

# Look, Cook, Learn

A Recipe for Improved Functionality In Cooking Design

A Thesis submitted to the Faculty of the College of  
Imaging Arts and Sciences in candidacy for the degree  
of Masters of Fine Arts in Graduate Graphic Design.

**Graduate Graphic Design Masters of Fine Arts Degree**

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College of Imaging Arts and Sciences  
Rochester Institute of Technology

**Anna Mizer**

Thesis Candidate  
May 2011

# Thesis Approvals

---

Chief Advisor

Date

**Chris Jackson**, Associate Professor, Computer Graphics Design , School of Design, College of Imaging Arts and Sciences

---

Associate Advisor

Date

**Bruce Ian Meader**, Associate Professor, Graphic Design, School of Design, College of Imaging Arts and Sciences

---

Associate Advisor

Date

**Nancy Ciolek**, Associate Professor, Graphic Design, School of Design, College of Imaging Arts and Sciences

---

Administrative Chair

Date

**Patti Lachance**, Associate Professor, School of Design, College of Imaging Arts and Sciences

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# Abstract

Look, Cook, Learn: A Recipe for Improved Functionality In Cooking Design is a thesis which explores the relationship and differences between print media and digital media. Both are studied in respect to instructional cooking materials with their strengths and weaknesses. The final application involves a digital application for the Apple iPad as well as a printed recipe book.

The user experience is of great importance and therefore information layering, visual layout, and consumer expectations are all considered. All information that is included in both the digital application is broken into sections depending on the function or action that the user is trying to perform.

The 'Look' sections refers to the user experience of browsing or searching for recipes. Key information that would be useful or critical in the searching process has been highlighted and emphasized in a strategic way to allow users to more easily find a recipe that they would be interested in preparing.

The "Cook" section is designed so that once a user has selected a recipe that they wish to prepare, the process of actually executing the steps necessary are clear and understandable. Care was taken to make sure language, supplementary imagery, and layout all aided in the execution of each step.

The "Learn" section is devoted to helping assist and educate users in kitchen practices such as nutrition, knife skills, substituting ingredients, and converting measurements. This section is handled differently in the print and digital application since the medium properties of each allows for a different user interaction.

Overall this thesis is designed to help improve the functionality and usability of cooking materials by considering user experience, information design, and information layering.

**Keywords:**

Information Design, Information Layering, User Experience, Cooking, Recipe Design, Graphic Design

# Section 1

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- Section 1**    **1.0 Introduction**
- 1.1 Situational Analysis
  - 1.2 Problem Statement
  - 1.3 Target Audience
  - 1.4 Review of Literature

# 01 : Introduction

## 1.1 Situation Analysis

Eating is a daily activity that allows an organism to intake nutrients to help sustain the health of their body. Throughout time human beings have evolved the act of eating into a sophisticated experience that can involve gathering food components, preparing these items, and then serving or consuming them often within a highly structured social context. Food has gone from an essential activity that is vital to our daily survival to one of great luxury and indulgence. As a result of our evolving eating habits, cooking has also become an activity that is held as a respective profession as well as important life skill. For as long as there have been professional chefs and casual cooks who prepare meals there have also been books or materials to provide instruction and assistance in the preparation of food and its consumption.

These books or learning materials have never been more significant than they are today. Understanding the preparation of healthy food at home has become more important than ever due to the continual challenge of staying healthy and eating a balanced diet. By preparing meals at home consumers have more control over what they eat through the choice of specific ingredients and the method of preparation. It is also much more affordable to cook for yourself than to eat at restaurants or order take-out.

## 1.2 Problem Statement

Since every user has differing comfort levels or skills in regard to cooking it is prudent for designers to take this into consideration. It is important to be aware of the various learning preferences as well as the user's experience when designing instructional materials such as cookbooks. By more clearly representing the information that is needed in order to prepare food and cook a meal, designers can enhance the user experience and allow cooking to be more relaxing and enjoyable.

Information design in general should not be solely about presenting data but also providing a user with different ways to interact with the data. Designers can help make the workflow and experience of using a cookbook or other cooking application easier, thus allowing consumers to prepare a wider variety of healthy, do-able, realistic meals with greater ease, confidence and enjoyment.

I am designing and developing a series of materials that utilize engaging imagery, clear data, and concise presentation to be used in a cookbook and digital cookbook application. These graphics will be tailored to a specific target audience and will utilize the principles of design. I will also be taking into consideration the layering and progression of information as well as the differing aspects of using digital cooking applications versus their traditional printed counterparts.

## 1.3 Target Audience

Cookbooks are written to address a range of audience skill levels and tastes. They range from large general cooking manuals to collections of recipes relating to a specific food genre. You can find general cooking books that focus on teaching kitchen basics to inexperienced cooks or those that are devoted to special topics such as gourmet chocolate making for the experienced cook or professional chef. The topics within a cookbook can also vary and are as unique as they are diverse – from cupcakes to grilling, and Asian wok cooking to Italian classics. Specialty cookbooks are produced by celebrity chefs or restaurants to embody their individual specialties and exemplify

their personality. Food product companies have also produced cookbooks that encourage consumers to use their featured products in interesting and imaginative ways. Many magazines and newspapers also feature recipes, often taking advantage of seasonal local produce.

The audience I am designing for is young professionals in the 20-35 year-old age group who are not intimidated by the kitchen. They are intrigued by cooking, even though they may not know a wide variety of recipes or techniques. They also have the time, energy and interest to invest in learning new skills. They are enthusiastic and eager to expand their culinary knowledge.

## 1.4 Review of Literature

### Visual Communication

#### Information Graphics

Wildbur, Peter and Michael Burke. Information Graphics. Thames and Hudson Publishing, 1998

"Information design in its widest sense is about the selection, organization and presentation of information to a given audience". Wildbur and Burke stress the importance of focusing on the essence of an issue and break information down into types or purposes such as informing travelers, explaining how things work, screen interactions, 3D interfaces and mapping. The material covered is informative but the examples are dated and uninspiring. However, this source could be useful for the theories about how to organize and weigh data.

#### Data Visualization: Modern Approaches

Friedman, Vitaly. Data Visualization: Modern Approaches. Smashing Magazine, August 2nd, 2007. <http://www.smashingmagazine.com/2007/08/02/data-visualization-modern-approaches/>. Accessed September 2010

Smashing Magazine, geared towards designers and design enthusiasts, stresses that the days of outdated information graphics are coming to a swift close as we are changing and adapting to new ways of visualizing data. The graphics presented are separated into categories, list visual examples and provide a link to go to the original source of the image. Some examples of these categories are mind maps, displaying news, data, connections, websites, articles, resources and tools and services. This source has interesting visuals and examples but is not rich in content.

### Information Graphics

#### Beautiful Evidence

Tufte, Edward. Beautiful Evidence. Graphics Press, 2006

Tufte discusses the role evidence plays in the way that we learn and how we turn seeing into visualizing. According to Tufte, the role of evidence should be to help support our thinking and lend itself to analysis. He further states that creating, designing, and consuming evidence is a moral and intellectual activity which should be done with respect and quality.

## **Visual Explanations**

Tufte, Edward. [Visual Explanations](#). Graphics Press, 1997

“Clarity and excellence in thinking is very much like clarity and excellence in the display of data. When principles of design replicate principles of thought, the act of arranging information becomes the act of insight”. In this book Tufte explores the logic of depicting information as well as considering design strategies in the arrangement of images as narrative. He elaborates on the significance of verbs and how information can be a narrative with movement and motion.

## **Information Design Handbook**

O’Grady, Visocky, Jenn and Ken O’Grady. [The Information Design Handbook](#). How, 2008.

O’Grady focuses on information and how it can be designed. The handbook displays a great visual gallery of information graphics and includes a chapter that discusses the process of learning and perception. Typography, eye movements, learning styles, communication practices, and organization theories are all considered. Overall this was a very informative and inspiring book.

## **Multiple Intelligences**

### **Multiple Intelligences in the Classroom**

Armstrong, Thomas. [Multiple Intelligences in the Classroom](#). Association for Supervision and Curriculum Development. 2000

Thomas Armstrong and Howard Gardner explore the theory that each of us has multiple learning intelligences that broaden the measure of intelligence from a basic IQ number or test score. The eight intelligences discussed in this book include linguistic, logical-mathematical, spatial, bodily-kinesthetic, musical, interpersonal, intrapersonal, and naturalist. By breaking ‘intelligence’ into these multiple categories we can appreciate that each person learns in a variety of ways. An understanding of these types of learning will help us facilitate learning and tailor our approach to serve the ways in which others process information.

### **Teaching and Learning Through Multiple Intelligences**

Campbell, Linda et.al. [Teaching & Learning Through Multiple Intelligences](#). Boston: Allyn & Bacon, 1999.

Campbell et al. divide multiple intelligences into 8 categories and dedicate a chapter to the explanation of each one. This book offers a unique perspective because it is written for teachers and explains how to recognize children’s individual strengths and then utilizing teaching methods that will appeal to these children. Designers are trying to convey a message to a given audience (much like teaching), therefore this analysis is very useful even though it was not written with artists or designers as a specific target audience.

### **So That Each May Learn: Integrating Learning Styles and Multiple Intelligences**

Silver, Harvey et.al. [So Each May Learn](#). Alexandria: Association for Supervision and Curriculum Development, 2000.

Silver et al. explain many of the different ways that learning styles can effect how people perceive and process information. It also included Multiple Intelligence Indicator worksheets and a guide to analyzing the results. It was a very informative source about the role that intelligences play in classroom as well as in everyday life.

### **Cookbook, History and Design**

#### **Vegan Yum Yum**

Ulm, Lauren. [Vegan Yum Yum](#). Deerfield Beach, Florida: Health Communications Inc., 2009.

Lauren Ulm is a vegan food blogger who decided to compile her recipes into a cookbook. Her blog includes vibrant imagery of many recipes that range from simple pancakes to a vegan Thanksgiving dinner. She also features step-by-step images in many of her recipes. Her writing style is very approachable and she clearly explains her whole process in a clear, engaging manner. I have mirrored the visual style of her imagery and tone in which her recipes are written because we are targeting similar audiences.

#### **The American Cookbook**

Fisher, Carol. [The American Cookbook](#). Jefferson: McFarland, 2006.

This book chronicles the role that food and recipes played in the beginning years in the American colonies. Fisher then chronicles the development of the cookbook in America and traces some of the most important and influential books in American cookbook history.

#### **Something From the Oven: Reinventing Dinner in 1950s America**

Shapiro, Laura. [Something from the Oven](#). New York: Penguin (Non-Classics), 2005.

Laura Shapiro explores the role that convenience food played in America during the 1950s. She traces the origins of convenience food to military battlefield meals and then follows its development into the civilian food marketplace. She explores the role that prepared or packaged meals played in family life as well as in the development of the food industry. This relates directly to how people view food and food preparation in today's society. Convenience foods are common in our everyday lives and have had a direct impact on the way Americans approach the act of cooking.

# Section 2

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## **Section 2**    **2.0 Research**

- 2.1 History of English Cookbooks
  - 2.1.1 English Cookbook Design: Medieval Times
  - 2.1.2 English Cookbook Design: 1500s-1600s
  - 2.1.3 English Cookbook Design: 1700s
  - 2.1.4 English Cookbook Design: 1800s
  - 2.1.4 English Cookbook Design: 1900s
- 2.2 Cookbooks Come to America

## 2.0 Research

Many of the first cookbooks were lists of what was served at great feasts. One of the earliest known sources of written food instruction was penned by Athenaeus, a Greek gourmet, in the 2nd century BC. The treatise is presented in the form of a dialogue between two banqueters who talk for days and relate recipes for dishes such as stuffed vine leaves and several varieties of cheesecake. However, Athenaeus was not the earliest Greek writer on cooking; in his writing he mentions more than 20 authors who came before him, one of whom, Archestratus, produced his masterpiece, *Hédypatheia* ("Pleasant Living"), in 350 BC.

Since the first cookbooks were written, thousands of years ago, almost every society has developed their own cookbooks. These books can tell us much more than how to prepare specific dishes. Cookbooks can reflect the types of food that were available, both common as well as exotic, the occasion for which these dishes would be prepared (feasts, banquets, holidays, royalty, etc.), who the books were written by and who was the intended audience. Many of these books also include etiquette or household management advice, which further illustrates how house environments were operated, people's roles in the house (servants, wives, mistresses, etc.), and political situations or current events in that society and around the world. An example of this is cookbooks that were written during wartime when certain food items were rationed or limited by the government. These books show how rationed items could be substituted or used sparingly in many common recipes. Tips on how to stretch a budget or maximize the usefulness of other items such as soap or clothing were also included and demonstrate the societies need to conserve what items they did have and ways to manage without the items that were rationed or unavailable during wartime.

The cookbook I am writing and designing is from my own American perspective and I commenced with a study of the history of American cookbooks. In doing so it became clear that being an English colony played a significant role in the way that cookbooks in America were first written. Therefore I also studied the history of English and European cookbooks from the Medieval time period until the present day.

### 2.1 History of English Cookbooks

#### 2.1.1 English Cookbook Design: Medieval Times

During this time period English society was feudal and composed of distinct classes. The food that people had access to was dictated by their class and social status. There were many peasants and lower class citizens but they were too poor to afford exotic or even fresh foods. The food that they were able to prepare consisted of what food items were available to them, not what they desired or could import.

Spices and other exotic culinary items, however, were not available to the lower classes and they often had to eat preserved or pickled fruits, meats, and vegetables. Fresh meat was far too expensive for common folk and they were further limited to the use of common farm animals such as cows and pigs that were easy to care for and helped to provide staple foods such as milk, simple cheeses, or bacon.

During this time many cookbooks served as records of the recipes developed and the banquets that were held in noblemen's estates. Wealthy citizens were the only ones who could afford fresh fish and exotic meats and fowl, such as venison and peacock, as well as exotic herbs and spices such as nutmeg, ginger, and caraway. Hosting such lavish banquets was a sign of great wealth and the opulent use of exotic foods was a common demonstration of prestige. These feasts could take hours and instead of the meal being served in courses it was laid out on the

table all at once. There also existed 'courtesy books' which were an early form of manner or etiquette guides that would advise that when an individual was a guest at large feasts they should avoid socially unacceptable acts such as allowing the escape of flatulence or picking their nose. Interestingly, burping was considered a flattering commentary on the meal.

*The Forme of Cury (The Form of Cooking)* is one of the oldest English cookbooks still in existence today and was written around 1390 AD by the cooks that served Richard II and his royal court. Inside are 196 recipes that describe how to cook items such as whales, cranes, curlews, herons, seals, and porpoises, as well as more common dishes such as Blanc Mange or pottages. This is the first English cookbook to mention ingredients such as olive oil, cloves, and gourds in relation to their use in English food ("Books for Cooks").

### **2.1.2 English Cookbook Design: 1500s-1600s**

In Europe, and especially in England, there was much turmoil and change during the 1500s and 1600s. In the 1500s many exotic ingredients were still limited to the rich and affluent members of society. However, cookbooks began to be published with more regularity and claimed to contain the secrets of noblemen and women. These secrets could be anything from recipes for candy and pharmaceutical remedies, to beauty tips and instructions for household management. Cookbooks now became aimed toward a female audience and specifically wealthy mistresses.

As exploration continued to uncover new lands and trade routes it opened England to receive many new imported goods such as tomatoes, potatoes, corn, kidney beans, chocolate, peanuts, vanilla, pineapple, etc. This allowed a renaissance of culinary creations and foreign food became extremely popular among the wealthy. Sugar became a very important import from the Indies and was considered a very expensive and prestigious ingredient, so much so that the resulting dental decay caused by its overuse by the rich was mimicked by less wealthy folks through the intentional blackening of their teeth (Masoff).

Politics also helped fuel the culinary tastes of English society. During the 1600s there was a considerable shift in the wealth distribution due to the dissolution of the previous monarchy in the 1530s. This created a new group of non-aristocratic landowners who became wealthy and helped expand the number of people who could enjoy the previously more exclusive culinary luxuries. Other political events (such as the marriages of English nobility and royalty to dignitaries from other countries) also encouraged a newfound interest in foreign food. Amongst all the cuisines in Europe, England became particularly enchanted with French cooking.

The 1600s also saw a new wave in cookbooks being published because many of the skilled chefs that were employed by the monarchy were now out of work and needed a way to supplement their income. To play into society's desire to learn the 'secrets of the wealthy', these cooks wrote books that claimed to expose their previous employers and share all the knowledge of the inner workings of wealthy estates. This included instruction for the newly wealthy to learn the practices and etiquette required to be an honorable and skilled hostess.

One great example of 17th century cookbooks is "*The Queens Closet Opened*". This was written by W. M. and published in 1668 by J. W. for Nath. Brooke. "The book is divided into three sections: 'The Pearl of Practice' which covers medical remedies; 'A Queen's Delight' which examines confectionery; and 'The Compleat Cook' which looks at general culinary recipes. The book was first published in 1655 during the reign of Oliver Cromwell. Eight new cookery books appeared in this period, and *The Queens Closet* was a huge success, with ten new editions published before the end of the century." The Queen that is referred to in this book was Henrietta Maria, wife of King Charles I ("Books for Cooks").

### 2.1.3 English Cookbook Design: 1700s

The 18th century was a time of great social change. A catalyst of growing cities and increasing developments in technology allowed for substantial shifts both in the kitchen but also in culinary opportunities.

During this time the industrial revolution had taken hold and mass production was becoming a popular and economically sound way to produce goods. Landowners were evicting the peasant farmers who had been living on their land, creating an influx of workers that migrated to large towns and cities. This influx created a unique opportunity for entrepreneurs to open restaurants or become street vendors and allowed a new level of food products to be available to consumers. However, in contrast to their previous farm holdings, fresh produce or meat was less available to immigrants in the city. It wasn't until improvements in transportation and better food preserving practices came into existence that produce became more readily available to the developing urban middle class. Fresh fruit, vegetables, meat, and fish could then be enjoyed in the cities and foods that were previously restricted as components of regional cuisine could now be easily transported across the country.

The growth in technology and industry also led to many physical improvements in the kitchen. The ability to produce rolled sheet iron allowed for better kitchen utensils and tools.

With the growing middle class also came a new audience for cookbooks. Cookbooks had previously been written for the mistress of wealthy houses as a guide that she often read to her servants. Now, however, books were being written in much plainer language and were intended for servants or kitchen maids. This freed the mistress from the task of reading to servants and allowed her to spend her time in more "appropriate pursuits" ("Books for Cooks").

One example of a typical cookbook of the 18th century is that of Hannah Glasse titled '*The Art of Cookery Made Plain and Easy*' which was published in 1747. In this book Glasse is very direct and concise. '*The Art of Cookery Made Plain and Easy*' became a best-seller and her clear, precise writing style led some to believe that it was written by a man, reflecting society's belief that such talent was rare in women writers.

### 2.1.4 English Cookbook Design: 1800s

The 19th century was a further continuation of the trends that were started in the 18th century. Cities became more and more populated while industrial development continued to grow and prosper. Transportation grew rapidly with the advent of the steam engine allowing fresh produce from all over the country to be moved and imported to the over populated cities with much greater efficiency.

Another key advancement was the development of the process of canning food. This allowed a new way for food to be preserved without the use of pickling or heavy salting. It also meant that food items could be shipped all across the world without concern about spoilage. Bacteria were also discovered and scientists began to understand their role in food spoilage and the ramifications of incorrect food handling and processing that could make consumers sick. This knowledge led to a heightened awareness about food storage, safety and hygiene.

Convenience items were also made readily available due to technological advancements and industrialization. One of the most important contributions that these made to the kitchen was that of oven design, specifically through improvements in temperature control. Cooks in kitchens across the world could now more accurately control the temperature at which their food dishes were cooked, something previously reserved for the luxurious kitchens of the

wealthy. This allowed middle class cooks to be able to prepare more complicated or precise recipes. Other kitchen enhancements included tools such as potato peelers and graters providing efficiency and ease of food preparation.

An interesting book from this time period that depicts the growing concern over improving the lives of the lower class is '*Soyer's Shilling Cookery for the People*' by A. Soyer. This book was written for the lower class and was an attempt to bring good cooking to the masses. By removing costly ingredients and simplifying directions, Soyer altered the recipes in order to help make practical cooking accessible to everyone ("Books for Cooks").

### **2.1.5 English Cookbook Design: 1900s**

One of the biggest food advancements that occurred in the 20th century was the discovery of vitamins and minerals and the determination that they could help lead to a healthier body. The realization of their presence in certain foods helped motivate society to learn about nutrition and eat a more balanced diet. As scientists discovered more about nutrition, the public strove to eat better, healthier foods. The idea of a balanced diet also became very important during the 20th century because of the effects of WWI and WWII. Special diets were developed in order to make soldiers healthier and allow them to perform better. At home came war-time rationing. This occurred in many countries in order to supply enough food to the troops and limited the amount of certain foods accessible to civilians.

As a reaction to rationing and increasing knowledge about nutrition, some cookbook writers produced books or guides that adjusted recipes to better accommodate the limited availability of ingredients, both in type and quantity. These books could also contain tips about how to preserve clothing, mend tools, and stretch existing resources to compensate for the lack of other supplies.

Post-war, consumers became aware of the increased pollution that can be associated with large-scale food production. Chemicals used in farming and production of food can have negative consequences to the environment and individual consumers and movements began to appear that promoted more responsible practices. Post-war there was also a gradual change in the role and lifestyle of women in society, with the evolvement of two-income families. This ushered in the popularization of convenience foods for both households and take-out eating ("Books for Cooks").

## **2.2 Cookbooks come to America.**

During the 1700s, settlements in America were growing as more people left their past lives behind in favor of the New World. During this time period settlers came with few possessions and their cooking knowledge was primarily passed down orally, rather than in recorded books. When colonists first began to settle in America they found that the recipes and foods that they had been accustomed to were not at all useful in the New World. Their crops were unsuccessful and basic ingredients, such as wheat, were now unavailable.

The Native American population, who had lived on these lands for hundreds of years, had an intimate knowledge of the land, horticultural practices, local game, and regional crops. By sharing this knowledge the Native Americans helped the new settlers to adapt their hunting and farming practices as well as alter the recipes they already knew in order to utilize the resources that were available in the colonies.

As the colonies became more established and trade or supply ships began to make regular visits, goods could be transported back and forth between the colonies and the mother country. Once this was established, cookbooks started to make their way over from England to the colonists. With the establishment of the printing press in English American territories, these English cookbooks were subsequently reprinted in the colonies.

It wasn't until 1796 that the first truly American cookbook was written and produced. *American Cookery, or the Art of Dressing Viands, Fish, Poultry, and Vegetables, and the Best Modes of Making Pastes, Puffs, Pies, Tarts, Puddings, Custards and Preserves, and All Kinds of Cakes from the Imperial to Plumb to Plain Cake, Adapted to this Country, and All Grades of Life* was written by Amelia Simmons and provided readers with a vast collection of recipes that had been adapted to fit the American lifestyle and utilize the available food resources. This book became extremely popular and underwent many reprintings for more than 100 years.

As additional colonies were established by a variety of countries, America started to become a diverse mix of people, culinary styles, and traditions. These began to fuse in interesting and unexpected ways and helped produce unique culinary dishes and recipes. As the settlements grew to include churches, schools, and a stable environment many more cookbooks were produced, embellished by continued imports from abroad.

Another notable American cookbook was written by Eliza Leslie in 1828 and titled *Receipts for Pastry, Cakes, and Sweetmeats*. Leslie wrote several volumes that eventually became the leading cookbooks in America. One of her greatest accomplishments was taking the art of French cuisine and adopting it to American ingredients and tastes.

During the 1800s and 1900s cookbooks were mainly written by women and targeted a female audience. Consumers included upper class individuals but the books were also accessible to anyone who could read. Churches, women's groups, and independent writers all began to produce cookbooks that represented particular regional recipes. As cities began to develop, restaurant and celebrity chefs gained popularity and notoriety. It was common for famous restaurants and chefs to produce cookbooks that highlighted specialty dishes in their given field of expertise.

One American culinary school in particular, the Boston School of Cooking, stands out as having contributed to the design and writing of American cookbooks. One of the principals of the school was Mary Lincoln. During the production of a cookbook for the school, she was one of the first writers to separate or tabulate the ingredients and provide them at the beginning of each recipe. In 1896 Fannie Farmer became the head of the school and published *The Boston Cooking School Cookbook*. This book has gone on to be the longest-lived cookbook in American history. It is also remarkable because it was the first cookbook in which standardized cooking measurements were provided. This, in combination with the ever-growing technology that was being incorporated into the kitchen (such as ovens whose temperature could be more accurately controlled), allowed for greater accuracy and precision when cooking. As a result, recipes became more and more precise to help dependably achieve the desired results.

Another important change in the evolution of the American cookbook is the shifting role of women. When World War I and World War II required that a large portion of America's men leave the work force and join the Military it left a large void in the workplace. In order to feed their families, as well as fill the new openings, many women sought employment instead of staying home and being housewives. Even upon the return of men at the end of the wars, women continued to stay at work. This, in conjunction with raising families, created a role for women not only as mothers and wives, but also as income earners with a career.

As the role of women changed there was also a change in where their time was spent. Instead of spending all afternoon preparing dinner, as was typical in the late 19th century, women in the early 20th century would work during the day and only prepare the meals when they returned home in the evening. This put pressure on the time women had to prepare meals. In the quest to still be able to make quality meals in less time, the concept of convenience foods was readily adopted by women across America.

Convenience foods required little to no preparation and markedly reduce the time required to prepare meals. These are often prepared food items that can be sold as hot, ready-to-eat dishes; as room temperature, shelf-stable products that require only basic preparatory steps; or as refrigerated or frozen products that require only minimal preparation such as heating. Convenience food became popular during and after World War II because the companies that had previously been producing ready-to-eat meals for soldiers now had the knowledge and machinery to produce processed food on a large scale. Once the war was over these factories shifted their target audience to women and the home market. They began to use their equipment and technology to produce food products such as canned cheeseburgers, frozen orange juice concentrate, and the infamous frozen TV Dinner ("Convenience Foods").

Convenience food items were introduced initially with mixed success but eventually items such as instant Jell-O, pudding, orange juice concentrate, cake mix, and condensed soups made their way irrevocably into American kitchens and cookbooks. Companies began to produce cookbooks specifically written to incorporate their convenience products and brand name ingredients.

Despite the new popularity of convenience products, not everyone was swallowed into the quick, simple convenience that they offered. Many women were reluctant and used them for casual necessity, not as a component in main family meals. Even though pre-made products could be found in almost every grocery store, cookbooks continued to include recipes made "from scratch".

One of the next major developments in cookbooks was the release of recipe cards in the 1970s. These generally included a small, often plastic, recipe box which held a set of cards with an individual recipe written on each card. Cooks could easily organize these collections through the use of included tab cards which had labels such as seasonal, children's, holiday, and ethnic (Fisher).

By the 1980s cooking magazines were becoming popular and readers could subscribe for an annual fee. These magazines, such as Women's Circle Home Cooking or The National Women's Home Cooking Club, provided sample recipes each month as well as cooking advice and articles (Fisher). Through the 1990s these evolved into contemporary, glossy magazines that offer almost a hundred pages of recipes with close-up imagery.

This obsession with food and its preparation has not dwindled over the years. Today there are thousands of cookbooks that line the shelves of homes, professional kitchens, and bookstores alike. In fact, the cookbook industry is a multi-hundred million-dollar business. Resources now include traditional cookbooks, food magazines, food and recipe blogs, recipe websites, and digital cookbooks.

Current trends indicate that in times of recession consumers are much less likely to eat out. According to a consumer panel survey conducted by Phil Lempert, a leading consumer-trend analyst, during a recession people are eating out less and preparing more of their meals at home.

“The economy is affecting consumer eating habits, according to research conducted by the N.G.A. and SupermarketGuru, and underwritten by ConAgra Foods. The research found that the overwhelming majority of consumers (89%) are eating most of their meals at home.

With unemployment persisting and consumer confidence down, families have sought shelter in their own homes. To save money, par frills, buy healthier and cook smarter, consumers are making fewer trips to the store and looking for competitive prices and emphasis on value.

More than three-quarters of consumers are exercising efficiency by combining leftovers into new meals – fifty seven percent do this one to two times per week. Meanwhile, fewer than five percent of consumers are dining out multiple times a week – a slowdown felt across all income tiers. Thirty-three percent dine out less than once a month. Four percent never dine out.”

People are increasingly turning to their own kitchens to feed themselves and their families instead of eating at restaurants or buying expensive pre-packaged food. With the plethora of recipe choices and less-healthy meal options such as convenience foods it can be daunting to try and develop healthy, balanced, realistic menus. It is vitally important that people become familiar with the concept of a balanced diet and feel comfortable enough to confront the everyday challenge of expanding their culinary skills and repertoire.

# Section 3

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- Section 3**    **3.0 Usability and Design of Cookbooks**
- 3.1 User Considerations
- 3.2 Physical Considerations
- 3.3 Information Distribution Considerations
- 3.4 Design Analysis of Existing Materials
  - 3.4.1 Existing Materials
  - 3.4.2 Content Considerations
  - 3.4.3 Design Considerations
- 3.5 End-User Survey
  - 3.5.1 Goals
  - 3.5.2 Survey Questions
  - 3.5.3 Survey Responses and Results
  - 3.5.4 Synthesis

# Section 03 : Usability and Design of Cookbooks

## 3.1 User Considerations

People of varying culinary experiences can all approach cooking as an enjoyable, educational, and necessary activity. In order to accommodate the wide range of experience levels, cookbooks can be written with certain target groups in mind. For example, in the realm of chocolate making there is a wide range of books and resources that are available. There are books such as Wilton Candy Making Beginner's Guide Book that describes various ways to melt pre-made chocolate wafers and then create molded chocolates or sweets such as chocolate-covered strawberries. For the more experienced cook there are books such as Chocolates and Confections: Formula, Theory, and Technique for the Artisan Confectioner. This book goes into depth about the complexities and artistry that go into fine, gourmet chocolate making. When writing a cookbook it is obvious that your intended audience be taken into consideration. If you are writing a basic cookbook you will need to include simple recipes that can be broken down into clear, understandable steps. When addressing an audience that already has a basic level of knowledge and is looking for more advanced instruction it will be necessary and appropriate to use proper culinary terminology and provide more challenging or complex recipes.

It is also important to note that cookbooks are usually a combination of written instructions and pictures that visually show how to execute certain steps or demonstrate the final appearance and presentation of a prepared dish. Cookbooks that are weighted too heavily in one direction or the other (textually or visually) could potentially upset users who feel that they are not receiving the proper type or level of information appropriate for their cooking experience. It is key to make information accessible to anyone who might be using the cookbook and to include diversity in the way that it is portrayed.

## 3.2 Physical Considerations:

Other considerations for designers and publishers include practical elements such as book size, format, binding, and page material. Below is a short list of some pragmatic considerations that will help shape the type of experience that users will have.

### Size

Footprint on Counter  
Accessible size appropriate to functions.

### Paper

Coated vs. Uncoated- Spill Proof  
Thickness

### Binding

Is the book a traditionally bound book?  
Binder rings would allow the user to re-order pages to personal taste.  
Loose cards/pages allow search-ability but provide no sense of order.  
Would loose cards be put into a container?  
Will it lay flat or have a stand?

### Images

Are there images at all?  
Are the images photographs or illustrations?  
Are there images for each recipe?  
Is there an image for each step?  
Section or chapter images?  
Image Quality- similar feeling or 'mood', same style, angle of food item in image, complexity, props?

### Order

Is there an order to the categories?  
What is the organization within each chapter or section?  
Is it by complexity, cooking or prep time, or alphabetically?

### 3.3 Information Distribution in Cookbooks

Cookbooks, by our current definition, should include lists of ingredients and how to prepare these ingredients in order to produce a finished dish. Some of the other types of information that are currently being dispensed in cookbooks include nutrition information, history of the dish, regional history surrounding the dish's origin, cultural significance of certain food or food items, etc. Below is a list of elements that could possibly be included in my final application.

#### **Table of Contents**

#### **Book Introduction**

#### **Chapters or Sections**

- Chapter Indexes
- Chapter Introduction Text
  - In section
  - In Index
- Chapter Pictures
  - Overview of section (such meat cut chart and of with cooking times)
  - Caption telling name and page number of dish

#### **Recipe**

- Pictures (or captions telling what page it is pictured on)
- Description
- Instructions
  - Detailed
  - Easy-to-Follow
  - Pictured (with or w/o numbers to match the steps)
  - Numbered
  - Cooking Technique (picture, symbol, etc.)
- Ingredient List
- History of Dish
- Serving Size Number
- Type of Pan or Cooking Container
- Prep Time
- Cook Time
- Health Concerns (Heart Healthy, Low Fat, etc.)
- Dietary Restrictions (Vegetarian, Gluten Free)
- Serving Instruction
- Nutrition Levels or Point system (Weight Watchers)
- Popularity Symbols (also in No Fat, Fast, ect.)
- Flavors (spiceiness, etc.)

**Informative 'Extras'**

Food Pyramid or Nutrition Information

Serving Size Information

Tips      Cooking Tips (ex. For spicier dish...)

Selection (ex. How to select apples)

Technique (ex. How to crush a cracker crust)

Background (ex. History and qualities of coffee beans)

Quick Cooking Strategies

**Tutorials**

Basic How-To's about techniques.

Information about specific ingredients (how to choose the best vegetables, fruits, etc.)

Tools of the kitchen (ex. fluted pasty wheel and how/when to use)

**Conversion Chart**

English conversions (Tbs to cups)

Metric conversion chart

Ingredients to Measurements (ex. 1 apple = approx. 1 cup sliced)

**Substitutions****Index**

By keyword or ingredient (or dishware such as stoneware) with sub-lists under main keyword.

## 3.4 Design Analysis of Existing Materials

### 3.4.1 Existing Materials

In order to design an improved cookbook I wanted to survey and analyze a small representative portion of existing cookbooks and their design so that I could assess their layout and content from a design perspective. In order to do this I collected 10 cookbooks that I thought were a good representative sample of the many styles, layouts, and target audiences. The ten books I chose to analyze were:

1. Eggs, by Michel Roux (2005)
2. The New Pillsbury Family Cookbook, by Pillsbury (1975)
3. Better Homes and Gardens New Cookbook, by Better Homes and Gardens (2003)
4. The William Sonoma Collection: Dessert, by Abigail Dodge (2002)
5. Bite Sized Desserts, by Carole Bloom. (2009)
6. Pillsbury Complete Cookbook, by Pillsbury (2006)
7. Baking: A Visual Step-by-Step Cookbook, by Parragon Books Ltd. (2009)
8. Chocolate Obsession, Michael Recchiuti, Fran Gage, and Maren Caruso (2005)
9. The Illustrated Kitchen Bible, by Hafner, Brigitte and Victoria Blashford-Snell (2008)
10. Joy of Cooking, by Irma S. Rombauer, Marion Rombauer Becker, Ethan Becker (2006)

### 3.4.2 Content Considerations

What content is actually included in a cookbook can vary widely and range from only recipes to books with entire chapters or appendices with conversion charts, glossary of terms, index, and other helpful cooking tools. When I analyze the following cookbooks I want to explore what each of the authors decided to include as well as what was omitted.

I am very interested in the way in which the content is organized. Are recipes divided into categories? How are the recipes organized in each chapter? What types of information is actually included in the recipe itself? These are all important and can help the viewers find, sort, and mentally organize the information. Tutorials are another aspect of cookbooks and affect how helpful the book is to users who might now know key terms, ingredients, or techniques.

### 3.4.3 Design Considerations

Topics and cuisines that are covered in cookbooks can be extremely diverse. It is also common for the stylistic appearance of these materials to be varied as well. I want to study the ways in which recipes are handled typographically as well as their layout on the page. Headings, recipe titles, chapter titles, and explanatory text typography will also be documented.

Imagery is another important aspect of a cookbook. I will be examining the visual style of the photography or illustrations and exploring how consistent or varied it is within a single source. Are there images for every recipe? Are the steps or instructions accompanied by informative imagery? Color is another aspect of imagery that I will be considering to see if there are any interesting patterns or trends that emerge.

Finally, I will be documenting sample page layouts to see how the use of margins, layouts, and grids all combine to unify the entire book. All materials analyzed can be found in appendix 2.

## 3.5 End-User Survey

### 3.5.1 Goals:

Subsequently, in order to more fully understand the opinions and thoughts from a more general point of view I compiled a survey whose main goals were to determine what consumers enjoy about cooking, what part of the cooking process frustrates them the most, and what they value the most in cookbooks. My goal was to determine the weaknesses in current cookbooks as well as what aspects of the cooking process are most frustrating.

I also wanted to determine consumers' reaction to digital cookbooks and determine their current use of such materials. This will help me to gauge how people utilize printed cookbooks differently than their digital counterpart.

By more clearly understanding how consumers approach the process of cooking and finding recipes that they are comfortable using, I will be able to design an insightful digital application and a clear and precise cookbook both of which will effectively address the wants and needs of the end users.

### 3.5.2 Survey Questions

Sample questions that were included in my survey are

#### Cooking Skill

- What level cook would you consider yourself? Do you enjoy cooking?
- What is your favorite part of cooking? Why? (planning the meal, looking through cookbooks for ideas, purchasing ingredients, preparation of ingredients, cooking the recipe, serving the dish, etc)
- What is your least favorite part of cooking? Why? (timing the meal, balancing diet, finding recipes, etc.)

#### Food Preparation

- When preparing a meal what aspects are the most challenging for you?
- Please explain what you find most frustrating while following the instructions in a recipe.

#### Cookbook Opinions

- How many cookbooks do you own?
- Are your cookbooks mainly general cooking (ex. Better Homes and Gardens Cookbook) or specific to a certain type of food (ex. Pasta, French Cuisine, etc.)?
- What is your favorite cookbook? Why?
- What are the qualities you look for when purchasing a cookbook?
- How important are the following elements when selecting a cookbook? (Pictures, Detailed Instructions, Easy-to-follow instructions, Simple Ingredient Lists, Explanation of Cuisine Type, Health Considerations (Heart Healthy, etc.), Dietary Restrictions (Vegetarian, Gluten Free))
- When you are looking for a recipe to prepare what criteria do you use to help in your search?

#### Interactive Application

- Do you use or have you ever used a digital cookbook? If so, which ones? (ex. websites, CD cookbook, iPad app.)
- How does the experience of using a digital cookbook differ from that of using a traditional printed cookbook? In your opinion, what are the pros and cons?
- Which do you prefer to use, print or digital?

### 3.5.3 Survey Responses and Results

Based on the collective answers I received from my consumer survey certain themes or common answers were observed. Below is a concise list of some common consumer comments and responses:

#### **What are consumers' least favorite parts of cooking?**

- Planning Meals
- Finding Recipes in a Cookbook (navigation)
- Grocery Shopping - Making a List
- Finding Difficult or Obscure Ingredients
- Timing Meals

#### **What is the most challenging part of meal preparation?**

- Making sure you have the proper cooking dishes.
- Timing and multitasking.
- Following/understanding instructions.
- What to make with common ingredients.
- Dishes that use similar ingredients.
- Additives and new variations for familiar dishes.
- Good meal combinations.
- Know how long to cook items (especially meat).

#### **What is most frustrating when following a recipe?**

- Unclear steps or instructions that use complicated terminology.
- Jumping to and from the steps and ingredients lists.
- Recipes that refer to another section of the book.
- Type size is too small to read well.
- Key information is hard to locate (cooking temperatures, time, cookware, etc.)
- Split ingredients (use half of the ingredient in the beginning and the rest later on).
- Lack of recipe variations (such as meatless).
- Ingredients that require conversions (ex. stick of butter or cups of butter).

#### **What are the qualities of an ideal cookbook?**

- Pictures for all/most recipes.
- Simple, easy-to-follow instructions.
- Ingredients that are easy to find.
- Healthy recipes, but doesn't have to be a 'health' cookbook.
- Recipes and designs that are timeless, not trendy.
- Recipes should be flexible and adjustable.
- Organized recipe breakdown and navigation.
- Range of recipes for varying skill level.
- Recipes with clear substitutions.

### 3.5.4. Synthesis

After studying the survey responses I derived a concise list of user issues that seemed to be the most common and frustrating.

#### Areas of Concern

##### *Make meal planning easier.*

It seems as though meal planning is a common frustration among cooking consumers. In order to try and make this easier it would be possible to have a section of the cookbook that suggests certain menus or meal combinations that compliment each other. Another idea would be to link recipes together so that while you are preparing one recipe you can see suggestions of complimentary dishes. All people have varying tastes and menu preferences so I think this is an aspect of cooking that should be more personal or customized. With this in mind I think this is an option that would be more appropriate in a digital form so that data could be input and the menus customized for each individual user.

Better recipe cross-references would also help users find recipes that fulfill their needs and could possibly help lead them to other recipes they might enjoy. This would help the user expand their repertoire of recipes and would give them more choices when they begin to plan their meals.

##### *Layout should make sense*

The layout of the actual physical cookbook and application should ideally help create a smoother and more efficient experience. One of my goals is that there would only be one recipe per page so that there was never competition between recipes or any confusion about which series of steps the consumer is following. Another goal would be to create a layout that required either no page turning or minimal page turning in the middle of recipes. A final consideration would be that the book or application be usable and comfortable by including appropriate typeface choices as well as type size.

##### *Easier to navigate ingredient lists.*

It seems as though it would be helpful to have ingredients lists relate more directly with the instructional steps in which they are used so that users wouldn't have to jump from the recipe step back to the ingredients list to find the measurements that are required.

##### *Interesting variation suggestions.*

It would be helpful to add cooking tips and recipe variations so that users could add new twists to their favorite recipes. It would also give them ideas on how to help customize their dishes to make them more desirable or healthy.

##### *Easier timing and measurement conversions.*

If there was a way to help consumers be able to time their dishes more efficiently so that meals 'came together' at the same time it would help eliminate some of the frustration that is involved with cooking larger meals or meals with multiple components. Appendices in the back could also help users cope with other cooking challenges such as measurements conversions and ingredient substitutions.

## **Specific Goals**

Based on the list of common survey responses I developed a list of specific goals I would like to accomplish while executing my final thesis application.

### *Improve Search Function*

- Improve connections between recipes
- Table of Contents that provides a more clear separation of food categories or multiple ways to search/locate a recipe

### *Recipe Navigation*

- Make basic recipe information easier to understand or locate (ex. cook times, nutrition, description, etc.)
- Make ingredients relate more closely to instruction step
- Integrate photos to enhance written directions in steps
- Have at least 1 photo for each recipe
- Make each step deliberately separate and distinct

*Separate 'browsing' information from 'cooking' information.*

# Section 4

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- Section 4**    **4.0 Digital Cookbook Outputs**
- 4.1 Function of Browsing vs. Cooking
- 4.2 Experience Differentials
- 4.3 Projected Application Use
- 4.4 Device Output Possibilities
  - 4.4.1 Why the Apple iPad2 is the Best Option
- 4.5 Content Analysis
  - 4.5.1 Print vs. Digital Function
  - 4.5.2 Content Objectives

## Section 04 : Digital Cookbook Outputs

### 4.1 Function of Browsing vs. Cooking

When people approach cooking there are generally two different phases that they go through. First they must find and select a recipe. Once a recipe is chosen they then proceed to the second step, actual preparation for cooking the food. This is important to keep in mind since the two functions are very different and will require different considerations during design.

When browsing or searching for a recipe it is important that key pieces of information be easily accessible. People generally search for recipes based on criteria such as type of dish (appetizer, entrée, etc.), ingredient availability, time required to prepare or cook the dish, or dietary requirements such as low sodium or gluten-free. Every person likes to search for information differently, based on their hierarchy of priorities or their preferred learning style. For example, if Consumer A is more pressed for time than they are for money, they may choose a recipe that is quick to make even though the ingredients are more complicated or expensive. Conversely, Consumer B may choose a recipe that is healthier and nutritionally valuable even though it takes a longer time to prepare and cook.

Learning intelligences or styles can also play a role in the way we search for information since someone who responds more strongly to visual cues may prefer to browse or choose a recipe based on the appearance of the finished product. If a consumer was more strongly influenced by language, they may choose a recipe based on a description of the dish and their choice of cookbook would be based on the language incorporated in the recipe's instructions or background/supplementary information provided for each dish.

Once a recipe has been selected then it is time to begin food preparation and cooking. At this point the impact of the serving size, nutrition, and description of the dish are much less important since the consumer has already determined that this is the recipe they will be preparing. The preparation process usually involves gathering the necessary ingredients, the use of measuring devices, bowls or cutting boards to prepare or mix the ingredients, and a series of steps that describe how to combine the ingredients and cook them in order to produce the final prepared dish. In the cooking process it is essential that the recipe provide quick and clear navigation between ingredients and the instruction pertaining to those specific ingredients. As users navigate between the recipes and actually executing the steps it is necessary that they can easily find their place again once they have left the recipe and returned to it.

### 4.2 Experience Differentials

Before systems of writing and production were established, recipes were exchanged or passed down orally. Since then cookbooks have been primarily executed and distributed in printed form of books, magazines, pamphlets, and handwritten recipe cards. As technology has changed and moved society forward there has been the addition of cooking websites, digital cookbooks, and applications for devices such as e-readers, multimedia tablets, or mobile devices. The experience between digital and printed materials hinges on one main component: the ability to interact with a dynamic design versus a static printed one.

When using printed materials users know that there are expectations and standards such as a table of contents in the beginning, content in the middle, and supplementary information or an index in the back. People who were born before the digital age or who grew up using printed cookbooks seem to have a much greater inclination to interact with or cook from a printed book. This preference is most likely attributable to their familiarity with and comfort level

of cooking from books, reinforced by the tactile nature of handling books. Cooking is a very hands-on experience involving chopping, measuring, mixing and cooking food ingredients. The hands-on experience of a physical book is more closely related to the hands-on physicality experienced when cooking or preparing a meal. When surveyed, the majority of consumers indicated that they much prefer to work from printed materials rather than a digital format such as a website, laptop, or tablet device.

Despite this preference, the benefits of a digital application that can be accessed through a mobile or tablet device cannot be ignored. Digital applications that allow for user interaction open up a new way for users to access and work with the information they are seeking. For example, if a consumer is searching for a recipe they can utilize keywords and other search criteria in order to find concise, specific content. Being interactive, the digital application further allows users to work with the information in a new way. For example, instead of looking for a measurement conversion on a table or chart, a user can input a given amount and select their desired conversion function generating a number amount and giving the user a specific measurement. Digital applications may serve in the re-selection or recall of favorite recipes. When using the digital application consumers will be able to bookmark or save a favorite recipe much the way a favorite printed page can now be book-marked or dog-eared in a cookbook. A further feature of digital applications is that they may allow the content to be editable or additional data to be input into recipes. This would be an important quality allowing people to customize or alter a recipe to meet their own personal tastes or dietary needs. Some websites, such as Weight Watchers®, allow users to convert recipes into nutritional component values to help monitor food intake.

## 4.3 Projected Application Use

### **Browse for recipes.**

Users want a device that will allow them to easily search through options to find a specific recipe or to casually browse through recipes they might be interested in. I foresee that this application would be used by people who are browsing for recipes on their couch, in the kitchen, on their lunch break, while they watch tv, etc. The portability of this application and its intended use with devices that have larger screens so that the options and content are easily seen and navigated through are key features in its design.

### **Use as a cooking aid.**

The application is also meant to be used as an aid in the kitchen while cooking. The recipes will be easy to browse and once selected the recipe will take up the entire screen so that it is most easily viewed. Other options will allow users to time multiple dishes simultaneously, make quick unit conversions, or watch video demonstrations for certain preparation of cooking techniques.

## 4.4 Device Output Possibilities

There are many digital devices that could potentially function as the host for my digital application. In order to decide which one would be the best fit for my application I examined the size, functionality, and multimedia capabilities of the top tablets, e-readers, and digital recipe systems.

To see complete analysis of all the considered devices please see Appendix.

#### **4.4.1 Why the Apple iPad 2 is the best option.**

The iPad 2 is a large full color, multifunction, Wi-Fi compatible, 3G capable tablet device that would allow users to surf the internet as well as download the application to use as a stand-alone device independent of the internet. With a diagonal screen size of 9.7 inches it allows user to see extensive content at once and also offers the option of portrait or landscape viewing.

The relatively small device size would make it comfortable to hold in your lap or rest on the counter while searching for recipes. With a simple book stand it would also be an appropriate viewing size in the kitchen (as compared to the page size in an average cookbook). While other devices offer a 'splash resistant' screen, the iPad comes with many cover options and the glass screen can be wiped off gently with a cloth. Users will have to be careful with spills but kitchen covers should soon be available for the iPad and these will help protect it from kitchen mishaps.

The iPad is also an ideal choice because many people are comfortable with the intuitive touch interaction. Touching a screen to navigate through options is more hands on than using a computer or non-touch devices. It offers the convenience of the internet, interactive tutorials, dynamic keywords and searches but still allows the user to have an intimate hands-on experience that is extremely portable.

Additional options such as the wireless printing allows users to print favorite recipes and generate grocery lists or meal plans for the entire week which can then either be stored digitally or printed via a wireless printer. The wireless internet would also allow users to post favorite recipes on websites such as Facebook or e-mail them to friends and family.

## 4.5 Content Analysis

### 4.5.1 Print vs. Digital Functions

|                 | <b>Print Application</b>   | <b>Digital Application</b>   |
|-----------------|--|--|
| <b>Function</b> | <p>This cookbook is meant to serve as a resource for men and women ages 20-35 who are looking for a series of recipes that will allow them to expand their cooking knowledge. The target audience would be users who are already knowledgeable about basic cooking practices but still appreciate simple recipes. The book would be aimed at young professionals who have time to devote to expanding their repertoire of recipes and cooking skills.</p>  | <p>The digital application would serve as an independent but complimentary application that would assist users in finding recipes as well as planning balanced meals. Users could find the recipes either in the printed cookbook or cook directly from the electronic device.</p>   |
| <b>Content</b>  | <p>Collection of most popular recipes.</p> <p>Information graphic explaining nutrition and the principles of preparing balanced meals.</p> <p>Simple meal suggestions for limited recipes (ex. Italian garlic bread suggested with spaghetti and meatballs).</p> <p>Information graphic about general meat and vegetable cooking times.</p> <p>Conversion chart.</p> <p>Pockets in the back of book or in between chapters to allow users to add printed copies of favorite recipes to the book.</p> | <p>Collection of all recipes.</p> <p>Recipes can be added to a user's 'recipe box' and then be customized or edited.</p> <p>Recipes may be e-mailed to friends or posted on social networks such as Facebook®.</p> <p>Digitally enhanced recipe instructions with demonstration videos or technique explanations.</p> <p>Interactive information graphic explaining nutrition and how to balance meals.</p> <p>Users could digitally complete a week's worth of meal planning and subsequently print it if desired.</p> <p>Ingredient/grocery list generator.</p> <p>Specific meal/recipe suggestions.</p> <p>Interactive conversion function (measurement conversion between metric and US systems.).</p> |

## 4.5.2 Content Objectives

|                                     | <b>Print Application</b>   | <b>Digital Application</b>  |
|-------------------------------------|--|---|
| <b>Improve Navigation</b>           | <p>Multiple ways to find recipes such as</p> <ul style="list-style-type: none"> <li>• Several Tables of Contents</li> <li>• Table of Contents with icons</li> <li>• Color coded page elements</li> </ul>   | <p>Search Recipe by Keyword</p> <ul style="list-style-type: none"> <li>• Ingredient</li> <li>• Cuisine Type</li> <li>• Recipe Name</li> </ul> <p>Filter results by time, ingredient, diet restrictions, etc.</p> <p>Users can add a recipe to their collection and then edit it (quantity, notes, keywords, rating)</p>   |
| <b>Meal Planning</b>                | <p>Suggested recipe pairings (see pg #)</p> <p>Suggested food pairing (goes well with ...)</p> <p>Section of book that gives meal suggestions</p> <ul style="list-style-type: none"> <li>• Holidays</li> <li>• Quick meals</li> <li>• Traditional combinations</li> </ul> <p>Ways to make a balanced meal</p> <ul style="list-style-type: none"> <li>• Information graphic that explains nutrition basics.</li> <li>• Information graphic that shows recipes by food group choices indicating the recommended servings per day.</li> </ul> | <p>Suggested recipe pairings (link to others)</p> <p>Ways to make a balanced meal</p> <ul style="list-style-type: none"> <li>• Information graphic that explains nutrition basics.</li> <li>• Information graphic that shows recipes by food group choices indicating the contribution to recommended servings per day.</li> <li>• User would select a recipe and an interactive graph would display the nutritional value and highlight areas that still needed to be fulfilled (pairing suggestions could then be made).</li> </ul> <p>Users could select recipes or combinations that they enjoy and plan out their week's meals. It could then generate a printable grocery list for the week's worth of ingredients.</p> |
| <b>Substitutions or Alterations</b> | <p>Appendix at end of book that lists common substitutions. Other resources in appendix could include conversion table, common cooking times, meat cooking guide, etc.</p> <p>Recipes with more rare ingredients could denote substitution suggestions on the side of recipe.</p>  | <p>Tab that lists common substitutions. Other resources in appendix could include conversion table, common cooking times, meat cooking guide, etc.</p> <p>Users could highlight an ingredient and then an options window would allow them to search for alternative ingredients.</p> <p>Application would display the original recipe but then list possible additions or alterations to make the dish healthier, spicier, etc.</p>   |

# Section 5

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## Section 5

### 5.0 Design Ideation

5.1 Application Implementation

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5.3.8 Digital Application: Revised cooking mode and Recipe Box

## Section 05 : Design Ideation

### 5.1 Application Implementation

In order to implement my thesis I will be conducting research about learning intelligences and information design as well as implementing the information that was obtained during my end-user surveys. I will be designing an instructional cookbook as well as a digital mobile device application that will utilize technology and help produce a custom information delivery system. Through my investigation of information styles, existing materials and end-user responses I will implement my research in a series of print and digital designs that utilize technology while also taking into account the user experience.

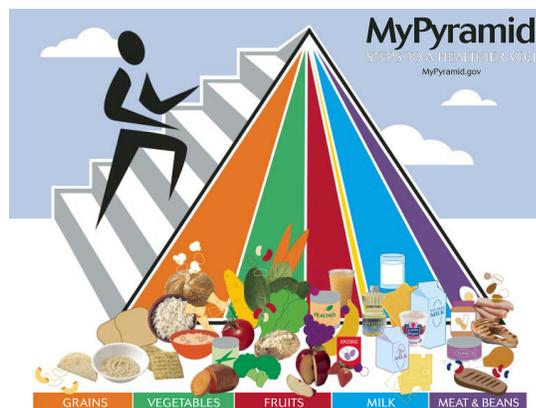
### 5.2 Design Methodology

My application is broken into two end deliverables: a printed instructional cookbook and a digital device application. My content and objectives for both have previously been defined. The two applications will be targeting the same audience and will compliment each other in both their appearance and content. The user experience will be different with the two different mediums and therefore will be designed in order to maximize the information transfer as well as utilize the differing medium attributes.

### 5.3 Initial Sketches and Ideation

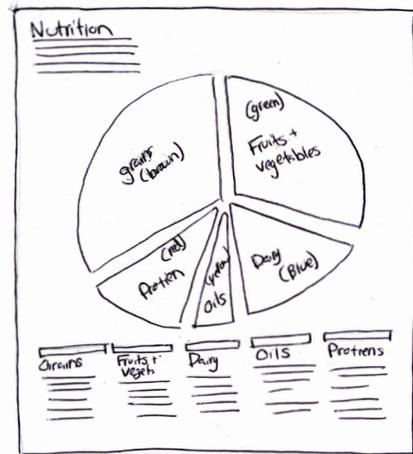
#### 5.3.1 Instructional Cookbook: Nutrition Guide

An important component of the book would be the information graphic that explains the concept of differing food groups and nutrition. The current United States 2010 Dietary Guidelines for Americans and United States Department of Agriculture depicts an updated version of the food pyramid which represents the different food groups as vertical triangles that together comprise the food pyramid.



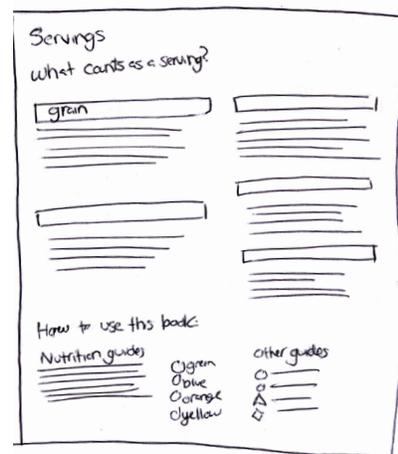
This illustration is misleading to the general public because the use of vertical triangles makes it hard to compare the relationships of the amount of food that should be consumed in each food group. The order of the food groups is also questionable since it doesn't go in order of importance, recommended consumption, or alphabetically.

*Image Source: [http://www.mypyramid.gov/downloads/MyPyramid\\_Anatomy.pdf](http://www.mypyramid.gov/downloads/MyPyramid_Anatomy.pdf)*



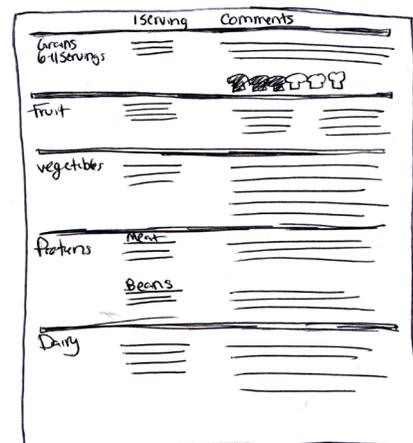
I propose that a more clear solution would be to organize the groups in order of quantities to be consumed. If the food groups were arranged in this way then grains would be first followed by vegetables, fruits, dairy, protein, and fats. In the example from the United States Department of Agriculture the fats group is represented in the pyramid but never explained or expanded upon in the way that the other groups are.

Note: By also changing the shape of the food pyramid to that of a circle it would also present users with an easier way to compare the different sizes of the various food groups. The visual of a circle might also call to mind the image of a plate and therefore help users relate the graphic to eating and food/plate proportions.



In order to address users concerns or comments about nutrition the book will include information about what foods fall into which category. It will also explain the recommended serving size of various food items. This will be accompanied by a brief paragraph that will discuss the importance of that specific food group and the role it plays in nourishing the body.

Note: There would also be a key explaining to users how the book's icon and symbol system works so that they can more efficiently gather the information presented in the recipe chapters.



Another possible way to lay out the food group information would be to arrange the title, serving sizes, and supplementary information into columns. This would allow users to be able to more quickly scan the page and extrapolate their desired information.

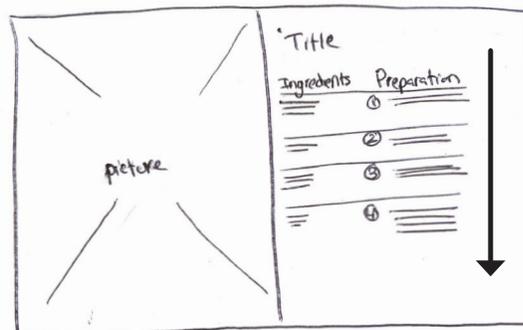
Note: For certain food groups it might also be beneficial to do a simple information graphic that would help emphasize certain aspects or nutrition tips for the individual food group. This sketch shows the emphasis on whole grain products which would appear in the grains food category.

### 5.3.2 Instructional Cookbook: Recipe Layout

One of the goals for this thesis is to improve recipe navigation so that users are easily be able to extract key information and be able to maneuver through the recipe/cooking process more efficiently. Here is an overview of these goals.

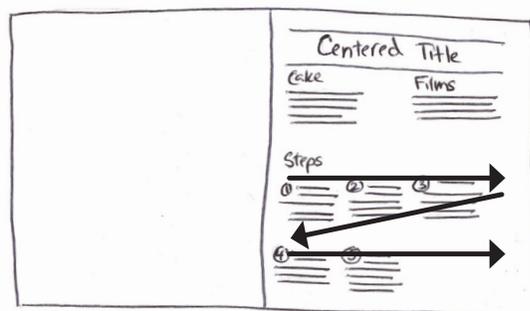
- Make basic recipe information easier to understand or locate (ex. cook times, nutrition, description, etc.)
- Make ingredients relate more closely to the instruction step in which they are used
- Integrate photos to enhance written directions in steps
- Have at least 1 photo for each recipe
- Make each step deliberately separate and distinct

With these goals in mind I developed a series of sketches that addressed each of these issues.

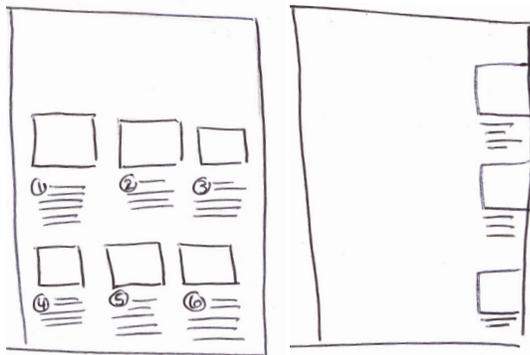


In order to maximize the impact of the recipe image I have allowed the photograph to be showcased on an entire page. This would create greater impact for the imagery as well help users see exactly what they would be preparing.

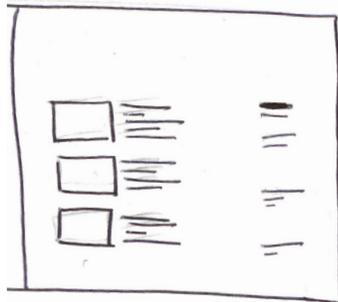
Note: In this sketch the title of the recipe would be located on top of the second page with the numbered instructions to be listed from top to bottom and the associated ingredients in a minor left column.



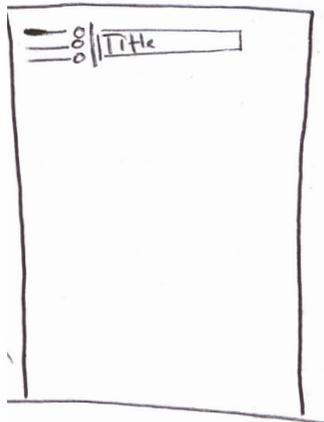
Note: Another option would be to have the steps listed in columns which would start on the top left of the page and continue across the page and then start again in the next row down.



With the inclusion of step-by-step imagery to help emphasis or re-enforce the instructions it will be necessary to decided how the imagery will relate to the steps it is illustrating. It is important the image relate in close association with the step it illustrates so that users do not get confused about which step is being represented. The size of the image must also not overwhelm the viewer but still be large enough that it can provide adequate supporting detail.

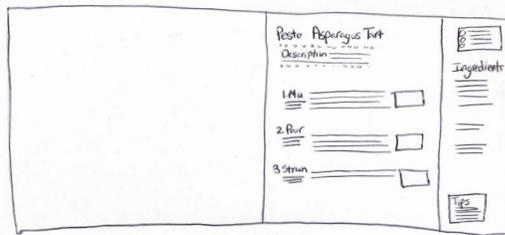


When developing the various ideas for image location I took into consideration instances where certain steps would not have imagery as well as when many steps would fit onto one page and be situated above the steps that they illustrate. Where on the page the images are located was also explored (on the inside of the page, bleeding off the edge of the page, or aligned in a column).

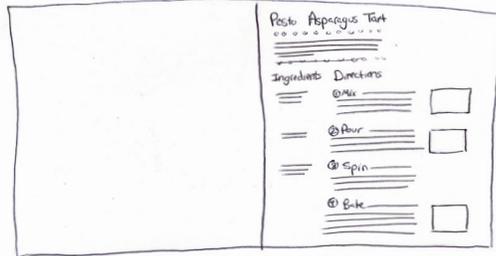


Key information that users look for when selecting a recipe include cooking temperature, ingredients lists, nutrition, cooking or preparation time, and a brief description of the finished dish. By easily distilling this information users will be able to more quickly decide if they are interested in preparing the recipe. If not, they can quickly move on and find another recipe that would better meet their needs.

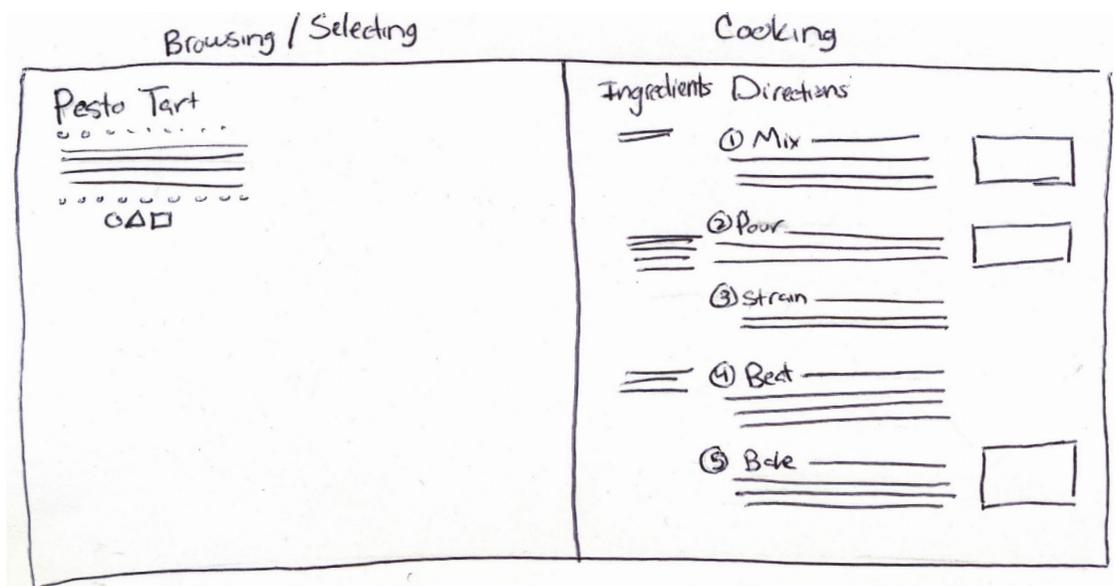
Note: Here the key preparation and nutritional information would be highlighted next to the recipe title.



Here are two more sketches of sample layouts that would feature a full page image and would divide photos, recipe instruction, and ingredients into clearer relationships.



Ultimately it was decided that the key pieces of information (such as cook time, preparation time, and nutrition) should be completely separated from the recipe's instructions in order to help reinforce the concept of the differences in the function of recipe browsing and recipe execution.



### 5.3.3 Instructional Cookbook: Measurement Conversions Layout

Measurement conversion tables are a useful and utilitarian part of cooking and cookbooks. Since many books are also sold in countries other than that of their origin, it is more and more likely that a book with US measurements will be used by an individual with metric measuring utensils. By providing this information for the reader, the book's author or designer is making the recipes more accessible to those who may be using it.

| measurement equivalents              |                             |
|--------------------------------------|-----------------------------|
| U.S. MEASURING SYSTEM                | METRIC SYSTEM               |
| <i>capacity</i>                      | <i>approximate capacity</i> |
| 1/4 teaspoon                         | 1.25 milliliters            |
| 1 teaspoon                           | 5 milliliters               |
| 1 tablespoon                         | 15 milliliters              |
| 1/4 cup                              | 60 milliliters              |
| 1 cup (8 fluid ounces)               | 240 milliliters             |
| 2 cups (1 pint; 16 fluid ounces)     | 470 milliliters             |
| 4 cups (1 quart; 32 fluid ounces)    | 0.95 liter                  |
| 4 quarts (1 gallon; 64 fluid ounces) | 3.8 liters                  |
| <i>weight</i>                        | <i>approximate weight</i>   |
| 1 dry ounce                          | 15 grams                    |
| 2 ounces                             | 30 grams                    |
| 4 ounces (1/4 pound)                 | 110 grams                   |
| 8 ounces (1/2 pound)                 | 230 grams                   |
| 16 ounces (1 pound)                  | 454 grams                   |

186 | BITE-SIZE DESSERTS

US and Metric Conversion Chart  
From "Bite Size" by Carole Bloom

| WEIGHT EQUIVALENTS  |        |
|---|--------|
| The metric weights given in this chart are not exact equivalents, but have been rounded up or down slightly to make measuring easier. |        |
| Avoirdupois   | Metric |
| 1/2 oz  | 7 g    |
| 1/4 oz  | 15 g   |
| 1 oz  | 28 g   |
| 2 oz  | 60 g   |
| 3 oz  | 90 g   |
| 4 oz  | 115 g  |
| 5 oz  | 150 g  |
| 6 oz  | 175 g  |
| 7 oz  | 200 g  |
| 8 oz (1/2 lb)   | 225 g  |
| 9 oz  | 250 g  |
| 10 oz   | 300 g  |
| 11 oz   | 325 g  |
| 12 oz   | 350 g  |
| 13 oz   | 375 g  |
| 14 oz   | 400 g  |
| 15 oz   | 425 g  |
| 16 oz (1 lb)  | 454 g  |
| 1 1/2 lb  | 750 g  |
| 2 lb  | 900 g  |
| 2 1/2 lb  | 1 kg   |
| 3 lb  | 1.4 kg |
| 4 lb  | 1.8 kg |

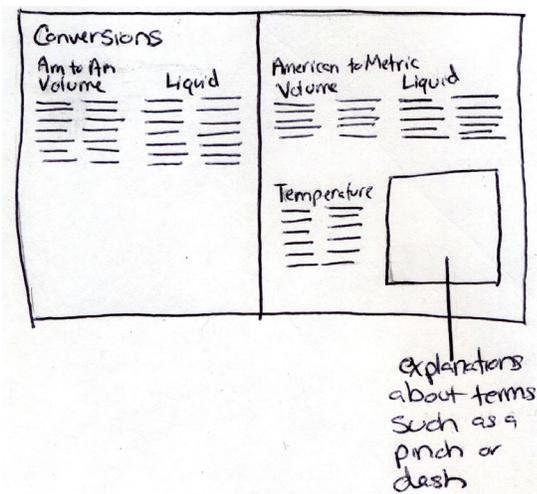
CONVERSION CHART

Oven Temperature Chart  
From "Chocolate Obsession" by Michael Recchiuti

As shown in the examples above, one of the main problems that I identified with existing measurement conversion charts is that they seemed to be too spread apart and therefore more challenging to use. In both examples you can see that a large portion of the page is left blank and the columns of information are too far apart to create an obvious relationship. This creates a situation where it is hard for users to find their needed amount and then convert it into another measurement.

My goal was to create a conversion chart that was easier to use and allowed the viewer to be able to more closely relate the information without leave to much space between columns.

One of the biggest decisions about the conversion table was how to break down the section of measurements. Below you will see two different content strategies that were explored:

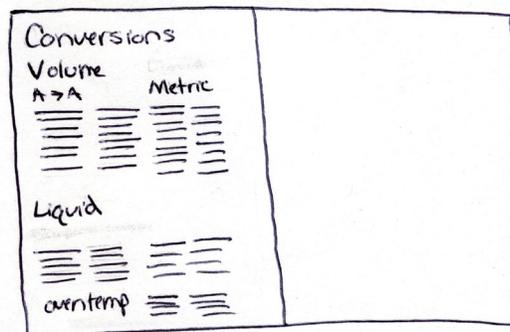


### Division by Measuring System

In this example the left page would hold the information pertaining to converting American measurements into other American measurements (for example, converting 16 tablespoons into 1 cup).

The right page would hold all of the American to Metric conversions. With this layout the volume and liquid conversion for American to American would both be on the left page and the American to Metric volume and liquid would be on the right page.

Here users initially have to choose if they were converting measurements from one system to another. If they were then the right page would be the chart they required. If they were only converting measurements within the same system then the left page would provide them with the proper information.

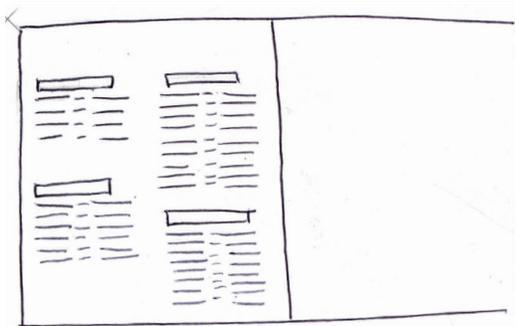


### Division by Substance Being Measured

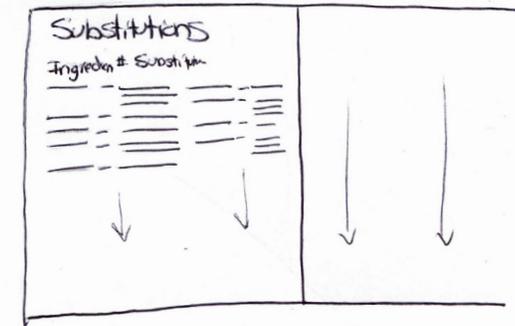
This layout would divide the content into liquid measurements and volume (dry) measurements. When a viewer looked at this page they would first have to determine what type of ingredient they were measuring then find their measuring system (metric vs. American).

### 5.3.4 Instructional Cookbook: Ingredient Substitutions Layout

Since many users that were surveyed responded that 'simple ingredients' was very important when selecting and executing a recipe, it is important to be sure that a cookbook provides them with alternative ingredients that they can use when they need to substitute an ingredient with a more simple or affordable one.



Indexes or ingredient substitution lists are traditionally organized in alphabetical order. In order to determine if there was a more efficient way to create the list I explored options such as dividing the ingredients into use categories such as 'Baking', 'Herbs', etc. However, this was unhelpful since many ingredients, such as flour are used in various capacities and would be confusing to determine which category to search under.



Another idea was to divide ingredients into different food groups. In this case flour would obviously be included in the grain category. However, this posed a problem in that items such as cottage cheese and butter would not fall under dairy, where most people would think to look for them, but instead would be classified as fats.

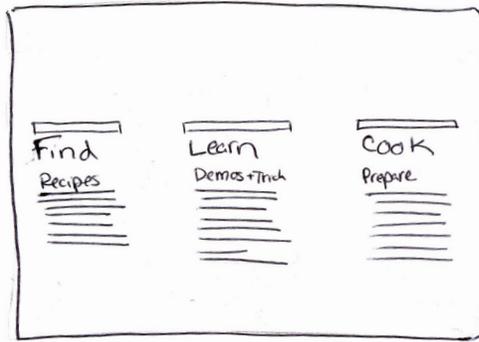
After much deliberation I decided that alphabetical listings would be the most simple and clear way for users to locate ingredients that they wished to substitute.

### 5.3.5 Digital Application: Organization and Homepage

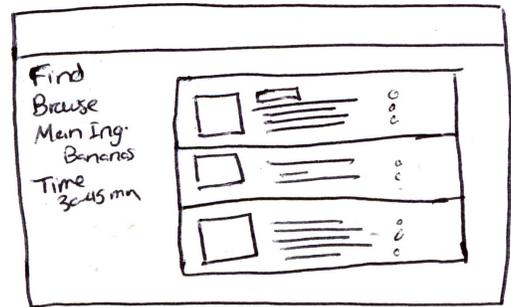
The main purpose of this digital application is to serve as a compliment to the printed instructional cookbook. The application is meant to be able to stand alone as an informative cooking application but also to compliment the usability of the printed book. It will feature a search function to help users find recipes that match their desired criteria and users will be able to save favorite recipes to a digital recipe box.

Once a user has selected a recipe, either from the search mode or a saved recipe from their recipe box, then they can enter 'cooking mode' which formats the recipe and layout to be optimal for cooking. In this mode the layout will be horizontal and reflect a cooking time line. It will also feature tools such as ingredient substitutions, measurement conversions, and a kitchen timer that will allow them to time several dishes at once.

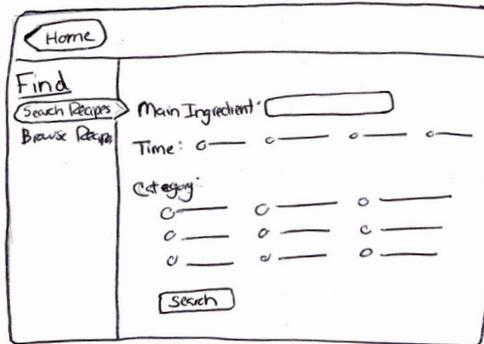
The final function of the digital application would be to educate users on basic kitchen practices and techniques. This section would feature tools such as a weekly meal planner, interactive nutrition guide, glossary of terms, and video demonstrations on topics such as knife skills, mixing terms, etc. This would be a section that users could browse through but the videos and tutorials would also be linked to specific recipes where the technique or skill would be utilized.



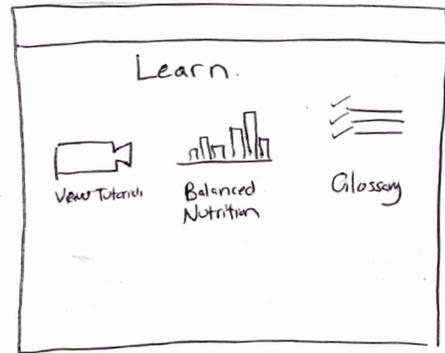
The three functions are 'Find', 'Learn', and 'Cook' as based off a three-column grid.



Early menu example.



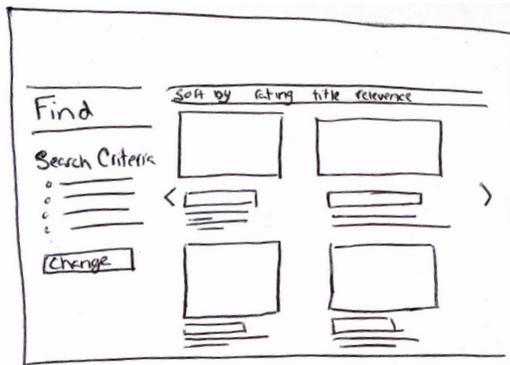
Sample search function screenshot of possible search criteria that users could specify to narrow their recipe results.



Possible 'Learn' screenshot with icons to direct users to different learning tools such as glossary of terms or video tutorials. This layout is based off a three-column grid.

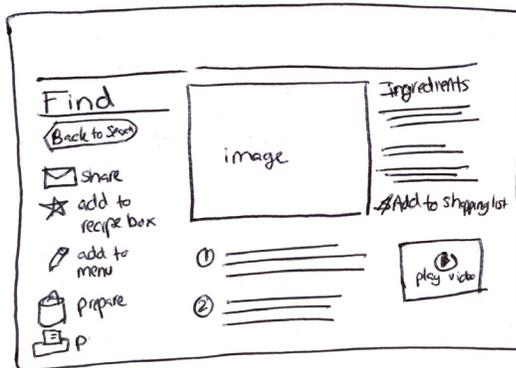
### 5.3.6 Digital Application: Searching Function

One of the main advantages of using a digital device and application is that it allows a more interactive way for the user to experience the information. Since searching for recipe information is one of the three key functions of the application, the dynamic search capability is going to be enormously beneficial in creating custom search results that align with the search criteria specified by the user. The main goal was to create a layout that would be visually appealing, easy to use, and informative. It is key that the user be able to intuitively navigate through the application and be able to extract the key information they are seeking.



The initial page that the user would see when they enter the searching function would provide a visual list of featured recipes as well as a column that would provide a list of possible search criteria.

Users would also be able to browse the list of featured recipes by 'flicking' through the pages. This would create a situation where users could look through recipes that they may have never considered searching for. This will assist the exploration aspect and help expand their exposure to new recipes.

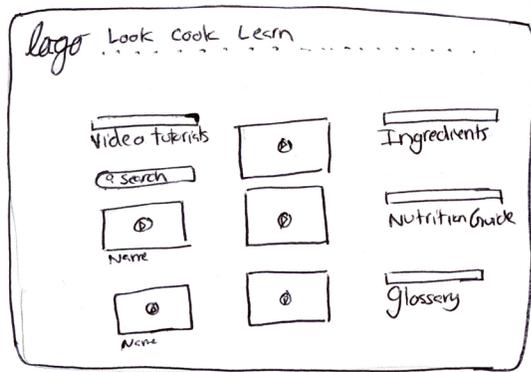


Once the user has found a recipe that they are interested in learning more about they can select the recipe by tapping on the screen. Once selected a recipe information (recipe card) screen will appear and provide more information about ingredients, cooking time, and cooking details.

Users will then be able to enter cooking mode to prepare the recipe, add it to their favorites list (recipe box), print the recipe, etc. However, if they decide that it is a recipe that they are not interested in then they can return to the browse or search results screen.

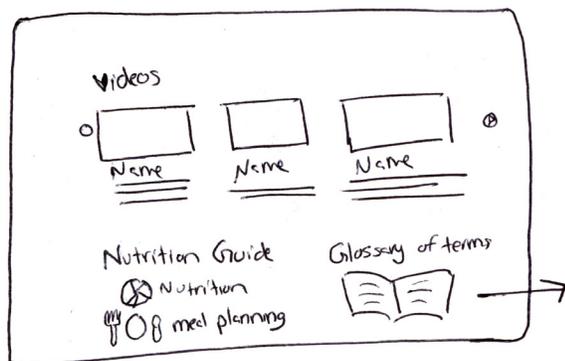
### 5.3.7 Digital Application: Revised Layout and Terminology

As the digital application continued to be developed it became clear that the logo and brand of the application needed to be simple, concise, and applicable. It also needed to make sure that it emphasized the function and mission of the application and cookbook together. Initially the functions were identified as Find, Cook, and Learn. After brainstorming possible brand names it became clear that the word system needed to relate, be memorable, and clearly denote the separate sections and what their purpose was. The new word system became Look, Cook, and Learn so that it would include alliteration, repetition of sound, and all be similar length.



To the left are two examples of layout options for the "Learn" section of the digital application. The "Learn" section will include tools such as a glossary, nutrition guide, and video tutorials to demonstrate key techniques or skills.

The top example breaks the tools or resources into sections. It initially lists sample video tutorials in two columns and the rest of the resource in the right column. The bottom example displays the videos on the top with a scroll bar that would allow the user to scroll through a horizontal list of the videos. The other resources that are available would also be under the video section.

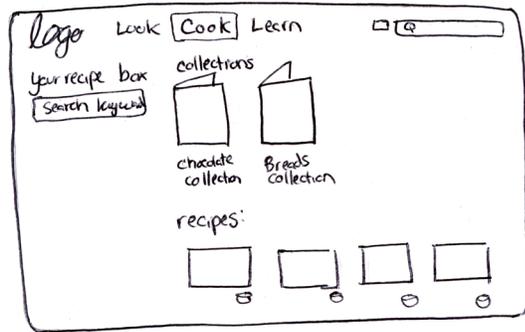


#### Glossary of Terms

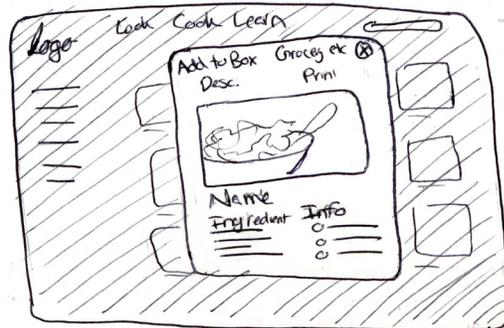


### 5.3.8 Digital Application: Revised Cooking Mode and Recipe Box

The remaining section of the digital application is the Cook function. This section includes a user's Recipe Box which contains all of their saved recipes, either from the online database or ones that they have input themselves online. It would also be the function where users could enter 'cooking mode' and prepare dishes

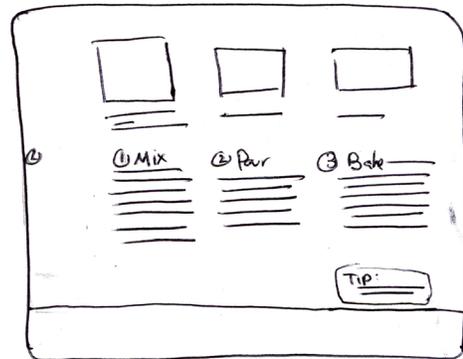
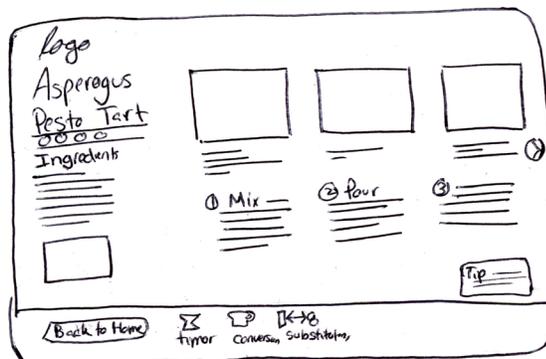


Each users Recipe Box will include folders containing recipe collections which are to be organized by the user ('Favorites', 'Holidays', etc). There would also be other viewing options for the user such as searching by keyword or listing recipes according to criteria such as difficulty, time, etc.



If a recipe is tapped it will produce a shadowbox effect, similar to the Find function, where the background will be greyed out and vital information will be displayed in a recipe card format. The user can then decide to proceed to 'cooking mode' where the actual steps and food preparation will take place.

In 'cooking mode' the user will be given a horizontal list of steps as well as supplementary information such as a description of the dish or links to any existing demonstrations that may be applicable to the recipe. There will also be an instructional image for steps that could benefit from additional visual information. In order to progress to the next set of steps once the initial set is completed, the user must swipe the screen to display the new direction.



# Section 6

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## Section 6

### 6.0 Final Application

#### 6.1 Application Versions

- 6.1.1 Print Application: Version 1
- 6.1.2 Digital Application: Version 1
- 6.1.3 Print Application: Version 2
- 6.1.4 Digital Application: Version 2

#### 6.2 Final Application

- 6.2.1 Final Print Application
- 6.2.2 Final Digital Application

#### 6.3 Evaluation and Conclusion

- 6.3.1 User Evaluation
- 6.3.2 User Evaluation Results
- 6.3.3 Self Evaluation, Conclusion and Future Developments

# 6.1 Application Versions

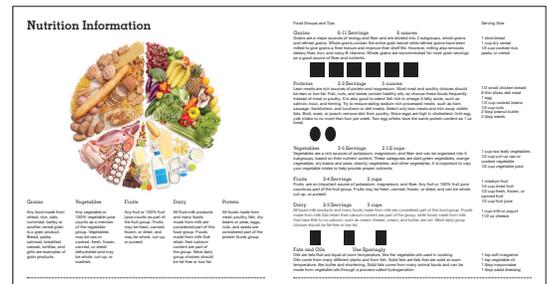
## 6.1.1 Print Application: Version 1

### Page Dimensions:

9 x 9½ inches

### Nutrition Design

- Nutrition diagram is broken into a pie chart
- Main food groups have general overview as well as in-depth information with icons and information graphics.



### Recipe Design

- Recipe fits on one page
- Ingredients situated near step in which they are used
- Features large recipe image
- Keywords are extracted from numbered steps and are emphasized with a bolder typeface.

### Ingredient Substitution Design

- Substitutions are listed vertically and separated with either a rule, a bullet, or the word 'or' in a bolder typeface
- Heavier rules separate alphabetic letter sections

| Ingredient | Substitution | Ingredient | Substitution |
|------------|--------------|------------|--------------|
| Almond     | Walnut       | Apple      | Orange       |
| Apple      | Orange       | Avocado    | Butter       |
| Avocado    | Butter       | Banana     | Cherry       |
| Banana     | Cherry       | Beef       | Chicken      |
| Beef       | Chicken      | Berries    | Bread        |
| Berries    | Bread        | Butter     | Cheese       |
| Butter     | Cheese       | Chicken    | Cocoa        |
| Cheese     | Cocoa        | Cocoa      | Corn         |
| Cocoa      | Corn         | Corn       | Cream        |
| Corn       | Cream        | Cream      | Custard      |
| Cream      | Custard      | Custard    | Dairy        |
| Custard    | Dairy        | Dairy      | Dessert      |
| Dairy      | Dessert      | Dessert    | Dinner       |
| Dessert    | Dinner       | Dinner     | Drinks       |
| Dinner     | Drinks       | Drinks     | Entrees      |
| Drinks     | Entrees      | Entrees    | Flavors      |
| Entrees    | Flavors      | Flavors    | Grains       |
| Flavors    | Grains       | Grains     | Herbs        |
| Grains     | Herbs        | Herbs      | Meats        |
| Herbs      | Meats        | Meats      | Nuts         |
| Meats      | Nuts         | Nuts       | Seeds        |
| Nuts       | Seeds        | Seeds      | Spices       |
| Seeds      | Spices       | Spices     | Sweets       |
| Spices     | Sweets       | Sweets     | Vegetables   |
| Sweets     | Vegetables   | Vegetables | Wine         |
| Vegetables | Wine         | Wine       |              |

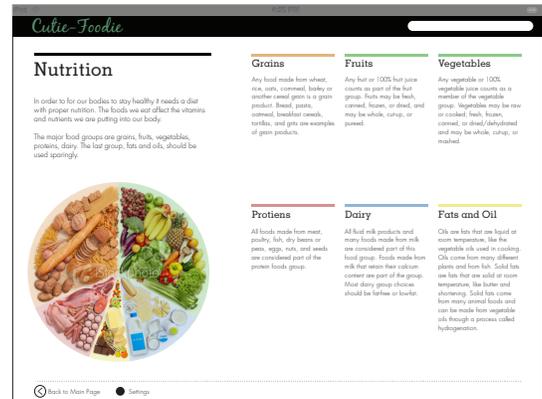
## 6.1.2 Digital Application: Version 1

### Screen Dimensions:

1024 x 768 pixels

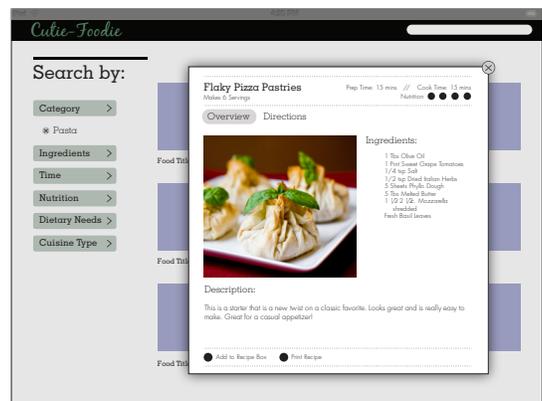
### Nutrition Design

- Nutrition diagram is broken into a pie chart
- All food groups shown on initial screen
- Secondary information would be provided by tapping on a food group to reveal the next layer of information



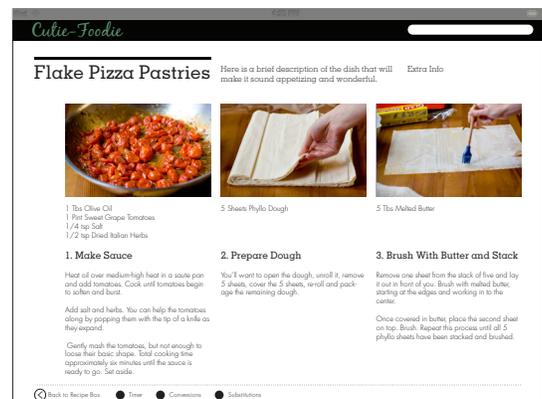
### Recipe Browsing Design

- Browsing screen where users could select recipe
- Features visual recipe list that can be scrolled through or narrowed based on user search criteria
- Users can toggle between 'Overview' and 'Directions' to read the summary or full set of directions
- Master list of ingredients will be displayed as well as a photo and nutrition information



### Recipe Cooking Design

- Once a recipe is selected the user will enter a 'cooking mode' where the recipe is laid out in a series of horizontal steps with accompanying images
- Title and description would be located at the top of the screen
- Ingredients are listed under the step in which they will be used



## 6.1.3 Print Application: Version 2

### Page Dimensions:

9 x 9½ inches

### Nutrition Design

- Nutrition diagram is broken into a pie chart
- Main food groups have general overview as well as in-depth information with icons and information graphics.
- Food groups are color coded to match the nutrition icons that appear at the beginning of each recipe.



### Nutrition

In order for our bodies to stay healthy it needs a diet with proper nutrition. The foods we eat affect the vitamins and nutrients we are putting into our body.

The major food groups are grains, fruits, vegetables, proteins, dairy. The last groups, fats and oils, should be used sparingly.

| Grains  | Vegetables  | Fruits  |
|---|---|---|
| Any food made from wheat, rice, oats, cornmeal, barley or another cereal grain is a grain product. Bread, pasta, oatmeal, breakfast cereals, tortillas, and grits are examples of grain products. | Any vegetable or 100% vegetable juice counts as a member of the vegetable group. Vegetables may be raw or cooked, fresh, frozen, canned, drained, bottled, or may be whole, cut-up, or mashed.                                    | Any fruit or 100% fruit juice counts as part of the fruit group. Fruits may be fresh, canned, frozen, or dried, and may be whole, cut-up, or juiced.                        |
| Protein   | Dairy   | Fats and Oils   |
| All foods made from meat, poultry, fish, dry beans or peas, eggs, nuts, and seeds are considered part of the protein foods group.   | All full milk products and many foods made from milk are considered part of the food group. Foods made from milk that retain their calcium content are part of the group. Most dairy group choices should be fat-free or low-fat. | Foods that are made of include mayonnaise, certain salad dressings, and soft margarines. Solid fats are fats that are solid at room temperature. Use butter and shortening. |

### Food Groups and Tips

| Grains<br>6-11 Servings<br>6 ounces  | Vegetables<br>3-5 Servings<br>2 1/2 cups  | Fruits<br>2-4 Servings<br>2 cups  | Proteins<br>2-3 Servings<br>5 ounces  | Dairy<br>2-3 Servings<br>3 cups             | Fats and Oils<br>Use Sparingly             |  |  |  |
|--|---|---|---|---|--|--|--|--|
| <p><b>Serving Size:</b><br/>1 slice bread<br/>1 cup dry cereal<br/>1/2 cup cooked rice, pasta, or cereal<br/>1 slice tortilla<br/>1/2 cup cooked hot cereal, such as oatmeal<br/>1/2 cup<br/>1/2 cup cooked Quinoa</p> <p>Grains are a major source of energy and fiber and are divided into 2 subgroups, whole grains and refined grains. While grains contain the entire grain kernel, refined grains have been milled to give grains a few textures and improve their shelf-life. However, milling also removes dietary fiber, iron, and many B vitamins. Whole grains are recommended for most grain servings as a good source of fiber and nutrients.</p> <p><b>Orange Vegetables</b><br/>acorn squash, butternut squash, carrots, pumpkins, sweet potatoes</p> <p><b>Starchy Vegetables</b><br/>corn, green peas, potatoes</p> <p><b>Dark Green Vegetables</b><br/>broccoli, cauliflower, romaine lettuce, spinach</p> <p><b>Other Vegetables</b><br/>arugula, asparagus, bean sprouts, cucumbers, green beans, peppers, mushrooms, onions, tomatoes, zucchini</p> | <p><b>Serving Size:</b><br/>1 cup raw leafy vegetables<br/>1/2 cup cut-up raw or cooked vegetable<br/>3/4 cup vegetable juice<br/>3 broccoli florets<br/>10 baby carrots<br/>1 roma tomato<br/>1/2 cup in labeled meat protein<br/>1 cup of corn</p> <p>Vegetables are rich sources of potassium, magnesium, and fiber and can be organized by 5 subgroups based on their nutrient content. These categories are dark green, red and orange, starchy, cruciferous, and other vegetables.</p> <p><b>It is important to vary your vegetable intake to help provide proper nutrients.</b></p> <p><b>Dry Beans and Peas</b><br/>black beans, chickpeas, lentils, garbanzo beans, kidney beans, lima, fava</p> <p><b>Fruits</b> are beneficial to the immune system by providing antibodies from heart disease or high blood cholesterol. Plant based fruits have a low sodium content that are high in potassium.</p> <p><b>It is always better to consume a whole fruit with its skin if possible. The skin contains many essential nutrients and is also a very good source of fiber.</b></p> | <p><b>Serving Size:</b><br/>1 medium apple, orange or banana<br/>1/2 cup sliced cooked, fresh, frozen, or canned fruit<br/>3/4 cup fruit juice<br/>1/4 cup dried fruit<br/>6 raisins<br/>2 plums<br/>15 grapes</p> <p>Fruits are an important source of potassium, magnesium, and fiber. Any fruit or 100% fruit juice counts as part of this food group. Fruits may be fresh, canned, frozen, or dried, and may be whole, cut-up, or juiced.</p> <p><b>Lean meats</b> are rich sources of protein and magnesium. Most meat and poultry choices should be lean or low-fat. Fish, nuts, and seeds contain healthy oils, so choose these foods frequently instead of meat or poultry. It is also good to select fish rich in omega-3 fatty acids, such as salmon, trout, and herring. To reduce sodium, sodium rich processed meats such as ham, bologna, hotdogs, and luncheon or deli meats.</p> <p><b>Selected only lean meats and trim away visible fat. Deli, meat, or poultry remains able from poultry. Two egg whites have the same protein content as 1 "or" meat.</b></p> <p><b>Since eggs are high in cholesterol, limit egg yolk intake to no more than four per week.</b></p> <p><b>Don't forget to eat fish, nuts, and seeds along with your meats and poultry.</b></p> | <p><b>Serving Size:</b><br/>1/2 cup cheddar cheese<br/>6 thin slices deli meat<br/>1 egg<br/>1/2 cup condensed beans<br/>1/2 cup milk<br/>2 the peanut butter<br/>2 the seeds</p> <p>All liquid milk products and many foods made from milk are considered part of this food group. Foods made from milk that retain their calcium content are part of the group. While foods made from milk that have little to no calcium, such as cream, cheese, cream, and butter, are not. Most dairy group choices should be fat-free or low-fat.</p> <p><b>Does low-fat milk make a difference?</b><br/>Figures show an 8-ounce glass of milk.</p> <table border="1"> <tr> <td><b>Whole Milk</b><br/>100 Calories<br/>8g Fat</td> <td><b>2% Milk</b><br/>100 Calories<br/>4.5g Fat</td> </tr> <tr> <td><b>1% Milk</b><br/>100 Calories<br/>2.5g Fat</td> <td><b>Skim Milk</b><br/>100 Calories<br/>0g Fat</td> </tr> </table> <p><b>Cholesterol</b><br/>Cholesterol comes from animal sources (poultry and red meat) and does not come from plants.</p> <p><b>A few plant oils, however, including coconut oil and palm kernel oil, are high in saturated fat.</b></p> | <b>Whole Milk</b><br>100 Calories<br>8g Fat | <b>2% Milk</b><br>100 Calories<br>4.5g Fat | <b>1% Milk</b><br>100 Calories<br>2.5g Fat | <b>Skim Milk</b><br>100 Calories<br>0g Fat | <p><b>Serving Size:</b><br/>1 slice deli margarine<br/>1 tsp vegetable oil<br/>1 the mayonnaise<br/>1 the salad dressing</p> <p>Oils are fats that are liquid at room temperature. Use the vegetable oils used in cooking. Oils come from many different plants and from fish. Solid fats are fats that are solid at room temperature. The butter and shortening. Solid fats come from many animal foods and can be made from vegetable oils through a process called hydrogenation.</p> <p><b>While consuming some oil is needed for health, oils still contain calories. In fact, oils and solid fats both contain about 120 calories per tablespoon. Therefore, the amount of oil consumed needs to be limited to balance total calorie intake.</b></p> |
| <b>Whole Milk</b><br>100 Calories<br>8g Fat  | <b>2% Milk</b><br>100 Calories<br>4.5g Fat  |   |   |   |  |  |  |  |
| <b>1% Milk</b><br>100 Calories<br>2.5g Fat   | <b>Skim Milk</b><br>100 Calories<br>0g Fat  |   |   |   |  |  |  |  |

## Recipe Design

- Experimentation with ingredient columns as well as the inclusion of rules to further connect step instruction with ingredients.
- Color-coded icons could show nutritional values for each recipe.
- Main recipe image experimentation concerning size and their relation to the document's grid structure.
- Internal image numbering system to pair the images with the steps that they represent.
- Representative spread for recipes that traverse more than one double-page spread.

## Recipe Selection

In order to make sure that a large range of recipes could be accommodated in the system that I established I wanted to find two different recipes that would represent opposite recipe characteristics.

- A short recipe with no pictures and lots of ingredients was selected as well as a long recipe with many pictures with relatively few ingredients.



### Brown Sugar and Peach Muffins

Preheat oven to 400° F and line your muffin tin with muffin cups.

|                     |                     |                                   |
|---------------------|---------------------|-----------------------------------|
| 2 Cup Flour         | 2 tsp Baking Powder | <b>1. Mix</b>                     |
| 1/2 Cup Brown Sugar | 1 tsp Baking Soda   | Mix the dry ingredients together. |
|                     | 1/4 tsp Salt        |                                   |

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|                       |  |  |
|-----------------------|--|--|
| 1 Cup Milk            | 1/2 - 2/3 Cup Peaches, chopped (fresh or canned) | <b>2. Whisk</b>  |
| 1 Tsp Lemon Juice     |  | Whisk the wet ingredients together until incorporated and from one to dry side. Add the chopped peaches and half the milk. |
| 1 tsp Vanilla Extract |  |  |

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Extra Brown Sugar (for topping)

**3. Combine**  
Add wet to dry and gently fold the until the flour is moistened and from one to dry side. Add the chopped peaches and half the milk.

**4. Fill**  
Fill muffin cups 3/4 of the way. Sprinkle with extra brown sugar, and add extra peach pieces on top if desired.

**5. Bake**  
Bake for 15-22 minutes, or until lightly browned and a toothpick comes out clean. The centers should also bounce back when pressed lightly.

\*If needed, you can make your own brown sugar by adding 1/2 - 1 tsp of molasses to 1/2 cup of sugar and mixing well. Commercial brown sugar is made by mixing molasses back in to processed sugar, so it's not really any different than store-bought.

### Flaky Pizza Purses

Makes 6 Purselets | Prep Time: 15 min | Cook Time: 10 min

● Dairy ● Vegetables ● Fruits ● Protein ● Dairy ● Fat

Description: Quick, easy, flaky bite making the tomato sauce. Heat oil over medium-high heat in a sauce pan and add tortillones. Toss in oil and cook until tortillones begin to...

### Six Minute Tomato Sauce

Prep: 5 min | Cook: 1 min

1. Heat  
Heat oil over medium-high heat in a sauce pan and add tortillones. Toss in oil and cook until tortillones begin to soften and brown.

2. Season  
Add salt and herbs. You can help the tortillones along by propping them with the tip of a knife as they sear.

3. Pop Tomatoes  
Gently press the tomatoes, but not enough to break their skins whole. That cooking time approximately 30 minutes until the sauce is ready to go. Set aside.

**Pizza Purselets**  
Preheat oven to 400° F

Get your work station ready with everything you'll need to make the purselets. You'll need a large bowl to spread the dough out on, tomato sauce, shredded cheese, basil, melted butter, a brush, and a stamp (or even a plastic cup).

1. Prepare Dough  
Roll dough to 1/8 inch thick. Unroll it, remove 5 sheets, cover the 5 sheets, re-roll and package the remaining dough.

2. Brush with Butter  
Preheat the oven to 400°F. Roll out the dough and lay it out flat on your work station. Always re-roll the sheets you're not currently working with, or else they'll dry out. Brush with melted butter, starting at the edge and working in to the center. If you get some rips or tears, don't worry - you won't be noticeable by the time you're done. Just repair them as best you can and move on.

3. Stack Philly Layers  
Cook tomato sauce. Place the second sheet on top. Brush. Repeat the process until all 5 Philly sheets have been stacked and brushed.

### Flaky Pizza Purselets

Makes 6 Purselets | Prep Time: 15 min | Cook Time: 10 min

● Dairy ● Vegetables ● Fruits ● Protein ● Dairy ● Fat

1. Roll Dough  
Roll dough to 1/8 inch thick. Unroll it, remove 5 sheets, cover the 5 sheets, re-roll and package the remaining dough.

2. Brush with Butter  
Preheat the oven to 400°F. Roll out the dough and lay it out flat on your work station. Always re-roll the sheets you're not currently working with, or else they'll dry out. Brush with melted butter, starting at the edge and working in to the center. If you get some rips or tears, don't worry - you won't be noticeable by the time you're done. Just repair them as best you can and move on.

3. Stack Philly Layers  
Cook tomato sauce. Place the second sheet on top. Brush. Repeat the process until all 5 Philly sheets have been stacked and brushed.

4. Cut  
Using a pizza cutter, cut dough into six squares (one cut lengthwise, two cuts widthwise).

5. Add Sauce and Cheese  
Place 1/2 of the sauce in the middle of each square. Then add cheese and a few basil leaves. The leaves can either be whole or chopped up, whichever you prefer.

6. Fold  
Gather the edges of the squares into the center, tucking to meet and form a purse. Place the completed purselet on a baking sheet. Give the purselet one final brush of butter before going in the oven.

7. Bake  
Bake at 400° for 10-15 minutes until the purselets turn golden brown, along the edges and the tops. Cooked and hot. Top with fresh basil leaves and serve warm.

**Variations**  
To make your own tortillone pasta ingredients such as olives, anchovies, mushrooms, or peppers.

## Chapter Division Pages

- Design includes a secondary navigation system that restates the recipes that are included in that section.
- Each division spread would include a large representative image.



## Chapter 6 Baking

|                                   |   |
|-----------------------------------|---|
| Blueberry Hand Pies .....         | 2 |
| Plum Kuchen .....                 | 2 |
| Perfect Cinnamon Buns .....       | 2 |
| Apple Pie Cuffin Cake .....       | 2 |
| Candied Clementine Cake .....     | 2 |
| Snickerbooses .....               | 2 |
| Individual Blueberry Grunts ..... | 2 |
| Crumble Cake .....                | 2 |
| Lemon Maple Scones .....          | 2 |
| Chocolate Chip Cookies .....      | 2 |

## Ingredient Substitutions

- Ingredients and their substitutions are now listed horizontally with each substitution option being divided into one of three columns.
- Bigger letter and rules highlight each alphabetical section change.
- Light rules denote separations between ingredients that are to be substituted.

| Substitutions                           |  |   |  |
|---|--|---|--|
|   | Option 1   | Option 2  | Option 3                                     |
| <b>A</b> Almonds                        | 1 cup 1/2 cup almonds, 1/4 cup gingers and 1/4 cup cloves  |   |  |
| <b>Ammonium starch</b>                  | 1 cup 1 box flour  | 1 cup cornstarch  |  |
| <b>B</b> Baking mix                     | 1 cup 1 cup pancake mix  |   |  |
| <b>Baking powder</b>                    | 1 cup 1/4 cup baking soda plus 1/2 teaspoon cream of tartar  |   |  |
| <b>Beer</b>                             | 1 cup 1 cup nonalcoholic beer  | 1 cup chicken broth   |  |
| <b>Brandy</b>                           | 1/4 cup 1 cup imitation brandy, extract plus enough water to make 1/4 cup  |   |  |
| <b>Bread crumbs</b>                     | 1 cup 1 cup chicken crumbs   | 1 cup matzo meal  | 1 cup ground oats                            |
| <b>Broth</b> (see or chicken)           | 1 cup 1 bouillon cube plus 1 cup boiling water   | 1 box soy sauce plus enough water to make 1 cup             | 1 cup vegetable broth                        |
| <b>Brown sugar</b>                      | 1 cup 1 cup white sugar plus 1/4 cup molasses and decrease the liquid in recipe by 1/4 cup                       | 1 cup white sugar   | 1 1/4 cups concentrated sugar                |
| <b>Butter (salted)</b>                  | 1 cup 1 cup margarine  | 1 cup shortening plus 1/2 teaspoon salt                     | 7/8 cup vegetable oil plus 1/2 teaspoon salt |
| <b>Butter (unsalted)</b>                | 1 cup 1 cup shortening   | 7/8 cup vegetable oil                                       | 7/8 cup lard                                 |
| <b>Buttermilk</b>                       | 1 cup 1 cup yogurt   | 1 box lemon juice or vinegar plus enough milk to make 1 cup |  |
| <b>C</b> Cheddar cheese (mild)          | 1 cup 1 cup shredded Colby cheddar   | 1 cup shredded Monterey Jack cheese                         |  |
| <b>Cherry</b> (see or cherry)           | 1 box 1 box chopped fresh pears  |   |  |
| <b>Chicken base</b>                     | 1 box 1 cup chicken broth or stock. Reduce liquid in recipe by 1 cup   |   |  |
| <b>Chocolate</b> (semisweet)            | 1 ounce 1 (11-ounce) square of unsweetened chocolate plus 4 teaspoons sugar                                      |   |  |
| <b>Chocolate</b> (unsweetened)          | 1 ounce 1 (11-ounce) square of unsweetened chocolate plus 4 teaspoons sugar                                      |   |  |
| <b>Cocoa</b>                            | 1/4 cup 3 tablespoons unsweetened cocoa plus 1 tablespoon unsweetened chocolate or vegetable oil                 |   |  |
| <b>Condensed Cream of Mushroom Soup</b> | 1 can (10.75-oz) can condensed cream of celery, cream of chicken   | 1 (10.75-oz) can split mushroom soup                        |  |
| <b>Corn Syrup</b>                       | 1 cup 1 1/4 cup white sugar plus 1/2 cup water   | 1 cup honey   | 1 cup light treacle syrup                    |
| <b>Cottage Cheese</b>                   | 1 cup 1 cup farmer's cheese  | 1 cup ricotta cheese  |  |
| <b>Croaker Crumbs</b>                   | 1 cup 1 cup bread crumbs   | 1 cup ground oats   | 1 cup matzo meal                             |
| <b>Cream</b> (half and half)            | 1 cup 7/8 cup milk plus 1 tablespoon butter  |   |  |
| <b>Cream</b> (heavy)                    | 1 cup 1 cup evaporated milk  | 3/4 cup milk plus 1/2 cup butter                            |  |
| <b>Cream</b> (light)                    | 1 cup 1 cup evaporated milk  | 3/4 cup milk plus 3 box butter                              |  |
| <b>Cream</b> (whipped)                  | 1 cup 1 cup frozen whipped toppings, thawed  | 1 cup plain yogurt, strained overnight in a cheesecloth     |  |
| <b>Cream Cheese</b>                     | 1 cup 1 cup parmed cottage cheese  |   |  |
| <b>Cream of Tartar</b>                  | 1 cup 2 teaspoons lemon juice  | 2 teaspoons vinegar   |  |
| <b>Crème Fraîche</b>                    | 1/4 cup Combine 1 cup of heavy cream and 1 tablespoon of plain yogurt. Let stand for 5 hours at room temperature |   |  |

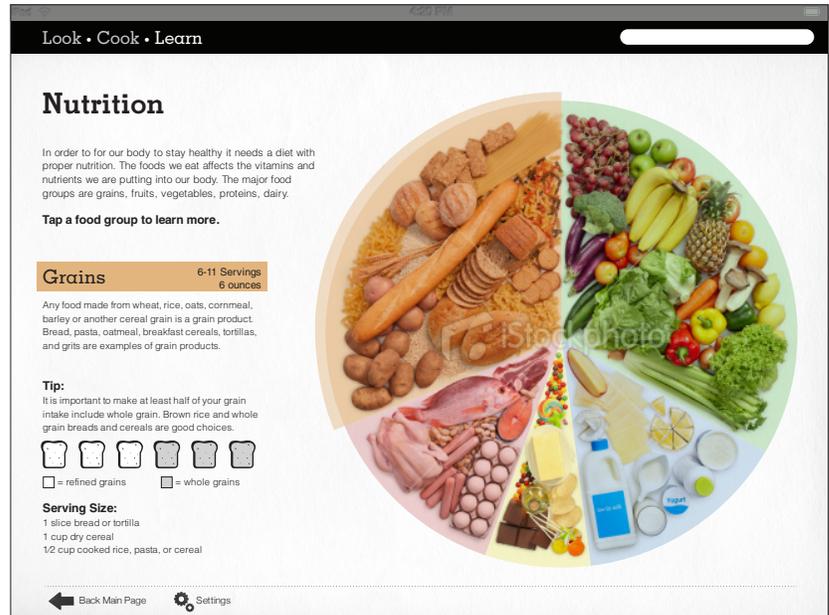
## 6.1.4 Digital Application: Version 2

### Screen Dimensions:

1024 x 768 pixels

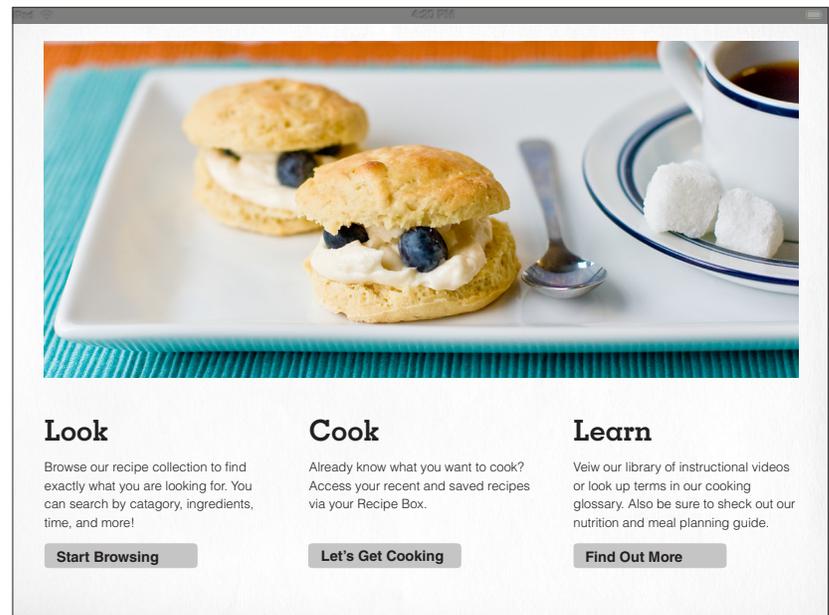
### Nutrition Design

- Nutrition diagram is broken into a pie chart
- All food groups shown on initial screen
- Secondary information would be provided by tapping on a food group to reveal the next layer of information which will appear in the lower left side of the screen.



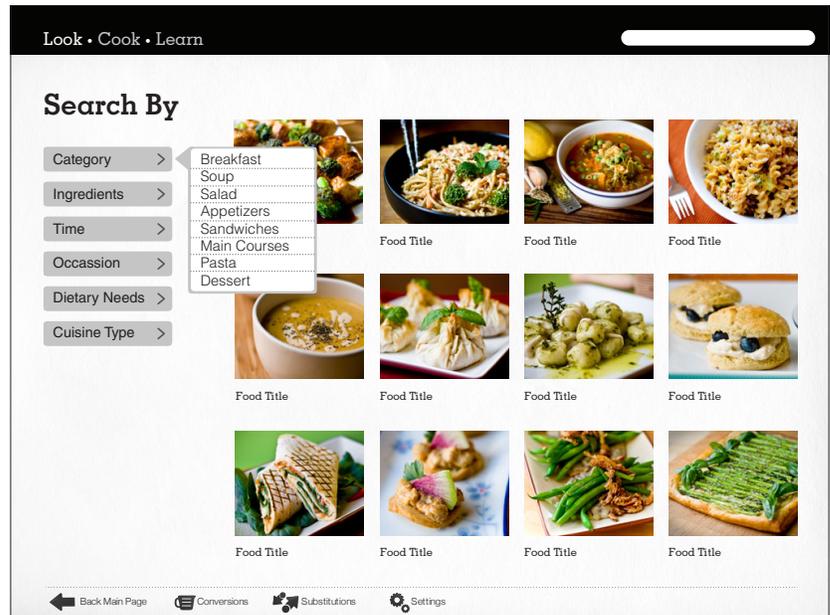
### Welcome Page

- Welcome page will be the first page that users see when the application loads. From this screen the user can choose to continue with one of three functions, Look, Cook, or Learn.



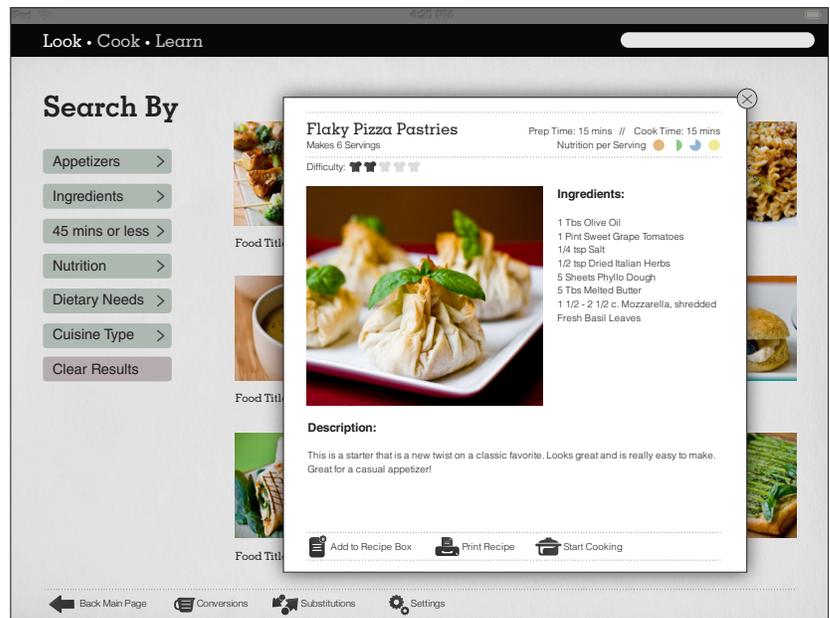
### Recipe Browsing

- The 'Look' functions allows users to search by keyword or other search criteria.
- Select recipes will be featured on initial search screen and then results will be narrowed by the user's search criteria.
- Features bright, colorful imagery.
- Icons on bottom and top help improve intuitive navigation.



### Recipe Selection

- Recipe card shows users the basic information for each recipe.
- Information clearly organized to help users browse more efficiently.



### Recipe Execution

- New recipe introduction panel in first column.
- Progress bar on bottom of screen to show the user their progress in the series of steps.
- Consistent handling of ingredients and their respective instruction.
- Icon development to help guide users to different resources and tools.

Look Cook Learn

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## Flake Pizza Pastries

Makes 6 Starters

*Everybody loves pizza and these make the perfect starter for parties and small gatherings. Small and finger-sized these are the ideal size for a quick appetizer. Great for get-togethers and dinner parties. You will be surprised how easy they are to make!*




**Ingredients:**

1 lbs Olive Oil  
1 Pint Sweet Grape Tomatoes  
1/4 tsp Salt  
1/2 tsp Dried Italian Herbs  
5 Sheets Phyllo Dough  
5 lbs Melted Butter  
1 1/2 - 2 1/2 c. Mozzarella, shredded  
Fresh Basil Leaves

**1. Make Sauce**

**1 lbs Olive Oil**  
**1 pint Sweet Grape Tomatoes**  
**1/4 tsp Salt**  
**1/2 tsp Dried Italian Herbs**

Heat oil over medium-high heat in a saute pan and add tomatoes. Cook until tomatoes begin to soften and burst.

Add salt and herbs. Gently mash the tomatoes, but not enough to loose their basic shape. Total cooking time approximately six minutes until the sauce is ready to go. Set aside.

**2. Prepare Dough**

**5 Sheets Phyllo Dough**

You'll want to open the dough, unroll it, remove 5 sheets, cover the 5 sheets, re-roll and package the remaining dough.

● ● ● ● ●

← Back to Recipe Box
📄 Conversions
🔄 Substitutions
⌚ Timer

Look Cook Learn

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## Flake Pizza Pastries



**4. Cut**

Using a pizza cutter, cut dough into six squares (one cut lengthwise, two cuts widthwise).



**5. Add Sauce, Cheese, Basil**

**1 Recipe 6 Minute Tomato Sauce**  
**1 1/2 - 2 1/2 c. Mozzarella Cheese, shredded**  
**Fresh Basil Leaves**

Place 1/6 of the sauce in the middle of each square. Then add cheese and a few basil leaves. The leaves can either be whole or chopped up, whichever you prefer.



**6. Fold Up Corners**

Gather the edges of the squares into the center, twisting to seal and form a purse. Place the completed purses on a baking sheet. Give the purses one final brush of butter before going in the oven.

● ● ● ● ●

← Back to Recipe Box
📄 Conversions
🔄 Substitutions
⌚ Timer

## 6.2 Final Application

### 6.2.1 Final Print Application

#### Page Dimensions:

8½ x 9½ inches

#### Nutrition Design

- The final design for the printed nutrition sections include a color-coded pie chart of the food groups which depicts the relationship of the groups
- Shows examples of items from each food group



**Nutrition Wheel**

### Nutrition

In order to stay healthy our bodies need a diet which provides proper nutrition. The foods you eat directly affect the vitamins and nutrients that are being put into your body. It is extremely important to be mindful of the foods you consume in order to ensure a balanced diet that includes all of the food groups.

The major food groups are grains, fruits, vegetables, proteins, and dairy. The last group, fats and oils, should be used sparingly.

| Grains   | Vegetables  | Fruits   |
|--|---|--|
| Any food made from wheat, rice, oats, cornmeal, barley or another cereal grain is a grain product. Bread, pasta, cereal, branflakes, cereals, waffles, and grits are examples of grain products. | Any vegetable or 100% vegetable juice counts as a member of the vegetable group. Vegetables may be raw or cooked, fresh, frozen, canned, or dehydrated and may be whole, cut-up, or mashed.   | Any fruit or 100% fruit juice counts as part of the fruit group. Fruits may be fresh, canned, frozen, or dried, and may be whole, cut-up, or pressed.                      |
| Protein  | Dairy   | Fats and Oils  |
| All foods made from meat, poultry, fish, or eggs or made from milk and beans are considered part of the protein food group.  | All fluid milk products and many foods made from milk are considered part of the food group. Foods made from milk that contain their natural content are part of the group. Most dairy group choices should be fat-free or low-fat. | Foods that are made of include margarine, certain salad dressings, and soft margarine. Solid fats are fats that are solid at room temperature, like butter and shortening. |

For more information about nutrition and food groups, visit [www.choosemyplate.gov](http://www.choosemyplate.gov).

- The second spread gives example foods with their respective serving sizes
- Small icons draw attention to key points for each group

### Food Groups

| Grains  | Vegetables   | Fruits  | Proteins  | Dairy   | Fats and Oils  |
|---|--|---|---|---|--|
| <p><b>Serving Size</b></p> <ul style="list-style-type: none"> <li>1/2 cup</li> <li>1/2 cup cooked rice or pasta</li> <li>1/2 cup cooked hot cereal, such as oatmeal</li> <li>1/2 cup cooked macaroni</li> <li>1 slice bread</li> <li>1 hot dog bun</li> <li>1 hot tortilla</li> </ul> <p><b>Grains are a major source of energy and fiber and are divided into 2 subgroups, whole grains and refined grains. Whole grains contain the entire grain kernel while refined grains have been milled to give them a finer texture and improve their shelf life. However, milling also removes dietary fiber, iron, and many B vitamins. Whole grains are recommended for most grain servings as a good source of fiber and nutrients.</b></p> <p><b>Half of your daily grain intake should consist of whole grains. Be sure to look at your food packaging to make sure that your grains are not completely refined.</b></p> <p><b>Refined Grains</b></p> <p>Refined grains have been milled, a process that removes the bran and germ.</p> <p><b>Whole Grains</b></p> <p>Whole grains contain the entire grain kernel which includes the bran, germ, and endosperm.</p> | <p><b>Serving Size</b></p> <ul style="list-style-type: none"> <li>1/2 cup cut-up raw or cooked vegetable</li> <li>1/2 of a baked sweet potato</li> <li>1/2 cup vegetable juice</li> <li>1 cup raw leafy vegetables</li> <li>1 roma tomato</li> <li>1 ear of corn</li> <li>3 broccoli florets</li> <li>10 baby carrots</li> </ul> <p><b>Vegetables are a rich source of potassium, magnesium, and fiber and can be categorized into 5 subgroups, based on their nutrient content. These categories are dark green vegetables, orange vegetables, red and purple vegetables, starchy vegetables, and other vegetables.</b></p> <p><b>Dry Beans and Peas</b></p> <p>black beans, chickpeas, lentils, kidney beans, navy beans</p> <p><b>Orange Vegetables</b></p> <p>sweet potatoes, butternut squash, carrots, pumpkin, sweet potatoes</p> <p><b>Starchy Vegetables</b></p> <p>corn, green peas, potatoes</p> <p><b>Dark Green Vegetables</b></p> <p>just chives, spinach, romaine lettuce, asparagus</p> <p><b>Other Vegetables</b></p> <p>artichokes, asparagus, bean sprouts, cucumbers, green beans, pineapples, mushrooms, onions, tomatoes, zucchini</p> | <p><b>Serving Size</b></p> <ul style="list-style-type: none"> <li>1/2 cup dried fruit</li> <li>1/2 cup cooked, fresh, frozen, or canned fruit</li> <li>1/2 cup fruit juice</li> <li>1 medium apple, orange, or banana</li> <li>2 plums</li> <li>8 strawberries</li> <li>10 grapes</li> </ul> <p><b>Fruits are an important source of potassium, magnesium, and fiber. Any fruit or 100% fruit juice counts as part of the fruit group. Fruits may be fresh, canned, frozen, or dried, and can be whole, cut-up, or pressed.</b></p> <p><b>Fruit are beneficial to the pancreas, supporting from heart disease or high blood pressure as their fiber or low sodium content but are high in potassium.</b></p> <p><b>It is always better to consume a whole fruit with its skin, if possible. The skin contains many essential nutrients and is also a very good source of fiber.</b></p> | <p><b>Serving Size</b></p> <ul style="list-style-type: none"> <li>1/2 small chicken breast</li> <li>1/2 cup cooked beans</li> <li>1/2 cup milk or yogurt</li> <li>1 egg</li> <li>2 The peanut butter</li> <li>2 Tbs. salmon</li> <li>6 The slice deli meat</li> </ul> <p><b>Lean meats are rich sources of protein and magnesium. Meat, meat and poultry choices should be lean or low-fat. Fish, fish, and eggs contain healthy oils, so these foods should be included in most or poultry's diet. It is also good to select fish rich in omega-3 fatty acids, such as salmon, trout, and herring. Try to include eating seafood rich protein sources such as fish, seaweed, tofu, and soybeans in diet meals.</b></p> <p><b>Selected only lean meats and trim away visible fat. Broil, roast, or poach; remove skin from poultry. Toss egg whites have the same protein content as 1 egg yolk.</b></p> <p><b>Don't forget to eat fish, nuts, and seeds along with your meats and poultry.</b></p> | <p><b>Serving Size</b></p> <ul style="list-style-type: none"> <li>1 cup of dried/curd cheese</li> <li>1 cup of cottage cheese</li> <li>1 cup milk or yogurt</li> <li>1/2 cup of processed cheese</li> <li>1/2 ounce of natural cheese</li> <li>1/2 cup of cream</li> <li>2 cups cottage cheese</li> </ul> <p><b>All fluid milk products and many foods made from milk are considered part of the food group. Foods made from milk that contain their natural content are part of the group. However, foods made from milk that have little to no calcium, such as cream cheese, cream, and butter, are not. Most dairy group choices should be fat-free or low-fat.</b></p> <p><b>Does low-fat milk make a difference?</b></p> <p>Nutrition labels reflect all of the types of milk, and solid fats both contain about 100 calories per tablespoon. Therefore, the amount of consumed needs to be limited to balance total calorie intake.</p> <p><b>Whole Milk</b></p> <p>150 g<br/>Calories: Fat</p> <p><b>2% Milk</b></p> <p>150 g<br/>Calories: Fat</p> <p><b>1% Milk</b></p> <p>100 g<br/>Calories: Fat</p> <p><b>Skim Milk</b></p> <p>100 g<br/>Calories: Fat</p> | <p><b>Serving Size</b></p> <ul style="list-style-type: none"> <li>1 tsp soft margarine</li> <li>1 tsp vegetable oil</li> <li>1 Tbs mayonnaise</li> <li>1 Tbs salad dressing</li> </ul> <p><b>Oils are fats that are liquid at room temperature, like the vegetable oils used in cooking. Oil comes from many different plants and from fish. Solid fats are fats that are solid at room temperature, like butter and shortening. Solid fats can come from many animals and can be made from vegetables oil through a process called hydrogenation.</b></p> <p><b>Use from plant sources (vegetable and nut oils) do not contain any cholesterol.</b></p> |

## Recipe Design

- To the right is a sample of a longer recipe that would traverse two spreads
- The left page on the first spread has all the key information for the recipe (cooking times, ingredients, etc.)
- The right page displays the instructions for preparing the dish as well as applicable ingredients for each step.

### Flaky Pizza Purses

**Yield:** 6 Purse Per Serving

**Prep Time:** 20 mins | **Cook Time:** 10 mins

**Ingredients:**

- 1 Sheet Phyllo Dough
- 1 jar Sweet Grape Tomatoes
- 2 cups Mozzarella, shredded
- 5 The Mashed Buter
- 1 Tbsp Olive Oil
- 1/2 tsp Salt
- 1/2 tsp Dried Italian Herbs
- 1/2 tsp Dried Basil Leaves

### Six Minute Tomato Sauce

**Align by making the tomato sauce. Then proceed to create the Pizza Purse.**

- Heat**  
Heat oil over medium-high heat in a sauce pan until well hot. Add tomatoes. Cook for 5-6 minutes until tomatoes begin to soften and burst.
- Season**  
Add salt and herbs. You can help the tomatoes along by pressing them with the top of a knife as they cook.
- Pop Tomatoes**  
Cover pan and tomatoes, but not enough to lose their basic shape. Cook cooking time approximately six minutes until the sauce is ready to go. Set aside.

### Pizza Purse

**Preheat oven to 400°F**

Get your work station ready with everything you'll need to make the purse. You'll need a large area to spread the dough on, a table with shredded tomatoes, basil, melted butter, a brush, and a sharp kitchen knife to shape the purse.

- Prepare Dough**  
You'll want to open the dough, unfold it, remove 5 sheets, cover the 5 sheets, re-roll and patting the remaining dough.
- Brush with Buter**  
Remove one sheet from the stack of five and lay it out in front of you. Brush to cover the sheet with oil. Carefully working with oil, use brush to dry out. Brush with melted butter, starting at the edges and working in the center. If you get some rips or tears, don't worry - it won't be noticeable by the time you're done. Just repair them as best you can and move on.



- The second spread is a continuation of the instructions. As on the first page, this spread contains informative imagery as well as ingredients used for each step.

### 3 Stack Phyllo Layers

Once removed to butter, place the second sheet on top. Brush. Repeat this process until all 5 phyllo sheets have been stacked and brushed.

### 4 Cut

Using a pizza cutter, cut dough into six squares (one cut lengthwise, two cuts widthwise).

### 5 Add Sauce and Cheese

Place 1/2 of the sauce in the middle of each square. Then add cheese and a few basil leaves. The sauce can either be whole or chopped up, whichever you prefer.

### 6 Fold

Gather the edges of the squares into the center, leaving to seal and form a purse. Place the completed purse on a baking sheet. Give the purses one final brush of butter before going to the oven.

### 7 Bake

Bake at 400°F for 10-15 minutes until the purses turn golden brown along the edges and the tops have cooled and they top with heat waves and some steam.

### Variations

Try adding your other favorite pizza ingredients such:

- olives
- pepperoni
- green peppers
- onions
- pineapple
- spicy chicken
- artichokes
- eggplant
- sausage
- bacon
- ham
- black cheese
- broccoli

### Special Notes for Phyllo Dough

Phyllo dough is located in the freezer section of your grocery store. Keep frozen phyllo dough wrapped packages in the refrigerator right before to defrost. Do not defrost at room temperature.

Once defrosted, move dough from refrigerator to counter two hours before use. Keep the opened dough covered with a damp kitchen towel and/or plastic wrap to prevent drying. The more uncovered portion immediately and refrigerate for 1 week, or release.




### Chapter Division Pages

- At the beginning of each chapter there is a spread that displays a large image which relates to the content in that chapter
- A second table of contents will be provided to remind users what is contained in that specific chapter.



### Ingredient Substitutions

- Ingredient substitutions are listed in the back of the book and provide alternatives for ingredients that users wish to substitute

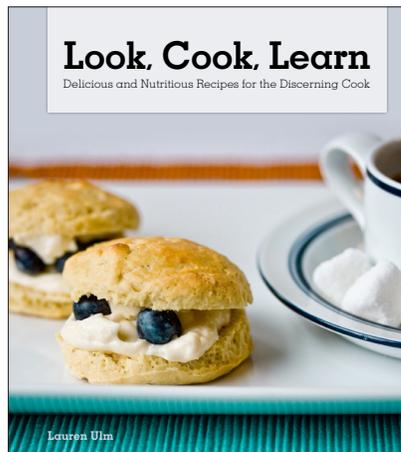
| Ingredient Substitutions |          |   |   |
|--------------------------|----------|---|---|
|                          | Option 1 | Option 2  | Option 3  |
| <b>A Allspice</b>        | 1 tsp    | 1/2 tsp clove, 1/2 tsp ginger and 1/4 tsp olive                                 |   |
| <b>Assessment Starch</b> | 1 tsp    | 1 Tsp Flour   | 1 tsp cornstarch                                |
| <b>B Baking Mix</b>      | 1 tsp    | 1/2 cup pancake mix   |   |
| <b>Baking Powder</b>     | 1 tsp    | 1/2 tsp baking soda plus 1/2 tsp cream of tartar                                |   |
| <b>Beer</b>              | 1 cup    | 1 cup nonalcoholic beer   | 1 cup chicken broth                             |
| <b>Brandy</b>            | 1/2 cup  | 1 tsp instant brandy extract plus enough water to make 1/2 cup                  |   |
| <b>Bread Crumbs</b>      | 1 cup    | 1 cup crushed crumbs  | 1 cup moist meal                                |
| <b>Broth</b>             | 1 cup    | 1/2 cup chicken plus 1/2 cup boiling water                                      | 1 Tsp soy sauce plus enough water to make 1 cup |
| <b>Brown Sugar</b>       | 1 cup    | 1 cup white sugar plus 1/2 cup molasses. Reduce the liquid in recipe by 1/2 cup | 1/2 cup white sugar                             |
| <b>Butter</b>            | 1 cup    | 1 cup margarine   | 1 cup shortening plus 1/2 teaspoon salt         |
| <b>Butter (unsalted)</b> | 1 cup    | 1 cup shortening  | 1/2 cup vegetable oil                           |
| <b>Buttermilk</b>        | 1 cup    | 1 cup yogurt  | 1 Tsp lemon juice and enough milk to make 1 cup |
| <b>C Cheddar Cheese</b>  | 1 cup    | 1 cup shredded Colby Cheese   | 1 cup shredded Monterey Jack Cheese             |
| <b>Cherry</b>            | 1 Tsp    | 1 Tsp chopped fresh perry   |   |
| <b>Chicken Base</b>      | 1 Tsp    | 1 cup chicken broth or stock. Reduce liquid in recipe by 1 cup                  |   |

|   | Option 1         | Option 2  | Option 3  |
|---|------------------|---|---|
| <b>Chocolate</b>                        | 1 oz             | 1 (1 oz) square of unsweetened chocolate plus 4 tsp sugar   | 1 ounce semisweet chocolate (plus 1 tsp shortening)     |
| <b>Chocolate (unsweetened)</b>          | 1 oz             | 1 (1 oz) square of unsweetened chocolate plus 4 tsp sugar   | 1 ounce semisweet chocolate (plus 1 tsp shortening)     |
| <b>Cocoa</b>                            | 1/2 cup          | 3/4 cup unsweetened cocoa plus 1 Tsp shortening or vegetable oil                                  | 1 (1 oz) square unsweetened chocolate                   |
| <b>Condensed Cream of Mushroom Soup</b> | 1 can (10.75 oz) | 1 (10.75 oz) can condensed cream of celery  | 1 (10.75 oz) can condensed cream of chicken             |
| <b>Corn Syrup</b>                       | 1 cup            | 1/2 cup white sugar plus 1/2 cup water  | 1 cup honey   |
| <b>Cracker Crumbs</b>                   | 1 cup            | 1 cup crushed crumbs  | 1 cup ground oats                                       |
| <b>Cream</b>                            | 1 cup            | 1/2 cup milk plus 1/2 cup butter  | 1 cup milk plus 1/2 cup butter                          |
| <b>Cream (thick)</b>                    | 1 cup            | 1 cup evaporated milk   | 1/2 cup milk plus 3/4 cup butter                        |
| <b>Cream (light)</b>                    | 1 cup            | 1 cup evaporated milk   | 1 cup plain yogurt, strained overnight in a cheesecloth |
| <b>Cream (whipped)</b>                  | 1 cup            | 1 cup frozen whipped topping, thawed  |   |
| <b>Cream Cheese</b>                     | 1 cup            | 1 cup pressed cottage cheese  |   |
| <b>Cream of Tartar</b>                  | 1 cup            | 2 tsp lemon juice   | 2 tsp vinegar   |
| <b>Crème Fraîche</b>                    | 1/2 cup          | Combine 1 cup of heavy cream and 1 Tsp of plain yogurt. Let stand for 6 hours at room temperature |   |

### Covers

- The front covers using inviting imagery as well as the Look, Cook, Learn branding to convey the quality of the book as well as the educational and fun personality
- The back cover shows a bamboo texture (reminiscent of a cutting board) and gives an introduction to make consumers more comfortable with cooking



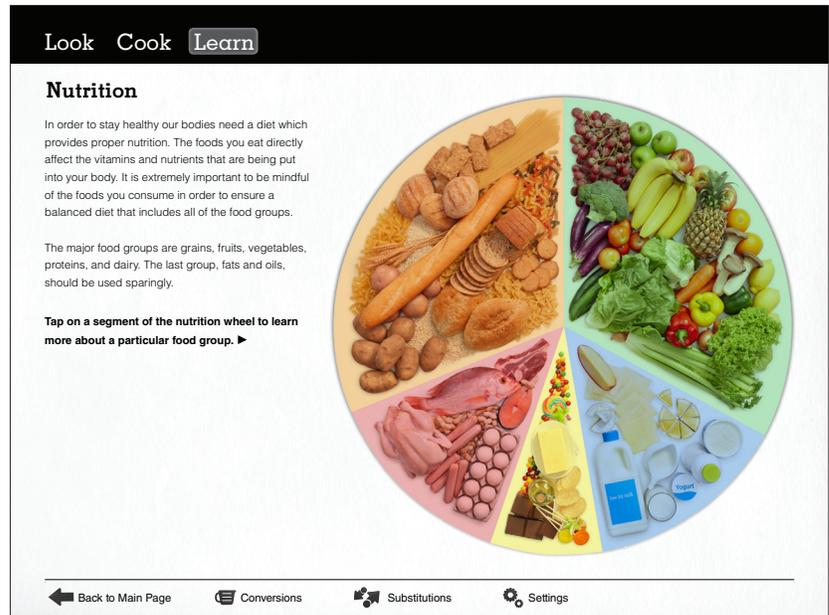
## 6.2.2 Final Digital Application

### Screen Dimensions:

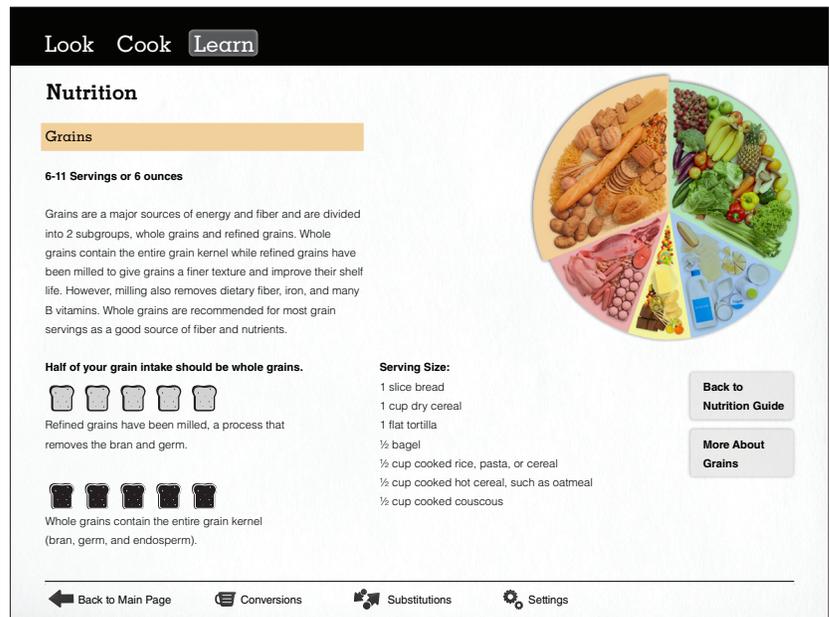
1024 x 768 pixels

### Nutrition Design

- This is the first nutrition screen and it will feature a large food group pie-chart that visually shows the ratios that consumers should be eating from each group.
- By tapping on a section of the nutrition wheel users can learn more about a specific food group.

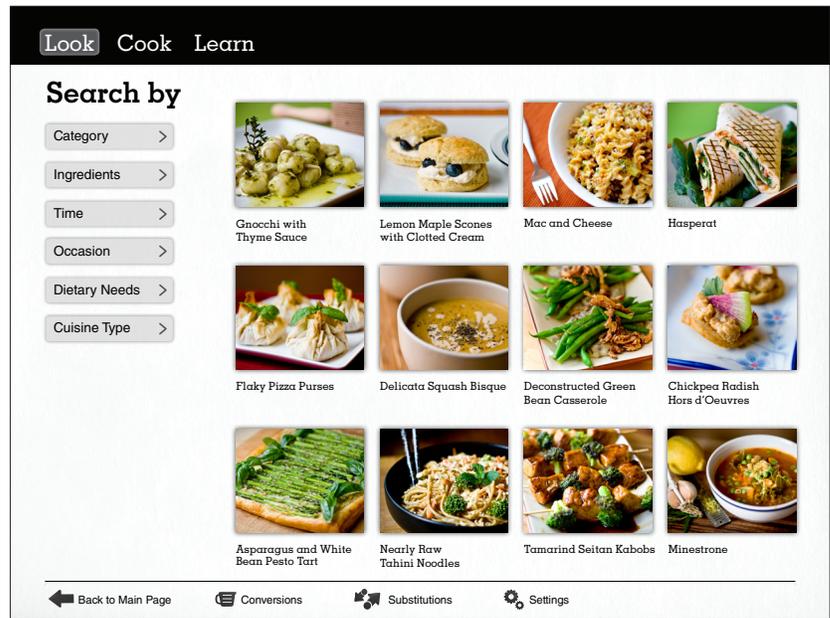


- Here an example of a screen that would display initial information for the Grain food group.
- This section features sample foods, serving sizes, and information graphics to emphasize key points.

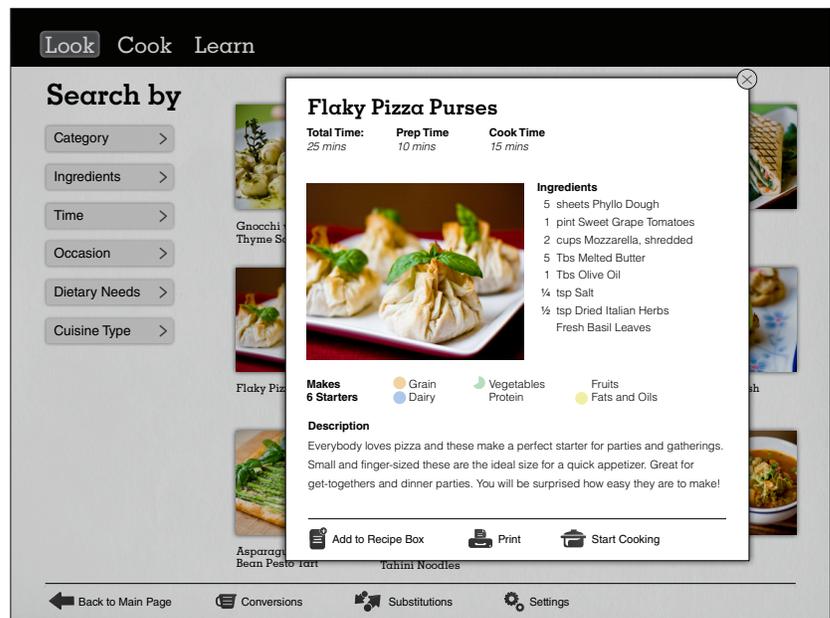


### Browsing Recipe Design

- Here users can enter search criteria and perform specific searches for recipes
- The default screen would feature a list of featured recipes which would encourage users to browse recipes and explore new foods or dishes that they may have not found otherwise.



- When a user finds a recipe that they are interested in they can tap, or select, the dish to learn more about it.
- A screen will display that will provide key information such as cook time, ingredients, nutrition information, and a description of the dish.
- From here users can either progress to prepare the recipe, exit the recipe, or add it to their recipe box to prepare later.



### Cooking Recipe Design

- Once a user wishes to prepare a recipe they can enter 'cooking mode' in which recipes are laid out horizontally in a series of instructions.
- Supportive imagery helps demonstrate the action of the instructions
- As with the printed application, the ingredients that pertain to each step are included above that specific instruction (which prevents the users from having to go back and forth between the ingredients list and the instructions)

Look
Cook
Learn

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## Flaky Pizza Purses

Everybody loves pizza and these make a perfect starter for parties and gatherings. Small and finger-sized these are the ideal size for a quick appetizer. Great for get-togethers and dinner parties. You will be surprised how easy they are to make!

**Ingredients**

- 5 Sheets Phyllo Dough
- 1 pint Sweet Grape Tomatoes
- 2 cups Mozzarella, shredded
- 5 Tbs Melted Butter
- 1 Tbs Olive Oil
- ¼ tsp Salt
- ½ tsp Dried Italian Herbs
- Fresh Basil Leaves

[Edit Recipe](#)  
[Share with a Friend](#)  
[Remove From Recipe Box](#)  
[View Demonstration](#)



**1. Make Sauce**

**1 Tbs Olive Oil**  
**1 pint Sweet Grape Tomatoes**  
**¼ tsp Salt**  
**½ tsp Dried Italian Herbs**

Heat oil over medium-high heat in a saute pan and add tomatoes. Cook until tomatoes begin to soften and burst.

Add salt and herbs. Gently mash the tomatoes, but not enough to lose their basic shape. Total cooking time approximately six minutes until the sauce is ready to go. Set aside.



**2. Prepare Dough**

**5 Sheets Phyllo Dough**

You'll want to open the dough, unroll it, remove 5 sheets, cover the 5 sheets, re-roll and package the remaining dough.

← Back to Main Page
📄 Conversions
🔄 Substitutions
⌚ Timer

Look
Cook
Learn

---

## Flaky Pizza Purses



**3. Brush with Butter**

**5 Tbs Melted Butter**

Remove one sheet from the stack of five and lay it out in front of you. Always re-cover the sheets you're not currently working with, or else they'll dry out. Brush with melted butter, starting at the edges and working in to the center. If you get some rips or tears, don't worry—it won't be noticeable by the time you're done. Just repair them as best you can and move on.



**4. Stack Phyllo Layers**

Once covered in butter, place the second sheet on top. Brush. Repeat this process until all 5 phyllo sheets have been stacked and brushed.

**5. Cut**

Using a pizza cutter, cut dough into six squares (one cut lengthwise, two cuts widthwise).

← Back to Main Page
📄 Conversions
🔄 Substitutions
⌚ Timer

## 6.3 Evaluation and Conclusion

### 6.3.1 User Evaluation

In order to evaluate the interaction that users would have with my design project I had a focus group fill out evaluations based on the layouts and design of the final printed cookbook application. In addition, I had several users actually prepare recipes from the cookbook and observed their experience. Once they were done executing the recipe they too filled out a response survey to evaluate their experience.

### 6.3.2 User Evaluation Results

Overall the responses I received were very positive. Users responded very well to the layouts and design of the final application. The separation of information and then natural flow created by an easier experience in both reading and execution. To see the full survey and responses please refer to the appendix section of this documentation.

### 6.3.3 Self Evaluation, Conclusion and Future Developments

My interest in information delivery goes beyond information graphics and hierarchy. It is my belief that by providing users with many ways of accessing information the user is presented with the opportunity to interact, ingest, and comprehend the material in a way that makes sense to them. This allows the user to experience the data and information in the most comfortable and efficient manner.

One area in consumers' lives where information comprehension is very important is their diet. Nutrition and the health of our bodies can lead to a happier and more productive life. In order to assist consumers in the endeavour of eating and cooking healthier, designers can create materials that allow will more easily explain nutrition and how the foods we eat can balance each other to create a more diverse and nourishing diet.

Even though cooking and recipes are not a new concept, the role cooking materials plays in the health of individuals should be considered. I believe that through my thesis I have helped define certain frustrations that consumers have, as well as create design solutions that can help ease these problems. While I feel that there are still many ways that instructive cooking materials can be improved and developed, I think that new and improving technology will play a significant role solving these problems. With ever expanding ways that technology can allow users to interact with data, I believe the user experience will continue to become more customized and developed.

In the future I would continue to use this technology to further allow users to be able to personalize their cooking experiences. With more development this brand and application materials could become a series of books that all feature the same educational layout and content. The digital application could also eventually include a function that would allow users to create weekly menus that could sync to their mobile devices so that additional family members could provide menu input. This would help users be able to develop a more dynamic and inclusive menu.

# Appendices

|             |  |
|-------------|--|
| Appendix 1  | Original Thesis Proposal                     |
| Appendix 2  | Bibliography                                 |
| Appendix 3  | Survey of Existing Materials                 |
| Appendix 4  | Blank End-User Survey                        |
| Appendix 5  | Survey Results                               |
| Appendix 6  | Digital Device Comparisons                   |
| Appendix 7  | Digital Application Flowchart                |
| Appendix 8  | Large Final Application                      |
| Appendix 9  | Blank Final Application Survey               |
| Appendix 10 | Final Application Survey Results             |
| Appendix 11 | Final Application Observation Survey Results |
| Appendix 12 | Image Copyrights and Acknowledgments         |

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# Intelligent Information Through Inclusive Design

## Situation Analysis

Data is all around us, every second of every day. We take in phone numbers, prices, appointments, to-do lists and hundreds of other information segments and we are forced to process them in order to function in our day-to-day routine. As a result we are often overwhelmed by information and are forced to organize and store it. With so much already happening in our lives, we are forced to prioritize the information we receive and sort through it to determine what is most important. In order to make the task of handling information easier designers can help the viewer by arranging it into graphics so that the information is easier to see and key points can be extracted more quickly. In doing so, the learning intelligences of the target audience should be considered and utilized by adjusting the way information graphics are displayed to better communicate with a wider range of intelligences. Also, when communicating a volume of information it is important not to overwhelm a consumer. By taking information layering and pacing into consideration in conjunction with learning intelligences, information graphics can be created in a comfortable, understandable, and meaningful manner.

## Problem Statement

Since everyone has differing learning intelligences as well as expectation levels concerning when and how information can be delivered it only makes sense that designers make sure their materials are meeting or exceeding the expectations of their viewers. How and when a customer wants information is important and by giving them choices about how the access that information is key. Information design should not just be about presenting data but also allowing a user differing ways to interact with that data. A possible application for this information could involve both a printed and interactive component that will strengthen the information delivery system in response to user preferences and pacing.

I am designing and developing a series of information graphics that utilize engaging imagery, clear data, and concise presentation. These graphics will be manipulated or altered depending on which learning intelligence the user prefers to utilize. In order to help customize graphics I will break the graphics into various elements or tasks and then survey existing information graphics to determine the level of success related to the various learning intelligences.

# Survey of Literature

## Visual Communication

### **Information Graphics**

Wildbur, Peter and Michael Burke. *Information Graphics*. Thames and Hudson Publishing, 1998

"Information design in its widest sense is about the selection, organization and presentation of information to a given audience". This book stresses the importance of sorting to the essence of an issue and breaks information down into types or purposes such as informing travelers, explaining how things work, screen interactions, 3D interfaces and mapping. Informative material but the examples are dated and uninspiring. However, this source could be useful for the theories about how to sort and weigh data.

### **Essentials of Visual Communication**

Bergstrom, Bo. *Essentials of Visual Communication*. Laurence King Publishing

Exploring the way messages are crafted is an important focus of this book. The role we play as designers in visual culture is explored as well as how to create visual communication that is as clear as possible. The book draws attention to choosing narration, strategy and analysis of the visual goal. In each chapter they discuss theory, then how to put that theory to practice, and finish up with design examples. Bergstrom discusses the disconnect between words and images and throughout the book he focuses on how images communicate or tell ideas. This relates directly to my ideas about how images and data connect and how they can relate to one another.

### **Stereo Graphics**

viction:ary. *Stereo Graphics*. Published by viction:ary, 2008

This book explores how image makers utilize 3D aspects when creating their 2D designs. It describes the love-hate relationship between artists/designers and the digital realm in which we function. Several case studies help explore how designers are using 3D environments to express their ideas and concept in a 2D project. This relationship is very interesting and the book offers many pages of beautiful design examples and how different projects were aided with the inclusion of 3D aspects or concepts. I think this could be a way to my thesis because I can explore the ways environments impact and affect a message.

### **Data Visualization: Modern Approaches**

Friedman, Vitaly. *Data Visualization: Modern Approaches*. Smashing Magazine, August 2nd, 2007. <http://www.smashingmagazine.com/2007/08/02/data-visualization-modern-approaches/>. Accessed September 2010

Smashing magazine, geared towards designers and design enthusiasts, is sure to stress that the days of out-dated infographics are coming to a swift close as we are changing and adapting to new ways of visualizing data. These graphics are separated into categories and list visual examples as well as the link to go to the original source of image. Some examples of these categories are mind maps, displaying news, data, connections, websites, articles, resources and tools and services. This source has interesting visuals and examples but not rich on content.

## **Information Graphics**

### ***Beautiful Evidence***

Tufte, Edward. *Beautiful Evidence*. Graphics Press, 2006

In this book Tufte discusses the role evidence plays in the way that we learn and how we turn seeing into visualizing. The role, according to Tufte, is that evidence should help support our thinking and lend itself to analysis. He also goes further to state that creating, designing, and consuming evidence is a moral and intellectual activity which should be done with respect and quality.

### ***Visual Explanations***

Tufte, Edward. *Visual Explanations*. Graphics Press, 1997

"Clarity and excellence in thinking is very much like clarity and excellence in the display of data. When principles of design replicate principles of thought, the act of arranging information becomes the act of insight". In this book Tufte explores the logic of depicting information as well as considering design strategies in the arrangement of images as narrative. He also goes on to explain that this book is about verbs and how information can be a narrative with movement and motion.

### ***The Anatomy Of An Infographics: 5 Steps To Create A Powerful Visual***

Roy, Sneh. *The Anatomy Of An Infographic: 5 Steps To Create A Powerful Visual*. Spyrestudios, November 2009. <http://spyrestudios.com/the-anatomy-of-an-infographic-5-steps-to-create-a-powerful-visual/>. Accessed September 2010

This article is part of a design blog and declares that information graphics help channel boring, unimaginative information in a visually pleasing, instantly understandable manner which makes the information both powerful and beautiful. Roy breaks infographics into 3 main parts: visuals, content, and knowledge. Next she asserts that there are 5 main steps in creating good graphics: 1) use skeletons and flowcharts to create a plan for your data or information flow 2) devise a color scheme to help group information 3) develop graphics such as icons etc. 4) research and perform data analysis to be sure you are familiar with your topic and 5) analyze your information and be knowledgeable so you communicate the utmost essence of your data. This may be a useful starting point when I begin designing infographics for the causes/topic I will be choosing.

### ***Information Graphics and Visual Clues***

Lipton, Ronnie. *Information Graphics and Visual Clues*. Rockport Publishers, 2002

This book focuses less on statistical representation and more on the role of the image and explains how a well developed image, when paired with a creative concept, can help eliminate the need for words or at least drastically reduce the dependence on a written explanation. It also touches on image as an entry-point into a design or composition. This book breaks down visual communication into applied uses such as posters, promotions, logos, stationary, and illustrations. The author is both a designer as well as a journalist so she brings an interesting perspective on the relationship of image to written idea. This could be key to helping me solve problems with relating image to data/articles that I choose for my overarching topic theme.

## **Multiple Intelligences**

### ***Multiple Intelligences in the Classroom***

Armstrong, Thomas. *Multiple Intelligences in the Classroom*. Association for Supervision and Curriculum Development. 2000

Thomas Armstrong, along with Howard Gardner have explored the theory that each of us has multiple learning intelligences and that broadens the measure of intelligence from a basic IQ number or test score. The eight intelligences discussed in this book include linguistic, logical-mathematical, spatial, bodily-kinesthetic, musical, interpersonal, intrapersonal, and naturalist. By breaking 'intelligence' into these several categories it is explained that certain people learn in a variety of ways and that understanding these types of learning will help us teach and understand the way that others function and process information.

# Design Ideation

## Information Design Elements

Language  
Image (photographic)  
Graphic  
Color  
Text and Hierarchy  
Relationship  
Tone

## Multiple Intelligences

Musical  
Bodily - Kinesthetic  
Logical - Mathematical  
Linguistic  
Spatial  
Interpersonal  
Intrapersonal  
Naturalist

### Improved Interactive Information Delivery System

#### Considerations:

Pacing, Information Layering, Timing, Information On-Demand, Interactivity

## Possible Application

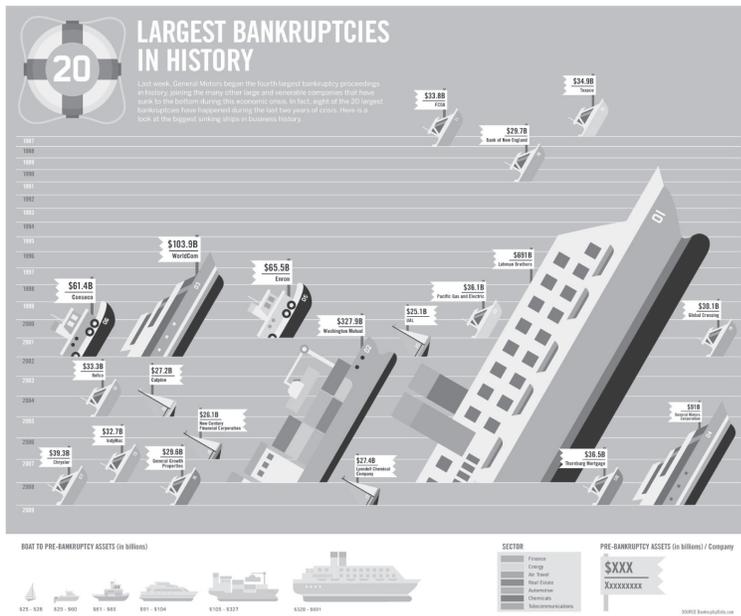
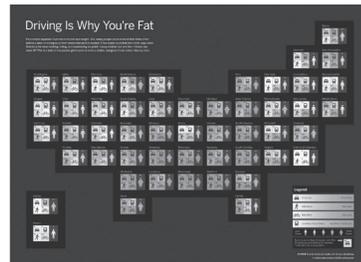
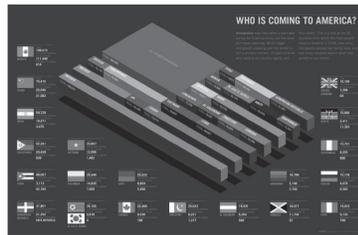
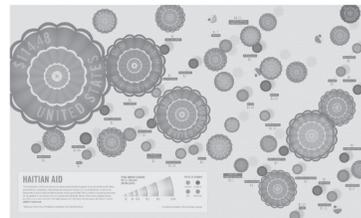
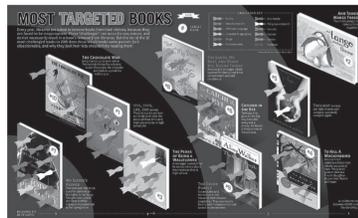
### Interactive Cookbook and Application

Nutrition  
Ingredients  
Process  
Tutorials  
Preparation Time  
Cook Time  
Serving Size  
Cuisine Type  
History of Dish



# Design Concept

Designs with varying graphic elements.





## Methodological Design

In order to accomplish my thesis I will need to begin by researching different learning styles and multiple intelligences. These pertain to how certain groups of people can best understand and process information. Everyone learns in a number of ways but there tends to be certain areas where specific individuals learn best.

I will also study information graphics and extract key elements or components that help make information graphics successful or unsuccessful. Using the research on learning intelligences I will then explore the ways that information graphics and information design can be customized to meet the needs/style of different target groups. This will help create information design that is more inclusive and will appeal to a wider range of audiences.

Throughout this process I would conduct surveys with the targeted audience to determine how they prefer to see images and graphics as well as to judge my process work that will lead to my final output.

My final output will be dictated by the direction that my research determines to be most effective to reach my target audience and could potentially take the form of a series of materials including poster, packaging, book, and interactive application design that layer levels of information and would appeal to a variety of learning intelligences. All of these components could be built using the combination of Adobe Photoshop, InDesign, Flash and Illustrator.

## Implementation Strategies

In order to implement my thesis I will be conducting research about audience learning intelligences as well as the various components of information design. Once I come to a conclusive output I can utilize my skills in Adobe Photoshop, InDesign, Flash and Illustrator to create dynamic graphics that may include imagery, text, and spacial elements. I can also create an interactive component that will utilize technology and how it can be used/navigated to help produce custom information delivery systems. Through investigation of the different learning intelligences I will implement my research in a series of designs that utilize or highlight the different intelligences while building off my current knowledge base of design applications, elements, and principles.

## Dissemination

To promote my thesis project, I will upload it to major blog sites like:

www.infographicsshowcase.com  
www.coolinfographics.com  
www.noupe.com

Also, I will also submit my finished project to major graphics design competitions such as

|  |              |
|--|--------------|
| Communication Arts - Interactive Competition | October 2011 |
| HOW Promotion Design Awards                  | March 2011   |
| HOW Interactive Design Awards                | TBA          |
| American Design Awards                       | August 2011  |
| 365: AIGA Annual Design Competition          | TBA          |

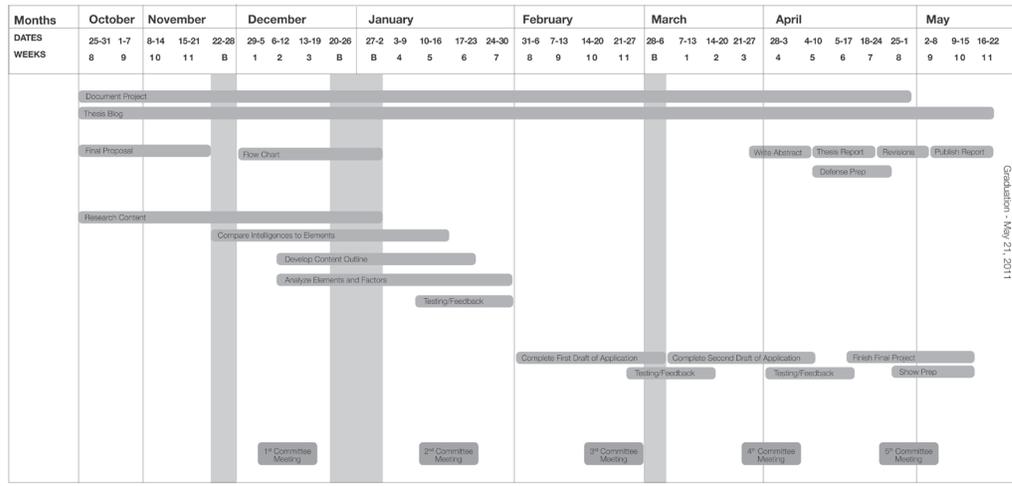
## Evaluation Plan

I will test my usability on a group from my target audience in multiple stages of my design implementation. My analysis will be both qualitative and quantitative and will be implemented to help learn about different learning strategies as well as the effectiveness of various information design graphics. User testing will also be implemented to make sure that my applications are usable and comprehensive.

## Budget

|  |       |
|--|-------|
| Promotion  | \$50  |
| <i>Includes printing cost for promotional poster &amp; business card</i>   |       |
| Printing Cost for Documentation Book                                       | \$50  |
| Purchasing Domain  | \$20  |
| Purchasing Web Hosting Service   | \$100 |
| Printing Cost for Books  | \$100 |
| <i>Includes printing cost and binding cost for 3 copies</i>                |       |
| Artifact Printing and Presentation   | \$200 |
| <i>Includes printing of posters, booklets &amp; presentation materials</i> |       |
| <hr/>  |       |
| Total  | \$420 |

## Thesis Timeline



### IMPORTANT DATES

|                  |             |                                   |          |
|------------------|-------------|-----------------------------------|----------|
| Proposal Defense | November 17 | 1 <sup>st</sup> Committee Meeting | Date TBA |
| Thesis Defense   | May 2011    | 2 <sup>nd</sup> Committee Meeting | Date TBA |
|                  |             | 3 <sup>rd</sup> Committee Meeting | Date TBA |
|                  |             | 4 <sup>th</sup> Committee Meeting | Date TBA |

## Appendix 2 Bibliography

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## Appendix 3 Survey of Existing Materials

### Eggs

**Citation:** Roux, Michel. Eggs. New York: Wiley, 2005.

**Dimensions:** 8.6 x 6.4 x 1.1 inches

**Description:** This cookbook focuses on one main ingredient throughout the entire book, the egg. It begins with a nice explanatory section about different types of eggs and then each chapter focuses on one method of cooking eggs such as boiling, frying, etc.

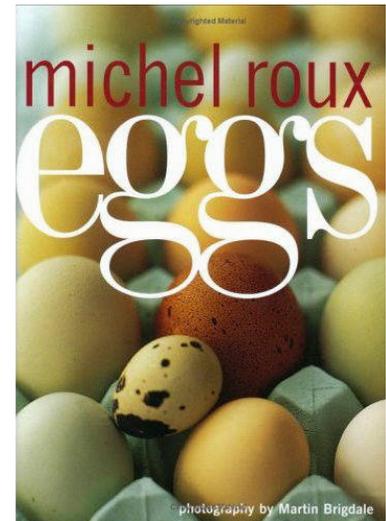
### Critical Analysis

#### Strengths:

Beautiful pictures. Very clear instructions and in the tutorial section there are clear pictures of each step. Nice use of color, very meaningful to the color of eggs and yolks. Large pictures of food are appetizing.

#### Weaknesses:

Cooking tips are shown as quotes but are not differentiated from general quotes that are not cooking tips. I would show these more clearly. Steps are broken up but not numbered. The type used to write the instructions portion of the recipe features a typeface that has very extreme thick and thin strokes which are very difficult to read.



### Overall Analysis

Year: 2005

Division Organization: cooking methods, recipes

Division Content: description of cooking method, proper technique, recipes

Type:  General  Specific

**N Y**

- Tutorials
- Appendices
- Images for Steps
- Numbered Steps
- Nutrition Information
- Serving Size or Number
- Icons

Images for Each Recipe

- All  Most  Some  None

## Content Analysis

### Chapter or Section

**Division Organization:** The chapters are divided into the method used to prepare the eggs (boiled, poached, fried, scrambled, and baked) and then the dish they create (omelets, souffles, crepes and batters, pastries and pasta, custards and creams and mousses, ice cream, meringues and sponges, and finally sauces and dressings).

*Organization Summary* - cooking methods, recipes

**Content:** Each chapter begins with a short explanation about the type of egg preparation being covered in that chapter. Next, a detailed set of instructions (aided by photos) walks the user through how to create the egg dish to certain specifications (such as runny, firm, well done). Following pages then contain recipes that use that specific type of egg preparation with a variety of ingredients and alterations.

*Content Summary* - description, technique, recipes

### Recipe Information

Title, number of servings, ingredients, instructions, side notes in the form of quotations (about ingredients, tips, storage, etc.)

Some recipes have notes about alternative ingredients.

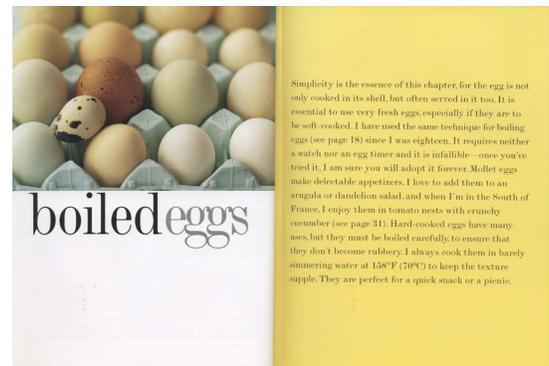
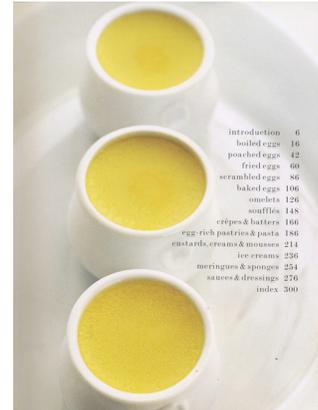
### Tutorials

The book begins with an introductory chapter about eggs, fun facts, and egg differences.

At the beginning of each chapter/section there is a series of images that demonstrates the proper cooking technique to be used for that chapter's recipes.

### Appendices or Extras

None



## Design Analysis

boiled eggs

32 mollet eggs on crabmeat  
serves 4

1 celeriac, about 1lb (450g)  
1 quantity Swiss vinaigrette (see page 296)  
9oz (250g) fresh white crabmeat  
juice of 1/2 lemon  
salt and freshly ground pepper  
4 medium eggs  
1 tender lettuce heart, about 8 leaves  
1/2 lemon, cut into 4 wedges  
2 tbsp Italian parsley leaves

Peel the celeriac with a sharp knife, di  
on a mandolin. Toss with 4 tbsp Swiss

### Typography

**Chapter Headings:** Much larger with black and grey separation

**Ingredients:** Ingredients are listed in the order in which they are used and in bold sans serif typeface.

**Recipe Text:** high contrast serif typeface. Rather hard to read. No step numbers, just paragraph divisions.

### Images

**Frequency:** almost all recipes have photos

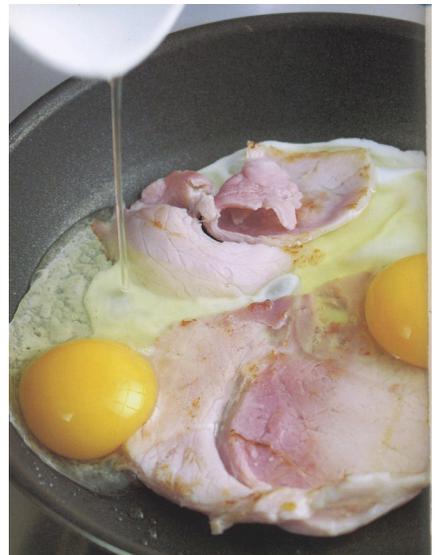
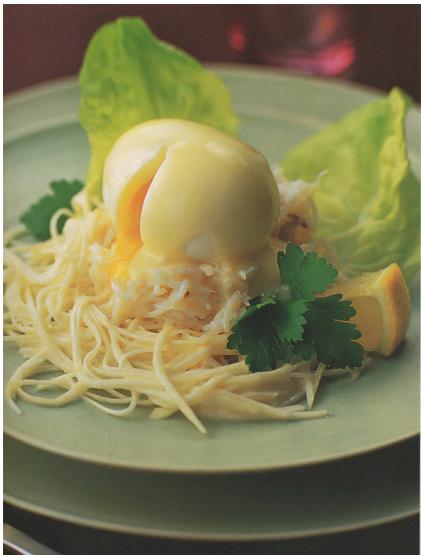
**Labeling:** none

**Instructions:** few recipes have instructional photos though the beginning of the chapters have several to show technique

**Photo Styling:** simple, clean, mainly yellows and whites but other colors are also included

**Color Use:** Mainly yellow and whites.

### Sample Images



## Layout

### Ingredient Page Layout



"I truly adore this regal and scrumptious sandwich with its medley of hot and cold filling ingredients. My wife, Robyn, makes it as a surprise treat on my days off, or on vacation. You can vary the ingredients—substitute raw or cooked ham or hot bacon for the eel, for example."

## hard-cooked egg & smoked eel ciabatta sandwich

35

serves 4

1 ciabatta loaf, about 11 x 4 inches (28 x 10cm)  
 2/3 cup (150g) mayonnaise (see page 282), or use ready-made  
 scant 1/4 cup (50g) pesto (see page 211), or use ready-made  
 8 tbsp (100g) butter, softened  
 salt and freshly ground pepper

for the filling  
 2oz (50g) baby spinach, shredded  
 4oz (100g) smoked eel, thinly sliced  
 4oz (100g) tomatoes, thinly sliced  
 1 avocado, pitted, peeled, and thinly sliced  
 4 hard-cooked eggs (see page 19)  
 1/4 cup (50g) snipped chives  
 4oz (100g) cucumber, peeled and sliced  
 1 tbsp basil leaves  
 5oz (150g) mozzarella, thinly sliced  
 2oz (50g) Cheddar or Gruyère, grated

Put the ciabatta on a board and slice it lengthwise, with a serrated knife, two-thirds above the base to make a sort of long lid. Using the knife and scraping with a fork, remove a little of the soft crumb from the lid and two-thirds from the base. Mix the mayonnaise with the pesto and set aside.

Preheat the broiler. Spread the softened butter all over the inside of the ciabatta and season lightly with salt and pepper. Broil the base and lid until almost golden. Layer all the filling ingredients into the base, in the order listed above, placing the eggs lengthwise and pressing each layer lightly with your fingertips. Spread half the mayonnaise/pesto mixture over the spinach layer, and the rest over the basil leaves. Finish with a layer of mozzarella slices, topped with the grated cheese.

Place the filled ciabatta base under the broiler for 5 to 6 minutes. Reheat the cut side of the lid for 2 minutes. Replace the lid on the ciabatta base, pressing down lightly with your fingertips. Use a palette knife to slide the ciabatta onto a board and present it whole at the table before cutting it into slices with a knife to serve.

### Other Page Layout

## fried eggs

2

Eggs for frying should always be very fresh. Use a good-quality nonstick skillet for cooking.

Heat a nonstick skillet until just warm, then brush with softened butter. When the butter is hot, add the eggs one at a time. It is best to break the egg into a ramekin or small bowl first, then slide it into the pan.

63

When the eggs are done as you like them, take them out of the pan with a spatula. Season with salt and pepper just before serving.

If you like your eggs as well cooked on the top as on the bottom, cover the pan for 30 seconds or up to 1 minute. I prefer this method to turning them over with a spatula, as there is less risk of piercing or breaking the yolks.

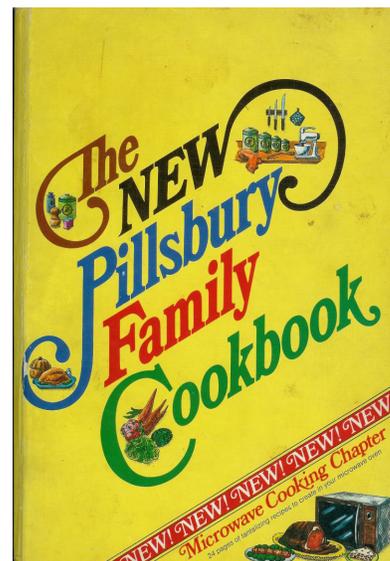
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## The New Pillsbury Family Cookbook

**Citation:** Pillsbury Kitchens. The New Pillsbury Family Cookbook. Pillsbury, 1975.

**Dimensions:** 8.5" x 10.5" x 2"

**Description:** This is a great basic cookbook that dates from the 1970s and includes lots of basic recipes to help users expand their comfort and recipe knowledge. This was published when microwave cooking was first becoming popular and also features many color photographs. Excellent resource for beginning cooks.



---

### Critical Analysis

#### Strengths:

This book is a great resource for anyone who has little cooking experience. Significant portions of the book are dedicated to how-to sections, nutrition explanation, and ingredient substitutions. Binder allows cook to remove a specific recipe and use in kitchen without needing to carry the whole book around.

#### Weaknesses:

I am not sure that the current day user would want to see the ideal weights of men and women as well as some of the other information that is included in this book. There are not images of every recipe and very few tutorial images. Color use is also lacking since they have paid for the pictures to be full color but the pages are not colorful in any way besides the blue and cyan ink colors that denote cooking tips and recipe descriptions. The images look dated now and the styling is inconsistent through the whole book.

---

### Overall Analysis

Year: 1975

Division Organization: alphabetically by meal category

Division Content: description/technique, subcategories, recipes by alphabet

Type:  General  Specific

**N Y**

- Tutorials
- Appendices
- Images for Steps
- Numbered Steps
- Nutrition Information
- Serving Size or Number
- Icons

Images for Each Recipe

- All  Most  Some  None

## Content Analysis

### Chapter or Section

**Division Organization:** The chapters are divided into meal categories such as Appetizers and Beverages, Breads, Cakes and Frostings, Cookies and Candy, Desserts Sauce and Pies, Eggs Cheese Rice and Pasta, Meats, Poultry, etc.

*Organization Summary* - alphabetically by meal category

**Content:** Each chapter begins with a short explanation about the type of meal category, discussing topics such as presentation, base recipes, etc. Content is then broken down into subcategories with recipes listed in alphabetical order.

*Content Summary* - description/technique, subcategories, recipes by alphabet

### Recipe Information

Title, ingredients, instructions, recipe yield, and side notes. Some recipes have an \* to show that certain steps may be done ahead of time.

### Tutorials

At the beginning of each chapter/section there is a series of sections that explains the different types of recipes found in that section as well as basic steps necessary.

### Appendices or Extras

- Meat Roasting Guide
- Substitutions Guide
- Key Nutrients
- Basic 4 Food Groups List and Description
- Weight Control
- Calorie Chart
- Herbs, Spices and Seasonings
- Basic Ingredients
- Glossary of Terms
- Weights and Measurements
- Vegetable Timetable

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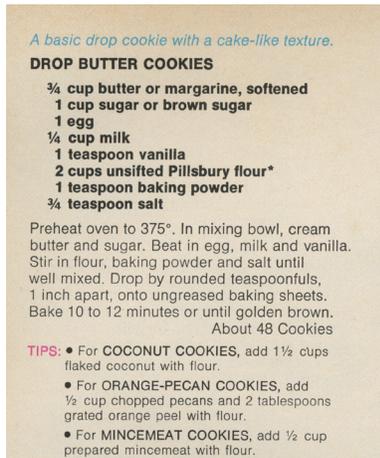
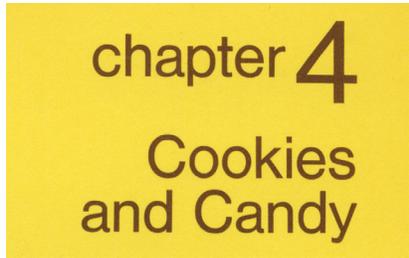
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## Special Features

- **A COOKBOOK FOR THE FAMILY** to be used every day and on special occasions. Basic and down-to-earth knowledge about food combined with recipes that add a special touch to your meals. Below are some features to acquaint you with this book that we hope will be your cooking companion for many years.
- **TASTE TESTED RECIPES** to ensure your serving great tasting food. Recipes have been tested under various conditions to be successful every time.
- **MAKE AHEAD TIPS** on recipes throughout the book. Look for the special sign that tells you how part or all of a recipe can be prepared in advance. Especially helpful when entertaining guests or for very busy days.
- **SERVING SUGGESTIONS** accompany many of the recipes to give you new menu ideas.
- **RECIPE VARIATIONS** help you to take one basic recipe and expand it to many different recipes.
- **HIGH ALTITUDE ADJUSTMENTS** are given when necessary. No adjustments are needed if not mentioned with a recipe. At high altitudes the decrease in atmospheric pressure permits faster evaporation, greater expansion of leavening gases and lower boiling points of liquids, all of which can affect food preparation.
- **WEIGHT CONTROL INFORMATION** is provided to aid in achieving and maintaining a proper and healthy weight. A calorie chart is a handy resource when planning meals, whether you are attempting to lose, gain or maintain weight. Some recipes even include a calorie count for an average serving. Also, recipes sometimes give lower calorie ingredient alternatives such as yogurt for sour cream or reduction in the amount of oil.
- **A REFERENCE FOR GOOD HEALTH** to aid you in choosing food wisely. This cookbook reflects an awareness of concerns about good health and the relationship to the foods we eat. The Key Nutrients are explained as to what they are and where their best sources are found. The Basic 4 is given as a daily food guide to aid your menu planning. In addition, the special nutritional value is given for foods such as fruits, vegetables and rice.
- Your doctor tells you that you need more iron in your diet? Look for the common sources of iron in the Key Nutrients Guide. Curious if broccoli has any special nutritional value? Look for it in the Vegetable Chapter. Want to know how to add wheat germ to your diet? Look in the Basic Ingredients Chart.
- **BUYING GUIDE** given with most food categories to help you find the best buys for your food dollar. For example, each cut of meat is clearly described for easy recognition and one wise judgment. Each vegetable has its own buying tips so you know exactly what to look for in markets, whether you're buying asparagus or zucchini.
- **FOOD PRESERVATION GUIDES** to be used whether you're repackaging the old time goodness of making your own jams and jellies or using the modern convenience of a freezer to preserve foods when they're at the peak of their freshness and flavor. An extensive freezer chart describes the preparation of food for the freezer and gives optimum storage time. Also, a canning guide takes you step by step through the canning process. You can make your own pickles and relishes, too. In addition to economic advantages such as Pear Citrus Marmalade, page 179 or Spiced-Flavored Peaches, page 188.
- **SPECIAL OCCASION COOKERY**, not only for entertaining guests, but also for family celebrations with holiday breads and cookies, children's party cakes and crowd-sized cooking.
- **OUTDOOR COOKING CHAPTER** adds to your fun when camping, barbecuing in the backyard or even indoors.
- **DRESS-UPS FOR FAMILIAR FOODS** to add that extra touch. Guides to decorating cakes, adding seasonings to vegetables, enhancing ground beef, shaping fancy hamburgers or preparing soup combinations. Included here are hundreds of ideas to make common foods taste most special.
- **HOW-TO PHOTOGRAPHS** are almost like someone stands by your kitchen showing you how to do something like preparing a beautiful mariposa or poaching a fish.
- **GLOSSARY** of food names, cooking techniques and basic ingredients as an indispensable resource.
- **INDEX** contains an extensive cross reference system. A recipe is listed under the recipe title, a collective table, ingredient and a food category.

## Design Analysis

### Typography



**Chapter Headings:** Chapters separated by tab system. Headings are in large type with a list of the recipes included in each section.

**Ingredients:** Ingredients are listed in the order in which they are used and in bold sans serif typeface.

**Recipe Text:** Lighter weight sans serif. Special notes or descriptions are listed in cyan or magenta.

### Images

**Frequency:** almost no recipes have photos

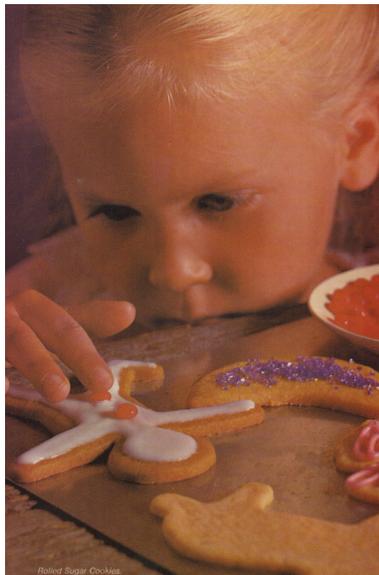
**Labeling:** name of recipe is indicated

**Instructions:** only in the introduction of each section

**Photo Styling:** simple with few props, very yellow cast to images

**Color Use:** varied

### Sample Images



## Layout

### Ingredient Page Layout

98 • COOKIES

# Cookies

Cookies come in a variety of shapes, depending on the type of dough. Whether you want to make a simple mix-in-pan bar cookie or individual pressed cookies, there is certain to be a recipe here that will please the cookie maker and cookie eaters.

The basic kinds of cookies are drop, molded, pressed, refrigerator, rolled and bars.

**DROP** cookies are made from a soft dough and dropped from a spoon onto cookie sheets, keeping them uniform in size.

**MOLDED** cookies are more easily made if the dough is chilled first. Flouring your hands will help in handling sticky doughs. The dough may be rolled into balls, sticks or "logs" before baking.

**PRESSED** cookies are made by forcing dough through a cookie press to form a variety of shapes. They are usually made from a very rich dough.

**REFRIGERATOR** cookies are made from a very stiff dough which can be prepared and shaped into rolls or "logs". They have a high butter content so they set up when cold. Store in refrigerator up to one week or freeze, then slice and bake frozen dough.

**ROLLED** cookies are made from a stiff dough which is rolled out and cut with a sharp cookie cutter, knife or pastry wheel. Chill the dough if it is too soft to be rolled out easily.

**BAR**s and squares are baked in a pan and cut into bars or squares when they have cooled, unless directed otherwise in the recipe.

**STORAGE**

- Store cookies when completely cooled. Crisp and soft cookies should be kept in separate, tightly covered containers. If crisp cookies soften in storage, place them in a 300° oven for about five minutes.

**Mailing Cookies:**

- Cookies from home make distance seem a little less — and that can be very important to a student, a serviceman or someone beginning a career far away.
- A few precautions are necessary to ensure cookies arriving in good condition. Bars and drop cookies, especially those with fruit in them, mail the best.
- Metal containers such as empty 2 or 3 pound coffee cans are ideal for retaining moisture. Heavy corrugated cardboard boxes are also satisfactory for domestic mailing.
- To cushion the cookies for their trip choose from excelsior, shredded paper, crumpled paper napkins, paper toweling or waxed paper. Unbuttered popcorn, a popular filler for domestic mailing, is not recommended for overseas mailing since it absorbs odors and moisture. But if it is used, a note should be included warning that it should not be eaten because it might cause illness.
- Be sure to mark the package "Perishable—Food" with the hope that it will receive more rapid and careful handling en route.
- Since mailing procedures vary with the location of military bases it is recommended that you contact your local Post Office for further information when sending packages to servicemen.

**BASIC PREPARATION**

- When adding the dry ingredients to the creamed mixture for rich butter cookies, mix thoroughly or the dough will be crumbly. An electric mixer will help blend soft doughs and may be used with care through the first additions of flour in stiffer doughs.
- Baking sheets with little or no sides will allow your cookies to bake evenly and quickly. The sheets should clear the sides of the oven by at least two inches for best circulation of heat and even baking. Non-stick pans do not need greasing even if a recipe does call for it.
- Cool cookies on a wire rack immediately after baking. Some cookies may be rolled in powdered sugar or glazed while still warm.

**DROP BUTTER COOKIES**

**¼ cup butter or margarine, softened**  
**1 cup sugar or brown sugar**  
**1 egg**  
**¼ cup milk**  
**1 teaspoon vanilla**  
**2 cups unsifted Pillsbury flour\***  
**1 teaspoon baking powder**  
**¼ teaspoon salt**

Preheat oven to 375°. In mixing bowl, cream butter and sugar. Beat in egg, milk and vanilla. Stir in flour, baking powder and salt until well mixed. Drop by rounded teaspoons, 1 inch apart, onto ungreased baking sheets. Bake 10 to 12 minutes or until golden brown. About 48 Cookies

**TIPS:**

- For **COCONUT COOKIES**, add 1½ cups flaked coconut with flour.
- For **ORANGE-PECAN COOKIES**, add ½ cup chopped pecans and 2 tablespoons grated orange peel with flour.
- For **MINCEMEAT COOKIES**, add ½ cup prepared mincemeat with flour.
- For **LEMON-NUT COOKIES**, add ½ cup chopped nuts and 2 teaspoons grated lemon peel with flour.
- For **GUMDROP COOKIES**, add ¼ cup finely cut gumdrops and ½ cup chopped nuts with flour.
- For **CHOCOLATE-NUT COOKIES**, add ¼ cup unsweetened cocoa with flour or 1 envelope premeasured chocolate with vanilla; add ½ cup chopped nuts with flour.
- For **MINT SURPRISE COOKIES**, drop scant teaspoons of dough onto baking sheets. Press a solid chocolate mint wafer in each cookie; top with a little more cookie dough, spreading to cover. Bake as directed.
- \*With self-rising flour, omit baking powder and salt.
- At high altitudes (5,200 feet), bake at 400° about 12 minutes.

**COCONUT MACAROONS**

**2 egg whites**  
**¼ teaspoon salt**  
**¾ cup sugar**  
**1 teaspoon vanilla**  
**1½ cups flaked coconut**

Preheat oven to 350°. Beat egg whites and salt until frothy. Gradually beat in sugar until stiff peaks form. By hand, fold in remaining ingredients. Drop by teaspoons, 2 inches apart, onto greased baking sheet. Bake 12 to 15 minutes or until lightly browned. Cool 1 minute; remove from baking sheet. About 24 Cookies

**TIP:** • If desired, reduce coconut to 1 cup and add 1 cup flaked cereal or ½ cup chopped nuts.

**BROWNIE CHIP COOKIES**

**2 eggs**  
**¼ cup oil**  
**1 package Pillsbury family size walnut brownie mix**  
**1 cup (6-oz. pkg.) semi-sweet chocolate, milk chocolate or butterscotch pieces**

Preheat oven to 350°. In large bowl, combine eggs and oil. By hand, stir in brownie mix; mix well. Stir in chocolate pieces. Drop by rounded teaspoons, 2 inches apart, onto lightly greased baking sheets. Bake 8 to 12 minutes. (Cookies will be soft to the touch.) Cool 1 to 2 minutes before removing from baking sheets. Cool completely. About 48 Cookies

**TIP:** • At high altitudes (5,200 feet), bake at 375° for 10 to 14 minutes.

*A basic drop cookie with a cake-like texture.*

*Use leftover egg whites to make moist, chewy coconut cookies. For special occasions, tint batter with favorite food colorings.*

## Other Page Layout

Oven temperature of 325°

# Emergency Substitutions

1 teaspoon **Apple or Pumpkin Pie Spice** = ½ teaspoon cinnamon, ¼ teaspoon nutmeg, ¼ teaspoon each allspice and cardamom

1 teaspoon **Baking Powder** = ¼ teaspoon soda plus ½ teaspoon cream of tartar, or ¼ teaspoon soda plus ½ cup sour milk or buttermilk

¼ cup **Dry Bread Crumbs** = ¼ cup cracker crumbs, 1 slice bread cubed, or ½ cup rolled oats (used as binder)

1 cup **Buttermilk** = 1 tablespoon vinegar plus milk to make 1 cup

1 square or envelope **Chocolate, Unsweetened** = 3 tablespoons unsweetened cocoa plus 1 tablespoon shortening or margarine

2 oz. **Chocolate, Semi-sweet** = ½ cup semi-sweet chocolate pieces

½ cup **Corn Syrup** = ½ cup sugar plus 2 tablespoons liquid

1 tablespoon **Cornstarch** = 2 tablespoons flour or 1½ tablespoons quick-cooking tapioca (used as thickener)

1 cup **Cream, Light** = ¾ cup milk plus 3 tablespoons butter

1 cup **Cream, Sweetened Whipped** = 4½ oz. pkg. frozen whipped topping or 1 envelope whipped topping mix prepared as directed on package

1 **Egg** = 2 egg yolks. In baking, add 1 tablespoon water

1 cup **Cake Flour** = ¾ cup all purpose flour plus 2 tablespoons cornstarch

1 **Clove Garlic** = ¼ teaspoon instant minced garlic or garlic powder, or ½ teaspoon garlic salt

2 tablespoons **Green or Red Pepper** = 1 tablespoon sweet pepper flakes

1 teaspoon **Herbs, Dried Leaf** = ¼ teaspoon powdered herbs

1 tablespoon **Herbs, Fresh** = 1 teaspoon dried herbs

1 cup **Honey** = 1¼ cups sugar plus ¼ cup liquid

1 teaspoon **Lemon or Orange Peel** = ½ teaspoon dried peel

1 small (¼ cup) **Onion** = 1 tablespoon instant minced onion or onion flakes, ¼ cup frozen chopped onion, or 1 teaspoon onion powder

1 package **Yeast, Active Dry** = 1 tablespoon dry or 1 cake compressed

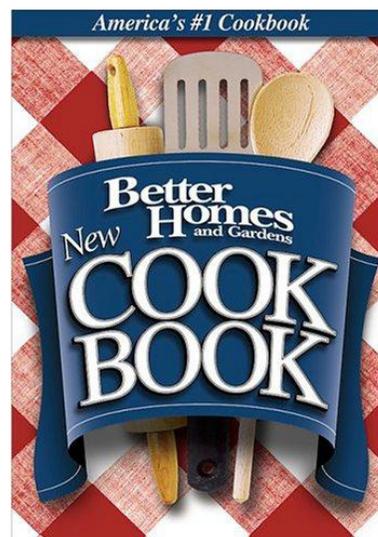
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## Better Homes and Gardens New Cook Book

**Citation:** Better Homes and Gardens. New Cook Book. Des Moines: Better Homes and Gardens, 2003.

**Dimensions:** 11.1 x 8.4 x 1.4 inches

**Description:** This is an updated version of the classic Better Homes and Gardens cookbook, a general knowledge and recipe resource with lots of information tables, general recipes, and tutorials.



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### Critical Analysis

#### Strengths:

This is a great resource for the beginner to advanced cook. Lots of pictures allow users to see some of the recipes before they are cooked. Very good information on kitchen basics and beginner-level instructions.

#### Weaknesses:

Unless the cook is specifically interested in kitchen basics or entry-level information, the entire beginning of this cookbook will be unnecessary. Images look nice but are only included for some of the recipes. There are also very few images that show the process of making the dish so more instructional images could be helpful.

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### Overall Analysis

Year: 2003

Division Organization: alphabetically by meal category

Division Content: main category, subcategories, recipes by alphabet

Type:  General  Specific

**N Y**

- Tutorials
- Appendices
- Images for Steps
- Numbered Steps
- Nutrition Information
- Serving Size or Number
- Icons

Images for Each Recipe

- All  Most  Some  None



## Design Analysis



### Bean Salad Wraps

Specialty shops and large supermarkets carry a variety of flavored tortillas. Look for tomato-basil, pesto, fresh herb, spinach, or whole wheat.

**Fast** **Low Fat**

**Start to Finish:** 15 minutes **Oven:** 350°F  
**Makes:** 4 main-dish servings

- 4 8-inch flavored or plain flour tortillas
- 1 15-ounce can black beans, rinsed and drained (see photo, page 84)
- ½ cup chopped green sweet pepper or 1 fresh jalapeño chile pepper, seeded and finely chopped (see tip, page 64)
- 2 tablespoons snipped fresh cilantro
- ⅓ cup light mayonnaise dressing or salad dressing
- 1 tablespoon lime juice
- Leaf lettuce

1. Stack tortillas and wrap tightly in foil. Heat in a 350° oven for 10 minutes to soften.
2. Meanwhile, in a medium bowl mash black beans slightly; add sweet pepper and cilantro. Stir in light mayonnaise dressing and lime juice.
3. To serve, spread bean mixture evenly over tortillas. Top with lettuce leaves. Roll up tortillas.

**Nutrition Facts per serving:** 230 cal., 9 g total fat (2 g sat. fat), 7 mg chol., 504 mg sodium, 33 g carbo., 6 g fiber, 9 g pro.  
**Daily Values:** 6% vit. A, 27% vit. C, 7% calcium, 12% iron  
**Exchanges:** 2 Starch, ½ Very Lean Meat, 1½ Fat

## Typography

**Chapter Headings:** Large type with colorful picture in background

**Ingredients:** Recipe in color text with ingredients listed in the order in which they are used and in bold sans serif typeface.

**Recipe Text:** Sans serif typeface. Numbered steps with color numbers and space separating each key step.

## Images

**Frequency:** some recipes have photos

**Labeling:** recipe name.

**Instructions:** limited to introduction areas and special instances

**Photo Styling:** simple, clean, on white background, all have similar angles, views, and cropping. Chapter headings have more expressive color imagery.

**Color Use:** Variety of color on white background.

## Sample Images

es, however, are not. Generosity are 24 inches square; luncheon napkins are a few inches smaller. family meals, paper napkins are

ware in settings at the tables. Place water glasses and empty wineglasses on each table before the party and have an open bottle of wine or a pitcher of water at each table. If guests are not going to be

**55**

**igs**  
poon go to the right of the fork and napkin are the glass is above the n and a salad fork may on respective sides in g and saucer may be l.

**or luncheons**  
and soup spoon to the plate; place dinner t to the left of the ie. Place dessert fork above the plate, ght respectively. rd bread plate and acted for formal sit- w.

**l meals**  
edge in) next to plate. s to the right of the knife m outside in. Place forks late in order of use from nge glasses above the e the water goblet is first, glasses, placed large l plate above forks. A e placed across the own. The salad plate is of the forks, and the cup, spoon to the right of the l diners these items are the table when served.)

creat, rice cereal, and mixed

cepan heat and stir butter, ee, garlic powder, and hot butter melts. Drizzle butter l mixture; stir gently to coat. oven for 45 minutes, stirring Spread on a large piece of in an airtight container.

**Mix:** Prepare as above, 3 cups pecan halves for increase bottled hot pepper on.

**crunchy or Cajun variation:** 171 cal., 2 mg chol., 264 mg sodium, 16 g carbo., vit. C, 2% calcium, 23% iron

**2.** In a medium saucepan combine brown sugar, butter, and corn syrup. Cook and stir over medium heat until mixture boils. Continue boiling at a moderate, steady rate, without stirring, for 5 minutes more. Remove saucepan from heat; stir in baking soda. Pour over cereal mixture; stir gently to coat.

**3.** Bake in a 300° oven for 15 minutes; stir cereal mixture and bake 5 minutes more. Remove from oven; stir in dried fruit. Spread on a large piece of buttered foil to cool. Break into pieces. Store in an airtight container.

**Nutrition Facts per ½ cup:** 157 cal., 6 g total fat (2 g sat. fat), 6 mg chol., 200 mg sodium, 25 g carbo., 1 g fiber, 2 g pro.  
**Daily Values:** 2% vit. A, 3% vit. C, 2% calcium, 19% iron  
**Exchanges:** 1 Starch, ½ Other Carbo., 1 Fat

**Sweet Party Mix**

½ cup bottled picante sauce or green salsa  
2 teaspoons ground cumin  
2 cloves garlic, minced  
2 15-ounce cans black beans and/or red kidney beans, rinsed and drained (see photo, below)  
12 6-inch corn tortillas  
8 ounces reduced-fat Monterey Jack cheese, shredded (2 cups)  
2 medium tomatoes, chopped (optional)  
2 cups shredded lettuce (optional)  
Sliced green onions (optional)  
Sliced pitted ripe olives (optional)  
½ cup light dairy sour cream or plain low-fat yogurt (optional)

**1.** In a large skillet combine onion, sweet pepper, undrained tomatoes, picante sauce, cumin, and garlic. Bring to boiling; reduce heat. Simmer, uncovered, for 10 minutes. Stir in beans.

**2.** Spread one-third of the bean mixture over the bottom of a 3-quart rectangular baking dish. Top with 6 of the tortillas, overlapping as necessary, and 1 cup of the cheese. Add another one-third of the bean mixture; top with remaining 6 tortillas and remaining bean mixture.

**3.** Bake, covered, in a 350° oven 30 to 35 minutes or until heated through. Sprinkle with remaining 1 cup cheese. Let stand 10 minutes before serving. If desired, top with tomatoes, lettuce, onions, and olives, and serve with sour cream.

**Nutrition Facts per serving:** 205 cal., 6 g total fat (4 g sat. fat), 20 mg chol., 555 mg sodium, 49 g carbo., 6 g fiber, 16 g pro.  
**Daily Values:** 18% vit. A, 55% vit. C, 31% calcium, 21% iron  
**Exchanges:** 3 Starch, 1 Lean Meat

Canned beans may save you time, but they add salt to your dishes. You can eliminate the salty liquid by rinsing the beans in a colander under cold running water; drain well.

**1** 0-ounce can (7 ½ cup) vegetable juice  
**1** 4-ounce can diced green chile pepper undrained  
**1** teaspoon chili powder  
**1** 8 ½-ounce package corn muffin mix  
**1** ½ cup shredded cheddar cheese (2 oz)  
**1** ½ cup snipped fresh cilantro or parsley

**1.** Grease a 2-quart square baking 10-inch quiche dish; set aside. In a medium cook sweet pepper, onion, and garlic in hot tender. Stir in kidney beans, pinto beans, juice, chile peppers, chili powder, and cut through. Spoon bean mixture into prepar

**2.** Prepare corn muffin mix according to directions; add cheese and cilantro, stir until combined. Spoon cornbread mixture over the top of the bean mixture. Bake, in a 400° oven about 25 minutes or until desired, serve with salsa and sour cream

**Nutrition Facts per serving:** 387 cal., 13 g total fat (2 g sat. fat), 37 mg chol., 555 mg sodium, 59 g carbo., 9 g fiber, 17 g pro.  
**Daily Values:** 19% vit. A, 59% vit. C, 21% calcium, 16% iron  
**Exchanges:** 1 Vegetable, 3 ½ Starch, 2 Fat

**Two-Bean Tamale Pie**

## Layout

Ingredient Page Layout

Other Page Layout

### Risotto with Vegetables

*Risotto (rih-SO-toh) is a classic Italian dish traditionally made with arborio rice. The finished product has a creamy consistency and a tender, but slightly firm, texture.*

**Prep:** 20 minutes **Cook:** 30 minutes  
**Makes:** about 4 cups (6 side-dish servings)

- 2 cups sliced fresh mushrooms
- 1/2 cup chopped onion (1 medium)
- 2 cloves garlic, minced
- 2 tablespoons olive oil or cooking oil
- 1 cup uncooked arborio rice
- 3 cups vegetable broth or reduced-sodium chicken broth
- 3/4 cup bite-size asparagus or broccoli pieces
- 1/2 cup seeded and diced tomato
- 1/4 cup shredded carrot (1 small)
- 1/4 cup finely shredded Parmesan cheese
- 3 tablespoons snipped fresh basil or parsley

- In a large saucepan cook mushrooms, onion, and garlic in hot oil until onion is tender; add rice. Cook and stir over medium heat about 5 minutes more or until rice is golden.
- Meanwhile, in another saucepan bring broth to boiling; reduce heat and simmer. Slowly add 1 cup of the broth to the rice mixture, stirring constantly. Continue to cook and stir over medium heat until liquid is absorbed. Add another 1/2 cup of the broth and the asparagus pieces to the rice mixture, stirring constantly. Continue to cook and stir until the liquid is absorbed. Add another 1 cup broth, 1/2 cup at a time, stirring constantly until the broth has been absorbed. (This should take about 15 minutes.)
- Stir in the remaining 1/2 cup broth, the tomato, and carrot. Cook and stir until the rice is slightly creamy and just tender. Stir in the Parmesan cheese and basil.

**Nutrition Facts per serving:** 204 cal., 7 g total fat (2 sat. fat), 4 mg chol., 522 mg sodium, 33 g carbs., 2 g fiber, 8 g pro.  
**Daily Values:** 34% vit. A, 17% vit. C, 5% calcium, 12% iron  
**Exchanges:** 1 vegetable, 2 starch, 1 fat

### For Bean Counters Only

How many beans do you need to buy when a recipe calls for a cup measure? Here's a guide to follow. One pound of dry beans equals 2 1/2 to 2 3/4 cups uncooked beans or 6 to 7 cups cooked beans, depending on the variety. A 15-ounce can of beans contains about 1 1/4 cups drained beans.

### Bean Salad Wraps

*Specialty shops and large supermarkets carry a variety of flavored tortillas. Look for tomato-basil, pesto, fresh herb, spinach, or whole wheat.*

**Start to Finish:** 15 minutes **Oven:** 350°F  
**Makes:** 4 main-dish servings

- 1 15-ounce can black beans, rinsed and drained (see photo, page 84)
- 1/2 cup chopped green sweet pepper or 1 fresh jalapeño chile pepper, seeded and finely chopped (see tip, page 84)
- 2 tablespoons snipped fresh cilantro
- 1/2 cup light mayonnaise dressing or salad dressing
- 1 tablespoon lime juice
- Leaf lettuce
- 4 6-inch flavored or plain flour tortillas

- Stack tortillas and wrap tightly in foil. Heat in a 350° oven for 10 minutes to soften.
- Meanwhile, in a medium bowl mash black beans slightly; add sweet pepper and cilantro. Stir in light mayonnaise dressing and lime juice.
- To serve, spread bean mixture evenly over tortillas. Top with lettuce leaves. Roll up tortillas.

**Nutrition Facts per serving:** 230 cal., 8 g total fat (2 g sat. fat), 7 mg chol., 504 mg sodium, 33 g carbs., 6 g fiber, 8 g pro.  
**Daily Values:** 6% vit. A, 27% vit. C, 7% calcium, 12% iron  
**Exchanges:** 2 starch, 1/2 very lean meat, 1/2 fat



Bean Salad Wraps

Beans, Rice, & Grains 83

### Discovering Tofu

Tofu, also referred to as bean curd, is made by curdling soy milk in a process similar to cheese-making. Although it is almost tasteless by itself, tofu acts like a sponge, easily absorbing other flavors. Tofu is rich in protein and low in sodium.



Look for tofu in the produce section of your grocery store, although some stores sell it in the deli or dairy department. Check the "sell by" date on the package to ensure freshness. Store tofu in the refrigerator (unless it is in an aseptic package). Once opened, refrigerate tofu covered with water for up to 1 week, changing the water daily. Tofu can also be frozen for up to 5 months.

#### Types of Tofu

**Extra-firm or firm tofu:** This type is dense and keeps its shape. Use it for slicing or cubing in stir-fries, pasta dishes, or on the grill.

**Soft tofu:** Ideal for whipping, blending, or crumbling, use it for dressings, dips, and desserts.

**Silken tofu:** Sold in shelf-stable packages, it has a much finer consistency than other forms of tofu. Silken tofu is available in extra-firm, firm, soft, and reduced-fat varieties.

**Flavored tofus:** Available flavors include barbecue, smoked hickory, spinach-jalapeno, and tomato-basil.

Beans, Rice, & Grains 90

### Meatless Tacos

*If you like lots of taco flavor, look for the taco-seasoned shredded cheese at your supermarket.*

**Prep:** 10 minutes **Cook:** 35 minutes **Makes:** 8 tacos

- 1/2 cup water
- 1/4 cup brown lentils, rinsed and drained
- 1/4 cup chopped onion
- 8 taco shells
- 1 8-ounce can tomato sauce
- 1/2 of a 1 1/2- or 1 3/4-ounce envelope (5 teaspoons) taco seasoning mix
- 8 ounces firm or extra-firm tub-style tofu (fresh bean curd) (see tip, left), drained and finely chopped
- 1/2 cups shredded lettuce
- 1 medium tomato, chopped
- 1/2 cup shredded cheddar cheese (2 ounces)
- 1/2 cup bottled salsa (optional)

- In a medium saucepan combine water, lentils, and onion. Bring to boiling; reduce heat. Simmer, uncovered, for 5 minutes. Stir in tofu; heat through. Spoon into taco shells. Top with lettuce, tomato, and cheese. If desired, serve with salsa.
- Stir tomato sauce and taco seasoning mix into lentils. Bring to boiling; reduce heat. Simmer, uncovered, for 5 minutes. Stir in tofu; heat through. Spoon into taco shells. Top with lettuce, tomato, and cheese. If desired, serve with salsa.

**Bulgur Tacos:** Prepare as above, except increase water to 1/2 cup and substitute bulgur for lentils. Simmer water, bulgur, and onion, covered, for about 15 minutes or until bulgur is tender and liquid is absorbed.

**Nutrition Facts per taco for lentil or bulgur variation:** 148 cal., 7 g total fat (2 g sat. fat), 7 mg chol., 460 mg sodium, 16 g carbs., 2 g fiber, 7 g pro.  
**Daily Values:** 4% vit. A, 6% vit. C, 9% calcium, 8% iron  
**Exchanges:** 1 starch, 1/2 lean meat, 1 fat

**Vegetable Tacos:** Prepare as above, except stir 1 cup frozen whole kernel corn and 1/4 cup shredded carrot into the tomato sauce mixture. Increase number of taco shells to 12.

**Nutrition Facts per taco:** 133 cal., 6 g total fat (2 g sat. fat), 5 mg chol., 325 mg sodium, 17 g carbs., 3 g fiber, 6 g pro.  
**Daily Values:** 40% vit. A, 6% vit. C, 7% calcium, 6% iron  
**Exchanges:** 1 starch, 1/2 lean meat, 1/2 fat

## Beans, Rice, & Grains

**Beans:** Black beans, Black-eyed peas, Cranberry beans, Fava beans (broad beans), Garbanzo beans (chickpeas), Great Northern beans, Lima beans, baby, Lima beans, Christmas, Lima beans, large (butter beans), Navy or pea beans, Pinto beans, Red beans, Red kidney beans, Soybeans (edamame), Lentils (drewet), Lentils (red), Green split peas, Yellow split peas, Arborio rice, Basmati rice, Instant brown rice, Regular brown rice, Long grain white rice, Instant white rice, Wild rice, Barley, Buckwheat groats, Bulgur, Cornmeal (polenta), Cracked wheat, Farro, Hominy grits, Millet, Dalia, yellow, regular, Dalia, red, quick-cooking, Quinoa, wild, quick-cooking, Speltz, Wild berries, Wild rice, Wild rice, hulled

## Kitchen Appliances and Equipment

Select appliances, utensils, and gadgets to create a kitchen you'll love.

### Cooking Knives

Choose your knives carefully and care for them on a regular basis.

#### Selecting the Right Knives

Choose knives that feel balanced and comfortable in your hand. A good choice is those made of high-carbon stainless steel with blades that run through the handles and are riveted in place. High-carbon stainless steel resists corrosion similarly to regular stainless steel, but it isn't as hard, so it sharpens more easily.

#### Useful Knives for the Home Cook

These knives should meet the needs of most home cooks:

- Bread knife (8-inch blade):** The serrated blade of this knife allows you to easily cut through breads, bagels, tomatoes, cakes, or other foods with tough exteriors and soft interiors.
- Chef's or cook's knife (8-inch blade):** Chop, dice, and mince foods with the wedge-shaped blade.
- Paring knife (3- or 4-inch blade):** This knife is comfortable to handle when peeling and cutting fruits and vegetables or other small items.
- Utility knife (6-inch blade):** The thin blade of this knife makes it easy to smoothly slice sandwiches and other soft foods, such as fruit and cheese.

#### Nonessential Knives

Knives that are useful, but not essential, include:

- Boning knife (5-inch blade):** A narrow knife used to cut meat off bones.
- Carving knife/steak (10-inch blade):** This long, thin knife makes it easy to slice cooked meats.
- Fillet knife (7-inch blade):** This knife's long, thin, flexible blade is useful for efficiently filleting fish.

#### Caring for Your Knives

Always cut on a cutting board. Wash knives in hot, soapy water immediately after using them; rinse and allow to air-dry. Do not let them soak in water, and do not wash them in the dishwasher. Store knives in a knife block or protective case.

In general, you should sharpen knives using a professional-style grind wheel or a whetstone, or take them to a professional service. Once sharp, occasionally realign the edge and remove nicks with a sharpening steel—a ridged rod made of diamond-coated steel or ceramic. Here's how:

- Rest the sharpening steel vertically with the tip pressed against a stable cutting surface. Place the knife edge near the knife's handle at a 20-degree angle to the steel near the sharpening steel's handle.
- In one smooth, slow motion, draw the knife blade gently down the full length of the sharpening steel, pulling the knife toward you as it moves down the tip.
- When you finish the stroke, the top of the blade—still at an angle—should be near the tip of the steel. Repeat with the other side of the blade.

## Planning Great Meals for Family and Friends

These days, it seems most everyone is pressed for time. Yet with a little planning and by using kitchen time wisely, sharing home-cooked meals with family and friends can still be a rewarding and meaningful part of your day.

### Time-Saving Strategies

Here are some tips to help you save money and time shopping and cooking.

#### Shop Smart

- Keep an ongoing list of your grocery needs. Post it somewhere in the kitchen so you can write down items as you notice they're needed.
- Get organized before you head to the store, making a list of items you'll need for a week's worth of meals or more. Review the Food Guide Pyramid recommendations, pages 40–41, as you plan.
- Shop during down times when the market isn't crowded. This lets you take your time to discover new foods and read facts on nutrition labels.
- To cut down on impulse purchases, shop with a list and avoid grocery shopping when you're hungry. Do, however, keep an eye out for specials on items you routinely use—there's a difference between impulse buying and finding good bargains.
- Check newspaper ads and inserts to take advantage of weekly specials and coupons.

#### Cook Smart

- Use our prep and cook times to help you plan your time. Recipes that are designated as **FAST** can be prepared and served in 30 minutes or less. The timings assume that some steps can be performed simultaneously.
- Read the recipe completely before you begin. This will eliminate last-minute trips to the store. Preheat your oven as you begin any recipe that needs to be baked or broiled so the oven will be ready when you are.
- Overlap steps to accomplish two things at once. Chop vegetables, measure ingredients, open cans, or prepare sauces while waiting for water to boil, meat to brown, or appliances to preheat.
- Clean as you go. Before you start preparation, fill the sink or dish pan with hot, soapy water.
- Let time-saving appliances and techniques work for you. Use a food processor to chop vegetables or grate cheese. The microwave is an easy, no-mess method for melting butter or chocolate. Use a toaster oven to toast buns and rolls quickly; use kitchen shears to snip fresh herbs or dried fruit; a garlic press on crush garlic, and a mini ice cream scoop for drop cookies.

### Stock Up on Shortcuts

Meals at home don't have to be entirely home-made to be nourishing and meaningful for your family. There's a middle ground between fast food and made-from-scratch food, and convenience products are often a realistic way to get there. Here are a few ideas.

- Call on ready-made entrees such as roasted chicken from the deli and heat-and-serve meat loaf and pot roast from the meat department. Round out the meal with a recipe you've wanted to try. Or simply enjoy easygoing side dishes, such as frozen vegetables or baked potatoes.
- Visit the supermarket deli or bakery for instant appetizers and simple side dishes or breads to add to your meal.
- Stock up on items that take little effort from kitchen to table, such as frozen meatballs, pizza shells, pasta sauce, pasta, cheese, and eggs.
- Purchase shortcut ingredients, such as preshredded cheeses, rice pilaf mixes, packaged salad greens, pre-cut fruits and vegetables, and bottled roasted red sweet peppers.

### Children and Mealtimes

Here are some ways to help get children involved in mealtimes and to help them develop positive attitudes about food.

- Take the kids grocery shopping and ask them to help you choose what to buy. For example, ask them to pick three fruits and three vegetables that they'd like to eat during the week.
- Ask each child to help plan the family meal on a designated night of the week. Encourage them to pick out the details; for example, stop at a party supply store and let them choose colorful paper napkins.
- Remind kids that their tastes can change. Encourage them to try at least one bite of everything—call it a "no-thank-you" bite.
- Keep trying! It takes children a while to try new things, so continue introducing them to a variety of foods. It will help if you always have some nutritious foods on hand so when their hunger (and curiosity) strike, you'll be ready.

Cooking Basics 51

---

## The Williams-Sonoma Collection: Dessert

**Citation:** Dodge, Abigail. The Williams-Sonoma Collection: Dessert. New York: Free Press, 2002.

**Dimensions:** 9.4 x 8.6 x 0.7 inches

**Description:** Beautiful cookbook that specializes in desserts. Accessible ingredients, nice pictures, and good organization.

---

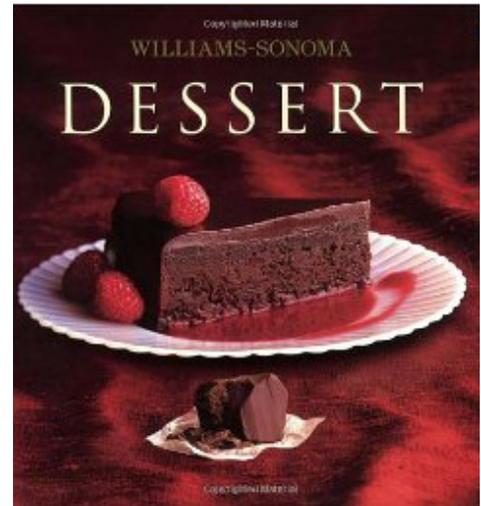
### Critical Analysis

#### Strengths:

This book features a very simple design with the ingredients always in the column closest to the spine of the book and the cooking tips or suggestions on the outside column. On the middle column is the recipe itself. Beautifully simple photos with clearly worded instructions.

#### Weaknesses:

Even though this book is beautiful and the recipes are delicious it is hard to navigate through the recipe. Steps are not numbered so navigating back to your position can be difficult. Servings numbers are listed on the bottom and are not easily discernible, however this may not be as much of a problem with desserts since recipes are usually very standard (such as pie... it makes 1 pie and everyone already knows how big the normal pie is). In certain places the text for the cooking tips is a medium brown color which is very close to the black recipe content, possibly this is too subtle and should be denoted in another way.



---

### Overall Analysis

Year: 2002

Division Organization: grouped into genres such as "classics"

Division Content: miscellaneous (variable)

Type:  General  Specific

**N Y**

- Tutorials
- Appendices
- Images for Steps
- Numbered Steps
- Nutrition Information
- Serving Size or Number
- Icons

Images for Each Recipe

- All  Most  Some  None

## Content Analysis

### Chapter or Section

**Division Organization:** The chapters are divided into The Classics, Simple Desserts, Summer Fruit Desserts, Holiday Desserts, Special Occasions, Chocolate Decadence. This is slightly confusing since some are for events, others classified by ingredient category, and others are given the status of 'classics'. Even though there isn't a set way to describe or predict the way that these are broken into categories, the divisions are still helpful.

*Organization Summary* - miscellaneous

**Content:** Each chapter begins with a large image to represent the chapter, a short explanation about what that chapter means, and then a list of the recipes and the page numbers where they are located.

*Content Summary* - Image, description, recipe index, recipes

### Recipe Information

Title, ingredients in inside column, instructions, side notes in the opposite column, number of servings.

### Tutorials

There are tutorials located in the back of the book that show dessert basics such as base recipes, how to roll out a pie crust, and how to make a cake (dusting pans, mixing batter, etc.)

### Appendices or Extras

None



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|-----------------------|---|
| 6                     | Introduction                            |
| THE CLASSICS          |   |
| 10                    | Flourless Chocolate Torte               |
| 13                    | Tarte Tatin                             |
| 14                    | Grand Marnier Soufflé                   |
| 17                    | Raspberry Tart                          |
| 18                    | Vanilla Cheesecake                      |
| 21                    | Crème Brûlée                            |
| 22                    | Angel Food Cake with Strawberry Topping |
| SIMPLE DESSERTS       |   |
| 26                    | Bread Pudding                           |
| 29                    | Berry Fool                              |
| 30                    | Brownies                                |
| 33                    | Pound Cake                              |
| 34                    | Strawberry Shortcakes                   |
| 37                    | Lemon Card Squares                      |
| 38                    | Espresso Granita                        |
| SUMMER FRUIT DESSERTS |   |
| 42                    | Blueberry Turnovers                     |
| 45                    | Blackberry Cobbler                      |
| 46                    | Peach Ice Cream                         |
| 49                    | Cherry Clafoutis                        |
| 50                    | Fig Galette                             |
| 53                    | Mango Sorbet                            |
| 54                    | Summer Fruit Compote                    |

## THE CLASSICS

*Here's a collection of old favorites that are also irresistible, which means they will never go out of fashion in anyone's kitchen. These are indispensable recipes, the ones you will turn to again and again, from a seasonal fruit tart and luscious chocolate cake to a high-rising soufflé and rich cheesecake. All make lovely presentations, and all are absolutely delicious.*

|  |
|--|
| FLOURLESS CHOCOLATE TORTE                  |
| 10   |
| TARTE TATIN                                |
| 13   |
| GRAND MARNIER SOUFFLE                      |
| 14   |
| RASPBERRY TART                             |
| 17   |
| VANILLA CHEESECAKE                         |
| 18   |
| CRÈME BRÛLÉE                               |
| 21   |
| ANGEL FOOD CAKE WITH<br>STRAWBERRY TOPPING |
| 22   |

## Design Analysis

**RASPBERRY TART**

Basic Pastry Dough, chilled and rolled into a 13-inch (33-cm) round, 1/8 inch (3 mm) thick (page 113)

FOR THE PASTRY CREAM:

- 1 cup (8 fl oz/250 ml) whole milk
- 2 large eggs, at room temperature
- 1/4 cup (1 1/4 oz/50 g) sugar
- 4 teaspoons cornstarch (cornflour)
- Pinch of salt
- 1 teaspoon vanilla extract (essence)
- 1/4 cup (2 fl oz/60 ml) heavy (double) cream

3-4 cups (3/4-1 lb/375-500 g) raspberries

*Fruit Glaze (far right)*

Carefully transfer the rolled-out pastry dough round to a 9 1/2-inch (24-cm) tart pan with a removable bottom, gently fitting the dough into the pan without stretching. Trim the edges, leaving a 1/2-inch (12-mm) overhang. Fold the overhang back over itself and press it into the sides of the pan, creating a double thickness to reinforce the sides of the tart. Freeze until the shell is firm, 30 minutes.

Preheat the oven to 425°F (220°C). Line the frozen shell with foil and fill with pie weights or dried beans. Bake for 15 minutes. Remove the weights and foil and continue to bake until the shell is pale gold, 4-5 minutes longer. Let cool completely on a rack.

To make the pastry cream, in a saucepan over medium heat, warm the milk until small bubbles appear along the edge of the pan. Remove from the heat. In a bowl, whisk together the eggs, sugar, cornstarch, and salt. Slowly add the hot milk while whisking. Pour the mixture back into the pan and place over medium-low heat. Cook, whisking constantly, until the mixture comes to a boil and thickens. Continue to cook, whisking constantly, for 20 seconds. Pour into a clean bowl and gently press a piece of plastic wrap directly onto the surface to prevent a skin from forming. Refrigerate until cold, for at least 2 hours or up to 24 hours.

Whisk the vanilla into the chilled pastry cream until blended and smooth. In another bowl, using a mixer on medium-high speed, whip the cream until firm peaks form. Fold the whipped cream into the pastry cream until just blended.

To assemble the tart, spoon the pastry cream into the cooled tart shell and spread evenly. Arrange the raspberries randomly on top of the cream. Brush the berries with the fruit glaze. Cut the tart into slender wedges and serve.

MAKES ONE 9 1/2-INCH (24-CM) TART, OR 10-12 SERVINGS



**FRUIT GLAZE**  
A simple glaze made from jelly diluted with water gives fresh fruit tart fillings a lovely sheen and a finished look. In a small saucepan, combine 1/4 cup (2 1/2 oz/75 g) apple jelly or seedless raspberry jelly with 2 tablespoons water. Set the pan over low heat and cook, stirring the mixture constantly, until melted and smooth. Remove from the heat and let cool slightly. Using a small pastry brush or feather brush, dab the glaze onto the fruit.

## Typography

**Chapter Headings:** Large serif typeface

**Ingredients:** bold sans serif

**Recipe Text:** serif, steps separated but not numbered

## Images

**Frequency:** Each recipe has its own image

**Labeling:** not necessary

**Instructions:** few in back where appropriate

**Photo Styling:** clean, simple, very few props and consistent feel

**Color Use:** varied

## Sample Images



## Layout

### Ingredient Page Layout



**FORMING THE CRUST**  
A crumb crust is classic for cheesecake. After creating the crumb mixture, pour it into the prepared pan. Spread the crumbs around the bottom of the pan, leaving any crumbs that stick to the sides of the pan where they are. Using a straight-sided, flat-bottomed coffee mug, press against the crumbs from the center outward to form an even layer on the bottom and up the sides of the pan. You can also use your hand, wrapping it in a plastic bag to keep crumbs from sticking to your fingers.

### VANILLA CHEESECAKE

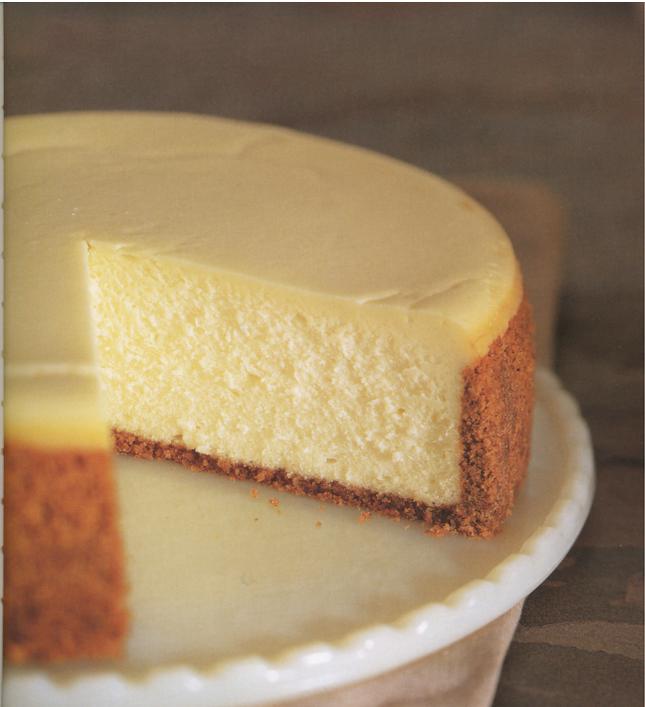
To make the crust, preheat the oven to 400°F (200°C). Lightly grease a 9-inch (23-cm) springform pan. In a bowl, combine the graham cracker crumbs, sugar, cinnamon, and melted butter. Stir until the mixture is well blended and the crumbs are evenly moist. Pour into the springform pan and press evenly onto the bottom and about 1½ inches (4 cm) up the sides of the pan (left). Bake until lightly golden and set, about 10 minutes. Let cool on a rack. Reduce the oven temperature to 300°F (150°C).

To make the filling, in a large bowl, combine the cream cheese, flour, and salt. Using a mixer set on medium-high speed, beat until very smooth and fluffy, stopping and scraping down the sides frequently. Add the sugar, sour cream, and vanilla. Beat until well blended, again scraping down the sides frequently. Add the eggs one at a time, beating well after each addition. Pour into the crust.

Bake the cheesecake until the filling is set but the center still jiggles slightly when the pan is gently shaken and the edges are slightly puffed, 60–70 minutes. The filling will firm as it cools. Let cool on a rack to room temperature. Cover and refrigerate until well chilled (overnight is best).

To serve, unclasp and remove the pan sides, then run a long, thin icing spatula between the pan bottom and the crust. Carefully slide the cake onto a flat serving plate. Using a thin-bladed knife, cut the cake into slices, dipping the knife into hot water and wiping it dry before each cut.

MAKES ONE 9-INCH (23-CM) CHEESECAKE. OR 16 SERVINGS



**FOR THE CRUST:**  
 1½ cups (4½ oz/140 g) graham cracker crumbs  
 3 tablespoons sugar  
 ½ teaspoon ground cinnamon  
 ¼ cup (2 oz/60 g) unsalted butter, melted, plus extra for greasing

**FOR THE FILLING:**  
 4 packages (8 oz/250 g each) cream cheese, at room temperature  
 2 tablespoons all-purpose (plain) flour  
 ¼ teaspoon salt  
 1¼ cups (8¾ oz/270 g) sugar  
 ½ cup (4 oz/125 g) sour cream  
 1 tablespoon vanilla extract (essence)  
 3 large eggs, at room temperature

## Other Page Layout

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6 Introduction

**THE CLASSICS**

- 10 Flourless Chocolate Torte
- 13 Tarte Tatin
- 14 Grand Marnier Soufflé
- 17 Raspberry Tart
- 18 Vanilla Cheesecake
- 21 Crème Brûlée
- 22 Angel Food Cake with Strawberry Topping

**SIMPLE DESSERTS**

- 26 Bread Pudding
- 29 Berry Fool
- 30 Brownies
- 33 Pound Cake
- 34 Strawberry Shortcakes
- 37 Lemon Card Squares
- 38 Espresso Granita

**SUMMER FRUIT DESSERTS**

- 42 Blueberry Turnovers
- 45 Blackberry Gobbles
- 46 Peach Ice Cream
- 49 Cherry Clafoutis
- 50 Fig Galette
- 53 Mango Sorbet
- 54 Summer Fruit Compote



### THE CLASSICS

*Here's a collection of old favorites that are also irresistible, which means they will never go out of fashion in anyone's kitchen. These are indispensable recipes, the ones you will turn to again and again, from a seasonal fruit tart and luscious chocolate cake to a high-rising soufflé and rich cheesecake. All make lovely presentations, and all are absolutely delicious.*

**FLOURLESS CHOCOLATE TORTE**  
10

**TARTE TATIN**  
13

**GRAND MARNIER SOUFFLÉ**  
14

**RASPBERRY TART**  
17

**VANILLA CHEESECAKE**  
18

**CRÈME BRÛLÉE**  
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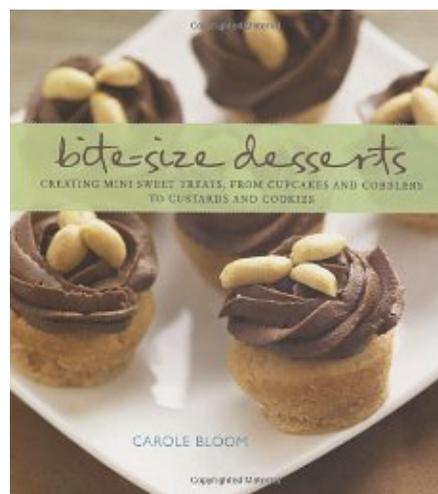
**ANGEL FOOD CAKE WITH STRAWBERRY TOPPING**  
22

## Bite Size Desserts

**Citation:** Bloom, Carole. Bite-Size Desserts. New York: Wiley, 2009.

**Dimensions:** 8.6 x 8.3 x 0.9 inches

**Description:** This is a book that is very beautifully designed that specializes in small, bite-sized desserts. Great recipes if you are throwing a party, event, or just want small desserts.



### Critical Analysis

#### Strengths:

This book is very well designed and helps convey the idea of small, cute desserts. I think the casual hand-written type highlights the personal and hands-on aspect of cooking. The images are really appealing and text is well laid out. The ingredients are always located in a color band that draws its hue from the recipe and photo of the dish. Helps set the mood or atmosphere for cooking and baking small items.

#### Weaknesses:

In the back are a list of resources for ingredients and equipment that lists companies as well as their contact information. I would never do this in a book because it could quickly become outdated or the contact information could be inaccurate. Steps are not numbered. Margins are inconsistent according to recipe and images used. All-caps for long recipe descriptions are also distracting.

### Overall Analysis

Year: 2009

Division Organization: divided by recipe type

Division Content: title page, recipes

Type:  General  Specific

N Y

- Tutorials
- Appendices
- Images for Steps
- Numbered Steps
- Nutrition Information
- Serving Size or Number
- Icons

Images for Each Recipe

- All  Most  Some  None

## Content Analysis

### Chapter or Section

**Division Organization:** The chapters are divided into categories depending on the type of food they are (such as cookie, candy, or sorbets and ice cream)

*Organization Summary* - recipe type

**Content:** Each chapter begins with an image/title page and then transitions straight to recipes

*Content Summary* - title page, recipes

### Recipe Information

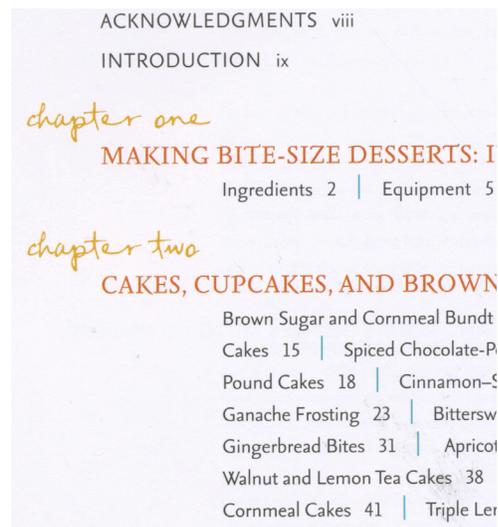
Title, description, number of servings, tools used, ingredients, and instructions separated by elements of dish (eg. cake, frosting, garnish), side notes (about storage, etc.)

### Tutorials

none

### Appendices or Extras

sources for ingredients and equipment, measurement equivalents, metric conversions



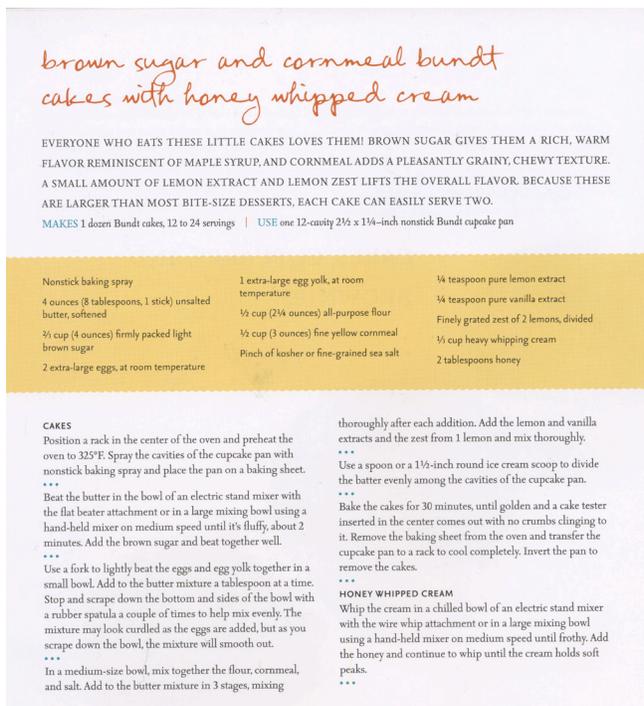
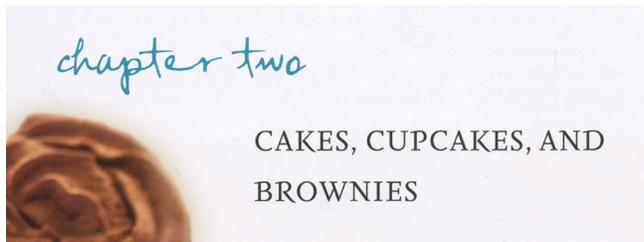
*measurement equivalents*

| U.S. MEASURING SYSTEM                | METRIC SYSTEM               |
|--------------------------------------|-----------------------------|
| <i>capacity</i>                      | <i>approximate capacity</i> |
| ¼ teaspoon                           | 1.25 milliliters            |
| 1 teaspoon                           | 5 milliliters               |
| 1 tablespoon                         | 15 milliliters              |
| ¼ cup                                | 60 milliliters              |
| 1 cup (8 fluid ounces)               | 240 milliliters             |
| 2 cups (1 pint; 16 fluid ounces)     | 470 milliliters             |
| 4 cups (1 quart; 32 fluid ounces)    | 0.95 liter                  |
| 4 quarts (1 gallon; 64 fluid ounces) | 3.8 liters                  |
| <i>weight</i>                        | <i>approximate weight</i>   |
| 1 dry ounce                          | 15 grams                    |
| 2 ounces                             | 30 grams                    |
| 4 ounces (¼ pound)                   | 110 grams                   |
| 8 ounces (½ pound)                   | 230 grams                   |
| 16 ounces (1 pound)                  | 454 grams                   |

*DRY MEASUREMENT*

| measurement     | equivalent   |
|-----------------|--------------|
| 3 teaspoons     | 1 tablespoon |
| 2 tablespoons   | ¼ cup        |
| 4 tablespoons   | ½ cup        |
| 5½ tablespoons  | ¾ cup        |
| 8 tablespoons   | 1 cup        |
| 10⅓ tablespoons | 1¼ cups      |
| 12 tablespoons  | 1½ cups      |
| 16 tablespoons  | 2 cups       |

## Design Analysis



## Typography

**Chapter Headings:** combination of script and serif typeface

**Ingredients:** small sans serif

**Recipe Text:** serif, sections of recipe are in all caps (cake, frosting, etc.) like the description. Notes at end are in same script as recipe title.

## Images

**Frequency:** almost every recipe has a picture (full page)

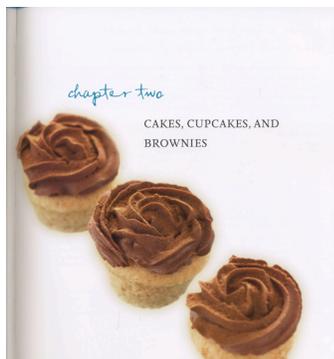
**Labeling:** none needed

**Instructions:** none

**Photo Styling:** generally mild, warm colors and similar styling (soft, gentle, food and simple dish)

**Color Use:** mild, warm, bright but gentle colors.

## Sample Images



## Layout

### Ingredient Page Layout



**wicked brownie bites**

I CALL THESE WICKED BECAUSE THEY ARE INTENSELY FLAVORED, BURSTING WITH DEEP DARK CHOCOLATE AND TOASTED WALNUTS, AND THEY ARE THE MOST DELICIOUS BROWNIES I'VE EVER EATEN. THEY ARE HARD TO RESIST. THESE WILL SURELY SATISFY YOUR MOST INTENSE CHOCOLATE CRAVINGS. I USED A COMBINATION OF MY FAVORITE CHOCOLATES AND COCOA POWDER—SCHARFFEN BERGER UNSWEETENED CHOCOLATE, SCHARFFEN BERGER 70 PERCENT CACAO CONTENT CHOCOLATE, AND PERNIGOTTI COCOA POWDER—TO CREATE THESE.

MAKES 2 dozen brownies | USE two 12-cavity 2-inch round silicone mini muffin pans

|  |  |   |
|--|--|---|
| 1 cup (4½ ounces) coarsely chopped walnuts                               | 4 ounces (8 tablespoons, 1 stick) unsalted butter, cut into small pieces | 1 teaspoon pure vanilla extract   |
| 3 ounces bittersweet chocolate (70 to 72% cacao content), finely chopped | 2 extra-large eggs, at room temperature                                  | ½ cup (2¼ ounces) all-purpose flour   |
| ½ cup (4 ounces) granulated sugar  | ¾ cup (4 ounces) firmly packed light brown sugar                         | 2 tablespoons (½ ounce) unsweetened cocoa powder (natural or Dutch-processed) |
| 3 ounces unsweetened chocolate, finely chopped                           |  | ¼ teaspoon kosher or fine-grained sea salt                                    |

Position a rack in the center of the oven and preheat the oven to 350°F. Place the mini muffin pans on a baking sheet.

\*\*\*

Place the walnuts in a cake or pie pan and toast in the oven for 8 minutes. Remove the pan from the oven and cool on a rack.

\*\*\*

Place the bittersweet chocolate, unsweetened chocolate, and butter in the top of a double boiler over low heat. Stir often with a rubber spatula to help the chocolate and butter melt evenly. Remove the top pan of the double boiler and wipe the bottom and sides very dry. Let the mixture cool while mixing the rest of the brownie batter, stirring with a rubber spatula occasionally to prevent a skin from forming on top.

\*\*\*

Or place the chocolates and butter in a microwave-safe bowl and melt on low power for 30-second bursts. Stir with a rubber spatula after each burst to ensure even melting.

\*\*\*

Whip the eggs in the bowl of an electric stand mixer with the wire whip attachment or in a large mixing bowl using a hand-held mixer on medium speed until they are frothy. Add the granulated sugar and brown sugar and whip until the mixture is very thick and pale-colored, and holds a slowly dissolving ribbon as the beater is lifted, about 5 minutes. Mix in the vanilla. Add the melted chocolate and butter mixture and blend completely on low speed. Stop and scrape down the sides and bottom of the bowl with the rubber spatula. The mixture will look smooth and dark chocolate colored.

\*\*\*

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## Other Page Layout



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**appendices**  
sources for ingredients and equipment

**A COOK'S WARES**  
211 37th Street  
Beaver Falls, PA 15010  
Tel: 800-915-9788; 724-846-9490  
Fax: 800-916-2886; 724-846-9562  
e-mail: sales@cookswares.com  
Web site: www.cookswares.com

This source carries a variety of equipment and utensils as well as some ingredients.

**FANCY FLOURS**  
424 East Main Street, Suite 102 B  
Bozeman, MT 59715  
Tel: 406-587-0118  
Fax: 406-522-0668  
e-mail: info@fancyflours.com  
Web site: www.fancyflours.com

This store supplies a huge variety of equipment, tools, and some ingredients.

**J.B. PRINCE COMPANY**  
36 East 31st Street  
New York, NY 10016-6821  
Tel: 800-473-0577; 212-683-3553  
Fax: 212-683-4488  
e-mail: customerservice@jbrinco.com  
Web site: www.jbrinco.com

J.B. Prince carries a large variety of professional-quality equipment and tools.

**KING ARTHUR FLOUR—THE BAKER'S CATALOG**  
58 Billings Farm Road  
White River Junction, VT 05001  
Tel: 800-827-6836; 802-799-2240  
Fax: 800-343-3002  
e-mail: customercare@kingarthurfour.com  
Web site: www.kingarthurfour.com

The Baker's Catalog carries a wide variety of equipment and ingredients.

**NEW YORK CAKE SUPPLIES**  
56 West 22nd Street  
New York, NY 10010  
Tel: 800-942-2539; 212-675-2253  
Fax: 212-675-7099  
Web site: www.nycake.com

New York Cake Supplies carries a large variety of equipment and ingredients. Although this source has a Web site, all orders must be placed by phone or fax.

**PASTRY CHEF CENTRAL, INC.**  
1355 West Palmetto Park Road, Suite 302  
Boca Raton, FL 33486-3303  
Tel: 561-999-9483; 888-750-2433 (order status only)  
Fax: 561-999-1282  
e-mail: customer\_service@pastrychef.com  
Web site: www.pastrychef.com

This online-only source supplies a large variety of equipment, tools and ingredients.

**SUR LA TABLE**  
Corporate Headquarters  
Seattle Design Center  
5701 Sixth Avenue South, Suite 486  
Seattle, WA 98108  
Tel: 800-243-0852; 866-378-5412  
Fax: 206-613-6136; 317-858-5521 (orders only)  
e-mail: customerservice@surlatable.com  
Web site: www.surlatable.com

Sur La Table carries all kinds of equipment and several types of chocolate and cocoa powder. They have several shops throughout the United States, a catalog, and a Web site.

**SURFAS**  
8777 West Washington Boulevard  
Culver City, CA 90232  
Tel: 866-799-0770; 310-559-4770  
Fax: 310-558-1428  
e-mail: customerservice@surlasonline.com  
Web site: www.surlasonline.com

Surfas carries a large variety of equipment and ingredients.

**SWEET CELEBRATIONS**  
P.O. Box 39426  
Edina, MN 55439-0426  
Tel: 800-328-6722; 952-943-1508 (1661)  
e-mail: info@sweetcc.com  
Web site: www.sweetcc.com

This source carries a wide variety of equipment and ingredients.

**THE SPICE HOUSE**  
1512 North Wells Street  
Chicago, IL 60610  
Tel: 312-274-0378 Fax: 312-274-0143  
e-mail: spices@thespicehouse.com  
Web site: www.thespicehouse.com

This is an excellent source for fresh spices and a variety of spice mills and graters.

**WILLIAMS-SONOMA**  
3250 Van Ness Avenue  
San Francisco, CA 94109  
Tel: 877-812-6235; 415-421-7900  
Fax: 405-717-6131 (outside of the U.S.)  
Tel: 702-363-2541  
e-mail: Fill out the form on the Web site.  
Web site: www.williams-sonoma.com

Williams-Sonoma carries a wide variety of equipment and some ingredients. It has stores throughout the United States, as well as a catalog and Web site.

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## Pillsbury Complete Cookbook

**Citation:** Pillsbury Complete Cookbook. New York: Wiley, 2006.

**Dimensions:** 9.4 x 6.4 x 0.9 inches

**Description:** This is a general style cookbook with recipes that include Pillsbury products. This would be helpful if you had access to all their products and wanted to be able to cook a large variety of dishes.

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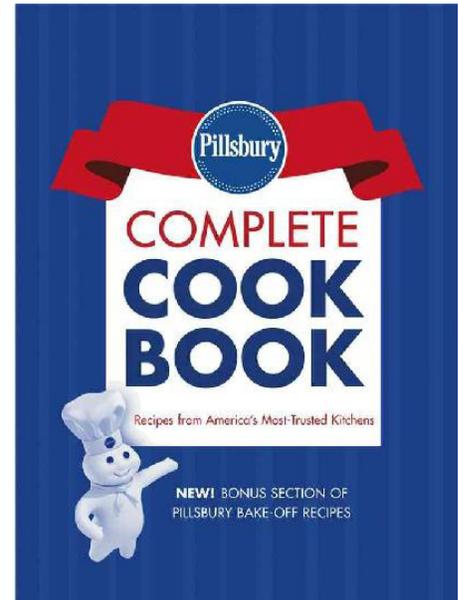
### Critical Analysis

#### Strengths:

Offers a wide range of recipes. Nice feature is the menu suggestions that are in the front of the book.

#### Weaknesses:

Food styling and staging don't look great, more repetitive and boring. Overall the design is very box-like and rigid, doesn't flow well. The steps on the recipes are numbered but not spaced apart so it can be difficult to determine where you were in the instructions. Each chapter lists the contents for that chapter but then has a second page introducing the chapter with 4 pictures of food/drinks. I think that is redundant and there is no need for 2 pages to introduce a chapter. Paper feels cheap and thin. Also, there are few pictures so many recipe only include text.



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### Overall Analysis

Year: 2006

Division Organization: food type, recipes by alphabet

Division Content: description, ingredient selection, recipes

Type:  General  Specific

**N Y**

- Tutorials
- Appendices
- Images for Steps
- Numbered Steps
- Nutrition Information
- Serving Size or Number
- Icons

Images for Each Recipe

- All  Most  Some  None

## Content Analysis

### Chapter or Section

**Division Organization:** The chapters are divided into the types of food such as appetizers, drinks, breads, soups, stews, poultry, vegetarian cooking, eggs, desserts, etc. Recipes are then listed alphabetically within each section.

*Organization Summary* - food type, recipes alphabetically

**Content:** Each chapter begins with a short description and then an explanation about how to shop for the specific type of meat or other ingredients that are featured in that section.

*Content Summary* - description, ingredient selection, recipes

### Recipe Information

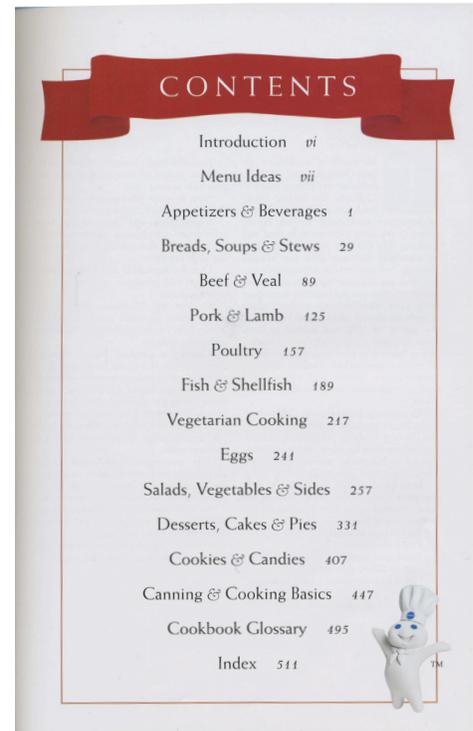
Title, prep time, number of servings, ingredients, instructions, tips (about ingredients, substitutions, storage, etc.)

### Tutorials

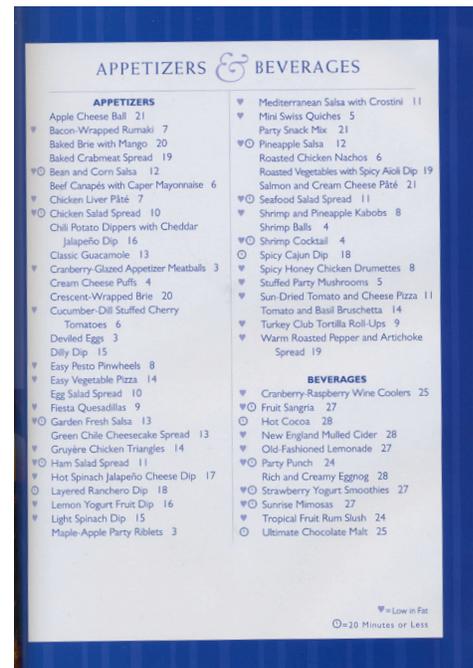
Some recipes include small tutorial sections that describe a certain technique or set of instructions. These are usually brief and can include grey-scale imagery.

### Appendices or Extras

There is a chapter at the end of the book that is dedicated to "Kitchen Basics" which covers nutrition, substitutions, how to store spices, etc.



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| Ⓞ Strawberry Yogurt Smoothies                    | 27 |
| Ⓞ Sunrise Mimosas                                | 27 |
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| ○ Ultimate Chocolate Malt                        | 25 |

## Design Analysis

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### Homemade Tomato Sauce

PREP TIME: 1 HOUR 15 MINUTES • YIELD: 10 CUPS

1/2 cup olive oil  
 2 cups (2 large) chopped onions  
 2 garlic cloves, minced  
 8 cups (16 medium) coarsely chopped, peeled tomatoes  
 1 tablespoon dried oregano leaves  
 1 teaspoon sugar  
 1 teaspoon dried basil leaves  
 1 teaspoon crushed dried rosemary leaves  
 1/2 teaspoon salt  
 1/4 teaspoon pepper  
 2 cups water  
 1 (12-oz.) can tomato paste

- Heat oil in 4-quart saucepan or Dutch oven over medium heat until hot. Add onions and garlic, cook until onions are tender.
- Add all remaining ingredients, mix well. Bring to a boil, stirring occasionally. Reduce heat, simmer 1 hour, stirring occasionally.
- Ladle mixture into clean jars or nonmetal containers, cover with tight-fitting lids. Store in refrigerator for up to 1 week or in freezer for up to 3 months.

**NUTRITION INFORMATION PER SERVING:** Serving Size: 1/2 Cup • Calories: 70 • Calories from Fat: 35 • % DAILY VALUE: Total Fat: 4 g 6% • Saturated Fat: 1 g 2% • Cholesterol: 0 mg 0% • Sodium: 190 mg 8% • Total Carbohydrate: 8 g 3% • Dietary Fiber: 2 g 8% • Sugars: 3 g • Protein: 1 g • Vitamin A: 15% • Vitamin C: 25% • Calcium: 0% • Iron: 4% • **DIETARY EXCHANGES:** 1 Vegetable, 1 Fat

*Left to right: Spiced Pear Chutney (page 460), Jalapeño Cranberry Relish (page 460), Spiced Vinegar (page 459), Spiced Vinegar Salad Dressing (page 459)*

COOK'S NOTE

**HOW TO CAN TOMATOES**

**Scalding**  
 With a paring knife, cut a small X in the bottom of each tomato. Dip or scald clean, ripe tomatoes in boiling water about 30 seconds to loosen skins.

**Peeling**  
 Peel off skins. Core and quarter-large tomatoes; pack small tomatoes whole.

**Packing Jars**  
 Pack into hot jars, pressing tomatoes to form juice to fill spaces; leave 1/2 inch space at top of jar. If desired, add 1 teaspoon salt per quart. Wipe jar rim, put lid in place and screw metal bands down "fingertip" tight, following manufacturer's directions.

**Processing Jars**  
 Place jars on a rack in hot water in canner. Add additional hot water to cover the jars by 1 to 2 inches. Cover canner, heat water to boiling. Begin timing when water boils, reduce heat to hold water at gentle, steady boil.



## Typography

**Chapter Headings:** Large serif typeface

**Ingredients:** slightly bold sans serif

**Recipe Text:** serif, steps separate and numbered but not separated by spaces.

## Images

**Frequency:** about half of the recipes have their own image

**Labeling:** not on chapter divisions but it is included on recipe pages.

**Instructions:** some in black and white where appropriate in recipe sections

**Photo Styling:** colorful, soft, diverse plating and backgrounds, mostly consistent feel

**Color Use:** varied

## Sample Images



## Layout

### Ingredient Page Layout

Appetizers & Beverages • 5

cream cheese just below center of wonton skin. Fold corner farthest from you down over filling to form a triangle; press edges to seal well. Bring 2 outer points of triangle together; press to seal well, using small amount of water if necessary. Repeat with remaining wonton skins and cream cheese. Cover cream cheese puffs with plastic wrap; set aside.

3. Fry cream cheese puffs, a few at a time, in hot oil (375°F) for 1 to 3 minutes or until golden brown, turning once. Drain on paper towels. Serve warm with a variety of dipping sauces.

**NUTRITION INFORMATION PER SERVING:** Serving Size: 1 Appetizer • Calories: 60 • Calories from Fat: 49 • % DAILY VALUE: Total Fat 2.1 g (4%); Saturated Fat 1.2 g (24%); Cholesterol 10 mg (20%); Sodium 50 mg (10%); Total Carbohydrate 2 g (2%); Dietary Fiber 0 g (0%); Sugar 0 g (0%); Protein 1 g (2%); Vitamin A 2% • DIETARY EXCHANGES: 1 Fat (0); Carbohydrate, 1 Fat

### Stuffed Party Mushrooms

PREP TIME: 20 MINUTES (READY IN 45 MINUTES)  
• YIELD: 10 SERVINGS

- 1 lb. medium-sized fresh whole mushrooms
- ½ cup grated Parmesan cheese
- ½ cup unseasoned dry bread crumbs
- ½ cup finely chopped onion
- ½ teaspoon dried oregano leaves
- ½ teaspoon salt
- ½ teaspoon pepper
- 1 garlic clove, minced

- Heat oven to 350°F. Brush or wipe mushrooms with damp cloth. Remove stems from mushrooms; set caps aside. Finely chop mushroom stems.
- In medium bowl, combine chopped stems and all remaining ingredients; mix well. Press mixture firmly into mushroom caps, mounding on top. Place in ungreased 13 × 9-inch pan.\*
- Bake at 350°F for 18 to 23 minutes or until thoroughly heated. Serve warm.

**TIP:** At this point, stuffed mushrooms can be covered and refrigerated for up to 4 hours. Bake as directed above.

**NUTRITION INFORMATION PER SERVING:** Serving Size: ½ of Recipe • Calories: 50 • Calories from Fat: 10 • % DAILY VALUE: Total Fat 2 g (4%); Saturated Fat 1 g (20%); Cholesterol 5 mg (10%); Sodium 50 mg (10%); Total Carbohydrate 1 g (1%); Dietary Fiber 0 g (0%); Sugar 0 g (0%); Protein 2 g (4%); Vitamin A 2% • DIETARY EXCHANGES: 1 Vegetable

**Mini Swiss Quiches**

PREP TIME: 25 MINUTES (READY IN 1 HOUR 10 MINUTES) • YIELD: 24 APPETIZERS

- 1 (15-oz.) pkg. refrigerated pie crusts
- 6 oz. (1½ cups) shredded Swiss cheese
- 2 tablespoons sliced green onions
- 1 tablespoon chopped pimientos
- 2 eggs
- ½ cup milk
- ¼ teaspoon salt
- Dash nutmeg

- Allow both pie crust pouches to stand at room temperature for 15 to 20 minutes. Heat oven to 375°F. Spray 24 miniature muffin cups with nonstick cooking spray.
- Unfold 1 pie crust; press out fold lines. Place crust on work surface. With floured 2½-inch round cookie cutter, cut 12 rounds. Repeat with remaining pie crust.
- Press 1 round of dough in bottom and up sides of each sprayed muffin cup. Place 1 tablespoon cheese in each cup. Top each with a few onion slices and pimiento pieces.
- In 2-cup measuring cup, combine eggs, milk, salt and nutmeg; beat well with fork. Pour mixture into crusts, filling to within ¼ inch of top.
- Bake at 375°F for 25 to 30 minutes or until golden brown. Cool slightly; lift quiches from cups with tip of knife. Serve warm.

**NUTRITION INFORMATION PER SERVING:** Serving Size: 1 Appetizer • Calories: 80 • Calories from Fat: 49 • % DAILY VALUE: Total Fat 4.6 g (9%); Saturated Fat 3.1 g (62%); Cholesterol 21 mg (42%); Sodium 60 mg (12%); Total Carbohydrate 2 g (2%); Dietary Fiber 0 g (0%); Sugar 0 g (0%); Protein 1 g (2%); Vitamin A 2% • DIETARY EXCHANGES: ½ Starch, 1 Fat (0); Carbohydrate, 1 Fat

**Mini Swiss Quiches**



## Other Page Layout

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### YOUR DAILY NUTRITIONAL REQUIREMENTS

This chart outlines average daily nutritional needs for healthy adults age 25 to 50. Since your age, size, activity level and health all affect dietary considerations, your requirements may be different.

|                           | MEN            | WOMEN          |
|---------------------------|----------------|----------------|
| <b>CALORIES</b>           | 2400           | 1850           |
| <b>TOTAL FAT</b>          | 80 g or less   | 62 g or less   |
| <b>SATURATED FAT</b>      | 27 g or less   | 20 g or less   |
| <b>CHOLESTEROL</b>        | 300 mg or less | 300 mg or less |
| <b>SODIUM</b>             | 2400 mg        | 2400 mg        |
| <b>TOTAL CARBOHYDRATE</b> | 360 g          | 275 g          |
| <b>DIETARY FIBER</b>      | 20 to 30 g     | 20 to 30 g     |
| <b>PROTEIN</b>            | 63 g           | 50 g           |
| <b>CALCIUM</b>            | 1000 mg        | 1000 mg        |
| <b>IRON</b>               | 10 mg          | 15 mg          |

Source: National Academy of Sciences, National Research Council, Recommended Dietary Allowances (10th edition, 1980)

active women, teenage girls and sedentary men. Older adults, sedentary women and young children need less; many men, teenage boys and active women may need more.)

In addition, you'll find dietary exchanges, the nutritional planning system commonly used by people with diabetes. This information is based on 1995 Exchange Lists for Meal Planning by the American Diabetes Association and the American Dietetic Association; they are not the same as Weight Watchers exchanges. For many recipes, two lists of exchanges are provided: The first option is based on the traditional method of figuring dietary exchanges; the second option reflects the newer system of carbohydrate counting. If you use the exchanges, consult your doctor or registered dietitian if you have questions, or call the American Dietetic Association at 1-800-366-1605.

### HOW WE DETERMINE NUTRITION INFORMATION

When the recipe gives options, we base the analysis on the first ingredient mentioned. For example, if "egg product or egg" is listed, egg product would be calculated.

When there's a range for amounts of ingredients, we use the larger amount.

When garnishes or "if desired" ingredients are included in the ingredient list, we include them in the analysis.

When a recipe uses a marinade, the nutritional analysis includes the estimated amount of marinade absorbed during preparation.

### OUR EXPERTS BEHIND THE SCENES

Our team of professionals, including registered dietitians and home economists, experienced recipe developers and test cooks, is dedicated to delivering comprehensive nutrition information. We continually update our nutrition database to include new information from the USDA and food manufacturers' labels.

### READING A NUTRITION LABEL

Commercially packaged foods carry a Nutrition Facts label. The label must identify the serving size, number of calories per serving and the percentage of calories from fat. Also listed are quantities (in grams or milligrams) of total fat, cholesterol, sodium, potassium, carbohydrate and protein, which is translated into the "Percent Daily Value."

## MENU IDEAS

There are hundreds of recipes in this book you can put together to create menus for all of your meal occasions. We've put together a sample of menus for breakfasts, lunches, dinners and entertaining you can use when you need to plan a menu quickly or to spark your imagination and creativity as you plan meals for your family and for special get-togethers. Page numbers are listed for the recipes included in this book.

**Southwestern Brunch for 12**  
Garden Fresh Salsa, page 13  
Tortilla chips  
Black Bean and Corn Enchilada Egg Bake, page 252  
Sliced chorizo or other pork sausage  
Margarita Fruit Salad, page 262  
or  
Sliced fresh fruit  
Santitas Mimosas, page 27

**Hearty Breakfast for 4**  
Four-Grain Pancakes or Waffles, page 64  
Pancake syrup  
Glazed Apples and Canadian Bacon, page 142  
or  
Scrambled Eggs, page 244  
Sliced cantaloupe  
Orange juice and coffee

**Family Lunch for 4**  
Powerful Peanut Butter Sandwiches, page 238  
or  
Cheese and Veggie Wraps, page 240  
Mom's Chicken Noodle Soup, page 69  
Sliced apples and/or pears  
Chocolate Chip Cookies, page 408  
or  
Homemade Chewy Granola Bars, page 430  
Milk

**Dinner on the Deck for 4**  
Grilled Steak with Charred Sweet Onions, page 104  
Savory Butter Roasted Corn, page 297  
Mixed Potato Salad, page 268  
or  
Deli potato salad  
French Bread Braids, page 48  
or  
Crispy French rolls  
Fresh Blueberry Pie, page 392  
Iced tea with lemon

**Roast Chicken Dinner for 6**  
Lemon-Herb Roasted Chicken, page 162  
or  
Roast Chicken, page 178  
Chicken Gravy, page 182  
Perfect Mashed Potatoes, page 304  
Buttered broccoli or baby carrots  
Streusel-Topped Peach Pie, page 394  
Ice water and coffee

**Chili Supper for 6**  
Classic Gazoamelco, page 13  
Tortilla chips  
Smoky Hot Beef Chili, page 80  
or  
Chunky Chicken Chili, page 79  
Corn Muffins, page 36  
Carrot and celery sticks  
Triple Chocolate Pudding, page 349  
Milk

**Home-Style Pork Chop Dinner for 4**  
Braised Pork Chops with Cream Gravy, page 140  
Baked Potatoes, page 302  
Baking Powder Biscuits, page 32  
Buttered peas  
Chocolate Zucchini Cake, page 360

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### Equipment for Good Cooking

Having the right tools makes cooking more enjoyable and successful. The bakeware and utensils we suggest are the standard sizes called for in most recipes. If you do a lot of cooking, you may want duplicates of frequently used utensils and cookware.

#### BAKEWARE

13 × 9-inch baking pans  
Two 8-inch square baking pans  
15 × 10 1/2-inch baking pan  
Two 9-inch round cake pans  
Two 9-inch pie pans  
Two 12-cup muffin pans  
Two 9 × 5-inch loaf pans  
Two cookie sheets (without sides)  
13 × 9-inch (2-quart) baking dish  
8-inch square (2-quart) baking dish  
Casserole or soufflé dish  
Large shallow roasting pan

#### COOKWARE

Saucepans with covers in various sizes  
10 or 12-inch skillet with cover  
5-quart Dutch oven  
Stockpot  
Pancake griddle  
Omelet pan  
Wok

#### CUTLERY

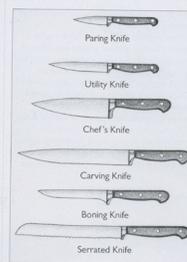
A set of good cutlery is an indispensable kitchen investment.

#### MAINTENANCE, STORAGE AND CARE OF CUTLERY

Wash and dry knives by hand, not in the dishwasher. Store them in a wooden block, wall rack or in a drawer with the blades separated and protected. Maintain the sharpness of the blade by regular use of a sharpening steel.

1. While applying slight pressure and holding the knife blade at a 20- to 30-degree angle, draw the knife across the top of the steel in a curved motion.  
2. Repeat the action with the knife blade under the steel. Alternate these two steps until the knife has been drawn across the steel 5 or 6 times. Wipe the blade clean with a paper towel to remove any tiny metal particles loosened by sharpening.

3. A sharpening steel will not cure blades that are dull. Resharpen dull knives on a whetstone or knife sharpener.



#### PARING KNIFE

Use for peeling and slicing fruits and vegetables, sculpting garnishes or chopping small amounts of herbs.

#### UTILITY KNIFE

Bigger than a paring knife, the utility knife handles similar tasks and is also handy for boning chicken.

#### CHEF'S KNIFE

The large, relatively heavy blade gives good leverage for chopping, slicing, dicing and mincing. It is often used with a rocking motion.

#### CARVING KNIFE

The blade is long, but a bit thinner than a chef's knife. Use it to cut roast beef and whole roasted poultry.

#### BONING KNIFE

The narrow, tapered blade offers the best maneuverability when removing bones.

#### SERRATED KNIFE

Use it for foods such as bread or angel food cake that might be compressed by a regular knife blade. The best technique is a back-and-forth sawing motion with light downward pressure.

## Baking: A Visual Step-by-step Cookbook (Frame By Frame)

**Citation:** Frame>by>frame Baking. China. Parragon Inc, 2009

**Dimensions:** 9.7 x 9.6 x 0.9 inches

**Description:** This book focuses on baking and takes the viewer through all the steps of baking via visual steps with minimal writing.

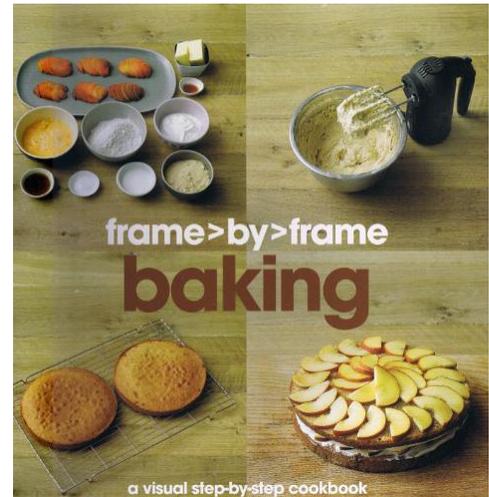
### Critical Analysis

#### Strengths:

Really nice concept and well executed with beautiful pictures. The consistent backgrounds unify the book and allow it to flow cohesively. The photographs show ingredients as well as each step and the finished product. Step numbers are large and readily visible. Overall very pleasing to look through.

#### Weaknesses:

Some recipes do not fit on a double page spread so the user will have to flip the page halfway through the recipe. Sometimes the contrast of the text on images is hard to read. Type is very thin which makes it more subtle and quiet but also makes it difficult to read. No chapter descriptions or introductions.



### Overall Analysis

Year: 2009

Division Organization: baking food category, recipes

Division Content: recipes

Type:  General  Specific

**N Y**

- Tutorials
- Appendices
- Images for Steps
- Numbered Steps
- Nutrition Information
- Serving Size or Number
- Icons

Images for Each Recipe

- All  Most  Some  None

## Content Analysis

### Chapter or Section

**Division Organization:** The chapters are divided into types of baking such as cakes and traybakes, pastries, small cakes and cookies, and breads.

*Organization Summary* - baking food category, recipes

**Content:** recipes

*Content Summary* - recipes

### Recipe Information

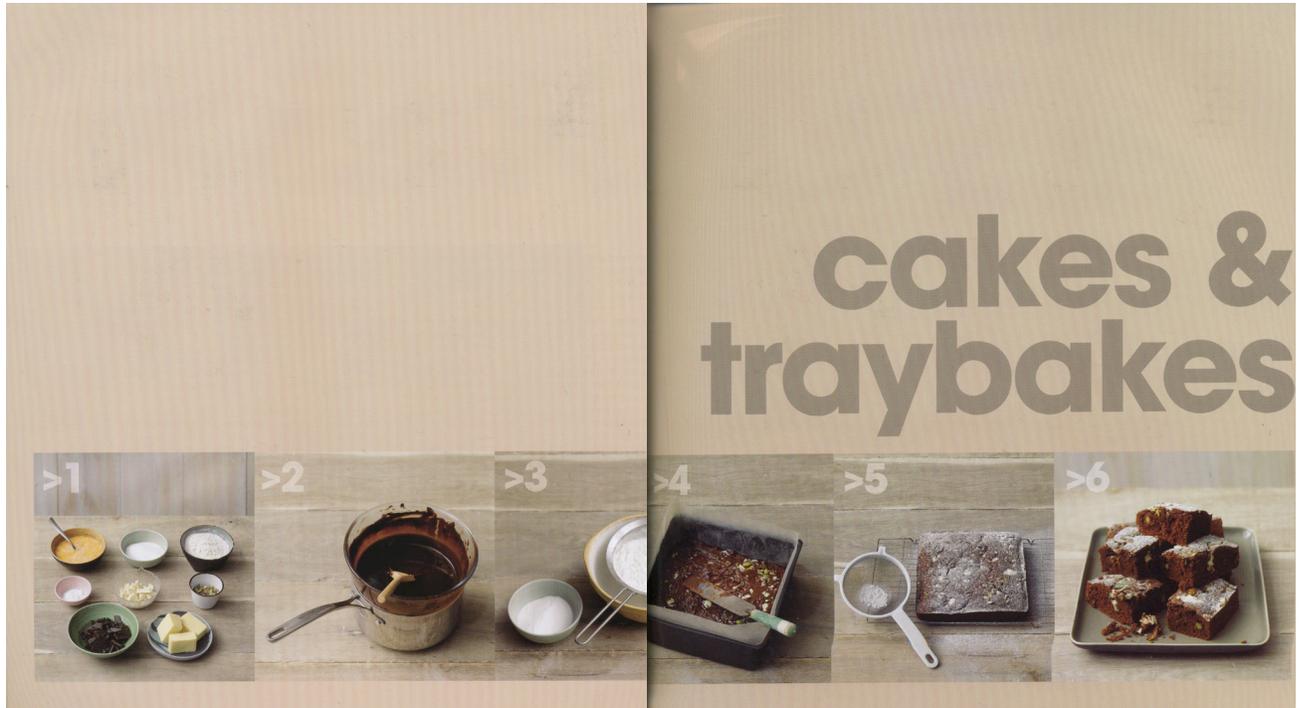
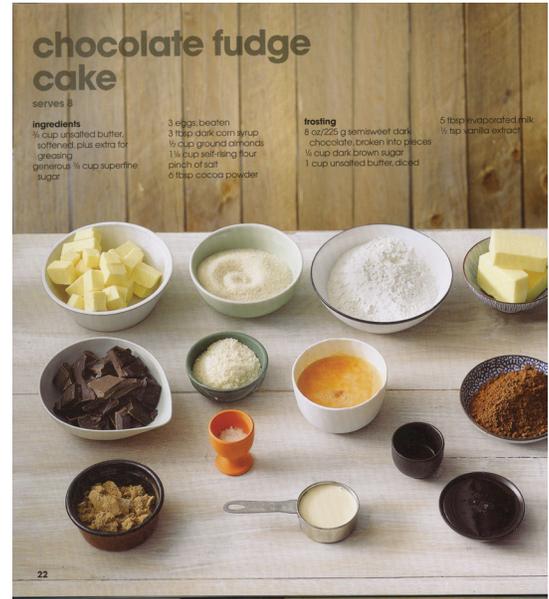
Title, number of servings, ingredients, instructions.

### Tutorials

None

### Appendices or Extras

None



## Design Analysis



### Typography

**Chapter Headings:** large sans serif

**Ingredients:** same typeface, "ingredients" is bold but lists is not (same typeface as recipe)

**Recipe Text:** very thing, sans serif.

### Images

**Frequency:** every step, every page, every recipe.

**Labeling:** n/a

**Instructions:** very simple written instructions and each one has a picture to illustrate

**Photo Styling:** Similar wood backgrounds, same color range, not bold or bright. Looks very natural and beige/tan/brown throughout.

**Color Use:** browns

## Sample Images and Layouts



# chocolate fudge cake

serves 8

## ingredients

¾ cup unsalted butter, softened, plus extra for greasing  
generous ¼ cup superfine sugar

3 eggs, beaten  
3 tbsp dark corn syrup  
½ cup ground almonds  
1 ½ cups self-rising flour  
pinch of salt  
6 tbsp cocoa powder

## frosting

8 oz/225 g semisweet dark chocolate, broken into pieces  
¼ cup dark brown sugar  
1 cup unsalted butter, diced

5 tbsp evaporated milk  
½ tsp vanilla extract



22

Preheat the oven to 350°F/180°C. Grease and line two 8-inch/20-cm round cake pans.



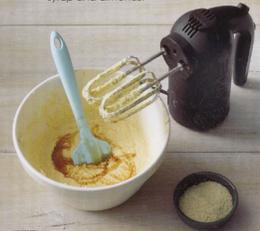
3 Pour into a bowl and let cool. Cover and chill for 1 hour, or until spreadable.



>2 For the frosting, place the ingredients in a heavy-bottomed saucepan. Heat gently, stirring constantly, until melted.



>4 For the cake, place the butter and sugar in a bowl and beat together until light and fluffy. Gradually beat in the eggs. Stir in the corn syrup and almonds.



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>5 Sift the flour, salt, and cocoa powder into a separate bowl, then fold into the mixture. Add a little water, if necessary, to make a dropping consistency.



>6 Spoon the mixture into the prepared pans and bake in the preheated oven for 30–35 minutes, or until springy to the touch and a skewer inserted in the center comes out clean.



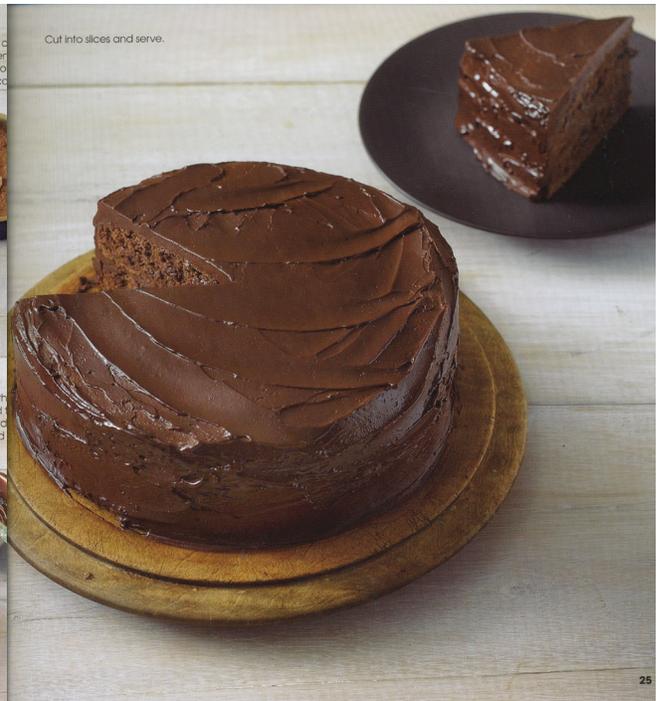
>7 Cool in the pans for 5 minutes, then turn out onto a wire rack to cool completely.



>8 When the cakes are cold, sandwich them together with half the frosting. Spread the remaining frosting over the top and sides of the cake, swirling it to give a frosted appearance.



Cut into slices and serve.



25

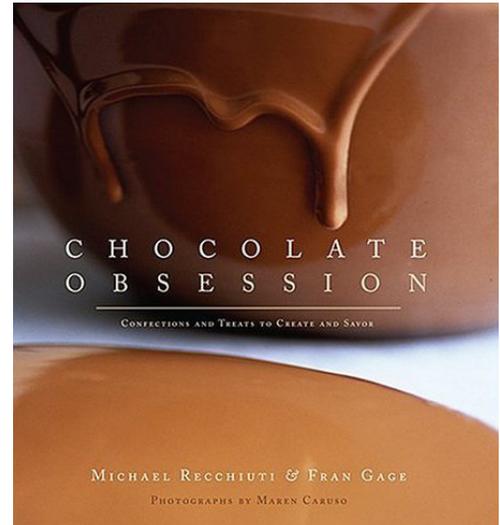
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## Chocolate Obsession: Confections and Treats to Create and Savor

**Citation:** Recchiuti, Michael et.al. Chocolate Obsession. "Stewart, Tabori and Chang", 2005

**Dimensions:** 10.2 x 9.5 x 0.9 inches

**Description:** Overall this is a very extensive look into the world of chocolate and gives many recipes which appear to be for the more advanced chef, not the beginner.



---

### Critical Analysis

#### Strengths:

Very elegant design, beautiful creamy colors, nice images. Short chapter in beginning that discusses types of chocolate and gives a basic introduction. Elegant typography, overall design looks refined and sophisticated.

#### Weaknesses:

Steps are separated but not numbered, almost no images with the recipes. Too many recipes include steps from other areas of the book (follow this step (see p. 87 for recipe), etc.). No images for the steps in a recipe. Very little introduction and almost no in-progress photos. Table of contents is hard to read, chapter divisions are unclear. Some recipes also continue onto the next page so the user will have to turn the page while in the middle of a recipe.

---

### Overall Analysis

Year: 2005

Division Organization: type of recipe (category), recipes

Division Content: description, recipes

Type:  General  Specific

**N Y**

- Tutorials
- Appendices
- Images for Steps
- Numbered Steps
- Nutrition Information
- Serving Size or Number
- Icons

Images for Each Recipe

- All  Most  Some  None

## Content Analysis

### Chapter or Section

**Division Organization:** The chapters are divided into types of chocolate (Chocolates and Truffles and Molded Chocolate, Snacks, Chocolate Drinks, Chocolate Barks, Sauces, and Ice Creams)

*Organization Summary* - type of recipe (category), recipes

**Content:** First chapter explains chocolate basics. Other chapters have a title page, large picture and a brief description of the chapter.

*Content Summary* - description, recipes

### Recipe Information

Title, number of servings, ingredients, description, instructions

### Tutorials

none

### Appendices or Extras

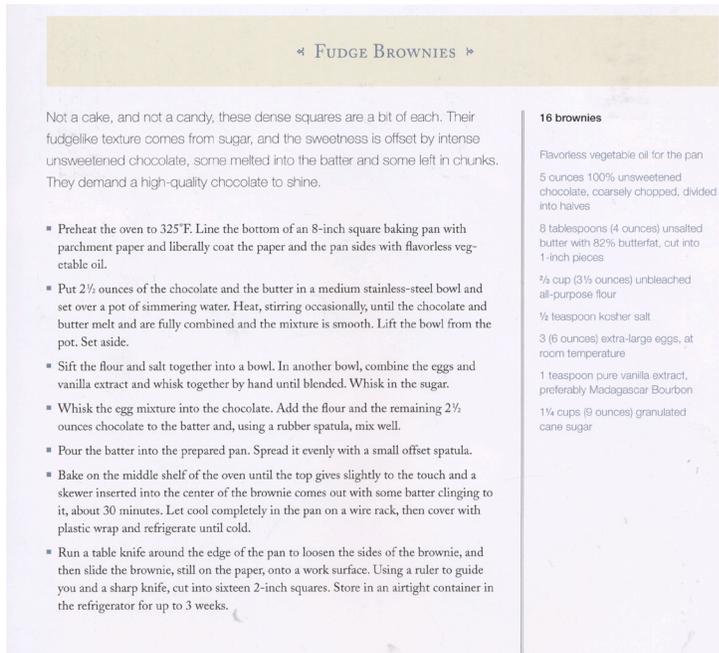
Glossary, Resources, Conversion Chart.

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| GLOSSARY                    |  |
|-----------------------------|--|
| <b>Barley-malt syrup</b>    | Made by drying sprouted barley, mixing it with water, and then cooking it until it forms a syrup, barley-malt syrup has a distinct flavor that anyone who ate malted milk balls as a child will recognize. Because malt syrup is used in brewing, hops are sometimes added, which contribute bitterness, a flavor welcome in some beers but not in chocolate creations. Look for unhopped barley-malt syrup in health-food stores. |
| <b>Butter</b>               | Use unsalted butter with 82% butterfat, such as Plugra, Kellner's, some Land O'Lakes products, and all unsalted European butters. In any recipe calling for butter in this book.   |
| <b>Chocolate bloom</b>      | A problem with the cocoa-butter crystals that results in a dull gray, white, or matte appearance on the surface or interior of chocolate. It is caused by poorly established tempering, cold cooling temperatures, or storage temperatures that are too warm or fluctuating.   |
| <b>Chocolate liquor</b>     | Cocoa nibs that have been ground into a paste. The processing combines the two components, cocoa solids and cocoa butter, of the roasted nibs.   |
| <b>Chocolate percentage</b> | A number found on the labels of better chocolates that indicates the total percentage of cocoa solids and cocoa butter that the chocolate contains.  |
| <b>Cocoa beans</b>          | Also called cacao beans, these are the seeds inside the pods of the cacao tree that are processed to make chocolate.   |
| <b>Cocoa butter</b>         | Also called cacao butter, a complex fat in the cocoa bean that makes up about half its weight. It possesses four types of crystals with different melting points.  |

| SNACKS   |  |
|--|--|
| When Michael started making marshmallows and s'more kits in addition to his ganache-filled signature chocolates, he dubbed them snacks because they were a less formal addition to his repertoire. As the business grew, he thought of other fanciful treats that also fit into the snack category: Key lime pears, sesame lules, peanut butter pucks, brownies, whoopie pies, and chocolate-covered caramelized nuts. |  |
| This chapter is a selection of these delightful creations as well as recipes for cookies, cupcakes, and ice-cream sandwiches. Many can be prepared quickly without a mixer. We have also included Double-Dark Chocolate Souffles (page 128) and Burnt Caramel Pots de Creme (page 126), which are a bit more elegant than snacks and will fill the bill when you need a grand finale for a dinner party.               |  |

## Design Analysis



### Typography

**Chapter Headings:** large serif typeface

**Ingredients:** light sans serif

**Recipe Text:** medium serif

### Images

**Frequency:** rare, only occurs every 5 or so pages

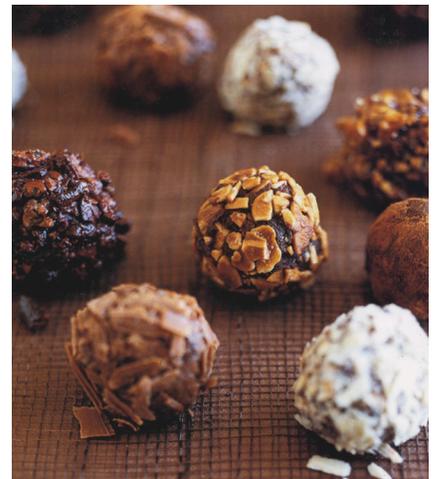
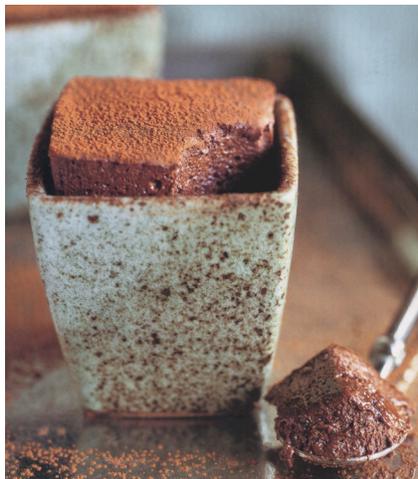
**Labeling:** none

**Instructions:** none

**Photo Styling:** very select focus, color helps images and book flow together

**Color Use:** mostly browns and oranges

## Sample Images



## Layout



### Making Truffles

Rolling ganache into truffles is a simpler way to enjoy this smooth confection because no tempered chocolate is involved. Ganache recipes in this book that can be used for making truffles include directions for that option.

- Cut the large ganache square into 1-inch squares as described in Dipping Chocolate, above. Line a sheet pan with parchment paper. Put about ½ cup unsweetened natural cocoa powder in a bowl and dust your palms with cocoa powder. One at a time, pick up a square, roll it into a ball between your palms, and then drop it into the bowl of cocoa powder. After you have made about 6 truffles, shake the bowl to cover the rounds completely. Using a fork, transfer them to the lined pan. Continue rolling until you have used all the ganache.
- Because the truffles are not covered with tempered chocolate, you need to refrigerate them. Transfer them to a bowl or plastic bag that contains enough cocoa powder to prevent them from sticking together. They will keep for up to 2 weeks. Remove them from the refrigerator and put them on a plate about 30 minutes before serving so they are at room temperature.
- For a different look and taste, roll the rounds in finely chopped chocolate, finely chopped nuts, chopped seeds, or cocoa nibs instead of cocoa powder.
- If you have trimmings left from two or three ganache recipes, you can melt them and use them for making truffles. Although the new ganache will be a mélange of flavors, the resulting truffles will be luscious nonetheless. Here's how to turn the trimmings into truffles:
- Line the bottom and sides of an 8-inch square baking pan with plastic wrap. Put the trimmings in a stainless-steel bowl, and set the bowl over a pot of simmering water until the ganache melts completely. It may look separated. Don't heat it higher than 115°F if it is only dark chocolate or 112°F if it contains milk chocolate or white chocolate. Pour the ganache into a clear vessel, such as a 1-quart liquid measuring pitcher. Blend with an immersion blender, using a stirring motion and making sure you reach the bottom of the vessel. The ganache will thicken, become slightly less shiny, and develop a puddinglike consistency. Pour it into the prepared pan and spread it as evenly as possible with a small offset spatula. Allow the ganache to cool at room temperature until it has set and then refrigerate it until it is firm, at least 2 hours or up to overnight. To finish, cut into 1-inch squares, roll into balls, and drop into cocoa powder as described above.

DIPPED CHOCOLATES, TRUFFLES & MOLDED CHOCOLATES

### WEIGHT EQUIVALENTS

The metric weights given in this chart are not exact equivalents, but have been rounded up or down slightly to make measuring easier.

| Avoirdupois  | Metric |
|--------------|--------|
| ½ oz         | 7 g    |
| ⅓ oz         | 15 g   |
| 1 oz         | 28 g   |
| 2 oz         | 60 g   |
| 3 oz         | 90 g   |
| 4 oz         | 115 g  |
| 5 oz         | 150 g  |
| 6 oz         | 175 g  |
| 7 oz         | 200 g  |
| 8 oz (½ lb)  | 225 g  |
| 9 oz         | 250 g  |
| 10 oz        | 300 g  |
| 11 oz        | 325 g  |
| 12 oz        | 350 g  |
| 13 oz        | 375 g  |
| 14 oz        | 400 g  |
| 15 oz        | 425 g  |
| 16 oz (1 lb) | 454 g  |
| 1½ lb        | 750 g  |
| 2 lb         | 900 g  |
| 2½ lb        | 1 kg   |
| 3 lb         | 1.4 kg |
| 4 lb         | 1.8 kg |

CONVERSION CHART

### CONVERSION CHART

#### VOLUME EQUIVALENTS

These are not exact equivalents for American cups and spoons, but have been rounded up or down slightly to make measuring easier.

| American        | Metric  | Imperial          |
|-----------------|---------|-------------------|
| ¼ t             | 1.2 ml  |                   |
| ½ t             | 2.5 ml  |                   |
| 1 t             | 5.0 ml  |                   |
| ½ T (1.5 t)     | 7.5 ml  |                   |
| 1 T (3 t)       | 15 ml   |                   |
| ¼ cup (4 T)     | 60 ml   | 2 fl oz           |
| ⅓ cup (5 T)     | 75 ml   | 2½ fl oz          |
| ½ cup (8 T)     | 125 ml  | 4 fl oz           |
| ⅔ cup (10 T)    | 150 ml  | 5 fl oz           |
| ¾ cup (12 T)    | 175 ml  | 6 fl oz           |
| 1 cup (16 T)    | 250 ml  | 8 fl oz           |
| 1½ cups         | 300 ml  | 10 fl oz (⅔ pt)   |
| 1½ cups         | 350 ml  | 12 fl oz          |
| 2 cups (1 pint) | 500 ml  | 16 fl oz          |
| 2½ cups         | 625 ml  | 20 fl oz (1 pint) |
| 1 quart         | 1 liter | 32 fl oz          |

#### OVEN TEMPERATURE EQUIVALENTS

| Oven Mark      | F       | C       | Gas |
|----------------|---------|---------|-----|
| Very cool      | 250–275 | 130–140 | ½–1 |
| Cool           | 300     | 150     | 2   |
| Warm           | 325     | 170     | 3   |
| Moderate       | 350     | 180     | 4   |
| Moderately hot | 375     | 190     | 5   |
|                | 400     | 200     | 6   |
| Hot            | 425     | 220     | 7   |
|                | 450     | 230     | 8   |
| Very hot       | 475     | 250     | 9   |

192 CHOCOLATE OBSESSION

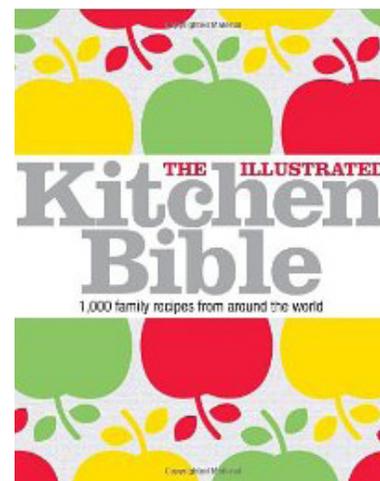
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## The Illustrated Kitchen Bible

**Citation:** Hafner, Brigitte and Victoria Blashford-Snell. The Illustrated Kitchen Bible. New York: DK Pub, 2008.

**Dimensions:** 11.1 x 9.2 x 1.4 inches

**Description:** Beautiful cover, bold graphics, very diverse book with many recipes. Each recipe has a photo and there are great tutorials in the back of the book.



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### Critical Analysis

#### Strengths:

This book is extremely large and contains a plethora of recipes. Each recipe has its own picture and very clear, numbered steps. Smart icons also allow quick reference, ingredients are slightly bold (not the amount but the actual item) and steps that can be prepared ahead of time and are clearly noted.

#### Weaknesses:

Indicated how many the recipe serves but not how much (does this serve 4 children or 4 hungry teenage boys?). The visual table of contents at the beginning of each is very helpful but can be overwhelming. This also could be problematic if a certain recipe falls into more than one category because then you must decide which category to place it under or if you would place them in both categories. Chapter sections look heavy-handed and the top bar seems under-designed. The same information about Roasting and Equivalents are on both the front and back, this might be too repetitive.

---

### Overall Analysis

Year: 2008

Division Organization: food category, recipes

Division Content: photo, visual table of contents, recipes

Type:  General  Specific

**N Y**

- Tutorials
- Appendices
- Images for Steps
- Numbered Steps
- Nutrition Information
- Serving Size or Number
- Icons

Images for Each Recipe

- All  Most  Some  None

## Content Analysis

### Chapter or Section

**Division Organization:** The chapters are divided into categories of food such as (Starters and Light Bites, Main and Side Dishes, Cakes and Desserts, and Techniques)

*Organization Summary* - food category, recipes

**Content:** Each chapter begins with a large image and title page. Next is a series of visual displays that act as table of contents for the chapter.

*Content Summary* - photo, visual table of contents, recipes

### Recipe Information

Title, description, number of servings, prep time, cooking dish/pan, cooking tips, ingredients, prepare ahead instructions, recipe instructions, food pairing instructions.

### Tutorials

There are a large number of tutorials in the back of this book (too many to list).

### Appendices or Extras

Meat Roasting, Equivalents

## Contents

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### STARTERS AND LIGHT BITES 14

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### Useful Information

#### Oven Temperature Equivalents

| FAHRENHEIT | CELSIUS | GAS | DESCRIPTION    |
|------------|---------|-----|----------------|
| 225°F      | 110°C   | ¼   | Cool           |
| 250°F      | 120°C   | ½   | Cool           |
| 275°F      | 140°C   | 1   | Very Low       |
| 300°F      | 150°C   | 2   | Very Low       |
| 325°F      | 170°C   | 3   | Low            |
| 350°F      | 180°C   | 4   | Moderate       |
| 375°F      | 190°C   | 5   | Moderately Hot |
| 400°F      | 200°C   | 6   | Hot            |
| 425°F      | 220°C   | 7   | Hot            |
| 450°F      | 230°C   | 8   | Very Hot       |

#### Volume Equivalents

| IMPERIAL           | METRIC | IMPERIAL             | METRIC |
|--------------------|--------|----------------------|--------|
| 16 oz              | 25ml   | 76 oz (1 pint)       | 2000ml |
| 26 oz              | 50ml   | 86 oz                | 2500ml |
| 36 oz              | 75ml   | 96 oz                | 3200ml |
| 46 oz              | 100ml  | 106 oz (1 1/2 pints) | 3000ml |
| 56 oz              | 125ml  | 126 oz               | 3500ml |
| 66 oz (1 1/4 pint) | 150ml  | 146 oz               | 4000ml |
| 86 oz              | 175ml  | 186 oz               | 5000ml |

#### Refrigerator and Freezer Storage Guide

| FOOD                                       | REFRIGERATOR | FREEZER                               |
|--|--------------|---------------------------------------|
| Raw poultry, fish, and meat (small pieces) | 2-3 days     | 3-6 months                            |
| Raw ground beef and poultry                | 1-2 days     | 3 months                              |
| Cooked whole roasts or whole poultry       | 2-3 days     | 9 months                              |
| Cooked poultry pieces                      | 1-2 days     | 1 month (if cooked in stock or gravy) |
| Meat                                       | 3 months     | 3 months                              |
| Ice cream                                  | -            | 1-2 months                            |
| Soups and stews                            | 2-3 days     | 1-3 months                            |
| Canned fruits                              | 2-3 days     | 2-4 weeks                             |
| Cookies                                    | -            | 6-8 months                            |

### Useful Information

#### A Guide to Symbols

The recipe in this book are accompanied by symbols that alert you to important information.

- Tells you how many people the recipe feeds, or how much is produced.
- Indicates how much time you will need to prepare and cook a dish. \*Next to this symbol, any additional time is needed for such things as marinating, handling, rising, or cooling. You will have to refer to the recipe to find out exactly how much extra time is needed.
- Points out nutritional benefits, such as low fat or low cholesterol.
- This is especially important, but don't allow this symbol to be a time before you can begin to cook the recipe. For example, you may need to soak or brine a roast.
- This denotes that special equipment is required, such as a slow cooker or a blender. Where possible, alternatives are given.
- This symbol accompanies heating information.

#### Roasting Meat

An ounce or more of meat has been rounded to a pound (454 grams). When roasting, allow an extra 15% (1/2 lb) of weight to your portion weight for the 15%. \*To get to know the weight differences you may use, see the chart below. (Based on the weight and thickness of your roast, there is a greater range of roasting and cooking times for roasts up to 15-20 lbs.)

| MEAT | WEIGHT | OVEN TEMPERATURE | COOKING TIME             | INTERNAL TEMPERATURE |
|------|--------|------------------|--------------------------|----------------------|
| Beef | Roast  | 325°F (160°C)    | 20 minutes per lb (1 kg) | 145°F (60°C)         |
|      | Roast  | 325°F (160°C)    | 20 minutes per lb (1 kg) | 160°F (70°C)         |
|      | Roast  | 325°F (160°C)    | 20 minutes per lb (1 kg) | 175°F (80°C)         |
| Veal | Roast  | 325°F (160°C)    | 20 minutes per lb (1 kg) | 170°F (80°C)         |
|      | Roast  | 325°F (160°C)    | 20 minutes per lb (1 kg) | 175°F (80°C)         |
|      | Roast  | 325°F (160°C)    | 20 minutes per lb (1 kg) | 175°F (80°C)         |
| Lamb | Roast  | 325°F (160°C)    | 20 minutes per lb (1 kg) | 145°F (60°C)         |
|      | Roast  | 325°F (160°C)    | 20 minutes per lb (1 kg) | 160°F (70°C)         |
|      | Roast  | 325°F (160°C)    | 20 minutes per lb (1 kg) | 175°F (80°C)         |

#### Roasting Poultry

Use the chart as a guide. The weight of the meat is in pounds and ounces. To be sure to roast the meat before cooking your birds, and always use the chart as a guide.

| MEAT    | WEIGHT                 | OVEN TEMPERATURE | COOKING TIME |
|---------|------------------------|------------------|--------------|
| Poultry | 4-6 lbs (1.8-2.7 kg)   | 325°F (160°C)    | 1 1/2 hours  |
|         | 6-8 lbs (2.7-3.6 kg)   | 325°F (160°C)    | 2 1/2 hours  |
| Chicken | 3-4 lbs (1.4-1.8 kg)   | 325°F (160°C)    | 1 1/2 hours  |
|         | 4-5 lbs (1.8-2.3 kg)   | 325°F (160°C)    | 2 1/2 hours  |
| Duck    | 3-4 lbs (1.4-1.8 kg)   | 325°F (160°C)    | 2 1/2 hours  |
|         | 4-5 lbs (1.8-2.3 kg)   | 325°F (160°C)    | 3 1/2 hours  |
| Goose   | 10-12 lbs (4.5-5.4 kg) | 325°F (160°C)    | 3 1/2 hours  |
|         | 12-14 lbs (5.4-6.3 kg) | 325°F (160°C)    | 4 1/2 hours  |

#### Refrigerator and Freezer Storage Guide

| FOOD                                       | REFRIGERATOR | FREEZER                               |
|--|--------------|---------------------------------------|
| Raw poultry, fish, and meat (small pieces) | 2-3 days     | 3-6 months                            |
| Raw ground beef and poultry                | 1-2 days     | 3 months                              |
| Cooked whole roasts or whole poultry       | 2-3 days     | 9 months                              |
| Cooked poultry pieces                      | 1-2 days     | 1 month (if cooked in stock or gravy) |
| Meat                                       | 3 months     | 3 months                              |
| Ice cream                                  | -            | 1-2 months                            |
| Soups and stews                            | 2-3 days     | 1-3 months                            |
| Canned fruits                              | 2-3 days     | 2-4 weeks                             |
| Cookies                                    | -            | 6-8 months                            |

### STARTERS AND LIGHT BITES

## Design Analysis

### Smoked Fish Spread

Once you have the smoked fish, which is available at the local delicatessen, this appetizer can be prepared in minutes

- makes 4-6 servings
- prep about 10 mins, plus chilling
- food processor
- freeze for up to 1 month without garnishes

9oz (250g) smoked trout or hot-smoked salmon, filleted and skinned

6oz (170g) whipped cream cheese

1 tbsp fresh lemon juice

1 tsp prepared horseradish, or more to taste

freshly ground pepper

pinch of paprika, for garnishing

● **Prepare ahead** The spread can be refrigerated for up to one day. Add the garnishes when ready to serve.

**1** Cut the smoked fish into 1 in (2.5cm) pieces. Place in a food processor and add the cheese, lemon juice, and horseradish. Pulse until smooth. Season with pepper and more horseradish if you wish. Cover and refrigerate until chilled, at least 1 hour and up to 24 hours.

**2** Transfer to a serving bowl and sprinkle with paprika.

● **Good with** melba toast, toasted slices of whole-grain bread, or chunks of baguette.

**VARIATION**

**Smoked Eel Spread**  
Try making the spread with smoked eel, a traditional Dutch delicacy.

## Typography

**Chapter Headings:** bold sans serif

**Ingredients:** light and medium sans serif

**Recipe Text:** light sans serif

## Images

**Frequency:** one for each recipe

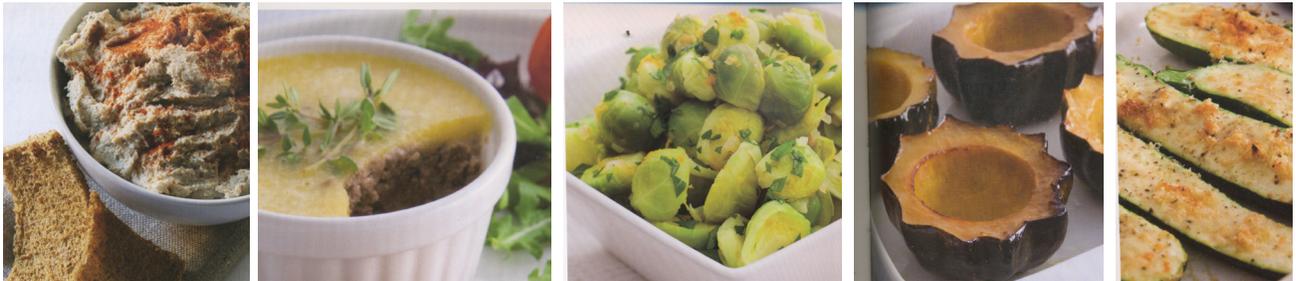
**Labeling:** none

**Instructions:** none in recipes but many in Techniques section in back

**Photo Styling:** similar density and atmosphere

**Color Use:** varied

## Sample Images



## Layout

### Techniques Eggs

Many recipes call for either yolks or whites. Small cracked eggs before using to be sure that they are fresh

#### Separate

- In a nonreactive bowl,** break the shell or an egg by tapping it against the rim of the bowl. Insert your fingers into the break, and gently pry the two halves apart. Some of the white will escape into the bowl.
- Gently shift the yolk** back and forth between the shell halves, allowing the white to fall into the bowl. Take care to keep the yolk intact. Place the yolk into another bowl, and set aside. Remove any shells that may have fallen into the bowl.

#### Beat Egg Whites

For the best results, use room temperature egg whites, a copper bowl, and a balloon whisk

- Place the egg whites** in a perfectly clean bowl and begin beating slowly, using a small range of motion to break up their viscosity.
- Continue beating steadily** using larger strokes, until the whites have lost their transparency, and begin to foam.
- Incorporating as much air** as possible, increase your speed and range of motion, until the whites have "mounted" to the desired volume, and are stiff, but not dry.
- Test by lifting the whisk** The peaks should be firm but glossy, and the top should droop gently.

#### Poach

Use fresh eggs, as they have thicker whites, and are less likely to disperse when cooking

##### POACHING WATER

In the boiling water, add 1 tsp of white vinegar for every quart (1 liter) of water. This will help the egg white to coagulate, rather than form membranes in the water. Do not salt salt, as it will discourage coagulation.

- Crack an egg** onto a small plate, being careful not to break the yolk, then slide it into a pan of gently boiling water with vinegar (see "Poaching Water.")
- Using a slotted spoon,** gently lift the white over the yolk just until set. Repeat with remaining eggs. Adjust the heat to a gentle boil, and poach for 3–5 minutes, or until the whites are completely set.
- Place the eggs** in another pan of gently simmering salted water for 30 seconds to remove the taste of the vinegar. Then, using a slotted spoon, place the eggs on a clean dish towel to drain briefly.

488 Techniques

### Seafood Starters



**Smoked Fish Spread**  
A delicious spread for sandwiches. Flavor of the fish is in creamy spread.  
10 mins | 1 month | page 29



**Salmon Rillette**  
This preserved fish spread should have a fairly rough texture.  
15 mins | 1 month | page 30



**Taramasalata**  
Made with cooked cod, this is a popular Middle Eastern dip.  
15 mins | page 31



**Grilled Scallops with Prosciutto and Lime**  
Perfect for entertaining when served on the side.  
15 mins | page 35



**Marinated Salmon**  
A simple, delicious way to enjoy the flavors that develop in a worth the wait.  
10 mins | page 39



**Smoked Salmon Potato Cakes**  
This popular starter is easy to make at home.  
10 mins | page 40



**Shrimp cocktail, Mexican-style**  
You can't host to this perennial favorite.  
10 mins | page 41



**Shrimp with Parmesan Cream**  
Shrimp dressed in a creamy, rich sauce.  
15 mins | page 41



**Marinated Anchovies**  
An appetizer or finger food, a Spanish specialty, wonderful served with crusty pieces of bread or as a dip with a baguette.  
10 mins | page 42



**Herbed Fish Goujons**  
Fish sticks for the grown-up.  
15 mins | page 46



**Fried Whitebait**  
Deep-frying little fish to cook these tiny fish, which are eaten whole.  
10 mins | page 43



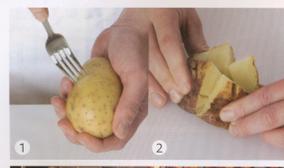
**Shrimp with Mint, Chile, and Ginger**  
Light, zesty, and ideal for a dinner party.  
10 mins | page 45



**Seafood Ceviche**  
Lightly pickled, this dish is crisp and refreshing.  
10 mins | page 46

16 Starters and Light Bites

### Potatoes



**Bake**  
1 **Preheat the oven** to 425°F (220°C). Scrub unpeeled, large floury potatoes, such as King Edward, and pat dry completely. Prick all over with a fork to speed up the cooking time; then rub with olive or vegetable oil.  
2 **Place the potatoes** directly on the oven rack and bake for 1 hour, or until they soft when squeezed or pierced with a knife. Remove the potatoes from the oven, cut a large, deep "X" in the top, and squeeze open. Add the topping of your choice and serve hot.



**Deep-fry**  
1 **For twice-fried golden** French fries, heat enough oil for deep-frying in a deep-fat fryer to 325°F (160°C). Add the potato batons and fry for 5–6 minutes, or until lightly colored. Remove the potatoes from the oil, drain well, and let cool.  
2 **Reheat the oil** to 350°F (180°C). Deep-fry the potatoes again for 1–2 minutes, or until crisp and golden brown all over. Remove from the oil and drain well on folded paper towels. Sprinkle with salt and serve hot.



**Roast**  
1 **Peel and cut the potatoes** into oval-shaped pieces. Place in a pan with lightly salted cold water to cover and boil (p.231) for 10 minutes. Drain the potatoes well and set aside until cool enough to handle. Using a fork, score the potatoes all over.  
2 **Meanwhile, preheat the oven** to 400°F (200°C), and place a roasting pan with a thin layer of vegetable oil inside. Turn the potatoes in the oil to coat. Then roast for 1 hour, or until crisp. Use tongs or a large fork to remove the potatoes from the pan and drain on paper towels. Sprinkle with salt and serve hot.



**Pan-fry**  
1 **Heat a thin layer** of vegetable or olive oil in a frying pan set over medium-high heat until hot. Reduce the heat to medium, add as many potato slices that will fit in a single layer, and fry for 8–10 minutes, or until the bottoms are golden.  
2 **Using a spatula** and a metal knife, turn the potato slices over and fry for 5 minutes, or until both sides are golden and tender when pierced with the tip of a sharp knife. Drain the potatoes on paper towels, season to taste with salt, and serve hot.

232 Main and Side Dishes

### ideas for leftovers



**PAN-FRIED POTATOES**  
Leftover potatoes are perfect reheated and pan-fried in olive oil with garlic and herbs.



**Potato Skins with Cheddar and Bacon**  
A significant reduction in the cooking time of this filling dish by using leftover baked potatoes.  
15 mins | page 38



**Potato Salad with Parma Ham**  
Any variety of cooked new potatoes can be used in this British-style salad.  
15 mins | page 117



**Potato and Parmesan Cakes**  
A significant reduction in the cooking time of this filling dish by using leftover mashed potatoes.  
10 mins | page 245



**Shepherd's Pie**  
The topping is best-flavored mashed potatoes, but any mashed potatoes can be used.  
10 mins | page 344

16 Starters and Light Bites

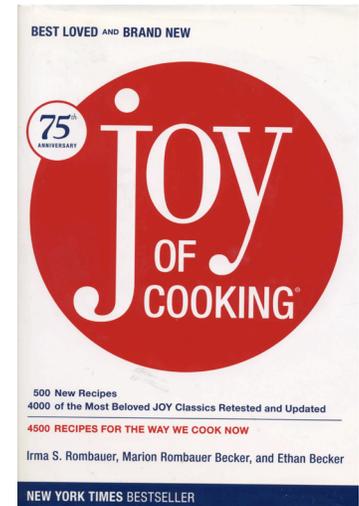
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## Joy of Cooking: 75th Anniversary Edition

**Citation:** E., Rombauer,. Joy of Cooking: 75th Anniversary Edition.  
Simon & Schuster, 2006

**Dimensions:** 9.3 x 6.8 x 2.3 inches

**Description:** This cookbook is one of the worlds most popular and had topped the best sellers list for almost 80 years. It's immense popularity is one of the reasons I chose this book to critique. It covers a wide range of diverse recipes and it a general audience cookbook.



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### Critical Analysis

#### Strengths:

Recipes in this book have very clear wording and there seems to be a very wide range of recipes included. This book would most likely contain almost any recipe that a consumer could be looking for. One of the most interesting features is that it includes the ingredients in the actual steps. I think this is very strong since it simplifies the relation between the ingredients and the steps that they relate to.

#### Weaknesses:

The entire book is in black and white and included only illustrations, no photographs. Besides the lack of color and excitement, I find that the lack of images makes it harder for me to decide what recipes I would find appealing and forces me to read the ingredients to see if I was a dish I would be interested in preparing. The organization is also inconsistent because if I were looking for an egg salad recipe I wouldn't know if I had to search in the salad, egg dishes, or the sandwich chapter.

---

### Overall Analysis

Year: 2006

Division Organization: food or dish type, recipes

Division Content: description, possible sub-categories, recipes

Type:  General  Specific

**N Y**

- Tutorials
- Appendices
- Images for Steps
- Numbered Steps
- Nutrition Information
- Serving Size or Number
- Icons

Images for Each Recipe

- All  Most  Some  None

## Content Analysis

### Chapter or Section

**Division Organization:** The chapters are divided into either dish type (main course, appetizers, etc.) or ingredient type/food group (such as Egg Dishes, Vegetables, Fruits, etc.).

*Organization Summary* - food or dish type, recipes

**Content:** Each chapter begins with a short explanation about the contents. Some chapters have recipes broken down into sub-groups as well. One example is the Dessert Sauces chapter which breaks recipes down into sub-categories such as whipped cream sauces or foamy sauces.

*Content Summary* - description, possible sub-categories, recipes

### Recipe Information

Title, number of servings, ingredients, instructions.

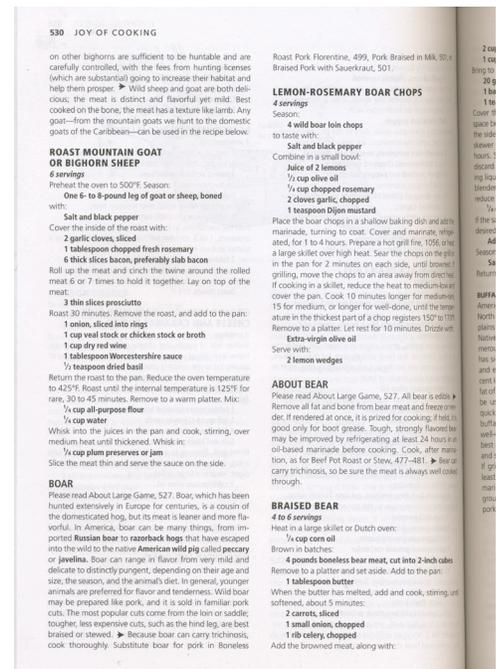
### Tutorials

Few but interspersed in book. Some include illustrations to compliment explanatory text.

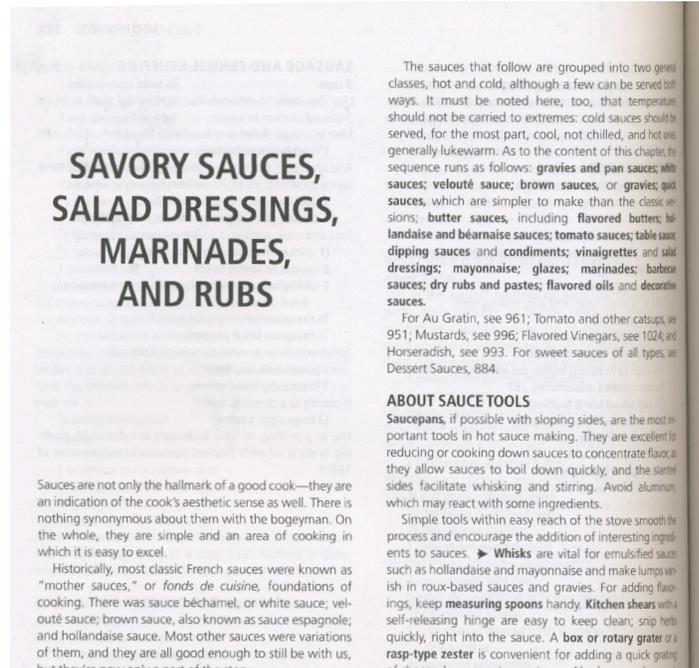
### Appendices or Extras

- Nutrition
- Entertaining Etiquette
- Sample Menus
- Ingredient Substitutions

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## Design Analysis



## Typography

**Chapter Headings:** Bold sans-serif

**Ingredients:** bold sans-serif

**Recipe Text:** light sans-serif

## Images

**Frequency:** extremely sparse and usually only appears with supplementary cooking instructions (such as tips or suggestions)

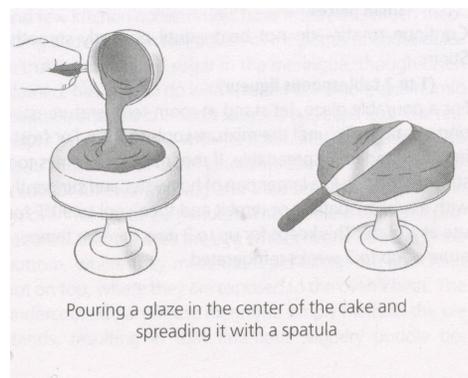
**Labeling:** none

**Instructions:** illustration, no photos

**Photo Styling:** illustration style is consistent

**Color Use:** none

## Sample Images



## Layout

### Ingredient and Other Page Layout

| INGREDIENT                   | WEIGHT/MEASURE                         | EQUIVALENT/SUBSTITUTION   |
|------------------------------|--|---|
|                              |  | $\frac{3}{4}$ cup plus 1 to 2 tablespoons clarified bacon fat or drippings                      |
|                              |  | $\frac{3}{4}$ cup clarified chicken fat   |
|                              |  | $\frac{3}{4}$ cup plus 2 tablespoons lard or vegetable seed, nut, or fruit oil, solid or liquid |
| Butter                       | 8 oz.                                  | 7.3 oz. hydrogenated fats   |
| Butter, whipped              | 1 lb.                                  | 3 cups  |
| Buttermilk                   | 1 cup                                  | 1 cup yogurt  |
| Cabbage                      | 8 oz. minced                           | 3 cups packed   |
|                              | 1 lb. (1 head)                         | $4\frac{1}{2}$ cups shredded  |
| Cape gooseberries            | 1 lb. trimmed                          | 3 cups  |
| Carambola                    | 1 lb.                                  | $1\frac{1}{2}$ cups sliced  |
| Carob powder                 | 3 tablespoons plus 2 tablespoons water | 1 oz. chocolate   |
| Carrots, fresh, without tops | 1 lb.                                  | 3 cups shredded or $2\frac{1}{2}$ cups diced  |
| Cauliflower, fresh           | 1 lb.                                  | 4 cups chopped  |
| Celery                       | 1 lb.                                  | $2\frac{1}{2}$ cups chopped   |
| Cheese, blue                 | 4 oz.                                  | 1 cup crumbled  |
| Cheese, cottage              | 8 oz.                                  | 1 cup   |
| Cheese, cream                | 8 oz.                                  | 1 cup   |
| Cheese, dry                  | 1 lb.                                  | 4 cups  |
| Cheese, freshly shredded     | 4 oz.                                  | 1 cup   |
| Cherimoya                    | 1 large                                | 2 cups peeled and cubed   |

## ROAST MOUNTAIN GOAT OR BIGHORN SHEEP

6 servings

Preheat the oven to 500°F. Season:

**One 6- to 8-pound leg of goat or sheep, boned**

with:

**Salt and black pepper**

Cover the inside of the roast with:

**2 garlic cloves, sliced**

**1 tablespoon chopped fresh rosemary**

**6 thick slices bacon, preferably slab bacon**

Roll up the meat and cinch the twine around the rolled meat 6 or 7 times to hold it together. Lay on top of the meat:

**3 thin slices prosciutto**

Roast 30 minutes. Remove the roast, and add to the pan:

**1 onion, sliced into rings**

**1 cup veal stock or chicken stock or broth**

**1 cup dry red wine**

**1 tablespoon Worcestershire sauce**

**$\frac{1}{2}$  teaspoon dried basil**

Return the roast to the pan. Reduce the oven temperature to 425°F. Roast until the internal temperature is 125°F for rare, 30 to 45 minutes. Remove to a warm platter. Mix:

**$\frac{1}{4}$  cup all-purpose flour**

**$\frac{1}{4}$  cup water**

Whisk into the juices in the pan and cook, stirring, over medium heat until thickened. Whisk in:

**$\frac{1}{4}$  cup plum preserves or jam**

Slice the meat thin and serve the sauce on the side.

## 856 JOY OF COOKING

not to overcook, as a few extra degrees can bring the candy up into the next stage. Use fresh chilled water for each test.

Most experienced candy makers use both a thermometer and the chilled water test. Exact temperature as measured by a thermometer is a useful guide, but a candy that is ready at 250°F one day may need to be 3 degrees higher the next day. Room temperature, humidity, even the moisture content of granulated sugar can all make a difference. To perform the chilled water test, use a clean wooden or silicone (not metal) spoon to drop a small quantity of candy syrup—less than a teaspoonful—into a small container of chilled (not ice) water. Quickly gather the syrup between your fingers. The temperature to which the sugar has been cooked can be identified by the way the syrup reacts; see below. As the water heats and evaporates, the concentration of sugar in the syrup rises, and the higher the concentration of sugar, the harder the mixture will be upon cooling. Thus, chewy candy, like caramel, is cooked to a lower temperature than that of the crunchy type, like toffee. The stages of cooking describe the temperature range for each one, the visual characteristics of each, and a few of the candies that are cooked to that stage. If you're a novice candy maker, you may want to practice by cooking a sugar syrup to each stage, then testing it in cold water so you'll know what to look for when making an actual candy.

Because testing will take several minutes, we recommend removing the pan from the heat, remembering that doing so cools the syrup and can delay the cooking; if you're an old hand, leave the pan on the heat, as a few seconds won't make much difference.

**PEARL**—220° to 222°F  
Runs off a spoon in drops.  
Jelly, 927, Icing, 784

**THREAD**—Begins at 230°F  
Makes a brittle thread that runs off the end of spoon.  
Decorative spun sugar

**BLOW/SOUFFLÉ**—220° to 234°F  
Makes a loose thread.  
Rock Candy, 875

**SOFT BALL**—Begins at 234°F  
A small quantity of syrup dropped into chilled water forms a limp, sticky ball that flattens when removed from the water and rolled between the fingers.  
Fudge, 862, Caramel Corn, 866, Fondant, 866, Opera Creams, 868, Cream Pull Candy, 871, Peppermint Wafers, 867

**FIRM BALL**—244° to 248°F

The ball will hold its shape and will not flatten unless pressed with fingers.  
Caramels, 864, Halvah, 878, Marshmallows, 869, Marzipan, 877

**HARD BALL**—250° to 266°F

The ball is more rigid but is still pliable.  
Divinity, 869, Pulled Mints, 871, Taffy, 870

**SOFT CRACK**—270° to 290°F

Drop a small quantity of syrup into chilled water; it will separate into hard threads, which, when removed from the water, will bend.  
Nougat, 868, Taffy, 870, Popcorn with White Sugar Syrup, 866

**HARD CRACK**—300° to 310°F

The syrup separates into threads that are hard and brittle.  
Butterscotch, 874, Coffee Drops, 874, nut brittle, 872–873, Lollipops, 875

### CARAMELIZED SUGAR

310° to 338°F  
Syrup changes from honey colored to light brown  
Sesame Seed Brittle, 873

356°F  
Syrup turns a medium brown color  
Praline, 876, Nougat, 868, spun sugar, caramel cages

374°F  
Syrup turns a dark brown color  
Coloring agent for sauces

410°F  
Black Jack: the syrup turns black and then decomposes  
None

Cooked sugar sticks tenaciously to any surface it touches, but it cleans up neatly with hot water and patience. Once the syrup has been poured from the pan, immediately fill the pan with hot water and add any sticky utensils. Let sit for 30 minutes, then wash both pan and utensils well with hot soapy water. In the case of caramel, which can be particularly sticky, fill the pan with hot water, add the utensils, and bring the water to a boil over medium heat before

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### BRITISH—METRIC FLUID VOLUME

The British are presently using the metric system, but if you wish to use English recipes written before the early 1970s, you may find these tables a great help.

|                           | FLUID DRAMS | FLUID OUNCES  | $\frac{1}{4}$ CUPS | GILLS $\frac{1}{2}$ CUPS | CUPS          | FLUID PINTS   | FLUID QUARTS   | MILLILITERS | LITERS          |
|---------------------------|-------------|---------------|--------------------|--------------------------|---------------|---------------|----------------|-------------|-----------------|
| 1 Fluid Dram              | 1           | $\frac{1}{8}$ | .125               | .25                      | .5            | 1.0           | 2.0            | 29.57       | .02957          |
| 1 Fluid Ounce             | 8           | 1             | $\frac{1}{4}$      | .5                       | 1.0           | 2.0           | 4.0            | 295.7       | .2957           |
| $\frac{1}{4}$ Cup         | 20          | 2.5           | 1                  | $\frac{1}{2}$            | $\frac{1}{4}$ | $\frac{1}{8}$ | $\frac{1}{16}$ | 71          | .07             |
| 1 Gill— $\frac{1}{2}$ Cup | 40          | 5             | 2                  | 1                        | $\frac{1}{2}$ | $\frac{1}{4}$ | $\frac{1}{8}$  | 142         | .14             |
| 1 Cup                     | 80          | 10            | 4                  | 2                        | 1             | $\frac{1}{2}$ | $\frac{1}{4}$  | 284         | .28             |
| 1 Fluid Pint              | 160         | 20            | 8                  | 4                        | 2             | 1             | $\frac{1}{2}$  | 568         | .57             |
| 1 Fluid Quart             | 320         | 40            | 16                 | 8                        | 4             | 2             | 1              | 1136        | 1.13            |
| 1 Milli-liter             |             |               |                    |                          |               |               |                |             | .001 or .001000 |
| 1 Liter                   | 281.5       | 35.19         | 14.08              | 7.04                     | 3.52          | 1.76          | .88            | 1000        | 1               |

## Appendix 4 Blank End-User Survey

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### Cookbook Design Survey

Name: \_\_\_\_\_

Email Address: \_\_\_\_\_

Age:       Below 18    18-24    25-30    31-36    37-45    46-55    56-65    Above 65

Gender:    Male       Female

*Thank you for participating in this survey. Your detailed answers are extremely helpful in the research and development of my thesis. Any insight or personal experience you can provide concerning the usability of cookbooks is very valuable. You may be contacted in the future with a follow-up questionnaire. If you have any questions or concerns please feel free to contact me at amm8048@rit.edu.*

#### Cooking Skill

What level cook would you consider yourself?    Beginner       Intermediate       Advanced

Do you enjoy cooking?    Yes    No

What is your favorite part of cooking? Why? (planning the meal, looking through cookbooks for ideas, purchasing ingredients, preparation of ingredients, cooking the recipe, serving the dish, etc)

What is your *least* favorite part of cooking? Why?  
(timing the meal, balancing diet, finding easy recipes, making quick meals, etc.)

#### Food Preparation

When preparing a meal what aspects are the most challenging for you?

Please explain what you find most frustrating while following the instructions in a recipe.

### Cookbook Opinions

How many cookbooks do you own?     none     1-5     6-10     11-15     16+

Are your cookbooks mainly general cooking (ex. Better Homes and Gardens Cookbook) or specific to a certain type of food (ex. Pasta, French Cuisine, etc.)? Please list examples if applicable.

What is your favorite cookbook? Why?

What are the qualities you look for when purchasing a cookbook?

Please describe your ideal cookbook.

How important are the following elements when selecting a cookbook?

|  | Very                  |                       | Somewhat              |                       | Not at all            |
|--|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Pictures                                       | <input type="radio"/> |
| Detailed Instructions                          | <input type="radio"/> |
| Easy-to-follow instructions                    | <input type="radio"/> |
| Simple Ingredient Lists                        | <input type="radio"/> |
| Explanation of Cuisine Type                    | <input type="radio"/> |
| Health Considerations (Heart Healthy, etc.)    | <input type="radio"/> |
| Dietary Restrictions (Vegetarian, Gluten Free) | <input type="radio"/> |
| Other: _____                                   | <input type="radio"/> |

Comments:

How important are the following elements when selecting a recipe?

|   | Very                  | Somewhat              | Not at all            |
|---|-----------------------|-----------------------|-----------------------|
| Pictures                                | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Easy-to-follow instructions             | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Ingredient List                         | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| History of Dish                         | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Description of Dish                     | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Prep/Cook Time                          | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Health Concerns (Heart Healthy, etc.)   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Dietary Restrictions (Vegetarian, etc.) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Other: _____                            | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Comments:

When you are looking for a recipe to prepare what criteria do you use to help you in your search?

- |  |  |
|--|--|
| <input type="checkbox"/> Ingredient Availability | <input type="checkbox"/> Recipe Simplicity (easy-to-make)            |
| <input type="checkbox"/> Prep Time               | <input type="checkbox"/> Cuisine Type (Italian, Mexican, etc.)       |
| <input type="checkbox"/> Cook Time               | <input type="checkbox"/> Dish Type (Pasta, Meat, Cookie, etc.)       |
| <input type="checkbox"/> Health Considerations   | <input type="checkbox"/> Category (Appetizer, Entree, Dessert, etc.) |
| <input type="checkbox"/> Dietary Restriction     | <input type="checkbox"/> Nutrition Information                       |
| <input type="checkbox"/> Cost per Serving        | <input type="checkbox"/> Rating (popularity)                         |
| <input type="checkbox"/> Other: _____            |  |

Comments:

### Interactive Application

Do you use or have you ever used a digital cookbook? If so, which ones?  
(ex. websites, CD cookbook, iPad or iPod app.)

How does the experience of using a digital cookbook differ from that of using a traditional printed cookbook? In your opinion, what are the pros and cons?

Which do you prefer to use, print or digital?

## Appendix 5 End-User Survey Results

### Disclaimer

**The following are direct survey responses and have not been altered in any way. Comments are intentionally not edited to ensure authenticity or information and transparency in results.**

---

### What is your least favorite part of cooking?

My least favorite part is planning meals (finding recipies) and shopping for ingredients for more than one meal. I don't like only thinking of one meal for one and and shopping for that meal only. I'd like to be able to come up with several meals that use similar ingredients (yet taste different).

I enjoy cooking, I am always looking,however,for different ideas. Sometimes I get tired of preparing what seems like the same meal/dish over and over.

Least favorite part is always clean up, especially if a dish has a multitude of steps that require a lot of dishes and/or cookware.

It is sometimes discouraging when a recipe looks and or tastes great but the nutritional value does not meet my current requirements or they may not be available at all.

The timing. I always want things to cook quicker or slower or invite people over too early.

My least favorite part of cooking is finding easy recipes. It appears that many cookbook's are not well designed and contain recipes for individuals who either intermediate or advanced.

Preparing all the ingredients, especially all the chopping that they always seem to neglect to put into the "estimated time". Sure, estimated time is 20 minutes, if you magically start with diced onion, chopped carrots, chopped celery, etc!

Timing the meal. It is very tricky to prepare an entire meal and have various parts of the meal ready at the appointed time and to keep some things cold and other things warm. I very much like my cold things cold and my hot things hot. When I remodeled my kitchen one thing that I would like to have had was a warming oven but I couldn't fit it into my design.

Finding recipes that I have all the ingredients for already. Also catering to picky eaters.

My least favorite part is cleaning up. Also, coming up with dinner ideas.

Timing and shopping for the ingredients.

Timing. We are always time pressured with cooking happening after work, and while the teenagers are clamoring for quick food. I'm learning how to work with native grown vegetables for better balance, and less beef in the meals.

planning meals ahead of time

Finding quick, manageable, and affordable recipes

finding easy recipes

Deciding on what to make. There are so many options and complex recipes that take a long time, intimidate me.

I hate that recipes are so particular with certain ingrediants (no alternatives!) and call for some things that almost no

one has even heard of. Also, I like to know the nutritional information as well.

deciding what to have ahead of time - no one offers suggestions and I get tired of making all the choices. Otherwise it would be balancing the meal as far as color, nutrient type

Favorite Part - planning the meal and looking through cookbooks, and serving the meal. If I am cooking for guests, I like to find interesting recipes with unexpected combinations of ingredients. Once I get an idea, I may look at three or four recipes and combine them or take the best from each one to get the result I am looking for. Least favorite - quick meals that fulfill day to day needs, such as cooking during the week when there is not much time to prepare something interesting or fun.

Grocery shopping! Finding the time to go it and preparing a list is annoying.

Finding recipes, and ones that I can make quickly due to the time constraints of living in community, is challenging. I hesitate to use new recipes because I'm never really sure of them.

deciding what to cook, worrying about calories

Does doing dishes count? I suppose timing the meal. I tend to be good at this, but I don't enjoy the balancing act. Closely related to "timing the meal" is those last 20-30 minutes before serving, where guests (or hungry family) is lingering around and making it difficult to concentrate on what I'm doing: frantically trying to get everything served hot! Planning the meal, looking through cookbooks and online for ideas and serving the dish. I cook to make people happy so I love the creative part of it - where I think about HOW to make my loved ones happy (their favorite dishes, a style in the meal, etc). Therefore, that part is fun for me. Additionally, serving the meal makes me very happy; essentially seeing the appreciation and joy it brings to others (this of course, only happens if I execute the dish well!!)

Looking for recipes. I also don't like the part when you realize you made a mistake.

Figuring out what to make, waiting for things to bake, stirring sauces so they will not burn.

planning the meals

I really dislike when proportions are off, either too little and no one gets enough or too much and it just spoils.

time the meal. because sometimes I have to wait for a while and stay in the kitchen, if I leave I will forget. It happens sometime.

Finding a recipe that I like - I have at least 15 recipe books but find it difficult to locate a recipe to is easy to follow and simple to make

Too tired at the end of the day to make a good meal

I usually have timing and portion problems. I am attracted to simple but tasty meals.

dishes, the necessary evil of cooking. Also, knowing what I want to make and being to tired to make it after work. I do the bulk of my cooking on weekends.

I wish my family would give me ideas. I get tired of picking the meal and them groaning.

Timing the meal...unless I do a casserole I can't seem to ever time things correctly.

---

**What do you find most challenging when preparing a meal?**

Making sure I have the right pot/pan/bowl or dish to serve/bake/prepare the recipe in

Being prepared to have the time necessary to get everything prepared and cooked. Weekday cooking is tough- from the time I get home until we eat shouldn't be 3 hours!

The details. I always manage to skip some little detail like over toasting the pine nuts by not taking them out of the oven quick enough, or forgetting to measure the water for rice. That's just kind of my personality though, it doesn't just apply to cooking.

The most challenging in preparing a meal is making sure it is appealing to both vegetarians and non-vegetarians.

The time for food prep (as above) and the disconnect between "estimated time" and "real time" based on the ingredients you start with already being prepped, or underestimates in cooking time, etc.

the most challenging is getting the meal ready on time and not over estimating what I can accomplish in the time available and at my energy level.

Timing if there are multiple parts being prepared at once.

Conceptualizing the meal is usually the most difficult aspect of preparation. Trying to be inventive without being too out there. I do a lot of "winging" it, and much less following recipes.

Making sure I remember to read the entire recipe before actually cooking it, I end up making mistakes easily when I forget to.

Multi-tasking, to make the main dish come out of the cooking phase along with a good salad or veggies. The veggies and salad can consume a lot of time. Peeling, cleaning or sorting can add 30 minutes to my cooking time.

having the time to get the meal together

Judging when meat and baked goods are done. There's little room for error between undercooking and over cooking. Finding balance in recipes. I find that I often have to create my own "extra" steps, especially when trying to add greater nutritional value (especially increasing amount of fruits and/or vegetables).

Timing to make sure everything is ready at the same time

Measurements (I usually end up eyeing it!) Determining how much to make for a set amount of people

Deciding on what I can make with what I have in the house that doesn't involve me making a special trip to the store. So having a handy list of substitutions is helpful.

Presentation! It may taste fine, but it rarely looks half as nice as the picture.

Knowing when things get to the point of readiness can be a challenge, not having nice little extra touches to spruce up otherwise routine items....some light sauces, saute tricks etc. would be good

Following an actual recipe is probably the most challenging as I usually read a bunch of recipes and improvise.

Matching up all the main and side dishes so that they go well together to complete a nice, balanced meal.

Pushing myself to try new things (ingredients, techniques).

the dish that I am cooking, if it takes longer duration, waiting is most challenging

This probably isn't the answer you're looking for but the only challenges I run into while preparing a meal are when I'm doing something tricky for the first time and haven't done it before, nor have I had someone show me how to do it and am therefore, winging it. For the most part, cooking comes naturally and easily to me - but I'd guess there are some complicated methods I'd be greatly challenged by.

Timing. Definitely timing. It's easy when you cook things from a box because the box gives you the time, but when using a recipe along with side items, it's difficult to get it all together.

Timing can be challenging when I am making multiple dishes at once.

Figuring out which ingredients to purchase that can be used for multiple recipes throughout the week. (meal planning, as in only going to the grocery store once a week without spending way too much money)

Not having enough space to work with...

Timing so that all parts of the meal are ready within a reasonable time of each other

How much season should I put into and how long should I boil or bake it

normally I just put the food I want to eat together but have no idea that some foods conflicts when I eat them together.

such as white turnip cannot be cooked with carrot.

Cooking red meat to perfection

knowing how much/quantity to prepare for servings.

It seems my meal never turns out like the recipe.

Timing

Cooking the meat

---

### **What do you find most frustrating when following a recipe?**

The only time I ever get frustrated when following a recipe is if there was poor editing in the cookbook and steps were left out.

Sometimes I find the language/wording a little confusing

Usually this is a self imposed frustration, that I don't read through the recipe and I proceed contrary to the directions.

i.e.- recipe calls for four eggs - I add all at once only to find out it should have been incorporate each egg before adding the next!

While reading the recipe going back to find out how much milk or whatever I was suppose to put in. the fact that the amounts are not written out in the body copy bugs me. it would also be nice if they were more bullet pointed so I could just scan it, then click on something if I needed more direction in how to make a rue or whatever.

Since I am a beginner, at times I do not know what some of the more advanced terminology means. This has to be the most frustrating.

recipes assuming that you start with diced or chopped everything. Or asking for a tiny small amount of some really random ingredient.

The most frustrating is trying to figure out how to do verious processes in the preparation and how to use ingredients that I have not used before.

Usually cook times, I always find them to be wrong and it's frustrating when making something new to make sure it comes out right.

When I don't have all the ingredients.

I appreciate cookbooks that lay things out linearly, so I don't get surprised and find that I need 20 minutes to cool or allow for any sort of "settling time" unless that is laid out at the outset of the descriptions. I could use a guide that incorporates timing of a main dish along with the prep times for accompanying foods. But, I work it out.

odd ingredients without substitutions

Having to jump back and forth between list of ingredients and instructions. Ingredients are usually listed first in one long list. Recipies oftentimes instruct readers to "mix first 4 ingredients," "combine next 5 ingredients in bowl." When using intermediate/advance techniques (braising, glazing, separating eggs, etc) one usually has to consult a separate reference for instructions.

Vague or ambiguous recipes in an otherwise detailed book.

Sometimes the recipe is not clear. As I am a beginner, I would like to know every detail of the cooking steps.

I usually cook to taste and haven't really followed a recipe in a while.

Layout isn't clear, type too small, especially on ingredients.

When it calls for really fattening ingredients and name brand products and how to substitute more healthy and cheaper options.

Not being able to see how they do it. I always get confused with key words.

Knowing where to put the thing in the oven i.e. which shelf and whether it should be covered or not....really appreciate being told this. Sometimes it is hard to keep track of where you are in the ingredients....it helps to have them separated by what they are for e.g. dry ingredients, wet ingredients, sauce or topping ingredients.

Useless "pomp and circumstance" that does not affect the final outcome of the dish (extra, unneeded prep steps). Example would be to slice up something into explicit sized pieces, and then in the end, puree it all. I usually ignore this and do it my own way. Also don't like fussy ingredients that have no effect on the final prepared dish. Also - hard to find temperature for the oven or size of cookware needed.

I don't often follow a recipe strictly when cooking. When I bake I often will and find it frustrating when they aren't written intuitively. I don't like how the list of ingredients states 1 1/2 cups milk, for example yet it is used in two different places in the recipe. I'd rather the milk quantity be written twice and in order of when it appears in the mixing process.

If there aren't any pictures to illustrate what it's supposed to look like.

I'd love it if both the accurate name for a food and the common name for food are used-pasta for example-I know the word bowties-not farfalle. It frustrates me to not know what is being mentioned. In addition, helpful hints can be great-but footnotes would suffice as well as in-recipe additives-it just kind of gets jumbled at times.

measurements: sometimes if i do not have the exact measuring devices, it makes the preparation more tough.

Also if there could be any substitutes for no meat option or less fat option in the cook book, it might be helpful.

Vague/not very thorough instructions

When the recipes call for very specific and obscure ingredients. I don't have much of an interest for hunting down imported Sicilian sea salt made by a specific company.

There might be certain cooking terminology that I do not understand, and have to look up.

instructions that are out of order or confusing.

Not having enough space to work with...

Wrong measurements and lack of substitutes. Either the measurement is wrong or I am using the wrong ingredient. Also, sometimes cookbooks call for things like cream of tartar when any acid (vinegar, orange, lemon, lime) will do, it would be useful have alternatives in case you do not have something.

Poor instructions, incorrect instructions, insufficient instructions can be really annoying - especially if it ends up wasting food.

sorry I seldom following the instruction. I am a freestyle cook.

The different types of measurement that you find in recipes e.g. "a cup of ---. What does that mean? The same applies to teaspoon, table spoon, pinch, ounce versus gram etc.

Some are hard to read (text, linespacing, inconsistent use of measurement systems).

I also don't like when there are no images so I can see what it is.

Not written in a clear format. Not having a list of required ingredients.

Forgetting to purchase the required ingredients.

When I know there is a typo in the recipe because it logically cant work the way it is written. then I have to figure it out myself.

Butter! a cup a stick.... Yikes. Dont like doing the conversions

Not understanding the instructions because they use 'Cooking' terms.

---

**What qualities do you look for when purchasing a cookbook?**

pictures! variety of recipes and ones that sound I would like to make.

Easy reading, simple ingredients and, of course, the pretty pictures

General simplicity of recipes, availability of ingredients. Mind you, I don't avoid complicated recipes, it's just that the end result has to be worth the labor involved.

I want something reliable, that's on a specific topic or cuisine. Also quick helps. I'm always in search of a recipe that I have most of the ingredients for that I can come home from a long day of work and make in less than an hour, that's not super complex (3 pots and pans or less), but super tasty and makes good leftover. Oh it also has to be semi-healthy too. And not call for super expensive or hard to find ingredients (like cardamom or saffron or airline cut chicken breasts that are already brined) in most of the recipes or at least it should have a decent substitute. Find me a book of those and I will buy it.

Pictures, flexibility in cooking, variety of recipes, include appetizers and desserts section.

Clear instructions, reasonable starting ingredients (prep and nothing too randomly weird) and fairly short times (<1 hour).

I have my general cookbooks. Typically I now look for cookbooks that attract me for some reason either because of contents - like a southern dessert cookbook - or because the cookbook is attractive perhaps because of the paper used and the pictures.

Pictures of the meals, easy to follow.

Photos, the type of cooking, and easy recipes.

I'll read specific recipes, such as fish ideas (I'm pretty darned good at cooking fish, having grown up catching and cleaning and eating my own fish). If I see new twists that look interesting, I am more likely to buy it. If the cooking (fish) looks boring, forget it.

simple quick recipes with common & healthy ingredients

Flexibility. I don't want a trendy style or author.

Ingredients that I can get easily and are not too expensive. Easy to read

I think that good pictures are important, also ingredients that aren't too rare to find

Good looking presentation, interesting ideas—not too exotic, but still a little different.

Good pictures, good index and good recipes that appeal to me.

Either all pictures or no pictures, nutritional info, alternative ingredients, key word meanings, etc.

good index, good breakdown of recipes by type, pretty pictures of finished food (something to aim for, ha ha), like one recipe on a page so I can focus on it rather than 4 recipes on a page. Like to have basic information still - e.g. how to make deviled eggs as well as more elaborate recipes.

Clear, easy to follow recipes. Nice layout. Pictures.

Interesting recipes - not your standard fare - will catch my eye and then I end up buying the cookbook.

Visually stunning, inspiring recipes, creative, simple, unique.

Pictures, pictures, pictures. Step-by-step pictures are best, but certainly one of the final product.

I look for familiarity of ingredients, ease of preparation, and generic dinner qualities (when will I need to make gourmet dinner for 17?)-something I can use day to day.

how many dishes are there in the book, quick / time consuming to make, ingredients, the cover, enough instructions

Nothing too complicated or tricky (would prefer to learn these things from family/classes). And I \*WILL NOT\* buy a cookbook unless it has a beautiful color photo of the finished product next to the recipe. I am a very visual cook/baker and like to see what the item will look like before I might be interested in cooking/baking it.

Simple books with easy to follow instructions.

Clear steps, suggestions for alterations to the recipe.

Good graphics/layout, easy to follow instructions, simplicity of recipes. looks interesting and has recipes i would actually like to eat in them.

Something simple using fewer ingredients

variety, I like a cookbook with lots of information and not just recipes and text.

A lot of good recipes that interest me, good instructions and easy layout, a good index, and nice photos.

Clear instruction, having some graphics as description, images as the final finished dish

new style of foods, nice images

Unique recipes. Easy to find ingredients (recipes that don't call for things I cannot purchase easily). Layout of the text and what images there are. How the info is presented so that it is clear and easy to follow

Easy to read, Good clear - step by step how to, Pictures and/or drawings of how to, Foods are "everyday"

Pictures of the dish and the ease of preparation.

I really like good color pictures of the finished dish

variety, pictures.... No fluff

What recipes are in them and if they are easy to understand

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**Please describe your ideal cookbook?**

I'd like one that makes meal planning easy - has several different recipes using similar ingredients.

Thoroughly tested recipes that have adequate directions and nutritional values listed

It could also have a section on tasty brunch recipes, or Sunday night/inviting friends over for dinners when you want to do something fancier and have more time.

My ideal cookbook would have many section focusing on recipes which vegetarians, meat-lovers, and children would enjoy. In addition, organization of sections would be ideal (i.e. 30-minute meals, section for children recipes, desserts, breakfast, lunch, dinner, snack, etc).

A cookbook with a spiral binding is ideal because it will stay open. I like colorful pictures although my Culinary Arts is in black and white. Ideally a step by step recipe is helpful. Wide spacing is helpful between instruction steps. Heavy weight paper. Helpful hints and substitutes, etc., are very helpful especially for a new cook. I actually think that the Culinary Arts that I have is the ideal cookbook as far as content is concerned but perhaps some glossy paper and pretty colorful and helpful pictures would make using the cookbook more fun. The Culinary Arts is not spirally bound but the binding has held up which is very important. As I write this I realize that I should look at a new version of the Culinary Arts. Mine was copyrighted in 1964.

It would be broken into sections, have pictures of most of the dishes, have options/substitutes for the dish if you do not have certain ingredients.

I like cook books that are more than just recipes. I'm also a big fan of books like Animal, Vegetable, Miracle which incorporates recipes into the narrative of the story. I also tend to buy cookbooks that have personal significance for me, like books highlighting Rome (a place where I spent several months).

Great photos, easy descriptions, and easily made meals.

I enjoy looking through cookbooks to look for new twists to an old way I prepare some specific dish. I usually seem to use some hybrid recipe based on my experience and what I glean from the cookbook pages. I didn't learn good cooking at a young age (I was spoiled rotten by my mother). So, I've learned ingredients and tricks from my wife, and now foray into new territory with the cookbooks as a guide.

Quick ideas, easy to follow, with diagrams where needed (how to prepare to specific piece of meat, or the veggie, or whatever). The ingredients should not require that I make three trips to the super market.

Great photographs. Varying levels of difficulty. Instructions that include ingredients (and measurements). Recommended Substitutions. Illustrations of difficult techniques.

Straightforward recipes. Not too many strange ingredients. Diverse meal/dish options.

I dont have any now. But I think I would like some kind of cookbook that emphasize on "simple steps; simple ingredients"

Lots of greek, middle eastern, african food along with real recipes. Ones taken from old grandmothers passed through generations.

Very hard to say because I need many depending on the cuisine. I don't want Asian and German mixed up for example. But, good layout, easy to follow, beautiful photography.

would have clear ingredient list with options for the really weird stuff that you buy once for this recipe and never use again. It would have a nice picture showing the finished recipe with suggestions for "side or accompanying" meal ideas. Would be one recipe on a page. Have a great index. If it were a specialty cookbook I would like one that had international recipes, perhaps associated with various holidays or traditional celebrations.

one that has an index that cross references. For instance if I have a bunch of broccoli, I could look up broccoli and get options for various dishes. Or I know I want to make soup, and I look up soup, and broccoli soup is there too. So a really good index. I found the community church cookbooks to have great recipes but you can't find what you want very easily. And the pictures. They don't have to be huge, but there should be a lot to help sell the recipe. I mean eating is a visual thing too.

Ideal cookbook would list the ingredients in the order that they are needed, grouped together by steps, rather than as a long list. This is how I write the recipes in my personal recipe file. I like cookbooks that are sorted by type (appetizer, etc) and then sub-sorted (chicken, beef, etc.)

Manageable size, matte photos, clear recipes, ideas for embellishing, personal stories, written with passion

Ideal cookbook-easy to read and follow, with added suggestions at the bottom of the recipes. Familiar dishes, with added suggestions of twists (again with the usefulness), common ingredients, and a section for vegetarian dishes. Vegetables do not count as main dishes often! :)

My ideal cook book would have good clear pictures of the final dish, its ingredients, easy to understand, easy to read measurements, may be a glossary, explanation of ingredients

Simple, elegant, French bistro-ish style, classy and sophisticated but not pretentious. LOTS of photographs. Thorough instructions.

I like hardback books because they stay open longer. I like when the ingredients are easy ingredients to obtain instead of random ingredients that cost a lot of money. I also like when the recipes describe the food well. You have an idea of what the item is before you cook it. Pictures definitely help to give you a goal. I like it if the book is organized and has a little bit of everything. Instead of having just an entree cookbook or a just a cookie cookbook.

I like clear, detailed instructions. Books that can lay flat when open are easier to use. I like when stories are associated with the recipes, but it is not necessary. I like it when alterations are suggested. Pictures are nice, but they are not needed. Cookbooks can have lovely photos.

Images for every recipe. Many sections of different types/categories of food. Simple to follow instructions. Spiral bound. Recipe is kept to one page. List of ingredients and amounts. Spaces to either write in or attach recipes from other sources that you want to keep all in one place. Space to comment/list notes to yourself on recipes that you have tried.

One that can plan well balanced meals for me, listing all of the ingredients for everyday of the week or month

My ideal cookbook would be organized in sections (dinner, desert, appetizer, breakfast) and then further broken down (beef, chicken, fish, vegetarian, vegan, etc). It might have some information about the dishes (history, where they come from/alternate versions). And something that I think would be amazing would be an interactive component (either a web-site or cd-rom, for extra material that might not fit in the book or a place for cooks/chefs to share ideas in a forum).

A photo per recipe (at least) with several recipes and background information on ingredients or techniques.

Clear and reasonable navigation and category, Graphic or illustration as instruction for cooking, images for eye feast

low fat, fast and healthy dishes,

"Kook en Geniet" A general cookbook containing simple, down to earth recipes, from soup all the way to making preserves

Good images of the food (photos are best, illustrations of food just dont do it!). Easy to read and follow recipe layout/type.

How it organizes the content in the book. Recipes that do not run into the second page in the middle of the ingredients. Instructions that are clearly written ( some are poorly worded and disorganized). Not too bulky.

Quick and easy meals on a budget.

I guess if you took Fanny Farmer added photos and w/ the recipes give suggested variations.

I like simple ones, with everyday things. I dont like to hunt the aisles of the grocery store for odd ingredients.

A book that has easy but detailed instructions, pictures, short prep times, and good for beginner cooks.

## Appendix 6 Digital Device Comparisons

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### Pandigital 15.6-Inch Kitchen Technology Center Digital Picture Frame, 2003

**Product Dimensions:** 21 x 6 x 18 inches

**Weight:** 14.6 pounds

**Screen Size:** 15.6 inches diagonally

**Price:** \$399.99

**Resolution:** 1024 x 768 HD

This device acts as Digital Recipe Collection, HDTV, Digital Photo Frame, and Wireless Internet Device. It can either be mounted on a wall, on the underside of a cabinet, or used on the counter with a free standing base.

It functions as a digital cookbook because it comes with pre-loaded recipes from Bon Appetit. Additional Bon Appetit cookbooks on SD cards are available for purchase separately. The recipes feature color photographs, tips, and video demonstrations to guide you through the process of cooking.

Recipes are loaded onto the device as .jpegs since this is essentially a digital photo frame with side touch options to change the image. As such, many people who are less comfortable with technology may find it hard to input recipes through an image editing program, saving it to their SD card, and then playing the images on the screen.

This device does not have a touch screen, it features a touch-sensitive frame with on-screen GUI that users navigate based on screen options that correspond to touch-sensitive frame areas. Claims to be splash resistant but does not go into details about what this entails.

#### Strengths

Large screen helps make recipes easy to see and read.

High resolution screen helps show crisp images and high-quality video tutorials.

Device comes pre-loaded with recipes from Bon Appetit with the possibility of buying more recipes to expand options.

Users can add additional recipes by loading them on SD cards.

Wi-Fi capabilities allow station to be used in other forms such as a weather station, etc.

#### Weaknesses

Large screen takes up a lot of visual area or counter space within a kitchen.

This device doesn't allow users to easily search for recipes, the user will have to be standing in their kitchen to look through their options, not sitting on the couch or at the table.

Recipe layout is poor, navigation is not entirely intuitive.

Users complain about the touch-frame not working and the device being poorly indexed.

Does not allow users to use an internet browser, only to upload pictures (since it is a picture frame).

Recipes cannot be altered .

Notes cannot be added.

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## Demy Kitchen Safe Touchscreen Recipe Reader

**Product Dimensions:** 7.8 x 5.4 x 3.2 inches

**Weight:** 3 pounds

**Screen Size:** 7 inches diagonally

**Price:** \$299.99

This device is a recipe storage device that can be used as a replacement for all the loose recipes that can get lost or clutter a kitchen. It comes pre-loaded with 250 recipes. Users can add more recipes by logging into the Key Ingredient website and typing in their recipes. ScanMyRecipes.com is also partner with Key Ingredient and offers a service that will scan in users recipes for an additional charge.

Recipes are then transferred to the Demy by plugging it into your computer and syncing it with your Key Ingredient account. This is a benefit because it allows users to control what recipes are and are not included on their personal device. However, recipes cannot be edited, added, or deleted from the device itself.

One of the key features of the Demy is that is engineered to be function in a kitchen environment. It claims to have a splash-resistant design as well as a plastic exterior that is easy and convenient to wipe off with a damp cloth. Splash-resistant is a rather vague term and the manufacturer states that this does not mean the device would be put under running water or submerged. Another key features for this product is that it included a substitution list that allows users to easily find substitutes for ingredients that they may be missing. Another feature is that there is a unit converter as well as a timer that allows users to time up to three recipes at the same time. It's counter top footprint is the same as a 5 x 7 recipe card. The Demy can also stand upright, taking up the counter space of just a 3 x 5 card.

### Strengths

Small device allows users to store it away easily or sit comfortably and browse recipes.

Recipes can be added via a Key Ingredient account.

Internal storage can save up to 2,500 recipes.

Splash resistance allows it to be used in the kitchen will less worry about ruining it.

Font size is adjustable so recipes can be viewed more comfortably.

Recipes can be shared or sent to others, or kept private if that is what the user wishes.

Multiple timers and unit converter are very convenient.

Each recipe has separate pages for the description, recipe, and nutritional facts.

### Weaknesses

Screen size is only 7 inches, possibly too small for users and requires that recipes with long instructions be broken down into multiple pages (user must scroll through them).

If a user wishes to delete the recipes that came pre-loaded on the device they must call the support service and have the technical department delete the recipes for them.

Recipes are not searchable by keyword and cookbooks that users create on their Demy cannot be deleted.

Recipes cannot be added or edited directly on the device, the user must do this online.

The default setting for font size is the smallest setting so users must reset this each time they use the device if they want the text to appear larger. Also, the device can be used either in portrait mode and can lay at a slight angle or be more propped up. However, switching the device is clumsy because you must turn it 180 degrees in order to change the angle orientation. Even though each recipe has separate pages for the description, recipe, and nutritional facts, the GUI is rather heavy and under-designed.

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## Amazon Kindle DX

**Product Dimensions:** 10.4" x 7.2" x 0.38"

**Weight:** 18.9 ounces

**Screen Size:** 9.7 inches diagonally

**Price:** \$379.99

**Resolution:** 1200 x 824 pixel resolution at 150 ppi

This device is a popular e-reader that allows customers to purchase and read material on a flat, no-glare screen. One aspect of this device that can help make it more user friendly is the fact that it does not require a computer to use it. Kindle DX is wireless and requires no setup, cables, software, or computer. The Kindle DX is the largest device in the Kindle family and has a 9.7 inch screen. This larger size screen enables users to view large, graphic-rich material such as . books, PDFs, newspapers, magazines, and blogs. Users also have the option of rotating the screen either in portrait or landscape orientation to view materials.

Currently, the Kindles are only available in 16-level gray scale display but a color version is currently under development.

Since users can view PDFs on their Kindle DX, a digital cookbook could be published as a PDF and distributed for reading either on personal computers or uploaded onto this device. Native PDF support allows you to carry and read PDF documents on the go. Users can zoom into any area of a PDF up to 300% and pan around to more easily view small print and detailed tables and graphics. By using Amazon's Whispernet service, users can send their documents directly to their Kindle DX over the internet. Features such as annotations and read-to-me are not currently supported for PDF. You also have the option to have your PDF document converted to the Kindle format so that it reflows.

**Kindle's Personal Document Service (via Whispernet) allows you to e-mail the following approved file types to your Kindle's e-mail address:**

- \* Microsoft Word (.DOC)
- \* Structured HTML (.HTML, .HTM)
- \* RTF (.RTF)
- \* JPEG (.JPEG, .JPG)
- \* GIF (.GIF)
- \* PNG (.PNG)
- \* BMP (.BMP)
- \* PDF (.PDF): Look below for details.
- \* Microsoft Word (.DOCX) is supported in our experimental category.

### Strengths

- Large screen helps make recipes easy to see and read.
- If PDFs are converted to Kindle format then annotations can be added.
- Thin, light-weight design makes it comfortable to hold and use anywhere.
- Can add PDFs.
- Screen can auto rotate to show images and graphics in full scale.
- No glare which helps mimic experience of reading from paper.

### Weaknesses

- Greyscale display does not allow full-color images to be shown.
- PDFs can be added but in order to make notes you would need to convert the format on the Whispernet site.
- Cannot use device as an internet browser to add recipes.
- Device is not a touch-screen or protected from water/spills.
- Interface and navigation are not as interactive as I would like.

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## Barnes and Noble Nook

**Product Dimensions:** 15.8" x 8.1" x 0.48"

**Weight:** 15.8 ounces

**Screen Size:** 7 inches diagonally

**Price:** \$249.99

**Resolution:** 1024 x 600 delivering 169 pixels per inch (PPI)

This device features a 7 inch touch screen that can display more than 16 million colors and has an extra wide viewing angle for personal or shared reading of books, magazines, newspapers, etc. The Nook comes with 8 GB of memory and can be expanded using micro SD cards. The Nook also includes Wi-Fi that allows users to browse the web and quickly switch back and forth between web and book. Orientation can also be changed between portrait and landscape views.

For the Nook they will also soon be offering enhanced Nookbooks which feature embedded videos.

When reading books users can highlight text and add annotations or notes with a touch screen keyboard. Passages can also be posted to the user's Facebook, opening the possibility of posting recipes and cooking passages.

### **Load these popular formats for eBooks, graphics, audio, and other file types from your computer or microSD card.**

\* EPUB (including Non or Adobe DRM)

\* PDF

\* Graphics: JPG, GIF, PNG, BMP

\* Audio: MP3, AAC

\* Other: XLS, DOC, PPT, PPS, TXT, DOCM, XLSM, PPTM, PPSX, PPSM, DOCX, XLX, PPTX

\* Video: MP4

### **Strengths**

Large screen helps make recipes easy to see and read.

Full color would help enhance the images of the recipes.

Size is convenient and portable so users can browse outside of the kitchen and then bring the device into the kitchen when they are ready to cook.

Potential to embed video would allow tutorials to be inserted. Book could also link to web for users to get other ideas or see tutorials.

Adjustable font sizes.

Large viewing angles.

### **Weaknesses**

Screen is not splash resistant so the kitchen environment could pose a threat to the device's functionality.

Enhanced Nookbooks are not yet available.

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## Apple iPad 2

**Product Dimensions:** 9.5" x 7.31" x 0.34"

**Weight:** 1.33 pounds

**Screen Size:** 9.7 inches diagonally

**Price:** \$499.99 (with 16 GB memory)

**Resolution:** 1024-by-768-pixel resolution, 132 pixels per inch

This device is a multimedia tablet produced by Apple that enables users to surf the web, download applications, read eBooks, and much more.

AirPrint on iPad allows users to print email, photos, web pages, and documents wirelessly to AirPrint enabled printers. There's no software to download, no drivers to install, and no cables to connect. With just a few taps on an iPad, users can go from viewing something on screen to holding a printed copy. This would allow people to print recipes in a specific format if they prefer to have a hardcopy instead of cooking from the iPad itself.

According to the Apple website, the eBooks app also works with the users personal PDF documents — user guides, business proposals, project plans, and more. PDFs can be added to eBooks in two ways: Select a PDF from an email message on your iPad and open it in the eBooks app, where it appears on the bookshelf. Or add a PDF to your iTunes library on your Mac or PC and sync it to your iPad. In eBooks, you can tap a button to switch between viewing your eBooks titles and PDFs. Tap a PDF and it fills the screen. Swipe through pages, add bookmarks, or zoom in for a closer look — even print what's onscreen via AirPrint.

The iPad also allows users to add sticky notes to pages or highlight key text passages. Another nice feature is that the user can change the point size as well as the typeface that text is displayed in.

### Viewable document types:

.jpg, .tiff, .gif (images); .doc and .docx (Microsoft Word); .htm and .html (web pages); .key (Keynote); .numbers (Numbers); .pages (Pages); .pdf (Preview and Adobe Acrobat); .ppt and .pptx (Microsoft PowerPoint); .txt (text); .rtf (rich text format); .vcf (contact information); .xls and .xlsx (Microsoft Excel)

### Strengths

Large screen helps make recipes easy to see and read.

Full color would help enhance the images of the recipes.

Size is convenient and portable so users can browse outside of the kitchen and then bring the device into the kitchen when they are ready to cook.

Video viewing could either be part of the application or be linked to a website.

Very user-friendly and intuitive design.

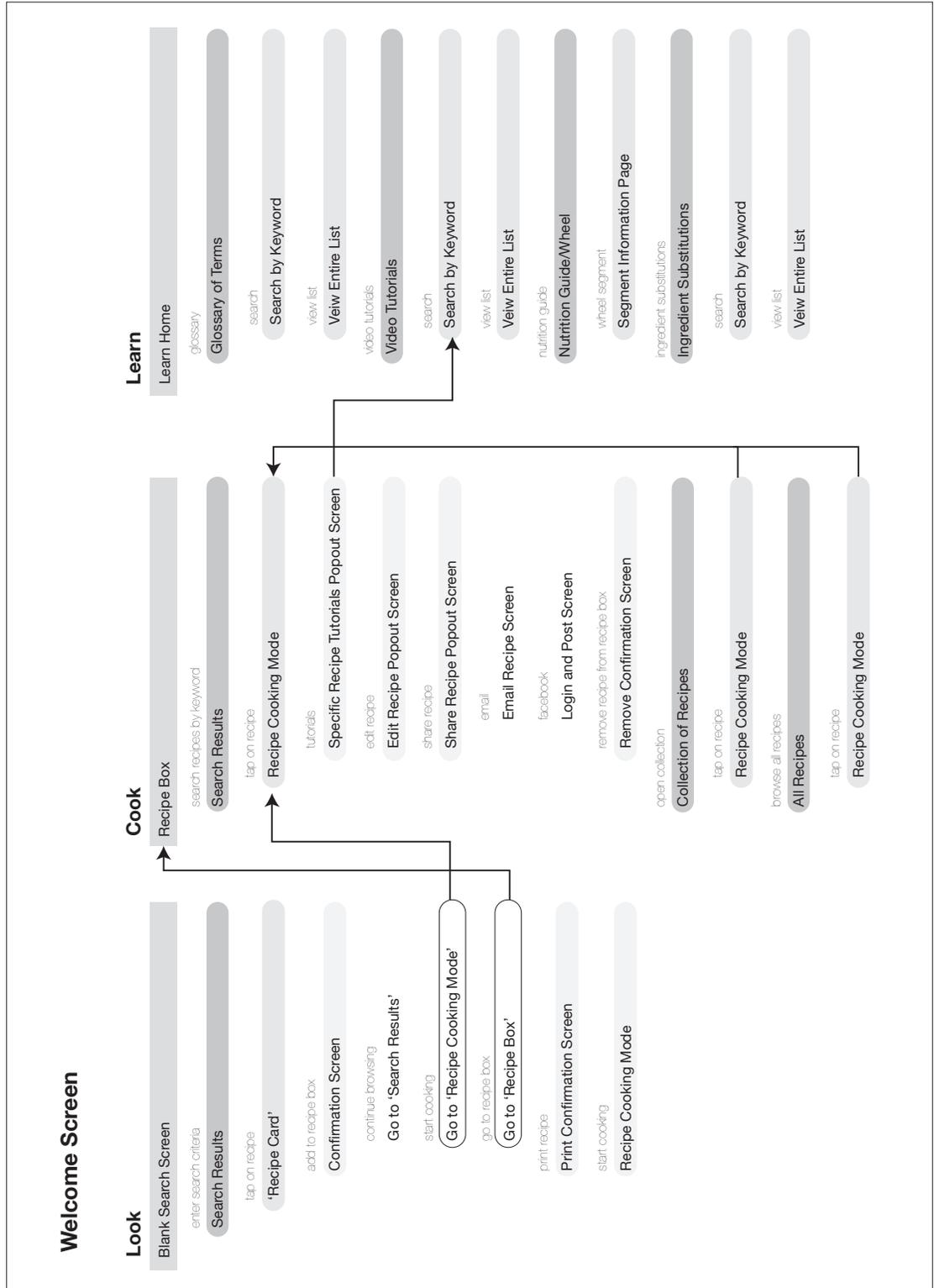
Page turning feature is familiar and may seem more comfortable to new users.

### Weaknesses

Screen is not splash resistant so the kitchen environment could pose a threat to the device's functionality.

Tablet is very expensive but would appeal to the type of users that are in my target market.

## Appendix 7 Digital Application Flowchart



# Appendix 8 Large Final Application

## Final Print Application - Sample Spreads

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## Introduction

**Cooking Doesn't Have to Be Scary**

This book is dedicated to all the adventurous cooks who dare to conquer the kitchen and create wonderful dishes that are both delicious and nutritious.

With the advent of fast food, the microwave, and prepackaged meals the art of cooking and preparing meals at home is becoming more and more rare. Our busy lives often pull us out of the kitchen and what we do actually cook can become repetitive and routine.

To many, cooking can seem like a challenging task. If you were not taught how to cook while you were growing up, then the kitchen can be rather intimidating.

However, the kitchen doesn't have to be a scary place. Once you have learned the basics you are free to move on and experience new dishes, take on new challenges, and expand your recipe repertoire. Also, by preparing your own meals you have more control over what is going into your food, and therefore, what you are ultimately consuming yourself. It's healthier and more affordable for you and your family and we are sure that you will love our latest collection of recipes. Bon appetit!

**How This Book Works**

Throughout this book you will find recipes that are both delicious and nutritious. We have included a brief guide to help explain the basic food groups as well as the importance of each group to the overall nutrition of your body.

In each recipe you will see a visual guide that helps convey the amount of each food group that is contained in a serving of that recipe. These guides will help you compare the nutrition of each recipe as well as keep track of what types of food groups you are including in your daily diet.

**Food Groups**

|  |   |  |
|--|---|--|
| <span style="color: #4F81BD;">●</span> Grain | <span style="color: #4F81BD;">●</span> Vegetables | <span style="color: #4F81BD;">●</span> Fruits        |
| <span style="color: #4F81BD;">●</span> Dairy | <span style="color: #4F81BD;">●</span> Protein    | <span style="color: #4F81BD;">●</span> Fats and Oils |

**Serving Portions of Each Food Group Per Recipe Serving**

|  |  |  |
|--|--|--|
| <span style="color: #4F81BD;">●</span> 1/8 serving | <span style="color: #4F81BD;">●</span> 1/4 serving | <span style="color: #4F81BD;">●</span> 1/2 serving |
| <span style="color: #4F81BD;">●</span> 1/4 serving | <span style="color: #4F81BD;">●</span> 1/2 serving | <span style="color: #4F81BD;">●</span> 1 serving   |

## Nutrition



**Nutrition Wheel**

### Grains

Any food made from wheat, rice, oats, cornmeal, barley or another cereal grain is a grain product. Bread, pasta, oatmeal, breakfast cereals, tortillas, and grits are examples of grain products.

### Vegetables

Any vegetable or 100% vegetable juice counts as a member of the vegetable group. Vegetables may be raw or cooked, fresh, frozen, canned, or dried/dehydrated and may be whole, cut-up, or mashed.

### Fruits

Any fruit or 100% fruit juice counts as part of the fruit group. Fruits may be fresh, canned, frozen, or dried, and may be whole, cut-up, or pureed.

### Protein

All foods made from meat, poultry, fish, dry beans or peas, eggs, nuts, and seeds are considered part of the protein foods group.

### Dairy

All fluid milk products and many foods made from milk are considered part of this food group. Foods made from milk that retain their calcium content are part of the group. Most dairy group choices should be fat-free or low-fat.

### Fats and Oils

Foods that are mainly oil include mayonnaise, certain salad dressings, and soft margarine. Solid fats are fats that are solid at room temperature, like butter and shortening.

For more information about nutrition and food groups please refer to the US Department of Agriculture website: [www.choosemyplate.gov](http://www.choosemyplate.gov)

## Food Groups

| Grains  | Vegetables   | Fruits   | Proteins   | Dairy   | Fats and Oils   |                |   |   |                        |                          |                |                  |   |   |                          |                       |  |
|---|--|--|--|---|---|----------------|---|---|------------------------|--------------------------|----------------|------------------|---|---|--------------------------|-----------------------|--|
| <p><b>Serving Size</b></p> <p>6-11 Servings      6 ounces</p> <p>1/2 bagel<br/>1/2 cup cooked rice or pasta<br/>1/2 cup cooked hot cereal, such as oatmeal<br/>1/2 cup cooked couscous<br/>1 slice bread<br/>1 cup dry cereal<br/>1 flat tortilla</p>   | <p><b>Serving Size</b></p> <p>3-5 Servings      2 1/2 cups</p> <p>1/2 cup cut-up raw or cooked vegetable<br/>1/2 of a baked sweet potato<br/>1/2 cup vegetable juice<br/>1 cup raw leafy vegetables<br/>1 roma tomato<br/>1 ear of corn<br/>5 broccoli florets<br/>10 baby carrots</p>   | <p><b>Serving Size</b></p> <p>2-4 Servings      2 cups</p> <p>1/2 cup dried fruit<br/>1/2 cup cooked, fresh, frozen, or canned fruit<br/>1/2 cup fruit juice<br/>1 medium apple, orange or banana<br/>2 plums<br/>6 strawberries<br/>15 grapes</p>   | <p><b>Serving Size</b></p> <p>2-3 Servings      5 ounces</p> <p>1/2 small chicken breast<br/>1/2 cup cooked beans<br/>1/2 cup nuts<br/>1 egg<br/>2 Tbs peanut butter<br/>2 Tbs seeds<br/>6 thin slices deli meat</p>   | <p><b>Serving Size</b></p> <p>2-3 Servings      3 cups</p> <p>1/2 cup of dried/curd cheese<br/>1/2 cup of ricotta cheese<br/>1 cup milk or yogurt<br/>1 ounce of process cheese<br/>1 1/2 ounce of natural cheese<br/>1 1/2 cups ice cream<br/>2 cups cottage cheese</p>  | <p><b>Serving Size</b></p> <p>Use Sparingly</p> <p>1 Tsp soft margarine<br/>1 Tsp vegetable oil<br/>1 Tbs mayonnaise<br/>1 Tbs salad dressing</p> |                |   |   |                        |                          |                |                  |   |   |                          |                       |  |
| <p>Grains are a major source of energy and fiber and are divided into 2 subgroups, whole grains and refined grains. Whole grains contain the entire grain kernel while refined grains have been milled to give grains a finer texture and improve their shelf life. However, milling also removes dietary fiber, iron, and many B vitamins. Whole grains are recommended for most grain servings as a good source of fiber and nutrients.</p> <p>Half of your daily grain intake should consist of whole grains. Be sure to look at your food packing to make sure that your grains are not completely refined.</p> <p><b>Refined Grains</b></p>  <p>Refined grains have been milled, a process that removes the bran and germ.</p> <p><b>Whole Grains</b></p>  <p>Whole grains contain the entire grain kernel which includes the bran, germ, and endosperm.</p> | <p>Vegetables are a rich source of potassium, magnesium, and fiber and can be organized into 5 subgroups, based on their nutrient content. These categories are dark green vegetables, orange vegetables, dry beans and peas, starchy vegetables, and other vegetables.</p> <p><b>Dry Beans and Peas</b></p>  <p>black beans, black-eyed peas, garbanzo beans, kidney beans, lentils, tofu</p> <p><b>Orange Vegetables</b></p>  <p>acorn squash, butternut squash, carrots, pumpkin, sweet potatoes</p> <p><b>Starchy Vegetables</b></p>  <p>corn, green peas, potatoes</p> <p><b>Dark Green Vegetables</b></p>  <p>zucchini, broccoli, romaine lettuce, spinach</p> <p><b>Other Vegetables</b></p>  <p>artichokes, asparagus, bean sprouts, cucumbers, green beans, peppers, mushrooms, onions, tomatoes, zucchini</p> | <p>Fruits are an important source of potassium, magnesium, and fiber. Any fruit or 100% fruit juice counts as part of the fruit group. Fruits may be fresh, canned, frozen, or dried, and can be whole, cut-up, or pureed.</p> <p><b>Fruits are beneficial to the persons suffering from heart disease or high blood pressure as these have a low sodium content but are high in potassium.</b></p> <p><b>It is always better to consume a whole fruit with its skin, if possible. The skin contains many essential nutrients and is also a very good source of fiber.</b></p> | <p>Lean meats are rich sources of protein and magnesium. Most meat and poultry choices should be lean or low-fat. Fish, nuts, and seeds contain healthy oils, so choose these foods frequently instead of meat or poultry. It is also good to select fish rich in omega-3 fatty acids, such as salmon, trout, and herring. Try to reduce eating sodium rich processed meats such as ham, sausage, frankfurters, and luncheon or deli meats.</p> <p>Select only lean meats and trim away visible fats. Broil, roast, or poach; remove skin from poultry. Two egg whites have the same protein content as 1 of meat.</p> <p><b>Since eggs are high in cholesterol, limit egg yolk intake to no more than four per week.</b></p> <p><b>Don't forget to eat fish, nuts, and seeds along with your meats and poultry.</b></p> | <p>All liquid milk products and many foods made from milk are considered part of this food group. Foods made from milk that retain their calcium content are part of the group. However, foods made from milk that have little to no calcium, such as cream cheese, cream, and butter, are not. Most dairy group choices should be fat-free or low-fat.</p> <p><b>Does low-fat milk make a difference?</b></p> <p>Numbers below reflect an 8 oz glass of milk.</p> <table border="1" style="width: 100%; text-align: center;"> <tr> <td><b>Whole Milk</b></td> <td><b>2% Milk</b></td> </tr> <tr> <td></td> <td></td> </tr> <tr> <td>150 Bg<br/>Calories Fat</td> <td>120 4.5g<br/>Calories Fat</td> </tr> <tr> <td><b>1% Milk</b></td> <td><b>Skim Milk</b></td> </tr> <tr> <td></td> <td></td> </tr> <tr> <td>100 2.5g<br/>Calories Fat</td> <td>80 0g<br/>Calories Fat</td> </tr> </table> | <b>Whole Milk</b>   | <b>2% Milk</b> |  |  | 150 Bg<br>Calories Fat | 120 4.5g<br>Calories Fat | <b>1% Milk</b> | <b>Skim Milk</b> |  |  | 100 2.5g<br>Calories Fat | 80 0g<br>Calories Fat | <p>Oils are fats that are liquid at room temperature, like the vegetable oils used in cooking. Oils come from many different plants and from fish. Solid fats are fats that are solid at room temperature, like butter and shortening. Solid fats can come from many animals and can be made from vegetable oils through a process called hydrogenation.</p> <p>While consuming some oil is needed for health, oils still contain calories. In fact, oils and solid fats both contain about 120 calories per tablespoon. Therefore, the amount of oil consumed needs to be limited to balance total calorie intake.</p> <p><b>Oils from plant sources (vegetable and nut oils) do not contain any cholesterol.</b></p> |
| <b>Whole Milk</b>   | <b>2% Milk</b>   |  |  |   |   |                |   |   |                        |                          |                |                  |   |   |                          |                       |  |
|    |   |  |  |   |   |                |   |   |                        |                          |                |                  |   |   |                          |                       |  |
| 150 Bg<br>Calories Fat  | 120 4.5g<br>Calories Fat   |  |  |   |   |                |   |   |                        |                          |                |                  |   |   |                          |                       |  |
| <b>1% Milk</b>  | <b>Skim Milk</b>   |  |  |   |   |                |   |   |                        |                          |                |                  |   |   |                          |                       |  |
|    |   |  |  |   |   |                |   |   |                        |                          |                |                  |   |   |                          |                       |  |
| 100 2.5g<br>Calories Fat  | 80 0g<br>Calories Fat  |  |  |   |   |                |   |   |                        |                          |                |                  |   |   |                          |                       |  |

## Flaky Pizza Purses

### Nutrition

Per Serving

Makes 6 Starters

Total Time: 25 mins

Prep Time 10 mins

Cook Time 10 mins

Grain

Dairy

Vegetables

Protein

Fruit

Fats

### Ingredients

5 Sheets Phyllo Dough

1 pint Sweet Grape Tomatoes

2 cups Mozzarella, shredded

5 Tbs Melted Butter

1 Tbs Olive Oil

1/4 tsp Salt

1/2 tsp Dried Italian Herbs

Fresh Basil Leaves



## Six Minute Tomato Sauce

Begin by making the tomato sauce, then proceed to make the Pizza Purses.

### 1 Heat

Heat oil over medium-high heat in a sauté pan and add tomatoes. Toss in oil and cook until tomatoes begin to soften and burst.

### 2 Season

Add salt and herbs. You can help the tomatoes along by popping them with the tip of a knife as they expand.

1/4 tsp Salt

1/2 tsp Dried Italian Herbs

### 3 Pop Tomatoes

Gently mash the tomatoes, but not enough to lose their basic shape. Total cooking time approximately six minutes until the sauce is ready to go. Set aside.



## Pizza Purses

Preheat oven to 425° F

Get your work station ready with everything you'll need to make the purses. You'll need a large area to spread the dough out on, tomato sauce, shredded cheese, basil, melted butter, a brush, and a damp kitchen towel or plastic wrap.

### 1 Prepare Dough

You'll want to open the dough, unroll it, remove 5 sheets, cover the 5 sheets, re-roll and package the remaining dough.

5 Sheets Phyllo Dough

### 2 Brush with Butter

Remove one sheet from the stack of five and lay it out in front of you. Always re-cover the sheets you're not currently working with, or else they'll dry out. Brush with melted butter, starting at the edges and working in to the center. If you get some rips or tears, don't worry - it won't be noticeable by the time you're done. Just repair them as best you can and move on.

5 Tbs Melted Butter



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### 3 Stack Phyllo Layers

Once covered in butter, place the second sheet on top. Brush. Repeat this process until all 5 phyllo sheets have been stacked and brushed.



### 4 Cut

Using a pizza cutter, cut dough into six squares (one cut lengthwise, two cuts widthwise).



### 5 Add Sauce and Cheese

Place 1/4 of the sauce in the middle of each square. Then add cheese and a few basil leaves. The leaves can either be whole or chopped up, whichever you prefer.



### 6 Fold

Gather the edges of the squares into the center, twisting to seal and form a purse. Place the completed purses on a baking sheet. Give the purses one final brush of butter before going in the oven.



### 7 Bake

Bake at 400° F for 10-15 minutes until the purses turn golden brown along the edges and the body feels cooked and flaky. Top with fresh basil leaves and serve warm.

## Variations

Try adding your other favorite pizza ingredients such

- olives
- mushrooms
- green peppers
- onions
- pineapple
- bbq chicken
- garlic
- artichokes
- pappardese
- sausage
- bacon
- ham
- blue cheese
- broccoli

## Special Notes for Phyllo Dough

Phyllo dough is located in the freezer section of your grocery store. Keep frozen, placing unopened package in the refrigerator the night before to defrost. Do not defrost at room temperature.

Once defrosted, move dough from refrigerator to counter two hours before use. Keep any opened dough covered with a damp kitchen towel and/or plastic wrap to prevent drying. Re-wrap unused portion immediately and refrigerate for 1 week, or freeze.





## Appetizers

### Chapter 2

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## Brown Sugar and Peach Muffins

154

**Nutrition**  
Per Serving

Grain  
Protein

Vegetables  
Dairy

Fruits  
Fats

### Ingredients

2 cups Flour  
 ½ cup Brown Sugar  
 2 tsp Baking Powder  
 1 tsp Baking Soda  
 ¼ tsp Salt  
 1 cup Milk

1 Tbs Lemon Juice  
 ½ cup Oil  
 1 tsp Vanilla Extract  
 ½ cup Peaches chopped (fresh or canned)  
 Extra Brown Sugar (for sanding)



Preheat oven to 400° F and line your muffin tins with muffin cups.

### 1 Mix

Mix the dry ingredients together.

2 cups Flour  
 ½ cup Brown Sugar  
 2 tsp Baking Powder  
 1 tsp Baking Soda  
 ¼ tsp Salt

### 2 Whisk

Whisk the wet ingredients together until incorporated and thickened.

1 cup Milk  
 1 Tbs Lemon Juice  
 ½ cup Oil  
 1 tsp Vanilla Extract

### 3 Combine

Add wet to dry and gently fold the flour in until the flour is moistened and there are no dry spots. Add the chopped peaches and fold in gently.

½–¾ cup Peaches, chopped (fresh or canned)

### 4 Fill

Fill muffin cups ¾ of the way. Sprinkle with extra brown sugar, and add extra peach pieces on top if desired.

Brown Sugar

### 5 Bake

Bake for 18–22 minutes, or until lightly browned and a toothpick comes out clean. The centers should also bounce back when pressed lightly.

\* If needed, you can make your own brown sugar by adding ¼–1 tsp of molasses to ½ cup of sugar and mixing well. Commercial brown sugar is made by mixing molasses back in to processed sugar, so it's not really any different than store-bought.



## Ingredient Substitutions

|                                    | Option 1 | Option 2  | Option 3   |
|------------------------------------|----------|---|--|
| <b>A Allspice</b>                  | 1 tsp    | ½ tsp cinnamon, ¼ tsp ginger, and ¼ tsp cloves                              |  |
| <b>Arrowroot Starch</b>            | 1 tsp    | 1 Tbs flour   | 1 tsp cornstarch   |
| <b>B Baking Mix</b>                | 1 cup    | 1 cup pancake mix   |  |
| <b>Baking Powder</b>               | 1 tsp    | ½ tsp baking soda plus ½ tsp cream of tartar                                |  |
| <b>Beer</b>                        | 1 cup    | 1 cup nonalcoholic beer   | 1 cup chicken broth  |
| <b>Brandy</b>                      | ½ cup    | 1 tsp imitation brandy extract plus enough water to make ½ cup              |  |
| <b>Bread Crumbs</b>                | 1 cup    | 1 cup cracker crumbs  | 1 cup matzo meal<br>1 cup ground oats  |
| <b>Broth (beef or chicken)</b>     | 1 cup    | 1 bouillon cube plus 1 cup boiling water                                    | 1 Tbs soy sauce plus enough water to make 1 cup<br>1 cup vegetable broth                       |
| <b>Brown Sugar (packed)</b>        | 1 cup    | 1 cup white sugar plus ½ cup molasses. Reduce the liquid in recipe by ½ cup | 1 cup white sugar<br>1 ½ cups confectioners' sugar   |
| <b>Butter (salted)</b>             | 1 cup    | 1 cup margarine   | 1 cup shortening plus ½ teaspoon salt<br>½ cup vegetable oil plus ½ tsp salt                   |
| <b>Butter (unsalted)</b>           | 1 cup    | 1 cup shortening  | ½ cup vegetable oil<br>½ cup lard  |
| <b>Buttermilk</b>                  | 1 cup    | 1 cup yogurt  | 1 Tbs lemon juice and enough milk to make 1 cup<br>1 Tbs vinegar and enough milk to make 1 cup |
| <b>C Cheddar Cheese (shredded)</b> | 1 cup    | 1 cup shredded Colby Cheddar  | 1 cup shredded Monterey Jack Cheese  |
| <b>Chervil (fresh chopped)</b>     | 1 Tbs    | 1 Tbs chopped fresh parsley   |  |
| <b>Chicken Base</b>                | 1 Tbs    | 1 cup chicken broth or stock. Reduce liquid in recipe by 1 cup              |  |

|   | Option 1         | Option 2   | Option 3   |
|---|------------------|--|--|
| <b>Chocolate (semisweet)</b>            | 1 oz             | 1 (1-oz) square of unsweetened chocolate plus 4 tsp sugar  | 1 ounce semisweet chocolate chips plus 1 tsp shortening  |
| <b>Chocolate (unsweetened)</b>          | 1 oz             | 1 (1-oz) square of unsweetened chocolate plus 4 tsp sugar  | 1 ounce semisweet chocolate chips plus 1 tsp shortening  |
| <b>Cocoa</b>                            | ½ cup            | 3 lbs unsweetened cocoa plus 1 Tbs shortening or vegetable oil                                     | 1 (1-oz) square unsweetened chocolate  |
| <b>Condensed Cream of Mushroom Soup</b> | 1 can (10.75 oz) | 1 (10.75 oz) can condensed cream of celery   | 1 (10.75 oz) can condensed golden mushroom soup<br>1 (10.75 oz) can condensed cream of chicken |
| <b>Corn Syrup</b>                       | 1 cup            | 1 ½ cup white sugar plus ½ cup water   | 1 cup honey<br>1 cup light treacle syrup   |
| <b>Cottage Cheese</b>                   | 1 cup            | 1 cup farmer's cheese  | 1 cup ricotta cheese   |
| <b>Cracker Crumbs</b>                   | 1 cup            | 1 cup bread crumbs   | 1 cup ground oats<br>1 cup matzo meal  |
| <b>Cream (half and half)</b>            | 1 cup            | ¾ cup milk plus 1 Tbs butter   | ½ cup milk plus ½ cup butter   |
| <b>Cream (heavy)</b>                    | 1 cup            | 1 cup evaporated milk  | ½ cup milk plus 2 Tbs butter   |
| <b>Cream (light)</b>                    | 1 cup            | 1 cup evaporated milk  | 1 cup plain yogurt, strained overnight in a cheesecloth  |
| <b>Cream (whipped)</b>                  | 1 cup            | 1 cup frozen whipped topping, thawed   |  |
| <b>Cream Cheese</b>                     | 1 cup            | 1 cup pureed cottage cheese  |  |
| <b>Cream of Tartar</b>                  | 1 cup            | 2 tsp lemon juice  | 2 tsp vinegar  |
| <b>Crème Fraiche</b>                    | ½ cup            | Combine 1 cup of heavy cream and 1 Tbs of plain yogurt. Let stand for 6 hours at room temperature. |  |

## Look, Cook, Learn

Delicious and Nutritious Recipes for the Discerning Cook



## Look, Cook, Learn

### Cooking Doesn't Have to be Scary

This book is dedicated to all the adventurous cooks who dare to conquer the kitchen and create wonderful dishes that are both delicious and nutritious.

With the advent of fast food, the microwave, and prepackaged meals the art of cooking and preparing meals at home is becoming more and more rare. Our busy lives often pull us out of the kitchen and what we do actually cook can become repetitive and routine.

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However, the kitchen doesn't have to be a scary place. Once you have learned the basics you are free to move on and experience new dishes, take on new challenges, and expand your recipe repertoire. Also, by preparing your own meals you have more control over what is going into your food, and therefore, what you are ultimately consuming yourself. It's healthier and more affordable for you and your family and we are sure that you will love our latest collection of recipes. Bon appetit!



## Look

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Category >

Ingredients >

Time >

Occasion >

Dietary Needs >

Cuisine Type >



Gnocchi with Thyme Sauce



Lemon Maple Scones with Clotted Cream



Mac and Cheese



Hasperat



Flaky Pizza Purses



Delicata Squash Bisque



Deconstructed Green Bean Casserole



Chickpea Radish Hors d'Oeuvres



Asparagus and White Bean Pesto Tart



Nearly Raw Tahini Noodles



Tamarind Seitan Kabobs



Minestrone

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Look Cook Learn

**Search by**

- Category >
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- Time >
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- Dietary Needs >
- Cuisine Type >

### Flaky Pizza Purses

**Total Time:** 25 mins    **Prep Time:** 10 mins    **Cook Time:** 15 mins



**Ingredients**

- 5 sheets Phyllo Dough
- 1 pint Sweet Grape Tomatoes
- 2 cups Mozzarella, shredded
- 5 Tbs Melted Butter
- 1 Tbs Olive Oil
- ¼ tsp Salt
- ½ tsp Dried Italian Herbs
- Fresh Basil Leaves

**Makes 6 Starters**

- Grain
- Dairy
- Vegetables Protein
- Fruits
- Fats and Oils

**Description**

Everybody loves pizza and these make a perfect starter for parties and gatherings. Small and finger-sized these are the ideal size for a quick appetizer. Great for get-togethers and dinner parties. You will be surprised how easy they are to make!

 Add to Recipe Box   
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[Gnocchi Thyme S](#)    [Flaky Piz](#)    [Asparagu Bean Pesto tart](#)    [Tahini Noodles](#)

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Look Cook Learn

## Flaky Pizza Purses

Everybody loves pizza and these make a perfect starter for parties and gatherings. Small and finger-sized these are the ideal size for a quick appetizer. Great for get-togethers and dinner parties. You will be surprised how easy they are to make!

**Ingredients**

- 5 Sheets Phyllo Dough
- 1 pint Sweet Grape Tomatoes
- 2 cups Mozzarella, shredded
- 5 Tbs Melted Butter
- 1 Tbs Olive Oil
- ¼ tsp Salt
- ½ tsp Dried Italian Herbs
- Fresh Basil Leaves

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**1. Make Sauce**

1 Tbs Olive Oil  
1 pint Sweet Grape Tomatoes  
¼ tsp Salt  
½ tsp Dried Italian Herbs

Heat oil over medium-high heat in a saute pan and add tomatoes. Cook until tomatoes begin to soften and burst.

Add salt and herbs. Gently mash the tomatoes, but not enough to lose their basic shape. Total cooking time approximately six minutes until the sauce is ready to go. Set aside.



**2. Prepare Dough**

5 Sheets Phyllo Dough

You'll want to open the dough, unroll it, remove 5 sheets, cover the 5 sheets, re-roll and package the remaining dough.

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## Flaky Pizza Purses



### 3. Brush with Butter

#### 5 Tbs Melted Butter

Remove one sheet from the stack of five and lay it out in front of you. Always re-cover the sheets you're not currently working with, or else they'll dry out. Brush with melted butter, starting at the edges and working in to the center. If you get some rips or tears, don't worry—it won't be noticeable by the time you're done. Just repair them as best you can and move on.



### 4. Stack Phyllo Layers

Once covered in butter, place the second sheet on top. Brush. Repeat this process until all 5 phyllo sheets have been stacked and brushed.

### 5. Cut

Using a pizza cutter, cut dough into six squares (one cut lengthwise, two cuts widthwise).

## Flaky Pizza Purses



### 6. Add Sauce and Cheese

- 1 Recipe 6 Minute Tomato Sauce
- 2 cups Mozzarella Cheese, shredded
- Fresh Basil Leaves

Place  $\frac{1}{4}$  of the sauce in the middle of each square. Then add cheese and a few basil leaves. The leaves can either be whole or chopped up, whichever you prefer.



### 7. Fold

Gather the edges of the squares into the center, twisting to seal and form a purse. Place the completed purses on a baking sheet. Give the purses one final brush of butter before going in the oven.



### 8. Bake

Bake at 400 for 10-15 minutes until the purses turn golden brown along the edges and the body feels cooked and flaky. Top with fresh basil leaves and serve warm.

## Nutrition

In order to stay healthy our bodies need a diet which provides proper nutrition. The foods you eat directly affect the vitamins and nutrients that are being put into your body. It is extremely important to be mindful of the foods you consume in order to ensure a balanced diet that includes all of the food groups.

The major food groups are grains, fruits, vegetables, proteins, and dairy. The last group, fats and oils, should be used sparingly.

**Tap on a segment of the nutrition wheel to learn more about a particular food group. ►**



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⚙️ Settings

## Nutrition

### Grains

**6-11 Servings or 6 ounces**

Grains are a major sources of energy and fiber and are divided into 2 subgroups, whole grains and refined grains. Whole grains contain the entire grain kernel while refined grains have been milled to give grains a finer texture and improve their shelf life. However, milling also removes dietary fiber, iron, and many B vitamins. Whole grains are recommended for most grain servings as a good source of fiber and nutrients.

**Half of your grain intake should be whole grains.**



Refined grains have been milled, a process that removes the bran and germ.



Whole grains contain the entire grain kernel (bran, germ, and endosperm).

#### Serving Size:

- 1 slice bread
- 1 cup dry cereal
- 1 flat tortilla
- ½ bagel
- ½ cup cooked rice, pasta, or cereal
- ½ cup cooked hot cereal, such as oatmeal
- ½ cup cooked couscous

**Back to Nutrition Guide**

**More About Grains**



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🔄 Substitutions

⚙️ Settings

## Appendix 9 Blank Final Application Survey

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### Final Application Survey

Name: \_\_\_\_\_

Email Address: \_\_\_\_\_

Age:     Below 18     18-24     25-30     31-36     37-45     46-55     56-65     Above 65

Gender:     Male     Female

*Thank you for participating in this survey. Your detailed answers are extremely helpful in the research and development of my thesis. If you have any questions or concerns please feel free to contact me at amm8048@rit.edu.*

#### Instructions

**1. Review the PDF titled “CookbookApplication.pdf”.** This document contains large images of the cookbook layout so that you can see the details of each spread.

**2. Read through the questions provided in this survey.** Using the sections and imagery as a guide, please take your time and review the materials as well as the questions. I appreciate as much information or input as possible.

**3. Leave written feedback in the “Comments” section.** Your thoughts and opinions are greatly appreciated.

**4. Save and Return.** Once you have finished completing the survey, save the document as “FinalApplicationSurvey\_YourName.pdf” and email it back to me at amm8048@rit.edu.

**Thank you for your time and support. Your input is much appreciated!**

# Final Application Survey

## Nutrition Information



### Nutrition

In order to stay healthy our bodies need a diet that provides proper nutrition. The foods we eat directly affect the vitamins and nutrients you are putting into our body. It is extremely important to be mindful of the food you consume so that we are eating a balanced diet that includes all of the food groups.

The major food groups are grains, fruits, vegetables, proteins, dairy. The last group, fats and oils, should be used sparingly.

**Grains**

Any food made from wheat, rice, oats, cornmeal, barley or another cereal grain is a grain product. Bread, pasta, cereal, breakfast cereals, tortillas, and grits are examples of grain products.

**Vegetables**

Any vegetable or 100% vegetable juice counts as a member of the vegetable group. Vegetables may be raw or cooked, fresh, frozen, canned, or dried/dehydrated and may be whole, cut-up, or mashed.

**Fruits**

Any fruit or 100% fruit juice counts as part of the fruit group. Fruits may be fresh, canned, frozen, or dried, and may be whole, cut-up, or puréed.

**Protein**

All food made from meat, poultry, fish, dry beans or peas, eggs, nuts, and seeds are considered part of the protein foods group.

**Dairy**

All fluid milk products and many foods made from milk are considered part of this food group. Foods made from milk that retain their calcium content are part of the group. Most dairy group choices should be fat-free or low-fat.

**Fats and Oils**

Foods that are mainly oil include margarine, certain salad dressings, and soft margarine. Solid fats are fats that are solid at room temperature, like butter and shortening.

For more information about the various food groups please refer to the US Department of Agriculture website [www.myplate.gov](http://www.myplate.gov).

Please rate the following on a scale of 1-10

|   | Not at All            |                       | Somewhat              |                       |                       |                       |                       |                       | Very                  |                       |
|---|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
|   | 1                     | 2                     | 3                     | 4                     | 5                     | 6                     | 7                     | 8                     | 9                     | 10                    |
| Do you find nutrition information useful?   | <input type="radio"/> |
| Are the serving size examples helpful?  | <input type="radio"/> |
| Does color coding the food groups to the Nutrition Wheel help you see their relationship? | <input type="radio"/> |
| Does this layout make sense to you?   | <input type="radio"/> |

Comments:

# Final Application Survey

## Recipe Design

### Flaky Pizza Purses

**Nutrition Per Serving**

- Grain
- Dairy
- Vegetables
- Protein
- Fruit
- Fats

**Makes 6 Servings**

**Total Time: 25 mins**

**Prep Time: 10 mins**

**Cook Time: 15 mins**

**Ingredients:**

- 5 Sheets Phyllo Dough
- 1 pint Sweet Grape Tomatoes
- 2 cups Mozzarella, shredded
- 5 Tbs Melted Butter
- 1 Tbs Olive Oil
- 1/2 tsp Salt
- 1/2 tsp Dried Italian Herbs
- Fresh Basil Leaves

### Six Minute Tomato Sauce

*Begin by making the tomato sauce. Then proceed to make the Pizza Purses.*

- Heat**  
Heat oil over medium-high heat in a sauce pan and add tomatoes. Toss in oil and cook until tomatoes begin to soften and burst.
- Season**  
Add salt and herbs. You can help the tomatoes along by popping them with the tip of a knife as they expand.
- Pop Tomatoes**  
Gently mash the tomatoes, but not enough to lose their basic shape. Total cooking time approximately six minutes until the sauce is ready to go. Set aside.



### Pizza Purses

*Preheat oven to 400° F.*

Get your work station ready with everything you'll need to make the purses. You'll need a large area to spread the dough out on, tomato sauce, shredded cheese, dairy-melted butter, a brush, and a damp kitchen towel or plastic wrap.

- Prepare Dough**  
You'll want to open the dough, unroll it, remove 5 sheets, cover the 5 sheets, re-roll and package the remaining dough.
- Brush with Butter**  
Remove one sheet from the stack of five and lay it out in front of you. Always re-cover the sheets you're not currently working with, or else they'll dry out. Brush with melted butter, starting at the edges and working in to the center. If you get some rips or tears, don't worry—it won't be noticeable by the time you're done. Just repair them as best you can and move on.






Please rate the following on a scale of 1-10

|   | Not at All            |                       |                       | Somewhat              |                       |                       |                       | Very                  |                       |                       |
|---|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
|   | 1                     | 2                     | 3                     | 4                     | 5                     | 6                     | 7                     | 8                     | 9                     | 10                    |
| Are steps with imagery useful?  | <input type="radio"/> |
| Is it easy to locate the cooking times?                                   | <input type="radio"/> |
| Is it easy to locate the number of servings that each recipe makes?       | <input type="radio"/> |
| Is having the ingredients for each step next to the instructions helpful? | <input type="radio"/> |
| Are the instructions easy to follow?                                      | <input type="radio"/> |
| Do you like the imagery in the recipe?                                    | <input type="radio"/> |
| Does this layout make sense to you?                                       | <input type="radio"/> |

Comments:

# Final Application Survey

## Ingredient Substitution Design

| Ingredient Substitutions                |   |  |  |
|---|---|--|--|
|   | Option 1  | Option 2   | Option 3   |
| <b>A Allspice</b>                       | 1 tsp<br>½ tsp cinnamon, ¼ tsp ginger, and ¼ tsp cloves |  |  |
| <b>Arrowroot Starch</b>                 | 1 tsp   | 1 Tbs flour  | 1 tsp cornstarch   |
| <b>B Baking Mix</b>                     | 1 cup   | 1 cup pancake mix  |  |
| <b>Baking Powder</b>                    | 1 tsp   | ½ tsp baking soda plus ¼ tsp cream of tartar   |  |
| <b>Beer</b>                             | 1 cup   | 1 cup nonalcoholic beer  | 1 cup chicken broth  |
| <b>Brandy</b>                           | ¼ cup   | 1 tsp molasses brandy extract plus enough water to make ¼ cup                                      |  |
| <b>Bread Crumbs</b>                     | 1 cup   | 1 cup cracker crumbs   | 1 cup matzo meal   |
| <b>Broth (veal or chicken)</b>          | 1 cup   | 1 bouillon cube plus 1 cup boiling water   | 1 Tbs soy sauce plus enough water to make 1 cup  |
| <b>Brown Sugar (packed)</b>             | 1 cup   | 1 cup white sugar plus ¼ cup molasses. Reduce the liquid in recipe by ¼ cup                        | 1 cup white sugar<br>1 ½ cups confectioners' sugar   |
| <b>Butter (unsalted)</b>                | 1 cup   | 1 cup margarine  | 1 cup shortening plus ½ tsp non-salt<br>½ cup vegetable oil plus ½ tsp non-salt                |
| <b>Butter (unsalted)</b>                | 1 cup   | 1 cup shortening   | ½ cup vegetable oil  |
| <b>Buttermilk</b>                       | 1 cup   | 1 cup yogurt   | 1 Tbs lemon juice and enough milk to make 1 cup<br>1 Tbs vinegar and enough milk to make 1 cup |
| <b>C Cheddar Cheese (shredded)</b>      | 1 cup   | 1 cup shredded Colby Cheddar   | 1 cup shredded Monterey Jack Cheese  |
| <b>Chervil (fresh chopped)</b>          | 1 Tbs   | 1 Tbs chopped fresh parsley  |  |
| <b>Chicken Base</b>                     | 1 Tbs   | 1 cup chicken broth or stock. Reduce liquid in recipe by 1 cup                                     |  |
| <b>Chocolate (unsweetened)</b>          | 1 oz  | 1 (1-oz) square of unsweetened chocolate plus 4 tsp sugar  | 1 ounce unsweetened chocolate chips plus 1 tsp shortening                                      |
| <b>Chocolate (unsweetened)</b>          | 1 oz  | 1 (1-oz) square of unsweetened chocolate plus 4 tsp sugar  | 1 ounce unsweetened chocolate chips plus 1 tsp shortening                                      |
| <b>Cocoa</b>                            | ¼ cup   | 3 Tbs unsweetened cocoa plus 1 Tbs shortening or vegetable oil                                     | 1 (1-oz) square unsweetened chocolate  |
| <b>Condensed Cream of Mushroom Soup</b> | 1 can (10.75 oz)  | 1 (10.75 oz) can condensed cream of celery   | 1 (10.75 oz) can condensed golden mushroom soup  |
| <b>Corn Syrup</b>                       | 1 cup   | 1 ½ cup white sugar plus ¼ cup water   | 1 cup honey<br>1 cup light fructose syrup  |
| <b>Cottage Cheese</b>                   | 1 cup   | 1 cup farmer's cheese  | 1 cup ricotta cheese   |
| <b>Cracker Crumbs</b>                   | 1 cup   | 1 cup bread crumbs   | 1 cup ground oats<br>1 cup matzo meal  |
| <b>Cream (half and half)</b>            | 1 cup   | ½ cup milk plus 1 Tbs butter   | ½ cup milk plus ¼ cup butter   |
| <b>Cream (heavy)</b>                    | 1 cup   | 1 cup evaporated milk  | ½ cup milk plus 3 Tbs butter   |
| <b>Cream (light)</b>                    | 1 cup   | 1 cup evaporated milk  | 1 cup plain yogurt, strained overnight in a cheesecloth  |
| <b>Cream (lightest)</b>                 | 1 cup   | 1 cup frozen whipped topping, thawed   |  |
| <b>Cream Cheese</b>                     | 1 cup   | 1 cup puréed cottage cheese  |  |
| <b>Cream of Tartar</b>                  | 1 cup   | 2 tsp lemon juice  | 2 tsp vinegar  |
| <b>Creme Fraiche</b>                    | ¼ cup   | Combine 1 cup of heavy cream and 1 Tbs of plain yogurt. Let stand for 8 hours at room temperature. |  |

Please rate the following on a scale of 1-10

|  | Not at All            |                       |                       | Somewhat              |                       |                       |                       | Very                  |                       |                       |
|--|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
|  | 1                     | 2                     | 3                     | 4                     | 5                     | 6                     | 7                     | 8                     | 9                     | 10                    |
| Do you find ingredient substitutions useful? | <input type="radio"/> |
| Is it easy to use this substitution chart?   | <input type="radio"/> |
| Does this layout make sense to you?          | <input type="radio"/> |

Comments:

# Appendix 10 Final Application Survey Results

Survey response from Kate Goguen

### Final Application Survey

Name: Kate Goguen  
 Email Address: \_\_\_\_\_  
 Age:  Below 18  18-24  25-30  31-36  37-45  46-55  56-65  Above 65  
 Gender:  Male  Female

*Thank you for participating in this survey. Your detailed answers are extremely helpful in the research and development of my thesis. If you have any questions or concerns please feel free to contact me at amm8048@iit.edu.*

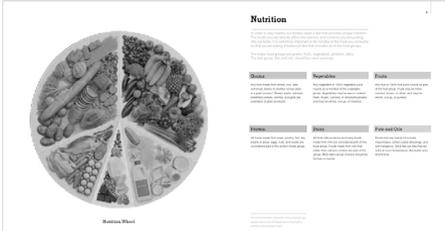
#### Instructions

1. Review the PDF titled "CookbookApplication.pdf". This document contains large images of the cookbook layout so that you can see the details of each spread.
2. Read through the questions provided in this survey. Using the sections and imagery as a guide, please take your time and review the materials as well as the questions. I appreciate as much information or input as possible.
3. Leave written feedback in the "Comments" section. Your thoughts and opinions are greatly appreciated.
4. Save and Return. Once you have finished completing the survey, save the document as "FinalApplicationSurvey\_YourName.pdf" and email it back to me at amm8048@iit.edu.

**Thank you for your time and support. Your input in much appreciated!**

### Final Application Survey

#### Nutrition Information



**Please rate the following on a scale of 1-10**

|   | 1                     | 2                     | 3                     | 4                     | 5                     | 6                     | 7                     | 8                     | 9                     | 10                               |
|---|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|----------------------------------|
| Do you find nutrition information useful?   | <input type="radio"/> | <input checked="" type="radio"/> |
| Are the serving size examples helpful?  | <input type="radio"/> | <input checked="" type="radio"/> |
| Does color coding the food groups to the Nutrition Wheel help you see their relationship? | <input type="radio"/> | <input checked="" type="radio"/> |
| Does this layout make sense to you?   | <input type="radio"/> | <input checked="" type="radio"/> |

**Comments:**

### Final Application Survey

#### Recipe Design



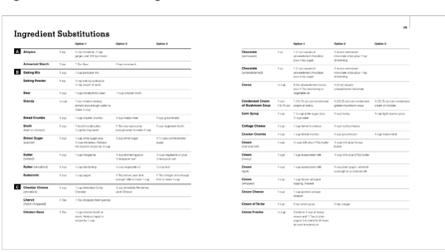
**Please rate the following on a scale of 1-10**

|   | 1                     | 2                     | 3                     | 4                     | 5                     | 6                     | 7                     | 8                     | 9                     | 10                               |
|---|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|----------------------------------|
| Are steps with imagery useful?  | <input type="radio"/> | <input checked="" type="radio"/> |
| Is it easy to locate the cooking times?                                   | <input type="radio"/> | <input checked="" type="radio"/> |
| Is it easy to locate the number of servings that each recipe makes?       | <input type="radio"/> | <input checked="" type="radio"/> |
| Is having the ingredients for each step next to the instructions helpful? | <input type="radio"/> | <input checked="" type="radio"/> |
| Are the instructions easy to follow?                                      | <input type="radio"/> | <input checked="" type="radio"/> |
| Do you like the imagery in the recipe?                                    | <input type="radio"/> | <input checked="" type="radio"/> |
| Does this layout make sense to you?                                       | <input type="radio"/> | <input checked="" type="radio"/> |

**Comments:** I like that I know what kinds of food groups are included in the recipe. I also really like the nutrition per a serving. I am bad at fractions so 3/4, 2/3, 1/3 are a little confusing because I had to go to the introduction to make sure I was reading the servings right. But if someone cooks a lot or is good at fractions it would make lots of sense.

### Final Application Survey

#### Ingredient Substitution Design



**Please rate the following on a scale of 1-10**

|  | 1                     | 2                     | 3                     | 4                     | 5                     | 6                     | 7                     | 8                     | 9                     | 10                               |
|--|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|----------------------------------|
| Do you find ingredient substitutions useful? | <input type="radio"/> | <input checked="" type="radio"/> |
| Is it easy to use this substitution chart?   | <input type="radio"/> | <input checked="" type="radio"/> |
| Does this layout make sense to you?          | <input type="radio"/> | <input checked="" type="radio"/> |

**Comments:** Monterey jack is spelled wrong. One "r".

Survey response from Steve Gallow

### Final Application Survey

Name: Steven Gallow  
 Email Address: steve.gallow@gmail.com  
 Age:  Below 18  18-24  25-30  31-36  37-45  46-55  56-65  Above 65  
 Gender:  Male  Female

*Thank you for participating in this survey. Your detailed answers are extremely helpful in the research and development of my thesis. If you have any questions or concerns please feel free to contact me at amin8048@rit.edu.*

#### Instructions

- Review the PDF titled "CookbookApplication.pdf"**. This document contains large images of the cookbook layout so that you can see the details of each spread.
- Read through the questions provided in this survey.** Using the sections and imagery as a guide, please take your time and review the materials as well as the questions. I appreciate as much information or input as possible.
- Leave written feedback in the "Comments" section.** Your thoughts and opinions are greatly appreciated.
- Save and Return.** Once you have finished completing the survey, save the document as "FinalApplicationSurvey\_YourName.pdf" and email it back to me at amin8048@rit.edu.

**Thank you for your time and support. Your input is much appreciated!**

### Final Application Survey

#### Nutrition Information

Please rate the following on a scale of 1-10

|   | 1                     | 2                     | 3                     | 4                     | 5                     | 6                     | 7                     | 8                     | 9                     | 10                               |
|---|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|----------------------------------|
| Do you find nutrition information useful?   | <input type="radio"/> | <input checked="" type="radio"/> |
| Are the serving size examples helpful?  | <input type="radio"/> | <input checked="" type="radio"/> |
| Does color coding the food groups to the Nutrition Wheel help you see their relationship? | <input type="radio"/> | <input checked="" type="radio"/> |
| Does this layout make sense to you?   | <input type="radio"/> | <input checked="" type="radio"/> |

**Comments:** For some reason that Dairy doesn't seem as natural as the other categories that you captured. Perhaps it's because we don't eat a lot of blue things.

### Final Application Survey

#### Recipe Design

Please rate the following on a scale of 1-10

|   | 1                     | 2                     | 3                     | 4                     | 5                     | 6                     | 7                     | 8                     | 9                     | 10                               |
|---|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|----------------------------------|
| Are steps with imagery useful?  | <input type="radio"/> | <input checked="" type="radio"/> |
| Is it easy to locate the cooking times?                                   | <input type="radio"/> | <input checked="" type="radio"/> |
| Is it easy to locate the number of servings that each recipe makes?       | <input type="radio"/> | <input checked="" type="radio"/> |
| Is having the ingredients for each step next to the instructions helpful? | <input type="radio"/> | <input checked="" type="radio"/> |
| Are the instructions easy to follow?                                      | <input type="radio"/> | <input checked="" type="radio"/> |
| Do you like the imagery in the recipe?                                    | <input type="radio"/> | <input checked="" type="radio"/> |
| Does this layout make sense to you?                                       | <input type="radio"/> | <input checked="" type="radio"/> |

**Comments:** On the number of Serving, my eye did not focus on the bold font. I was thinking that the bold font was a header, so I wasn't reading it to find the number of servings.

### Final Application Survey

#### Ingredient Substitution Design

Please rate the following on a scale of 1-10

|  | 1                     | 2                     | 3                     | 4                     | 5                     | 6                     | 7                     | 8                     | 9                     | 10                               |
|--|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|----------------------------------|
| Do you find ingredient substitutions useful? | <input type="radio"/> | <input checked="" type="radio"/> |
| Is it easy to use this substitution chart?   | <input type="radio"/> | <input checked="" type="radio"/> |
| Does this layout make sense to you?          | <input type="radio"/> | <input checked="" type="radio"/> |

**Comments:** This is fantastic! I haven't looked in a lot of cook books, but I have never seen this before. Many times I don't have ingredients, so I would find this very useful.

Survey response from Eva Mizer

### Final Application Survey

Name: Eva Mizer  
 Email Address: evamizer@aol.com  
 Age:  Below 18  18-24  25-30  31-36  37-45  46-55  56-65  Above 65  
 Gender:  Male  Female

*Thank you for participating in this survey. Your detailed answers are extremely helpful in the research and development of my thesis. If you have any questions or concerns please feel free to contact me at amm8048@nt.edu.*

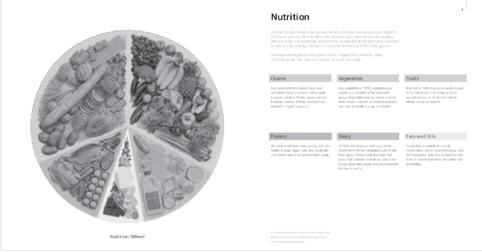
#### Instructions

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3. Leave written feedback in the "Comments" section. Your thoughts and opinions are greatly appreciated.
4. Save and Return. Once you have finished completing the survey, save the document as "FinalApplicationSurvey\_YourName.pdf" and email it back to me at amm8048@nt.edu.

**Thank you for your time and support. Your input is much appreciated!**

### Final Application Survey

#### Nutrition Information



Please rate the following on a scale of 1-10

|   | Not at All            |                       |                       | Somewhat              |                       |                       |                       | Very                  |                       |                                  |
|---|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|----------------------------------|
|   | 1                     | 2                     | 3                     | 4                     | 5                     | 6                     | 7                     | 8                     | 9                     | 10                               |
| Do you find nutrition information useful?   | <input type="radio"/> | <input checked="" type="radio"/> |
| Are the serving size examples helpful?  | <input type="radio"/> | <input checked="" type="radio"/> |
| Does color coding the food groups to the Nutrition Wheel help you see their relationship? | <input type="radio"/> | <input checked="" type="radio"/> |
| Does this layout make sense to you?   | <input type="radio"/> | <input checked="" type="radio"/> |

**Comments:** Just a confusion, I see potatoes in the grains? Are they grains or veggies? Or are those buns? I love love love this book! Tell me you will get it printed! I would buy it just for the design and layout!

### Final Application Survey

#### Recipe Design



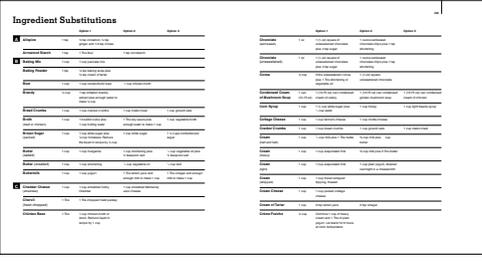
Please rate the following on a scale of 1-10

|   | Not at All            |                       |                       | Somewhat              |                       |                       |                       | Very                  |                       |                                  |
|---|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|----------------------------------|
|   | 1                     | 2                     | 3                     | 4                     | 5                     | 6                     | 7                     | 8                     | 9                     | 10                               |
| Are steps with imagery useful?  | <input type="radio"/> | <input checked="" type="radio"/> |
| Is it easy to locate the cooking times?                                   | <input type="radio"/> | <input checked="" type="radio"/> |
| Is it easy to locate the number of servings that each recipe makes?       | <input type="radio"/> | <input checked="" type="radio"/> |
| Is having the ingredients for each step next to the instructions helpful? | <input type="radio"/> | <input checked="" type="radio"/> |
| Are the instructions easy to follow?                                      | <input type="radio"/> | <input checked="" type="radio"/> |
| Do you like the imagery in the recipe?                                    | <input type="radio"/> | <input checked="" type="radio"/> |
| Does this layout make sense to you?                                       | <input type="radio"/> | <input checked="" type="radio"/> |

**Comments:** I LOVED the little serving circles - VERY helpful. That's one of my main concerns, so this is perfect. The only thing I didn't see was nutritional info (fat/fiber/protein/etc), but the serving size is a much simpler better way for me to visualize what I'm eating.

### Final Application Survey

#### Ingredient Substitution Design



Please rate the following on a scale of 1-10

|  | Not at All            |                       |                       | Somewhat              |                       |                       |                       | Very                  |                       |                                  |
|--|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|----------------------------------|
|  | 1                     | 2                     | 3                     | 4                     | 5                     | 6                     | 7                     | 8                     | 9                     | 10                               |
| Do you find ingredient substitutions useful? | <input type="radio"/> | <input checked="" type="radio"/> |
| Is it easy to use this substitution chart?   | <input type="radio"/> | <input checked="" type="radio"/> |
| Does this layout make sense to you?          | <input type="radio"/> | <input checked="" type="radio"/> |

**Comments:** They should use this in cookbooks more often. There are so many times I've been without something and need a substitute. Good job! Very clean.

Survey response from Linda Mizer

### Final Application Survey

Name: linda mizer  
 Email Address: lam6@cornell.edu  
 Age:  Below 18  18-24  25-30  31-36  37-45  46-55  56-65  Above 65  
 Gender:  Male  Female

*Thank you for participating in this survey. Your detailed answers are extremely helpful in the research and development of my thesis. If you have any questions or concerns please feel free to contact me at amm8048@rit.edu.*

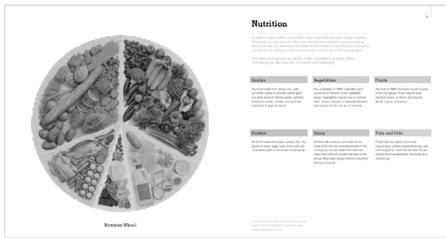
#### Instructions

- 1. Review the PDF titled "CookbookApplication.pdf"**. This document contains large images of the cookbook layout so that you can see the details of each spread.
- 2. Read through the questions provided in this survey.** Using the sections and imagery as a guide, please take your time and review the materials as well as the questions. I appreciate as much information or input as possible.
- 3. Leave written feedback in the "Comments" section.** Your thoughts and opinions are greatly appreciated.
- 4. Save and Return.** Once you have finished completing the survey, save the document as "FinalApplicationSurvey\_YourName.pdf" and email it back to me at amm8048@rit.edu.

**Thank you for your time and support. Your input is much appreciated!**

### Final Application Survey

#### Nutrition Information



**Please rate the following on a scale of 1-10**

|   | Not at All            |                       |                       | Somewhat              |                       |                       |                       | Very                  |                       |                                  |
|---|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|----------------------------------|
|   | 1                     | 2                     | 3                     | 4                     | 5                     | 6                     | 7                     | 8                     | 9                     | 10                               |
| Do you find nutrition information useful?   | <input type="radio"/> | <input checked="" type="radio"/> |
| Are the serving size examples helpful?  | <input type="radio"/> | <input checked="" type="radio"/> |
| Does color coding the food groups to the Nutrition Wheel help you see their relationship? | <input type="radio"/> | <input checked="" type="radio"/> |
| Does this layout make sense to you?   | <input type="radio"/> | <input checked="" type="radio"/> |

**Comments:** yeah

### Final Application Survey

#### Recipe Design



**Please rate the following on a scale of 1-10**

|   | Not at All            |                       |                       | Somewhat              |                       |                       |                       | Very                  |                       |                                  |
|---|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|----------------------------------|
|   | 1                     | 2                     | 3                     | 4                     | 5                     | 6                     | 7                     | 8                     | 9                     | 10                               |
| Are steps with imagery useful?  | <input type="radio"/> | <input checked="" type="radio"/> |
| Is it easy to locate the cooking times?                                   | <input type="radio"/> | <input checked="" type="radio"/> |
| Is it easy to locate the number of servings that each recipe makes?       | <input type="radio"/> | <input checked="" type="radio"/> |
| Is having the ingredients for each step next to the instructions helpful? | <input type="radio"/> | <input checked="" type="radio"/> |
| Are the instructions easy to follow?                                      | <input type="radio"/> | <input checked="" type="radio"/> |
| Do you like the imagery in the recipe?                                    | <input type="radio"/> | <input checked="" type="radio"/> |
| Does this layout make sense to you?                                       | <input type="radio"/> | <input checked="" type="radio"/> |

**Comments:**

### Final Application Survey

#### Ingredient Substitution Design



**Please rate the following on a scale of 1-10**

|  | Not at All            |                       |                       | Somewhat              |                       |                       |                       | Very                  |                       |                                  |
|--|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|----------------------------------|
|  | 1                     | 2                     | 3                     | 4                     | 5                     | 6                     | 7                     | 8                     | 9                     | 10                               |
| Do you find ingredient substitutions useful? | <input type="radio"/> | <input checked="" type="radio"/> |
| Is it easy to use this substitution chart?   | <input type="radio"/> | <input checked="" type="radio"/> |
| Does this layout make sense to you?          | <input type="radio"/> | <input checked="" type="radio"/> |

**Comments:** yeah

Survey response from Carole Daugherty

### Final Application Survey

Name: Carole Daugherty  
 Email Address: csd8@twcny.rr.com  
 Age:  Below 18  18-24  25-30  31-36  37-45  46-55  56-65  Above 65  
 Gender:  Male  Female

*Thank you for participating in this survey. Your detailed answers are extremely helpful in the research and development of my thesis. If you have any questions or concerns please feel free to contact me at amn9048@ntt.edu.*

#### Instructions

- Review the PDF titled "CookbookApplication.pdf".** This document contains large images of the cookbook layout so that you can see the details of each spread.
- Read through the questions provided in this survey.** Using the sections and imagery as a guide, please take your time and review the materials as well as the questions. I appreciate as much information or input as possible.
- Leave written feedback in the "Comments" section.** Your thoughts and opinions are greatly appreciated.
- Save and Return.** Once you have finished completing the survey, save the document as "FinalApplicationSurvey\_YourName.pdf" and email it back to me at amn9048@ntt.edu.

**Thank you for your time and support. Your input is much appreciated!**

8/27/18

### Final Application Survey

#### Nutrition Information

**Please rate the following on a scale of 1-10**

|   | Not at All            |                       |                       | Somewhat              |                       |                       |                       | Very                  |                       |                                  |
|---|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|----------------------------------|
|   | 1                     | 2                     | 3                     | 4                     | 5                     | 6                     | 7                     | 8                     | 9                     | 10                               |
| Do you find nutrition information useful?   | <input type="radio"/> | <input checked="" type="radio"/> |
| Are the serving size examples helpful?  | <input type="radio"/> | <input checked="" type="radio"/> |
| Does color coding the food groups to the Nutrition Wheel help you see their relationship? | <input type="radio"/> | <input checked="" type="radio"/> |
| Does this layout make sense to you?   | <input type="radio"/> | <input checked="" type="radio"/> |

**Comments:** One editing point: In the nutrition paragraph you switch back and forth between singular and plural pronouns - "our and your and you and we".

Since I am a member of "Weight Watchers" I find the nutrition information and the serving size very helpful. I feel that introducing the color coding to the food groups and to the wheel helps the reader to easily connect and to recognize the portion of the wheel that a particular food group occupies.

### Final Application Survey

#### Recipe Design

**Please rate the following on a scale of 1-10**

|   | Not at All            |                       |                       | Somewhat              |                       |                       |                       | Very                  |                       |                                  |
|---|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|----------------------------------|
|   | 1                     | 2                     | 3                     | 4                     | 5                     | 6                     | 7                     | 8                     | 9                     | 10                               |
| Are steps with imagery useful?  | <input type="radio"/> | <input checked="" type="radio"/> |
| Is it easy to locate the cooking times?                                   | <input type="radio"/> | <input checked="" type="radio"/> |
| Is it easy to locate the number of servings that each recipe makes?       | <input type="radio"/> | <input checked="" type="radio"/> |
| Is having the ingredients for each step next to the instructions helpful? | <input type="radio"/> | <input checked="" type="radio"/> |
| Are the instructions easy to follow?                                      | <input type="radio"/> | <input checked="" type="radio"/> |
| Do you like the imagery in the recipe?                                    | <input type="radio"/> | <input checked="" type="radio"/> |
| Does this layout make sense to you?                                       | <input type="radio"/> | <input checked="" type="radio"/> |

**Comments:** I feel that the pictures help me to see how the final product should look and in this case make me want to try this recipe. I like the horizontal layout rather than the more typical vertical layout of many recipes.

### Final Application Survey

#### Ingredient Substitution Design

**Please rate the following on a scale of 1-10**

|  | Not at All            |                       |                       | Somewhat              |                       |                       |                       | Very                  |                       |                                  |
|--|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|----------------------------------|
|  | 1                     | 2                     | 3                     | 4                     | 5                     | 6                     | 7                     | 8                     | 9                     | 10                               |
| Do you find ingredient substitutions useful? | <input type="radio"/> | <input checked="" type="radio"/> |
| Is it easy to use this substitution chart?   | <input type="radio"/> | <input checked="" type="radio"/> |
| Does this layout make sense to you?          | <input type="radio"/> | <input checked="" type="radio"/> |

**Comments:** I learned a lot from looking at this chart. I had no idea about some of the possible substitutions.

Survey response from Dan Mizer

### Final Application Survey

Name: Dan Mizer  
 Email Address: groton99@hughes.net  
 Age:  Below 18  18-24  25-30  31-36  37-45  46-55  56-65  Above 65  
 Gender:  Male  Female

*Thank you for participating in this survey. Your detailed answers are extremely helpful in the research and development of my thesis. If you have any questions or concerns please feel free to contact me at amm8048@rit.edu.*

#### Instructions

- Review the PDF titled "CookbookApplication.pdf"**. This document contains large images of the cookbook layout so that you can see the details of each spread.
- Read through the questions provided in this survey.** Using the sections and imagery as a guide, please take your time and review the materials as well as the questions. I appreciate as much information or input as possible.
- Leave written feedback in the "Comments" section.** Your thoughts and opinions are greatly appreciated.
- Save and Return.** Once you have finished completing the survey, save the document as "FinalApplicationSurvey\_YourName.pdf" and email it back to me at amm8048@rit.edu.

**Thank you for your time and support. Your input is much appreciated!**

### Final Application Survey

#### Nutrition Information

Please rate the following on a scale of 1-10

|   | Not at All            | 1                     | 2                     | 3                     | 4                     | 5                     | 6                     | 7                     | 8                     | 9                     | 10                               | Very                  |
|---|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|----------------------------------|-----------------------|
| Do you find nutrition information useful?   | <input type="radio"/> | <input checked="" type="radio"/> |                       |
| Are the serving size examples helpful?  | <input type="radio"/> | <input checked="" type="radio"/> |                       |
| Does color coding the food groups to the Nutrition Wheel help you see their relationship? | <input type="radio"/> | <input checked="" type="radio"/> |                       |
| Does this layout make sense to you?   | <input type="radio"/>            | <input type="radio"/> |

**Comments:** Not much to say here, it's easier for me to get "the whole picture" here than it would be if i were just shown a list of percentages.

### Final Application Survey

#### Recipe Design

Please rate the following on a scale of 1-10

|   | Not at All            | 1                     | 2                     | 3                     | 4                     | 5                     | 6                     | 7                     | 8                     | 9                     | 10                               | Very                  |
|---|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|----------------------------------|-----------------------|
| Are steps with imagery useful?  | <input type="radio"/> | <input checked="" type="radio"/> |                       |
| Is it easy to locate the cooking times?                                   | <input type="radio"/> | <input checked="" type="radio"/> |                       |
| Is it easy to locate the number of servings that each recipe makes?       | <input type="radio"/> | <input checked="" type="radio"/> |                       |
| Is having the ingredients for each step next to the instructions helpful? | <input type="radio"/> | <input checked="" type="radio"/> |                       |
| Are the instructions easy to follow?                                      | <input type="radio"/> | <input checked="" type="radio"/> |                       |
| Do you like the imagery in the recipe?                                    | <input type="radio"/> | <input checked="" type="radio"/> |                       |
| Does this layout make sense to you?                                       | <input type="radio"/>            | <input type="radio"/> |

**Comments:** I like the "ingredients by the instructions", it seems more organized and helps me to think of the project in phases and not just as a list of ordered steps.

### Final Application Survey

#### Ingredient Substitution Design

Please rate the following on a scale of 1-10

|  | Not at All            | 1                     | 2                     | 3                     | 4                     | 5                     | 6                     | 7                     | 8                     | 9                     | 10                               | Very                  |
|--|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|----------------------------------|-----------------------|
| Do you find ingredient substitutions useful? | <input type="radio"/> | <input checked="" type="radio"/> |                       |
| Is it easy to use this substitution chart?   | <input type="radio"/> | <input checked="" type="radio"/> |                       |
| Does this layout make sense to you?          | <input type="radio"/>            | <input type="radio"/> |

**Comments:** I would want this chart somewhere in my library.... it makes otherwise unusable recipes a new option.  
 This chart is very small for my old eyes.

Survey response from Pam Schenck

**Final Application Survey**

Name: pam schenck  
 Email Address: pds8@cornell.edu  
 Age:  Below 18  19-24  25-30  31-36  37-45  46-55  56-65  Above 65  
 Gender:  Male  Female

*Thank you for participating in this survey. Your detailed answers are extremely helpful in the research and development of my thesis. If you have any questions or concerns please feel free to contact me at amn8048@trf.edu.*

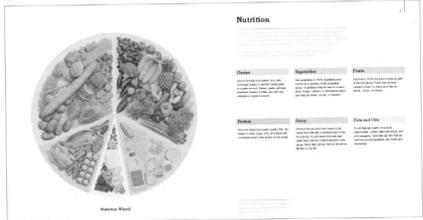
**Instructions**

1. Review the PDF titled "CookbookApplication.pdf". This document contains large images of the cookbook layout so that you can see the details of each spread.
2. Read through the questions provided in this survey. Using the sections and imagery as a guide, please take your time and review the materials as well as the questions. I appreciate as much information or input as possible.
3. Leave written feedback in the "Comments" section. Your thoughts and opinions are greatly appreciated.
4. Save and Return. Once you have finished completing the survey, save the document as "FinalApplicationSurvey\_YourName.pdf" and email it back to me at amn8048@trf.edu.

**Thank you for your time and support. Your input is much appreciated!**

**Final Application Survey**

**Nutrition Information**



Please rate the following on a scale of 1-10

|   | 1                                | 2                     | 3                     | 4                     | 5                     | 6                     | 7                     | 8                                | 9                                | 10                    |
|---|----------------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|----------------------------------|----------------------------------|-----------------------|
| Do you find nutrition information useful?   | <input checked="" type="radio"/> | <input type="radio"/>            | <input type="radio"/>            | <input type="radio"/> |
| Are the serving size examples helpful?  | <input checked="" type="radio"/> | <input type="radio"/>            | <input type="radio"/>            | <input type="radio"/> |
| Does color coding the food groups to the Nutrition Wheel help you see their relationship? | <input type="radio"/>            | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/>            | <input type="radio"/> |
| Does this layout make sense to you?   | <input type="radio"/>            | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>            | <input checked="" type="radio"/> | <input type="radio"/> |

**Comments:** When I see charts like this it seems like filler. I don't find them helpful.

**Final Application Survey**

**Recipe Design**



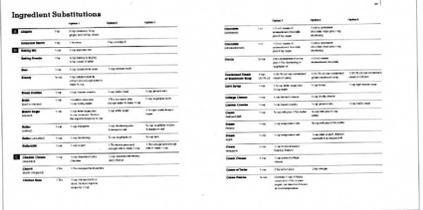
Please rate the following on a scale of 1-10

|   | 1                     | 2                     | 3                     | 4                     | 5                                | 6                     | 7                     | 8                     | 9                                | 10                               |
|---|-----------------------|-----------------------|-----------------------|-----------------------|----------------------------------|-----------------------|-----------------------|-----------------------|----------------------------------|----------------------------------|
| Are steps with imagery useful?  | <input type="radio"/>            | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/>            |
| Is it easy to locate the cooking times?                                   | <input type="radio"/>            | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>            | <input checked="" type="radio"/> |
| Is it easy to locate the number of servings that each recipe makes?       | <input type="radio"/>            | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>            | <input checked="" type="radio"/> |
| Is having the ingredients for each step next to the instructions helpful? | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>            | <input type="radio"/>            |
| Are the instructions easy to follow?                                      | <input type="radio"/>            | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/>            |
| Do you like the imagery in the recipe?                                    | <input type="radio"/>            | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>            | <input checked="" type="radio"/> |
| Does this layout make sense to you?                                       | <input type="radio"/>            | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>            | <input checked="" type="radio"/> |

**Comments:** The layout makes sense but the having the ingredients listed twice is not really helpful. It is nice to have the pictures showing the procedures. This is especially helpful for people that are just starting to cook. Maybe have the list of ingredients in bolder type would make it stand out more.

**Final Application Survey**

**Ingredient Substitution Design**



Please rate the following on a scale of 1-10

|  | 1                     | 2                     | 3                     | 4                     | 5                     | 6                     | 7                     | 8                     | 9                     | 10                               |
|--|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|----------------------------------|
| Do you find ingredient substitutions useful? | <input type="radio"/> | <input checked="" type="radio"/> |
| Is it easy to use this substitution chart?   | <input type="radio"/> | <input checked="" type="radio"/> |
| Does this layout make sense to you?          | <input type="radio"/> | <input checked="" type="radio"/> |

**Comments:** I like substitution carts in cookbooks. I often make do with what is on hand and having a list like this is great. I hate when I have to find another cookbook that has the charts in it.

## Appendix 11 Final Application Observation Results

User Survey Completed by Kyle Gallow

Observer: Anna Mizer

### Final Application Survey

Name: Kyle Gallow

Email Address: Simgallow@yahoo.com

Age: Below 18  18-24  25-30  31-36  37-45  46-55  56-65  Above 65

Gender:  Male  Female

*Thank you for participating in this survey. Your detailed answers are extremely helpful in the research and development of my thesis. If you have any questions or concerns please feel free to contact me at amm8048@rit.edu.*

### Recipe Use

|   | Not at All            |                       |                       | Somewhat              |                       |                       |                       | Very                  |                                  |                                  |
|---|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|----------------------------------|----------------------------------|
|   | 1                     | 2                     | 3                     | 4                     | 5                     | 6                     | 7                     | 8                     | 9                                | 10                               |
| Are steps with imagery useful?  | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/>            |
| Is it easy to locate the cooking times?                                     | <input type="radio"/>            | <input checked="" type="radio"/> |
| Is it easy to locate the number of servings that each recipe makes?         | <input type="radio"/>            | <input checked="" type="radio"/> |
| Does having the ingredients for each step next to the instructions helpful? | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/>            |
| Are the instructions easy to follow?  | <input type="radio"/>            | <input checked="" type="radio"/> |
| Do you like the imagery in the recipe?                                      | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/>            |

Was the recipe easy to use?

Yes. It was nice to have the ingredients for each step next to the step you were working on.

Where the instructions easy to understand?

They were very easy to follow, and I liked how there was a BOLD header for each step to tell you what you would be doing for that step.

Other comments?

Observer Comments by Anna Mizer

User: Kyle Gallow

---

## Final Application Survey

Did the user have any problems following the recipe?

He was frustrated that the cooking time was 8-12 min and said that that was a big range. He also had trouble adding the peaches but that is a design flaw that will be corrected.

Was the user able to navigate the recipe without difficulty?

The peaches were the only problem → added them too early

What was the user's response to the layout and recipe design?

positive, he really liked it

Did the user have any comments on their experience?

Besides the peaches there were no problems and it went well overall!

User Survey Completed by Josh Wagner  
 Observer: Anna Mizer

## Final Application Survey

Name: JOSH WAGNER  
 Email Address: JPW17424@RIT.EDU  
 Age: Below 18  18-24  25-30  31-36  37-45  46-55  56-65  Above 65  
 Gender:  Male  Female

*Thank you for participating in this survey. Your detailed answers are extremely helpful in the research and development of my thesis. If you have any questions or concerns please feel free to contact me at amm8048@rit.edu.*

### Recipe Use

|   | Not at All            |                       |                       | Somewhat              |                       |                       |                       | Very                             |                       |                                  |
|---|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|----------------------------------|-----------------------|----------------------------------|
|   | 1                     | 2                     | 3                     | 4                     | 5                     | 6                     | 7                     | 8                                | 9                     | 10                               |
| Are steps with imagery useful?  | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/>            |
| Is it easy to locate the cooking times?                                     | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/>            |
| Is it easy to locate the number of servings that each recipe makes?         | <input type="radio"/>            | <input type="radio"/> | <input checked="" type="radio"/> |
| Does having the ingredients for each step next to the instructions helpful? | <input type="radio"/>            | <input type="radio"/> | <input checked="" type="radio"/> |
| Are the instructions easy to follow?  | <input type="radio"/>            | <input type="radio"/> | <input checked="" type="radio"/> |
| Do you like the imagery in the recipe?                                      | <input type="radio"/>            | <input type="radio"/> | <input checked="" type="radio"/> |

Was the recipe easy to use?

YES, I LIKE THAT THE INGREDIENTS WERE OFF TO THE SIDE IN GROUPS OF WHEN TO USE THEM.

Where the instructions easy to understand?

YES, VERY CLEAR

Other comments?

-THE PEACHES MAYBE SHOULD BE MOVED

Observer Comments by Anna Mizer

User: Josh Wagner

---

## Final Application Survey

Did the user have any problems following the recipe?

His only problem was adding the peaches too early.  
He also made slightly more than 12 muffins but he  
said that it was so there would be more smaller  
muffins.

Was the user able to navigate the recipe without difficulty?

Yes, he didn't need to pick up the book, squint,  
or lean down to read the directions

What was the users response to the layout and recipe design?

He said he liked the imagery and the directions  
were easily separated

Did the user have any comments on their experience?

His only suggestion was to separate the peaches  
in the ingredients list so that if another user  
didn't read all the ingredients and the directions  
~~careful~~ carefully.

User Survey Completed by Katie Nix  
 Observations by Anna Mizer

## Final Application Survey

Name: Katie Nix  
 Email Address: katecnix@gmail.com  
 Age: Below 18 18-24 25-30 31-36 37-45 46-55 56-65 Above 65  
 Gender: Male Female

Thank you for participating in this survey. Your detailed answers are extremely helpful in the research and development of my thesis. If you have any questions or concerns please feel free to contact me at amm8048@rit.edu.

### Recipe Use

|   | Not at All            |                       |                       | Somewhat              |                       |                       |                       | Very                  |                       |                                  |
|---|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|----------------------------------|
|   | 1                     | 2                     | 3                     | 4                     | 5                     | 6                     | 7                     | 8                     | 9                     | 10                               |
| Are steps with imagery useful?  | <input type="radio"/> | <input checked="" type="radio"/> |
| Is it easy to locate the cooking times?                                     | <input type="radio"/> | <input checked="" type="radio"/> |
| Is it easy to locate the number of servings that each recipe makes?         | <input type="radio"/> | <input checked="" type="radio"/> |
| Does having the ingredients for each step next to the instructions helpful? | <input type="radio"/> | <input checked="" type="radio"/> |
| Are the instructions easy to follow?  | <input type="radio"/> | <input checked="" type="radio"/> |
| Do you like the imagery in the recipe?                                      | <input type="radio"/> | <input checked="" type="radio"/> |

Was the recipe easy to use?

*Absolutely! I love the symbols (grain, fat etc.), the breakup of ingredients and the fact that the ingredients appear twice: once as a collective list ~~and~~ again as part of the recipe*

Where the instructions easy to understand?

*Yes. ~~Thank~~ Thank you for being concise.*

Other comments?

*I felt very in control & not rushed... ~~perh~~ the design is enjoyable, which I think had a positive impact on this experience.*

---

## Final Application Survey

Did the user have any problems following the recipe?

no, she flowed through the recipe easily and didn't seem to have any problem with navigation or steps

Was the user able to navigate the recipe without difficulty?

yes, her comments when she was finished showed that the size of the page and type was very efficient.

Her comments were that the page size was good and created a small footprint. Also, she was able to prepare the recipe without having to print it the book or pick it up.

What was the user's response to the layout and recipe design?

good! She liked the ingredient list at the top because it was easy to scan and having the ingredients by the steps made it possible to avoid looking back at the ingredients list.

Did the user have any comments on their experience?

Overall her comments were very positive and the only suggestion she had was to move the peaches ingredient down (which is a mistake on my part and has now been corrected)

## Appendix 12 Image Copyrights and Acknowledgments

### Lauren Ulm

Founder of the Vegam Yum Yum food blog

---

Email correspondence on Tuesday , Feb 15, 2011 at 12:34 PM

To: Lauren Ulm <lauren.ulm@gmail.com>

From: Anna Mizer <annamizer@gmail.com>

Hi Lauren,

The reason I was trying to reach you was because I am a graphic design student who is currently working on a thesis project in which I am studying the design and history of cookbooks. I am researching the role that cookbooks play in our lives, how we use them, and how their design can be improved to help make them easier to use and more aesthetically pleasing. As part of my project I am designing a sample cookbook section. As such, I am looking for content (both recipes and images) that I can use in my designs. When I began to think of what type of content I could use I immediately thought of you and your work. I found your Flickr account in a search I did last year while I was working on a small booklet about food styling and photography. That led me to your twitter, Vegan Yum Yum site, and eventually your cookbook... needless to say, I have been drooling over your recipes and pictures ever since.

If you allow me to use your images I will obviously credit you, and your website, in both my sample cookbook as well as in all of my thesis documentation. I would not be selling or producing this cookbook in any way and it would only be used as an academic project to be shown as part of my class/thesis. If you have any questions about my project or the way in which I would potentially be using your work please let me know. I would be more than happy to address any concerns you may have. Thank you for all your time and effort!

Anna Mizer

---

Email correspondence on Wednesday, Feb 16, 2011 at 9:08 AM

To: Anna Mizer <annamizer@gmail.com>

From: Lauren Ulm <lauren.ulm@gmail.com>

Sure, you're welcome to use my work for your thesis. Thanks for asking, and good luck!

Lauren

**British Library Exhibition “Books for Cooks”**

London, England

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Email correspondence on Thursday, April 7, 2011 at 2:52 PM

To: permissions@bl.uk

From: Anna Mizer <annamizer@gmail.com>

British Library,

I am a Graduate Graphic Design student working on the completion of my Masters of Fine Arts thesis at Rochester Institute of Technology. My thesis includes the history and design of cookbooks and I wanted to know if I could use the images that are included in the “Books for Cooks” exhibition. I would not be altering the images, I would acknowledge your copyright and they would only be used for academic purposes (in the documentation/background for my thesis).

Would it be possible to use your images as part of my thesis? Thank you for your time and effort.

Anna Mizer

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Email correspondence on Wednesday, Feb 16, 2011 at 9:08 AM

To: Anna Mizer <annamizer@gmail.com>

From: permissions@bl.uk

Dear Anna

The Library grants permission to use and alter the images, please credit the Library as the original source.

Regards

Sandra Powlette  
Key Account & Permissions Manager

British Library  
96 Euston Road  
LONDON, NW1 2DB

Tel: 020-7412-7755

Fax: 020-7412-7771

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