<table>
<thead>
<tr>
<th>Section</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. About Me</td>
</tr>
<tr>
<td>2. Abstract</td>
</tr>
<tr>
<td>3. Problem Statement</td>
</tr>
<tr>
<td>4. Project Objective</td>
</tr>
<tr>
<td>5. Time Line</td>
</tr>
<tr>
<td>6. Process</td>
</tr>
<tr>
<td>7. Process</td>
</tr>
<tr>
<td>8. Results</td>
</tr>
<tr>
<td>10. Results</td>
</tr>
<tr>
<td>18. Reflection</td>
</tr>
</tbody>
</table>
Shannon Brierty
She/Her/Hers

Hello! I’m a fourth-year Graphic Communication major concentrating in Graphic Communication Management at Cal Poly San Luis Obispo. I am passionate about Project Management, Scheduling, and Leadership.
Abstract

I created a Cookbook for Talia because I wanted to incorporate easy to follow recipes and helpful techniques to teach food science basics. She is a fourth-year Food Science major with a concentration in Culinology. Her love for cooking and baking led her to food science, which has changed the way she sees food and cooking for the better. She has a significant following so I wanted to create a brand for her that she can build off of in the future. My three deliverables for this project are a physical cookbook, marketing for her product, and a website to sell her products.
Cooking and baking in college is a difficult task for most people, especially while also using interesting food science techniques. My colleague Talia has a significant following on Instagram for her cooking page where she has been posting her food creations throughout her college years as a food science major. There is an opportunity to showcase Talia’s talents to teach college students interesting food techniques that they could do at home as well as engage her current audience with a cookbook. Furthermore, there is an opportunity to set up an interface to track her sales to build off of in the future.
Project Objectives

Communication
Since my project relies heavily on the ideas and content from Talia, I wanted to maintain communication with her and execute my project to cater to what she wants. To monitor this, I met with Talia weekly to discuss the progress we have done and get her approval on what I created. To measure my success, we have finished the content of the book for it to be produced.

Organization
I wanted to stay organized with file management so there is no confusion with Talia or I. To monitor this, I created a Google Drive to organize the files, so they are easy to find and can be accessed by both of us. To measure my success, I have all files named and uploaded to Google Drive.

Data management
I finally, wanted to manage the data provided when buying the cookbook so Talia can see who her customers are and who to send the book to. To monitor this, I created an excel sheet with all of the customer data and addresses. This way categorized shipping areas as well as had a record of who ordered. To measure my success, I have a website that tracks the data of customers.
Time Line

Week 1
  Background Research

Week 2
  Branding
    Color palette
    Fonts
    Layouts and sizes of pages

Week 3
  Title of the book
  Intro pages
    Table of Contents
    Social Media Page

Week 4
  Illustrations
    Cover page/ Logo design
    Ingredients
    Sticker Designs

Week 5
  Finalizing Recipes & Techniques
  Edit pictures of food
Week 6
Start print production

Week 7
Marketing
Mock ups
Photo shoot of cookbook

Week 8
Create Website
Use edited photos
Listing to buy cookbook
Set up shipping website

Week 9
Posting the release of the book
Acquiring preorders
Documenting orders on excel
Printing shipping labels

Week 10
Process book
Shipping orders
Packaging & mailing
**Process**

*Design*

The first step in my process was design. To design the cookbook I started with background research. I learned what competition exists in the cookbook market and what trends that are popular in the culinary world that I could highlight.

After research, I started branding which I discussed with Talia to fit her aesthetic. This included design elements such as picking colors, fonts, the layout of pages, and the size of the cookbook.

Next, I worked on the design process of making the book. This included logo development, then coming up with a title and what illustrations we want to have to showcase the book on the front cover. After that, I worked on the content such as picking the breakdown of topics, writing an intro to the book, social media page, acquiring cooking techniques and recipes, taking pictures of the food, putting content on the layout of pages, and adding illustrations to fill space. Along with this I also designed a separate sticker page that would entice people to buy the cookbook.
Marketing

The next step in the process for my project was marketing. Talia had previously posted about the cookbook on Instagram to gauge how many people were interested so we could know how many to print. To produce the book and the stickers I first created a complete, packaged InDesign document with bleeds for the cookbook, and a packed AI file with bleeds for the stickers. After I completed this I gave those files to UGS to produce. While I was waiting for them to complete the physical copies I made mockups of what the cookbook would look like to show people and entice them to buy one.

Once I got one of my physical copies of the cookbook back I asked a photographer to take staged photos of the cookbook. This included pictures of the cookbook on a kitchen counter with ingredients as props in the background as well as pictures of Talia cooking with the cookbook. These photos were professionally edited and it made it easy for those to be the marketing campaign to entice her audience to buy the book because it looks very professional and clean. These photos and mock ups were posted on Instagram and included in the website.
Website

My final step in the process was making a website. After getting all of the marketing materials I was ready to start creating the website so when we start posting about the book there will be a website ready to go purchase. Before I began designing the website, I researched what website-making platform was the best for commerce. I chose to use Squarespace because it has a commerce tracking feature that lets you track inventory, sight viewers, conversion rate, and revenue. These statistics were important to have for the results of this project as well as to show my client Talia the success. Next, I set up shipping that was separate from the square space account to get a cheaper price per package. Once the website was ready, we posted that it was live and allowed preorders while we were waiting for the rest of the books to be printed. Then, I tracked the orders on an excel sheet and categorized them by area.
The results of this project have been very positive. All of the deliverables I intended were all finished and Talia is very happy with the work I have done for her. The cookbook has been finished, we completed a photo shoot, and I created a website for her within the 10-week period. I had 100 copies of the cookbook printed and within a week of preorders 72 of them have been sold. The orders have been from all around the US and even outside including Canada, the UK, and Australia. The result of this book was a positive net profit.
# Branding Guidelines

## Title

<table>
<thead>
<tr>
<th>Style</th>
<th>Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>Olive</td>
<td></td>
</tr>
<tr>
<td>Red</td>
<td></td>
</tr>
<tr>
<td>White</td>
<td></td>
</tr>
<tr>
<td>Green</td>
<td></td>
</tr>
<tr>
<td>Black</td>
<td></td>
</tr>
</tbody>
</table>

## FinalSix

### Subtitle

<table>
<thead>
<tr>
<th>Style</th>
<th>Weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>Futura</td>
<td>Medium</td>
</tr>
<tr>
<td></td>
<td>Bold</td>
</tr>
</tbody>
</table>

### Heading

<table>
<thead>
<tr>
<th>Style</th>
<th>Weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rockwell Nova</td>
<td>Regular</td>
</tr>
<tr>
<td></td>
<td>Light Italic</td>
</tr>
</tbody>
</table>

### Text

<table>
<thead>
<tr>
<th>Style</th>
<th>Weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>Futura PT</td>
<td>Book</td>
</tr>
</tbody>
</table>
Website

About Me Shop

Easy recipes and helpful techniques that incorporate food science basics

Talia’s Cookbook

Description

Shipping

Shop Now
Overall, I feel that I created a comprehensive cookbook that is aesthetically pleasing and easy to follow. The cookbook that Talia and I collaborated on looks professionally produced and published. The finished cookbook is 52 pages spiral bound with 7 recipes and 3 food science techniques. The bound book lays flat for easy page turning while you are cooking. The sticker page is complimentary with every order of a cookbook and includes 13 vinyl stickers that portray the foods in the book.

I believe that this book reflects Talia’s personality as well as her professional life in food science. She wanted to create something with her favorite colors (pink and green) while emulating a soft and playful aesthetic. Her Instagram before, emulated some of her favorite things to eat that were out of the ordinary for most food Instagrams, such as beans, tuna, rhubarb, and eggs. She makes unconventionally attractive foods turn into beautiful colorful meals and I reflected that well.

My main goal for this project was to set Talia up for success if she desires to make more products. This project encapsulates all aspects of GrC as it incorporates design, printing, marketing, and web. I’m glad that I could make this cookbook for Talia to teach her some of the techniques I have learned in my four years so she can carry them on in the future of her brand.