

MJ

# Memo

**To:** Professor Londie Martin  
**From:** Makayla Johnson  
**Date:** June 25, 2023  
**Re:** Project 4

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## INTRODUCTION/PURPOSE

This is our last project of this course. It is like the project we did last week but this one is more getting more into design and creating a book of our choose of topic. As always, my brain starts to think, and I thought of 2 ideas! One was a remake of the bob's burger recipe but with my creativity and the other one was dealing with a NICU activity book.

This last project was my favorite out of all because it gives off me becoming an author of my own and making my own book. The focus was based on typography, design and the importance of the audience. I wanted to do something I enjoy or relate too. I love anime and cartoons. I was a NICU baby, and my son was also.

## AUDIENCE DESCRIPTION

My audience goes towards anyone that likes cooking and would like to try cooking recipes from the show bobs burger. The NICU activity book would correspond with people that work in that department in the hospital, parents who children are in the NICU. Children old enough to do activity book and all the doctors/nurses.

### **CONTEXT/DESIGN CONSTRAINTS**

The design process was with ease! I looked over the original copy of the actual bobs burger cookbook and I just switched it around and did my own with my creativity. The NICU activity book was something I never seen or heard of before so it something I thought about out the box. The only problem was that I couldn't think of enough related activity things to put that relates to NICU.

### **DESIGN RATIONALE**

Bobs burgers cookery manual (title)

Picture of the family in the front

Author/introduction page

Table of contents (backwards numbers) 6 burgers and 1 dessert

Each burger recipe list of ingredients and the instructions with an image included.

quote “signing off the burger way.” with the faces of the family.

Main color is yellow and red.

### **EVOLUTION/REFLECTION**

My rough draft was good just had a few minor issues to fix as far as color and the readiness of the booklet itself. My classmates really enjoyed my rough drafts and the theme of the outcomes I came up with. Since I had more information on the bobs burger cookery manual then the NICU activity book so with the help of my professor I choose to stick with the Bobs Burger Cookery Manual.

## ROUGH DRAFT 1

### **INSPO 1**

#### **BOBS BURGER THEMED COOKBOOK**

- **7 BURGER RECIPES  
INCLUDED**
- **BONUS (DESSERTS)**
- **EXPLAINED REASON  
BEHIND EACH BURGER**
- **REAL RECIPES YOU CAN  
COOK AT HOME!**

### **INSPO 2**

#### **NICU ACTIVITY BOOK FOR KIDS AND ADULTS**

**4 LISTED NEED 3 MORE ACTIVITY IDEAS!**

- **CROSSWORD PUZZLE**
- **FILL IN THE BLANK**
- **COLORING PAGE**
- **FUNNY JOKES**

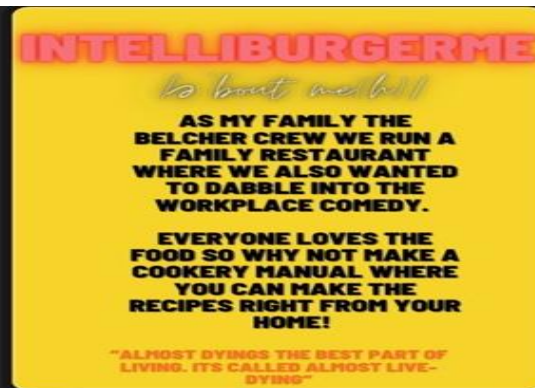
**EACH PAGE WILL BE SPLIT  
INTO AN ADULT SECTION AND  
KID SECTION!**



## ROUGH DRAFT 2



1



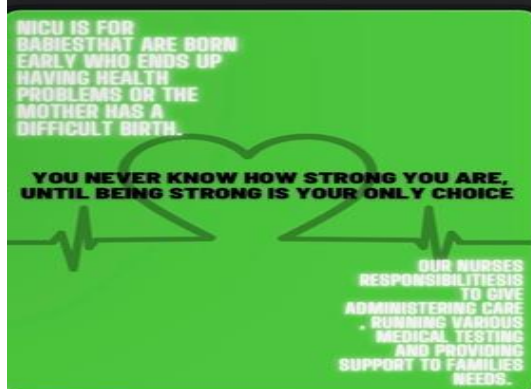
2



3



4





## FINAL LOGO





# INTELLIBURGERME

*Is 'bout me(h)/*

**AS MY FAMILY THE  
BELCHER CREW WE RUN A  
FAMILY RESTAURANT  
WHERE WE ALSO WANTED  
TO DABBLE INTO THE  
WORKPLACE COMEDY.**

**EVERYONE LOVES THE  
FOOD SO WHY NOT MAKE A  
COOKERY MANUAL WHERE  
YOU CAN MAKE THE  
RECIPES RIGHT FROM YOUR  
HOME!**

**"ALMOST DYINGS THE BEST PART OF  
LIVING. IT'S CALLED ALMOST LIVE-  
DYING"**

A vibrant yellow background features a large, stylized cartoon illustration of a giant burger. Various characters, including a rabbit, a man, a woman, and several animals, are depicted in a playful, chaotic manner, appearing to be on or around the burger. The text is arranged in a list format on the right side of the page, with the item names in bold black capital letters and the prices in large, red, stylized numbers with dots.

<b>T.O.C.</b> <i>table of content</i>	
<b>NEW BACON-ING BURGER</b>	<b>£3</b>
<b>EGGERS CANT BE CHEESERS BURGER</b>	<b>4</b>
<b>ONE HORSE OPEN SLAW BURGER</b>	<b>5</b>
<b>SWEET HOME AVOCADO BURGER</b>	<b>9</b>
<b>SHAKE YOUR HONEYMAKER BURGER</b>	<b>7</b>
<b>TEXAS CHAINSAW MASSA-CURD BURGER</b>	<b>8</b>
<b>BABY YOU CAN CHIVE MY CAR BURGER</b>	<b>6</b>
<b>TEDDY BRULEE DESSERT</b>	<b>01</b>

# NEW BACON-ING BURGER

- 1. PREHEAT YOUR OVEN TO 400F. IF YOU PREFER TO COOK YOUR BACON IN A SKILLET, CHOP ALL BUT 8 SLICES AND FRY OVER MEDIUM HEAT UNTIL ALMOST CRISP AND MOST OF THE FAT HAS RENDERED. DRAIN THE CHOPPED BACON ON PAPER TOWELS, WIPE OUT THE SKILLET, AND FRY THE REMAINING SLICES TIL CRISP. DRAIN AND RESERVE. OR SPREAD THE STRIPS ONTO A RACK PLACED IN A RIMMED BAKING SHEET AND BAKE IN THE OVEN UNTIL BROWN AND CRISP, ABOUT 15 TO 20 MINUTES. RESERVE 8 SLICES AND FINELY CHOP THE REST. KEEP THE OVEN ON.**
- 2. COMBINE THE MILK AND EGG IN A LARGE BOWL. COAT THE BLANCHED, COOLED FRIES IN THE MIXTURE AND SPREAD ON A PARCHMENT-LINED BAKING SHEET. TOSS THE COATED FRIES WITH THE CHOPPED BACON AND RETURN TO THE OVEN FOR 10 TO 15 MINUTES, UNTIL THE BACON-Y FRIES ARE EXTRA CRISPY**
- 3. MEANWHILE, MAKE 4 PATTIES, SEASON BOTH SIDES WITH SALT AND PEPPER, AND COOK YOUR BURGERS. WHEN THEY'RE JUST ABOUT DONE, TOP WITH CHEESE.**
- 4. BOTTOM BUN, LETTUCE, CHEESEBURGERS, TOMATO, BACON SLICES, ONION, TOP BUN**



## INGREDIENTS

- 1 POUND BACON
- 1 POUND GROUND BEEF
- 1 CUP WHOLE MILK
- 1 LARGE EGG
- GREEN LEAF LETTUCE
- 1 LARGE TOMATO (SLICED)
- 1 RED ONION (SLICED)



# **EGGERS CANT BE CHEESERS BURGER**

- 1. BOTH SIDES WITH SALT AND PEPPER AND COOK THE BURGERS. WHEN THEY'RE JUST ABOUT DONE, TOP WITH THE CHEESE. COVER THE PAN IF YOU'RE COOKING INSIDE TO HELP MELT THE CHEESE.**
- 2. IN A LARGE FRYING PAN, COOK YOUR EGGS SUNNY SIDE UP OVER A BIT OF BUTTER. NO FLIPPING THESE GUYS - THATS WHAT SUNNY SIDE UP MEANS. ITS ALSO A GOOD WAY TO DESCRIBE YOUR ATTITUDE THESE DAYS.**
- 3. TOAST YOUR ENGLISH MUFFINS**
- 4. SPREAD A TIMY BIT OF BUTTER ON YOUR TOASTED ENGLISH MUFFINS, THEN BOTTOM MUFFINS, CHEESEBURGER AND EGG ON TOP. FINISH IT WITH A DASH OF HOT SAUCE AND THE MUFFIN TOP.**

## **INGREDIENTS**

- 1 POUND GROUND BEEF**
- 8 SLICES AMERICAN CHEESE**
- 4 LARGE EGGS**
- BUTTER**
- 4 ENGLISH MUFFINS**
- GREEN LEAF LETTUCE**
- HOT SAUCE (OPTIONAL, BUT BETTER)**



# ONE HORSE OPEN SLAW BURGER

1. IN A BIG BOWL, WHISK TOGETHER THE EGG YOLK, SALT, AND MUSTARD
2. IN A SEPARATE BOWL, MIX THE LEMON JUICE AND VINEGAR TOGETHER. ADD HALF TO THE BOWL WITH THE EGG YOLK-MUSTARD MIXTURE, AND WHISK BRISKLY. DONT STOP WHISKING! SLOWLY ADD IN THE OIL. DONT STOP WHISKING. WHEN THE MIXTURE STARTS TO THICKEN YOU CAN ADD THE OIL IN A LITTLE FASTER.
3. ONCE YOU'VE WHISKED IN HALF OF YOUR OIL, ADD THE REST OF THE VINEGAR-LEMON JUICE MIXTURE. DONT STOP WHISKING. ADD IN THE REST OF THE OIL SLOWLY AND WHISK UNTIL THE MAYO THICKENS AND TURNS GLOSSY. ITLL COME OUT A BIT THINNER THAN STOREBOUGHT- THATS OKAY. PUT IN IN A BOWL OF CABBAGE.

## MAKE THE COLESLAW

IN LARGE BOWL, MIX THE MAYO

, IN WITH THE SLICED CABBAGES AND CARROTS TO COAT. HOW COATED? THAT'S YOUR CALL-COULD BE A LIGHT FALL COAT OR A THICK WINTER ONE. THOROUGHLY MIX IN THE SUGAR AND A COUPLE PINCHES SALT. TASTE THE SLAW. IF IT NEEDS MORE VINEGAR, ADD IT IN A TEASPOONFUL AT A TIME.

## MAKE THE BURGER

1. YOU MIX THE WORCESTERSHIRE SAUCE INTO THE BEEF WITH THE SALT AND PEPPER. YOU WANT TO BLEND IT INTO THE BEEF, BUT DON'T OVERMIX OR YOU'LL GET DENSE, WET BURGERS. VERY, VERY FEW PEOPLE LIKE THAT.
2. FORM YOUR PATTIES AND COOK THEM AS YOU NORMALLY WOULD. ADD THE CHEESE ON AT THE VERY END AND TENT OR COVER TO HELP IT MELT.
3. BUILD YOUR BURGER: BOTTOM BUN, CHEESEBURGER, A TON OF SLAW, TOP BUN. AND REMEMBER, YOU'RE THE MAVERICK OF THIS "TOP BUN."

## INGREDIENTS

- EGG YOLK
- ½ TEASPOON SALT
- ½ TEASPOON YELLOW MUSTARD
- 2 TEASPOONS LEMON JUICE
- 1 TABLESPOON RED WINE • VINEGAR
- 1 CUP OF CANOLA OIL
- ¼ HEAD RED CABBAGE, • SHREDDED ¼ HEAD GREEN
- CABBAGE, SHREDDED
- 3 BIG CARROTS, THINLY SLICED INTO MATCHSTICKS
- 1 TABLESPOON SUGAR
- 2 TABLESPOONS • WORCESTERSHIRE SAUCE
- 1 POUND GROUND BEEF
- 4 SLICES JALAPEÑO HAVARTI • CHEESE
- 4 ONION BUNS



# SWEET HOME AVOCADO BURGER

1. COOK THE LIME JUICE, HONEY, AND 1 TEASPOON SALT IN A SMALL SAUCEPAN SET OVER MEDIUM HEAT UNTIL EVERYTHING IS COMPLETELY DISSOLVED. ALLOW IT TO COOL. IF IT'S TAKING TOO LONG, ASK IT, "WHY CAN'T YOU JUST BE COOL?"
2. MARINATE THE BEEF WITH 7. CUP LIME JUICE IN THE FRIDGE FOR AT LEAST AN HOUR
3. DRAIN THE BEEF, THEN FORM 4 PATTIES AND SEASON WITH SALT AND PEPPER. COOK THE BURGERS AS NORMAL
4. WHILE THE BURGERS ARE COOKING. MIX THE ONION, TOMATOES, PEPPER, AND STEVIA LEAVES, IF USING, IN A BOWL WITH THE OLIVE OIL AND A DASH OF SALT.
5. BOTTOM BUN, BURGER, A COUPLE AVOCADO SLICES, A SCOOP OF THE VEGETABLE ON TOP, 1 TABLESPOON LIME JUICE, THEN TOP THE BUN

## INGREDIENTS

- 1 CUP FRESH LIME JUICE DIVIDED
- 1 CUP HONEY
- SALT
- 1 POUND GROUND BEEF
- PEPPER
- 1 LARGE VIDALIA ONION, CHOPPED
- 3 ROMA TOMATOES, SEEDED AND CHOPPED
- 1 BELL PEPPER, CHOPPED ½ CUP CHOPPED
- STEVIA LEAVES (OPTIONAL, RECOMMENDED)
- 1 TEASPOON OLIVE OIL
- 4 WHOLE WHEAT BUNS
- 2 AVOCADOS, HALVED, PITTED, PEELED, AND SLICED





# SHAKE YOUR HONEYMAKER BURGER

1. MELT THE BUTTER IN A WIDE FRYING PAN OVER MEDIUM-LOW HEAT. ADD THE ONION AND STIR TO COAT. COOK OVER FAIRLY LOW HEAT, STIRRING OCCASIONALLY, UNTIL THE ONION IS VERY SOFT AND A DEEP, STICKY GOLDEN-BROWN, ABOUT 20 TO 30 MINUTES
2. PUT THE DATES, THE GARLIC, AND THE SHERRY VINGAR INTO A FOOD CHOPPER OR FOOD PROCESSOR AND PULSE UNTIL COMPLETELY CHOOPED. YOU COULD ALSO USE A MORTAR AND PESTLE
3. MIX THE THYME AND MARJORAM INTO YOUR BEEF AND FORM INTO 4 PATTIES. SEASON WITH SALT AND PEPPER AND COOK AS YOU NORMALLY WOULD.
4. HEAT UP THE HONEY IN THE MICROWAVE FOR ABOUT 30 SECONDS.
5. BOTTOM BUN, LETTUCE, CARAMELIZED ONIONS, BURGER, CHOPPED DATES, AND GARLIC, CRUMBLED FETA, A DRIZZLE OF WARM HONEY, AND SOME CAYENNE

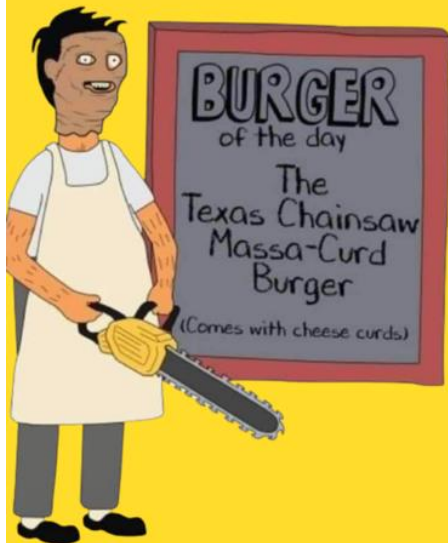


## INGREDIENTS

- 1 TABLESPOON BUTTER
- 1 MEDIUM YELLOW ONION, CHOPPED
- 8 TO 12 PITTED DATES
- 1 CLOVE OF GARLIC
- ¼ CUP OF SHERRY VINEGAR
- ½ TEASPOON DRIED THYME
- ½ TEASPOON DRIED MARJORAM
- 1 POUND GROUND BEEF
- 4 OUNCES FETA CHEESE, CRUMBLED
- 2 TABLESPOONS LOCAL HONEY
- 4 BUNS
- GREEN LEAF LETTUCE
- CAYENNE PEPPER (OPTIONAL)

# TEXAS CHAINSAW MASSA-CURD BURGER

1. SAUTE THE ONIONS WITH A BIT OF OLIVE OIL OVER MEDIUM HIGH HEAT JUST UNTIL SOFTENED. TURN THE HEAT TO LOW AND ADD THE GINGER AND GARLIC. COOK STIRRING OCCASIONALLY, UNTIL THE ONIONS ARE TRANSLUCENT.
2. TURN THE HEAT UP TO MEDIUM-HIGH AND ADD THE VINEGAR AND BROWN SUGAR. STIR UNTIL THE SUGAR HAS DISSOLVED AND THEN ADD THE TOMATOES AND SIMMER FOR 30 MINUTES. SEASON TO TASTE WITH SALT AND PEPPER. YOU JUST MADE CUSTOM KETCHUP. SET IT ASIDE. AS IS, IT WILL BE ON THE CHUCKY SIDE BUT IF YOU PREFER SMOOTHER KETCHUP, PUREE THE COOL SAUCE IN THE BLENDER.
3. WITHOUT EVER TOUCHING YOUR FACE OR EYES MIX THE CHOPPED HABANEROS INTO THE BEEF. IMMEDIATELY WASH YOUR HANDS THEN SEASON BOTH SIDES OF THE PATTIES WITH SALT AND PEPPER.
4. COOK YOUR PATTIES AS YOU NORMALLY WOULD. RIGHT BEFORE THEY'RE DONE, TOP THE BURGERS WITH THE CHEESE CURDS AND COVER OR TENT HELP TO MELT.
5. BOTTOM BUN, LETTUCE, BURGER WITH MELTED CHEESE CURDS, A GENEROUS HELPING OF KETCHUP, TOP BUN.



## INGREDIENTS

- 1 MEDIUM WHITE ONION, CHOPPED
- OLIVE OIL
- ½ CUP MINCED FRESH GINGER
- 3 CLOVES GARLIC, MINCED ½ CUP
- RED WINE VINEGAR ½ CUP BROWN
- SUGAR 1 28-OUNCE CAN CRUSHED
- TOMATOES
- 1 POUND GROUND BEEF
- 4 HABANERO PEPPERS, OR TO
- TASTE, STEMMED, SEEDED, AND
- CHOPPED
- 2 CUPS FRESH CHEESE CURDS
- BOSTON OR GREEN LEAF LETTUCE



# BABY YOU CAN CHIVE MY CAR BURGER

1. **COMBINE THE FLOUR, CAJUN SEASONING, AND SALT IN A LARGE BOWL. PAT THE PICKLE CHIPS DRY.**
2. **BRAIN THE PICKLE CHIPS. THEN DIP IN THE EGG, THEN DREDGE IN THE FLOUR MIXTURE TO COAT. ADD THE OPTIONAL MILK OR BUTTERMILK TO YOUR EGG IF YOU'RE HAVING TROUBLE GETTING THE FLOUR TO STICK TO THE PICKLES OR GETTING AN EVEN COAT.**
3. **HEAT 3 INCHES OF OIL TO ABOUT 350°F IN A LARGE POT OVER MEDIUM-HIGH HEAT. FRY THE PICKLES IN SMALL BATCHES UNTIL GOLDEN, TRANSFERRING FRIED PICKLES TO PAPER TOWELS WITH A SLOTTED SPOON. CHECK YOUR OIL TEMPERATURE BETWEEN BATCHES.**

## INGREDIENTS

- ½ CUP ALL-PURPOSE FLOUR
- 2 TABLESPOONS CAJUN SEASONING
- 1 TABLESPOON SALT
- 1 12- OR 16-OUNCE JAR DILL PICKLE CHIPS
- 1 EGG
- ¼ CUP MILK OR BUTTERMILK (OPTIONAL)
- CANOLA OR VEGETABLE OIL, FOR FRYING
- ½ CUP FETA CHEESE, CRUMBLER • 1 POUND GROUND BEEF
- 1 CUP SOUR CREAM
- 2 TABLESPOONS DIJON MUSTARD
- ½ CUP FINELY CHOPPED CHIVES



# TEDDY BRULEE DESSERT

## GRAHAM CRACKERS

1. IN A BOWL, COMBINE 4 ½ OUNCES OF WHOLE WHEAT FLOUR ALONG WITH 4 OUNCES ALL PURPOSE FLOUR, 1 ½ OUNCES OF WHITE GRANULATED SUGAR, 1 TSP SALT, 1 TSP BAKING POWDER, AND 1 TSP OF CINNAMON. WHISK TO COMBINE.
2. IN A SEPARATE BOWL COMBINE 1 EGG WITH 1 ½ OUNCES OF VEGETABLE OIL, 3 OUNCES OF HONEY AND 1 OUNCE OF MILK. WHISK TO COMBINE AND THEN ADD TO THE DRY INGREDIENTS.
3. USING A SPATULA, FOLD TO COMBINE UNTIL A ROUGH, SEMI-FIRM DOUGH FORMS. WRAP DOUGH IN PLASTIC WRAP AND REFRIGERATE FOR AT LEAST 1 HOUR.
4. DIVIDE THE DOUGH INTO TWO PIECES AND ROLL OUT IN BETWEEN TWO PIECES OF PARCHMENT PAPER UNTIL IT'S ALMOST AS THIN AS POSSIBLE.
5. ONCE ROLLED OUT, PEEL OFF THE TOP LAYER OF THE PARCHMENT PAPER AND PLACE ON A BAKING SHEET. BRUSH THE WHOLE THING DOWN WITH ABOUT 2 TBSP OF MILK. PLACE IN A 350°F OVEN FOR ABOUT 10 MINUTES BEFORE REMOVING AND CUTTING INTO GRAHAM CRACKER SHAPES. PLACE BACK IN THE OVEN FOR 15-20 MINUTES OR UNTIL GOLDEN BROWN. LET COOL FOR ABOUT 30 MINUTES.

## MARSHMALLOWS

1. IN A STAND MIXER, ADD ½ A CUP OF WATER ALONG WITH 3 PACKETS OF POWDERED GELATIN. WHISK TO COMBINE.
2. IN A SMALL SAUCEPAN, COMBINE 1 ½ CUPS WHITE GRANULATED SUGAR ALONG WITH ½ CUP OF WATER, AND 1 CUP OF LIGHT CORN SYRUP. MIX TO COMBINE AND THEN BRING THE MIXTURE TO A TEMPERATURE OF 240°F.
3. WITH YOUR WHISK ATTACHMENT ATTACHED, SLOWLY START YOUR STAND MIXER AND ADD THE CONTENTS FROM YOUR SAUCEPAN SLOWLY. MIX FOR ABOUT 5 MINUTES, SLOWLY INCREASING YOUR SPEED TO HIGH.

1. START WITH A 9X13 CASSEROLE DISH AND LIGHTLY COAT WITH VEGETABLE OIL, AS WELL AS SOME PARCHMENT PAPER. ONCE THAT IS DONE, DUST THE WHOLE THING DOWN WITH POWDERED SUGAR. MAKE SURE EVERYTHING IS EVENLY COATED.
2. ADD YOUR MARSHMALLOW MIXTURE TO THE CASSEROLE DISH AND LET IT SIT UNCOVERED FOR 4 HOURS.
3. LIBERALLY COAT YOUR WORK SURFACE WITH POWDERED SUGAR AND TURN YOUR MARSHMALLOW OUT ON TOP OF THE POWDERED SUGAR.
4. LIGHTLY COAT A KNIFE IN OIL AND POWDERED SUGAR AND CUT YOUR MARSHMALLOWS INTO 1 INCH CUBES.
5. PREHEAT A CAST IRON SKILLET IN A 400°F OVEN AND THEN ADD YOUR CHOCOLATE FIRST, FOLLOWED BY THE MARSHMALLOWS. PLACE IN THE 400°F OVEN FOR 7-10 MINUTES, ROTATING HALFWAY THROUGH.



## INGREDIENTS

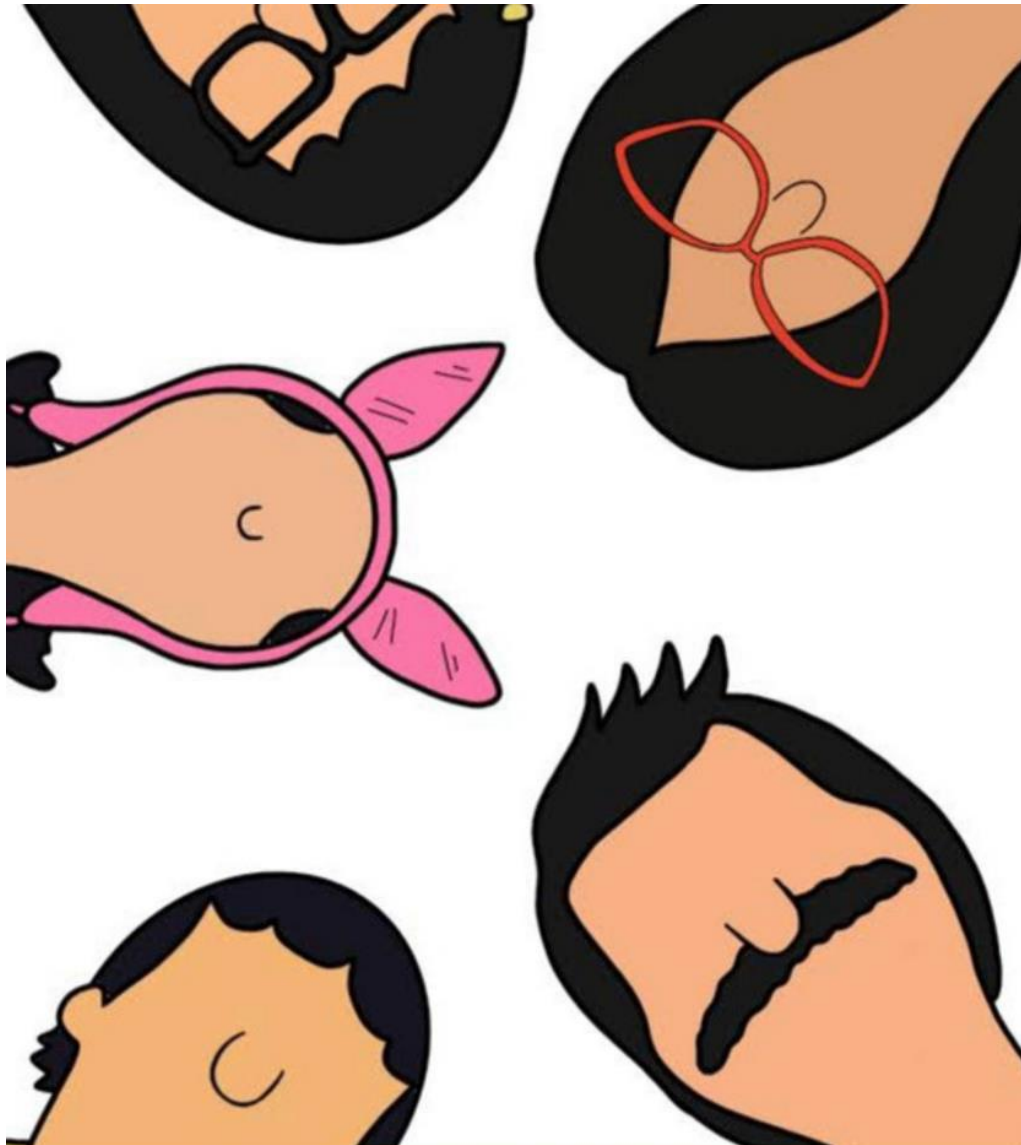
### GRAHAM CRACKERS

4 ½ OUNCES WHOLE WHEAT FLOUR  
4 OUNCES ALL PURPOSE FLOUR  
1 ½ OUNCES OF WHITE GRANULATED SUGAR  
1 TSP SALT  
1 TSP BAKING POWDER  
1 TSP CINNAMON  
1 EGG

1 ½ OUNCES VEGETABLE OIL  
3 OUNCES HONEY  
1 OUNCE MILK AND 2 TBSP MILK

### MARSHMALLOWS

½ CUP WATER  
3 PACKETS POWDERED GELATIN  
1 ½ CUPS WHITE GRANULATED SUGAR  
½ CUP WATER  
1 CUP LIGHT CORN SYRUP  
2 TSP VANILLA EXTRACT



**SIGNING OFF THE  
BURGER WAY..**