

Recipe Redesign part 2

THE FAMILY RECIPE

STEP 1

Choose a Recipe that means a lot to you or your family.

This can be one that has been passed down through your family generation to generation, one that has cultural importance to your family's heritage, or a dish that a loved one makes you for your birthday every year. What is important is that you can tell a STORY about why it's important to you!

Talk to your mom or dad or grandma and see if you can get a copy of the recipe! Take a picture of their recipe book, have them write it down for you, or have them tell you and record it!

Type it out with minimum formatting in a word document or a google doc. It is important to do this step fairly early so that you know the length of your ingredients list and method and therefore the amount of space you will need to afford each element in your layout.

STEP 2

Write an Introduction to your recipe.

Read some cookbooks to get some examples. Write a story about why this recipe is important to you. Make it personal. Do you have any tips or ideas for the recipe that don't really fit anywhere else? You could include them here.

Again – get this done soon so that you know how much space to afford it in your layout.

STEP 3

Get a Photo of your dish.

This can be one that you get from the internet if you want but make sure it is large enough (remember effective dpi!) and remember that this is the easiest, and therefore probably the least accurate or meaningful (to you) way of accomplishing this aspect of the assignment.

What would be better is if you took the picture yourself!

Check out this link to a You Tube tutorial for good tips and tricks:

<https://www.youtube.com/watch?v=VUo99XRozoQ>

Spend a few more minutes to check out some other videos. You can learn a lot in a few minutes!

STEP 4

In your sketchbook draw some quick rough drafts for what your layouts could look like.

- Do these quick. Get basic dimensions. Don't use a ruler. Use maybe a quarter of a page for each one.
- Try out different numbers of columns (I recommend starting with 6 or 9)
- Include the gutter and margins.
- Use different colours to clarify your drawing maybe?
- Use sample cookbooks to get ideas for how elements are usually organized (they are usually organized in a particular way for a reason! – this is a study of Visual Hierarchy!)
- Use boxes to identify different components.
- Make sure you are paying attention to your vertical and horizontal alignment.
- Assess each one and try to correct potential problems and refine on the next one. In this way each subsequent rough draft could be neater, more accurate and take more time (but not too much time!)

STEP 5

Create an Indesign document.

Once you have a solid plan (talk to your teacher to get a second opinion) in your sketchbook.

- The dimensions are up to you. Maybe measure a sample cookbook that you have been referencing?
- Format the template with the appropriate number of columns, appropriate margins etc...
- Place all your elements.
- Don't worry too much about formatting yet.
- Don't forget to check your image's effective ppi.

STEP 6

Develop your Visual Hierarchy.

- Technically you have already started this by placing your elements in your layout but we have more work to do.

- Choose Font(s) one and maybe a second just for your title. Make sure they are legible and work well together. Don't choose two that are too alike but make sure they don't look ridiculous together either!
- Decide on a descending order of Font size. One for your title, a smaller one for your sub-headings and the smallest one (11 or 12 point font?) for your body text.
- Choose a colour scheme. Maybe you take colours from your photo? Choose two or three. They should be *analogous* or *harmonious* although you can choose a *near-compliment* (look it up) in order to create emphasis. Don't go crazy and poop rainbows all over your design!
- Other formatting decisions can be made here as well. DO you use bold or italics? Bullet points or numbering? Do you manipulate indentation?

STEP 7

What else ya got?

Any other design elements you want to include? Make it personal make it cool. There is no way that a piece of design can be encapsulated by a two-page project sheet. How can you push this? How can you extend it? How can you make your work special or unique?

STEP 8

Export to PDF.

- I would uncheck "Include all printers marks" in the *output* tab.
- Make sure you check "export as spread"
- Refer to the Indesign Manual available on our handy website for technical instructions on how to export or how to do anything fancy in Indesign.