Visual Narrative research

Visual Graphic Design

<http://studioalexander.co.nz/site_images/Ac-Visual-Narrative.jpg>



<http://www.uwl.ac.uk/sites/default/files/Academic-schools/Ealing-School-of-Art-Design-and-Media/graphics%2050.jpg>



Visual narrative photography

<http://media.tumblr.com/tumblr_lxh3pqk1Pz1qfbvb5.jpg>



Visual Storytelling

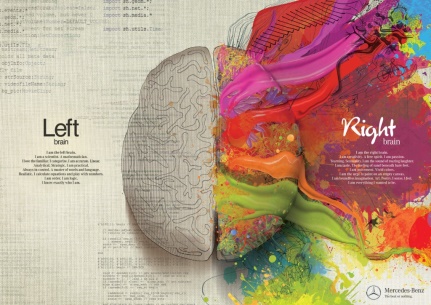
<http://payload.cargocollective.com/1/0/2101/2158745/IMG_6868.JPG>



<http://mattsoncreative.com/blog/wp-content/uploads/2011/10/mattson-creative-visual-storytelling-02.jpg>



<http://www.drewsmarketingminute.com/images/2011/09/benz2-1024x724.jpg>



Narrative of Green tea (Draft)

Chapter one –

* How is green tea came about
* Ming dynasty and the way green tea became a golden thing – porcelain and fine china pottery - how it affected the western side of the world
* Ceremonies – traditions (tea drinking custom)

Chapter two -

* Similar tradition in tea drinking in British culture
* The uses of green tea in eastern and western part of the world
* Transition from green tea leaf to portable tea bags
* Reason behind it (fast pace: slow pace, profitable, taste, different environment, portability)
* How green tea is interpret in the western culture
* How it transform and used differently

Chapter three -

* Problem occurring in the western culture about green tea (Pesticides)
* Advertisement
* The “beneficial” claims promoted

Chapter 4 –

* My personal

(Draft 2)

Chapter 1 (Intro and History)

Page 1 – Other tea growing region (<http://www.teagschwendner.com/US/en/Tea_Growing_Regions.TG?activeID=1052&parent_id>)

* India, Sir Lanka, Taiwan, Indonesia, China, Japan, Africa, brazil

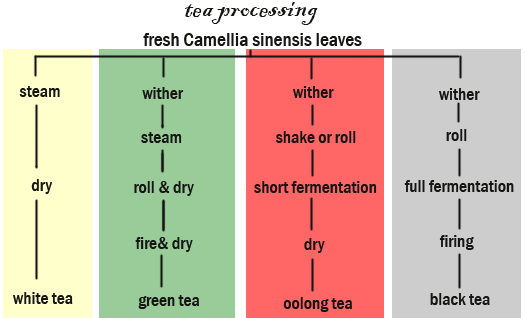
Page 2 – looking different type of tea available in the world

Page 3 – Looking at specifically: green tea

Page 2 – where green tea original came from: China

* Picture of China Flag, China Map

Page 3 – What is green tea and the process of making green tea (<http://iml.jou.ufl.edu/projects/fall05/hanna/flowcharthome.gif>)



Page 3 – History of green in China – Ming Dynasty

Page 4 – Fine China Pottery

Page 6 – tradition involving tea drinking in china

Page 7 – Tradition in other country

Page 5 – different ways of drinking green tea (clear glass, Chinese pottery, British mug…)

Page 4 – What other main country grows green tea (<http://geography.about.com/od/economic-geography/a/Geography-Of-Tea.htm>)

* Biggest grower in the world is China, Second is Japan but over the year green tea become more significant in Japan Modern culture

Page 5 - How green tea tradition to modern technology (mocha, ice cream, beauty products)

Page 6 – Comparing to the slow life before Morden time in China

Page 7 – green tea converting/changing into portable, fast pace

Chapter 2 – Problem in the society about Green Tea

Page 8 – Problem of making green tea portable and fast

Page 9 – Pesticides used in green tea and the effects (report - <http://www.cbc.ca/news/canada/pesticide-traces-in-some-tea-exceed-allowable-limits-1.2564624> )

Page 10 – Problem in Britain – Lipton (big company and no 1 company with highest uses)

Page 11 – advertisement

Page 12 – false/ not proven benefit of green tea (awareness)

Green tea in bottle promoted more to be health to the public and people don’t know what is in the green tea and if

Chapter 3 or Chapter 4 – Introduction and re communication of green tea (Important please read)!!!!!

As Chinese descendant living in Britain I have experience mixed culture in different things. I have focus my project on green tea due to loving green tea, my family has a strong bond around green tea and also interesting to see what I can re communicate to the British public.

Tea has become the meaning of bring people together at one moment in time, to enjoy company in both culture but however green tea is portrayed as a health benefit type of drink, then like normal British black tea where its advertised on TV as tea you drink with people. So I want to re communication green tea to the British public, that green tea should be advertise as a drink to drink with company and gathering or tea party, not only just a health tea drink which is currently and mostly portrayed as in the western culture. All so with re communicating green as a drink to drink with people, I also wanted to promote the idea of drinking loose green tea and keep the traditional ways of drinking green tea, because the problem now company like Lipton is promoting their “green tea product as a “healthy drink” which is not the case because of the over the maximum limit of pesticide in their green tea production according to research I seen on the internet and the high level of sugar contain in each bottle. They claim to have antioxidant which by far, loose green tea has the most and effective antioxidant provided in tea. Lipton is one of the biggest companies in bottled Green tea and tea bag green tea and promoted and advertises and so is very available to the public to drink and not be aware of this problem. I must admit I have drink Lipton few time and definitely was not aware of this situation and will definitely not purchase from them, knowing all the facts about their green tea.

Reference of images

Background

* <http://sciencelakes.com/data_images/out/14/8812953-green-smoke-background.jpg>
* (Logo) <http://cdn.vectorstock.com/i/composite/91,25/green-tea-vector-1059125.jpg>

Map of India

* <http://www.lonelyplanet.com/maps/asia/india/map_of_india.jpg>

Map of Africa

* <http://www.mapsofworld.com/africa/maps/africa-map.gif>

Map of Sir Lanka

* <http://www.lonelyplanet.com/maps/asia/sri-lanka/map_of_sri-lanka.jpg>

Map of Taiwan

* <http://www.lonelyplanet.com/maps/asia/taiwan/map_of_taiwan.jpg>

Map of Indonesia

* <http://www.lonelyplanet.com/maps/asia/indonesia/map_of_indonesia.jpg>

Map of Brazil

* <http://www.lonelyplanet.com/maps/south-america/brazil/map_of_brazil.jpg>

Map of Japan

* <http://www.lonelyplanet.com/maps/asia/japan/map_of_japan.jpgv>

Black tea

* <http://www.blackteashop.co.uk/data/uploads/black-tea-leaves-online.jpg>

Green Tea

* <http://worldoftea.org/wp-content/uploads/2012/02/IMG_5377.jpg>

White Tea

* <http://www.jenierteas.com/components/com_virtuemart/shop_image/product/whit2dov_1000.jpg>

Oolong Tea

* <http://upload.wikimedia.org/wikipedia/commons/a/a1/Qi_Lan_Oolong_tea_leaf.jpg>

Infusion of Herbal Tea

* <http://media.tumblr.com/1169fde1def32e3f066edf7351498c68/tumblr_inline_mjzchjLMhL1qz4rgp.png>

Selection of Infusion plants

* <https://www.octaviatea.com/teaguide/Images/herbal-teas-wood-box.jpg>

Chinese Flag

* <http://www.worldstatesmen.org/cn.gif>

Map of China

* <http://www.lib.utexas.edu/maps/middle_east_and_asia/china_specialec_97.jpg>

Green Tea

* Original image –

Green Tea in Chinese

* <https://translate.google.co.uk/#auto/zh-TW/Green%20Tea>

Camellias Plant

* <http://sushinow.com/pics/supplies/Tea-Leaves-Picked.jpg>

Women freshly picking Camellias Plant

* <http://www.theteatalk.com/images/D_pink_hat_picker.jpg>

Camellias Wither

* <http://www.discoveringtea.com/wp-content/uploads/2010/07/th%C3%A9s-blancs-fl%C3%A9trissage.jpg>

Steam

* <http://maruyamaseicha.co.jp/en/img/steam.jpg>

Roll and Dry

* <http://www.inpursuitoftea.com/v/vspfiles/assets/images/twisting_sencha1.jpg>

Fire/ Heated Process

* <http://www.esgreen.com/blog/wp-content/uploads/2011/07/20080329141952199-300x2251.jpg.pagespeed.ce.bpnTHDiBtW.jpg>

Package

* <http://3.bp.blogspot.com/_CKlp--MhSA0/TPkzRFTRk_I/AAAAAAAAAUA/QFN1eJpOLMg/s400/oriental+beauty+factory.JPG>

Medicine Image

* <http://www.soundsourcery.com/tjm/images/chinese_herbs.jpg>

Old Chinese drama

* <http://history.cultural-china.com/chinaWH/upload/upfiles/2010-03/22/mei_ren_xin_ji_schemes_of_a_beauty__historical_period_drama_on_empress_dou_yifang_of_western043756e6bca46d9685e4.jpg>

Lu “tea classic script”

* <http://www.myjapanesegreentea.com/wp-content/uploads/2012/03/The-classic-of-tea.jpeg>

Lu yu statue

* <http://blog.taiwan-guide.org/wp-content/uploads/lu-yu-god-of-tea.jpg>

New sign

* <http://seasonalcycles.homestead.com/SignNew.jpg>

Around the world

* <http://www.cafinternational.com/images/globe-with-arrow.jpg>

Tea drinking in Tang Dynasty

* <http://www.viconyteas.com/directory/tea-encyclopedia/tang-tea-drinking.html>

Ming D , abolish Cake tea

* <http://www.rivertea.com/blog/wp-content/uploads/2013/03/Disk-Shaped-Pu-erh-e1362141838925.jpg>

Song Emperor

* <http://en.wikipedia.org/wiki/File:Song_Taizu.jpg>

Whipped power green tea – men drinking

* <http://images.china.cn/attachement/jpg/site1007/20110808/00114320def10fa9e46118.jpg>

Powder

* <http://knoji.com/images/user/matcha-green-tea.jpg>

Dragon/ Phoenix tea cake

* <http://img01.cp.aliimg.com/bao/uploaded/i3/250437444/T2kIqFXf4XXXXXXXXX_!!250437444.jpg>

Chinese tea Bowl

* <http://photos1.blogger.com/blogger/391/134/1600/DSCN1791.jpg>

Ming Emp

* <http://en.wikipedia.org/wiki/File:%E6%98%8E%E5%A4%AA%E7%A5%96.jpg>

Lose tea leaves

* <http://upload.wikimedia.org/wikipedia/commons/e/ef/English_Westminster_Tea.jpg>

Porcine pot

* <http://www.metmuseum.org/toah/images/h2/h2_37.191.1.jpg>

Respect cartoon

* My own creation

Family Gathering

* <http://www.chinadaily.com.cn/opinion/images/attachement/jpg/site1/20130208/00221917e13e127e80d403.jpg>

Wedding

* <http://3.bp.blogspot.com/_VF87N2A--ro/TLr9rEaMHgI/AAAAAAAAAIs/7ez_uMqAhI4/s1600/cartoon-01.jpg>

Child severing tea to parent

* Own image

Yum Cha

* <http://3.bp.blogspot.com/_bOmcj61GL7g/TK1k7wa4qZI/AAAAAAAAAoc/yRUqaUyaB3s/s400/Sunday+Yum+Cha_RGB.jpg>

wedding tea pouring

* <http://thumbs.ifood.tv/files/images/editor/images/Tea%20ceremony.jpg>

Dim sum and Yum Cha (gathering\_

* <http://www.chinatourguide.com/china_photos/hongkong/dining/Hongkong_dim_sum_e.jpg>

First coffee shop 1650

* <http://sisucg.files.wordpress.com/2010/10/cafe_tv3.jpg>

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* <http://qph.is.quoracdn.net/main-qimg-7b185a02cf437044c7b70c3abe630de3?convert_to_webp=true>

tea in the 1600

* <http://www.stmgrts.org.uk/images//COFFEE_Coffee_House_1660.jpg>

British Flag

* <http://media.gizmodo.co.uk/wp-content/uploads/2013/01/british-flag.jpg>

Office drinking tea

* <http://static.guim.co.uk/sys-images/Money/Pix/pictures/2012/6/28/1340893010764/Business-people-drinking--007.jpg>

Three girls drinking tea

* <http://i.telegraph.co.uk/multimedia/archive/02196/B36D5H_2196941b.jpg>

Builders drinking tea

* <http://news.images.itv.com/image/file/345630/article_img.jpg>

Tea party

* <http://3.bp.blogspot.com/-0noTCqbBGCY/T4rr0ElrNLI/AAAAAAAAiHA/COVE8QxnhDQ/s1600/080.JPG>

Family drinking tea (breakfast)

* <http://blog.ideales.gr/wp-content/uploads/FAMILY-BREAKFAST1.jpg> ]

Page 17 all my photo of green tea

* Original image

Fast pace people

* <http://static.guim.co.uk/sys-images/Guardian/Pix/pictures/2012/6/27/1340809328417/People-going-to-work-008.jpg>

Fast train

* <http://www.ermlegalsolutions.com/wp-content/uploads/2012/03/fast-train.jpg>

Portable

* <http://images.davidstea.com/products/EN/carry-travel-mug-ice-blue-901103-noFlakes_l.png>

Sweeter (sugar)

* <http://stayhealthyla.org/blog/uploads//2010/03/sugar.jpg>

Busy London

* <http://graphics.tudelft.nl/~cpbotha/thingies/oxford_street-27_dec.jpg>

Calm China

* <http://images.china.cn/attachement/jpg/site1007/20120424/001422373e1911008d6f63.jpg>

Tea cup British and Chinese

* My own Images

Green tea ice cream

* <http://www.japanesecooking101.com/wp-content/uploads/2013/08/IMG_0223.jpg>

Green tea cake

* <http://chauvestyle.com/wp-content/uploads/2012/05/greenteamoussecake-28.jpg>

Green tea kit kat

* <http://inventorspot.com/files/blog1/kitkat-chocolate.jpg>

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* <http://hopesdreamsaspirations.files.wordpress.com/2012/05/dsc_1053-blog1.jpg>

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* <http://static.hk.groupon-content.net/12/84/1339757368412.jpg>

Problem sign

* <http://www.blackbaudknowhow.com/wp-content/uploads/2012/07/problem.jpg>

Tea tasting Varity

* <http://www.experiencetravelgroup.com/blog/wp-content/uploads/2012/04/tea-tasting.jpg>

People tea tasting

* <http://partner.dilmahtea.com/admin/pressroom/uploads//The-Chefs-and-the-Teamaker-2008-The-Team-Tasting-Tea-at-Dilmah-Tea-Head-Office.jpg>

Bitter taste face

* <http://thumbs.ifood.tv/files/images/bitter_taste1.jpg>

Sweet taste (lips)

* <http://www.moveoneinc.com/blog/wp-content/uploads/2011/08/Sweet-taste.jpg>

Lipton green tea

* <http://moonlightxmarionette.files.wordpress.com/2011/10/file_15_55.jpg>

Green tea Lipton tea bag box

* <http://taw9eel-media.r.worldssl.net/media/catalog/product/cache/1/image/800x/9df78eab33525d08d6e5fb8d27136e95/9/_/9_52.jpg>

Pesticides

* <http://www.wantchinatimes.com/newsphoto/2012-05-21/450/C518X0446H_2012%E8%B3%87%E6%96%99%E7%85%A7%E7%89%87_N71_copy1.JPG>

Green tea in glass cup (show healthy)

* <http://www.myessentia.com/blog/wp-content/uploads/2013/06/green-tea.jpg>

Lipton advert

* <http://www.webdesignbooth.com/wp-content/uploads/2009/07/lipton-green-tea.jpg>
* <http://m1.behance.net/rendition/modules/51986607/disp/52b12d557813284d9a08b2841254072b.jpg>
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* Health effect of Tea - <http://en.wikipedia.org/wiki/Health_effects_of_tea>
* History of Tea - <http://en.wikipedia.org/wiki/History_of_tea>
* History of Tea in China - <http://en.wikipedia.org/wiki/History_of_tea_in_China>
* Tea in the UK - <http://en.wikipedia.org/wiki/Tea_in_the_United_Kingdom>

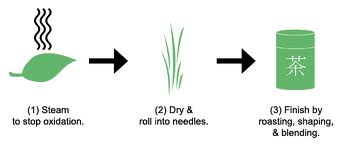
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Process of steaming and packing – <http://theorganicbeauty.files.wordpress.com/2013/02/images-51.jpg>



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