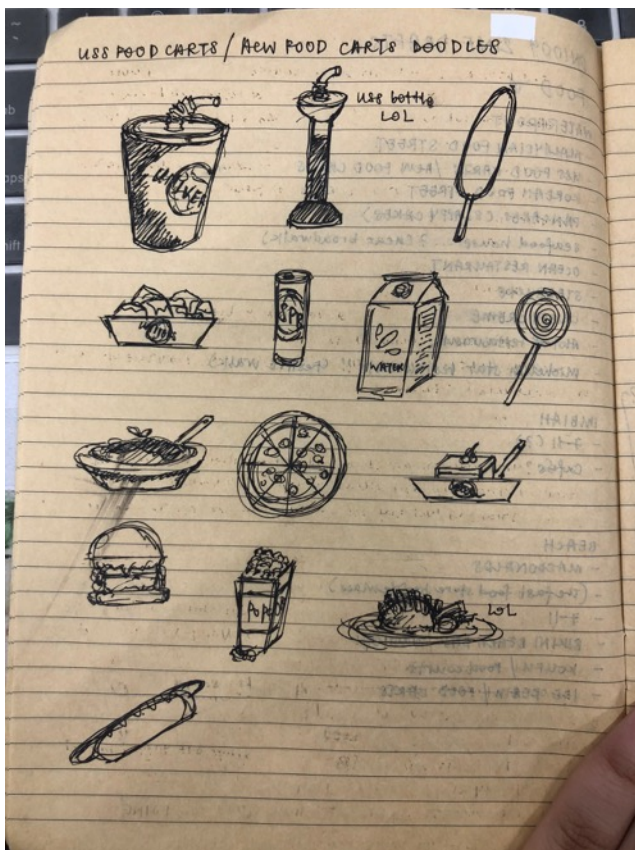
For the 'eat' spread, the sticker sheet would include food illustrations so the children can attach what they have eaten during the day onto the 'eat' spread as well as on the detachable feedback page.

For the 'play' spread, the sticker sheet would include illustrations of the places of interests so the children can attach on the 'play' spread and also onto the detachable page.

For the 'transport' page, the sticker sheet would include the transport options as stickers and they can attach it on the guide.

The last sticker sheet would be the one with the detachable page, full of emojis. These emojis can be used alongside the other eat/play/transport stickers stuck onto this sheet of paper to rank their preferences and whether they enjoyed themselves at these places or not.

Initial doodles for the stickers are included below.



After the consultations, some of these ideas were revised.

Firstly, the stickers that are attached to each spread would be quite messy and there would be too many sticker sheets for the zine. Hence, I decided to consolidate the stickers into one page by itself and leave an entire spread to just being an activity page. This activity page would be on pages 6 and 7 (third spread of the zine) and the map that was initially on page 6 would be moved to the last page of the zine, page 8.

The idea of the detachable page would also be removed as I would want the visitors to bring home the entire zine + let the zine/guide be a record/memento of the journey/ day they had on the island.

The map will also only include transport options instead of having many icons of the places of interest also included as I think that the map would get too cluttered with too many icons and would be very confusing.

FINAL IDEA

Page 1- Cover Page

- Sentosa with an iconic icon of Sentosa and Singapore, the Merlion

Page 2 / 3 - Spread 1: Eat

- Categorised into the 3 different areas (Waterfront, Imbiah, Beach) based on the different monorail stations.
- Features restaurants with food more suited to children
- Includes icons that inform visitors that the restaurants provide kid's meal, and whether there are areas available to park their strollers.

Page 4 / 5 - Spread 2 : Play

- Categorised into the 3 different areas (Waterfront, Imbiah, Beach) based on the different monorail stations
- Features popular visitor favourites and places suited for children's activities
- Includes icons that inform visitors whether the attraction has activities catered to children, whether there are areas available to park their strollers, if the place is a photo point, and whether these places have changing rooms available or not.

Page 6 / 7 - Spread 3 : Activities page

- Page 6 would be a sticker page where stickers are categorised by the different categories (eat, play, transport)
- Page 7 would be a blank page for the families to complete together - they can record their day by using the stickers on page 6 and attaching the stickers to page 7.

Page 8 - Transport / Map

- Page 8 would have an overview map of the island and on the map there would be transport icons to indicate the possible transport available on the island for better choices of transport around the island.
-