

TASTE OF ASIA

Framework, Not Just Photos

*How I use systems thinking for
content creation.*





01 / 05

What food is actually there?

—— Food in hand. Vendor sign behind it. One frame answers what it is and where to find it.



02 / 05

Which stalls are worth the line?

—— The queue is the proof. A long line communicates popularity before the caption does.



03 / 05

What does it cost?

Keep menu boards and prices in frame. People want to know before they walk up.



04 / 05

Is there anything besides eating?

— Show the experiences that expand the event: dragon dance, live music, and the crowd watching.

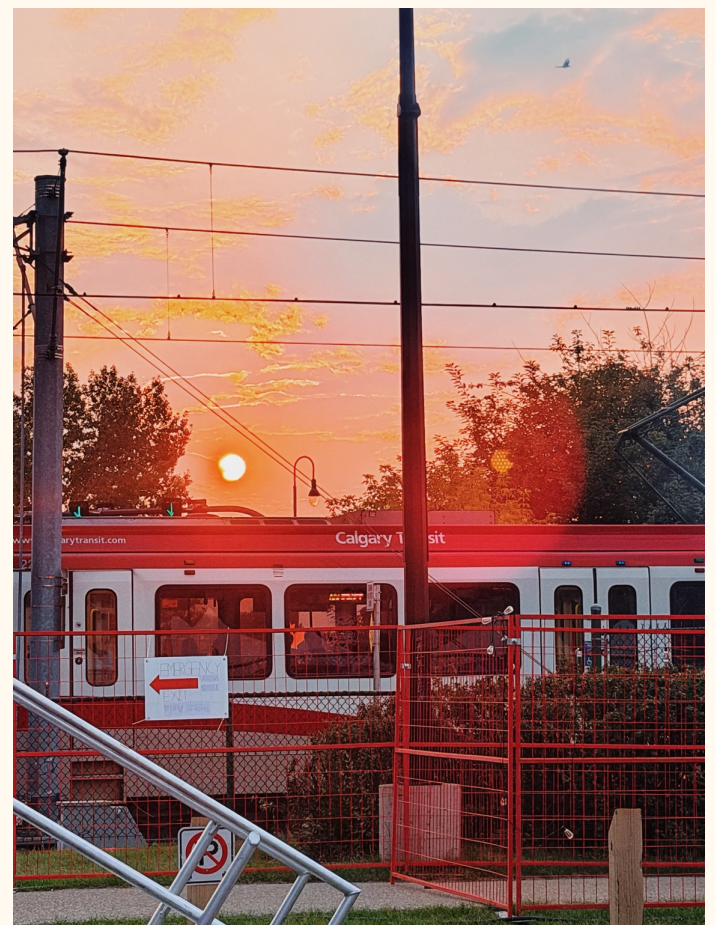


05 / 05

Is it a nice place to just be?

— The atmosphere is part of the product: sunset, stage lights, people, and the last half-hour before dark.

Details that complete the story



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A system the client can reuse.

Five questions. Five shots.

The goal is not just to take better photos. It is to build a repeatable framework the client can execute when I am not in the room.

ONE REPEATABLE CONTENT SYSTEM