

MINDFUL GOURMET

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Report Overview



Mindful Gourmet's Mission

Mindful Gourmet is a nonprofit organization that teaches college students about mindful and culinary approaches to food. They believe that most college students don't think carefully about food preparation, and the organization teaches students about the connections between food, friends, community, and happiness. They host regular campus cooking lessons where classically trained chefs walk students (working in small groups) through the process of preparing a meal. Students learn about wellness, about science-backed approaches to cooking, and about the mental health benefits of preparing food and sharing it with others.

Our Goals

We created five different deliverables for our client, including a website mockup, a brochure, a newsletter, recipe cards, and a flyer. Within all these documents, we used a new logo to fit the new brand of Mindful Gourmet.

GENRE ANALYSIS

WEBSITE

Usage

A website is a place to house information about a brand or organization. It must contain headings, a navigation bar, and basic body content, and a way to connect or contact someone.

Conventions & Characteristics

- Catchy blog title: Typically simple, easy-to remember, successful to find in search and social media.
- “Jump to Recipe” button: If there’s long-form content, should place a button to jump to the recipe so users don’t have to scroll through unnecessary content for them.
- Categories: Need at least three categories depending on the amount of recipes, very helpful for dietary restrictions and types
- Pictures and graphics: High-definition pictures of the food in process of being made and finished to break up sections of text and directions, as well as entice the user to want their results to look the same.
- Email list/social buttons: To encourage users to connect, they typically have email newsletter signups and social media buttons that can increase their reach across different channels.

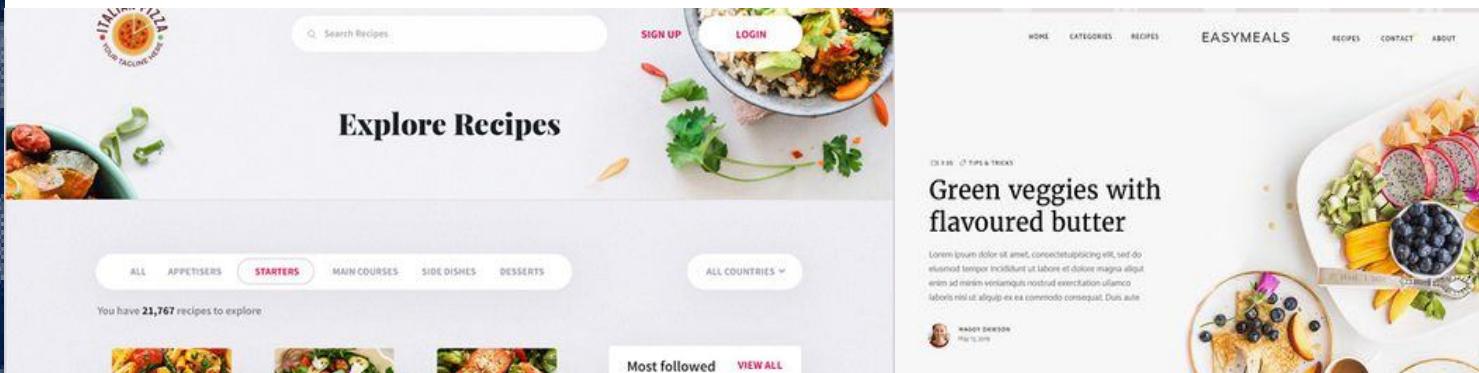
GENRE ANALYSIS

WEBSITE

Visual Principles

- Color: Red and yellow are often associated with cooking, often stimulating the appetite. This is why we often see these colors in food logos. For healthier food options, green is often used to represent fruits, vegetables, freshness, and a natural feel.
- Chunking: Cooking websites are chunked starting with the picture of the food, then the prep time/cook time/total time/servings, then the ingredients you need, finishing the actual instructions using all that information.
- Scale: The photos on the websites are often way larger than the text, as people visiting often want to see what the end result will look before they begin the labor.
- Hierarchy: Each part of the website has a bold headline before getting into the content. For example, some of the bold headlines in a lasagna website are “How to Make Lasagna,” “Lasagna Ingredients,” “How to make lasagna step-by-step.”

Examples



Green veggies with flavoured butter

LOREM IPSUM · 7 TIPS & TRICKS
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute

MARIO MEXICO · March 2019

GENRE ANALYSIS

FLYERS

Usage

Event announcement flyers are for upcoming events. They can be posted on campus and shared online to raise awareness for future events. They need to be viewed from a far distance and be able to grab the attention of viewers since they are located with many other flyers.

Conventions & Characteristics

- Focus on one specific type of class
- Has multiple images of good-looking food
- All use the same title of “Cooking Class”
- Include details including what will you be cooking, date, time, location, price, and how to register
- Visual representation of the type of food that will be made in class
- Multiple images of good looking food (emphasize food and not chefs)
- The organization that is putting on the event
- What you need to do beforehand if anything
- Put all the content in smaller sections and emphasize the primary event details (date, time, cost)

GENRE ANALYSIS

FLYERS

Visual Principles

- Left alignment
- Simple color palette using colors with high contrast
- Hierarchy achieved through large title
- Gestalt principles come through in blocks of text

Examples

POSTERMAKER PRESENTS

AUGUST 23TH
8AM-5PM

COOKING CLASSES

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam lorem dolor sit amet, consectetur adipiscing elit. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusamus et iusto odio dignissimos.

MORE INFO:
123 Avenue Street
Ph: 555 5555
info@site.com



JANUARY VIRTUAL COOKING CLASS

This three day virtual cooking class will take place via Facebook LIVE and will give you the chance to learn key concepts of how to cook a healthy meal.

4PM - 6PM

First Class: 15 January
Second Class: 18 January
Third Class: 24 January

Price: FREE

If you plan to make the meal, you just need to purchase the ingredients.

 @fb.profile.address



GENRE ANALYSIS

EMAIL NEWSLETTERS

Usage

Email Newsletters tend to have distinct sections created from images, text boxes, or a mix of both. Newsletters utilize color and gestalt principles to draw the readers eye through the content on the page. Additionally, Newsletters usually have link to other content that would not fit in the Newsletter. Also, grids are utilized for content placement, being broken artfully to catch the eye of the reader.

Conventions & Characteristics

- Links to outside content (ex: social media, recipes)
- Use of images
- Distinct sections
- Clear color scheme
- Clean, neat organization
- Break away from complete symmetry
- "Eye-catching" design

GENRE ANALYSIS

EMAIL NEWSLETTERS

Visual Principles

- Color: often main color with neutrals
- Gestalt Principles: enclosure, proximity, figure and ground
- Grid: use grid and break from grid intentionally
- Hierarchy: font size and weight
- Scale: images take up a lot of the newsletter

Examples

Email Newsletter
– Restaurant –

Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat duis autem vel eum.

New Recipes

Etiom at fringilla velit. Curabitur congue dapibus neque. Lorem ipsum dolor sit amet, consectetur adipisciing elit. Ut gravida, orci non fringilla varius.

[View menu](#)

Discount coupon
35% OFF

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat.

Subscribe to our social media

Mental Harmony

Volume 06 | November 2028

MENTAL HARMONY HUB NEWSLETTER

Welcome to the most recent edition of the Mental Harmony Hub Newsletter. In this month's issue, our primary emphasis is on comprehending, bolstering, and advancing mental well-being. Establishing a constructive and empathetic community is of utmost importance, providing a safe space for open dialogues regarding mental health, free from any form of prejudice or judgment.

Mental health should be regarded as a continuous process rather than a fixed objective. By cultivating a community that promotes transparent discussions and mutual assistance, we can collectively work towards the advancement of a healthier and more content society.

Breaking the Stigma
In this section, we explore the importance of breaking down the stigma surrounding mental health. We delve into common misconceptions, share personal stories of triumph, and provide resources to help you understand and challenge preconceived notions.

Nurturing Your Mind and Body
Discover tips to nurture your well-being. From mindfulness exercises to self-care routines, we'll guide you to a healthy lifestyle. Small changes make a big difference!

Follow Us

GENRE ANALYSIS

BROCHURE

Usage

Brochures are a tri-fold document that promotes or informs potential customers about a company, product, or a service. Often include the benefits and advantages of the company, product, or service.

Conventions & Characteristics

- Photos used on each fold
- Aesthetic food
- Contact / website information attached
- Use of stickers / additional visual elements
- Clear call to action
- Lack of pattern, clean/bold/plain/solid background
- Smart use of white space
- Modular document

GENRE ANALYSIS

BROCHURE

Visual Principles

- Alignment: left alignment allows for easy reading
- Point, line, plane: Use of line to separate sections
- Chunking: Words chunked within certain folds, never overlaps a fold
- Fonts: legible, easy to read fonts
- Grid: split into thirds

Example

The brochure is divided into three panels:

- Top Left Panel:** Features a yellow header with a logo and the text "YOUR LOGO FAUGET". Below it is a section titled "Healthy Food" with placeholder text: "Lorem ipsum dolor is amet, consectetur adipiscing eit. Nullam pharetra in lorem at laoreet. Donec hendrerit libero eget est tempor, quis tempus arcu elementum. In elementum elit at dui tristique feugiat. Mauris convallis, mi at mattis malesuada, neque nulla volutpat dolor, hendrerit fucibus eros nibh ut nunc." At the bottom is a circular image of four smoothies in glasses.
- Top Middle Panel:** Features a green header. It contains a bowl of salmon and vegetables, followed by a section of placeholder text: "Lorem ipsum dolor is amet, consectetur adipiscing eit. Nullam pharetra in lorem at laoreet. Donec hendrerit libero eget est tempor, quis tempus arcu elementum. In elementum elit at dui tristique feugiat. Mauris convallis, mi at mattis malesuada, neque nulla volutpat dolor, hendrerit fucibus eros nibh ut nunc." At the bottom is a bowl labeled "SALAD" filled with fruit and nuts.
- Top Right Panel:** Features a green header. It contains a bowl of fruit and granola, followed by a section of placeholder text: "Lorem ipsum dolor is amet, consectetur adipiscing eit. Nullam pharetra in lorem at laoreet. Donec hendrerit libero eget est tempor, quis tempus arcu elementum." At the bottom is a small image of a bowl of fruit.

Contact

- Phone: +123-456-7890
- Email: hello@reallygreatsite.com
- Website: www.reallygreatsite.com
- Address: 123 Anywhere St, Any City

GENRE ANALYSIS

RECIPE CARDS

Usage

Recipe cards are a small sheet of paper usually the size of an index card. They include all necessary information about a recipe, including the name, ingredients, and steps to follow. Some cards will include prep and cook time, as well as how many servings the recipe will make. This information is chunked and made easily viewable through hierarchy of font size/weight, as well as utilizes the lines on the page.

Conventions & Characteristics

- No images
- Listed ingredients and steps
- Usually handwritten
- Written on a small piece of paper, usually card stock material
- Lack of pattern and texture
- Organized by ingredients and steps
- Have a "home-made" feel

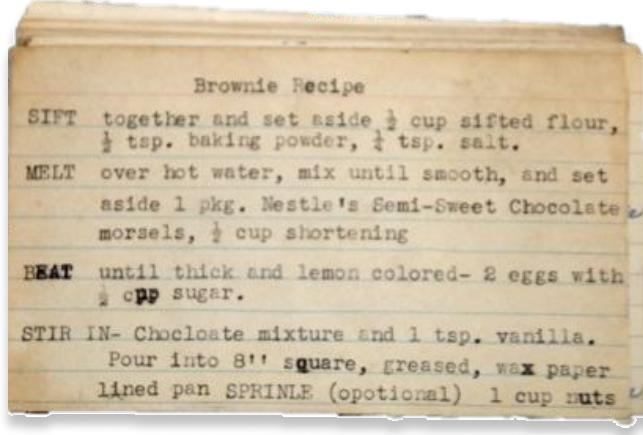
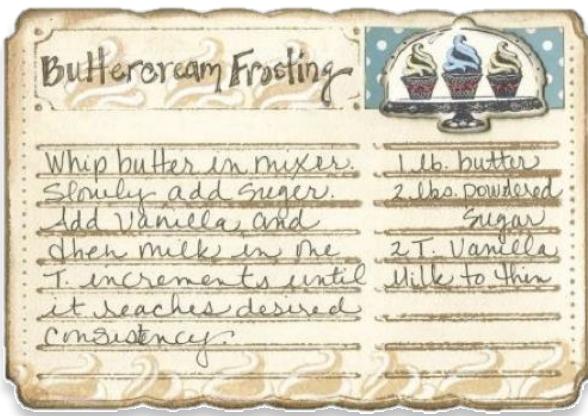
GENRE ANALYSIS

RECIPE CARDS

Visual Principles

- Hierarchy
- Gestalt Principles
- Point, line, and plane
- Chunking

Examples

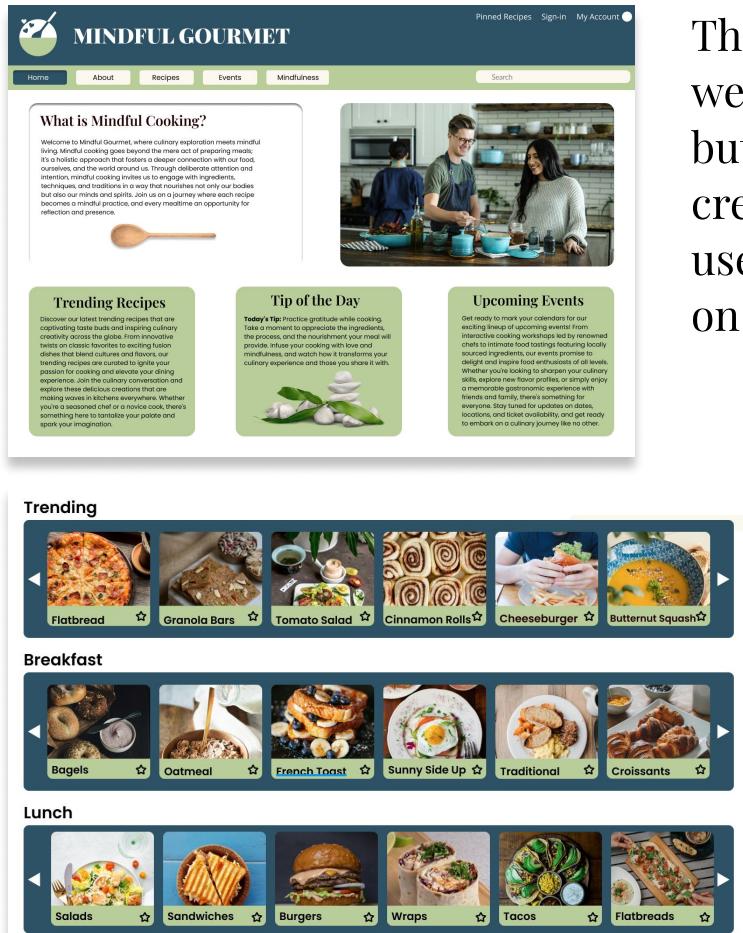


Website Mockup

Desktop

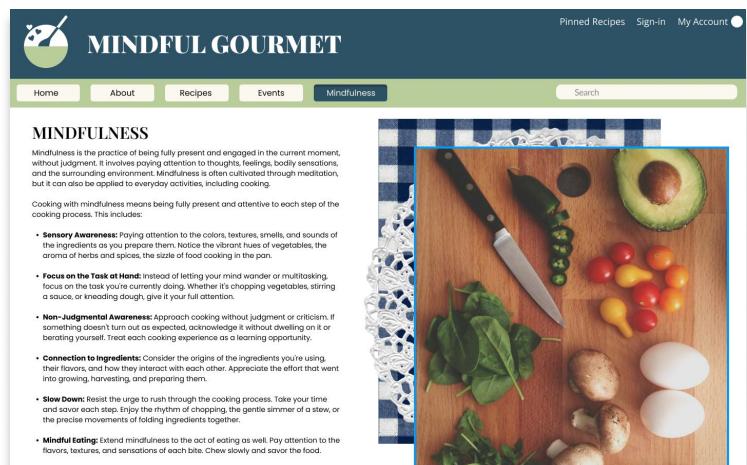
After completing our genre analysis, we used that research to create a draft website design. Then, we conducted UX testing to edit and revise the website to best fit the needs of Mindful Gourmet's audience.

Final Design



The website features a dark blue header with the logo 'MINDFUL GOURMET' and navigation links for Home, About, Recipes, Events, and Mindfulness. A search bar is located at the top right. Below the header, there are three main sections: 'What is Mindful Cooking?' featuring a photo of three people cooking, 'Trending Recipes' showing a grid of food images like Flatbread, Granola Bars, Tomato Salad, Cinnamon Rolls, Cheeseburger, and Butternut Squash, and 'Tip of the Day' with a tip about appreciating cooking ingredients. The main content area is divided into three columns: 'Trending' (Breakfast, Lunch, Dinner), 'Upcoming Events' (a calendar with a red dot for June 15th), and 'Mindfulness' (a section on the benefits of mindful cooking). Each column has a large image of a meal or cooking process.

These are the highlights of our final website mockup. After feedback on color, button placement, and structure, we created a user-friendly website where users can easily find recipes and resources on mindfulness.



The final design is a clean, modern layout with a light green header bar containing the 'MINDFUL GOURMET' logo and navigation links. The main content area is organized into three columns: 'Trending' (Breakfast, Lunch, Dinner), 'Upcoming Events' (a calendar with a red dot for June 15th), and 'Mindfulness' (a section on the benefits of mindful cooking). Each column has a large image of a meal or cooking process.

Website Mockup

Mobile

Based on our website mockup for desktop viewing, we meticulously reimaged the layout to accommodate the new dimensions, ensuring optimal presentation and readability. Additionally, we paid close attention to text sizing, ensuring that it remains legible and proportionate to the updated design.

Final Design

These examples showcase the highlights of our mobile website mockup. Throughout the design process, we prioritized usability, accessibility, and simplicity.

The mobile website for Mindful Gourmet features a clean, modern design. At the top, there's a header bar with the brand name "MINDFUL GOURMET" and a search bar. Below the header, a large section titled "What is Mindful Cooking?" contains a brief introduction and a photograph of two people cooking together in a kitchen. A "Tip of the Day!" box follows, containing a daily tip about practicing gratitude while cooking. Further down are sections for "Trending Recipes" and "Upcoming Events". A footer at the bottom encourages users to subscribe to the newsletter and provides social media links.

The "Events" page on the mobile website displays a grid of upcoming events. The first event, "The Art of Baking" on March 30th from 10:00am-12:00pm, is highlighted with a larger image of hands baking. Below it, another event, "Garnish Master Class" on April 1st from 1:00pm-2:30pm, is shown with a smaller image of hands garnishing a dish. Both events include a "SIGN UP" button.

Flyer Mockups

Based on UX testing and feedback from Dr. Lockridge, we changed the font of our flyers to match the rest of our mockups, as well as included a small QR code instead of a sign-up link for the events.

Final Design

These examples highlight the strong grid we used while designing our flyers to create a striking, yet simple image for the viewer. Our flyers directly explain the event, while inviting users to interact with our organization by linking our social media, and displaying our iconic logo.



The flyer features a blue and white checkered border. At the top right is a circular logo with a green spoon and a blue bowl. Below it, the text "Stir Fry Saturday" is written in a large, bold, serif font. Underneath that, a smaller line of text reads "Join us for Stir Fry Saturday, a mindful". The main title "The Art of Baking" is centered in a large, bold, serif font. Below the title is a paragraph of text: "Discover the joy of baking while cultivating mindfulness in the kitchen. From kneading dough to decorating pastries, join us for a delightful culinary experience that nourishes both body and soul. Don't miss out on this unique blend of baking and mindfulness!" At the bottom, there's a green box containing event details: "DATE: March 30, 2024 at 5:00 EST", "PLACE: 123 Center St.", and "PRICE: \$25 per individual". A QR code is located at the bottom left, and social media icons for Facebook, Instagram, and Twitter are at the bottom right, along with the handle "@mindfulgourmet". To the right of the flyer, there are three small images: a hand chopping vegetables, a close-up of a dish, and two people in a kitchen.

Newsletter Mockup

Our initial newsletter design was strong. For revision, we adjusted the colors to match our branding, updated the recipe card, and ensured that vital visual elements, such as texture, were not lost when we changed the color.

Final Design

To create a visually stimulating design for our newsletter, the recipe card breaks out from the grid we laid the rest of the content on. Additionally, the rich texture of the tablecloth and the drop shadows on our images create interesting visual elements.

MONTHLY NEWSLETTER

APRIL 1-30, 2024

RECIPE OF THE MONTH

QUESADILLAS

Ingredients:
4 large tortillas
1 tbs olive oil/butter
2 cups shredded cheese

Instructions:

1. In a pan, melt 1/4 of the butter.
2. Fry one side of one of the tortillas, then remove from pan.
3. Put another 1/4 of butter in pan, then put another tortilla in.
4. Sprinkle cheese (and optional toppings) on top of the tortilla in the pan, then top with the previously fried tortilla, browned side up.
5. Press them together with a spatula and fry until cheese melts.
6. Remove from pan and cut in wedges.
7. Repeat with other 2 tortillas.
8. Top with sour cream and/or salsa.

MONTHLY EVENT OVERVIEW

| TACO TUES | BALANCED MEALS |
|-------------|----------------|
| APR 2 | APR 8 |
| QUESADILLAS | FRUIT SALAD |
| APR 19 | APR 28 |

APRIL 1-30, 2024

Brochure Mockup

After making final decisions on branding, we went forth with designing our brochure. We conducted several usability tests to ensure that the formatting was user-friendly and intuitive.

Final Design

Here is our final brochure mockup. It not only aligns with the website in terms of fonts and colors, but also exudes the inviting and mindful energy we aim to convey to our readers.



The brochure features a top section with the organization's name, a logo of a spoon and bowl, and a brief description of their mission. Below this is a large image of a healthy meal. The bottom section is divided into three columns: Benefits of Mindful Cooking, Past Events, and a call-to-action.

Mindful Gourmet

Who We Are

We believe that most college students don't think carefully about food preparation, and we aim to teach students about the connections between food, friends, community, and happiness.

Mindful Cooking

When you have a busy life of going to class, working a part-time job, or devoting time to student organizations, how can you make time to cook a good meal for yourself?

Mindful cooking is the act of taking time in the present moment to focus on preparing food while nurturing your mental health. Whether you have 10 minutes or an evening with friends, take a look at our recipes to start practicing cooking with purpose.



The bottom section of the brochure includes a list of benefits, a grid of event photos, and social media links. A large image of a dish is positioned at the bottom.

Benefits of Mindful Cooking

- ★ Improves Focus
- ★ Relieves Stress
- ★ Develops Confidence
- ★ Builds Connections
- ★ Increases Happiness
- ★ Decreases Irritability

Past Events

BBQ Class, Greens Class, Breakfast Class, Pasta Class

Sign Up Here

[@mindfulgourmet](http://www.mindfulgourmet.com)



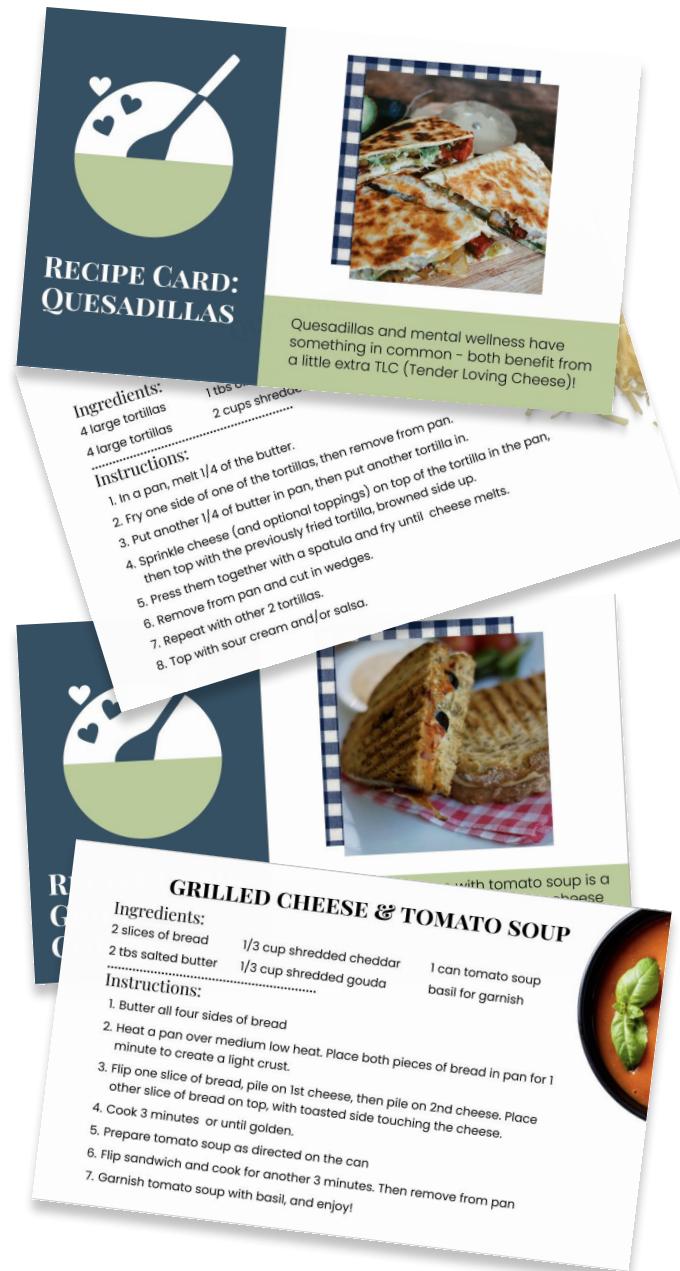


Recipe Card Mockups

After our UX testing, we concluded that although our recipe cards evoked a nostalgic feeling, they didn't fit our branding. We reformatted the front layout of the cards to echo the layouts of our other mockups, and to include our logo. Additionally, we removed the handwritten fonts on the back to increase legibility, conform to branding, and to easily chunk the text for the ideal visual rhetoric.

Final Design

These examples highlight the strong branding approach we took for our recipe cards during revision. The fonts, colors, and overall clean design reflect the energy of our organization, while the quotes on the front of the cards seamlessly tie mindfulness into the limited space of the card.



VISUAL GUIDE



Brochure & Flier

Brochure will be split up into a grid of 3, and the flier is broken up into two main sections. Continuous elements will be used across the brochure flier to create a flow.

Recipe Cards

Recipe cards stray from the conventional handwritten recipe cards. Utilizing the branding throughout our mockups, text is chunked and formatted on a grid to follow the rule of thirds.

Color Palette, Typography, Photos

Our primary font is Poppins. Poppins regular is our main body font, with Poppins SemiBold as sub-headers. Body fonts range from 14-16px with sub-headers as font size 30px.

Our main titles Playfair Display to provide a more decorative font. For contrast, Playfair Display SemiBold and Playfair Black will be used sparingly. Headers will be 32 px in semi-bold and 48px in black to deliver hierarchy.

In addition to our color palette, visual motifs such as a navy tablecloth and a white doily are present throughout our document mockups to strengthen our brand.

Newsletter

The newsletter will focus on the recipe of the month and the events of the month. The recipe card pasted will look like the individual cards made.

Website

All boxes will be rounded by 20 points and line spacing will be 22 all around. A consistent header and footer will be used on each page.

#2E5266

#ACD7EC

#B9CD98

#FBF8F0

