Report

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Content

Lunch

Introduction

There is a lot of different options and design possibilities when designing a recipe book. But finding the perfect style and layout for your particular client and audience can be a challange. Through research, idea development, sketches and experimenting with different design elements I created my design.

INTERPRETATION OF THE TASK:

A few weeks ago I got the assignment to design a recipe book for The enlightment office for eggs and meat. They waned to create a recipe book about eggs and all the easy meals you can make with it. They also wanted to create this book especially targeting student and young adults. This was a big part to take into consideration going into making the design.

Going into this assignment the biggest challange was making a design that would appeal to student and younger adults especially. My initial thought process to solve this problem was to not make a design that would look too fancy and complicated. I thought this would discourage the audience that's looking for something simple.

CONCEPT AND TARGET GROUP:

The biggest target group for this recipe book was students and young adults. Because of this I wanted to create a concept fitting to this age group and their living enviroment. I decided to make a recipe book with an approachable look that didn't look intimidating.

The pages should be easy to navigate and understand, and the recipes quick, simple and delicious. For a student with a lot of studying to do and little time, this recipe book would be a perfect addition to their kitchen.

CREATIVE METHOD:

I always like to start my designing process by looking for inspiration online or in books. Especially with this assignment it was important to research some similar recipe books and look for layout and design ideas. This usually works for getting the ball rolling and the ideas flowing. When I'm happy with my research for the market and inspiration I usually start sketching out some ideas on paper and see how I feel about them.
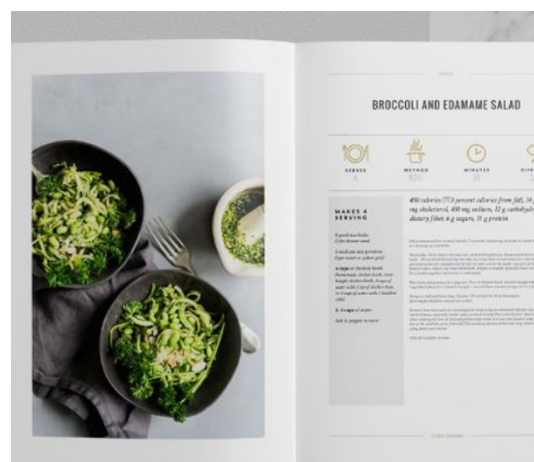
This is the part of my creative process where I experiment with different ideas before seeing what works and putting them together. Sometimes this goes very quick and smooth and other times I have to really dig for the ideas to come together the way I imagened. After this I'm ready to make the design digitally and see it come to life.

A lot of the time when i'm creating the design digitally some changes will be made that didn't fit as well as I thought with everything. This can also be said about using color and finding the perfect balance in the design. It can be a part of the finishing touches and making little details stand out and finishing off the design.

INSPIRATION METHOD:

In the beginning of finding inspiration I used websearch to see different recipe books to gather information about layouts and grids, as well as different designs. I definitely focused on layout the most in the beginning to create the overall layout desing for the recipe book. I used sites like pinterest.com and dribbble to gather more design inspiration for the book.

In addition to doing a websearch, I also sought inspiration from some of my own recipe books that I already owned. I used these to see how they had designed the layout and overall design for their recipe books. The books I looked at were Moms 2 and the Fatting Student recipe book that is also created especially for students on a budget. I found some inspiration from these, but mostly for the layout.

ANALYSIS:

Researching the market I found a lot of recipe books specifically targeting students. I found that all the books I saw had a very warm and approachable front cover and overall look, something I wanted to create in my design as well. Another thing I realized was that almost all the books offered some of the same things. The different recipe books focused on presenting the book and it's recipes as quick, easy and cheap. All of these options are very important and tempting for students.
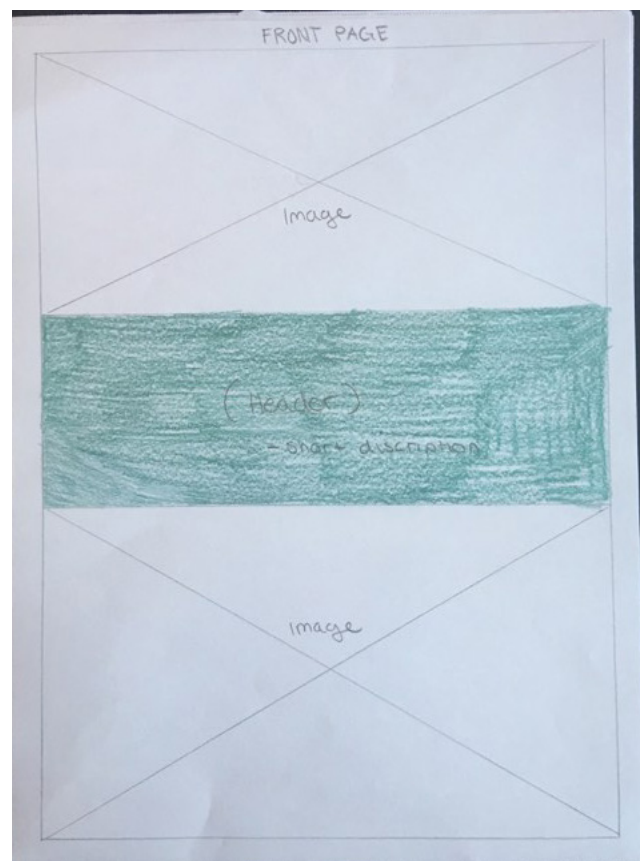
This was also something I found in my own recipe book for students, which is filled with over 20 week menus that are cheap and affordable for students. Having this in mind and after finishing my research of the similar market, I continued on with starting my sketching process.
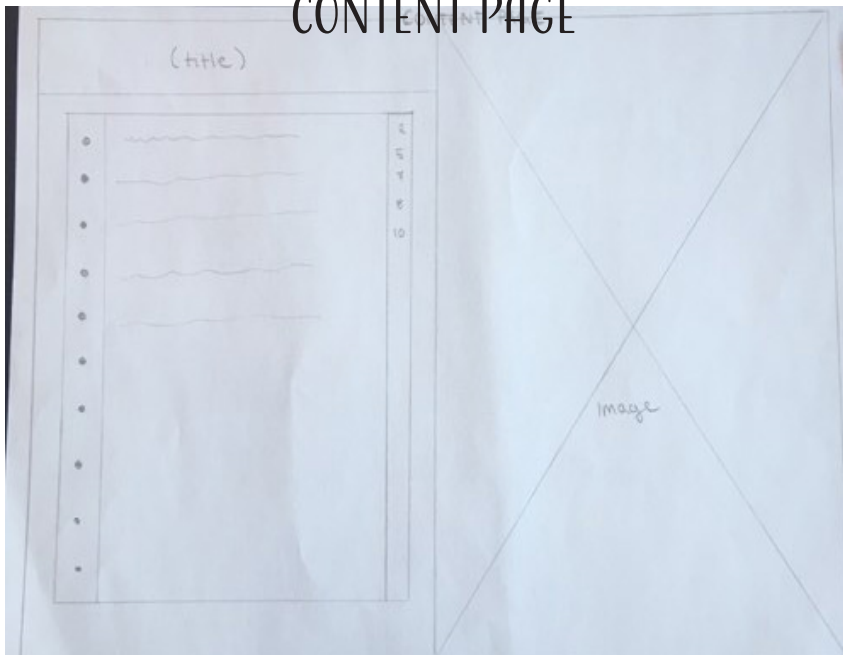
SKETCHES

When starting sketching out the layout for the pages of the recipe book I did some rough sketches. These sketches are messy and the beginning phase of the layout ideas for the design. When I was making these I was experimenting with the different layout options for text and images and found a solution I thought would fit well with the design.

After creating the rough sketches, I sketched out some better layout designs with clear lines and a better representation of the overall idea of the layout. I created the image and text boxes to represent where these would fill the different pages in the recipe book. As you can see I started using color on the sketches to better show the design concept, but the colour I used didn't really represent the green/grey colour I had in mind for the design. Therefor I decided to keep the rest of the sketches as they were and use the colour when starting the digital process.

FRONT COVER PAGE LAYOUT

CONTENT PAGE

(title)

PREFACE PAGE

(text)
Header

Image

Image

Image

(text)
about eggs

INFO PAGE

(text)
Header   (About eggs)

(text)
Company
Info

(text)
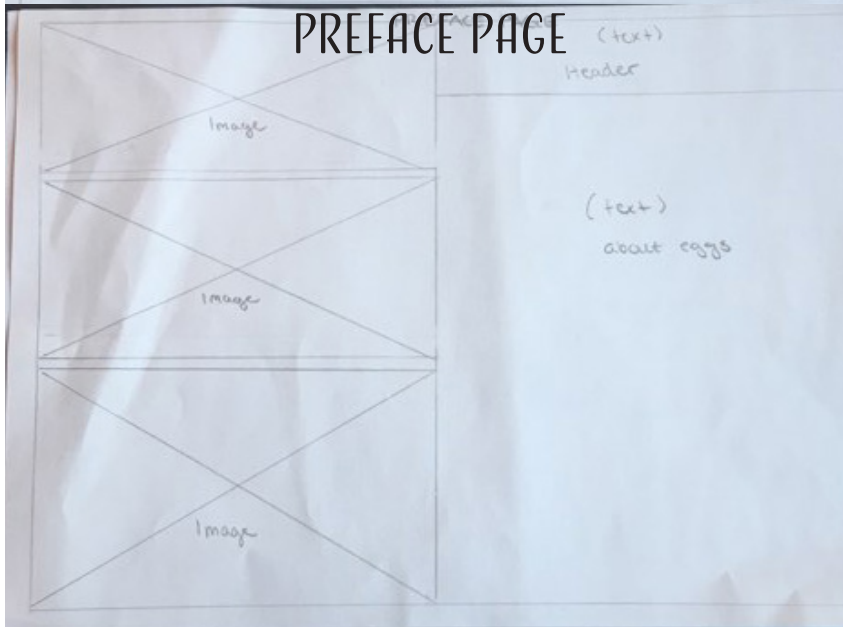List of all ways
to cook eggs

Image

DIFFERENT LAYOUT IDEAS:

Here you can see some of the clean sketches I made after the initial sketching session. As you can see I tried to make the different layouts interesting throughout the booklet.
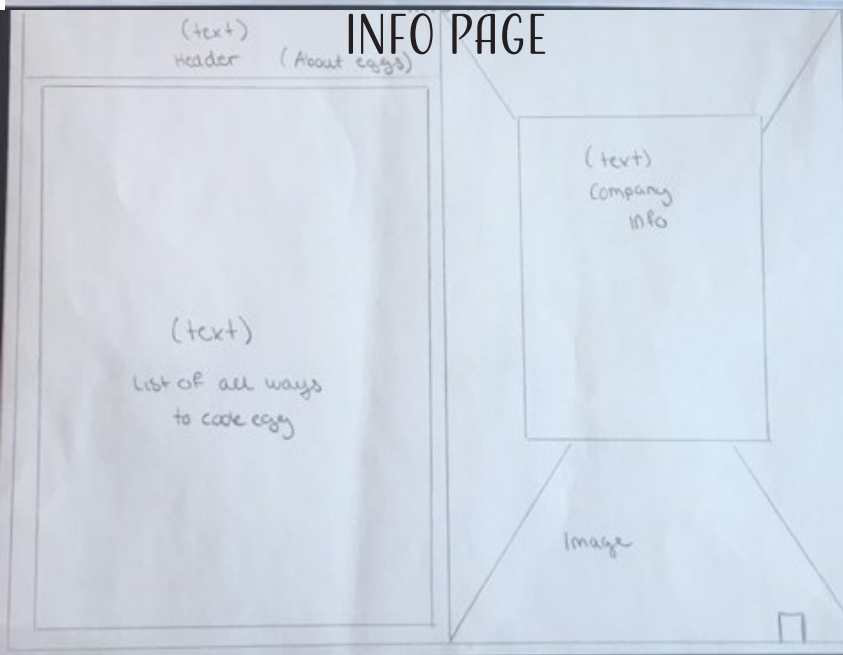
After I started designing the recipe book digitally, I ended up changing the layout of some of the pages a little bit from my initial ideas.

I think the end result turned out better with more variety and interesting pages all together. I played around with the images and text placements, making each page different but still connected to each other.

Moodboard

MANHATTAN

DE VALENCIA

Vienna

the Year of Cozy

Script Fonts

Design

TYPOGRAPHY:

I wanted to create a design that was simple and a little minimalistic, but still appeal to young adults going through the bookstore. From the start of my design process I wanted to use a font with some cursive with letters that would flow together. Having this in mind I decided to use the font «Parkside» for the front cover of the recipe book. I think this is a font that's very appealing, interesting and catches the attention of the audience. On the inside of the recipe book I used a very similar font called «Eds Market main scripts» for all the main headings inside the book.

To create some contrast and borders in the pages I used the font «Adorns condensed Sans» for the sub titles on the pages. I really liked the contrast of these fonts together and the differences they brought as well. To finish of the text in the book I decided to keep the informative text simple and easy to read with the «minion pro» font.

COLOUR:

I chose to use a suddle shade of green as my main colour in the design. I felt that the colour fit very well in the book and created a balanced look with the images I chose, creating harmony and a simple feel to the overall look of the design. After looking at the overall design with the elements of green, I felt it needed something more that would spice up the design a little more. I decided to add some small drops of yellow in some of the elements, making them pop in the design.
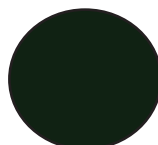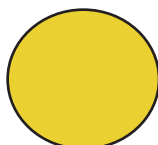
This gave the design some good contrast and created a new energy with some fun elements to it as well. This also made the design come to life and made the reading of the page more interesting when some of the elements stood out from the rest as well.

Parkside

ADORNS CONDENSED SANS

Eds market main script

Minion Pro

COMPOSITION/LAYOUT:

For the composition of my design I wanted to keep the recipe pages simple with some nice elemtents. It was important that the overall look was clean and straightforwardly so the information is easy to read and get to.

For the overall design of the recipe book I wanted to create a layout that had different versions of itself, but still felt connected to all of them. This was a part of making the pages more interesting when looked at, as well as creating a nice dynamic and balance in the overall layout design.

Another thing that was important to make work in the layout design was how the images, text would be balanced together with the different colours and elements. This was a big part of the reason you can see changes from the layout sketches to the finished design. As I was creating the layout, some of the sketched pages didn't work with the balance of the rest of the design. When I noticed this I decided to change some of the page layouts to a better version.

RESOURCES

Inspiration:
www.template.net
www.acozykitchen.com
www.creativemarket.com
www.pinterest.com

Cookbooks I used for inspo at home:
https://shop.mums.no/
https://www.instagram.com/fattig.student/?hl=nb (av Karen Helene Thorsen)