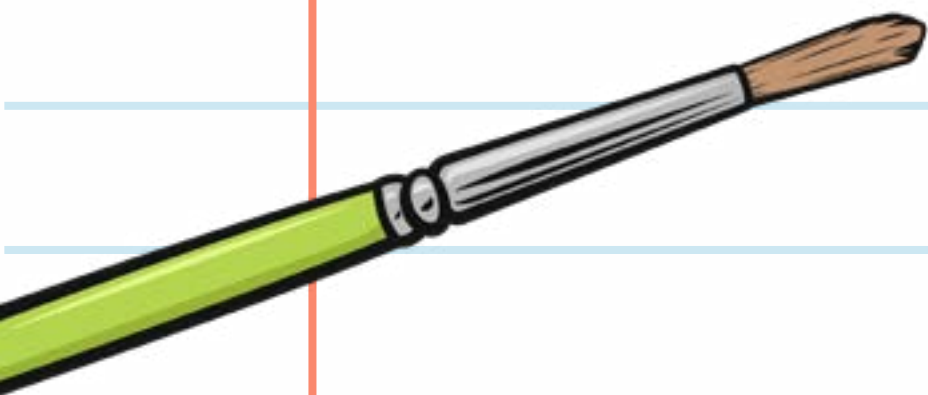


CREATINE

COOKBOOK



Case Study

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Crafted with love by:

Amalia Palmer
Ashlynn Ferguson
Kenzie Oliver
Matt Pond
McKensey Shaw
Nina Mantle
Sarah Layton
Will Leishman



Problem:



All too often, parents find it challenging to entertain their young children. Statistically, children of a young age can only focus between 4-20 minutes on one task at a time. Some parents turn to technology to help entertain their child, but if used in excess, technology can delay cognitive development in the child, among other negative effects. Some parents also turn to educational tv programs to assist in child learning, but they do not replace the social aspect of face-to-face learning, growth, and progression. This raises the question for these parents: What can I do to interest my child while still helping them develop in a healthy way? As the Creative Cookbook team, we asked ourselves this very same question and set out to help these parents.





Solution:

Our answer to this question was The Creative Cookbook. This book provides opportunities for children and parents alike to learn something new. It is designed to help children to step away from the distractions of the world and help channel their creativity. We believe that this book provides a healthy and exciting alternative to learning and progresses the creative process. As parents go through the book with their child, the child will have more interest in what they are learning, parents will see increased development in their child and gain a greater relationship with their child. It is our goal to help children discover what skills they have, what their interests are and what talents they have.

Website: <http://thecreativecookbook.com/>

Facebook: <https://www.facebook.com/Creative-Cookbook-115607803518376/>

Instagram: <https://www.instagram.com/thecreativecookbook/>

Videos: <http://thecreativecookbook.com/video/>



AMALIA PALMER

Contributions

For this project I wanted to show case my photography and editing skills. At the beginning of the project, I sketched different page layouts for our book and researched several different activities to use for our book. After the research, I decided on which activities and recipes I thought would be fun and easy for kids to enjoy. I helped bring the book to life by photographing recipes, step by step crafts, and writing the copy for each of them. Plus, I photographed lifestyle images of children enjoying activities from our creative cookbook. In addition to that I created social media content by photographing, editing, and writing the copy for more activities. Throughout the project, Ashlynn and I edited all the pictures that are in the book. At the end of the project with the help of my team mates I put together the case study using elements from the book.

Behind the Scenes



Hex Codes:
Light Blue: cde8f3
Green: c1d961
Yellow: f7e06e
Coral: fb896e



Picture 1: At the beginning I did mood board research. This is the mood board we decided on and we picked our colors from this one.

Picture 2: I gathered all the hex codes for all four of the color we picked, so that we could have the same colors throughout the book.

Picture 3: This is a sketch that I did for each section title page. I wanted to show all the different activities that would be in that section.

Picture 4: This is five of my ten page layout sketches. I wanted to figure out a fun and playful layout because this book is for kids.



Contributions

Here are four of my top images, that are displayed throughout our project. I did a variety of photography from recipes to life style of kids enjoying the activity. I learned how to better work with a group, how to increase my photography ability, and that hard work pays off.





ASHLYNN FERGUSON

Contributions

Book Design:

I took the team's ideas and created the basic structure and layout of our book's design in addition to paragraph and character styles.

Graphic Designs:

Using Adobe Illustrator, I created many of the graphics for the book such as the tape graphics seen throughout, illustrated activities, and the paper background designs as well.

Blog Design, SEO, & Content Creation:

I produced content and copy for 10 blog posts - with many photos taken by one of our photographers, Amalia - and published them to a blog page as a source of content marketing. I optimized the posts and blog page for SEO and tailored the design of the page to coordinate with our brand style.

Photography:

I took part in much of the photography for the book, social media, and website. my work can be seen in our recipe pages, process pages, as well as in many of the posts on our social media and blog page.

BEHIND THE SCENES



Book Design: What initially began as playing around with a few boxes and squares developed into the design of our book. With paragraph styles, master pages, and other design elements, I incorporated stylistic graphics into a functional layout. This made for a design that is not only unique to our brand, but is functional and intuitive as well.

Graphic Design: I created multiple tape graphics to be used throughout the book and utilized my understanding of graphic design to make stylistic design decisions for each page in regards to shadow placement, background designs, and other designs that can be seen throughout the book.



Blog, SEO, & Content Creation: I produced content and copy for 10 blog posts - with many photos taken by one of our photographers, Amalia - and published them to a blog page as a source of content marketing. I optimized the posts and blog page for SEO and tailored the design of the pages to coordinate with our brand style.

Photography: Above are a few examples of the photos I planned, shot, and edited for the book as well as for the blog and social media. I was mindful to plan ahead and arrange each shot for its intended end use. For instance, taking process photos that communicate the intended action of the reader, lifestyle photos that are relevant, and recipe shots that capture the appeal of the food.



WILL LEISHMAN

Contributions

As an illustrator for The Creative Cookbook, I had the opportunity to create the book's logo, as well as come up with and design some of the book's fun activity pages. I also had a hand in creating many of the graphic design elements used throughout the book including photo frames and page graphics.

As a group, we decided early on that we wanted the visuals to reflect the fun and creative nature of the book. To achieve this, I created a logo geared towards capturing imagination and reflecting the kind of experiences kids would have with the book. The style of the logo became the base for the other graphic illustrations in the book. Take a look!



Behind the Scenes



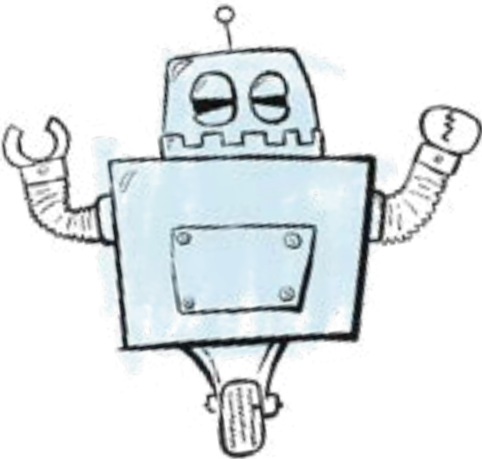
Picture 1: Here are my earliest sketches of the logo.



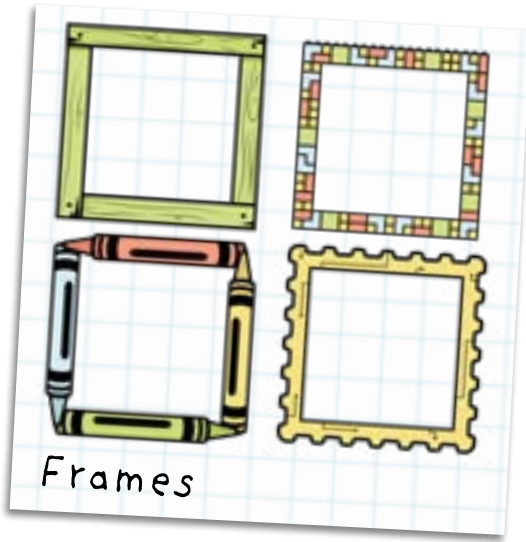
Picture 2: We decided to go with this creative lettering design for the final logo.



Picture 3: Here is one of the earliest digital renders of the logo.



The style of the logo became the base for all of the other illustrated elements in the book.



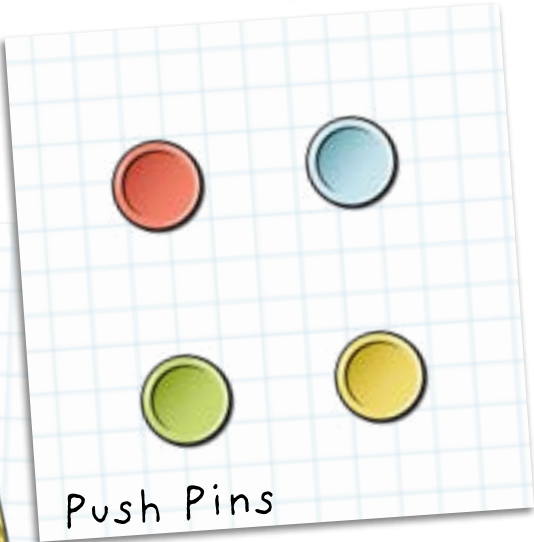
The photo frames were made with elements seen in the logo.



These illustrations are meant to represent some of the items kids would use to complete activities in the book.



Illustrations like these are found on the cover and on many pages throughout the book.



All illustrations and design elements used the same consistent color palette.

Contributions



SARAH LAYTON

Contributions

I played a part in a variety of different roles while creating the Creative Cookbook. I used photography and video skills to add visuals to the book and the website. I designed two activities that needed photographs to aid in step-by-step activities. I worked with Kenzie to film 4 how-to videos and a promotion video for the website and social media. I designed the “Shop” page on the website and set up Kindle Direct Publishing and Woo Commerce to allow customers to purchase the Creative Cookbook. I assisted in copy editing the book and social media posts. By working as a team and contributing each of our skills through the last three months, we have been able to successfully develop, design, and deliver the Creative Cookbook.

Behind the Scenes



Picture 1: I designed a book mark activity to be one of the first activities in the book. This will allow the kids to create something that they can use to mark pages in their own Creative Cookbook.



Picture 2: The activity is called smush painting. I designed this activity so that children could have a unique and mess free way to paint. I wish I could have captured children doing this activity. given the circumstances, I chose to set up lighting and use a white space for the photography.

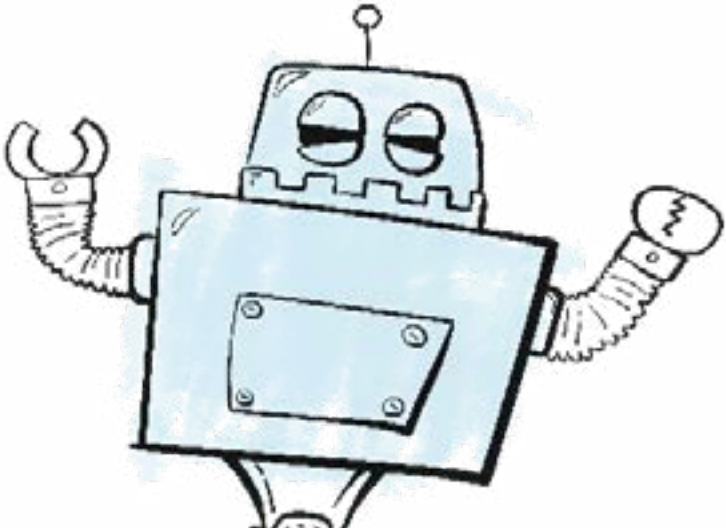


Picture 3: I designed 3 book activity games for the creative cookbook. The game in the picture above is a easy cross word puzzel. I also designed a tic tac toe and dot-to-dot spreads. These two games have printable downloads avabile to customers on the website.

Contributions



Video: These 3 images show some behind the scenes of getting video footage of kids doing the activities from the creative cookbook. I helped walk these kids step-by-step through a few of the activites while Kenzie captured their excitement and emotion.



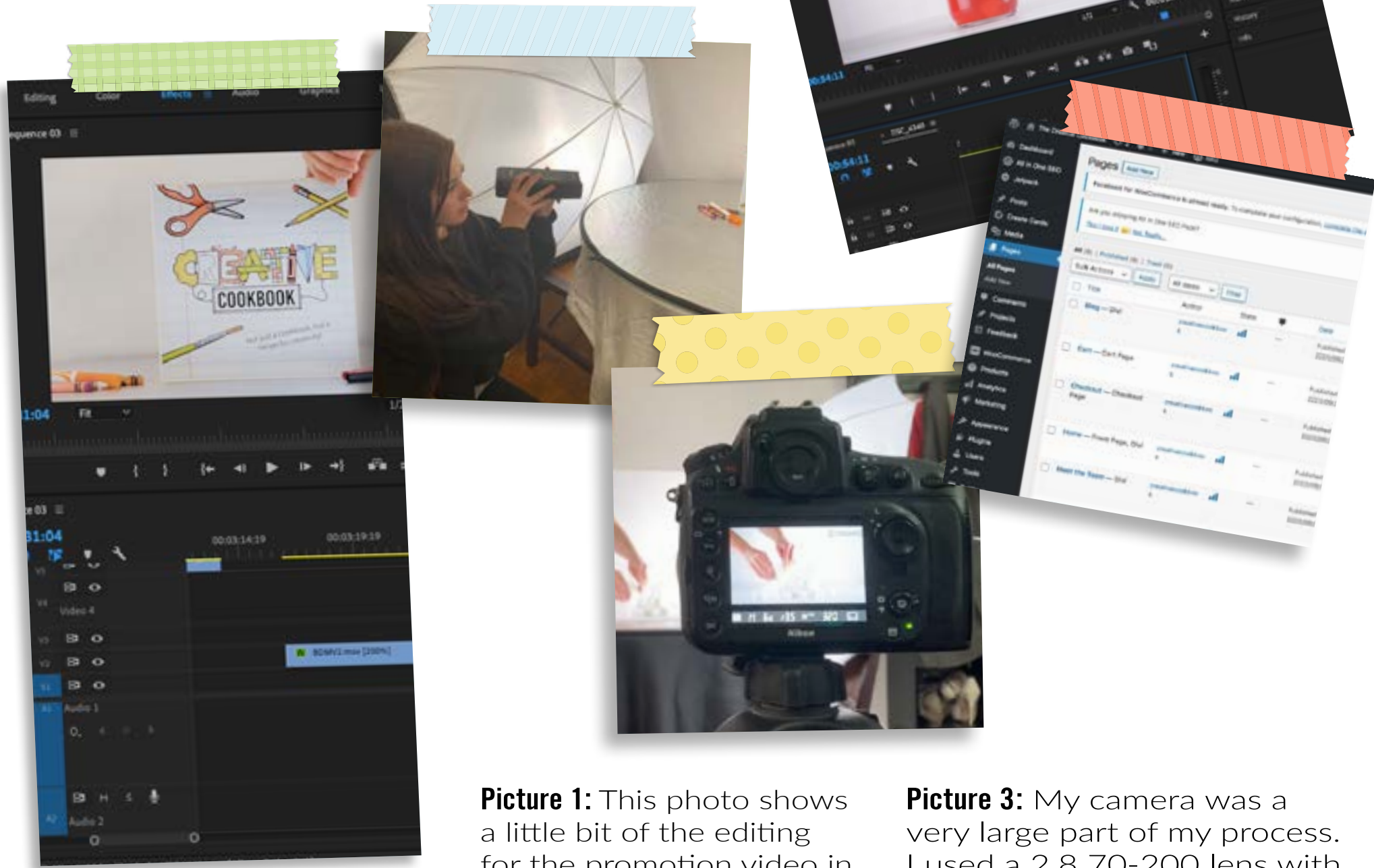


KENZIE OLIVER

Contributions

I had the pleasure of creating the videos and a portion of the website and activity pages for the Creative Cookbook. The biggest endeavor was the “how-to” videos and the main promotion video. With the help of my group members, I was able to film 11 total videos and compile them in Adobe Premiere Pro. Each one took about 30 minutes to film and at least 2 hours to put together, export, and upload to our Youtube channel. I also created a Youtube channel specifically for the Creative Cookbook and posted all the videos on a page that only book-buyers have access to. The website was my next greatest task. I initially set up the website with Wordpress, downloaded necessary plugins, and assisted my team members using the Divi theme. The page I mainly worked on was the home page, but I helped design all pages on the website. The activities I worked on was the homemade lava lamp and the origami fortune-teller. To explain these activities, I took photos of the process and wrote out simple steps for children to follow. The last thing I did was create a QR code and write instructions for book-users to get to the password-protected video page.

Behind the Scenes



Picture 1: This photo shows a little bit of the editing for the promotion video in Adobe Premiere Pro.

Picture 2: For each process video, I set up a little studio in my kitchen. In this photo, I am holding a light to brighten the book cover.

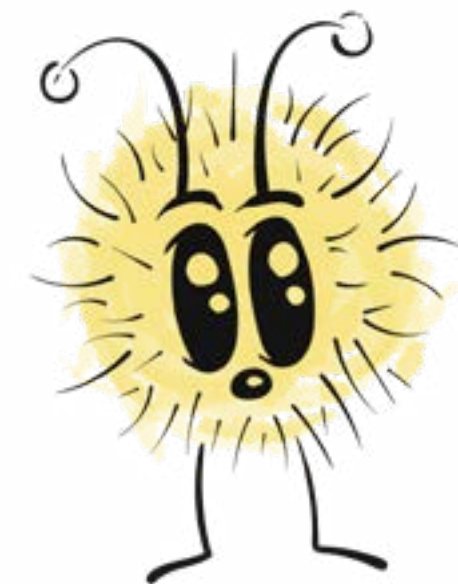
Picture 3: My camera was a very large part of my process. I used a 2.8 70-200 lens with a frame rate of 24 and set the shutter speed to 1/60.

Picture 4: Here is a sneak peak into the dashboard of the website. It has become a very familiar screen.

Contributions



These images display some of my work in the Creative Cookbook project. Throughout this process, I have learned how to focus on a message, communicate that through different mediums, and work together as a team to accomplish a common goal.





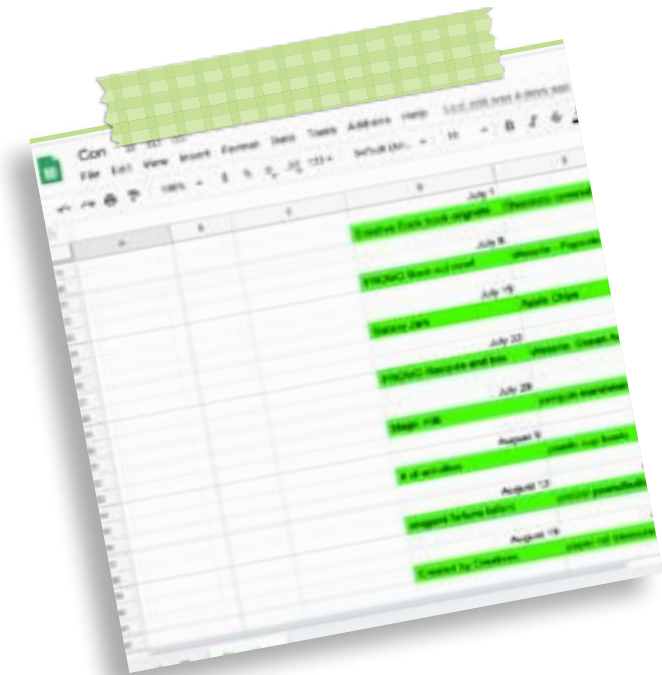
NINA MANTLE

Contributions

During the production of Creative Cookbook I played many roles. In the beginning I assisted with drafting various layouts and moodboards to help the foundation of the book. I created copy and photography for four process pages. I also illustrated a game page inside the book and two of the free downloadable game pages located on the website. I also assisted with the creation of the three minute video. I established both the instagram and facebook pages for the Creative Cookbook. I planned the social media posts and created a content calendar that extends into August of 2020. I created content for several of the social media posts and I created the style guide for the project.

I loved working with and helping others during this project. It was awesome to see how efficient and creative everyone was. I am so grateful for this experience and to work with other creatives.

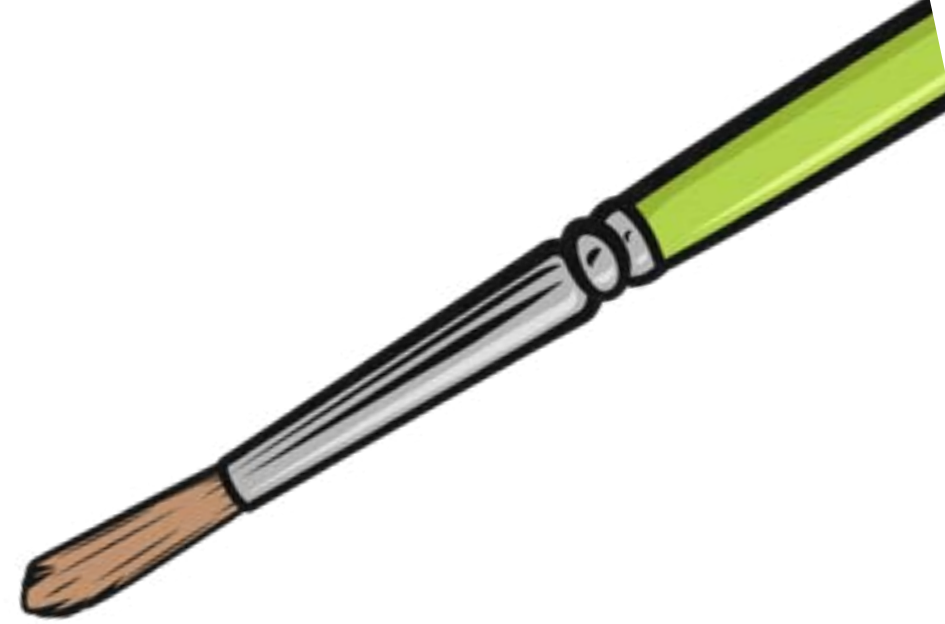
Behind the Scenes



Picture 1: Here is the bare bones of my content calendar. Here I planned out which photos would go first and what content would be delivered with them. I created three categories of content so that our followers don't see the same type of post over and over again.



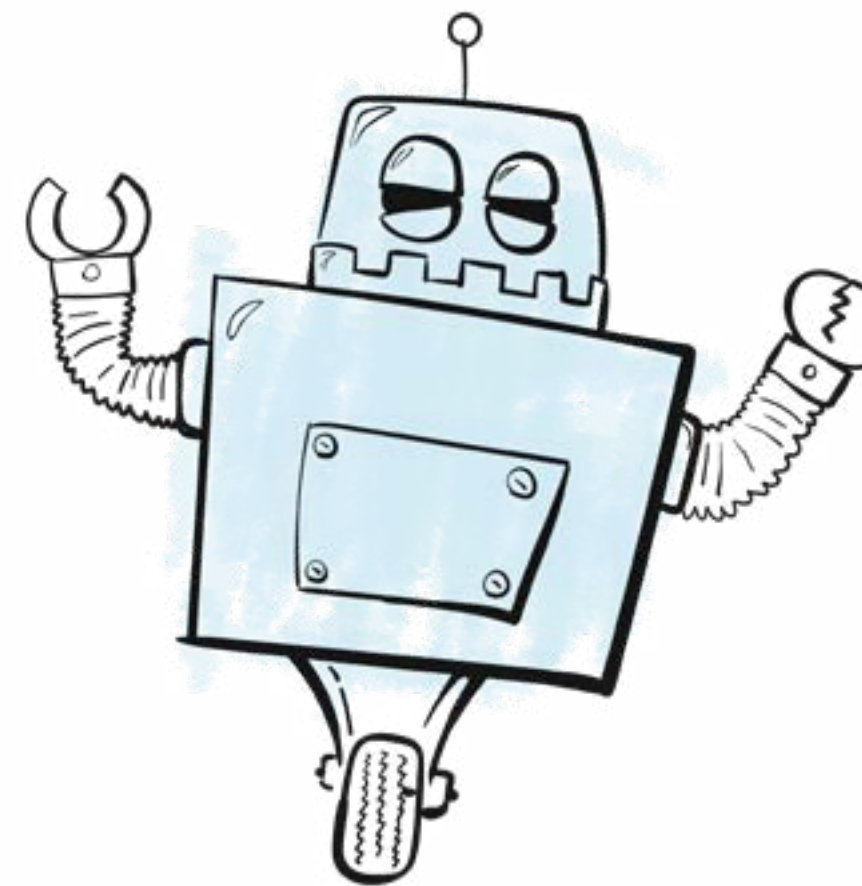
Picture 2: This was my set up for my second photography shoot. I had three lights pointing towards the subject of my photo to remove any distracting shadows.



Picture 3: The above photo is a compilation of the sketches I made for the Find Something activity. I tried to sketch out each icon several times to try out different styles and to explore the options with each icon.



Contributions



Here are some examples of the finished products that I made. I definitely had to think out of the box in order to take some of these photos.

Social media was also extremely rewarding to work with as I got to test out different types of content and see how well it performed with our current following. I am excited to see how they react to all the content we have planned for them in the upcoming months.



MCKENSEY SHAW

Contributions

I was able to come up with the Initial idea of this project, however it didn't turn out at all what I invisioned it to be and I think that's actually a fantastic thing, because we took that one idea and made it into something everyone had an input in. My ultimate contributions to the book included taking the process images for the finger puppets. I did all the graphic work for the finger puppets and puppet theater. I took process photos for the galaxy Jar activity, as well as the moon sand activity. I designed the flower garden activity and treat box activity as well. I wrote all the text for these pages. I was also incharge of setting up our website where the book would be presented to our customers and sold. I designed the blog, meet the team, shop page, and helped just a tad with the landing page. I took some promotional photos that were and are to be used on our social media platforms and on the site. I was able to assist Kenzie oliver with small portions of the promotioal video like the shots of our book, the ending call to action and text within the video.

Behind the Scenes



Picture 1: Things get a little crazy even for a simple photoshoot. Here I'm trying to take step by syep photos of our moon sand activity while these kids are anxious just to dig in and play. Holding off an army and making it look easy was a challenge.



Picture 2: Having children and their cousins around, gave me opportunities to test our activities and designs out. So I spent some time on a few activities with them to see how they were able to do it on their own. This also was a way to get some social media and web content durring these tests. On this particular activity, my kids were asking where the lid was for this treat box, so I knew that I needed to add a lid design to it.



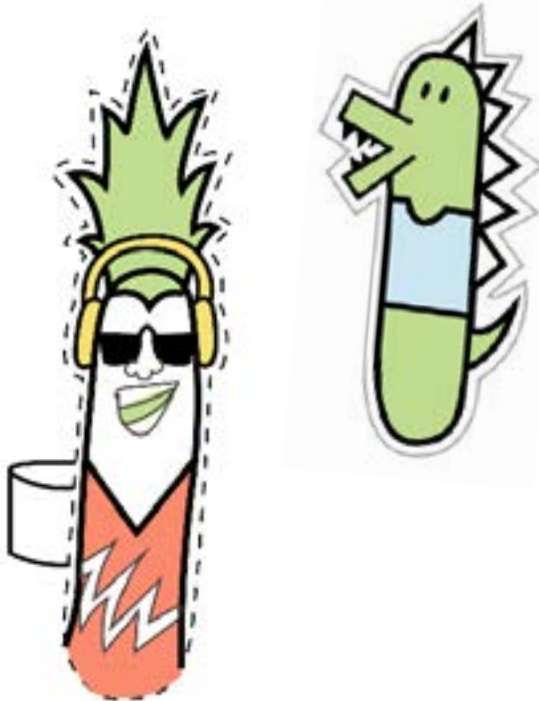
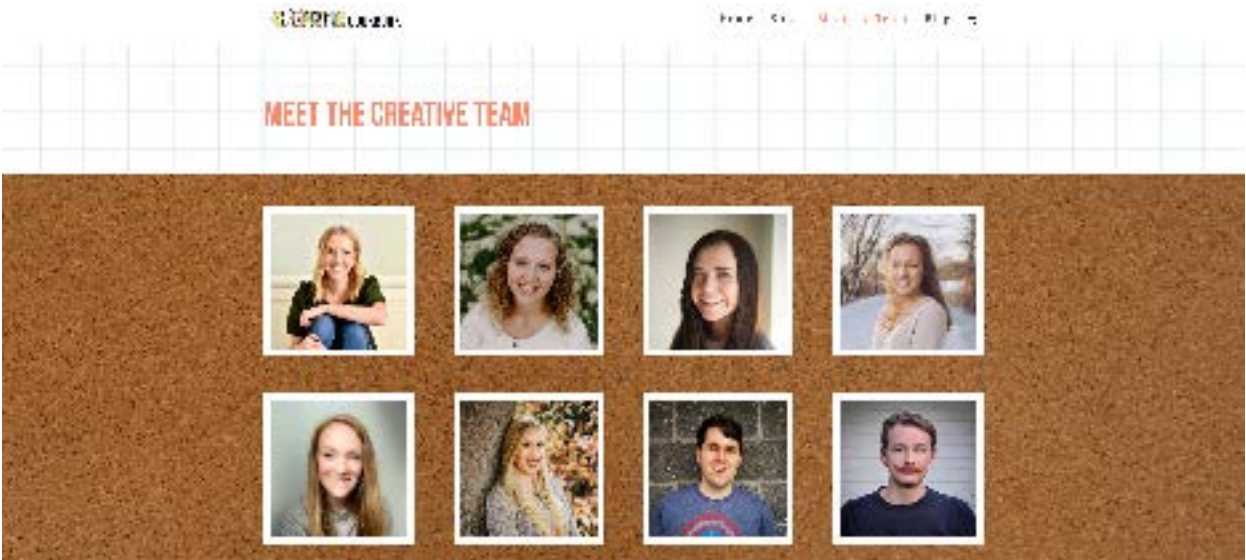
Picture 3: Sketches really helped me in the design process. I was able to put my final ideas on paper, then trace them out and make them look more refined. in Adobe Illustrator.



Picture 4: I was able to expand on designs durring this project. The two page puppet activity later became 4 different activities on an 8 page spread.



For the website we needed a secondary logo to fit at the top of each page, so I took Will's design and worked with that to get what we needed. I gathered everyones photoshots and cropped them to fit our about page.





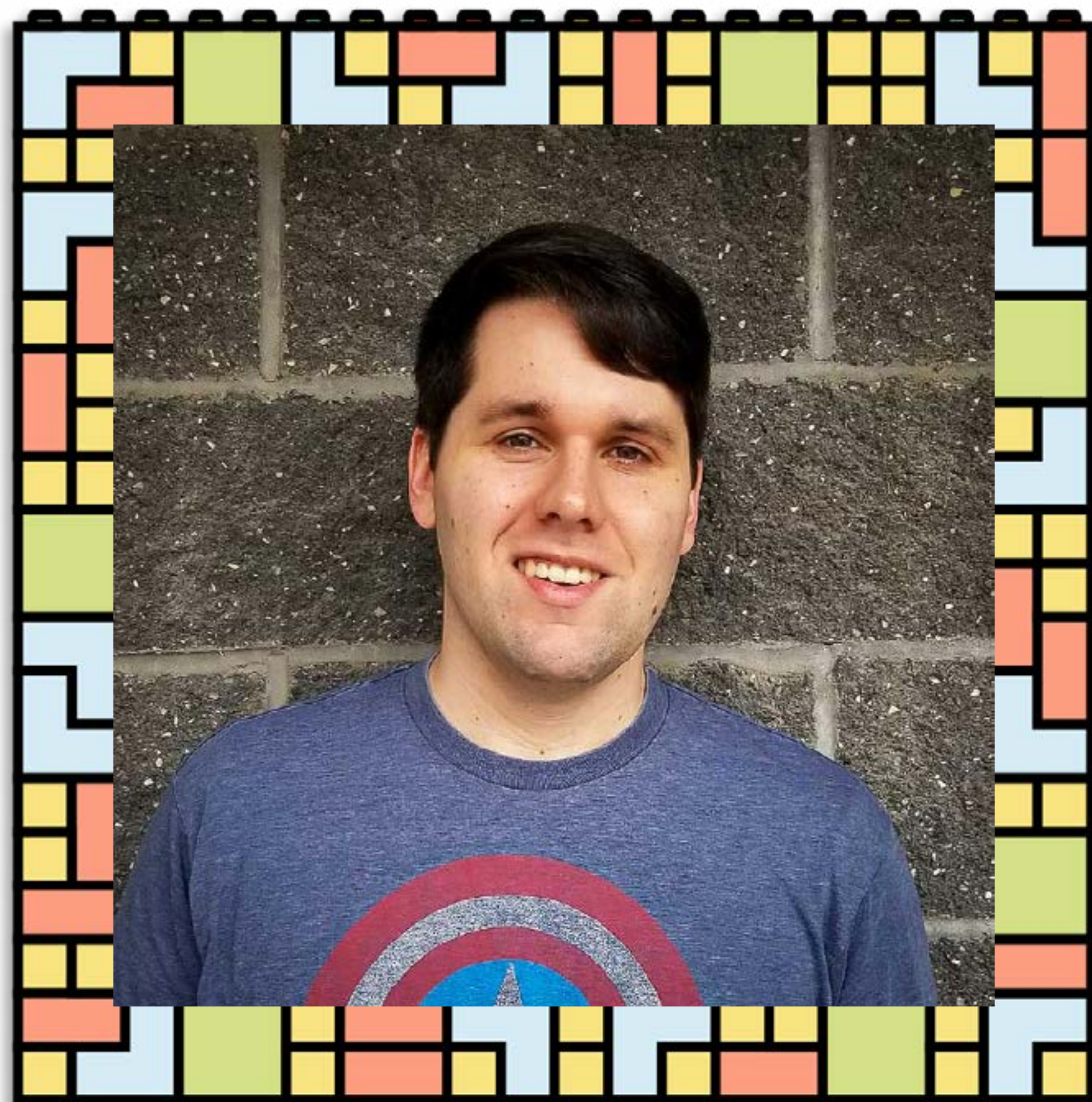
Contributions

Picture 1: Not only did it take time to sketch and plan the photoshoots, I also had to take time gathering supplies for the shoots. We also decided as a team that white backgrounds would be good for the book. I used a large white board for my shoots.

Picture 2: We needed to get promotional pictures and footage of the book, but without a physical copy, we had to work around it. I found a similar sized book and printed out the cover and some pages to get something up on the site and for the video so that we could show buyers more of what they will expect.

Picture 3: This was one of the photos I took for the sand activity book. I was able to get a lot of texture in this photo with the sand. The clean white background really helped it to stand out as well, providing good contrast.

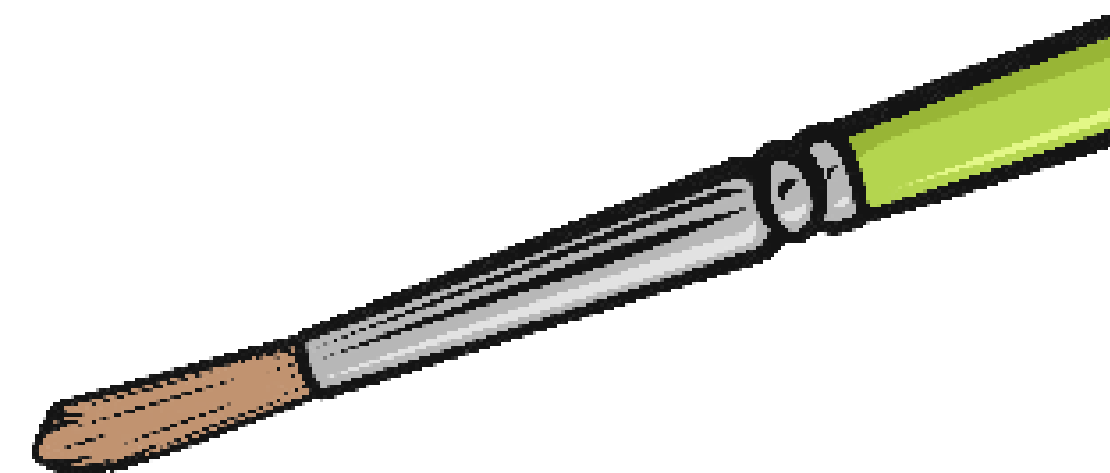




MATT POND

Contributions

I chose to focus mainly on design for this project. With that in mind, I designed a lot of the activities in the book, namely the connect the dot animals, the wordsearches and the color by number. I first began with sketches of what the designs would be then refined them into a design. For all of my designs, I wanted the kids to have the option to color the designs if they wanted to, so for that reason all of my designs are in black and white. I also helped with the production of many how-to and commercial videos that would go along with the book. Overall I am very happy with how my contributions turned out!

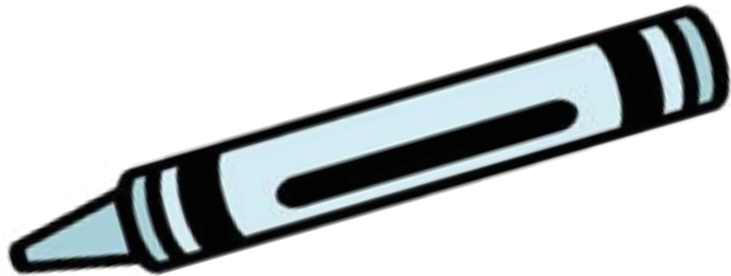


Behind the Scenes

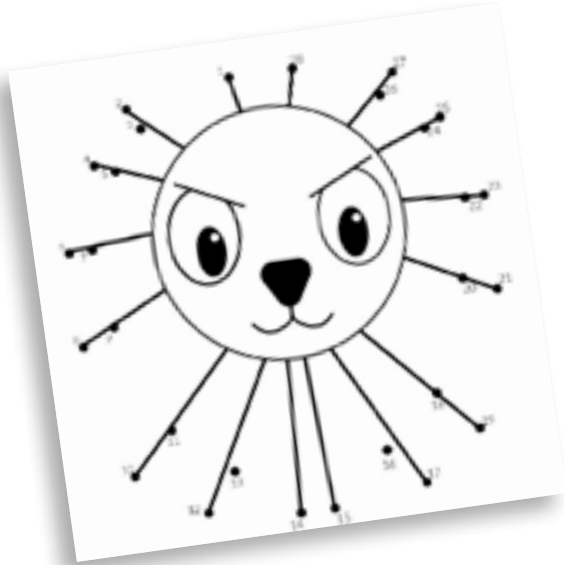
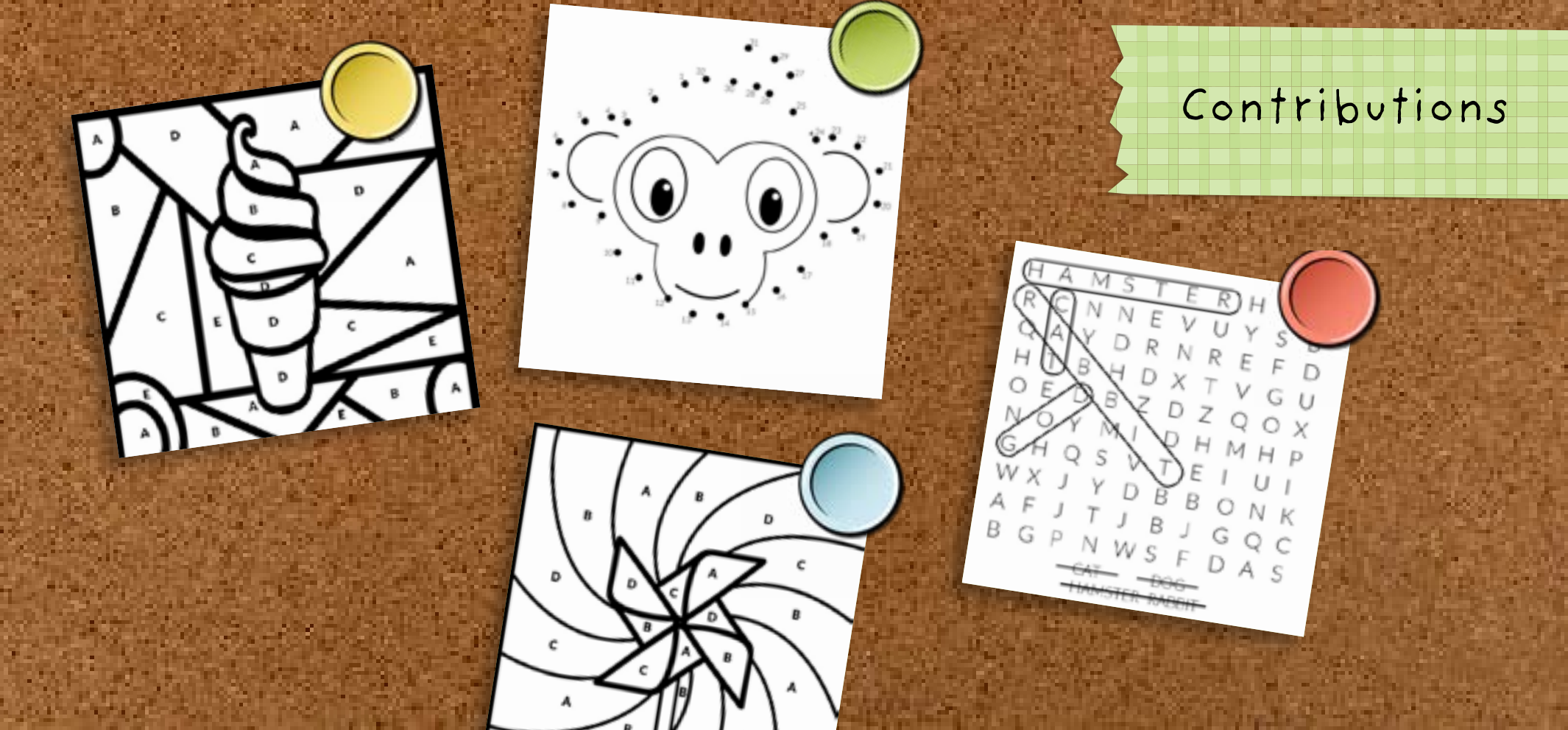


Picture 1: Here are some sketches I did for the connect-the-dot animals. The final results in the book turned out really well!

Picture 2: The sketches for the wordsearches were pretty tedious. I learned a lot doing them though. Really helped refine the final design.



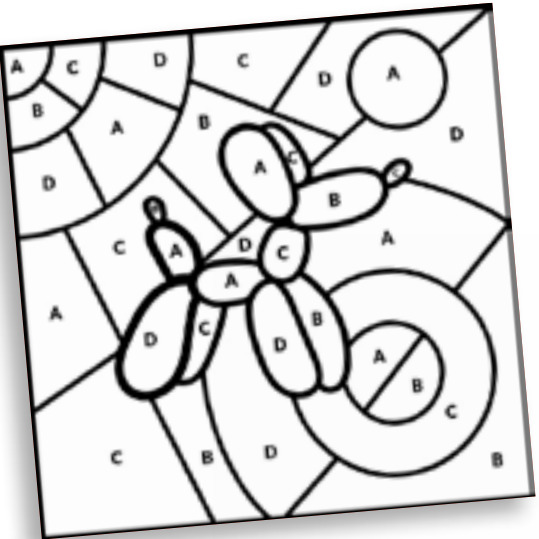
Contributions



Picture 1: This is one of my connect-the-dot designs. This one is supposed to be a lion. I tried to have similar elements in all my connect-the-dot designs. The eyes are a good example of this.



Picture 2: This is one of my wordsearch designs. This one is beach themed. After making multiple of these designs it got a lot easier to design.



Picture 3: This is my favorite color-by-number design. I started with the basic shape of the main subject then added in the shapes in the background later. This design turned out really well!



