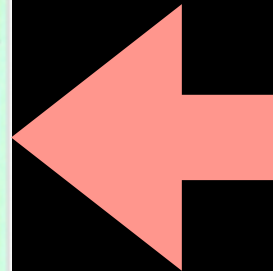
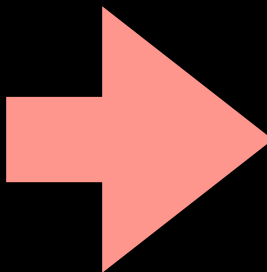


A Chinese Takeaway Leaflet



FRIED RICE NOODLE DISHES (RICE VERMICELLI)	
Singapore Fried Rice Noodles (Spicy)	£6.20
Roast Duck Fried Rice Noodles	£6.80
King Prawn Fried Rice Noodles	£7.50
Shrimp Fried Rice Noodles	£6.20
Chicken Fried Rice Noodles	£5.60
Beef Fried Rice Noodles	£6.00
Roast Pork Fried Rice Noodles	£6.00
Mushroom Fried Rice Noodles	£5.10
Mixed Vegetables Fried Rice Noodles	£5.10
Plain Fried Rice Noodles	£5.00
CHICKEN DISHES	
Roast Chicken Chinese Style	£6.80
Chicken with Mushroom	£6.80
Chicken with Pineapple	£6.80
Chicken with Mixed Vegetables	£6.80
Chicken with Broccoli	£7.00
Chicken with Cashewnuts	£7.00
Chicken with Green Pepper & Black Bean Sauce	£6.80
Chicken with Oyster Sauce	£6.80
Chicken with Bamboo Shoots & Water Chestnuts	£6.80
Chicken with Baby Corn	£6.80
Chicken with Cashewnuts & Yellow Bean Sauce	£6.80
Chicken with Satay Sauce	£6.80
Chicken with Ginger & Spring Onion	£6.80
Lemon Chicken	£6.80
Kung Po Chicken (Sweet & Spicy)	£6.80
Chicken with Chilli Sauce	£6.80
Chicken with Sweet & Chilli Sauce	£6.80
Sea Spice Chicken (Spicy)	£6.80
Chicken with Tomatoes	£6.80
Szechuan Chicken (Spicy)	£6.80
Crispy Fried Chicken with Hot & Sour Sauce	£6.80
Smoked Chicken with Garlic & Spring Onion (Shredded)	£7.60
Chicken with Chilli, Salt & Spring Onion (Shredded)	£7.60
BEEF DISHES	
Beef Chinese Style	£6.90
Beef with Mushroom	£6.90
Beef with Pineapple	£6.90
Beef with Mixed Vegetables	£6.90
Beef with Broccoli	£6.90
Beef with Cashewnuts	£6.90
Beef with Green Pepper & Black Bean Sauce	£6.90
Beef with Oyster Sauce	£6.90
Beef with Bamboo Shoots & Water Chestnuts	£6.90
Beef with Baby Corn	£6.90
Beef with Cashewnuts & Yellow Bean Sauce	£6.90
Beef with Satay Sauce	£6.90
Beef with Sweet & Chilli Sauce	£6.90
Beef with Ginger & Spring Onion	£6.90
Kung Po Beef (Sweet & Spicy)	£6.90
Beef with Chilli Sauce	£6.90
Sea Spice Beef (Spicy)	£6.90
Szechuan Beef (Spicy)	£6.90
Deep Fried Shredded Chilli Beef	£6.90
Fried Beef with Tomatoes	£6.90
CURRY DISHES	
72 Special Curry	£7.30
73 King Prawn Curry	£7.80
73A Duck Curry	£7.80
74 Shrimp Curry	£6.30
75 Chicken Curry	£6.00
76 Beef Curry	£6.00
77 Roast Pork Curry	£6.00
78 Mushroom Curry	£5.20
79 Mixed Vegetables Curry	£5.30
80 Curry Sauce	£1.70
80.1 Chilli Oil	£1.20
ROAST DUCK DISHES	
81 Roast Duck Chinese Style	£7.60
81.1 Roast Duck with Green Pepper & Black Bean Sauce	£7.60
82 Roast Duck with Mushroom	£7.60
83 Roast Duck with Pineapple	£7.60
83A Roast Duck in Special Plum Sauce (Fruity & Tangy)	£7.60
84 Crispy Aromatic Duck (Served with Pancake)	Quarter £12.00
84.1 Spring Onion, Cucumber & Peking Sauce	Half £21.00
84A Crispy Aromatic Lamb (Served with Pancake, Cucumber & Spring Onion)	£11.00
84.2 Hoi Sin Sauce	£2.10
KING PRAWN DISHES	
85 King Prawn with Mushroom	£7.30
86 King Prawn with Pineapple	£7.30
87 King Prawn with Mixed Vegetables	£7.30
87A King Prawn with Broccoli	£7.30
88 King Prawn with Cashewnuts	£7.30
88.1 King Prawn with Chilli, Salt & Spring Onion	£7.50
89 King Prawn with Green Pepper & Black Bean Sauce	£7.30
90 King Prawn with Oyster Sauce	£7.30
91 King Prawn with Bamboo Shoots & Water Chestnuts	£7.30
92 King Prawn with Baby Corn	£7.30
93 King Prawn with Cashewnuts & Yellow Bean Sauce	£7.50
94 King Prawn with Satay Sauce	£7.30
95 King Prawn with Ginger & Spring Onion	£7.30
96 Kung Po King Prawn (Sweet & Spicy)	£7.30
97 King Prawn with Chilli Sauce	£7.30
97A King Prawn with Sweet & Chilli Sauce	£7.30
98 Sea Spice King Prawn (Spicy)	£7.30
99 Szechuan King Prawn (Spicy)	£7.30
99A King Prawns with Tomatoes	£7.30
CHOP SUEY (BEANSPROUTS)	
100 Special Chop Suey	£6.60
101 King Prawn Chop Suey	£8.10
102 Shrimp Chop Suey	£6.00
103 Chicken Chop Suey	£6.00
104 Beef Chop Suey	£6.00
105 Roast Pork Chop Suey	£6.00
106 Mushroom Chop Suey	£5.50
107 Mixed Vegetables Chop Suey	£5.50
SWEET & SOUR DISHES	
108 Sweet & Sour Chicken Balls	£6.90
108A Sweet & Sour Chicken Sliced in Batter	£6.50
109 Sweet & Sour Pork Balls	£6.50
110 Sweet & Sour King Prawn Balls	£8.50
110A Sweet & Sour Prawns Peking Style	£8.30
111 Sweet & Sour Chicken Hong Kong Style	£6.50
112 Sweet & Sour Pork Hong Kong Style	£6.50
113 Sweet & Sour Mixed Vegetables	£4.50
114 Sweet & Sour Sauce	£1.60
114A Sweet & Sour Chicken (Sliced)	£6.50
ROAST PORK DISHES	
115 Roast Pork Chinese Style	£6.20
116 Roast Pork with Mushroom	£6.20
117 Roast Pork with Mixed Vegetables	£6.20
117A Roast Pork with Sweet & Chilli Sauce	£6.20
118 Roast Pork with Green Pepper & Black Bean Sauce	£6.20
119 Roast Pork with Cashewnuts & Yellow Bean Sauce	£6.50
FOO YOUNG DISHES (OMELETTE)	
120 Special Foo Young	£6.40
121 King Prawn Foo Young	£7.80
122 Shrimp Foo Young	£6.70
123 Chicken Foo Young	£5.70
124 Roast Pork Foo Young	£5.70
125 Mushroom Foo Young	£5.50
125.1 Plain Foo Young	£5.00
EXTRA	
126 Fried Beansprouts	£4.10
127 Fried Onions	£4.00
128 Fried Mushrooms	£4.50
129 Fried Mixed Vegetables	£4.50
129A Deep Fried Bean Curd with Mixed Vegetables	£5.20
129B Deep Fried Bean Curd in Black Bean Sauce	£5.20
130 Fried Bamboo Shoots & Water Chestnuts	£4.40
131 Barbecued Sauce	£1.60
131A Black Bean Sauce	£1.80
131B Satay Sauce	£2.20
132 Roast Chicken with Chips & Peas	£6.30
133 Chips	£3.20
134 Roast Duck & Egg Fried Rice	£7.00
135 Roast Pork & Egg Fried Rice	£6.50
136 Roast Pork with Chicken & Egg Fried Rice	£7.00
137 Banana Fritter	£3.60
138 Pineapple Fritter	£3.60
STEAK	
139 Fillet Steak Cantonese Style	£8.90
140 Fillet Steak with Chilli, Green Peppers in Black Bean Sauce	£8.90
141 Fillet Steak with Ginger & Spring Onion	£8.90
142 Fillet Steak in Black Pepper Sauce	£8.90
DRINKS	
905 Bottle of Coke	£3.00
910 Coke (Can)	£1.50
912 Diet Coke (Can)	£1.50
917 Pepsi (Can)	£1.50
904 7up (Can)	£1.50

What are the different components?

Dish type, dish name, price

How are they similar?

Key ingredient(meat type), flavour, cooking methods

How are they held together, both formally and conceptually?

chicken/beef/roast duck/pork/king prawns as key ingredients
or curry/chop suey/sweet & sour as flavour

How is your understanding of each component shaped by its
relationship to the other parts?

The variation in dishes mainly relies on changing the key
ingredient, as the cooking methods are largely the same,
making each category feel less distinct.

Is there an identifiable 'grammar' within the system?

Meat type + style/vegetable/sauce

What pattern are visible across the set?

A clear pattern of repeating ingredients and cooking
methods

How is it presented, circulated, or accessed?

Printed leaflet, in list, pick up on site, or possibly delivered
with takeaway, digital version available online.

*“Any purpose, value, or meaning created within it is provisional;
That is limited to a place, time, or circumstance.”*

Place: Suburban < London < UK < Western world

Time: since 1950s and 1960s.

Circumstance: immigration wave;

most popular of making a living;

adapting to British customs and recognising demand;

prosperous development of Chinese cuisine/takeaway in the UK

Framing

My purpose:

To restore a menu grammar that aligns as closely as possible with Chinese customs.

The relationship between component parts:

Different flavour/ cooking methods/ ingredients

**The flavour/cooking methods
are important!**

Sequencing & Captioning

Most popular tastes/ dishes

- Roast Chicken Chinese Style.....
- Chicken with Mushroom.....
- Chicken with Pineapple.....
- Chicken with Mixed Vegetables.....
- Chicken with Broccoli.....
- Chicken with Cashewnuts.....
- Chicken with Green Pepper & Black Bean Sauce.....
- Chicken with Oyster Sauce.....
- Chicken with Bamboo Shoots & Water Chestnuts.....
- Chicken with Baby Corn.....
- Chicken with Cashewnuts & Yellow Bean Sauce.....
- Chicken with Satay Sauce.....
- Chicken with Ginger & Spring Onion.....
- Lemon Chicken.....
- Kung Po Chicken (Sweet & Spicy).....
- Chicken with Chilli Sauce.....
- Chicken with Sweet & Chilli Sauce.....
- Sea Spice Chicken (Spicy).....
- Chicken with Tomatoes.....
- Szechuan Chicken (Spicy).....
- Crispy Fried Chicken with Hot & Sour Sauce.....
- Smoked Chicken with Garlic & Spring Onion (Shredded).....
- Chicken with Chilli, Salt & Spring Onion (Shredded).....

- Beef Chinese Style.....
- Beef with Mushroom.....
- Beef with Pineapple.....
- Beef with Mixed Vegetables.....
- Beef with Broccoli.....
- Beef with Cashewnuts.....
- Beef with Green Pepper & Black Bean Sauce.....
- Beef with Oyster Sauce.....
- Beef with Bamboo Shoots & Water Chestnuts.....
- Beef with Baby Corn.....
- Beef with Cashewnuts & Yellow Bean Sauce.....
- Beef with Satay Sauce.....
- Beef with Sweet & Chilli Sauce.....
- Beef with Ginger & Spring Onion.....
- Kung Po Beef (Sweet & Spicy).....
- Beef with Chilli Sauce.....
- Sea Spice Beef (Spicy).....
- Szechuan Beef (Spicy).....
- Deep Fried Shredded Chilli Beef.....
- Fried Beef with Tomatoes.....

- King Prawn with Mushroom.....
- King Prawn with Pineapple.....
- King Prawn with Mixed Vegetables.....
- King Prawn with Broccoli.....
- King Prawn with Cashewnuts.....
- King Prawn with Chilli, Salt & Spring Onion.....
- King Prawn with Green Pepper & Black Bean Sauce.....
- King Prawn with Oyster Sauce.....
- King Prawn with Bamboo Shoots & Water Chestnuts.....
- King Prawn with Baby Corn.....
- King Prawn with Cashewnuts & Yellow Bean Sauce.....
- King Prawn with Satay Sauce.....
- King Prawn with Ginger & Spring Onion.....
- Kung Po King Prawn (Sweet & Spicy).....
- King Prawn with Chilli Sauce.....
- King Prawn with Sweet & Chilli Sauce.....
- Sea Spice King Prawn (Spicy).....
- Szechuan King Prawn (Spicy).....
- King Prawns with Tomatoes.....

- Black Bean Sauce.....
- Roast Pork with Cashewnuts & Yellow Bean Sauce.....
- Roast Pork with Green Pepper &.....
- Roast Pork with Sweet & Chilli Sauce.....
- Roast Pork with Mixed Vegetables.....
- Roast Pork Chinese Style.....
- Roast Pork with Mushroom.....
- Roast Duck Chinese Style.....
- Roast Duck with Green Pepper &.....
- Black Bean Sauce.....
- Roast Duck with Mushroom.....
- Roast Duck with Pineapple.....
- Roast Duck in Special Plum Sauce (Fruity & Tangy).....
- Special Chop Suey.....
- King Prawn Chop Suey.....
- Shrimp Chop Suey.....
- Chicken Chop Suey.....
- Roast Pork Chop Suey.....
- Beef Chop Suey.....
- Mushroom Chop Suey.....
- Mixed Vegetables Chop Suey.....

Chinese Style	Roast Chicken
with Mushroom	Chicken
with Pineapple	Chicken
with Mixed Vegetables	Chicken
with Broccoli	Chicken
with Cashewnuts	Chicken
with Green Pepper & Black Bean Sauce	Chicken
with Oyster Sauce	Chicken
with Bamboo Shoots & Water Chestnuts	Chicken
with Baby Corn	Chicken
with Cashewnuts & Yellow Bean Sauce	Chicken
with Satay Sauce	Chicken
with Ginger & Spring Onion	Chicken
Lemon	Chicken
Kung Po (Sweet & Spicy)	Chicken
with Chilli Sauce	Chicken
with Sweet & Chilli Sauce	Chicken
Sea Spice	Chicken (Spicy)
with Tomatoes	Chicken
Szechuan	Chicken (Spicy)
with Hot & Sour Sauce	Crispy Fried Chicken
with Garlic & Spring Onion (Shredded)	Smoked Chicken
with Chilli, Salt & Spring Onion (Shredded)	Chicken

Chinese Style	Beef
with Mushroom	Beef
with Pineapple	Beef
with Mixed Vegetables	Beef
with Broccoli	Beef
with Cashewnuts	Beef
with Green Pepper & Black Bean Sauce	Beef
with Oyster Sauce	Beef
with Bamboo Shoots & Water Chestnuts	Beef
with Baby Corn	Beef
with Cashewnuts & Yellow Bean Sauce	Beef
with Satay Sauce	Beef
with Sweet & Chilli Sauce	Beef
with Ginger & Spring Onion	Beef
Kung Po	Beef (Sweet & Spicy)
with Chilli Sauce	Beef
Beef (Spicy)	Sea Spice
Szechuan	Beef (Spicy)
Deep Fried Shredded Chilli	Beef
with Tomatoes	Fried Beef

with Mushroom	King Prawn
with Pineapple	King Prawn
with Mixed Vegetables	King Prawn
with Broccoli	King Prawn
with Cashewnuts	King Prawn
with Chilli, Salt & Spring Onion	King Prawn
with Green Pepper & Black Bean Sauce	King Prawn
with Oyster Sauce	King Prawn
with Bamboo Shoots & Water Chestnuts	King Prawn
with Baby Corn	King Prawn
with Cashewnuts & Yellow Bean Sauce	King Prawn
with Satay Sauce	King Prawn
with Ginger & Spring Onion	King Prawn
Kung Po	King Prawn (Sweet & Spicy)
with Chilli Sauce	King Prawn
with Sweet & Chilli Sauce	King Prawn
Sea Spice	King Prawn (Spicy)
Szechuan	King Prawn (Spicy)
with Tomatoes	King Prawns

with Green Pepper & Black Bean Sauce	Roast Pork
with Cashewnuts & Yellow Bean Sauce	Roast Pork
with Sweet & Chilli Sauce	Roast Pork
with Mixed Vegetables	Roast Pork
Chinese Style	Roast Pork
with Mushroom	Roast Pork
Chinese Style	Roast Duck
with Green Pepper & Black Bean Sauce	Roast Duck
with Mushroom	Roast Duck
with Pineapple	Roast Duck
in Special Plum Sauce (Fruity & Tangy)	Roast Duck

Chop Suey	King Prawn
Chop Suey	Shrimp
Chop Suey	Chicken
Chop Suey	Roast Pork
Chop Suey	Beef
Chop Suey	Mushroom
Chop Suey	Mixed Vegetables

Recommendation

SWEET & SOUR

- Sweet & Sour Chicken Balls.....
- Sweet & Sour Chicken Sliced in Batter ...
- Sweet & Sour Pork Balls
- Sweet & Sour King Prawn Balls
- Sweet & Sour Prawns Peking Style
- Sweet & Sour Chicken Hong Kong Style
- Sweet & Sour Pork Hong Kong Style
- Sweet & Sour Mixed Vegetables
- Sweet & Sour Sauce
- Sweet & Sour Chicken (Sliced).....

CHOP SUEY (BEANSPOUTS)

- Chicken
- Beef
- King Prawn
- Roast Pork
- Mushroom
- Mixed Vegetables

Stylish

- Chinese Style
 - Beef
 - Roast Pork
 - Roast Chicken
 - Roast Duck
- Szechuan (Spicy)
 - Chicken
 - Beef
 - King Prawn
- Kung Po (Sweet & Spicy)
 - Chicken
 - Beef
 - King Prawn

Flavours

- with Green Pepper & Black Bean Sauce
 - Chicken
 - Beef
 - Roast Pork
 - King Prawn
 - Roast Duck
- with Sweet & Chilli Sauce.
 - Chicken
 - King Prawn
 - Roast Pork
 - Beef
- with Chilli Sauce
 - Chicken
 - Beef
 - King Prawn
- with Oyster Sauce
 - Chicken
 - Beef
 - King Prawn
- with Cashewnuts & Yellow Bean Sauce..
 - Chicken
 - Beef
 - Roast Pork
 - King Prawn
- with Satay Sauce
 - Beef
 - Chicken
 - King Prawn
- Sea Spice (Spicy)
 - Beef
 - Chicken
 - King Prawn

Veg Love

- with Mushroom
 - Chicken
 - King Prawn
 - Beef
 - Roast Pork
 - Roast Duck
- with Mixed Vegetables
 - Chicken
 - Beef
 - King Prawn
 - Roast Pork
- with Broccoli
 - Chicken
 - Beef
 - King Prawn
- with Baby Corn
 - Chicken
 - Beef
 - King Prawn
- with Tomatoes
 - Chicken
 - Fried Beef
 - King Prawns
- with Bamboo Shoots & Water Chestnuts
 - Chicken
 - Beef
 - King Prawn
- with Ginger & Spring Onion.
 - Chicken
 - Beef
 - King Prawn

The One and Only

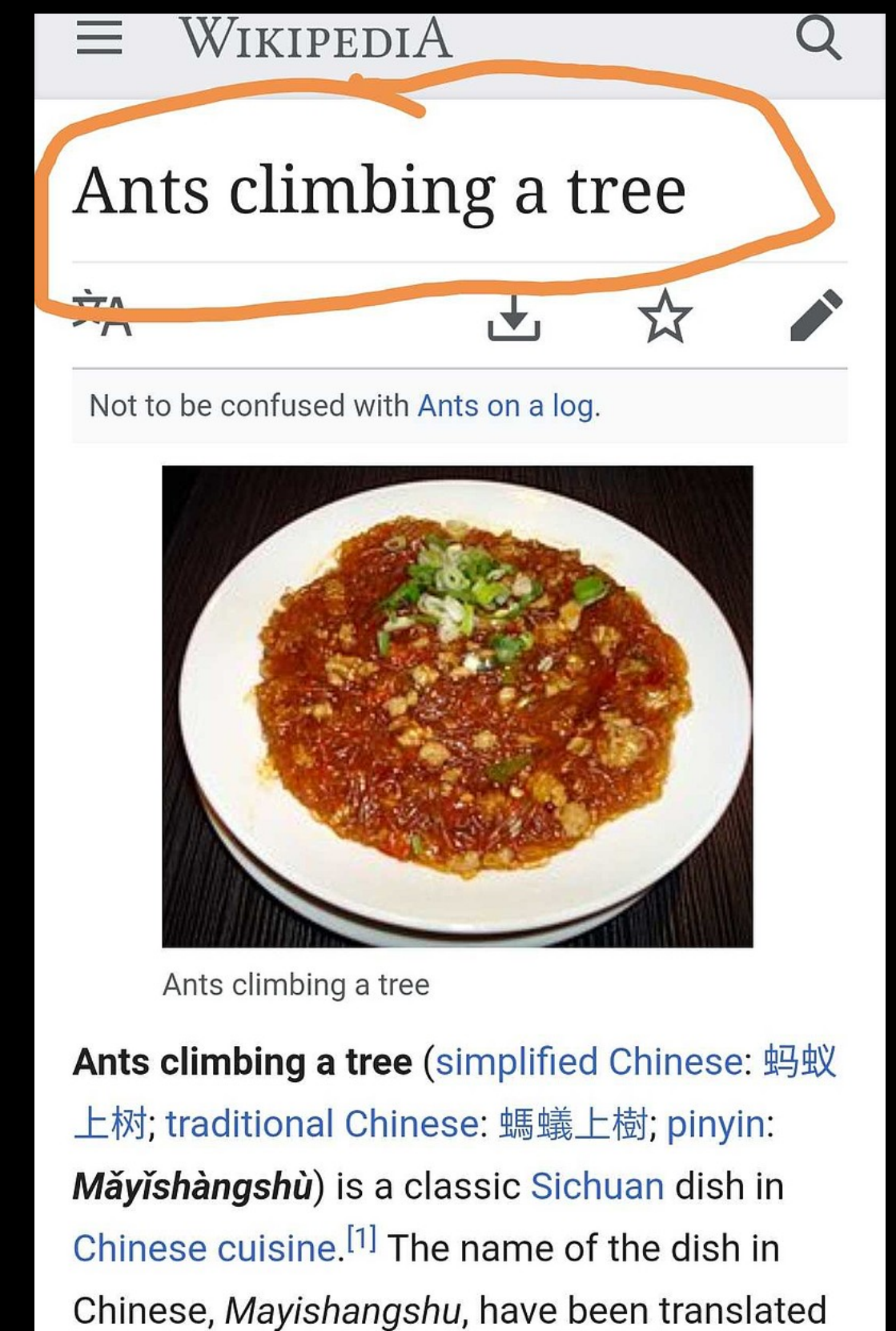
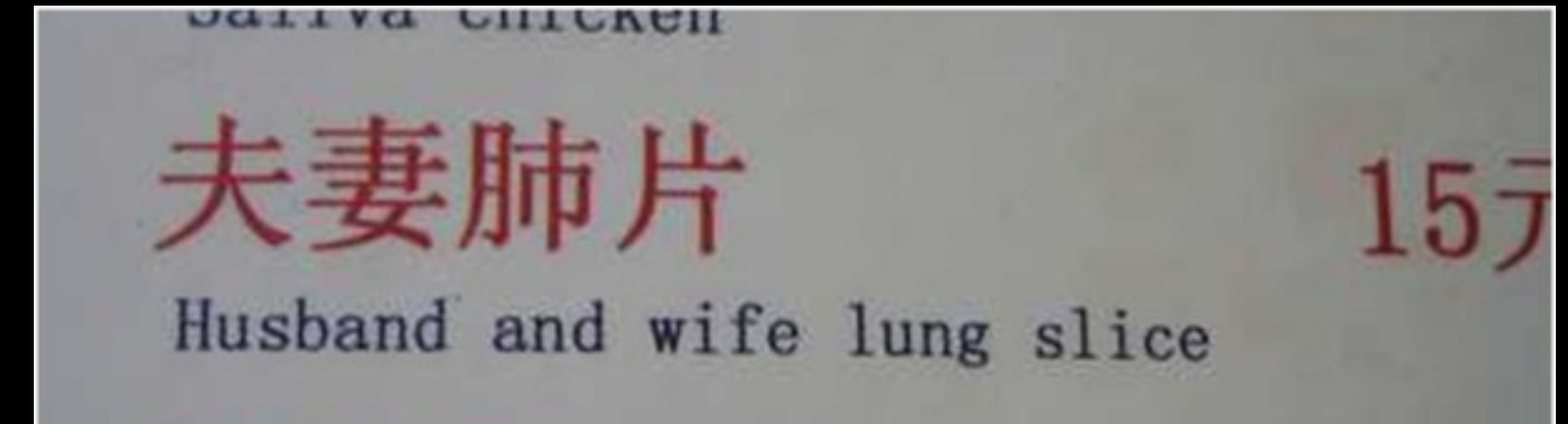
- with Hot & Sour Sauce
 - Crispy Fried Chicken
- with Garlic & Spring Onion (Shredded)
 - Smoked Chicken
- with Chilli, Salt & Spring Onion (Shredded)
 - Chicken
 - Lemon
 - Chicken
- Deep Fried Shredded Chilli
 - Beef
- in Special Plum Sauce (Fruity & Tangy)
 - Roast Duck
- with Chilli, Salt & Spring Onion
 - King Prawn

Most of the time, the cooking methods for each dish in China cuisine are fixed, with flavours, techniques, and ingredients closely linked. It's not easy to separate them based solely on the type of meat I want to eat today and then choose a cooking method accordingly.

At the same time, regarding the naming of Chinese dishes, it usually consists of the cooking method plus the main ingredient; sometimes, you can't even identify the cooking method and ingredients from the dish name alone.

My purpose:

To show my dissatisfaction with the random combinations of sour-less British Chinese dishes through a motion graphic that resembles a rolling slot machine, after categorising the sauces/cooking methods, main ingredients, and vegetables/sides.



My purpose:

Similar to re-drawing, I want to critique this soulless way of selecting dishes. I want to create an emotionless, standardized takeaway user flow, or a mini-game for ordering traditional British Chinese food, to achieve my purpose. The user flow will mimic the mechanical and impersonal nature of the current takeaway experience, while the mini-game will challenge users to navigate through bland and uninspired menu options.