

RECIPE BOOK

typography

Viya Kothari



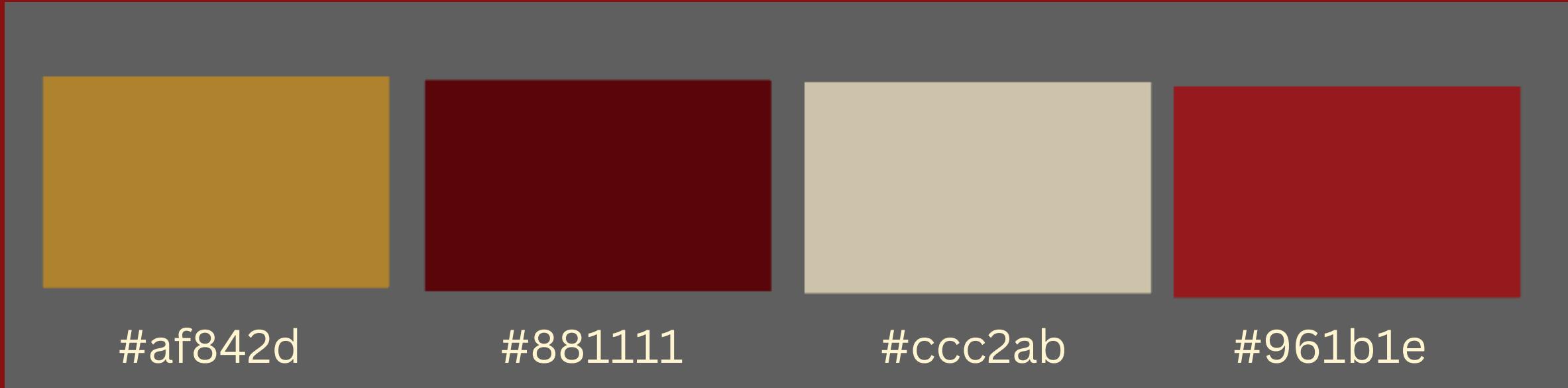
The concept is to design a typographic recipe book tailored for teenagers, students, and professionals living away from home. This book is ideal for those who return late from college or work and need quick and easy recipes for lunch or dinner. It aims to provide a sense of comfort and nostalgia, recreating the warmth of home-cooked meals while being practical and user-friendly.

TYPOGRAPHIC

The typographic concept of the book is designed to evoke emotions through typography. Each recipe illustration page features typography that reflects the essence of the food—whether it's crispy, healthy, or comforting—giving readers an immediate sense of the dish's vibe. On the recipe pages, the typography forms patterns using the names of the recipes, with reduced opacity to ensure a visually light and pleasant reading experience.

CONCEPT

COLOR PALLET



#af842d

#881111

#ccc2ab

#961b1e

Sauce tomato
Franklin gothic demi
FONT

FINAL IDEATION



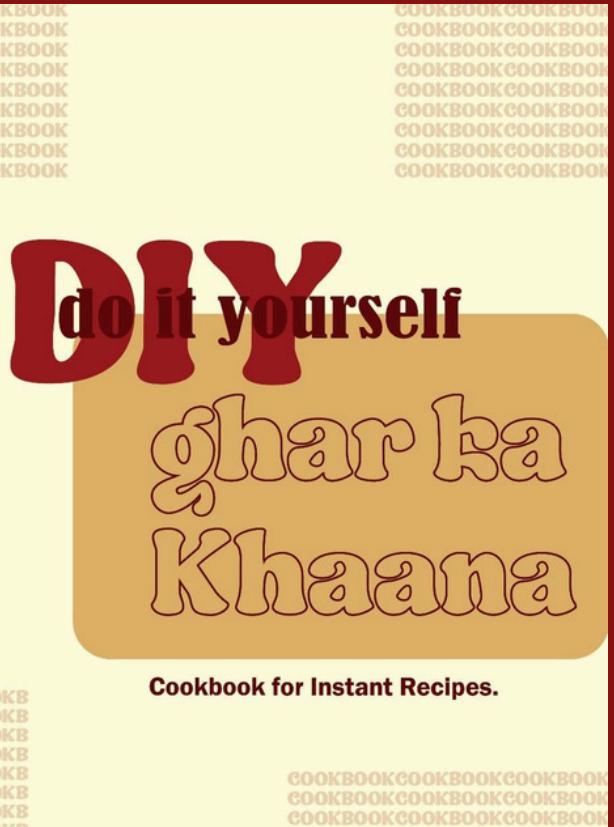
DIY do it yourself

ghar ka Khaana

Cookbook for Instant Recipes.

Unlock the secret to delicious, homemade meals in minutes! Whether you're a busy professional, a person who lives away from home, or just someone who loves quick, flavorful dishes, Instant Homemade Recipes is your ultimate kitchen companion. Packed with easy-to-follow, time-saving recipes, this book brings you wholesome, mouthwatering meals that can be whipped up in no time, using ingredients you already have at home.

Say goodbye to takeout and hello to tasty, homemade meals - fast!



This the final design of recipe book. The elements on the front page have been reduced and word homely have been changed to typographic element to make it more sensible.

The typographic element of the inside pages of the book are consistent and also the layout has been changed which is making it more interesting to read.



PROCESS

-paneer paratha pane

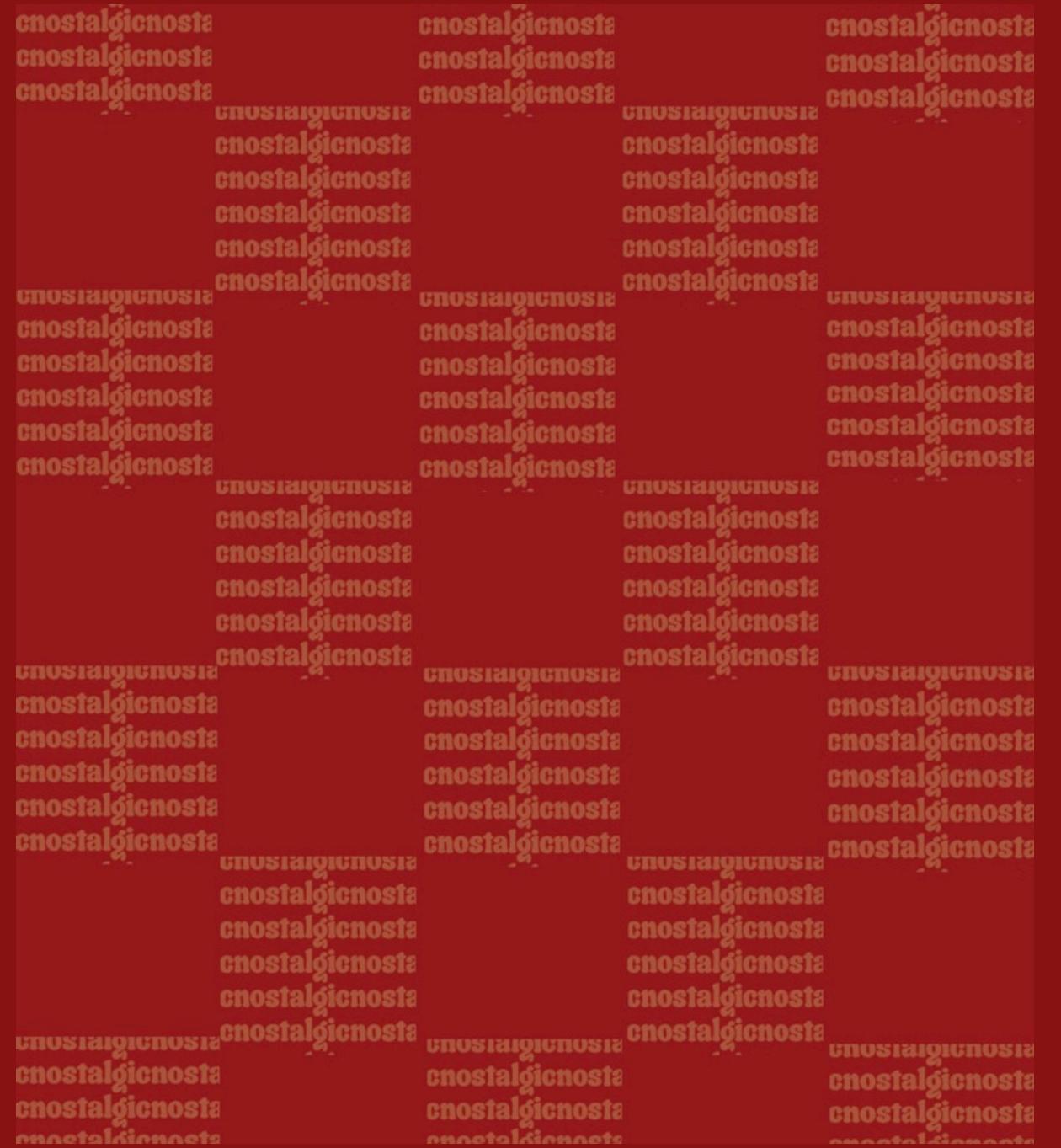


Unlock the secret to delicious, homemade meals in minutes! Whether you're a busy professional, a person who lives away from home, or just someone who loves quick, flavorful dishes, Instant Homemade Recipes is your

You can see this type of typographic elements on all pages, this are created as a pattern according to the context of page, like for coverpage to show that it is a typographic book, the word cookbook has been created as a pattern and accordingly on all the pages.

TYPOGRAPHIC ELEMENT

PROCESS

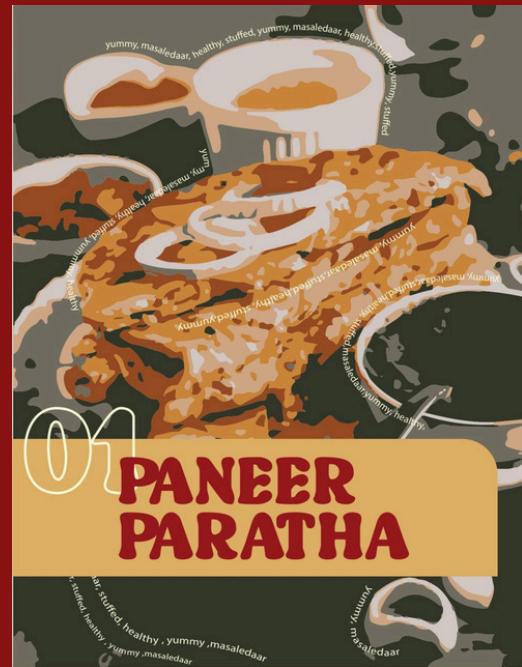


Here the word nostalgic has been created as a pattern and is arranged in such a way that looks like a typical cloth which we use at home in kitchen to give people who are reading this book a feeling of nostalgia.

typographic element

PROCESS

typographic element



This typographic element in the book are created according the illustrated silhouette of the recipe. The words mention on the element describes the recipe in words like stuffed, healthy, masaledaar for paneer paratha.

PROCESS

Illustration



Original



Illustrated

The images used in the book are illustrated version of the original images. As the target audience of the book are young adults and teens, they will find the book more interesting.



Original



Illustrated

I have image traced the images in 6 colours so that they look illustrated as well as it can be understandable to the people who read books.



MOCKUPS



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THANK YOU