Welcome to Phnom Penh

MYP Year 5

Design project

Design situation:

In accordance with an article written by National Geographic, Phnom Penh is the second worse city to visit in the world. However, this is a fallacy because it is not clear as to what criterion Phnom Penh was ranked upon. Moreover, Phnom Penh is a lovely place to visit. Knowing this, I have been tasked, by the government, to create a model of a 4x4x4m display area, which shall be utilized to advertise the positives of Phnom Penh. To be successful I must find out the following:

Tourism is important for a country because it provides jobs and incomes for the country. This is particularly important for LEDC's (Lower economically developed countries) or developing countries because it is a way in which they can provide jobs for people and have a source of income for the economy. Tourism is important to foreign earnings because it takes up a big part of who comes to visit a place. Tourist activities can also be used to help fight poverty in a country.

Phnom Penh is in Cambodia, which is a developing country, therefore the tourism industry is important in earning money for the country and providing jobs. Some banners around Phnom Penh call for tourists to help fight the poverty and there are NGO's set up that tourists can give a bit to help the children for instance. Therefore, tourism is valuable for Phnom Penh and Cambodia as a whole. Tourism also provides job in the Tertiary sector (the jobs with services) of the economy, the tertiary sector provides the most stable jobs for the economy and thus the country. Tourism is a way for developing countries to jump to the tertiary sector from the primary or secondary.

However, there are set backs to an increase in the amount of tourists in Phnom Penh because the more tourists you have the more competition there would be, and therefore, some people could lose their jobs. Moreover, there are some systems in which the tourists are supposedly helping some orphans learn but instead they are just teaching the children the same thing over and over again, and these children are not getting a proper education. Additionally, these "orphans" are not really orphans they are just children that go to the orphanage to "learn" The orphanage gains a lot of money from this business. People can take advantage of tourism to get money and not to help their country.

- What tourism means to Phnom Penh?
- What is and why do we use scale models?
- Why is Phnom Penh rated the second worse city in the world?
- What is there to do and see in and around Phnom Penh?
- How do other countries promote tourism?
- What do other booths look like?
- What materials are available to me?

Research plan

Research question	Priority	Why it is important	Sources
What tourism means to Phnom Penh	1	I need to do this first because I also need to know why the tourism industry is important in Phnom Penh. Why would we bother with the project if tourism was not important or if we did not know its importance? Therefore, this needs to be done.	Primary sources: Interviewing the Ministry of Tourism and travel agents Secondary sources: internet, books
What is and why do we use scale models-	2	I need to find this out secondly mainly because it would be more beneficial to know why we use these models and what they look like, and to find examples and know what I will be creating before I actually do the research about what to do in Phnom Penh. This would be because I would be able start formulating ideas in my head once I do my research. I will also get an idea of what I am creating.	Primary sources: discuss with advertising companies Secondary sources: internet
Read the article as to why Phnom Penh is the second worse city in the world-	3	I need to do this thirdly so that I know what was wrong in the first place so I get a clearer Idea of what I am doing and what I should not include.	Secondary sources: Phnom Penh Post and National Geographic website.
Find out what there is to do and see in and around Phnom Penh	4	I need to find this out fourth so that I know what I will be dealing with, and what I can use in my display, since I would have researched about it already. Knowing what a display area should look like, I can begin formulating some ideas in my head as to what I can do.	Primary sources: Interviewing tourists, hotels and travel agents Secondary sources: Internet, tourist magazines and travel agent catalogues
Looking at examples of booths	=5	With all my main research being done at this stage, I can derive further ideas from real life examples. This will provide me with inspiration as to what my final product can look like. This will also be a great transition to the design stage because this will give me my final boost of inspiration	Secondary sources: billboard and internet advertising
and other countries advertisements	=5	With all my main research being done at this stage, I can derive further ideas from real life examples. This will provide me with inspiration as to what my final product can look like. This will also be a great transition to the design stage because this will give me my final boost of inspiration	Primary sources: discussing with travel agents Secondary sources: television, billboard and internet advertising

Materials that I have available to me	7	I need to know this last because it would give me a good transition into the design stage. I also do not need to know this before anything else in the research.	Secondary source: internet

Sources of information:

Tourists – They are a primary source, they came here in the first place, so they should be a good source to find some things on, relevant to what attracted them here.

Travel agents or hotels – They are also a primary source, they try to advertise places to go and they know about all these tourist attractions because they organize trips there. This will be useful to find out what is attractive in Phnom Penh.

Television – This can be used to find out about the advertisements of other countries, and see how they display themselves

Books or magazines – Some books and magazines will tell you about Phnom Penh and what there is to do, for instance lonely planet will give some ideas, and the out and about magazine should also give some ideas

The internet – This is a valuable source because you can find almost anything on the internet, the question is, however, will it be reliable.

Analyze examples of display booths:

www.classicexhibits.com – *Visionary hybrid design (VK-1074 ¦ Hybrid Inline)*

Picture removed for copyright reasons

How is space used?
I think that the space is used well because there is room for people to move around and nothing is sticking in the way of anything else. The booth also looks simple. The stand in the corner gives more space for the booth, yet it still does its job, because people can be outside the booth but can still be interacting with the stand. This is wise because the booth now has more space for other things. Since the booth is more open, more people can see it from different angles, therefore, there is more of a chance of people are going to go to it.

How is light used?

The light used in this booth is the light from the room that it will be in. Since it is not closed off. It allows for a lot of light to enter the booth. Therefore they will not need extra light.

Appearance: The booth appears to be a smaller booth. It looks edgy but it is still simple. There is not too much going on. The booth has a stand in the outer left corner which is used, I assume, for displaying their product. There are two TV's with Mino on their screens, these probably host some advertisements for the product. It is attractive enough for someone to visit the booth.

Shape: Cubical

(busytrade.com – *Selling Leads » Display booth*» Sell Exhibition Booth Display Stand Trade Show)

Picture removed for copyright reasons

How is space used?
Space is used effectively in this booth because the designers have managed to generate more space by creating a second floor to the booth. This was a wise use of space because it allows for more things to be added to the booth, for there is more space. The booth looks attractive with the designs implemented into it. There is space for people to move around in the booth. However, some of the pillars seem to be put in the middle of a pathway, producing a total waster in space because it is smack in the middle. There is a little white stand on the left corner of the booth, this uses the space well, because it allows for more space within the booth, yet it is still able to have people interacting with it from all sides.

How is light used?

Light is used well in the booth because it is quite open. On the second floor, it receives light from the outside on 3 sides. On the bottom it receives light from 3 sides, however, one of the sides has a barrier blocking out some light. The open space allows for light to enter from the outside, therefore, it does not require light of its own.

Appearance: The booth appears smart and attractive. It has an abstract design to it. The blend of colors is suited to that of the company's logo. It has several stands in it, probably used for displaying

products. The booth appears tall, for it even has a second floor to it. The booth uses linear shapes for maximum space. It seems like a simple yet fancy booth.

Shape: Cubical

Picture removed for copyright reasons

How is space used?
I think that there could be more done with the space available. It seems rather empty to me. It also seems too simple. The stand is placed in a good position, however, considering the space available, it could have been placed more wisely. The problem with this booth is there is a vast space of nothingness in the middle. There could have been more in the booth, such as more stands or some chairs for people to sit in. Something useful to cover up the space. With this kind of open space, it will not look like a very attractive booth to visit. The pillars of the booth seem to be able to display some products within the pillars, making for a good use of space.

How is light used?

The booth is closed off from two sides, consequently, blocking off some light. However the other sides are open, thus, allowing light to enter the booth. The designers added some lights on top of the two closed of sides to compensate for the lack of light that would enter the booth. Therefore, there will be sufficient light in the booth.

Appearance: Overall, the booth seems quite boring. This is mainly due to the amount of vacant space available. This may be a skeleton booth, in other words, the foundation of a booth, to which, companies can add what they want. The booth as it is looks boring and simple. The pillars of the booth seem to be capable of hosting products, therefore, they will be able to display some products in the pillars, making for a good use of space.

Shape: Cubical

Picture removed for copyright reasons
How is space used?
I think that space is used relatively well in this booth because there is enough space to move around, however, it seems slightly cramped. Unlike the previous example, this example seems like there is too many things in the booth, and not enough space. However, the booth does have seats and some abstract designs to take up some space, and hopefully, attract some visitors. The space is filled with either useful objects or just objects for design. The space is used effectively in the sense that there is still space to move around effectively. Therefore, the booth will be able to have space while still maintaining the ability to attract people.

How is light used?

The booth seems to use light well enough that it will not be dark. The booth is closed off on two sides

and open on the others. It uses light from the outside, for there are no apparent lights in the booth. The light can reach all parts of the booth, however, it would be better if the booth had some lights within it, on the closed off sides so that it will not be dark in some places and the lighting will be consistent.

Appearance: The booth seems abstract and fancy. It does not only use linear shapes but it also uses curves in its design. These abstract aspects of the booth will attract some people because it looks interesting and catches people's eyes. The booth has some chairs and a table for people to sit on or to work on. If, per say, the booth was for selling cars. People would have to fill out basic information.

Shape: Rectangular cubical

www.exhibitionstalldesign.in (Exhibition Stall Design > *Mahalaxmi RubTech Limited*)

Picture removed for copyright reasons

How is space used?
I feel like space is used well because there is room to move around. There is not too much going on. There seems to be space to look at the posters on either side of the booth. The chairs and table have been placed in the center of the booth to allow people to look at the posters, which is wise. However, it does not seem like people can easily move from one side of the booth to the other because the chairs and table are in the way. There is a counter located in the front of the booth, it uses space well because people do not have to be in the booth to actually see what is on the counter or to talk to the person behind it.

How is light used?

The outside light is blocked off from three different sides of the cubical. To compensate for the lack of light, designers have added some extra lights above the posters and back wall to giver extra light. This is also done to ensure that light reaches the posters so that people can read them effectively. Generally, light is used well, however, the outside light is not used very well.

Appearance: The booth appears to be very simple and it seems to be a formal booth. It does not look like a very attractive booth to go to because it has no stand out features which will attract people. The booth cannot be seen from three sides, therefore, it may be ignored, which is a disadvantage compared to other booths which may have only one side blocked off.

Shape: Cubical

Design brief

I will design and make a scale model of an exhibition booth to advertise and promote tourism in Phnom Penh. It will also advertise the many things to do in Phnom Penh and highlight activities that visitors can do.

The client for this project will be the Cambodian Ministry of Tourism and the target audience will be visitors to Cambodia's international airports. The exhibition booth must be designed to promote Phnom Penh and increase interest for visitors to come to the city. The more visitors that come to the city, the better the local economy will be and the more investment the city will attract.

The exhibition booth must be designed to be no bigger than 4m x 4m x 4m in size and include different ways that the visitor can interact with the information. However, I will design a scale model that will be presented to the client. The scale model will be used as a guide to build the full size object. It will allow us to see what something may look like when finished and it will allow us to test the model to see if there are any faults with it or if anything could be improved. It will also enable us to save materials, therefore, we are able to save materials and we are able to test a product.

As the scale model acts like a smaller cheaper prototype of the actual object, the cost will be kept to a minimum and used for different tests

However, scale models do have their limitations. Depending on how big the model is, according to the scale to the actual object, a different amount of detail can be added to the model and a different cost will emerge. A smaller scale model will have less detail in it, therefore, it may not be accurate and when building the actual model people may encounter a problem. The bigger the model the more accurate, however, the more expensive it will be to build. The main problem is that the scale models cannot be truly accurate. I will develop my scale model to be 40cm x 40cm x 40cm.

Phnom Penh is rated the second worst city to visit in the world because of the uncontrolled urban development in the once French colonial city. It is said that "the best French urban planning" is being lost to the uncontrolled urban growth and the greediness of land ownership. Therefore, Phnom Penh is losing its historical vibe, the atmosphere is changing and becoming less pleasant so to speak. It is not due to the pollution or garbage on the streets, it is due to the greed in urban development. The exhibition will need to focus on the positives of the city and not the urban development.

I have found from my research that many countries and cities have advertised themselves by showing what is best of their country or city. Showing what are their major attractions, and thus, are able to grasp the attention of tourists. All of these places have slogans and they have also promoted their slogans via their method of advertising, either it be video, posters, or websites. They would show natural places to go, cultural monuments or festivals. In all of these places, people seem happy, or it seems calm, or fun, or vibrant. Each place has expressed one of the major things that they can offer, such as Virginia City with their antique buildings and olden time structures. All these aspects that make a city or country different is what they advertise. They also boast about things such as, in the Philippines case, the amount of beautiful islands they have, and the world's best diving places. These are the things they advertise to get people to want to go to their country or city. Overall, the countries focused on their primal aspects, including their culture, and emphasizing

everything with happy people. They focused on what stands out about their city or country to get people to go there.

The booth will need to include details/images of the following things to do in Phnom Penh:

The Silver Pagoda	Mezzanine Paintball Club	Independence monument
Phnom Tamao Zoo	Russian market	Night market
Wat Phnom	Killing fields	The bungalows
Grasshopper bike tours	Blazing trails	Riverside
TonleBati	Central Market	

I will be able to include reviews from various websites.

All of the display booths that I looked at had space in them for people to move around. They were spaces for people to interact with. Out of all the booths that I looked at, some had too much going on, and others had to little going on. Therefore it would be better for my booth to have a bit of both, enough space to move around, yet filled effectively so that people are still interested and can interact with it. It would be an idea to place some objects in the corner of the booth because, like the stands in the examples, people can still interact with the object even from outside the booth, thus, leaving more space in the booth for other things.

The light in these booths is generally that of the outside. They do not tend to have only their lights. They use the outside light to light up the booth. They would also not have many blocking factors and they seemed to be pretty open to allow more light in, if not, they would have their own lights. I think it would be better for my booth to use light from the outside, unless I want to emphasize something, like the way they used their own lights on their posters so that people will look at them. All of the booths used some light from the outside.

Specifications:

Full scale model:

Function:

- Generate a desire to travel to Phnom Penh
- Advertise Phnom Penh
- Showcase some of the culture of Phnom Penh (such as the buildings)
- Portray the attractions of Phnom Penh
- Have a catchy and relevant Slogan
- People should be able to interact with the booth, they should be able to walk through it
- Uses space effectively (people should be able to move around, not too packed not too spacious, and room for bags)
- Show some of what there is to see and do in Phnom Penh

Appearance:

- Be approachable on all sides
- Attractive (use of vibrant colors, Cambodia architecture)
- Light must be used appropriately (Shine on important parts of the booth, uses outside light)
- Must have a central attraction which branches out into other attractions
- Show at least two of the attractive buildings in Phnom Penh (Central Market, Independence monument, Wat Phnom etc.)
- Have an adventure side to the booth (Activities to do: Biking, quads etc.)
- People can see how they can move around the booth

Size:

- Boundaries of the booth are 4x4x4m
- Nothing exceeds 4 meters in the booth

Small scale model:

Function:

- Should display the full scale model as accurately as possible
- Should give an impression on what the full scale product will look like
- Have a catchy and relevant Slogan

Appearance:

- Be approachable on all sides
- Attractive (use of vibrant colors, Cambodia architecture)
- Must have a central attraction which branches out into other attractions
- Show at least two of the attractive buildings in Phnom Penh (Central Market, Independence monument, Wat Phnom etc.)
- Have an adventure side to the booth (Activities to do: Biking, quads etc.)
- Should be neat, no bits falling apart or sticking out
- Should be detailed as if it were the full size model
- People can see how they can move around

Size:

- Must be to a scale of 1:10 from the original model, therefore he boundaries are 40x40x40cm
- Nothing should exceed 40cm

Materials:

- Any appropriate materials for the project (toilet paper rolls, cereal boxes, spare pieces of MDF)
- Recyclable materials
- Small enough to fit in the boundaries of 40x40x40cm

Design 1

Wall 2 outside:
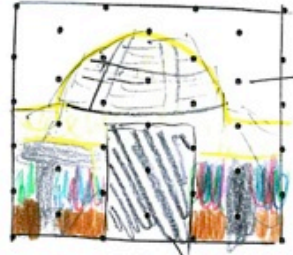
Picture of central market

Entrance

Wall 2 inside:

Picture of tonle Bati

exit

Wall 1 outside:

Bike

Quad

Picture of Phnom Penh outskirts including Quads and bikes (adventure).
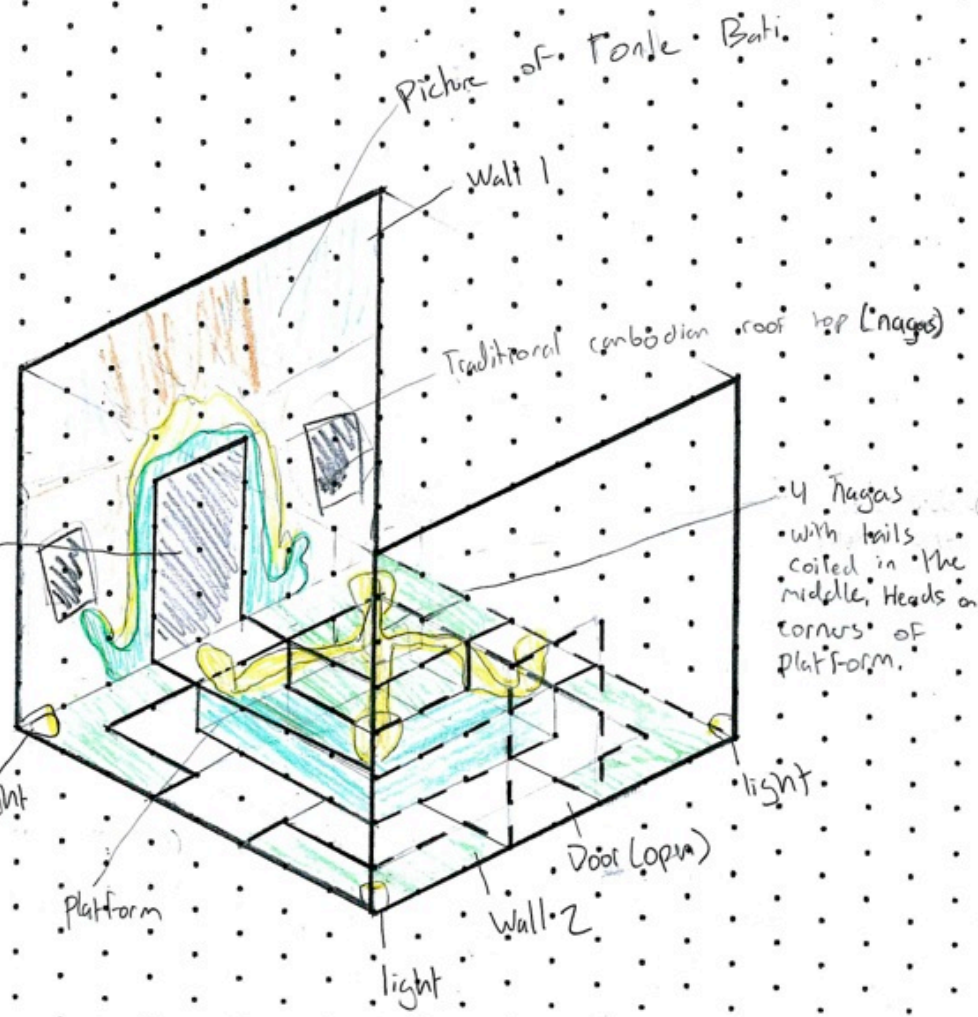
Entrance

Picture of Tonle Bati.

Wall 1

Traditional cambodian roof top (nagas)

4 nagas with tails coiled in the middle. Heads on corners of platform.
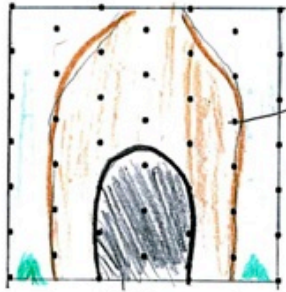
Door (open)
↓
Entrance to Tonle Bati

light

Platform

light

Wall 2

Door (open)

light

All lights will shine on the monument, on each naga head.

Wall A & C outside

Independence Monument

Entrance

Wall B & D outside
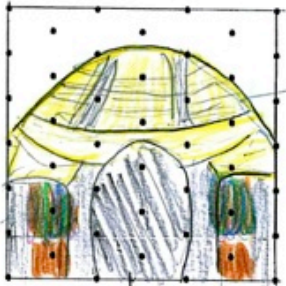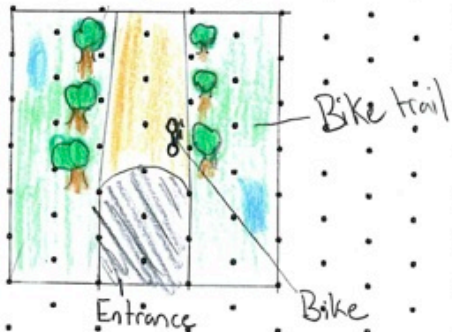
Central Market

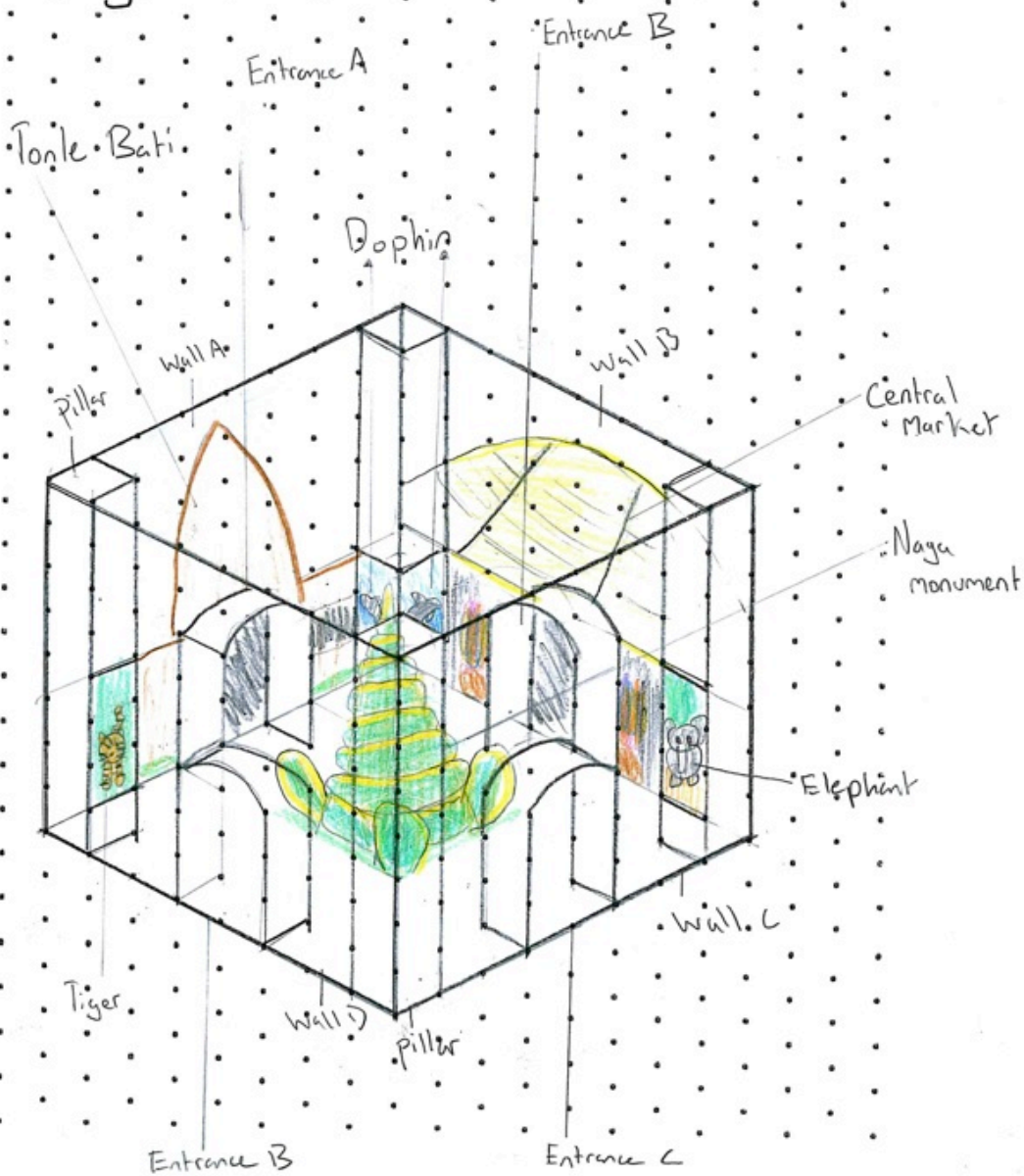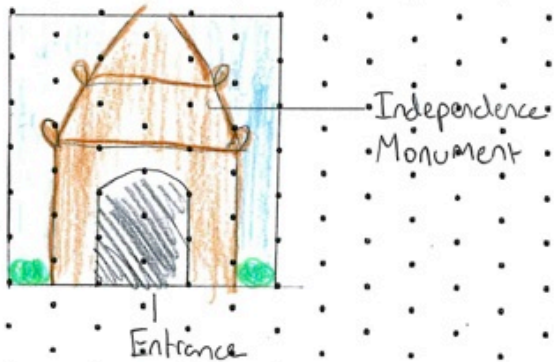Entrance

Wall B & D inside

Tonle Bati

Entrance

Design 2

Picture of outskirts — Same for Wall C
of phnom penh (dirt roads)

Animal picture (Dolphin)

Pillar B

Wall A

Wall B

Pillar A

Palm tree
(the national tree)

pillar C

Animal picture
(elephant)

Artifact

Entrance

Animal picture
(sunbear)

Artifact

Entrance

Entrance

Entrance

Wall C

Wall D

pillar D

Animal picture
(tiger)

Design 3.

Wall A & C outside:

- Bike trail
- Bike
- Entrance

Wall B & D outside:

- Independence Monument
- Entrance

Entrance A

Entrance B

Tonle Bati

Dolphin

Piller

Wall A

Wall B

Central Market

Naga monument
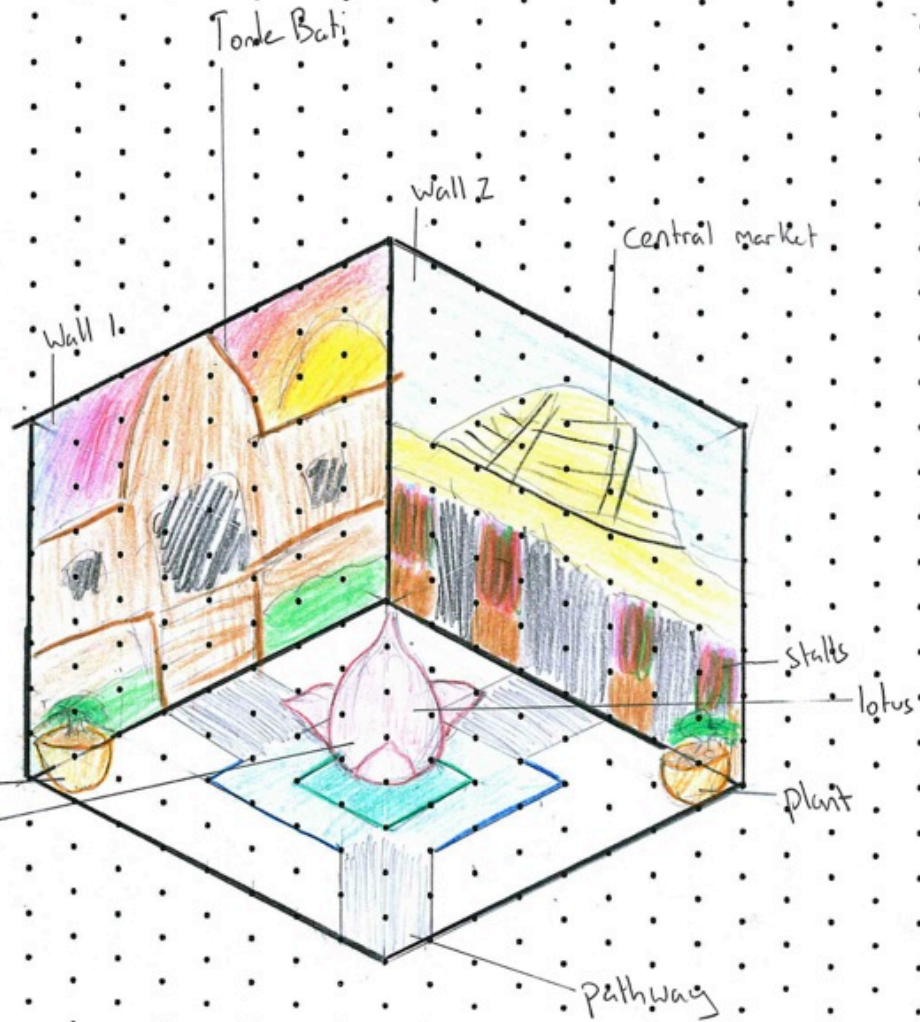
Elephant

Wall C

Tiger

Wall D

Piller

Entrance B

Entrance C
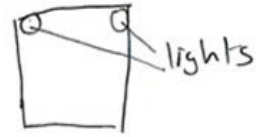
Design 4

Wall 1 outside:

Independence monument

Wall 2 outside:
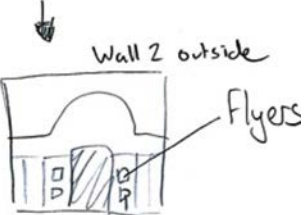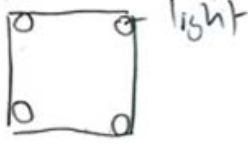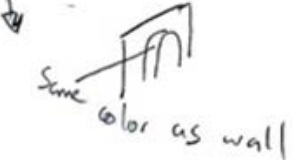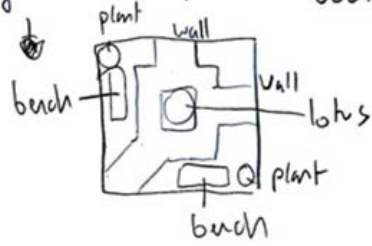
Picture of Bikes in the Outskirts of Phnom penh.

Slogan: Phnom Penh: The Blooming Lotus

Tonle Bati

Wall 2

central market

Wall 1

stalts

lotus

plant

Actually have a blooming lotus

plant

pathway

Comparison between designs and design specification
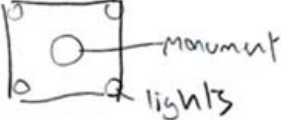
		Design 1	Design 2	Design 3	Design 4
Function	Showcase the culture of Phnom Penh	Yes, because the design contains the independence monument and some Nagas	Yes, contains buildings of Phnom Penh	Yes, the design meets all 3 of these specs because it showcases the culture of Phnom Penh via the buildings of Phnom Penh. By doing this it shows what there is to see and do in Phnom Penh.	Yes, the design meets all 3 specs because it portrays the attractions of Phnom Penh, while doing so also showcases some culture and what there is to see and do in Phnom Penh
	Portray attractions of Phnom Penh	Yes, because it contains building of Phnom Penh	Yes, contains pictures of these attractions		
	Advertise Phnom Penh	Yes, because it is all about Phnom Penh	Yes, it is about Phnom Penh and its attractions	Yes, the booth is about Phnom Penh in the first place	Yes, it is about Phnom Penh
	Catchy slogan	Yes	Phnom Penh: the blooming lotus		
	People can interact with it	Yes, there are pathways in the booth in which people can walk	The posters and blocks are placed in a way that enables for movement within the booth	Yes, the both has enough space for people with bags to walk around	Yes, here is plenty of space in the booth for objects of the booth, people and bags
	Uses space effectively	Yes, sufficient attractions with enough space for people and bags	Yes, there is space for bags and people		
Appearance	Approachable from all sides	Yes, there are images on any walls and doorways	Yes, there are doorways on each wall and pictures depicting attractions in Phnom Penh	Yes, it is approachable from all sides because it has a picture and entrance on each wall.	Yes, for walled slides there are pictures that people can approach
	Attractive	Yes, it uses yellow and bright green colors	With all the pictures integrated into my booth there is an apparent use of vibrant colors	Yes, the pictures will use a variety of colors and the Naga monument uses bright green with bright yellow	Yes, the color of the lotus and the pictures display a wide variety of vibrant colors.
	Use of light	It uses its own lights and outside lights	It uses the light from outside through the top	Yes, the opening at the top of the booth alklows outside light to enter the booth	Yes, light can enter the booth through two different sides and from the top.
	Central attraction	Yes, the Nagas in the middle	Yes, the palm tree	Yes, the naga monument	Yes, the lotus
	Adventure side	Yes, pictures of the outskirts and bikes	Yes it shows Cambodian animals, the outskirts and bikes	Yes, it contains pictures of the outskirts and bikes	Yes, it shows this via the pictures on the walls
	Clear pathways	Yes	Yes	There are open spaces to walk	There are pathways in the booth

Improvements	Add flyers to the central market picture (on the stalls)	Looking back at the size I have available to me, a palm tree would not look very impressive, therefore I will replace it with a lotus. This will fit the slogan and it will look better.	Elevate the monument to give it more emphasis. Add a 50cm high block underneath it	Provide an area for people to sit near the edge of the booth (it will attract people)
	Wall 2 outside Flyers Move the lights from the bottom to the top of the walls to stop people stepping on them before lights after lights	Additionally I will replace the pillars with palm tree trunks, because it fits the wildlife theme better. I would also like to add extra lights to the booth because it is enclosed, therefore, less light comes in (the only light comes from the top). I would like to add these lights to the two corners of the booth Top view light The lights will shine on the lotus in the middle.	Top view monument lights Add lights to the roof of the booth to allow more light in the booth Color the hallways so that they match the pictures in the background. Same color as wall	plant wall bench wall lotus plant bench Since there is a place to sit, I should also provide leaflets in the booth for people to look at. Wall 8 8

Picking the best design

Specification	Design 1	Design 2	Design 3	Design 4
Best advertises Phnom Penh	3	1	2	4
Showcases the most culture of Phnom Penh	2	4	3	1
Portrays the most attractions in Phnom Penh	1	4	3	2
Best uses the space	3	2	1	4
The most attractive design	1	2	3	4
Best uses light	3	2	1	4
Personal favourite	2	1	3	4
The easiest to make	3	2	1	4
Total	18	18	17	27

According to the table, design 4 wins and will be the final design. This is because it scored the best and met most of the specifications the best. However, this design can still be improved. Particularly in the areas of showing the most attractions and the most culture of Phnom Penh. I can also add some things from other designs to improve this design
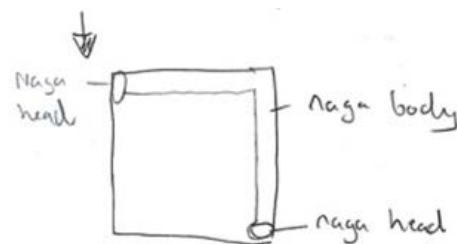
Improvements and additions to final design

Areas of improvement for this design

- More culture shown
- More attractions shown

To do this I can add attractions from the other designs. To add more culture I can add the Nagas from design 1 and 3 to my final design.

I can replace the potted plants with Naga heads and put the body as an image on the floor.

To add more attractions I can also use the Naga idea above, but I can also place a banner along the top of the wall which shows pictures of activities in Phnom Penh as well as the slogan.

All this will make the design better and make it meet the specifications more effectively.
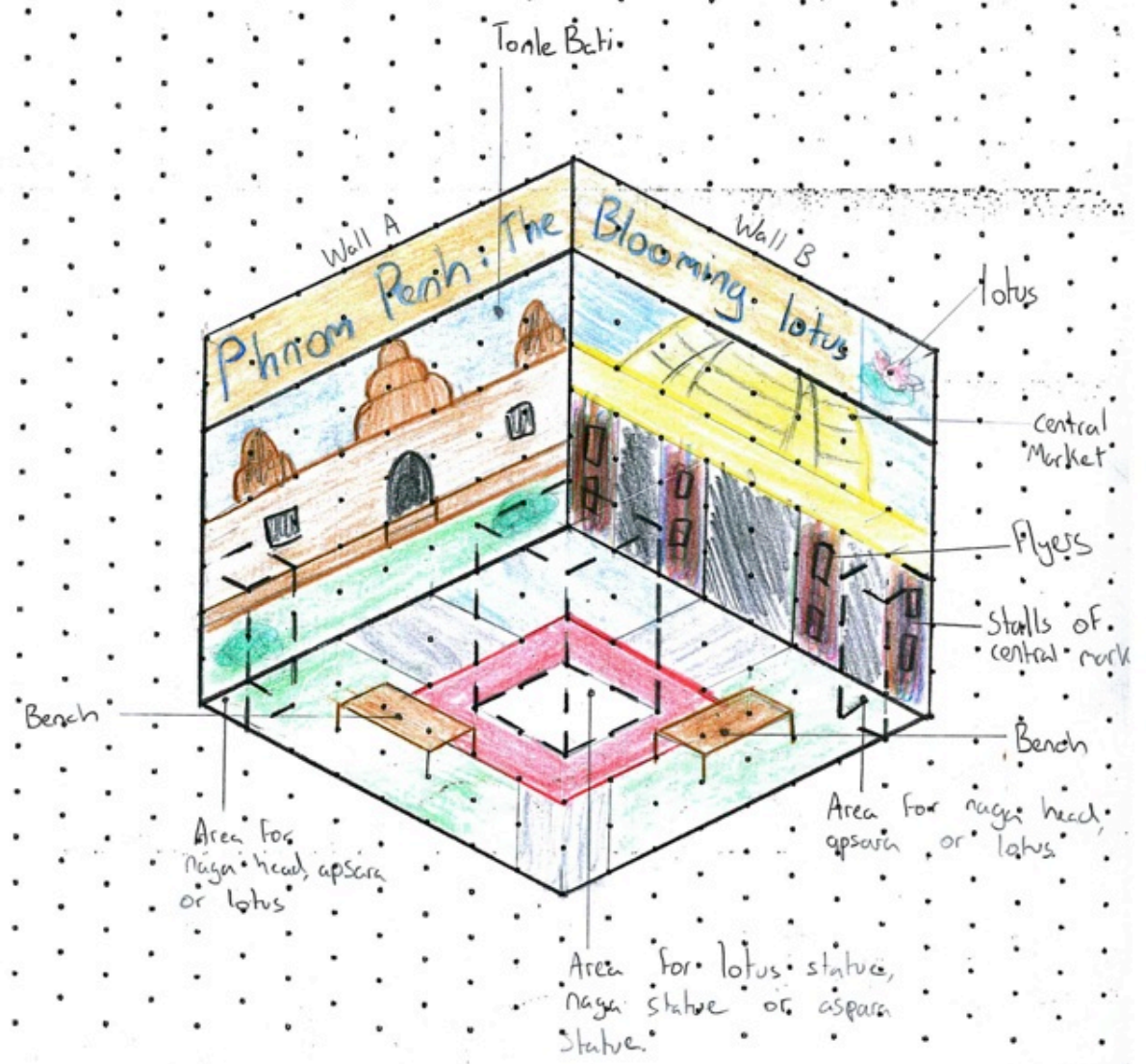
Final design

Wall A outside:

Phnom Penh : The

Independence
Monument

Wall B outside:

Blooming lots

lotus

Outskirts
of Phnom
Penh with
Bike.

Tonle Bati.

Wall A

Phnom Penh : The

Wall B

Blooming lotus

lotus

central
Market

Flyers

Stalls of
central mark

Bench

Bench

Area for naga head,
apsara or lotus

Area for
naga head, apsara
or lotus

Area for lotus statue,
naga statue or apsara
statue.

Justification

The final design is the best design to create because it was based off of a design which was the best in almost all the specifications; it incorporates ideas from other designs; it is my favourite design and it is easier to make than the other designs.

Design four provided the foundation of this design and design four met all the specs and, most importantly, it turned out to be the best in meeting most of those specs (only was not the nest in meeting the most number of attractions). This proves that this only needed some tweaking and it would be the best design to make.

To cover up the weak points, I included parts of other designs and put them into this final design (the Nagas) because it would provide for more culture and one more attraction. This would make it level with the other designs on the number of attractions. Since this design is also my favourite design I will be more enthusiastic and passionate about creating it. This will allow me to more successfully create a quality product in a shorter period of time.

This design is also a lot simpler than the other designs, and therefore, will be easier to make than the other designs.

Additionally this design is the only one with room for benches where people can sit to look around the booth and to attract other people.
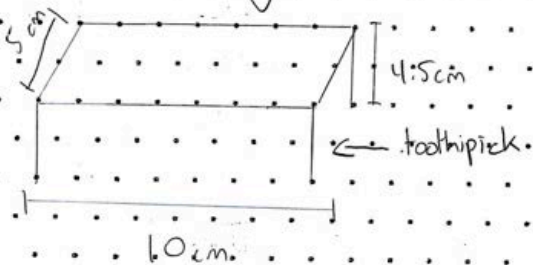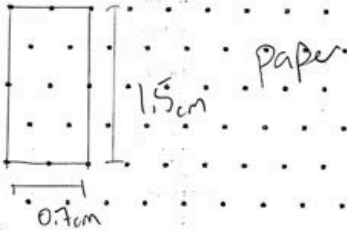
Parts drawings

Wall A:

1 cm thick

39cm MDF

39 cm

Benches: MDF ↓ x2

5 cm

4.5cm

← toothpick

10 cm

little Flyers x24

paper

1.5cm

0.7cm

Wall B:

1 cm thick

39cm

40cm
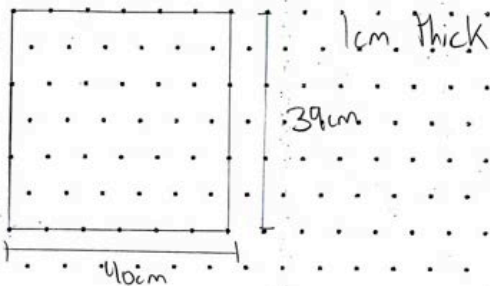
MDF

The other parts will be purchased in a store however:

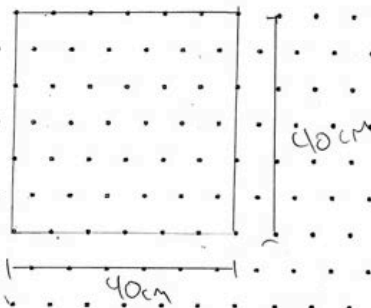- The central attraction can be no bigger than 20cm in height and 10cm in width.

- The attractions to the side can be no bigger than 10cm in height and 5cm in width.

Floor:

40cm

40cm

1 cm thick

MDF

Planning:

The Floor:

Step one: Mark out a straight edge on a 1cm thick piece of MDF bigger than 40cm by 40cm ✓ *0.5cm*

Step two: Cut using a crosscut saw and file to the line ✓

Step three: Mark off 40cm, using a setsquare draw another straight edge ✓

Step four: repeat steps two-three two more times (until you have a 40cm by 40cm by 1cm square ✓ *0.5cm* board)

(Time estimated to create the base: Two 50 minute lessons) *The Floor was supplied to me.*

Step five: Paint the whole board white (wait 20 minutes to dry) *1 lesson*
— Used 2 layers instead of 1 because 1 coat was too transparent

Step six: Using a set square create a square in the middle of the floor with the dimensions of 20cm by 20 cm paint it red (refer to the final design)

Step seven: Branching outwards from the red square have two grey pathways, 10cm in width, which branch out to the positions of the two walls (refer to final design) ✓

Step eight: On the corner of the red square furthest from the walls draw a diagonal pathway 10cm in width to the corner of the board (refer to final design) ✓

Step nine: Paint the pathways grey. (Put masking tape off to the sides of the path to ensure that the path will be straight) ✓

Step ten: Paint the vacant areas green apart from the corner nearest to the positions of the walls which will be painted blue. ✓

(Time estimated for the painting: Two 80 minute lessons and one 50 minute lesson) *4 lessons overall*

Over all time for floor creation: Three 50 minute lessons and two 80 minute lessons.

Painted 3 layers because it gave a better colour and less brush marks could be seen. Also less transparent

Wall A:

Step one: Mark out a straight edge on a 1cm thick piece of MDF bigger than 39cm by 39cm. ✓ *39.5cm*

Step two: Cut using a crosscut saw and file to the line ✓

Step three: Mark off 39cm, using a setsquare draw another straight edge ✓

Step four: Repeat steps two-three two more times (until you have a 39cm by 39cm by 1cm square ✓ board)
Got a 40cm by 85cm by 1cm piece of MDF to cut into Wall A&B.

(Time estimate to create the wall: Two 50 minute lessons) *1 lesson to complete.*

Step five: Paint the edges of the wall orange
Added 2 layers of white paint first (for a better orange)
(Time estimate to paint the edges orange: One 50 minute lesson)

Same for Wall B. Two layers of orange as well 1 lesson

Step six: Print a picture of Tonle Bati and another picture Independence Monument (which have a banner with the slogan on top, refer tofinal design for layout and colors) with dimensions equal or a little over 39cm by 39cm. (Print at a Kodak shop, with photography paper) ✓

(Time estimate to print: Done outside of class) *Done at home.*

Step seven: Paste one image to one side of the wall and the other image on the other side of the wall. Ensure that the images are the right way up. ✓ *Photos came in the form of a sticker stuck onto the wall.*

(Time estimate to paste onto wall: One 50 minute lesson)

Overall time estimate for Wall A: Two 50 minute lessons and one 80 minute lesson + Own time ✓

Wall B:

Step one Mark out a straight edge on a 1cm thick piece of MDF bigger than 40cm by 39cm *39.5cm* ✓

Step two: Cut using a crosscut saw and file to the line ✓

Step three: Mark off 40cm, using a setsquare draw another straight edge ✓

Step four: Cut using a crosscut saw and file to the line ✓

Step five: Mark off 39cm, using a setsquare draw another straight edge ✓

Step six: Cut using a crosscut saw and file to the line ✓

Step seven: Repeat steps three to six one more time ✓ *look at note on Wall A*

(Time estimate to create the wall: Two 50 minute lessons)

Step eight: Paint the edges orange

(Time estimate to paint the edges orange: One 50 minute lesson) *Refer to notes on wall A*

Step nine: Print a picture of Central Market and another picture of the outskirts of Cambodia (which have a banner with the slogan on top, refer to final design for layout and colors) with dimensions equal or a little over 40cm by 39cm. (Print at a Kodak shop, using photography paper) ✓

(Time estimate to print: Done outside of class) *Done at home*

Step ten: Paste one image to one side of the wall and the other image on the other side of the wall. Ensure that the images are the right way up. *Used a sticker instead. The photo came in the form of a sticker.*

(Time estimate to paste on to wall: One 50 minute lesson)

Overall time estimate for Wall A: Two 80 minute lessons + Own time ✓

Benches:

Step one: Mark out a straight edge on a 0.3cm thick piece of MDF bigger than 10cm by 5cm ✓

Step two: Cut using a crosscut saw and file to the line ✓

Step three: Mark out 10cm, using a set square draw another straight edge ✓

Step four: Cut with a crosscut saw and file to the line ✓

Step five: Mark off 5cm, using a set square draw another straight edge ✓

Step six: Mark off 10cm, using a set square draw a straight line to the beginning ✓

Step seven: Cut and file to the line ✓ *1 lesson*

Step eight: Repeat steps one-seven one more time

Step nine: On the pieces of 5cm by 10cm MDF drill a 2mm *3* deep hole for the toothpicks (legs) to fit through. Drill this hole on all four corners ✓ *3 mm dowl because tooth picks are too thin*

(Time estimate for top of the benches: Two 50 minute lessons + after school time)

3mm dowl
Step ten: Cut 8 toothpicks to about 4.5cm in length. (Snip the sharp edges off as well) *x 8 1 lesson*

~~Step eleven: Drill holes in the floor in the positions of the legs of the table (put the table on the desired position on the floor: Refer to final design in DF)~~

~~Step twelve: Glue (using PVA) the toothpicks to the bench in the holes and then put the benches in the holes on the display board floor.~~ *Not needed. Benches can rest on the floor fine.*

(Time estimate to create benches: three 50 minute lessons

Flyers

Step one: On Microsoft Word create a table (with 24 cells). Reduce the size of the images to 1.5cm by 0.7cm. ✓

Step two: Insert images of miniature flyers (pictures of the independence monument) to the table ✓

(Time estimate for creation of tables: Own time) *Done at home*

~~Step three: Print the table~~ *Did not work with the picture*

~~Step four: Cut out the mini flyers~~ *It looked odd. I did not add the flyers.*

~~Step five: Paste three flyers together and then put them onto the stalls of Central market (refer to final design for layout)~~

~~(Time estimate for cutting and pasting: One 50 minute lesson)~~

~~Overall time estimate for creating flyers: One 50 minute lesson + Own time~~

The Naga head/apsaras:

Step one: Purchase two pieces at a local market

(Time estimate for purchase: Own time)

Overall time estimate: Own time

brought some from home. Changed the location of the nagas because it looked better elsewhere

The lotus:

Step one: Follow the steps on this video: http://www.youtube.com/watch?v=pfMGjjW4avc

(Time estimate to create lotus: Own time, 20 minutes)

Overall estimate to create lotus: Own time, 20 minutes)

Assembly: *2 lessons (1 80 minute lesson) Downloaded video and watched in class*

Step one: Glue the walls onto the floor. Ensure they are on the right positions and make sure that the correct image is facing the inside of the booth (refer to final design).

Step two: Put the benches into their slots

Step three: Glue the pieces to the board as per the final design

Step four: Glue the lotus in the red zone of the floor

Added a Bhudda to the middle of the lotus. It looks better and hides the string on the lotus

Overall time estimate for assembly: One 80 minute lesson

Overall time estimate to create booth: Seven 50 minute lessons and six 80 minute lessons + Own time

Done in 1 lesson and after school time.

Annotated pictures:

Picture	Annotations
	Picture of the front of the model. - Most of the attractions can be seen from this angle. - The proportions of the lotus look off (seems a bit too small) - Able to see what the booth contains - View of Central market wall - Photos are not blurry - Shows culture of Phnom Penh - Portrays a Phnom Penh building (central market) - It is neat
	Picture from the side of the booth. - Can see what the booth contains - Most of the attractions can be seen - View of Tonle Bati wall - Photos are not blurry - Shows some culture of Phnom Penh (Lotus, Nagas, Tonle Bati) - Shows a historical monument of Phnom Penh: Tonle Bati - No parts sticking out or looking out of place: it is neat

	Picture of the top diagonal view. - Able to see most attractions (including the Buddha in the lotus - Both the central market and Tonle Bati walls are visible - Proportions of the lotus seem off (lotus is small compared to the benches which are of correct proportions) - Photos are clear - Shows some culture of Phnom Penh (Tonle Bati, Lotus, Buddha, Nagas and central market) - Shows some Phnom Penh architecture (Tonle Bati and Central Market) - Looks like a full size display - It is neat
	Photo of side wall: Independence monument - Other attractions cannot be seen - Approachable despite being a wall - Picture of the independence monument - Picture appears slightly blurry - Shows some culture of Phnom Penh - Shows a building of Phnom Penh - It is neat
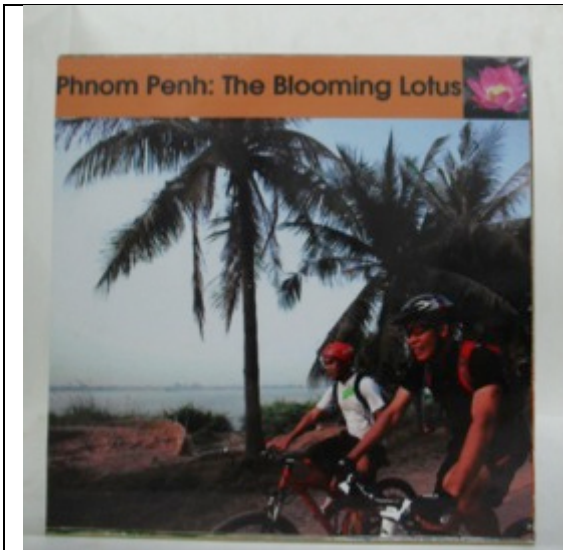
	Picture of back wall: Biking trips - Picture is clear - Only this attraction can be seen - Picture of biking in outskirts of Phnom Penh - Shows the adventure side to Phnom Penh - It is neat
	Picture of a Buddha in the lotus -The lotus looks neatly made, no bits of paper sticking out -The Buddha fits nicely in the lotus -The lotus is in the center of the square
	Picture of the tables: -They look neat -They are the same color throughout -No bits sticking out -Painted nicely -Legs slightly tilted in some places; however, cannot be recognized.

	Picture of the nagas and lotus. -Looks neat -Nagas and lotus well stuck down - Lotus looks a bit small compared to everything else. -Everything is in the center.

Testing:

Who will I test my product with?

Ministry of Tourism: I will test my product with them and ask them to take this survey or get feedback from them because they will be the ones who will decide if my product will be used or not. Technically speaking, they are my clients. Therefore, it is important for them to see my model. Furthermore, they have a good idea of the attractions of Phnom Penh, therefore they can make a judgment as to if I have displayed the attractions of Phnom Penh respectfully (not disrespecting the culture by adding anything offensive), attractively and appropriately. When they visit us, it will be a valuable time to get them to test my product.

My peers: They will be the ones to ask as well because they would have gone through the project alongside me, therefore, they know about what I am doing, consequently, they will be able to judge if I have accomplished my goal or not. I will get them to do the survey below to see if I have accomplished my goal and if I have been successful.

Family members: These people (including members who have not been to Phnom Penh) have not been going through the project with me therefore they would be a perfect group of people to take my survey on. They would be able to decide if they would like to go to Phnom Penh or not after seeing the booth. They would be able to say if it were effective. Since they are not involved in the project and they are like normal tourists, their opinions will be like that of someone walking in the airport.

The family members or friends who have not been to Phnom Penh yet are very valuable people to test against because they will be able to tell me, after seeing my booth, if they want to go to Phnom Penh. They can act as the tourists to successfully give me valuable feedback.

Tourists: I can also test against my target audience, in this case, the tourists themselves. I can ask them to take this survey and find out their opinions on my booth. They are the tourists, therefore, they would know if they would want to go here after seeing my booth or not. They will be the ones who will be able to say if my booth is effective or not. They will be valuable people to test against because they are the people we are aiming to lure into this city.

Information for all the testers, especially those who have not been to Phnom Penh: I will ask them if they would agree to the article from national geographic stating that Phnom Penh is the second worse city to visit in the world. I would send them the article and ask them if they would agree to it after seeing my booth. This will provide me with valuable information concerning the success of my project.

Below is the survey I will be using:

Questions:	Yes	No	Comments
Function:			
If you were a tourist, after seeing the model, would you want to go to Phnom Penh?			
Is there a relevant and catchy Slogan?			
Can you see a bit of the culture in Phnom Penh via the model?			
Do you have an idea of what the full scale model will look like?			
Does this model advertise Phnom Penh?			
Does it have attractions of Phnom Penh?			
Does it use space effectively?			
If I told you that Phnom Penh was rated the second worse city in the world, based on what you have seen, would you agree?			
Appearance:			
Is it approachable on all sides?			
Does it use bright colors?			
Does it have a central attraction which branches out to others?			
Does the model give a sense of the activities to do in Phnom Penh? (such as biking)			
Does the model showcase at least two attraction buildings of Phnom Penh? (Such as the Central Market)			
Do you like the model?			
Is it neat? (no bits sticking out, everything is stuck down nicely)			
Is it well made? (Do you think it is durable, will not fall apart at a touch, does it look good?)			
Is everything to proportion, does it look proportionate?			
Size:			
Does it fit into the 40x40x40cm boundaries?			
Other			
If this were a real size booth, would you visit it?			

Summary of testing results:

(Raw testing results can be found at the very end of the document)

Ministry of Tourism:

Two members of the ministry of tourism visited us in to check out our models and give feedback. This was a valuable session because they know what the tourism situation is like in Phnom Penh and they know what would be a good means of advertising. They also know what is best to advertise and what would look good and attractive for a tourist. Therefore, they were helpful for us. I had originally hoped for them to be able to take my survey; however, due to time constraints, it was not possible. Instead, I got feedback on what was good and what could be done for improvement.

Overall, the ministry spokesmen liked my booth. They loved the slogan (Phnom Penh: The Blooming Lotus), they liked the lotus and the Buddha in the lotus. They liked the overall simplicity and neatness of my booth. This was all good because it reassured the fact that my booth would be able to attract tourist to Phnom Penh.

There was a plethora of good feedback for me; however, there were some areas where I could improve too. For instance, I should have added captions on the photographs saying where this photo was taken or what the photo is of. This would provide tourist with some information and it will also advertise the certain locations. Furthermore, I should add the logo and website of the Ministry of Tourism. This is because the logo would be useful because people will be able to recognize it and the website will also be helpful. The main reason being that airports nowadays have Wi-Fi, therefore, if a tourist wants to know more they have a website which they can look up.

Peers and parents:

I have a survey which I let my peers and parents fill in that asked questions about my booth. The survey can be seen above. My peers were good to take the survey on because they knew about our project so they knew what they were talking about and what was required out of the project. They also knew about Phnom Penh because they live here. Therefore they would be able to judge if my booth actually advertises Phnom Penh.

Family members were also good to test because they do not know about the project, therefore they can look at my booth from a different perspective and see if it is effective or not,

especially my cousin from the Philippines whom has never been to Cambodia before. He could not really answer the questions about Phnom Penh culture because he does not know about it. However, he had a more tourist view to it, and therefore, was a valuable person to take the survey on. My dad, did not know about the project; however, he knew about Phnom Penh. Therefore he could answer all questions honestly. He also provided valuable feedback.

Tourists:

I managed to get a hold of a couple tourists down by the riverside and get them to take my survey. One of them could not finish my survey because they had to leave to go somewhere. However, the other tourist managed to finish my survey and give me valuable information.

Since tourists are the target audience, it was important for me to get some surveys from them. They are tourists and they know what will attract them and what they want to see. Therefore, it is very important and helpful to get surveys from them. Overall the tourist liked my booth, which was a big success for me because that is the purpose of the project in the first place. To get people to want to go to Phnom Penh. This means that my project was a success. The tourist, however, was already in Phnom Penh, therefore they might know the good things already, therefore, their opinion may have been biased. My product was successful nonetheless.

Summary:

The surveys, as seen in the appendix, were mostly unanimous in saying that my product was good. I got the results I had hoped for, showing that my product was successful. There were some disagreements, however, they were justified and made sense. Some of the questions also depended on opinion and varied from person to person, such as the do you like it question.

The success of the product:

Overall, I think that my product was pretty successful. I think this because most of my testing results were good and were positive. The answers I got were mostly unanimous and showed me that my product was a success and it did what it was supposed to do. Even though my product was successful, I still have to see if it meets my specifications.

Specifications:

Specification	Comment
Function:	
Generate a desire to travel to Phnom Penh	The booth does generate a desire to go to Phnom Penh because it looks attractive with the colors and the lotus especially. The surveys agree.
Advertise Phnom Penh	The booth has monuments and buildings of Phnom Penh in it and also has pictures of other activities in Phnom Penh. All of this advertises Phnom Penh.
Showcase some of the culture of Phnom Penh (such as the buildings)	The booth does contain pictures of buildings associated with Phnom Penh.
Portray the attractions of Phnom Penh	They booth contains pictures of buildings and activities that can be seen and done with in Phnom Penh and these are attractions.
Have a catchy and relevant Slogan	Yes, Phnom Penh: The Blooming Lotus
\Should give an impression on what the full scale product will look like	It does give an impression of what the full size model will look like. People who took my survey agree.
Should display the full scale model as accurately as possible	All of the dimensions are correct, apart from the lotus, which is a bit too small in my opinion. It would have been better if it were slightly bigger because it would look more impressive.
Appearance:	
Be approachable on all sides	Yes, even though you cannot go in on all sides, there are pictures which you can approach from all sides.
Attractive (use of vibrant colors, Cambodia architecture)	There was a use of vibrant colors such as red, orange, green and blue which would attract tourists.
Must have a central attraction which branches out into other attractions	Considering that the walls are attractions, the central attraction (lotus) does have pathways which lead to the other attractions.
Show at least two of the attractive buildings in Phnom Penh (Central Market, Independence monument, Wat Phnom etc.)	There are pictures of three different buildings associated with Phnom Penh present in the model. Tonle Bati, Central Market, and Independence Monument.

Have an adventure side to the booth (Activities to do: Biking, quads etc.)	There is a picture showing people biking in the outskirts of Phnom Penh.
Should be neat, no bits falling apart or sticking out	The booth is neat because everything is straight and stuck down properly and effectively. It looks well put together.
Should be detailed as if it were the full size model	Considering the size of the model, it is as detailed as it can be because it has everything there and even has a Buddha in the lotus.
People can see how they can move around	There are clear pathways and benches around the and in the booth. These show where people can walk. Additionally there is plenty of space for people and bags to be around there.
Size:	
Must be to a scale of 1:10 from the original model, therefore he boundaries are 40x40x40cm	All the measurements are correct and are 40by40by40cm.
Nothing should exceed 40cm	Same as above.
Materials:	
Any appropriate materials for the project (toilet paper rolls, cereal boxes, spare pieces of MDF)	I used pieces of used MDF to create my benches and I used other people's paint (with their permission) to paint parts of my model. I used little statues that I found around my house.
Recyclable materials	The MDF for the benches was recycled.
Small enough to fit in the boundaries of 40x40x40cm	Refer to comments in the Size section.

Referring to the table above, my model meets all the specifications that can be related and tested against. This shows that my model was built appropriately and accurately and that it suits my specifications. This shows that my product was a success and was done correctly according to my specifications.

The tourists like my booth- They find it nice and good looking. They like the idea of my booth attractive and they would visit it if they saw it. This is good because they are the target audience. This shows that my product was indeed successful.

Peers and family like my booth- Again, my peers and family find my booth attractive. They like the fact that it is simple and that it uses bright colors. They think that it is a good booth overall and advertises Phnom Penh well. This shows that my product was successful.

Possible Improvements:

Improvement	Why
Adding the name of the places in the pictures. (Applies to both model and final)	This was suggested by the ministry of tourism and it is a valid improvement. This would be beneficial to my product because it would provide tourists with some information on what these places are called and it would help them later for further inquiries into Phnom Penh. It is also a good idea in general because it also advertises certain areas of Phnom Penh.
Adding the Cambodian tourism website. (Applies to both the model and full size display)	This was also suggested by the ministry and is a good idea as well. This will provide tourist with easy contact information. Most airports have Wi-Fi in them, thus, they are able to check out the website easily and find out more if they wish to. This is also smart.
Add some facts or other information about Phnom Penh such as transport. (Applies to both the model and full size display)	This would allow the tourists to see more about Phnom Penh without having to do further inquiries. This is helpful for them because they can decide just by seeing the booth. It may also provide for something more to look at in the booth because my booth is rather simple.
Size of the lotus needs to be bigger. (Applies to model)	The lotus on the model was a little too small that it would not look very good on the full size display. Therefore, it would be better to have a bigger lotus because it would look more impressive and would be a better central attraction. The lotus was small because of the sizes of paper used to create it. These sizes could be made bigger.

Impact if created:

Without improvements: Knowing that my product should be successful, I know that my product would be able to advertise Phnom Penh effectively. The ministry of Tourism liked my Booth and said that it would do well if it were displayed. Knowing this, I can deduce that my product will be able to attract tourists by being in an airport if built full size the way it is. Other tourists like it and therefore would go to it. If tourists do go to my booth it will, hopefully, be able to attract tourists to Phnom Penh, and ultimately help the tourism industry here prosper. With more tourists there would be more money and therefore would be able to develop the industry further to attract more tourists. The impact that my booth will hopefully create would be to attract more tourists to Phnom Penh and advertise Phnom Penh to make sure that it is recognized as a city to visit and not the second worse city in the world. The problem with my booth is that it would not have further information about Phnom Penh that would be able to help the tourists.

With Improvements: With the improvements made, my booth would hopefully be able to do that same as mentioned above: Attract tourists to Phnom Penh and advertise it to hopefully make tourists add Phnom Penh to their desired locations-to-visit. It will do the same as above; however, in this case there would be more information concerning contact and places in Phnom Penh that would make the tourist's life easier in finding the places they wish to visit, and ultimately make it easier for them to plan and find out more about Phnom Penh.