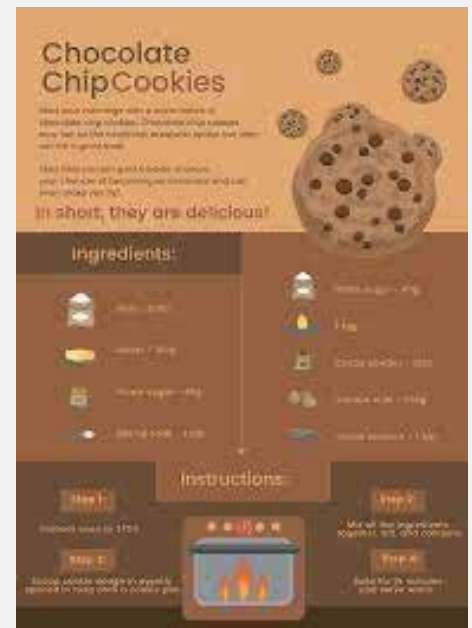# HIERARCHY PROJECT BRIEF
GRACE ZHU

GENERAL THEME

I want the recipe to look like the infographics below. That being said:
- having visual designs for the ingredients
- seamless decorations
- color layering

Also, I want to incorporate recipe design you usually see in the back of cake mix box that is usually in a dashed border effect allowing you to cut it out. This will allude the idea that you can cut it out and add it to your own recipe book. Or act as stickers like a sticker book.

First, I will create the graphics based on the reference images and then rearrange them on the artboard to my liking with the ideal fonts and design.

FONTS

Since there is a lot of content placed on the artboard including the instructions, ingredients and title, the font will be very small. So, it is best to have easy to read fonts for the ingredients and instructions. For the title to stand out more, it will be bigger and in a decorative font.

For instruction and ingredients:

Marker Felt: The quick brown fox jumps over the lazy dog.
        ex. Chocolate Chip Cookie, CHOCOLATE CHIP COOKIE, original, vegan, ORIGINAL, VEGAN
(In whatever font size, this font is legible. I especially like this font when in all caps.)

Osaka: The quick brown fox jumps over the lazy dog.
        ex. Chocolate Chip Cookie, CHOCOLATE CHIP COOKIE, original, vegan, ORIGINAL, VEGAN
(I like the thiness of the strokes and how it lookslike it is somewhat like type writer font.)

For title:
Lemongrass Script: The quick brown fox jumps over the lazy dog.
        ex. Chocolate Chip Cookie, CHOCOLATE CHIP COOKIE, original, vegan, ORIGINAL, VEGAN.
(This font was downloaded from Adobe. I liked how this font contrasts with the other two so it will definetly make the title stand out.)

I have found photos of the ingredients and plan on doing some vector art based on the dimensions of these photos. I drew on top of these photos using the pen tool and colored the shapes into the assigned colors.

colors of chocolate chip cookie–shades of brown/beige to emphasize the chcolate chip cookie and a neutral color.

#E8D7C5 main background, neutral	#DBCBBA
#DDC4A7	#CAB097
#D1B08A	#B89675
#C69C6D	#A67C52 accent, opposite of lightest

majority of the color used were shades of brown, above. But for specific ingredients that require different colors:

Butter:	Salt:	Apple Sauce:	Crisco:	
#FAFFE9	#CCEDEA	#FAD27A	#0E56B8	
#FBF8D6	#BCC6D5	#C93D34	#ED1C24	Black and White also used to balance the colors.
#F6ED89	#5E636B	#73A57A	#DEDFE5	

The following graphics were made using the reference images. For some of the ingredients, various versions were made with different positions, colors, and shades. All the graphics were created through layering of shapes made with pen tool.

CHOCOLATE
CHIP
COOKIES

CHOCOLATE
CHIP
COOKIES

CHOCOLATE
CHIP
COOKIES

CHOCOLATE
CHIP
COOKIES

FLOUR

SALT

VANILLA

CRISCO

The leaf graphics below were created to fill the empty spaces on the borders of the artboard. They will be in the color white to emphasize and bring light to the parts they are surronding.