

# Interactive Media 1

## Assignment 1

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## Background, Purpose & Target Audience

For many university students staying healthy during the semester is a real challenge, particularly when it comes to their eating and exercise habits. There are a number of contributing factors to this:

- ✗ Long and irregular hours spent indoors working at desks and computers
- ✗ Limited income
- ✗ Doing their own cooking for the first time
- ✗ A need to balance work, study and family commitments

This means students often subsist on junk food and cheap convenience food which is often bulked out with the less healthy cheap ingredients like flour, noodles, rice and potatoes. What if it didn't have to be this way? Well, it actually doesn't have to be – *The Student Kitchen* will get students on the right track for balancing health and study.

Essentially *The Student Kitchen* is a website dedicated to providing university students with engaging and interesting ideas and recipes from a range of international cuisines. How is the site different, you might ask? Well, the key feature of *The Student Kitchen* is that recipes and tips are chosen to help offset the challenges to student health listed above. The site focus on providing information, recipes and advice that meets all of the following criteria:

- ✓ Quick to accomplish
- ✓ Not too expensive
- ✓ Is a simple and easy introduction to new ingredients and cuisines
- ✓ Can easily be increased in volume for sharing or for extra meals

Ultimately *The Student Kitchen* is targeted at university students and aims to help them see how they can prepare simple and delicious food to impress their friends and keep their brain and body working well right through the semester.

## Content Areas

The site contains a variety of content:

- A general site overview and introduction which explains what the site hopes to help students achieve. This section gives practical advice about not just food but combining it with exercise and also gives some good time management tips (or could anyway). The

Student Kitchen's Kitchen – this is intended to help students optimise their kitchen for cooking healthy food on a budget.

Four content areas that introduce different cuisines. Each area has the following (in a different layout)

- Introduction to the cuisine
- Key ingredients
- Recipe of the week with instructions
- Someone to impress? (extra special touches)
- Save money (ingredients where a cheap version is just as good)
- Don't skimp (ingredients where quality matters)
- Further resources

## Design (Aesthetic)

### Overall aesthetic

The site was designed with an attractive, modern clean look inspired by infographics. The key features of infographics are that they have a linear appearance which naturally facilitate scrolling the eyes from top to bottom. Infographics have strong colour schemes that make use of complimentary colours as these provide good contrast and 'pop'. Similarly infographics tend to use heavy san-serif style headers which assist the viewer to easily identify what is contained within each information container.

One key design feature was the clear delineation of each section. As the site is intended to grow over time, there is a sense of modularity about the individual sections. It is not hard to imagine them being added to Pinterest as individual infographics and images in their own right. This gives the design a sense of sustainability (i.e. it would hold up as the site grew).

Reflections on individual aspects of design follow here:

### Font

There were three main fonts chosen for the website

1. **VENEER**, which was the primary font used for section heading and emphasised text. This is a slightly distressed font, which is similar in style to 'Impact', but with rounded corners which give the site harmony and consistency (rounded corners are also used for containers throughout the site). The primary reason it was chosen was for good legibility.
2. Nirmala UI, which was the primary body text font used in the site. This font retains legibility down to smaller sizes and the narrow weighting contrasts nicely with the header font, Veneer. Nirmala is a sans serif font, which in some ways is an update of century gothic but with the major benefit of allowing more legible information to be fit into a smaller area.
3. **Besley Hand Bold**, which is a casual font designed to give a sense of personality. This font is used sparingly (on the shopping list for example). Casual fonts like this should be used with caution as they are generally designed for character more than readability.

### Colour

As this is a one page website the decision was made to develop a different colour scheme for each section. This decision was made because changing colour doesn't radically change the layout of the site meaning that when people see a new colour they know they are at a new section but the layout is not too different or confusing.

The other main reason that an individual colour scheme was chosen for each section was because different cultures tend to have different colours associated with them and this would help give a sense of appropriateness to the design. For example, the orange and purple of India represents both the spices and the colours used in the holiday celebrations. The green and gold represents Australia's sunny, sporty identity. Green and red and white are the colours of Italy's flag, but also of the herbs and tomatoes which make up the primary dishes.

Where possible the colours chosen were intended to be a complimentary or split complimentary colour scheme. In particular the split complimentary scheme is useful because it allows you to add a third colour without radically altering your original colour design (moving one step either side of one side of the complement is relatively straightforward). Where a section was lacking for interest the decision was generally taken to develop the analogous aspect of the colour scheme, such as with Australia which has a saturated yellow and a desaturated yellow to contrast with the green. The green and gold colour scheme was something I wanted to use, but with only a saturated yellow it looked garish and with only the desaturated yellow it looked bland. The mix helped balance it out.

The overall goal was to give each section a sense of colour harmony and unity. This means that text colours, background colours and the photographs I took for the site were all deliberately set-up (e.g. the tablecloth colour or plate colour) to match where possible.

### **Shape**

The key feature of most of the shapes in the site is that they have rounded corners. It is almost impossible to give every shape in a site rounded corners but the theme is strong enough to give a nice sense of harmony and repetition. The round shape is symbolic of food (fruits, dinner plates, frypans etc.). Also when I took the photographs I used props like a beer bottle which further emphasised the round shape.

### **Layout**

The site uses multiple columns for the layout (1, 2 or 3). To help keep balance there is generally a full width section between those two and three column sections. This helps break the site into manageable chunks of information.

The site is 980 pixels wide, although the text and assets don't go right to the edge, allowing for 960px width.

## **Design (Navigation)**

As the site is targeted towards University students it has been constructed to resemble a 'newsfeed' type layout where vertical scrolling at relatively fast speeds is catered for.

The site navigation is relatively simple, but I added a twist. Instead of a standard menu bar I included a map in the header with flags which represent the different cuisine areas. Users can click on the

map to go to the cuisine that they could like to go to. Once again this has been designed with sustainability in mind because as more cuisines were added to the site the navigation could still function effectively. This is contained in a header bar that has been fixed into place (is always there).

At the end of each section is a back to top button which takes people to the top of the current section. The home icon takes people to the top of the whole site.

There are links to an Instagram, Twitter and Pinterest account as well.

Ultimately the option exists to have links out to different resources (for example The Spice Library), but this would need more time.

## **Process Reflection**

One of the main issues that I faced was that I probably added too much content for the assignment, which then made the coding seem overwhelming. I had an initial idea for the site and didn't realise that over five sections there would be so much content.

From the design perspective I think the mock-ups look fantastic and fit well together, but I really struggled to get a sense of how much detail a mock up should have there is also the issue of trying to balance development of the site with learning the necessary coding techniques. Yes, we have covered most of these in class, but small errors often take much longer to identify and fix than originally anticipated.

Whilst I realise managing time is important, it can be very hard to make accurate estimations whilst still a beginner.

In terms of the work involved, I developed the colour schemes, took all of the photographs except for one or two of the smaller photographs in the 'key ingredients' sections (I cooked all the food, too). All of the main recipe and header photographs I took. I made the icons and the social media pages for the site as well.

Please note, once I posted the photos on Instagram they had likes from real people!!! There is obviously a gap in the market for this kind of site.

## **Samples of visual research**

<http://www.bbcgoodfood.com/howto/guide/10-foods-boost-your-brainpower>

<https://www.pinterest.com/chartercollege/brain-food/>





# THE STUDENT KITCHEN



Weekly featured flavours map. Click a flag to explore

# WELCOME

Being a student is hard enough as it is and eating healthy can feel like just another layer of stress. Fear not, **The Student Kitchen** is here to show you how to eat healthy food right throughout the semester. We know that being a student you might be:

- ★ SHORT ON TIME ★  
★ SHORT ON MONEY ★  
★ LIVING AWAY FROM HOME AND DOING YOUR OWN COOKING FOR THE FIRST TIME★  
★ BALANCING WORK, FAMILY AND STUDY ★**

Junk food isn't actually very good for you (it's called junk for a reason).

Each week we'll explore different cuisines and recipes. Use the interactive map above to explore the world of top quality student food. Follow all the

adventures on social media and contribute your own ideas.

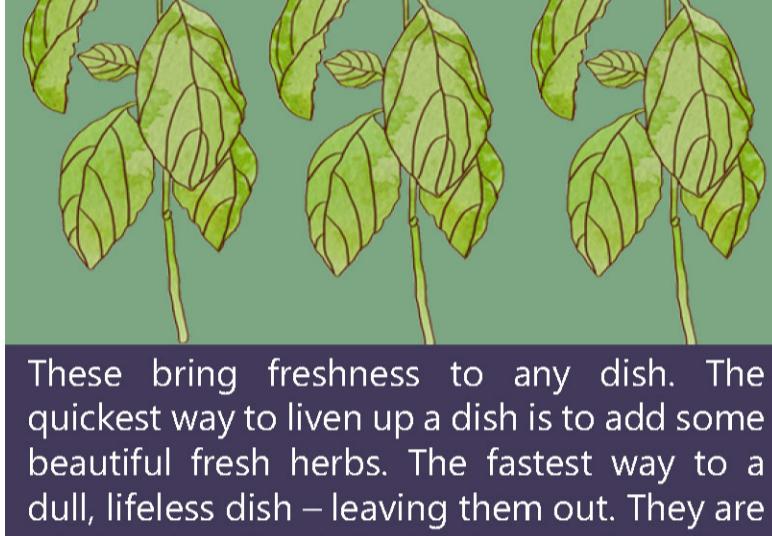
Dieting sucks. And it's stupid. Eating healthy is not rocket science. He

**\* A HIGH PROPORTION OF EACH DISH SHOULD BE GOOD FOR YOU \***

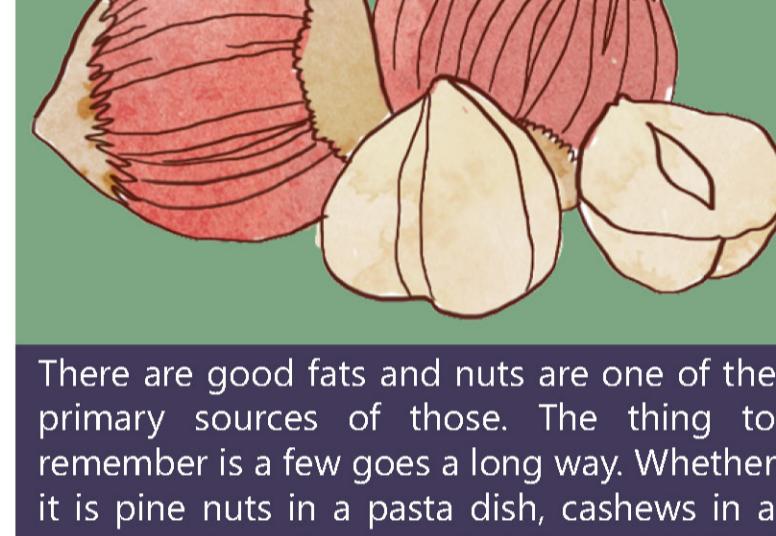
- at we are looking for ways to make foods that we know and love that little bit healthier. Is a bowl of soup topped with a few corn chips? It is about trying to get the proportion of healthy ingredients right.

No matter how much you like fruit and vegetables, they can be accused of being a little boring sometimes, so we have a list of six main things that just make things taste good. These are things that even in small amounts can elevate fairly uninteresting dishes to complete deliciousness:

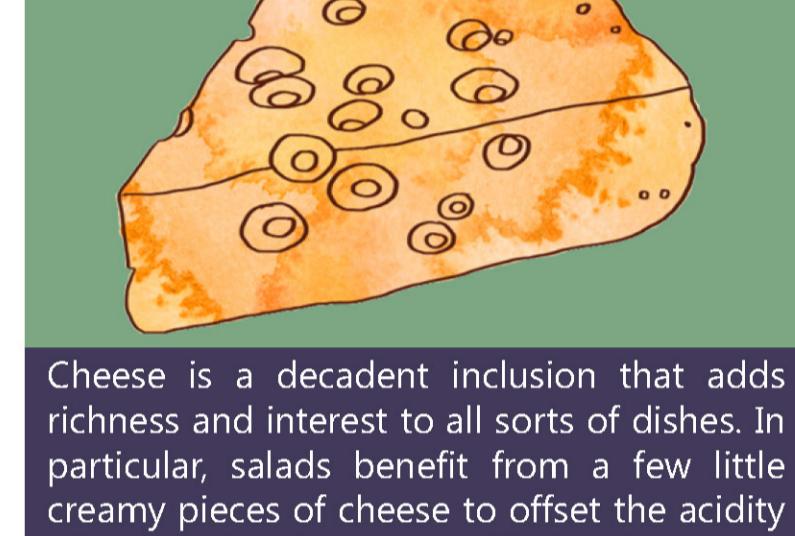
An illustration featuring three main sections: 'HERBS' on the left showing basil leaves, 'NUTS' in the middle showing walnuts, and 'CHEESE' on the right showing a wedge of cheese.



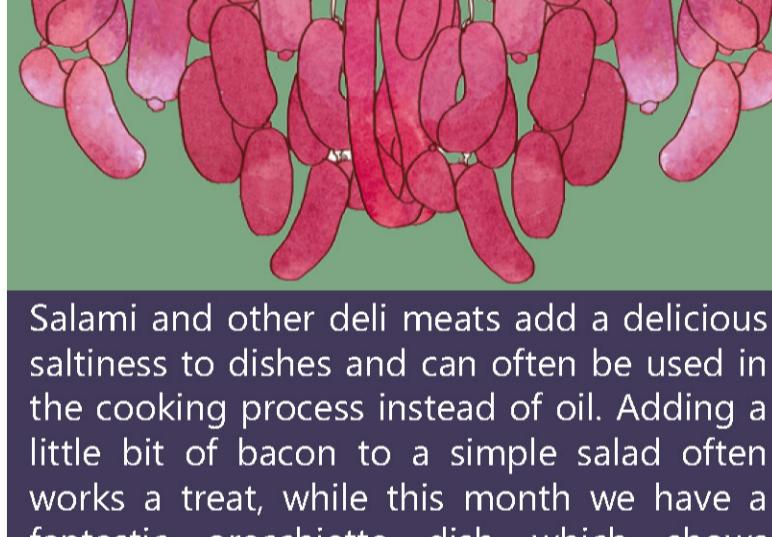
what makes South-East Asian food so clean  
of flavour.



curry or almonds on a salad they add bit of  
toasty magic.



of salad dressing. Try grilled haloumi on Bruschetta and you'll know just what a difference cheese can make.



fantastic orecchiette dish which shows exactly what salami can add.



Intoxicating flavour. Removing the seeds is a way to reduce heat but still get the flavour.



keep adding a little and tasting the food.

Wet paper tips

**1. Try your local op shop or Savers. You can often get great quality second hand items for a super cheap price.**

3. Buy a mortar and pestle. Working with spices is a cornerstone of delicious food.
  4. Spend a decent amount of money on two knives (a cook's knife and a paring knife). You use these every time you cook and they actually make cooking less of a chore.
  5. You'll need a couple of chopping boards (have one which is for sweet food and one for vegetables - otherwise your fruit salad will taste of garlic). Eeeek!
  6. Get a few plastic containers so you can package up reheatables for use during the week.
  7. Asian grocers often have kitchen products and ingredients that are great value for money.
  8. Online suppliers of spices and gourmet ingredients also offer much better prices than Coles or Woolworths on many items. Spices are a bit of an initial investment so going to somewhere like The Spice Library is a good idea. Once you have the main spices your weekly shopping bill will get smaller.
  9. A big pasta pot, 20cm saucepan, 30cm frypan with lid, a couple of cheap roasting tins and a strainer are really the key items you need. You can probably pick all this up for less than \$40 from your local savers. Generally look for pans that have a heavy bottom (thin ones will burn food, though a wok is an exception).
  10. Every time you go home for Christmas "borrow" a few things from your mum or dad's kitchen – accidentally of course.



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# ITALY

Now we're talking. Italy is not just great coffee and pizza. Italian food is all about using delicious ingredients and seasoning them beautifully... and because it is beautiful in its simplicity this week's recipe of the week features not one but two cracking courses that match beautifully together and show just why basil is such a great herb.

## KEY INGREDIENTS

### BASIL



Italian food is about using garden-fresh herbs to give zest and life to vegetables and meats. This week we are celebrating basil, but it doesn't stop there.

### PASTA



Most of us grew up on the ubiquitous pasta types - penne, shells, spiral or spaghetti. There isn't anything wrong with these per se, but this week we are going for something a bit different. Orecchiette means 'little ears' in Italian and is absolutely brilliant with pesto because it helps the sauce stick to the pasta.

### SALAMI



Salami is a fantastic ingredient because it comes in all different varieties, so you can find one that suits your particular taste. It adds saltiness and a little kick which lifts dishes beyond the ordinary.

## RECIPES OF THE WEEK

This week we have a two course meal that celebrates basil. The bruschetta starter is a tangy and intriguing way to kick off a meal. Don't be too stingy when buying tomatoes as you want nice fresh (not floury) ones because this dish is built around them (I like mini roma, but cherry or grape work well). Feel free to save the leftover mixture and have two nights in a row.

The main course is a modern twist on a classic dish from Puglia, one of the poorest regions of southern Italy. Broccoli is plentiful in that region and this dish helps it shine. Once again this can be eaten cold or warm for lunch the next few days and the low GI carbs will give you extra energy for study.

### ENTREE: BRUSCHETTA

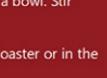
#### INFORMATION



15 MIN



\$2.30 PER SERVE



SERVES 4

#### METHOD

Combine all of the ingredients except the roll in a bowl. Stir gently and then season with salt and pepper.

Cut the roll into thin slices and either toast in a toaster or in the oven for a few minutes until crisp.

#### SHOPPING LIST

2 punnets small tomatoes chopped into quarters

1 red onion finely chopped

1 clove garlic finely chopped

1 tablespoon olive oil

2 tablespoons lemon juice

½ teaspoon sugar

½ cup fresh basil leaves shredded

1 roll (sourdough, ciabatta, pane di casa)



#### TIPS

##### Someone to impress:

Top with a few slices of fried Haloumi. To do this just cut Haloumi into slices about ¾ cm thick and fry with a little olive oil on medium heat until golden.

##### Save money

Buying a sourdough roll instead of a big loaf of bread will save you a few dollars and slicing the roll thinly will still give you plenty of slices and you won't be overloading on bread which is good.

##### Don't skimp

Bruschetta is all about those delicious tomatoes. You don't want floury ones with no flavour. Mini-roma are my personal favourite, although cherry and grape are good.



### MAIN: ORECCHIETTE ALLA PUGLIESE

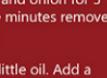
#### INFORMATION



30 MIN



\$4.20 PER SERVE



SERVES 6

#### METHOD

Put a pot of water on to boil for the pasta.

Chop the broccoli (take the bottom 1 cm off the stems and discard. Everything else can be included). Chop the stem portions into sections a few cm long by about ½ cm wide. Keep the stem portions separate to the florets.

In a large frypan on medium heat fry the salami and onion for 5 minutes and then add the garlic. After two more minutes remove to a bowl. Put the pan straight back on the heat.

Add the broccoli stems to the frying pan with a little oil. Add a pinch of salt and pepper and stir for a couple of minutes. The broccoli will start to brown a little. Add the florets. Now put the lid on the pan (stir this every couple of minutes). Put the pasta into the boiling water.

In a small pan on low heat add the pesto and half the lemon juice.

Mash the avocado in a bowl with the rest of the lemon juice and some salt and pepper. Once it is relatively smooth stir through the pesto and turn off the heat.

Drain the pasta. Return to the pan. Stir through the pesto sauce. Add the salami and onion mixture and combine. Pour the whole lot over the broccoli and then combine again.

Serve garnished with a few shredded basil leaves and some parmagiana reggiano.

#### SHOPPING LIST

500 g orecchiette

600 g broccoli chopped

1 jar pesto Genovese (270 g)

1 red onion finely chopped

1 clove garlic finely chopped

100 g salami finely sliced

2 tablespoons olive oil

4 (2 + 2) tablespoons lemon juice

1 avocado

Small handful fresh basil leaves shredded

30 g parmagiana reggiano



#### TIPS

##### Someone to impress:

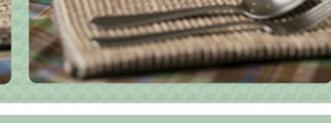
Add a few toasted pine nuts as a delicious garnish.

##### Save money

Woolworths brand orecchiette and pesto are very good and cheaper than branded alternatives.

##### Don't skimp

There is no substitute for good parmagiano reggiano. Perfect parmesan is perfectly awful and don't get me started on Kraft. Even though it seems expensive you are buying such a small amount that it will cost you less than a dollar.



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# TURKEY

Turkish food is all about flavour. Whether it is via delicately spiced lamb, the hit of tartness from fruit like apricots or preserved lemons, or from that old favourite – garlic sauce, you are in for a good time. One of the great things about Turkey's position at the confluence of Europe and Africa is that it has adapted and combined culinary ideas from both regions.

## KEY INGREDIENTS

### YOGHURT



Buy full-fat yoghurt as you won't be using much for each serve and low-fat versions just don't compare. Yoghurt brings a lovely sense of acidity to contrast with vegetables and peppery rocket.

### ROCKET



Although not strictly Turkish, rocket is an absolute cracker of a salad leaf because it brings a savoury, peppery flavour that contrasts beautifully with the sweet vegetables.

### SEEDS



Seeds are one of those ingredients that no one really thinks too much about but they add an alluring sense of the exotic. This week we'll explore both nigella seeds and black sesame for added layers of yum.

## RECIPE OF THE WEEK

Everybody loves Turkish bread. It has a delicious smokiness from the wood oven, but most of the magic comes from the delicious little seeds used to season the bread. The problem is eating too much bread makes one look the size of a house. This dish is an easy and delicious warm salad that gives all the satisfaction and spirit of delicious Turkish food but with a raft of healthy vegetables.

Once you get the basic idea you can use any veges you like.

Even though it takes 90 minutes, in fact after the first 20 minutes you can leave the vegetables to do their thing in the oven, so it is actually only about 30 minutes work.

Once again, this dish is another where the leftovers can easily be converted into a hot or cold meal.

### ROOT VEGETABLE SALAD WITH YOGHURT DRESSING AND NIGELLA SEEDS

#### INFORMATION



90 MIN



\$4.20 PER SERVE



SERVES 6

#### METHOD

Preheat oven to 170 degrees.

Put pumpkin and carrot in one roasting dish add a little olive oil and salt and pepper and massage to distribute seasoning.

Put beetroot in a separate roasting pan and cover with foil.

Put whole small tomatoes in a separate pan.

Put all the vegetables trays in the oven. The tomatoes will take about 30 min. The pumpkin, carrot and beetroot about 45-60 min. The best bet is to and remove from oven when to your liking.

To make the dressing add lemon juice, salt and pepper to the yoghurt.

#### To Serve

Put the yoghurt on the plate and then spread it using a spoon into a circle that covers most of the plate. Add a few rocket leaves and the black sesame seeds. Then distribute vegetables. Add a little more rocket. Sprinkle the nigella and chopped feta over the top.

#### SHOPPING LIST

500 g beetroot peeled and diced into 1.5 cm cubes

500 g pumpkin diced into 3 cm cubes

300 g Dutch carrots – washed

1 punnet small tomatoes

100 g Greek yoghurt

Juice from  $\frac{1}{2}$  a lemon

100 g rocket leaves



1 tablespoon nigella seeds

1 tablespoon black sesame seeds

20 g feta cheese for each serve

Olive oil

#### TIPS

##### Someone to impress:

Roast up some baby fennel. To do this remove the tough outer leaves and all but 1cm of the green stalks. Basically peel the heart of the fennel into its segments and slice these into 2 cm wide strips. Roast with the other vegetables until caramelised.

and/or

Add some toasted flaked almonds over the top. To do this lightly brown almonds in a dry frying pan on medium heat for about 3 minutes.

##### Save money:

Any pumpkin type (Japanese Blue, Kent, Butternut) will work well for this dish. Buy one that is on special.

##### Don't skimp:

Don't buy low-fat yoghurt. You generally pay the same amount for something that is essentially watered down. Instead just use a little less.

Dutch carrots look really nice in salads and are sweet and tender, though they are a little more expensive than your normal carrots they are worth it.



# INDIA

Indian is one of the world's great cuisines. Packed full of flavour its great strength lies in its ability to make even the most humble of vegetables come alive. So ditch that greasy take-away and give this week's cracker of a dish a try.

## KEY INGREDIENTS

### SPICES



Indian food is all about spice. Whilst it can cost you a little bit of money getting started a little bit goes a long way and you will soon find yourself saving money. Order online from the Spice Library – they have beautifully fresh spices and their prices are a fraction of what you will pay in the supermarket.

### GHEE



Ghee is a form of clarified butter that adds an authentic flavour to Northern Indian dishes. You can use butter as a substitute, but it you can give ghee a try.

### PEAS



Whether you like your peas of the green variety or the chick variety or both, they really sing in Indian food. Using spices gives a rich nuttiness that is delicious.

## RECIPE OF THE WEEK

This is a delicious and healthy dry curry that keeps very well.

It can be eaten cold for lunch or reheated in the microwave without any loss of texture or taste. A big departure from the squishy and horrid peas of many a childhood.

Allow an extra 10 minutes the first time you cook the dish to make the panch phora mix. If you make a good amount it will be ready for next time.

### DRY POTATO & PEA CURRY WITH RAITA AND TOMATO PICKLE

#### INFORMATION



35 MIN



\$3.30 PER SERVE



SERVES 6

#### METHOD

##### Curry

If you are making your own panch phora simply combine 2 tablespoons of black mustard seeds, cumin seed and nigella seed with 1 tablespoon each of fenugreek seed and fennel seed.

Chop the potatoes into 2 cm cubes. Put the peas in a strainer and run some hot water through to remove any icy condensation.

Heat the ghee/butter in a large frypan on low heat. Add the panch phora and stir until seeds start to brown a little (they will smell amazing).

Add the onion and cook for five minutes or so until it softens.

Add the mint and ginger and cook a few seconds longer, stirring continuously.

Add the turmeric, salt, potatoes and peas.

Pour 60 ml water in the pan stir and then cook for 20 minutes on low heat stirring occasionally.

While it cooks make the raita and tomato pickle as described below. After 20 minutes add the Garam Masala and lemon juice.

Cover and cook for ten more minutes.

##### Raita

Simply dice or slice the cucumber into a shape you prefer (cubes or strips). Put in a bowl. Pour over the yogurt. Add the lemon juice, season with salt and pepper and stir.

##### Tomato Pickle

Gently cook onions in a saucepan with the oil. After ten minutes add the curry powder. Cook 5 more minutes then add the tomato sauce and cook 5 more minutes on low to medium heat. The pickle will look nice and sticky when finished.



#### SHOPPING LIST

##### Potato and Pea Curry



1 teaspoon Panch Phora (5 seeds)

500 g washed waxy potatoes (e.g. Kipfler)

750 g frozen peas

2 teaspoons ghee or butter

1 large onion, finely chopped

2 tablespoons fresh mint

½ teaspoon ginger powder

1 ½ teaspoons salt

1 tablespoon lemon juice

1 teaspoon Garam Masala

##### Raita

200 g natural yoghurt

1 tablespoon lemon juice

1 Lebanese cucumber

##### Tomato Pickle

1 teaspoon oil

2 large red onions

1 teaspoon curry powder

75 m tomato sauce

#### TIPS

##### Someone to impress:

Get some slivered almonds and toast them until they brown slightly (don't let them burn) and add these as a delicious garnish.

and/or

Pan fry a few 1 cm cubes of Haloumi and add these

##### Save money:

Order online from The Spice Library.

Homebrand peas and tomato sauce are both fine for this dish.

##### Don't skimp:

Buy nice, waxy potatoes as these will stay firm and tasty. Kipfler or baby new potatoes are two good sorts.

Don't buy low-fat yoghurt. You generally pay the same amount for something that is essentially watered down. Instead just use a little less.



# AUSTRALIA

These days Australia pretty much blends a lot of many different cuisines. Though the meat pie and lamington are iconic dishes of questionable value, the one thing we do have is exceptional produce. Isn't it time you made the most of it?

## KEY INGREDIENTS



Australians really do have access to some of the freshest fruit around. By things that are in season and mix up tart and sweet flavours. Don't forget to try your local greengrocer for those hard to find treats.



Yoghurt is a really delicious addition to fruit salad. Once again buy full-fat and just use a small dollop. Blueberry is a good flavour to go for. Apple & Rhubarb is another flavour that has a delicious sweetness.



Eating healthy is all about mixing textures and flavours to keep your food interesting. Granola is a really nice way of jazzing up a simple fruit salad.

## RECIPE OF THE WEEK

Being a student means long hours slaving away in front of a computer. Many of us resort to shitty take-away fruit salad which just has no love in it. You are supposed to take a short break from your computer every hour or two. Do yourself a favour and use that time to make this delicious fruit salad for yourself and a friend. Brain food at its finest.

### FRUIT SALAD WITH YOGHURT AND GRANOLA

#### INFORMATION



10 MIN



\$3.50 PER SERVE



SERVES 2

#### METHOD

Cut fruit into chunks.

Spoon yoghurt over the top.

Sprinkle over granola.

#### To Serve

Put the yoghurt on the plate and then spread it using a spoon into a circle that covers most of the plate. Add a few rocket leaves and the black sesame seeds. Then distribute vegetables. Add a little more rocket. Sprinkle the nigella and chopped feta over the top.



#### SHOPPING LIST



1 apple

½ pineapple

2 passionfruit

1 banana

1/8 watermelon

100 g yoghurt

25 g granola (e.g. Jordans or Five A.M.)

#### TIPS

**Someone to impress:**

Add some fresh berries

or

Slice some dried figs and sprinkle over the top

**\$ave money:**

By things that are in season as they will be cheaper and fresher.

Try your local fruit shop. They often have much nicer and fresher produce at prices surprisingly cheap.

**Don't skimp:**

Always add something you consider as a treat (for me, passionfruit is perfect for this).



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