The image features a minimalist design with several overlapping horizontal and vertical lines. A long vertical line is positioned on the right side, extending from the top to the bottom. Two horizontal lines cross it: one is positioned higher and is shorter, while the other is lower and extends further to the left. The text 'thesis' is placed to the right of the vertical line, between the two horizontal lines. The text 'sarah parton' is placed below the lower horizontal line, to the left of the vertical line.

thesis

sarah parton

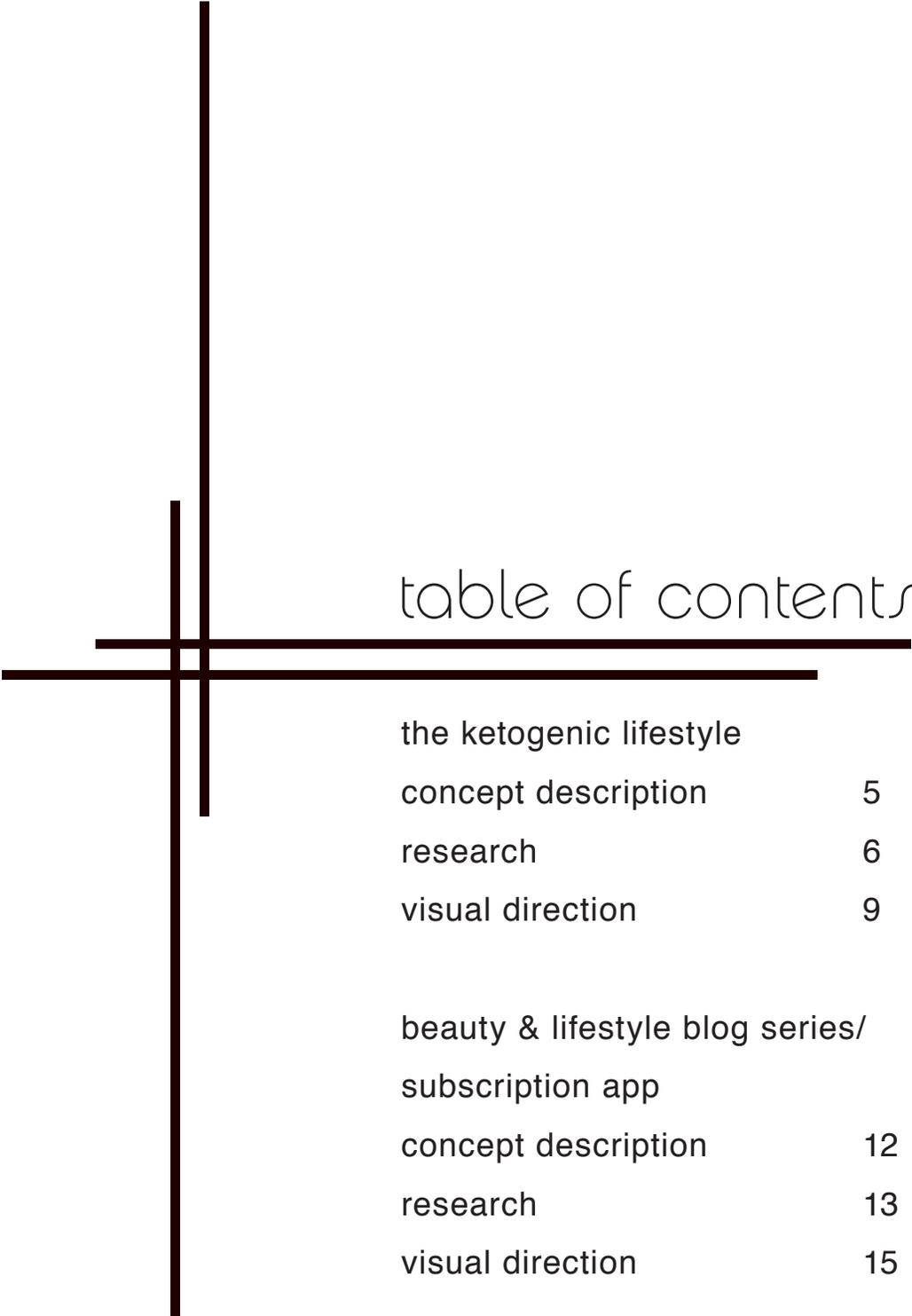


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the ketogenic lifestyle

concept description

this concept explores the journey into health and major lifestyle changes. after seeing the many benefits of a ketogenic diet on myself for a month of the summer, i wanted to make a deeper commitment to this discovery, and how following a strictly low carb, sugar free diet would affect my lifestyle, moods, sleeping habits, as well as any physical changes that come. the goal is to create a journal that follows this exploration, covering topics from meal plans and recipes, to mood changes and sleeping habits, as well as physical progress throughout each step of the way. i want to incorporate my own photography skills (to show meals, prep, and progress), my layout and typography expertise (by creating the journal), while showing my dedication to a challenge, while bettering myself.

the ketogenic diet has not gone viral, or been highly publicized, but is one that has a cult following, and has a ton of research backing the science behind it. even the popular atkins diet has a two week induction period, where those dieters follow a completely ketogenic meal plan.

while it is a healthy diet change compared to my usual eating habits, this diet is not recommended for any individual unless first discussed with a doctor or dietitian. this is not meant for everybody, and by no means is it a simple or easy undertaking for any individual, let alone a carb-aholic. but this is also a great challenge, with nothing but positive outcomes for someone who stays committed, and feels supported by peers.

research

A Guide to the Keto Diet. (n.d.). Retrieved August 29, 2016, from <http://www.ruled.me/guide-keto-diet/>

Everything about keto. (n.d.). Retrieved from <https://www.reddit.com/r/keto/>

This is a reddit forum that has been curated over the last several years by those following a ketogenic diet and lifestyle. There is so much different research and information available through the many posts on this page daily, even weekly. It has a cult following, and a wonderful community of people who are insanely supportive and motivating. This is probably one of the greatest sources for information, and going to be the continual motivator of my progress throughout this year. It also has the most informative FAQ section I've ever seen of it's scale, and all the tools one needs to begin on this journey.

Hozer, M. (Director). (n.d.). Sugar Coated [Video file]. In Sugar Coated.

This documentary takes a hard look at the sugar industry, a multi billion dollar empire that finds it's way into nearly every food product on store shelves. As we are seeing the first generations of children diagnosed with type II diabetes and fatty liver disease, sugar is coming under fire as a culprit of this huge social issue. This documentary has some great interviews, lots of research and science backing these hypothesis and people who genuinely care about the future of mankind. It also really shows the harm of something that so many of us are blindly addicted to, which happens to be slowly killing us.

Fan, S. (2013). The fat-fueled brain: Unnatural or advantageous? Retrieved August 29, 2016, from <http://blogs.scientificamerican.com/mind-guest-blog/the-fat-fueled-brain-unnatural-or-advantageous/>

Freeman, J. M. (2007). The Ketogenic Diet : A Treatment for Children and Others with Epilepsy. New York: Springer Publishing Company, Inc.

Mackenzie C., C., Sarah, D., Bobbie J., H., Eric H., K., & Zahava, T. (2016). The Ketogenic and Modified Atkins Diets, 6th Edition : Treatments for Epilepsy and Other Disorders. New York, NY: Demos Health.

Naughton, T. (Director). (2009). Fat Head [Motion picture Online]. United States: Middle Road Pictures.

This documentary follows one man's journey to prove that eating high fat is not as unhealthy as the media portrays it to be. Inspired by the documentary "Super Size Me," Tom Naughton disputes the lipid

hypothesis; a nutrition theory that is promoted by most of the Western World. Instead, Tom spends a month eating fast food for every meal, yet skipping out of most of the carbs. Eating around 100g of carbs a day, and high fat instead, Tom shows through medical testing and physical changes that eating high fat does not correlate with weight gain, and that you can in fact eat fast food every day, and still manage to become healthier. Though this is not exactly what the ketogenic diet is about, as ketosis requires 50g or less of carbs per day, it shows how the body uses fat as fuel, instead of burning sugar which becomes stored fat in the body when it cannot be used up. This also disproves the lipid hypothesis, which has most people believing in order to lose weight, they must pass on the fat.

Phase 1. (n.d.). Retrieved August 29, 2016, from <http://sa.atkins.com/new-atkins/the-program/phase-1-induction.html>

Taubes, G. (2011). *Why we get fat: And what to do about it*. New York: Anchor Books.

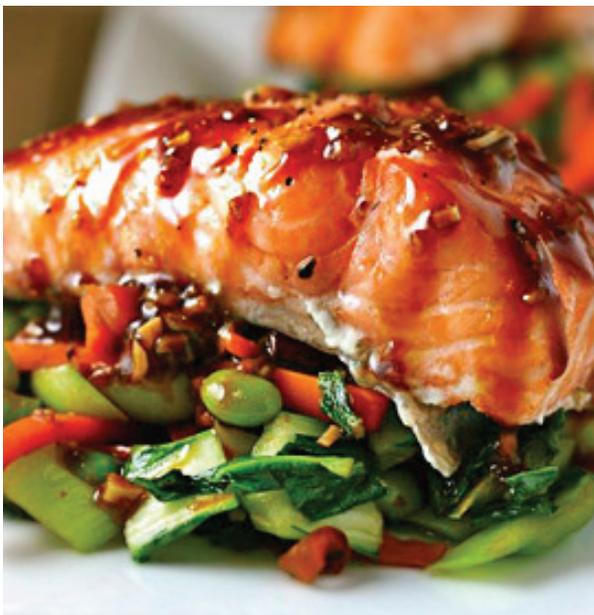
Taubes, G. (2007). *Good calories, bad calories: Challenging the conventional wisdom on diet, weight control, and disease*. New York: Knopf.

Taubes, G. (2013). *The science of obesity: what do we really know about what makes us fat? An essay by Gary Taubes*. *BMJ (Clinical Research Ed.)*, 346f1050. doi:10.1136/bmj.f1050

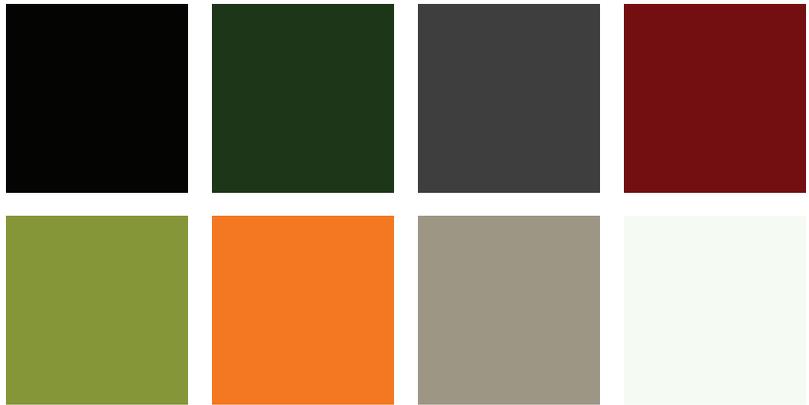
This academic journal/essay by Gary Taubes further explores the media's portrayal of the lipid hypothesis as the only viable understanding of weight loss/gain, but actually disproves that theory through science and research. This essay goes on to discuss that not all calories are created equally, and carbohydrate calories are far more damaging than those coming from protein and fat sources. Another huge problem with carbohydrate calories is that these are carbs coming from sugar or high fructose corn syrup, and not carbs that one would find in nature. The health detriments are absolutely astounding, and discussed in great length throughout this essay and in his two books about the ketogenic diet.

Vogel, L. (n.d.). *Healthful Pursuit*. Retrieved August 29, 2016, from <http://www.healthfulpursuit.com/>

visual inspiration
& planned direction



colour palette & theme



beauty and lifestyle
blog series
and subscription app

concept description

this concept explores the challenges of watching and following trends, then communicating with the general public on an honest and personal forum. the blog would discuss and share trends in fashion, a lot of beauty, and spotlight seasonal activities and events around the western world (for example: summer music festivals, the best ways to make the most of falling leaves, winter getaways, and spring cleaning hacks, etc.)

i think subscription apps are a growing opportunity for bloggers and public figures. instagram and youtube are huge forums for these individuals to get their names out there, and their work seen (whether it be fashion styling, hair, makeup, photography, music, design, home decor, tattoo art, etc.) and i truly think the subscription apps are the next big thing. there are a growing number of public figures and celebrities introducing their own subscription apps as a way to provide great quality content to the viewers, while allowing them to earn a paycheck for the time they invest in these ventures (though i will say, often times this is a great way to make a chunk of change, if the viewership is there, and there are people willing to pay for the value you are offering.)

i also have a lot of interest in this topic, and personally a service i would see myself paying for, if the content was current, and gave truthful, unsponsored and best intentioned reviews covering this range of topics. i am absolutely obsessed with beauty products, i enjoy following the trends that come and go in the fashion world, and i've become recently obsessed with home decor and staging spaces.

research

Boone, J. (n.d.). Which Kardashian/Jenner Sister Has the Best App? Here's What the Reviews Say. Retrieved August 29, 2016, from http://www.etonline.com/news/171957_which_kardashian_jenner_sister_has_the_best_app/

How to Start a Blog: The Complete Guide From Start to Finish. (n.d.). Retrieved August 29, 2016, from <http://www.artofblog.com/how-to-start-a-blog/>

Hussey, T. (2010). Create your own blog. [electronic resource] : [6 easy projects to start blogging like a pro]. Indianapolis, Ind. : Sams Pub., c2010.

This is a step by step guide (mind you, somewhat outdated) to creating a blog. It discusses what kinds of things to discuss, as well as things you may not want to discuss, and how to begin a following. I think something that is important to note is that no matter how beautiful or interesting or content heavy your blog is, that you need to promote your site in order to have the demand for further content, and even the start of a subscription app. Apps are expensive to create and program, and in order to make that money back, and make money from the time invested to making more content, you need to have an extensive viewership; especially ones that find true value in what you're offering and willing to pay for that. This source also discusses ways to earn money from the blog itself; another money earner would be moving to vlogs on Youtube.

Pebbles, L. (n.d.). HOW TO START A BEAUTY BLOG. Retrieved August 29, 2016, from <http://www.lilypebbles.co.uk/2013/10/how-to-start-a-beauty-blog-2.html#Y3TO8yfjic0VjiK.97>

Shoup, E. (n.d.). 5 Tips For Building Subscription Based Mobile Apps - InformationWeek. Retrieved August 29, 2016, from <http://www.informationweek.com/mobile/5-tips-for-building-subscription-based-mobile-apps/d/d-id/1111625>

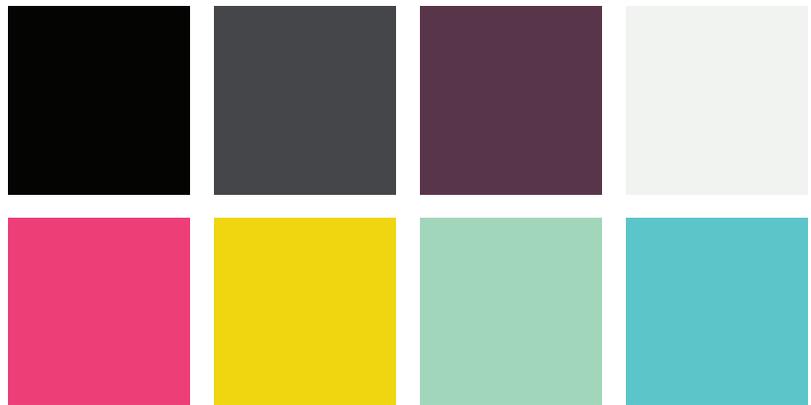
Z. (n.d.). Homepage. Retrieved August 29, 2016, from <https://www.zoella.co.uk/>

Zoella is a great example of something that started off small that blew up into something across many platforms. This blog has so many sectors, and is a great example of what I would be aiming for. She touches on a lot of topics that are popular in these online communities, like hot makeup trends, food, and general lifestyle (like getting that perfect sunset photo for your instagram feed.) This is also a site I could see having it's own app and subscription service, and being extremely successful, just due to the devoted readers of this site.

visual inspiration
& planned direction



colour palette & theme



brand identity manual

concept description

potential clients for a brand identity manual

- marble slab creamery
- clinique
- guerlain
- goodwill
- abercrombie & fitch

the hardest part about going with this concept is not the technically aspect of a rebrand and overhaul, but choosing the right brand that has a global reach, but has maybe been performing poorly and needs to be relaunched. the ones that i have listed here are brands that i feel at once had a larger reach, but need to re-brand or reinvent themselves for today's markets.

marble slab desperately needs a new logo, and their website and advertisements look almost copied from baskin robbins (similar colour palette, type choices, etc.)

clinique and guerlain are both higher end makeup lines that have great product offerings, but are viewed as "older, mature" products. i think the way that makeup and beauty has blown up in the last few years, that these companies need to seize the moment and expand their scope to a younger customer, because those are the ones investing and establishing their go-to must-have products in their everyday routine.

goodwill has a lot of potential, as thrifting has become quite a popular trend among millennials. they really need a total brand overhaul, and they have many locations that could see the positive effects of a brand overhaul.

abercrombie & fitch needs to align their values with the customers in the marketplace, and i feel could really thrive like they once did with the right branding and marketing campaign.

research

Abercrombie & Fitch | Authentic American clothing since 1892. (n.d.). Retrieved August 29, 2016, from <https://www.abercrombie.ca/>

Brand Standards Manual [PDF]. (n.d.). Facebook. Retrieved from http://3835642c2693476aa717-d4b78efce91b9730bcca725cf9bb0b37.r51.cf1.rackcdn.com/10MB_FB_Public_AssetGuide_Light_060914.pdf

Brand Standards Manual [PDF]. (n.d.). Boy Scouts of America. Retrieved from <http://www.scouting.org/filestore/pdf/310-0231.pdf>

Home - Goodwill Industries. (n.d.). Retrieved August 29, 2016, from <http://goodwillindustries.ca/>

Lamson, G. (2016). Designing a Brand Identity. Retrieved August 29, 2016, from <https://creativemarket.com/blog/designing-a-brand-identity>

Detailed resource that stresses the importance of building and growing a brand, which gives brand name recognizance. Also talks about the creation of initial branding, and the importance of defining a strong, legible, scalable logo. Another important note was the clear divide between what is a logo/icon and what is a brand identity, which is quite important to really understand as a designer.

Makeup | Clinique. (n.d.). Retrieved August 29, 2016, from <http://www.clinique.ca/makeup-supercat>

Makeup | Guerlain. (n.d.). Retrieved August 29, 2016, from <http://www.guerlain.com/ca/en-ca/makeup>

Marble Slab Creamery Experiences Major Turnaround In Same Store Sales, Transactions And Average Unit Volumes. (2015). PR Newswire.

Marble Slab Creamery. (n.d.). Retrieved August 29, 2016, from <https://www.marbleslab.ca/>

MilesHerndon - Indianapolis Branding Agency. (n.d.). Retrieved August 29, 2016, from <https://milesherndon.com/blog/brand-identity-guidelines-examples>

An extremely detailed source that outlines and highlights the most important aspects that should be covered in a comprehensive brand identity manual. This resource was curated by Creative Director, Brice Holland, a professional in the industry. There are also really good examples of effective and in use guidelines for major clients, such as

Facebook, and Boy Scouts of America, which will prove to be a great resource when it comes down to building the structural content of the brand identity manual.

Slade, C. (2016). Creating a Brand Identity : A Guide for Designers. London: Laurence King Publishing.

This is absolutely an essential tool as a designer who is not constantly doing this type of work as a reminder of what is required to make a well rounded brand "bible" so to speak. This book covers a variety of different topics, like identifying target market, and identifies areas where we typically lack in critical thinking, like researching what the competition is doing. There are a bunch of examples throughout of brand identities that have been created, which can be further researched on the web, or in other books and articles.

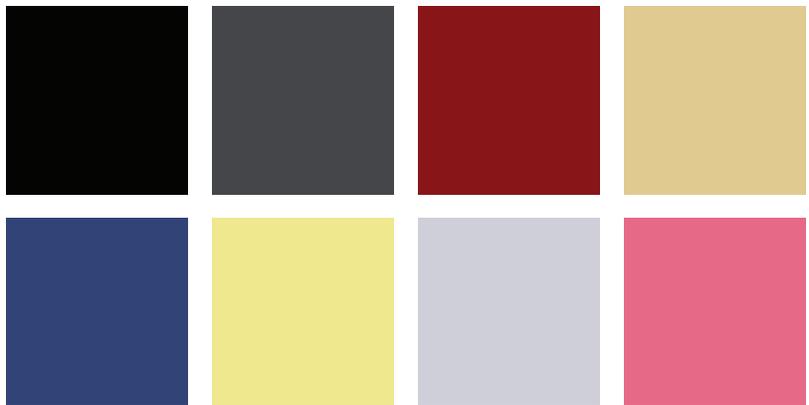
Suarez, J. A. (2014). WRAPPING YOUR HEAD AROUND ABERCROMBIE & FITCH'S LOOK POLICY: HOW THE RETAILER VIOLATED THE ESTABLISHMENT CLAUSE. Rutgers Journal Of Law And Religion, 15573.

Why Brands Need To Be Refreshed. (2015). Retrieved August 29, 2016, from <https://stickybranding.com/why-brands-need-to-be-refreshed/>

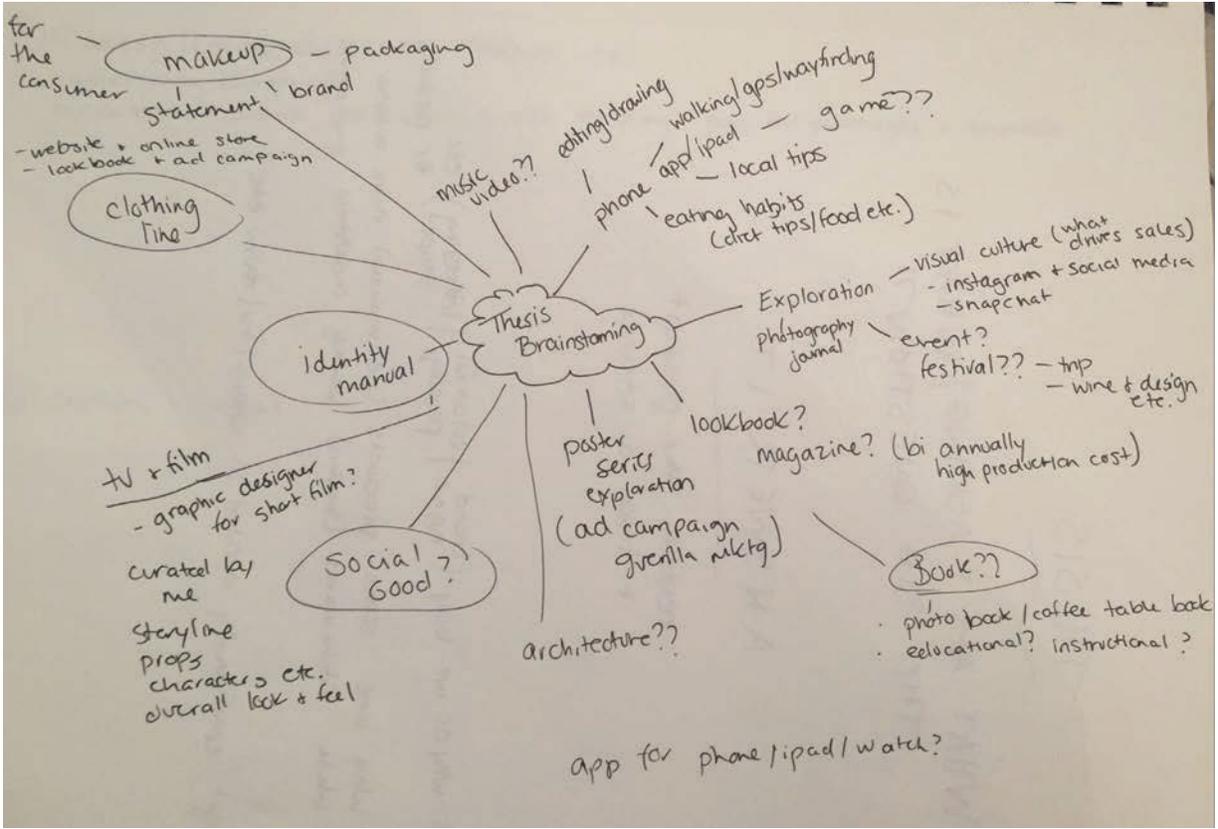
visual inspiration
& planned direction



colour palette & theme



*aka completely based on what company i would choose



Concept #1 - How diet affects lifestyle, mood, habits, physical, emotional, etc.

- tracking progress in a variety of ways
 - pedometer / steps
 - MFP - exercise + food diary
 - sleep patterns
 - water intake
- emotionally → weekly check-ins / journal
 - medically → medications
- physically → measurements / B/W/H
 - weight
 - progress photos
- meal plans / recipes
- experiments
- etc.