



FOODTRUCK

Teamwork: Food Truck Project

Graphic Design 2 s1

Scenario

- *Your team has been selected to create a new food truck venue in the city of your choice. What food truck design will you create?*

Project CLO

- ◆ *Students will be provided with opportunities to explore and practice team building skills during the planning, development and presentation of the Food Truck Project using the templates provided. Students will be able to make decisions regarding the name, type of food and a truck design to encourage customers to visit their venue.*

What is a Food Truck?

- ✦ *Mobile venues that sell food...*
- ✦ *Ice cream trucks*
- ✦ *Mobile canteens*
- ✦ *Mobile kitchens*
- ✦ *Restaurants on wheels*



Where to find a Food Truck?

- ✦ *Carnivals*
- ✦ *Construction Sites*
- ✦ *Farmer's markets*
- ✦ *Festivals*
- ✦ *Sporting events*



Design Cycle (Id the problem)

- ✦ *Select the type of food truck you may be interested in*
- ✦ *Develop the Menu*
- ✦ *Select a name for the food truck, and create the logo*
- ✦ *Design a mock-up model using templates provided*



Design Cycle (research)

Research

- ✦ *Have you eaten food from a food truck?*
- ✦ *What kind of food truck did you eat at?*
- ✦ *Where was it located?*
- ✦ *Did you enjoy the food served?*
- ✦ *How was the quality of the food?*
- ✦ *Were the prices reasonable?*



Research...

*Review this info graphic
for your research paper.*

*Info graphic on our
Delta Visual Arts site*

This will start your presentation.

GOOD LUCK, TRUCK

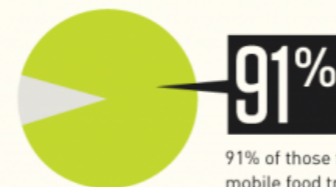
The Realities of Starting a Mobile Restaurant



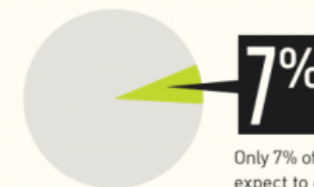
Gourmet mobile food trucks have hit the mainstream. They've made curbside dining cool; they've got their own reality TV competition; and the National Restaurant Association recently launched the Food Truck Spot at its annual restaurant show. But with all the hype surrounding the mobile restaurant, many people underestimate the real costs and difficulties of owning and operating one.

FAD OR LASTING TREND?

Is the mobile food truck trend here to stay? Many say yes.



91% of those familiar with mobile food trucks say the trend is here to stay.



Only 7% of food truck patrons expect to curb their visits over the next year.

CONSUMERS AND THE MOBILE RESTAURANT

THEY'RE WELL-KNOWN



Only **1 in 5** people isn't aware of or has never seen a mobile food truck.

LOCATION IS CRUCIAL



61% of customers found out about mobile food trucks by just "happening upon them."

TRUCKS ENCOURAGE SPENDING



3% of customers who find multiple trucks together make combined purchases from two or more operators.

THEY IMPACT FAST FOOD RESTAURANTS



54% of customers say if they hadn't bought from a mobile food truck, they would have bought from a fast food restaurant.

THE REALITIES OF RUNNING A MOBILE RESTAURANT BUSINESS

Beyond the basic necessities (truck, insurance, employees, and food), a mobile food business will encounter somewhat unique challenges to get up and running and remain successful.

STARTUP COSTS

PERMITS

GAS PRICES

Develop Your Menu

- ✦ *Select the type of food truck you may be interested in*
- ✦ *Keep it simple*
- ✦ *Is it unique?*
- ✦ *Incorporate a Popular Meal*
- ✦ *Don't Forget About Beverages*
- ✦ *Always Add Your Own Unique Twist*
- ✦ *Use the template provided*



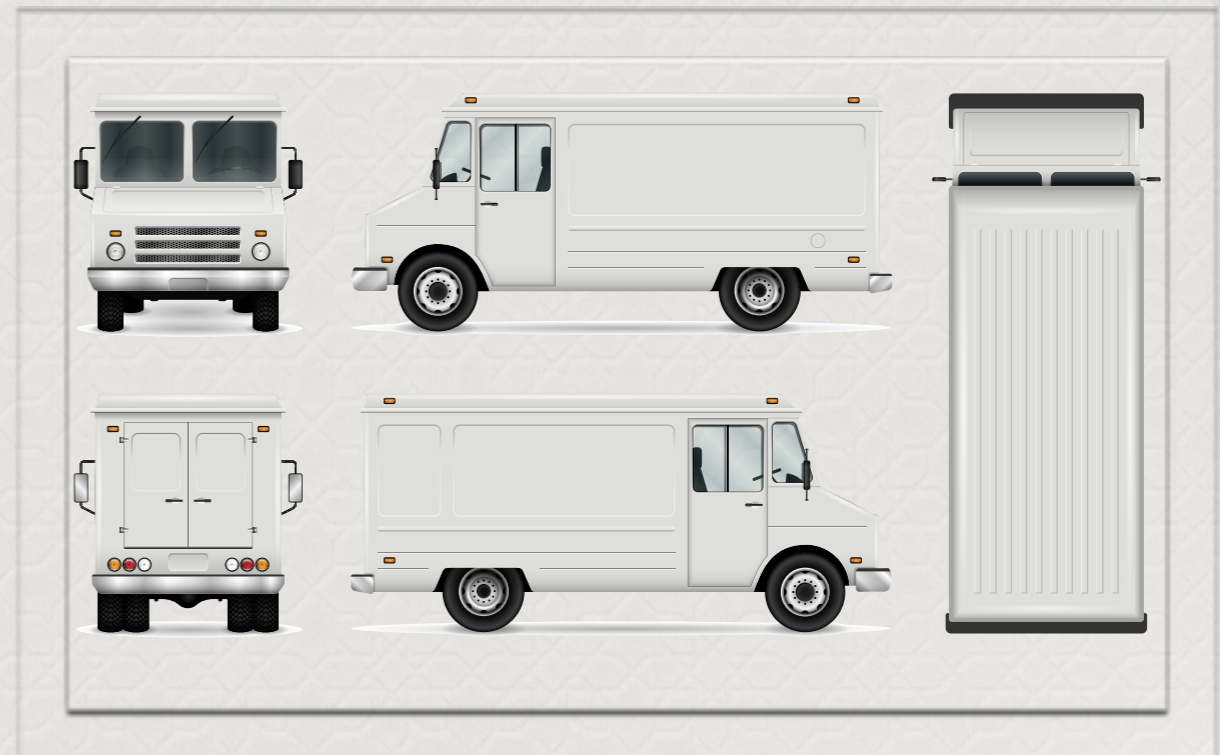
Name Your Food Truck

- ✿ *Select a name for the food truck, and create the logo*
- ✿ *Keep it simple*
- ✿ *Do people know what we offer?*
- ✿ *Design it so it can be seen easily*
- ✿ *Spell it correctly*
- ✿ *Use it for your food truck design*



Design Your Truck

- ✦ *Design a mock-up model using templates provided*
- ✦ *Keep it simple*
- ✦ *Consider every side*
- ✦ *Design it so it can be seen easily*
- ✦ *Consider Logo, Menu, website*
- ✦ *Use it for your food truck design*



Design Cycle (Initial Designs/ Feedback)

- ✦ *Ask Me to review your work prior to your presentation*
- ✦ *Do not ask the day of your presentation*
- ✦ *Allocate time to make any changes*



Project CLO

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Project Teams P1

- ✦ *Team One: Jose, Jaeley, Bryant & Kevin*
- ✦ *Team Two: Arturo, Emily, Aron & Stephen*
- ✦ *Team Three: Sean, Jade & Xavier*
- ✦ ***No changing out team members***

Project Teams P3

- ✦ *Team One: Eduardo, Lina, Thomas & Kevin*
- ✦ *Team Two: DeCarlos, Tashauna, Desmond & Monique*
- ✦ *Team Three: Gio, Ariel, Edwin & Micah*
- ✦ ***No changing out team members***

Project Timeline

- ✦ *Research Paper Due Tuesday, Feb. 4th*
- ✦ *Menu Development Due Wednesday, Feb. 5th*
- ✦ *Name Development Due Thursday, Feb. 6th*
- ✦ *Food Truck Design Due Friday, Feb. 7th*
- ✦ *Food Truck Project Presentations Due Monday, Feb. 10th*



*“Questions? Start with team manager
and divide the tasks so you all do work
and meet the deadlines”*

—Mr. Galins