ASTER

ARCHITECTURAL JOINERY

A useful reading and publishing path

Start with the decision

Read the decision brief and research briefing, then inspect the workbook for sources, comparator fit, assumptions, page hypotheses and the proposed 90-day plan.

Read complete examples

The presentation keeps each image beside its full caption. All ten posts also appear on the public demonstration page.

Match the numbered files

Artwork is supplied as PNG exports, captions as editable TXT and research as XLSX. In the ZIP, artwork/post-01.png matches captions/post-01.txt, with caption, hashtags and alternative text.

Keep the evidence boundary

ASTER and its brief are fictional. Images are AI-generated design concepts, not photographs of completed work. Nine public pages support a selected qualitative supplier comparison. Search phrases are hypotheses; market position, demand and business performance are not established.

For an actual client

Confirm business facts, rights, material specifications and approvals. Publishing, website implementation and ongoing management remain separate scopes.