

Content Outline

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Project Title: The Rise and Fall of Jell-O

I'd like to make a long scrolling website that shows a vertical timeline of the rise and fall of the dessert Jell-O. Images and information will be interactive as you scroll. I want it to be optimized for mobile viewing.

- Start: Brief history of gelato and how it was a food for royalty because of how expensive and hard it was to produce.
- Invention and patenting of powder gelatin. Birth of Jell-O as a cough remedy.
- Going mainstream: "America's most favorite dessert". Used in salads, entrees, and desserts. Reasons behind success: Baby boom, new technologies, home economics.
- Decline: 1960 — . Hired Bill Cosby as spokesperson to increase sales.
- Contemporary, pop culture, fun facts: Jell-O shots, popularity amongst Mormons.