

♡♡ Journal ♡♡

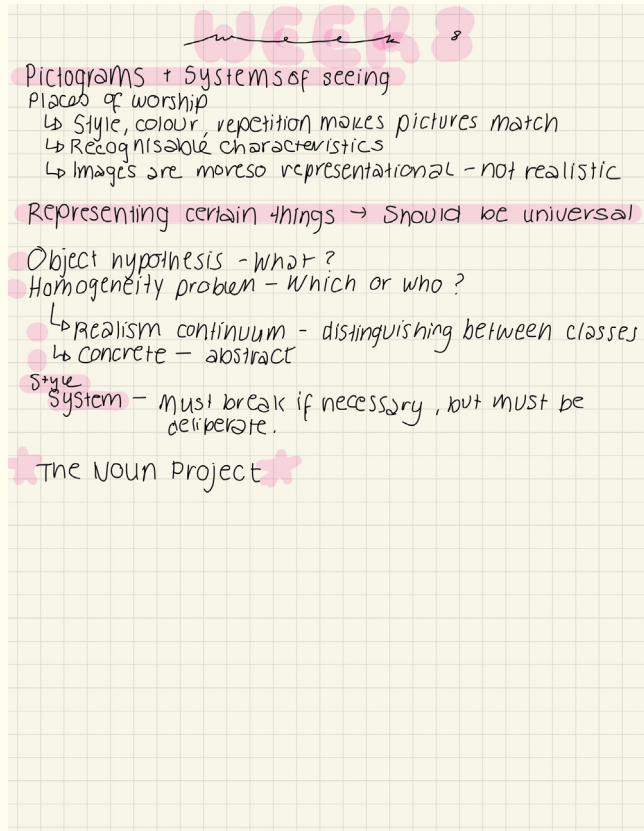
Blanche Deards

10534719

(not responsible for dessert cravings after viewing this journal)

 Week Eight
Brainstorm

Lecture Notes



In terms of my project, I need to ensure the pictures match, following a distinct colour palette.

Pictures must be understandable and universal.

I would like my images to be closer to concrete so that the pictures are understandable.

Brainstorm

Project 2

Influences on your Life (content)

Favourite movies / tv shows / books
 Milestones / life events? ↳ throughout time
 ↳ Different phases / fixations

Profession/field of someone you know (reference)

dad: plumber, salesperson
 mum: maid, childcare, cleaner
 me: retail, cinemas, art gallery

Aspect of their vocation you have chosen to apply to your 'map'

Visual language + form/s

Cinemas → 'Now showing' + times
 → Tickets

Why?

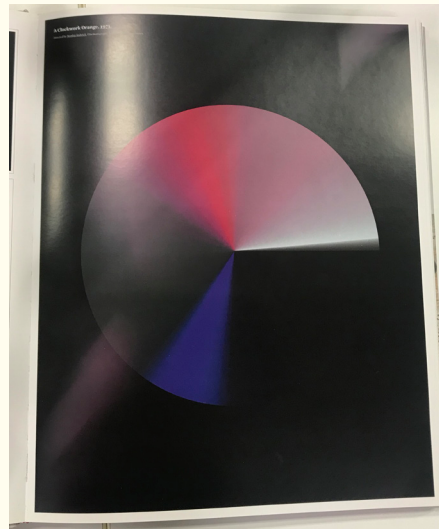


Film Idea



Alan Woo -
Creates artwork
based on films,
analysing the
colour and mood of
each scene.

A Clockwork Orange



Pretty in Pink

Bourquin, N., Ehmann,
S., Klanten, R. & Tissot,
T. (Eds.). 2008.

*Data flow visualising
information in graphic
design.* Gestalten.

Week Nine
Cookbook Idea

Lecture Notes

Week 9

Wednesday, 12 October 2022 9:36 am

Micro and Macro

Micro

Johnson Gill Sans

1. Shape
2. Association
3. Classification - History

Certain elements in typography help viewers read better - sans serif vs serif, depending on what the viewer prefers

Connotations and denotations

Macro

The golden section

Proportion of $1:(\sqrt{5} \text{ square})/2$

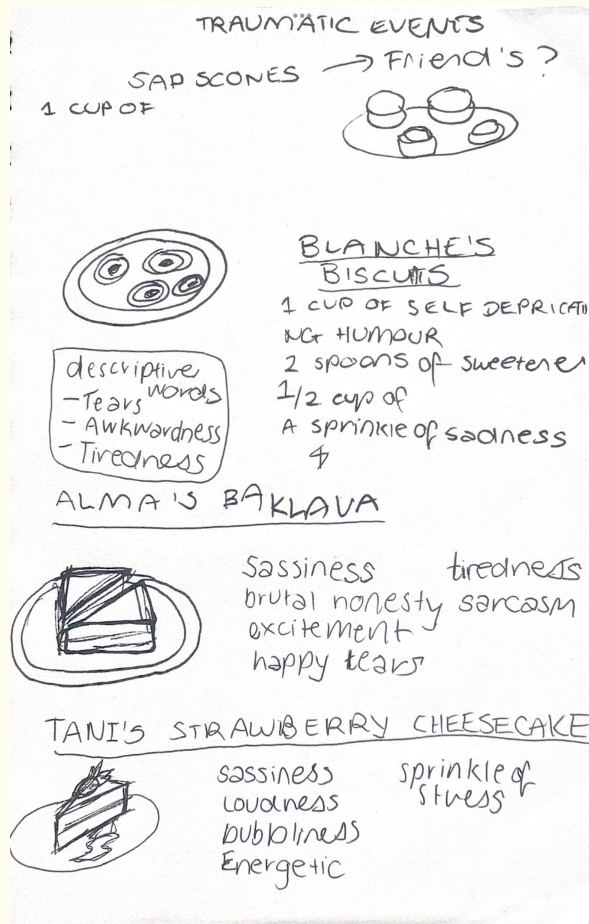
Horizon lines - a bit more above which is pleasing to the eyes

The Grid System - website for grid assets

For my new idea -

I want to either use a serif font, or a handdrawn font, to create the illusion of the cookbook being old, and handmade. However, I must ensure that the handdrawn font is readable.

I must use a grid, to ensure everything is evenly placed, as cookbooks usually follow a grid system.



New Idea

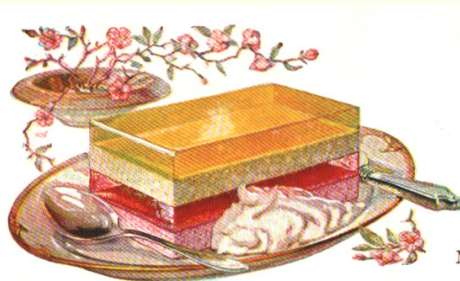
Ingredients list, but instead personality traits of my friends.

Handdrawn illustrations, like in old cookbooks.

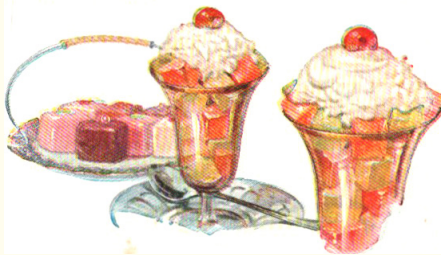


Free vintage illustrations. (n.d.). *Jello 1919 vintage ad 1*. <https://freevintageillustrations.com/jello-1919-vintage-ad-1/>

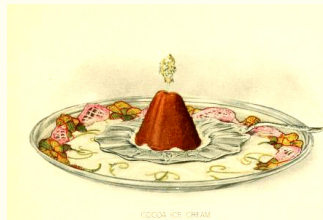
illustrations inspiration



Free vintage illustrations. (n.d.). *Vintage jello cookbook neapolitan jello dessert*. <https://freevintageillustrations.com/vintage-jello-cookbook-neapolitan-jello-dessert-2/>



Free vintage illustrations. (n.d.). *Vintage jello cookbook jello cube dessert*. <https://freevintageillustrations.com/vintage-jello-cookbook-jello-cube-dessert-2/>



Free vintage illustrations. (n.d.). *Chocolate ice cream dessert illustrations early 20th century public domain*. <https://freevintageillustrations.com/chocolate-ice-cream-des->



Free vintage illustrations. (n.d.). *Chocolate cream pie dessert illustrations early 20th century public domain*. <https://freevintageillustrations.com/chocolate-cream-pie-dessert-illustrations-early-20th-century-public-domain/>



Free vintage illustrations. (n.d.). *Chocolate trifle dessert illustrations early 20th century public domain*. [https://freevintageillustrations.com/chocolate-trifle-des-](https://freevintageillustrations.com/chocolate-trifle-dessert-illustrations-early-20th-century-public-domain/)

layout inspiration

COFFEE CAKE, BUNS AND BREADS

Quick Coffee Cake

2 cups flour
2 tablespoons sugar
1 cup milk
1/2 cup shortening
1/2 cup brown sugar
1/2 cup raisins
1/2 cup nuts

Sift dry ingredients into bowl; add melted shortening and sugar; mix well. Add milk and spread one-half inch thick in greased pan; add top mixture. Bake about thirty minutes in moderate oven at 400° F.

Top Mixture

1/2 cup shortening
1/2 cup brown sugar
1/2 cup raisins
1/2 cup nuts

Mix dry ingredients rub in shortening and spread thickly over top of dough before baking.

Makes one nine-inch coffee cake.

Fruit Bread

1 cup prunes, figs or dates
2 1/2 cups Graham flour
1/2 cup sugar
1/2 cup milk
1/2 cup shortening
1/2 cup raisins
1/2 cup nuts

Stone and chop fruit (prunes can be soaked several hours and drained or used right after washing thoroughly). Mix Graham flour with the wheat flour, sugar, salt and baking powder which have been sifted together; add milk to make soft dough and knead well; add fruit and shortening. Put into greased loaf pan; allow to stand twenty to twenty-five minutes in warm place. Bake in moderate oven at 425° F. one hour.

Makes one large loaf.

Corn Bread

1 cup corn meal
1/2 cup sugar
1/2 cup milk
1/2 cup shortening
1/2 cup raisins
1/2 cup nuts

Sift together corn meal, flour, baking powder, sugar and salt. Add shortening and beat until light and thoroughly mixed. Pour into greased shallow pan. Bake in hot oven at 425° F. about twenty-five minutes.

Makes one sheet eight inches square.

Royal Philadelphia Cinnamon Buns

3 cups flour
2 tablespoons sugar
1/2 cup milk
1/2 cup shortening
1/2 cup brown sugar
1/2 cup raisins
1/2 cup nuts

Sift two tablespoons sugar with flour, salt and baking powder; rub shortening into flour; add milk and water and add slowly. Roll out one-fourth inch thick on floured board; brush with softened butter; sprinkle thickly with brown sugar, cinnamon and raisins. Roll as for jelly roll. Have prepared six tablespoons butter creamed with six tablespoons brown sugar; spread this mixture on bottom and sides of roll taking pan, or if this cannot be obtained use one slice with oil. Cut dough into one and one-half inch pieces and place with cut edges up on pan. Allow to stand about fifteen minutes and bake in hot oven at 425° F. twenty-five minutes. Remove from pan at once, turning upside down to serve.

Makes eight large buns.

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CHEESE STRAWS, BREAD AND ROLLS

Peanut Butter Bread

2 cups flour
1/2 cup sugar
1/2 cup peanut butter
1/2 cup milk
1/2 cup shortening
1/2 cup brown sugar
1/2 cup raisins
1/2 cup nuts

Sift flour, Royal Baking Powder, salt and sugar together into bowl; add peanut butter and mix in as for biscuits. Add milk and knead thoroughly; put into one large or two small greased loaves and place between two sheets of baking paper in moderate oven at 350° F. about one hour.

Makes two small or one large loaf.

Cheese Straws

1 cup grated American cheese
1/2 cup flour
1/2 cup shortening
1/2 cup milk
1/2 cup brown sugar
1/2 cup raisins
1/2 cup nuts

Mix together cheese, flour, baking powder, salt, cayenne pepper and paprika; add beaten egg and milk; add milk enough to make a soft dough. Roll out one-half inch thick on floured board; cut into strips five inches long and one-fourth inch wide. Bake in hot oven at 450° F. ten minutes.

Makes thirty Cheese Straws.

Nut and Raisin Rolls

2 1/2 cups flour
1/2 cup sugar
1/2 cup milk
1/2 cup shortening
1/2 cup brown sugar
1/2 cup raisins
1/2 cup nuts

Sift first four ingredients together. Add shortening and beaten egg to milk and add to dry ingredients, mixing well. Turn out on floured board and knead lightly. Roll out very thin. Spread with softened butter and sprinkle with raisins, chopped nuts and small amount of granulated sugar. Cut into about four-inch squares. Roll up each as for jelly roll. Press edges together. Brush over with milk of egg mixed with a little cold water and sprinkle about fifteen minutes. Bake in moderate oven at 400° F. about twenty-five minutes.

Makes eighteen rolls.

Luncheon Rolls

4 cups flour
1/2 cup sugar
1/2 cup milk
1/2 cup shortening
1/2 cup brown sugar
1/2 cup raisins
1/2 cup nuts

Sift dry ingredients; rub in shortening; add milk and mix to smooth dough may be handled on floured board. Spread dough evenly a few times to separate layers. Divide into small pieces; form each by hand into short, rather thick tapering roll; place on greased pan and allow to stand in warm place fifteen minutes. Brush with milk. Bake in hot oven at 450° F. about twenty minutes. When finished brush with melted butter; add a mixture of ketchup and brown sugar. If a glazed finish is desired, brush from front with milk. Each roll of dough which has been mixed with a little water. These rolls make excellent sandwiches, used for fillings and may be made with raisins, sliced or chopped ham, chopped seasoned cucumbers, or egg and mayonnaise with very little chopped onion and parsley.

Makes twelve rolls.

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VARIATIONS OF THE BISCUIT DOUGH

Individual Chicken Shortcakes

2 cups flour
2 tablespoons Royal Baking Powder
1/2 cup sugar
1/2 cup milk
1/2 cup shortening
1/2 cup brown sugar
1/2 cup raisins
1/2 cup nuts

Sift together flour, baking powder and salt. Add shortening and mix in thoroughly with back fork. Add egg and sufficient water to make soft dough. Cut with any large biscuit cutter which has been dipped in flour or half fill greased muffin rings which have been placed on baking pan and bake in hot oven at 475° F. ten to twelve minutes.

These shortcakes split and either buttered or not, as desired. Served with hot creamed chicken or mushrooms make a delicious dinner.

If one tablespoon sugar is added with the dry ingredients, these shortcakes can also be used with any fruit desired.

Makes six shortcakes.

Orange Biscuit

2 cups flour
2 tablespoons sugar
1/2 cup milk
1/2 cup shortening
1/2 cup brown sugar
1/2 cup raisins
1/2 cup nuts

Sift dry ingredients add shortening and mix in with fork. Add liquid slowly to make soft dough; roll out on floured board; cut or pat to one-half inch thick. Roll out with small biscuit cutter and put on greased pan. Press gently into center of each biscuit a leaf of orange which has been dipped well in orange juice. Grate a little orange rind on each and bake in hot oven at 475° F. about fifteen minutes.

Makes fifteen biscuits.

Brown or Maple Sugar Biscuit

2 cups flour
2 tablespoons sugar
1/2 cup milk
1/2 cup shortening
1/2 cup brown sugar
1/2 cup raisins
1/2 cup nuts

Sift dry ingredients into bowl; mix in shortening; add milk to make soft dough. Roll out on floured board; cut with small biscuit cutter. Sprinkle with softened butter and thickly with brown or maple sugar. Bake in moderate oven at 400° F. for fifteen minutes.

Makes sixteen biscuits.

Sandwich or Picnic Biscuit

2 cups flour
2 tablespoons Royal Baking Powder
1/2 cup sugar
1/2 cup milk
1/2 cup shortening
1/2 cup brown sugar
1/2 cup raisins
1/2 cup nuts

Sift together flour, baking powder and salt. Add shortening and mix in thoroughly with back fork. Add liquid slowly to make soft dough. Roll dough to one-fourth inch thick; cut with small biscuit cutter. Spread half round with creamed butter and thickly with chopped ham or other meat; cover with remaining mixture. Press gently into center of each biscuit a leaf of orange which has been dipped well in orange juice. Bake in hot oven at 475° F. for ten to twelve minutes.

Makes fourteen sandwiches.

Scones

2 cups flour
2 tablespoons Royal Baking Powder
1/2 cup sugar
1/2 cup milk
1/2 cup shortening
1/2 cup brown sugar
1/2 cup raisins
1/2 cup nuts

Sift dry ingredients; add shortening and mix in with back fork. Add liquid slowly to make soft dough. Roll out on floured board; shape into round; cut each round in right angles to right angles four parts, making them three-cornered; brush with milk; sprinkle with sugar. Bake in moderate oven at 400° F. about twenty-five minutes.

For fruit scones add 1 cup raisins or currants before the liquid.

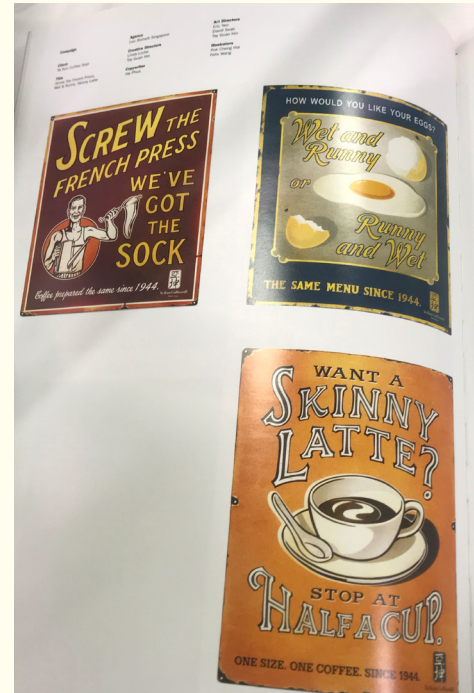
Makes twelve scones.

31

<https://www.pinterest.com.au/pin/490822059395567578/>

<https://www.pinterest.com.au/pin/524036106638648167/>

<https://www.pinterest.com.au/pin/55872851609817396/>



Bridge, A., Lynch, M. & Shaw, K. (2002).
The work. Campaign Brief.

layout inspiration



Rowe, J. (1988). *The Australian women's weekly*. An Australian Consolidated Press.



layout inspiration

layout inspiration



Rowe, J. (1988). *The Australian women's weekly*. An Australian Consolidated

TASTY PASTRY

Pampas

Chicken Tabouli parcels all wrapped up

INGREDIENTS: 4 small chicken breast fillets 1 cup prepared tabouli dressing 1 cup ground lamb 1/2 cup ground black pepper 1/2 cup olive oil 1/2 cup onion 1/2 cup tomato 1/2 cup cucumber 1/2 cup parsley 1/2 cup mint 1/2 cup dill 1/2 cup coriander 1/2 cup fennel 1/2 cup basil 1/2 cup oregano 1/2 cup thyme 1/2 cup rosemary 1/2 cup sage 1/2 cup bay leaves 1/2 cup marjoram 1/2 cup tarragon 1/2 cup chives 1/2 cup dill 1/2 cup coriander 1/2 cup fennel 1/2 cup basil 1/2 cup oregano 1/2 cup thyme 1/2 cup rosemary 1/2 cup sage 1/2 cup bay leaves 1/2 cup marjoram 1/2 cup tarragon 1/2 cup chives

Chicken Tabouli:

INGREDIENTS: 4 small chicken breast fillets 1 cup prepared tabouli dressing 1 cup ground lamb 1/2 cup ground black pepper 1/2 cup olive oil 1/2 cup onion 1/2 cup tomato 1/2 cup cucumber 1/2 cup parsley 1/2 cup mint 1/2 cup dill 1/2 cup coriander 1/2 cup fennel 1/2 cup basil 1/2 cup oregano 1/2 cup thyme 1/2 cup rosemary 1/2 cup sage 1/2 cup bay leaves 1/2 cup marjoram 1/2 cup tarragon 1/2 cup chives

1. Cut chicken into 1/2 inch cubes and place in a bowl with onion, tomato, cucumber, parsley, mint, dill, coriander, fennel, basil, oregano, thyme, rosemary, sage, bay leaves, marjoram, tarragon, chives, and ground lamb. Mix well.

2. Cut the parsley leaves in half lengthwise and use to line a large bowl. Place lamb over ground lamb lightly with oil.

3. Place 1/2 of chicken mixture on paper plate. Tossing 1/2 of mixture with dressing. Place mixture and gently press together to form a parcel. Coat with olive oil and ground lamb.

4. Broil chicken parcel lightly with oil, place on a lightly greased baking tray. Bake at 200°C for 15-20 minutes or until golden brown. Serve immediately with tabouli and/or salad.

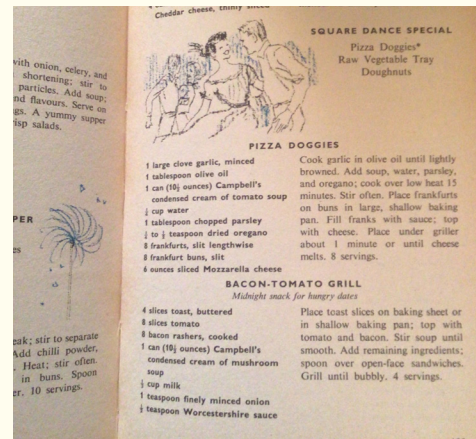
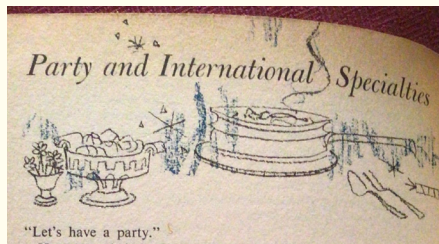
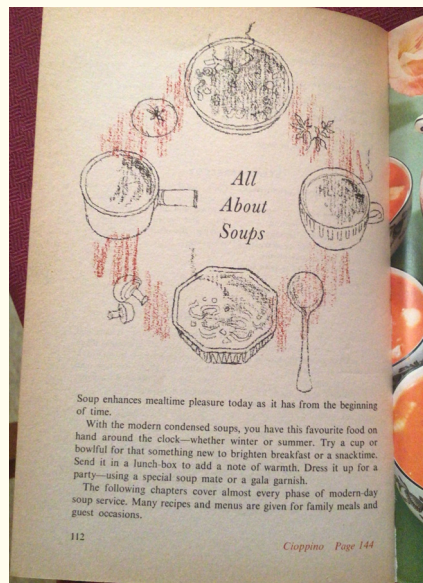
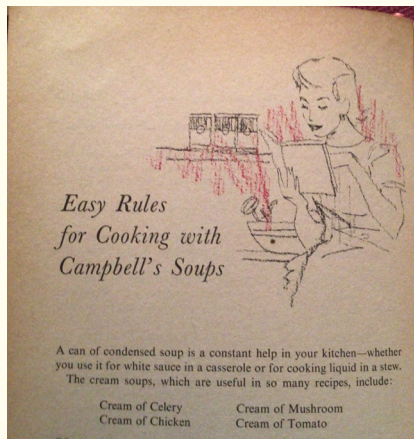
Don't forget to use a meat thermometer to check the temperature of the meat.

Ing...
a qu...
ne...
Au...



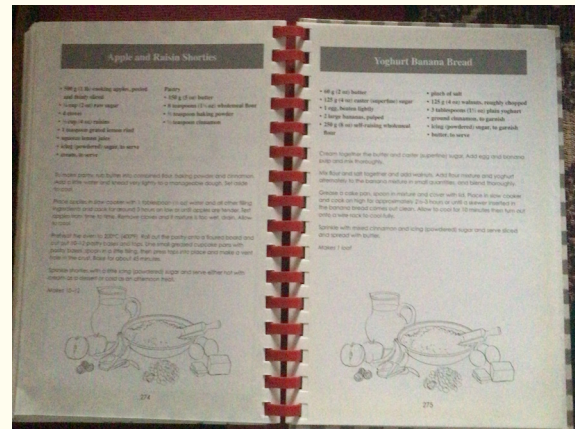
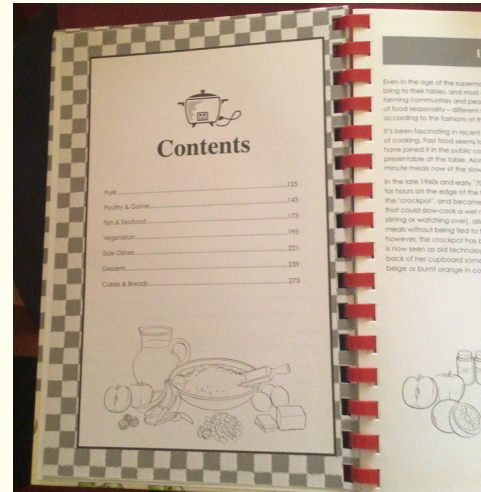
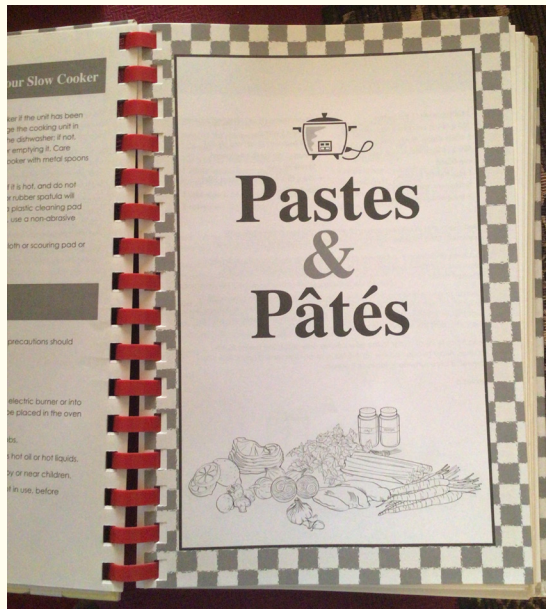
cookbook inspiration

Campbell (n.d). *Campbell's treasury of recipes.*
Southern Cross International Pty. Limited.



cookbook inspiration

Carroll, R. (2010). *Everyday slow cooker recipes*.
Hinkler Books.





**inspiration for
kitchenware**



Recipe #1

Brownie



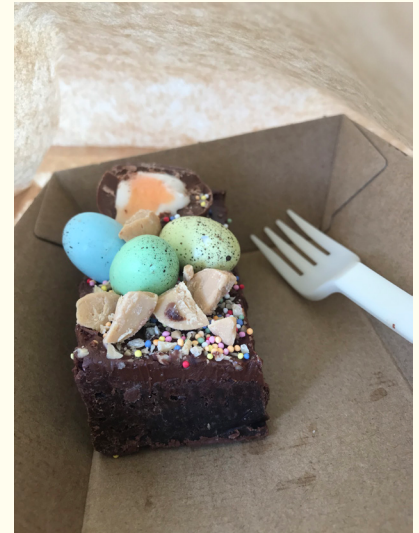
Rege, L. (2022). *Cheesecake-swirled Ghiradelli Brownies*. Delish. <https://www.delish.com/cooking/recipe-ideas/a39951637/ghirardelli-brownie-mix-recipe/>



Tara teaspoon. (n.d). *The best frosting for brownies*. <https://tarateaspoon.com/the-best-frosting-for-brownies/>



Taste. (n.d). *Rich chocolate brownie with vanilla bean ice-cream*. <https://www.taste.com.au/recipes/rich-chocolate-brownie-vanilla-bean-ice-cream/3b794e2f-d108-4406-88d2-21f4183abea7>



Recipe #2

Baklava



Kravchuk, N. (2014). *Baklava Recipe*. Natashaskitchen
<https://natashaskitchen.com/baklava-recipe/>



Taste (n.d). *Baklava*. <https://www.taste.com.au/recipes/baklava-6/edcca3ab-8374-46b5-adea-44fi27e0983b>



Mygreekdish.com (n.d). *Traditional Greek Baklava Recipe With Walnuts And Honey* <https://www.mygreekdish.com/recipe/baklava-greek-walnut-pistachio-cake/>



Simply Homecooked. (2018). *Baklava Recipe with Nutella*. <https://simplyhomecooked.com/nutella-baklava/>



The Pioneer Woman. (2022). *Strawberry Cheesecake*. <https://www.thepioneerwoman.com/food-cooking/recipes/a38518188/strawberry-cheesecake-recipe/>



Coles. (n.d). *Strawberries and cream baked cheesecake*. <https://www.coles.com.au/inspire-and-create/recipes-tips-ideas/recipes/strawberries-and-cream-baked-cheesecake>



Veggieandgrains. (2021). *The best eggless cheesecake*. <https://veggieandgrains.com/best-eggless-strawberry-cheesecake/>



Preppykitchen. (2018). *No Bake Strawberry Cheesecake*. <https://preppykitchen.com/no-bake-strawberry-cheesecake/>

Recipe #3

Strawberry Cheesecake

Recipe #4 Chocolate Chip Cookies



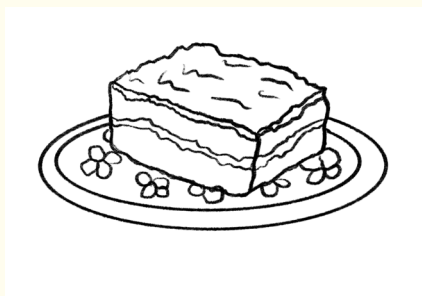
Liebe, R. (n.d). *Chocolate chip cookies*. Cooking NYtimes.
<https://cooking.nytimes.com/recipes/1015819-chocolate-chip-cookies>



Segal, J. (2021). *The best chocolate chip cookies*. Once upon a chef.
<https://www.onceuponachef.com/recipes/the-best-chocolate-chip-cookies.html>

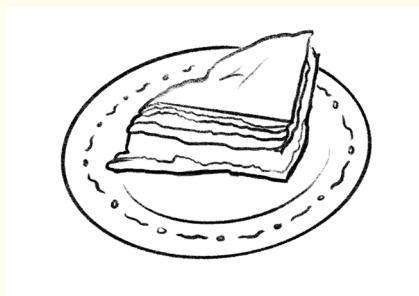


Cookies and cups. (2021). *Salt-ed brown butter chocolate chip cookies*. Cookies and cups. <https://cookiesand-cups.com/salt-ed-brown-butter-chocolate-chip-cookies/>



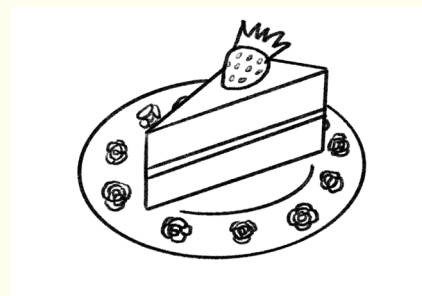
Blanche's brownies

This idea stemmed from when I bought a peanut butter brownie from Satchmo in North Perth, the best brownie I have ever bought.



Alma's Baklava

One of my friends, Alma, can't decide her favourite dessert, however Baklava is a high contender. She says it's a classic.



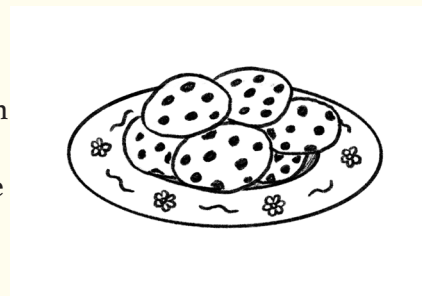
Tani's Strawberry Cheesecake

Although not a sweet-tooth, my friend Tani, enjoys a strawberry cheesecake. Sweet but not too sweet.

illustration drafts

Chelsea's Cookies

My friend can't choose between icecream and cookies, however I believe they like cookies more as her favourite ice-cream flavour is cookies and cream.

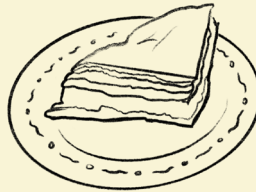


layout and typography draft

Recipes

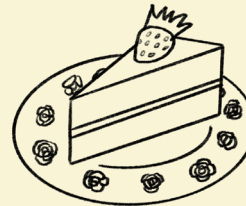
Blanches's brownies

*1 cup of self deprecating humour
2 cups of awkwardness
1 tablespoon of tears
2 teaspoons of sweetener
A sprinkle of sadness*



Jani's Strawberry Cheesecake

*3 cups of sassiness
1 and a half cups of bubbiness
1 cup of chatter
2 tablespoons of perfectionism
1 tablespoon of energy
A pinch of stress*



Alma's Baklava

*1 cup of sassiness
Half a cup of brutal honesty
A quarter cup of forgetfulness
2 tablespoons of excitement
1 teaspoon of tiredness
A dash of sarcasm*

~ **Week Ten** ~
**Testing different
styles**

WEEK TEN

Metaphor + Information Graphics

Metaphor : Matter of thought + action, matter of language
Communication : Thinking

Correlation based Metaphor

Senses help metaphors

You only understand information relative to what you already understand

Organise Info (LATCH)

- Location
- Alphabet
- Time
- Category
- Hierarchy

ISOTYPE

Info System of Typographic Pictorial Education

Lecture Notes

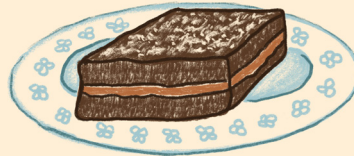
I found that the 'senses help metaphors' an interesting point. When people view my design, I hope it makes them hungry, but then when they see the recipe, they'll be surprised.

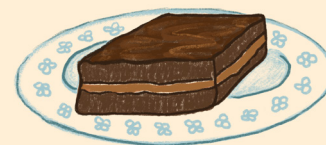
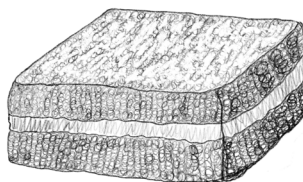
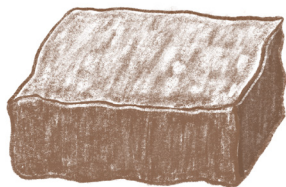


**illustration
drafts in colour
- Studio pen**



**illustration
drafts - 6B
pencil**





**Brownie
drafts**

Week Eleven

Layout experimentation

Lecture Notes

Week 11

- Must know the tone of the project
 - ↳ Do the images reflect the information
- Info doesn't have to be palatable → Might be a commentary
- Space & environment + emotional design
- Emotional packaging - ^{2D} cardboard made into 3d objects
- Impossible triangle - different shape in different perspectives.
- Moiré patterns
- Messing around with physics to create an effect
 - E.g. Military tank on top of → field of flowers
- Narrative + control of space
 - ↳ the way people will look at the image
- Packaging
 - ↳ Different colours displayed together
 - ↳ Different characters / different positions of characters displayed together
- Characteristics of what you're making
 - Thin - See through - Smell
 - Thick - Opaque
- Visceral
- Behavioural
- Reflective
- Useful
- Usable
- Desirable
- Metaphor
- Intertextual reference
- Personification
- Faces

I have decided to handdraw my text, to match the illustrations, in order for them to work together.

The narrative of my project, is a sense of homeliness. People find comfort in consuming desserts; I hope they find comfort in understanding myself and my friends.

I have used thin brushes and a pencil textured pen on Procreate, to add details and texture to the desserts. Through this, I hope viewers are able to sense the flavour of the food.

Font Ideas - Handwritten chalkboard style

I like how badly drawn they are.
Gives a sense of personality.

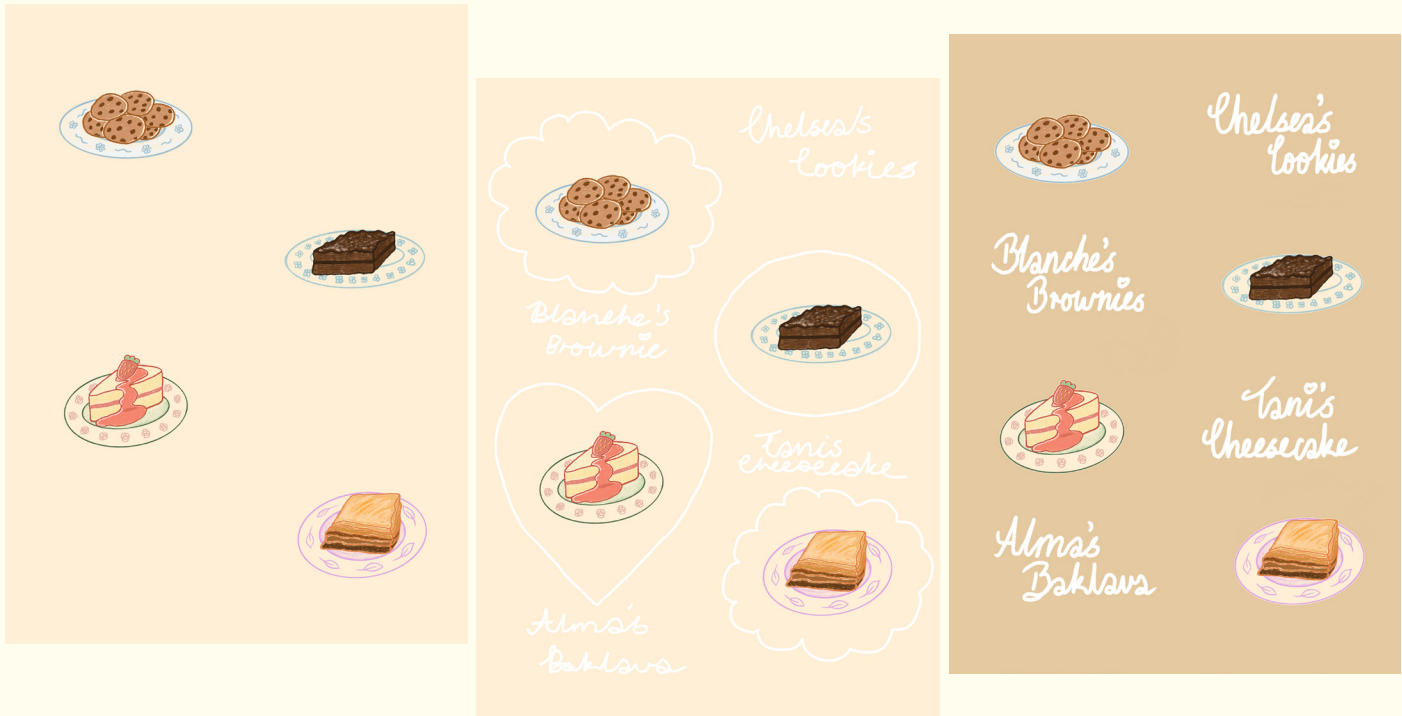
Needpix.com (n.d.). *Display chalkboard sign free photo*. <https://www.needpix.com/photo/1534771/display-chalkboard-sign-business-chalk-restaurant-advertisement-illustration-background>



Fixtures Close Ups (n.d.). *Coffee shop coffee of the day chalkboard sign*. <https://www.fixturescloseup.com/2019/11/17/coffee-shop-coffee-of-the-day-chalkboard-sign/>



layout drafts with illustration drafts



Figuring out where to place the illustrations, experimenting with handwritten writing, and the background colour.

layout drafts with illustration drafts



Experiment with different sizes, and figuring out how to make the illustrations stand out.



experimenting with different coloured backgrounds
 - ensuring the text and illustrations stand out.

layout drafts with illustration drafts

Week Twelve
Finalising

WEEK 12

History of graphic design

- Logo brand partners & Pentagram
- Ingeous - Indigenous design agency
- Inkahoots - Socially focused, Brisbane
- AGDA - Australian Graphic Design Association

★ Messages we produce comes first

★ How do you work for a client

★ What do we know about how to design

- Right method of approach
- Precedents we can build on

• One idea → Like a film set

Precedents: When did the design exist before

Antecedent: What came before that period

Not about trends → message / communication
"2022 trends"

I must ensure the message I'm communicating, which is the personalities of my friends as-well as a reminder of home, must come first. This must be portrayed through the style of the illustrations, the soft colour palette, and the handwritten text.

The precedents I have built on were the designs I found in old cookbooks, magazines and on-line.

Background draft



Paint splatter brush to emulate spillage.

layout drafts with illustration drafts



Technical Pen on Procreate



6B Pencil Pen on Procreate

Almost finished

Fixed the illustrations and decided on sketchy pen for the body text

Circle around illustration to represent a place-mat.



elle ☆ **Week Thirteen** ☆ *elle*
Finished Product + Ratio-
nale

Lecture Notes

Week 13

Summary of the unit

- Vis Literacy
- Message
- Realism continuum
- Typography - Denotations & Con
- Abstract + Realistic
- How an image is expressed
- Identity
 - Brand identity
 - Service Design
 - Identity as Info design
 - Communications
 - Sustainability
 - Cultural + social representation
 - Style guide

Systems of seeing

- line, weight, style
- colour use

Decisions based on - topic/theme/subject
- purpose of application

Pictograms - Ideograms: symbol to convey an idea
Symbol, word/phrase, metaphorical, abstract

Info design
↳ Used to visualise info, process, instruction orders
↳ Signs, maps, instructions

Metaphor: Grasping abstract concepts, make them concrete/
understandable

Semiotics
Sign = Signifier
Signified

Visual Rhetoric - Conn & Devo
Rhetoric Triangle - Logo, Ethos, Pathos

Design Process
Separation of concept & execution

Colour Selection
- Colour sets, mixing, Gramels
Proportion, colour spaces
Visualities, Style, Precedents, Accessibility

Semester summary.

In my assessment, the theories I used included:

- The realism continuum
- System of seeing
- Information design
- Colour selection
- Style
- Design process

Final



Blanche's Brownies

- 1 cup of self deprecating jokes
- 2 tbsps of sweetener
- 1/2 cup of anxiousness
- A sprinkle of sadness

Tani's Cheesecake

- 2 cups of sassiness
- 1 cup of loudness
- 1/2 cups of energy
- A sprinkle of stress



Alma's Baklava

- 3 cups of brutal energy
- 2 cups of happy tears
- 1 1/2 cups of tiredness
- 1 tbsp of sarcasm



Chelsea's Cookies

- 2 cups of sweetness
- 1 cup of kindness
- 2 tbsps of humour
- 1 tsp of cat mum



Final Design

Blanche Deardo
10534719



1

Rationale

Blanche Deardo
10534719

My Grandmother whom I never met was a housewife. My dad always boasts about how good of a cook she was, and all the desserts she used to make. I've decided to make a recipe page dedicated to her, however linking it to myself, and my closest childhood friends.



Figure 1.1 - Campbell, (n.d.).

I have chosen our favourite desserts, with the ingredients being our personality traits; the ingredients that make us who we are. The message I intend to portray is a sense of comfort and a reminder and/or feeling of home. This is through the soft colours utilised, the handwritten text, and the texture of the thin pencil brush.



Figure 1.2 - Fine China

My intention was to mix modern and vintage styles, to represent my grandma's era and today's era. The precedents I have built on include numerous old cookbooks



Figure 1.3 - Antique Digital Print (n.d.).

(figure 1.1) and magazine recipes from the 80s. I was also inspired by floral patterns on kitchenware, particularly fine china (figure 1.2).

Stylistically I have chosen to hand-draw the illustrations and text inspired by 50s cookbooks or handmade recipe books (figure 1.4), which my grandmother would have used. I have also chosen a layout inspired by early 1900s recipe pages (figure 1.3)



Figure 1.4 - William Angliss Institute (n.d.).

I utilised a 6B pencil brush, to emulate the illustrations seen in the 1900s cookbooks, as artists were commissioned to create posters, adverts, and books, due to limited technology (Iskin, 2014). As I wanted a modern twist on the design, I

2

Rationale

Blanche Deards
10534719

chose to draw the illustrations on Procreate.

The colour palette consists of pastel, soft colours throughout the work representing the actual colour of the desserts, as well as to make them appear appetising (figure 1.5), with both darker and vibrant colours for the outline, to make the illustration stand out from the background (Best, 2017). I have also chosen a light brown colour for the background to represent the page ageing, as well as to make the white font stand out.



Figure 1.5.
Free vintage illustrations. (n.d).

I have utilised two styles: a realistic style (baklava and brownie) seen in the early 1900s recipes, and a cartoon style (strawberry cheesecake and cookies) which is a more modern take. I have chosen two illustrations for each style, to create a sense of balance, and so that it is a consistent set.

On the realism continuum, the baklava and brownie would lean towards the concrete side, however, the strawberry cheesecake and cookies, would lean towards the abstract side.

Everyone feels some level of comfort when consuming desserts, I hope viewers feel comfort when viewing this piece - and also feel hungry.

References

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♡ ≈ ♡ **the end** ≈ ♡