



*by.*  
**BROOKE  
YINGYU**

My personal identity represents my design style. The mark is hand-drawn and fluid, but clean and geometric. Playing off of my first two initials, the preposition shows my connection to the designs I create. The muted colors reflect my natural draw towards subtle and timeless elements.

Aa

Montserrat Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Aa

Montserrat Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789



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**BROOKE  
SOCKWELL**  
GRAPHIC DESIGNER

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Tavola is an Italian bistro that serves and offers cooking classes in Italian cuisine. Situated in downtown Austin, Texas, the company's mission is to create an authentic communal Italian cooking experience by teaching timeless traditions and recipes. My approach for this branding system was to combine traditional ingredients and equipment that are vital to Italian cuisine with the communal emphasis of the culture.

Aa

Avenir LT Std 65 Medium  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

**Aa**

**Avenir LT Std 95 Black**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**





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# TAVOLA

## MENU OF SERVICES

### BY COURSE

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|           |       |
|-----------|-------|
| APPETIZER | \$75  |
| ENTREE    | \$85  |
| DESSERT   | \$70  |
| DRINKS    | \$25  |
| ALL       | \$240 |

### BY LEVEL

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|              |      |
|--------------|------|
| KIDS         | \$30 |
| BEGINNER     | \$45 |
| INTERMEDIATE | \$60 |
| ADVANCED     | \$75 |

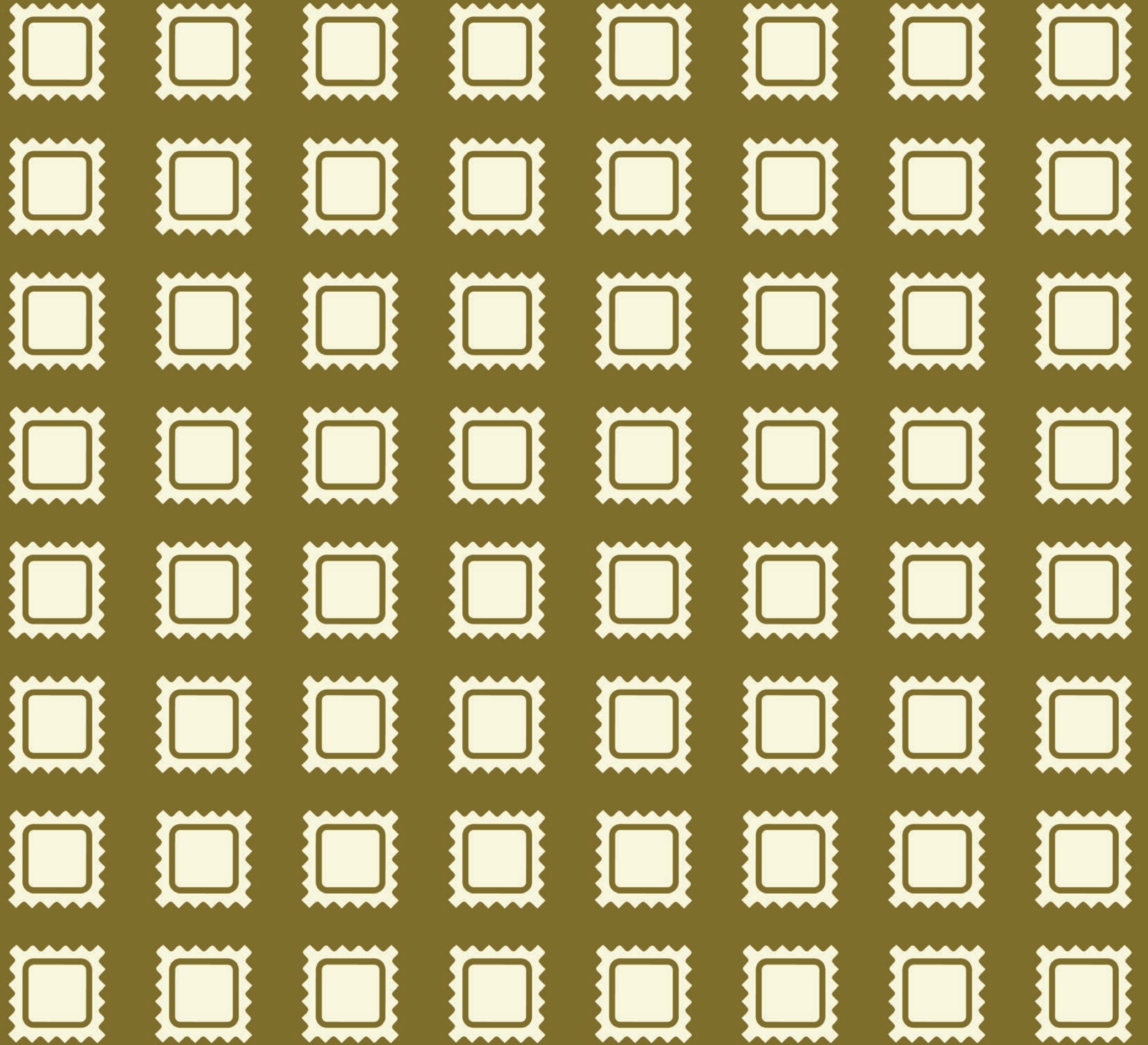
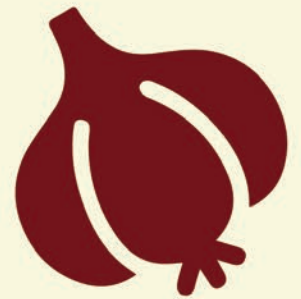
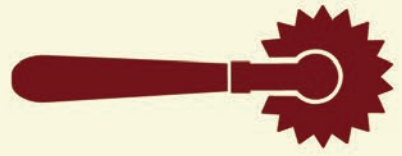
### BY CLASS - PER TABLE

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|                     |             |
|---------------------|-------------|
| PRIVATE             | \$85/PERSON |
| INDIVIDUAL OR GROUP |             |
| INDIVIDUAL          | \$65        |
| COUPLES             | \$130       |
| GROUPS OF 3+        | \$70/PERSON |









TASTE THE TRADITION:  
BRINGING ITALY TO  
YOUR KITCHEN



## LASAGNE ALLA BOLOGNESE

PREP TIME: 30 MIN | COOK TIME: 2 HRS & 30 MIN | SERVINGS: 8

### INSTRUCTIONS

CUT CARROT, CELERY AND ONION INTO SMALL PIECES. SET ASIDE.  
CUT PANCETTA FINELY WITH A SHARP KNIFE OR FOOD PROCESSOR.  
PLACE THE MINCED PANCETTA IN A SAUCEPAN. COOK ON MEDIUM HEAT FOR 5 MINUTES, STIRRING WITH A WOODEN SPOON OCCASIONALLY.  
ADD EXTRA VIRGIN OLIVE OIL AND FINELY CHOPPED VEGETABLES. STIR AND COOK OVER MEDIUM HEAT FOR 5 MINUTES, STIRRING.  
ADD GROUND BEEF. STIR AND COOK FOR 5 MINUTES OVER MEDIUM/HIGH HEAT.  
PUT HEAT ON HIGH AND ADD WHITE WINE. STIR AND LET IT EVAPORATE.  
ADD TOMATO PASTA. COVER WITH LID AND SIMMER OVER LOW HEAT FOR ABOUT 2 HOURS.  
ADD MILK TO Dampen THE ACIDITY OF THE TOMATO.  
SEASON WITH SALT AND PEPPER.



### INGREDIENTS

**FOR BOLOGNESE SAUCE**  
10 OZ GROUND BEEF  
5 OZ OF SLICED PANCETTA  
1 1/4 CUP OF TOMATO PASTA (PUREE)  
1 SMALL CARROT  
1 CELERY STALK  
1 SMALL ONION  
1/2 CUP OF DRY WHITE WINE  
1/2 CUP OF WHOLE MILK  
1 1/2 CUP OF MEAT BROTH  
3 TABLESPOONS OF EXTRA VIRGIN OLIVE OIL  
FINE SALT  
FRESHLY GROUND BLACK PEPPER

**FOR LASAGNA NOODLES**  
1 1/2 CUP OF "00" SOFT WHEAT FLOUR  
1 1/2 CUP OF SEMOLINA FLOUR  
4 EGGS

**FOR BECHAMEL SAUCE**  
2 CUPS OF WHOLE MILK  
3 1/2 TABLESPOONS OF UNSALTED BUTTER  
4 TABLESPOONS OF ALL-PURPOSE FLOUR  
FINE SALT TO TASTE  
FRESHLY GRATED NUTMEG



## PANNA COTTA

PREP TIME: 15 MIN | COOK TIME: 15 MIN | SERVINGS: 4

### INGREDIENTS

**FOR PANNA COTTA**  
2 CUPS OF HEAVY WHIPPING CREAM  
4 3/4 CUP OF GRANULATED SUGAR  
2 TABLESPOONS OF VANILLA EXTRACT  
4 SHEETS OF GELATIN  
OR 2 1/4 TABLESPOONS OF AGAR AGAR POWDER  
3 1/2 TABLESPOONS OF COLD WATER

**FOR RASPBERRY SAUCE**  
9 OZ OF FRESH RASPBERRIES  
4 3/4 CUP OF GRANULATED SUGAR  
JUICE OF 1 LEMON

### INSTRUCTIONS

**FOR PANNA COTTA**  
SOAK GELATIN SHEETS IN A BOWL OF COLD WATER FOR 10-15 MINUTES.  
POUR HEAVY WHIPPING CREAM INTO A SMALL SAUCEPAN.  
ADD VANILLA EXTRACT AND SUGAR TO THE CREAM.  
STIR AND COOK ON LOW HEAT FOR ABOUT 10-15 MINUTES. DO NOT LET MIXTURE BOIL.  
TURN OFF HEAT. POUR CREAM INTO A BOWL.  
DRAIN AND LIGHTLY SQUEEZE GELATIN SHEETS. ADD THEM INTO THE BOWL OF HOT CREAM.  
STIR WITH WHISK UNTIL GELATIN IS COMPLETELY DISSOLVED.  
POUR HOT CREAM INTO GLASSES, CUPS, OR MOLDS. CHILL FOR AT LEAST 6 HOURS IN THE REFRIGERATOR.

**FOR RASPBERRY SAUCE**  
PLACE RASPBERRIES, SUGAR, AND LEMON JUICE IN A FOOD PROCESSOR.  
BLEND RASPBERRIES UNTIL IT IS FAIRLY SMOOTH.  
USE A STRAINER TO STRAIN THE RASPBERRY SAUCE.  
POUR SAUCE INTO A SMALL SAUCEPAN. HEAT OVER VERY LOW HEAT FOR ABOUT 5 MINUTES OR UNTIL THE SUGAR IS DISSOLVED.





Melody Ice Cream is a Colorado-based ice cream brand that serves creamy, artisan ice cream and embraces Colorado's diverse music scene. Using locally sourced ingredients, Melody Ice Cream offers a variety of rich flavors. The labels utilize color and typography to convey each vibrant and inviting flavor.

**Aa**

*Chill Script Regular*

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

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**Aa**

**Avenir Heavy**

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# MANITOU TRAVEL POSTERS

Manitou Springs is a small Colorado town just outside of Colorado Springs. The unique town offers a diversity of events and adventures in the midst of beautiful scenery. Using color and texture, the poster design aims to convey Manitou's vintage yet lively personality. My hope for these posters is that viewers would be intrigued to learn more and feel invited to visit the charming town.

**Aa**

**Mundial DemiBold**

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**Aa**

**Mundial Regular**

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# MANITOU

COLORADO | HISTORIC DOWNTOWN

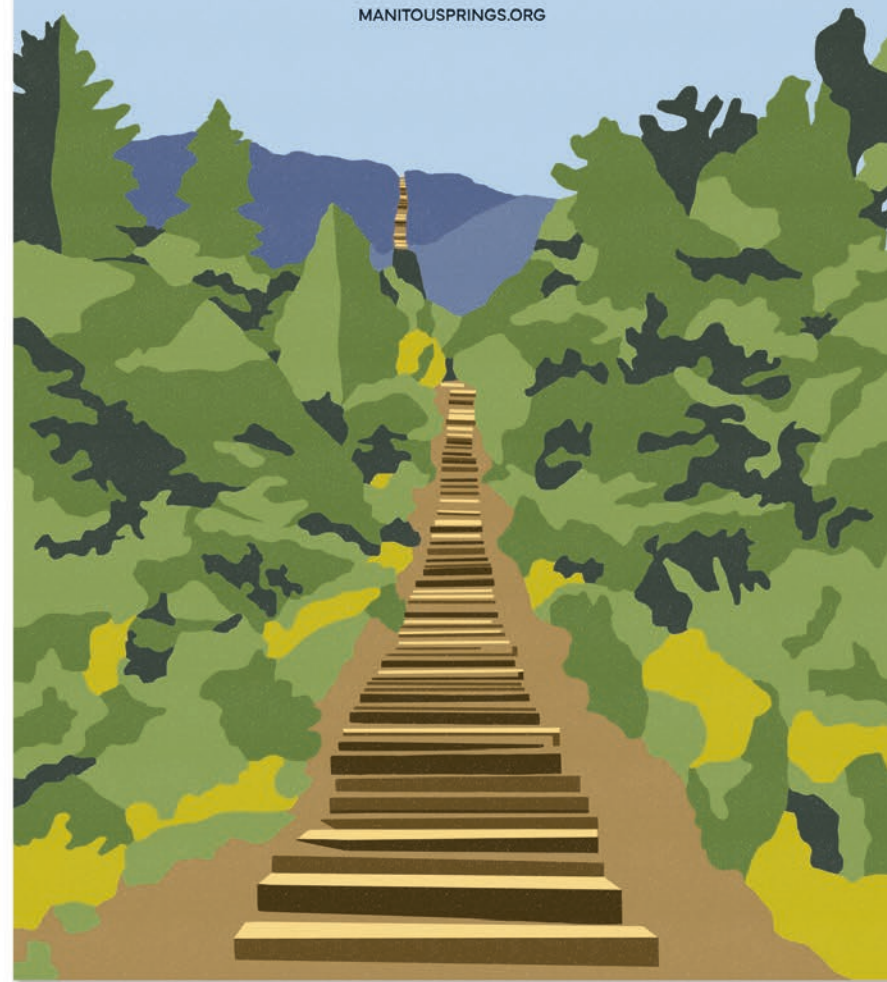


MANITOUSPRINGS.ORG

# MANITOU

COLORADO | INCLINE

MANITOUSPRINGS.ORG



# MANITOU

COLORADO | COG RAILWAY



MANITOUSPRINGS.ORG

# LWB

LWB is a ten-page publication about the international charity Love Without Boundaries. LWB provides healing and hope to orphaned and impoverished children and their communities. This design aims to highlight the worldwide support and love that LWB gives by sharing personal stories and their values.

## Aa

**Bilo Bold**  
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## Aa

**Bilo Regular**  
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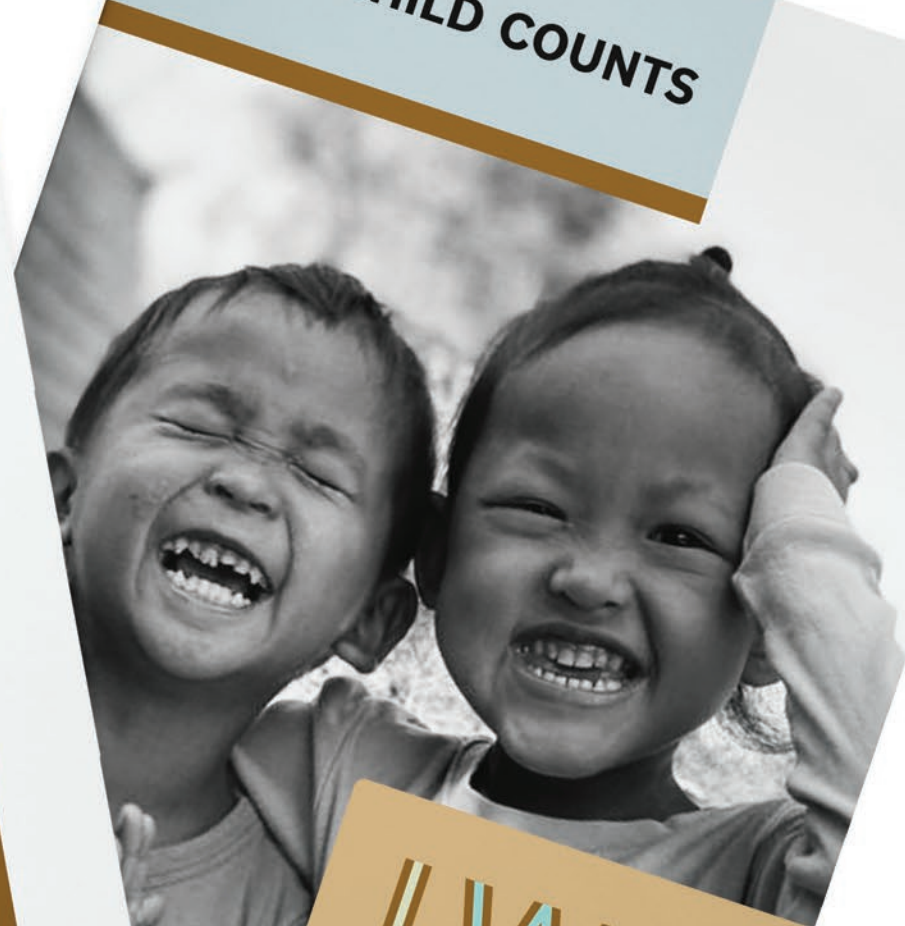


**LW/B**

Love Without Boundaries



**EVERY CHILD COUNTS**



**LW/B**

lwbkids.org  
405-216-5837  
info@lwmail.com

7901 4th St N Ste 8144  
Saint Petersburg, Florida 33702

## FIVE PRINCIPLES OF PERMANENCY



1 Empower the local community to identify children at risk of abandonment, abuse, and neglect, and provide support to strengthen family bonds when possible

2 Search for birth parents separated from children through relinquishment or abandonment, and plan for safe and healthy reunifications

3 Create kinship care plans with extended family members when children cannot be reunited with birth parents

4 Strengthen local foster care systems and encourage domestic adoption for children who are unable to live with biological families

5 Advocate for permanency through international adoption when a domestic placement is improbable







## CHARLEE'S STORY

Two-year-old Charlee was part of our Unity Initiative program in 2022, which provides essential medical care to children in impoverished families. Charlee's father had to drop out of school before junior high to earn money for his struggling family, and his lack of education makes it difficult to support his own child now as well. He works on construction sites carrying heavy bricks, trying his best to provide for his wife and daughter. When little Charlee was born, the family was elated, but their emotions soon turned to deep worry and sorrow when they learned she'd been born with a heart defect they could never afford to repair. Charlee's father told our team, "I plead with you to help my daughter. I want her to grow up healthy, and I feel such guilt that I cannot save her." Charlee underwent her essential operation with LWB in July. As you can see in this sweet photo, she came through surgery with flying colors. We are so grateful to everyone who supports our medical program by standing together with families during their most desperate times.



# TRUCKIN THROUGH AMERICAN STREET FOOD

Truckin Through American Street Food is a historical infographic about American food trucks. The food truck industry has evolved significantly overtime into the trendy, innovative culinary scene people experience today. The hand-drawn illustrations were inspired by the chalk menus found at food trucks. This infographic aims to show the progression of food and technology in this creative industry.

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**Lucida Grande Bold**  
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**Aa**

**Lucida Grande Regular**  
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A HISTORICAL TIMELINE

# TRUCKIN THROUGH AMERICAN STREET FOOD



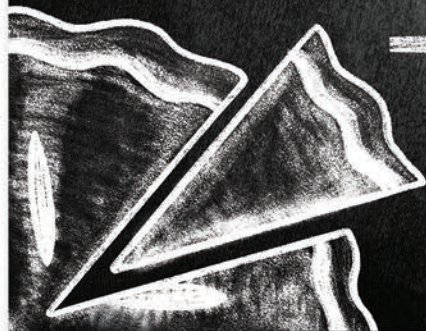
## 1800s

### Chuck Wagon . . . . . 1866

Charles Goodnight invented the first one in Texas. This covered wagon aim to serve cowboys, driving their herds down the cattle trail, by serving beans, cured meat, coffee, biscuits, wood and water.

### Food Stand . . . . . 1872

Walter Scott set up the first one in Providence, Rhode Island. Cutting windows into a covered wagon, Scott parked in front of a local newspaper office and sold pie and coffee to busy journalists.



## 1900s

### Weiner Mobile . . . . . 1936

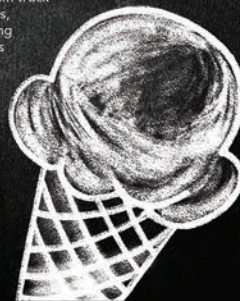
Oscar Mayer presented this as the first portable hot dog cart. It was used as advertisement and toured the United States selling hot dogs at schools, parades, and hospitals.

### Ice Cream Truck . . . . . 1950s

These trucks, or "vans", began traveling to different neighborhoods across America selling ice cream to anyone who came up to the window. Children and adults knew when they were close when they heard the recognizable and fun tunes.

### Taco Truck . . . . . 1974

Raul Martinez converted an old ice cream truck into the first the first one in Los Angeles, California. This taco truck, known as King Taco, was parked outside of an East Los Angeles bar and sold \$70 worth of tacos on its first night.



## 2000s

### Social Media . . . . . Late 2000s

During these years, there was an increase in catering technology, social media, and interest in the food truck industry. The Great Recession resulted in chefs turning to food trucks as they were cheaper to buy, needed less staff, and required no additional training. There was also more flexibility with menu and location.

### Food Truck . . . . . Present

There are currently more than 35,000 food truck businesses with more than 40,000 employees. The industry has been growing at an average of 12.1% each year. California, Texas, and Florida are the current leading states with the most food trucks. They continue to emerge and be enjoyed all over America.



# WEDDINGS SIX FEET APART

Weddings Six Feet Apart is a pair of magazine spreads about the impact that COVID-19 had on couples and businesses in the wedding industry. It was predicted that roughly 2.5 million weddings would take place in 2022 due to dates getting pushed back and a shortage in supplies. I hand-drew the illustrations to achieve an elegant and clear concept. This design conveys the drastic effects and changes that the COVID-19 Pandemic had on wedding planning.

Aa  
Lindsay Signature (Regular)  
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abcdefghijklmnopqrstuvwxyz  
0123456789

Aa  
Mrs. Eaves OT Roman  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
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# Weddings

## SIX FEET APART

WRITTEN BY TAMMY LA GORCE  
ILLUSTRATED BY BROOKE SOCKWELL



IF THE PREDICTIONS PAN  
OUT, THERE WILL BE SOME 2.5  
MILLION WEDDINGS IN 2022—  
THE MOST SINCE 1984—AND  
YET IT'S NEVER BEEN MORE  
DIFFICULT TO PLAN ONE. HERE'S  
WHAT COUPLES SHOULD EXPECT.

**R**est assured, romantics: All the weddings canceled over the last couple of years have found a happy home, and that home is...2022.

Roughly 2.5 million weddings are expected to happen this year, the most since 1984, according to the Wedding Report, a trade group that gathered its data through a survey of vendors and consumers.

A majority of the planned 2022 celebrations are rescheduled events from the last two years. The rest are likely to be dominated by couples who became engaged during the pandemic.

"When people started quarantining, they started prioritizing their relationships more," said Elizabeth Overstreet, a relationship and love coach in Raleigh, N.C. "They had a lot of time to think about, 'Is this the person I want to be with?' The way I would put it is, love has taken precedence in people's lives."

For context, the uptick in weddings this year is substantial but not mind-blowing. Around 2.1 million weddings happened between 2009 and 2019, according to the Centers for Disease Control and Prevention (with a relatively puny 1.3 million happening in 2020 and 1.93 million in 2021, according to the Wedding Report).

For those forging ahead, bottlenecks aplenty could await, especially because the pandemic has spurred challenge after challenge for the multibillion dollar wedding industry. Less clear are the elements that will shift the most, and how couples can get a grip on them.

Shane McMurray, the Wedding Report's founder, has a tip. "If you're going to go through with a wedding in 2022, be patient," he said. And financially flexible, too, because he anticipates that the average cost of a wedding in 2021, around \$22,000, will rise to just under \$25,000.

Tara Melvin, the founder of Perfect Planning Events in Washington, D.C., said the added expense this year can be blamed on inflation and continuing supply chain kinks. "Our vendor partners, especially floral designers, are having a hard time getting things from manufacturers," she said. "Even paper for invitations is hard to come by."

For those same reasons, wedding guests can also plan on increased expenses. In 2019, guests spent an average of \$430 to attend a wedding, according to a study by WeddingWire, a site that tracks trends and operates an online marketplace for the industry. But in 2022, that number is likely trending up. Not just because of all the registry gifts and bridesmaid dresses or other attire people invited to multiple weddings may need to purchase, but also because as fuel costs rise, transportation has gotten more expensive, too.



## "THE LAST TWO YEARS HAVE BEEN SO CHALLENGING. THIS BOOM IS REINVIGORATING."

The higher cash outlay for couples planning weddings is not necessarily an indication that 2022 celebrations will get bigger. Mr. McMurray said guest counts have been diminishing since the mid-2000s, and he expects 75- to 100-person weddings to continue to be most popular.

That doesn't mean huge, extravagant weddings won't happen. Maryam Mudrick and Justine Broughal, the owners of Greater Good Events in Jersey City, N.J., are seeing more couples who want nothing to do with the micro-wedding trend that sprouted in response to the pandemic.

"The reaction this year has been, 'We've waited so long, we want to go big,'" Ms. Broughal said. "People who booked us in 2019 are moving to 2023 if they have to, because they want to keep their initial 200-plus guest count."

Why 2023? Couples may not want to get married on a Tuesday. Because of all the weddings, weekdays may be all that's available at popular locations this year. Leanne Bybee, the founder of Leanne Lane Weddings in San Jose, Calif., said she is helping couples negotiate whether to marry on weekdays or at unpopular hours like 9 p.m. "This is no ding against venues," Ms. Bybee said, "but they're so overrun, people are getting lost in the shuffle."

A recent survey by David's Bridal found that three out of four brides now put securing a venue at the top of their planning to-do list. At Brooklyn Winery, a popular wedding venue in New York, bookings have picked up "aggressively," said its chief revenue officer, Rachel Sackheim. "What we have left on the calendar for this year is scarce," she said. Mostly, that's a relief.

Because of the many obstacles to pulling off a wedding this year, couples are taking greater care with their guest lists, Ms. Bybee said. "People are really focused on their V.I.P.s," she said. The feelings of sincerity guests walk away with probably won't need to be manufactured, planners say, because couples who marry in 2022 will tend to be a grounded, earnest bunch.

Mr. McMurray, of the Wedding Report, also doubts we will encounter more Covid-related reschedules. "I don't see many postponing again," he said. Ms. Melvin has found a silver lining in the reluctance to let pandemic worries rule the day: "Our industry has been very diligent in getting info out there to keep people safe at weddings," she said, whether through vaccine requirements, masking or both. "By now we know what we're doing."