

Assignment 4

Create email newsletter design using MailChimp or canva tool.

Link: <https://aubitstudent.blogspot.com/2023/09/infograph-for-tacos.html?m=1>

Tacos! An Infographic Review

Overview

While keeping a playful theme, this infographic reminds us to think of the Mexican culture behind the taco. It is a type of brand guide but for tacos. A "Taco Guide". This infographic is very simply correcting the Americanization of a very popular Mexican food. The issue is at play here is that rather than correcting the issue as a cultural problem, this infographic takes the playful route as if it were a "friendly reminder". And while seemingly unbiased in its taco guide, this infographic has another purpose also: to sell more tacos in America.

Audience and Purpose

This infographic uses many stereotypes to get its message across to the audience of assumed knowledgeable American taco consumers. The Mexican colors for one are about the only establishment of credibility other than the "from Mexico" under the title. The assumed audience is further established with the second column, assuming that most American consumers are aware of the difference between a quesadilla, a burrito, and a taco. Additionally, if the creator were making a readable guide, the meat section is needed to be less vague. This tells me that the author is aware that most Americans are even familiar with the various names for Mexican meats, and further explanation isn't necessary. The audience is then given a lesson on the "proper" way to eat a taco, assuming that there is an improper way that most of the audience will have practiced previously. The main argument of the infographic becomes clear at the bottom with the placement of "Happy Taco Day", referring to national taco day on October fourth, an American creation aimed at producing advertisement campaigns centered around tacos. This infographic is one of those advertisements with the main goal of selling more American tacos to American consumers under the guise of being authentic and multicultural.

Design Analysis

The categories are well outlined and the colors are reminiscent of stereotypical Mexican culture.

Use of Lines

Lines work as a way to define the previous statement and also connect the two statements together.

A similar thing is happening with the "how to order" section. The definition of the words and the reason they are used pointed to with lines and arrows. The colors separate the various parts of the sentence diagram.

Shapes and graphic elements

The infographic animates all food items to have emotions, which is cute and brings back the playful theme of the graphic.

Color

The Mexican colors are included for the false establishment of credibility. They also serve to tie the various elements together. For example, the corn tortilla is this green color, which also appears on the taco eater's shirt.

Typography

I find the typography of this infographic to be interesting because while it may seem playful, it can also be interpreted as demeaning to the Mexican culture. It is a handwritten-like font in all capital letters, which makes it very easy to read quickly, perfect for the form of the infographic. With the purpose in mind of selling tacos, the typeface is a way to seem more authentic and handwritten, while actually creating a childish theme.

The infographic is a colorful, playful guide to tacos. It features several sections with illustrations of tacos, burritos, and people eating. The text is in a bold, handwritten-style font. The infographic includes sections on the definition of a taco, exceptions to the definition, kinds of tacos, how to order, and how to eat. It also includes a section on the importance of extra ingredients like onion, coriander, and hot salsa. The infographic ends with a 'Happy Taco Day!' message and a reference to Facebook.com/pictoline.

TACOS
A GUIDE FROM MEXICO TO THE WORLD

A TACO IS A SOFT TORTILLA FILLED WITH MEAT AND/OR OTHER INGREDIENTS

THIS CAN BE A CORN TORTILLA OR A FLOUR TORTILLA

THERE ARE SOME EXCEPTIONS TO THIS DEFINITION

BURRITOS ARE NOT TACOS

QUESADILLAS ARE NOT TACOS

HARD SHELL TACOS (FOR MOST MEXICANS) ARE NOT TACOS

KINDS OF TACOS (SOME EXAMPLES)

PASTOR (PORK/BEEF OR JUST PORK)

BISTEK OR SUADERO (BEEF)

CARNITAS (PORK)

BARBACOA (USUALLY BEEF, LAMB OR GOAT)

COCHINITA (PORK)

5 DE PASTOR CON TODO

HOW TO ORDER YOUR TACOS

NUMBER OF TACOS

KIND OF TACO ON A TAQUERIA YOU DON'T NEED TO SAY "TACO"

EXTRA INGREDIENTS

WITH EVERYTHING, USUALLY ONION, CORIANDER AND HOT SALSA!

HOW TO EAT YOUR TACOS

HEAD TILT 45°

TACO ALIGNED WITH MOUTH

HOLD FROM THE TACO'S CENTER OF GRAVITY

EXPERT MODE: HOLD THE TACOS AND SOUP WITH ONE HAND WHILE STANDING UP

HAPPY TACO DAY!

FACEBOOK.COM/PICTOLINE

TACOS

the perfect food

Fun Fact

Did you know the original name of Tacos was Quauhtlaqualli

Due to the Spanish not being able to pronounce the name, they called them Tegualli which eventually turned into the name everyone knows, Tacos.



Types of Tacos



Types of Meat

- Carnitas → Pork
- Asada → Beef
- Cabeza → Cow head
- Lengua → Tongue
- Adobada → Adobo seasoning
- Buche → Pig's esophagus
- Birria → Goat
- Chorizo → Chorizo
- Papas → Potato
- Chicharron → Pig Skin
- Fish → Fish

Add-ons

- Jalapeño → For that extra spicy kick!
- Lemon → For that extra zesty!
- Radish → For that extra crunch!

Fats, Oils and Grease

Grease

...the good stuff

Dairy & Meats

Cheese
Sour Creme

Carnitas

Cabeza Lengua
Adobada Chorizo
Chicharron Birria
Asada Buche Fish

Vegetables & Fruits

Cilantro
Radish
Onions Cabbage Peppers

Tomatoes

wow!

Grain Products

Tortillas

*the Known
Scientific Facts

The Taco Food Pyramid

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