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A Bit About Me
My name is Izzy Kelly and I am a Graphic Communication Major graduating with a concentration in User Experience/ User Interface and a minor in Photography and Video. I grew up in Redwood City, CA where I was surrounded by the love and support of my family while I played competitive volleyball and made music. When my grandmother moved down to San Luis Obispo during the my junior year, I knew I wanted do something for my senior project that involved her. I love my family, exploring the world with them, and sharing my life with the people I love.
Abstract
Chez Henri is a redesigned version of a cookbook that Bonnie Henry, my grandmother, has curated over the past 50 years. The original book was entitled "A Collection of Recipes From Friends and Family", but I decided to rename it to "Chez Henri", a phrase that was written on a sign outside of her home for almost 20 years. Bonnie Henry is an excellent cook and her recipes include many salads, soups, entrees, and dishes that most people don’t see everyday. Chez Henri contains photography that depicts these recipes, notes from the chef, and clear cut instructions that are easy for the whole family to follow.
Problem Statement
My grandmother is an excellent cook who has compiled her recipes over the years into a thick book where things get lost, there is no design guidelines in place, and all the recipes look different. She has photocopied some in from old recipe cards and books, and others she has handwritten, with the handwriting varying from neat and legible to untraceable. Some recipes are good, and she makes all the time, some she doesn’t.

There is room to weed out the recipes that are not used as often, and room to highlight the ones she loves and that our family makes all the time. Also, she is a woman with a very niche sense of style, and a cookbook would be the perfect outlet to express her originality and design expertise. With the use of fonts, colors, and photos, I will redo this cookbook in order to highlight the wonderful and historic recipes it holds.

This project will revamp the cookbook that my family has used for past years by redoing its design, rewriting recipes to make them easier to follow for all audiences, and include pictures to draw users in more while also providing extra aid on how to make the recipe.
1. Time Management
  • I will keep a checklist of all my weekly tasks and ensure that all are complete by the end of the week.
  • It is critical to ensure that I get 2 recipes designed and photographed by the end of each week.
  • My grandmother and I will complete grocery store runs on time to ensure no ingredients go bad and all my necessary items will be there.

2. Organization
  • This project will include a lot of assets, so I will need to ensure that I am storing them and keeping track of them in the best possible manner.
  • Keeping a running naming convention to be used on every photo will ensure no photos slip through any cracks.

3. Collaboration
  • The main portion of this project will be done at my grandmother’s house, so I will need to keep her in the loop in terms of scheduling and recruiting her for help.
  • It is imperative that my grandma and I maintain a healthy teamwork relationship to ensure we get the most amount of work done.
I was able to keep a good schedule with the use of a Gantt chart and checklists. Here you will see the general timeline that I followed throughout the past 10 weeks.
Weeks 1–3
Background Research
Problem Statement
Branding Decisions

Weeks 4–8
Grocery Shop
Cook
Photograph
Repeat

Weeks 9–10
Final Layout/Edits
Presentation and Deliverables
Process Book
Learning About the Cookbook

Before I could think about touching this book, I needed to understand it first. It was made almost 50 years ago and contains sentimental content, whether it be content from lost loved ones or all time favorite dishes that have stood the test of time.

Note that the book has:

- no two pages that have the same style
- content that is lovely, but the delivery is poor
- black and white photos that don’t compliment the recipes
- recipes that don’t follow a certain formula, every set of instructions is written differently
Cooking and Photographing

The meat of this project was the cooking and the photographing. I needed these recipes to come to life, and with the help of my grandmother I was able to do so. She and I cooked all of these recipes and shot them myself in her kitchen. I shot these images on a Nikon D7500 and edited them all in Lightroom.
Resources and Process

Throughout this project, a large majority of any work I did was either in Adobe InDesign or Adobe Lightroom. I used Adobe Photoshop whenever there was something out of place in the image that needed to be removed.

Here you will see my workspaces in both Lightroom and InDesign. I took 20-60 photos for each recipe and selected and edited them as needed. I used an 8 column grid in InDesign to layout the cookbook.
Branding Decisions
Retro Signature

Header, 75 pt
Title, 110 pt

Montserrat Medium
Subhead, 13 / 17 pt

Montserrat Light
Body, 11 / 17pt

HEX #CC8B8C
RGB 204, 139, 140
CMYK 0, 32, 31, 20

HEX #332E3C
RGB 51, 46, 60
CMYK 15, 23, 0, 76

HEX #DCE0D9
RGB 220, 224, 217
CMYK 2, 0, 3, 12
Chez Henri

A 50 YEAR COLLECTION OF TREASURED RECIPES FROM FRANCE AND FAMILY OF BENOIT HENRY

Mail the little book you will find a collection of recipes that I have gathered and learned as the years go by. These were recipes that I have shared with my family over the years.

You will find several pages of tips that I have learned from my years of cooking and baking. If you have any questions about a recipe, please feel free to ask.

All Rights Reserved

The Final Cookbook
A book with such terrible and historic flaws. A
get-away-from-freedom-to-break-in-a
scenic framework of lazy days and
recipes designed to be the best possible way
My dear how to know her recipe collection and
inspire your way through a cookbook...

Joyce Kilmer

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Vermicelli Salad

SERVES 6
PREP TIME 10-15 MIN
COOK TIME 10 MIN

INGREDIENTS
- vermicelli
- green onions
- cilantro
- peanuts
- red pepper
- sauce:
  - fish sauce
  - sugar
  - lemon juice
  - water

PREPARING THE SALAD
- Cook vermicelli according to package instructions.
- Mix all ingredients together, adding sauce to taste.

Shredded Chicken Salad

FROM THE KITCHEN OF RONNIE HENRY

SERVES 10
PREP TIME 10-15 MIN
COOK TIME 20 MIN

INGREDIENTS
- chicken breasts
- lettuce
- tomatoes
- cucumber
- red onion
- dressing
  - 1 clove garlic, minced
  - 1 tbsp lime juice
  - 1 tbsp soy sauce
  - 1 tbsp honey
  - 2 tsp fish sauce

PREPARING THE CHICKEN
- Cook chicken breasts at 375°F for 15-20 minutes.
- Shred chicken with 2 forks.

ASSEMBLING THE SALAD
- Place shredded chicken in the center of a large serving platter.
- Surround with shredded lettuce, sliced tomatoes, and cucumber.
- Drizzle dressing over the top.
Bacon and Rice Atuleoke Salad

SERVES: 8 - 10
PREP TIME: 20 - 30 Minutes
COOK TIME: 40 - 60 Minutes

INGREDIENTS

- 1 cup bacon bits
- 1 cup cooked rice
- 1 cup chopped celery
- 1 cup diced green onions
- 1 cup chopped tomatoes
- 1/2 cup mayonnaise
- 1/2 cup salad dressing

MIXING DIRECTIONS

1. Mix all the ingredients together in a large bowl. Serve cold.

PREPARING THE ARTICHOKE

Remove the tips from ARTICHOKE and dice. Place in boiling water to blanch. Drain and chill.

PREPARING THE TUNA

Mix the tuna with mayonnaise, mustard, and capers. Serve with sliced tomatoes, lettuce, and a dollop of sour cream.

Black Bean Soup

SERVES: 6 - 8
PREP TIME: 20 - 30 Minutes
COOK TIME: 60 - 75 Minutes

INGREDIENTS

- 2 cups black beans
- 1 onion, diced
- 3 cloves garlic, minced
- 1 jalapeno pepper, chopped
- 1 tablespoon olive oil
- 1 tablespoon chili powder
- 1 teaspoon cumin
- 1 teaspoon salt

MIXING DIRECTIONS

1. Cook beans in a pressure cooker with water until soft. Drain and keep beans.
2. Sauté onion, garlic, and jalapeno in olive oil until softened.
3. Add beans and seasonings to the pot and simmer for 15 minutes.
4. Serve hot.
Frank's Famous Meatloaf

SERVES: 6-10
PREP TIME: 20 - 30 MINUTES
COOK TIME: 1 HOUR

No need for the oven! This is a completely
unbaked 1/2 inch thick meatloaf. Be sure to
get the buttermilk, and you can always
help from reading this. All for you people.

INGREDIENTS

- 3 lbs ground beef
- 1 tsp salt
- 1/2 tsp pepper
- 1/4 cup ketchup
- 1/4 cup tomato paste
- 1/4 cup chili sauce
- 1/4 cup horseradish

Mix all the ingredients together in a large
bowl. Pour into a 9" x 13" baking dish. Bake
in a preheated oven at 350°F for 1 hour.

COOK time
as 1 hour.

Nicoise Salad

SERVES: 6
PREP TIME: 30 MINUTES

INGREDIENTS

- 1 can tuna
- 1 can chickpeas
- 1 can green beans
- 1 can corn
- 1 can black olives
- 1 can artichoke hearts
- 1 can tomatoes
- 1/2 cup red onion
- 1/4 cup capers
- 1/4 cup anchovy fillets

DRESSING

- 1/4 cup olive oil
- 2 tbsp lemon juice
- 1 tbsp Dijon mustard
- 1 tbsp red wine vinegar
- Salt and pepper

Mix all the ingredients together in a large
bowl. Pour into a serving dish. Serve with
diced bread.
Desserts

Donna’s Cookies

THE BEST COOKIES IN THE WORLD

INGREDIENTS:

2 eggs
1 cup brown sugar
1 cup white sugar
1 cup butter
2 cups flour
1 tsp baking soda
1 tsp baking powder
1 tsp salt
1 tsp vanilla extract
1 tsp water
1 tsp lemon juice

INSTRUCTIONS:

Preheat oven to 350°F.
In a large bowl, beat the eggs.
Add the sugars, butter, and vanilla extract.
In a separate bowl, combine the flour, baking soda, and baking powder.
Add the dry ingredients to the wet.
Mix until a dough forms.
Roll the dough into balls and place on a baking sheet.
Bake for 12 minutes.

Oh, Donna... these are the best cookies in the world. You rock!
Reflection
Overall, this project was one of the most fulfilling projects I have ever made. Not only was I able to use my photography skills and my graphic design skills in tandem, but I was able to design something meaningful for my family. I am very proud of the end result of this cookbook and I think that from all aspects I was able to stick to my timeline and get all the things done that I needed to.
In the Future
Since I will remain in San Luis Obispo with my grandma for the summer quarter following the completion of this project, we hope to get a few more recipes done to add to this book. The goal is to get a finished printed book by December in order to hand out to our extended family members for Christmas.