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My name is Grace Boyle and I am a Graphic Communication major with a concentration in Management and a minor in Event Planning and Experience Management.

Through my hands-on learning experiences at Cal Poly, I was able to constantly learn from my peers and tangible projects. GrC has shaped me to be a curious, detailed, and gregarious business woman.

IRB STATEMENT

This project is not an investigation and is not trying to answer research questions; therefore, it does not need to be reviewed by the California Polytechnic State University Institutional Review Board.
ABSTRACT

One of the most inspiring classes I have taken in GrC was Digital Typography for Print and Web back during the covid online learning era. Although we were not in person, my professor Lorraine made it a seamless and super insightful learning experience. It was in this class that I found my design niche with fonts. We created a recipe page where I baked and photographed an Apple and Caramel Skillet Cake. I have always loved how food brings people together, and since living on my own in San Luis Obispo, I have realized how impactful this activity is. Cooking is educational, challenging, rewarding, delicious, and collaborative. I made this cookbook to inspire people to get cooking. I designed it to be inclusive of all diets and allergies. Cooking is harvested from agriculture, and thus experiencing the local culinary culture teaches one so much about cooking. I hope this book is entertaining and insightful for all!
PROBLEM STATEMENT

In this project I will develop and design a cookbook for Cal Poly students to teach techniques and highlight experiences of exceptional local cuisine within Slo county. Cooking in college is usually viewed as either a daunting task or a stress reliving activity. Wherever each individual may fall on that spectrum, I feel passionate that there is a need for an educational cookbook tailored specifically to Cal Poly San Luis Obispo students.

This opportunity for students who are competent chefs, will serve as an extension of techniques with the immersion of local Slo food experiences that can broaden their cooking pallet and passion. As for students who presume they are apathetic towards cooking, this book will serve as an introspective development to ones idea of their own cooking capabilities in conjunction with the authentic culinary experiences their county obtains. The final deliverable will be a cookbook filled with 3 recipes and 3 Slo culinary experiences, that will cultivate an urge to cook for specifically Cal Poly Students.
DESIGN
I desire to push myself to practice my design skills in a more advanced way than I ever have before. To achieve this I will watch, study, and find inspiration to create a unique and professionally designed cookbook.

MANAGEMENT
Through this project I want to demonstrate my strength in time management, organization, planning, and effective communication. To obtain this goal I will follow my projected schedule as well as completing all the activities and milestones.

COMMITMENT
Since this project will take place over the period of 10 weeks, I want to challenge myself to stay extremely committed and diligent throughout the progression of this project. I will monitor this objective by dedicating at least 10 hours of work for my senior project every week.

WHAT IS THE PROJECT SUPPOSED TO ACHIEVE?
The project is supposed to reflect my personal growth throughout my four years of being a Graphic Communication student. As well as inspire prior and new cooks to start cooking as a way to feel connected to our local environment, and one’s own mental and physical well-being.
Through Cal Poly’s database, I read ten different journal articles or books on various subjects related to cookbooks. One journal article explored global celebrity chefs’ impact on their corresponding regions and cookbooks. This writing talks about the design, methodology, and approach that cookbooks focus on. The skills and popularity that global celebrity chefs obtain have a significant impact on creating cookbooks globally. Although they definitively explain the necessity for local flavors, tastes, and agriculture, to ultimately appeal to the cookbook’s intended audience.

Another journal article I used was a data analysis gathered from 321 randomly selected customers at Edna Valley and Arroyo Grande wineries. This study found out why consumers are aware and visit these wineries from other places. This source showcases how to market and generate awareness for restaurants and bars in Slo county. These metrics will help examine the most local experiences in Slo county for my project.
**TIMELINE**

**JANUARY**

- Phase 1
  - Background Research
  - Conduct survey
  - Establish recipe content

**FEBRUARY**

- Phase 2
  - Test/trial each recipe
  - Create TikToks
  - Establish 3 experiences
  - Find photos
  - Write explanations

**MARCH**

- Phase 3
  - Create product elements
    - Cookbook Title
    - Table of Contents
    - Overall theme
  - Design Elements
    - Create color pallet
    - Pick fonts
  - Create mockups
  - Showcase
  - Process Book
WORK BREAKDOWN STRUCTURE

**TASK 1**  
BACKGROUND RESEARCH  
- CULINARY KNOWLEDGE  
- HISTORY OF COOKBOOKS  
- EVOLUTION OF DESIGN

**TASK 2**  
RECIPE CONTENT  
- ESTABLISH 3 RECIPES  
  - 1 VEGAN  
  - 1 VEGETARIAN  
  - 1 MEAT  
- TEST/Trial EACH RECIPE  
- TAKE PHOTOS OF THE RECIPES

**TASK 3**  
EXPERIENCE CONTENT  
- ESTABLISH 3 EXPERIENCES  
  - 1 RESTAURANT  
  - 1 WINE TASTING  
  - 1 FARMERS MARKET  
- TAKE OR FIND PHOTOS  
- WRITE EXPLANATIONS OF EXPERIENCES

**TASK 4**  
COOKBOOK DESIGN  
- PRODUCT ELEMENTS  
  - COOKBOOK TITLE  
  - TABLE OF CONTENTS  
  - THEME  
- DESIGN ELEMENTS  
  - CREATE COLOR PALETTE  
  - FONTS  
  - ILLUSTRATIONS  
- CREATE MOCKUPS OF PAGES AND BOOK COVER

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**Senior Project: Cal Poly Stu...**

**Background Research Stage**
- Act 1/2/3  
- Create Survey  
- Conduct Survey  
- Inspiration Board

**Recipe Content Stage**
- Recipe 1: Meat  
- Recipe 2: Vegetarian  
- Recipe 3: Vegan  
- Test recipes  
- Take photos  
- Write recipes

**Experience Content Stage**
- Experience 1  
- Experience 2  
- Experience 3  
- Take or find photos  
- Write explanations

**Cookbook Product Elements**
- Title  
- Recipe layout w/ names  
- Table of contents  
- Overall theme

**Cookbook Design**
- Choose font  
- Choose color palette  
- Illustrations

**Final Presentation**
- Create page mockups  
- Create cover book mockup
FOR MY SENIOR PROJECT, I FELT PASSIONATE ABOUT AN OPPORTUNITY AND NEED FOR AN EDUCATIONAL COOKBOOK TAILORED SPECIFICALLY TO CAL POLY SAN LUIS OBISPO STUDENTS. I ENVISION THIS CREATION AS AN EXTENSION OF COOKING TECHNIQUES FOR EXISTING CHEFS AND A REFLECTIVE DEVELOPMENT OF COOKING CAPABILITIES FOR LESS EXPERIENCED CHEFS. ALONG WITH THE COOKING SECTION, AN EXPERIENCE SECTION SHOWCASES AND DESCRIBES SOME OF THE MOST LEGENDARY FOOD DESTINATIONS IN SLO, ACCORDING TO THE CAL POLY STUDENTS, THAT CAN BROADEN ONE’S COOKING PALATE AND PASSION.

PROJECT CONSTRAINTS

TIME On my own schedule I need to meet my deadlines and create quality work I’m proud of in only a couple weeks.

SKILLS I need to freshen up my InDesign skills with studying and practicing, or else I will not be able to create the cookbook I envision.

RESOURCES I do not have access currently to a professional camera, which I need to take quality photos of the recipes.
SUCCESS CRITERIA

THE SUCCESS MONITORS FOR MY DELIVERABLES:

ANONYMOUS SURVEY
Completed by Cal Poly students in which I obtain information on individuals level of cooking experience, diets, allergies, and lifestyles.

WEEKLY MEETINGS
With my professor, Dr.Ma, as well as my focus group members that are pursuing similar management/design senior projects.

POST DESIGN SURVEY
Receiving approvals by creating another anonymous survey showcasing the completed cookbook in which the participants will be interested and desire the final product.
LEARN BY COOKING

ABIDING BY THE CAL POLY MOTO, THE BEST WAY TO BECOME A BETTER CHEF IS TO JUST GET COOKING! THIS SECTION CONTAINS THREE RECIPES, A VEGAN, VEGETARIAN, AND MEAT MEAL. THE MAJORITY OF CAL POLY STUDENTS FIND DINNER TO BE THEIR FAVORITE MEAL OF THE DAY. THUS I CHOOSE THREE DINNER RECIPES. EACH RECIPE CONTAINS A QR CODE TO AN INSTRUCTIONAL YT VIDEO OF ME MAKING EACH MEAL. I HOPE YOU ALL ENJOY IT!

SWEET POTATO CURRY SOUP

INGREDIENTS
- 4 sweet potatoes peeled and cut into 1” pieces
- 1 teaspoon cumin 1” pieces
- 5 cloves garlic
- 1” of fresh peeled ginger
- 1 tablespoon coconut oil melted
- 1 tablespoon salt
- 1 teaspoon paprika
- 5-12 fluid ounces vegetable stock

INSTRUCTIONS
Preheat oven to 425° degrees F. Cut potatoes, onions, and sweet potato into 1” pieces, and place in a shallow baking dish. Place in oven and cook for 30 minutes, stirring occasionally. Add all ingredients and mix on a bowl. Cover and refrigerate for at least an hour. Gently blend until desired consistency. Add coconut milk and blend until desired consistency. Add salt and pepper to taste. Serve with rice, sour cream, or fresh herbs.

STORAGE
Store in an airtight container in the refrigerator for up to 3 days.
LEARN BY EXPERIENCING

I CREATED THIS SECTION TO SHED SOME LIGHT ON THE CULINARY GEMS WITHIN SLO COUNTY. WHETHER YOU ARE A FOOD ENTHUSIAST OR NOT, THESE PLACES ARE PRESUMED LEGENDARY TO CAL POLY STUDENTS. THESE PLACES PRODUCE INTERACTIONS THAT RADIATE A DIFFERENT CULINARY FLARE UNIQUE TO SLO. ALL THREE EXPERIENCES RANGE IN PRICE AND ARE LOCATED AROUND THE COUNTY. THESE EXPERIENCES ARE SURE TO GET YOU OUT OF THE HOUSE, INTERESTED IN THE FOOD AND AGRICULTURE SLO COUNTY HAS TO OFFER WHILE HOPEFULLY SPARKING THE CHEF SOMEWHERE IN ALL OF US.

LINCOLN MARKET & DELI

DATES & TIMES
Closed Sunday
Monday - Thursday: 7am - 6pm
Friday: 7am - 8pm
Saturday: 7am - 6pm

PRICE
$10 per adult
Local specialty market inside
All day breakfast

WHY IT CAME TO BE
Family-owned & operated for over 20 years, Lincoln has been a go-to for all things deli since 1998. They are the masters in creating California-style sandwiches, breakfast burritos, and salads. They have expanded their menu to include deli items, a family business with a deli in Los Angeles and Santa Barbara.

FAVORITES
Build your own sandwich or burrito
Fresh-squeezed lemonade
Almost famous handheld burritos
Specialty salads, burritos, and more

CAL POLY COLLEGIATE CUISINE
REFLECTION

The challenge of creating this cookbook developed my design skills exponentially. I gained techniques and knowledge in Indesign, TikTok, Photoshop, and Canva. Looking back at the progression of this project, I am so proud of my continual revisions and strategic decisions. Choosing to pursue a product design for my most considerable passion was very rewarding and stimulating the process. I am very grateful for choosing GrC on a whim when I was 18 years old. Being integrated into our special pod has been a unique and admirable experience. I attribute my growth to my excellent professor, insightful peers, and my own motivation to challenge myself.
I want to express my gratitude to my Professor, Dr. Ma, and all my other professors who have shaped me into the student, designer, and overall person I am today. To name a couple, I want to acknowledge Ken Macro for showcasing the art of professionalism and comedy in an educational setting. I also want to thank Lorraine Donegan, the queen of fonts, for providing me with the tools to design a recipe page that ultimately pushed me to create a cookbook for my senior project. Thank you to the entire GrC department; your curriculum pushed me to the limit sometimes. Still, as I look back at first-year me, I could have never imagined I would be designing my own cookbook, writing professional emails to schedule job interviews, earning a Lean Six Sigma Yellow Belt Certification, and obtaining the knowledge of the many and complex substrates and multitude of printers in this industry. I am forever grateful for this journey; GrC was the true essence of Cal Poly’s learn by doing experience.