

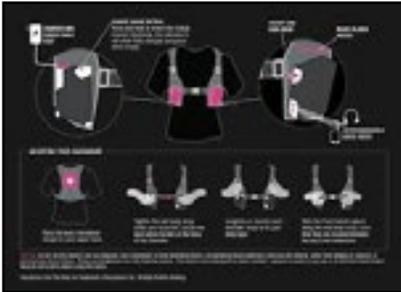
How-To Poster Process Book

by Natalie Dansie

Art 331R

January 22, 2017

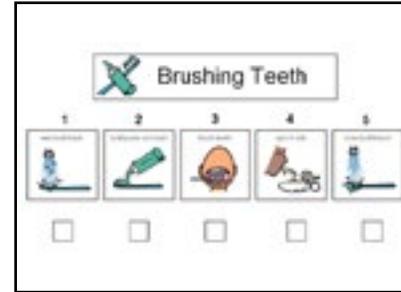
Research & Analysis Visual How-to Images



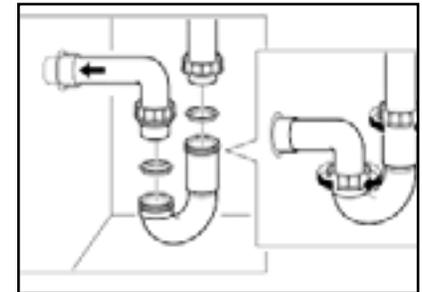
I like the use of color against the monochromatic grey and black.



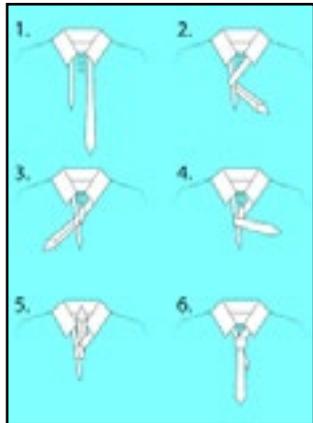
This might be a good way to illustrate "stir."



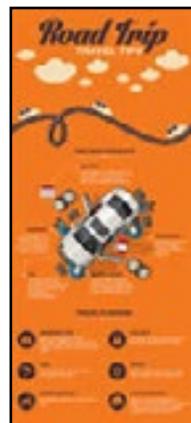
I might be able to place the steps in boxes to clarify what step to do next.



I like the way this image shows all the steps (ie pieces) stacked in the order they are used.



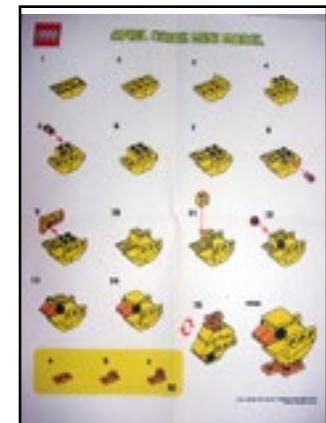
I might try picking one color for the background and then showing the action part of the image in white.



Show the finished image with symbols around it and then show the steps under the image.



Lots of white space with bright pops of color to direct the attention.



Steps layed out in a grid with numbers to show order.

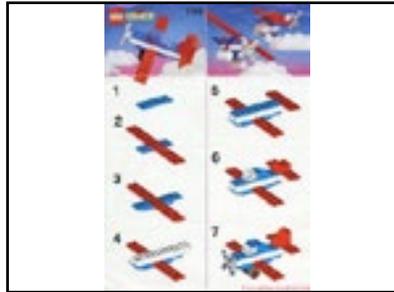
Research & Analysis Visual How-to Images



Using a cartoon character to show the steps.



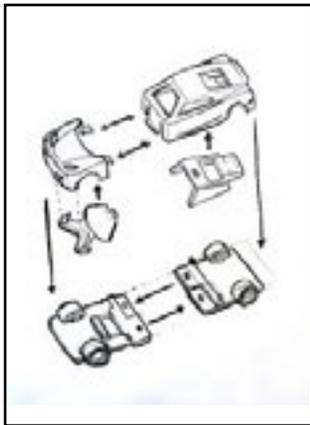
Grey illustrations with red numbers showing the order for the steps.



Full color steps layed out in a 2-column grid style.



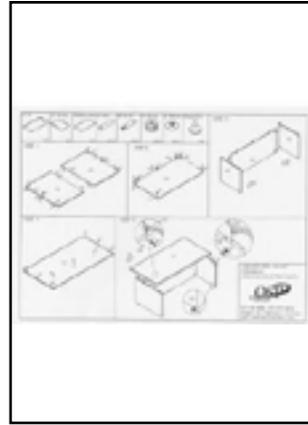
Nice way to show a recipe by making it a math equation.



Using arrows to show what goes where.



Show all the ingredients needed at first and then show the steps.



Putting the individual ingredients in their own boxes at the top of the poster and then showing the steps.



Reference for showing what the recipe is all about.

Research & Analysis Visual Style References



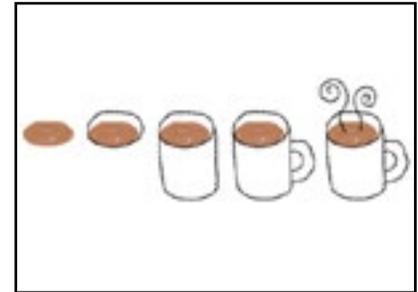
Showing all the ingredients with the finished product.



Interesting way to lay out the ingredients with cocoa on the sides.



Illustration style for hot chocolate.



Reference for illustrating a mug of hot cocoa if I decide to use illustrations.



Finished product up close shot.



Interesting way to lay out the steps in the middle of the poster.



Great illustration style and colors for hot chocolate.



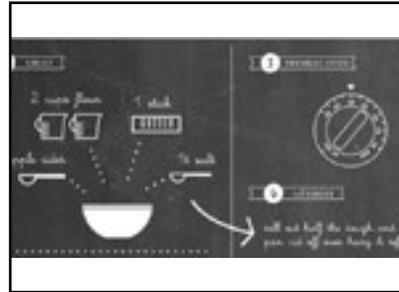
Focus shot of the hot cocoa with the ingredients just out of focus in the back.

Research & Analysis

Visual Style References



Simple illustration style with small numbers for each step.



Chalkboard illustrations and an array of ingredients above the cup.



Wavy lines to show the "hot" part of the recipe.



Illustration style with 4 steps layed out in 2 rows.



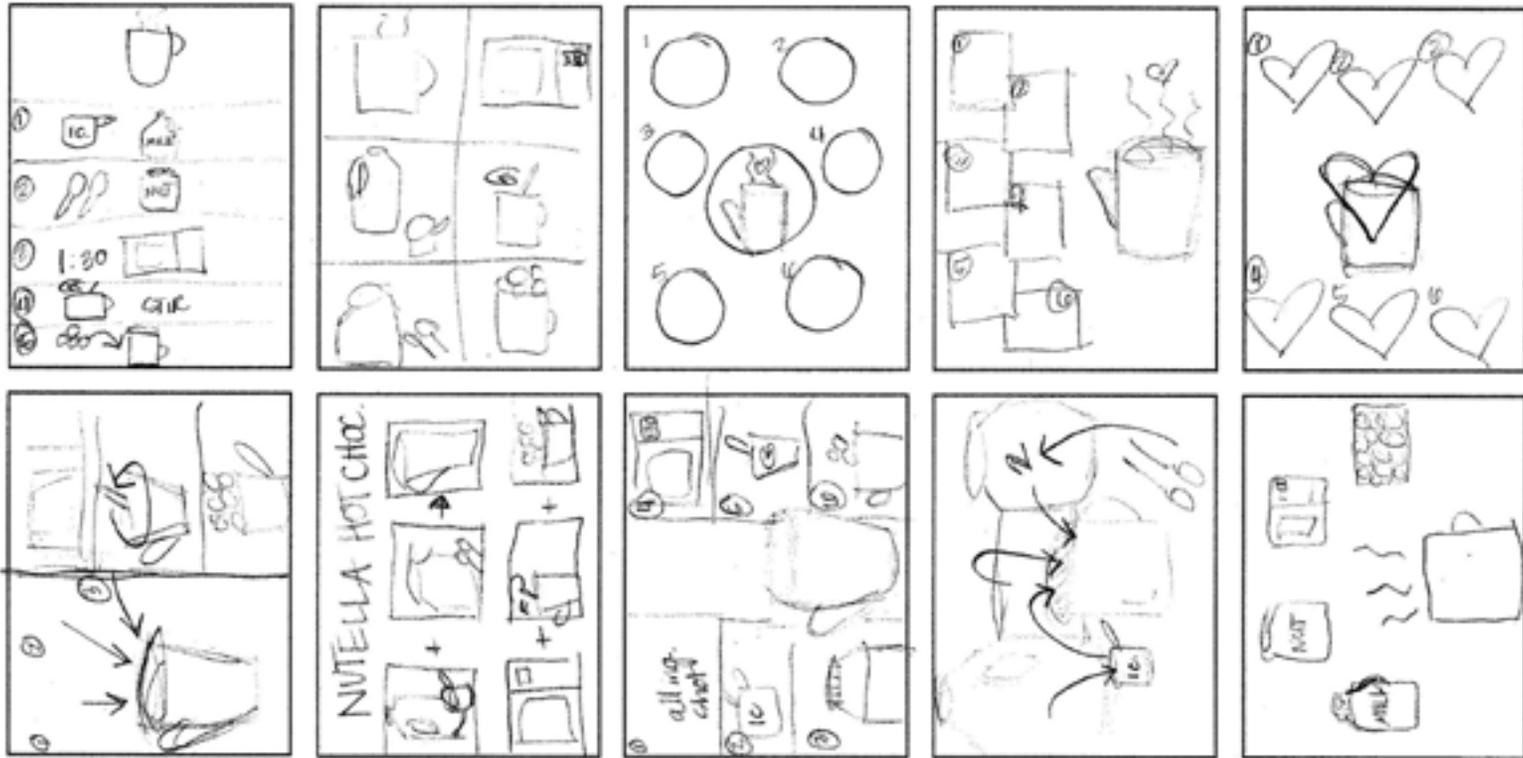
Numbered line items for each step.



White background shots of the ingredients.

Thumbnail Sketches

For my poster, I will be demonstrating "How to Make Nutella Hot Chocolate." These are the sketches I worked on. I really like the idea of numbering the steps or using arrows to denote actions. I also like the idea of showing one large mug and all the ingredients that go into it. One area that I might have trouble in is showing measurements, cooking time, and quantity.



How to Make Nutella Hot Chocolate Rough Poster #1

What's working:

The black background makes the photos pop.

The red mug is a nice contrasting color.

The final photo of the finished cup of hot chocolate looks great.

What's not working:

I'm not sure I love the mix of portrait and horizontal photos.

2 spoonfuls of Nutella might not be clear enough.

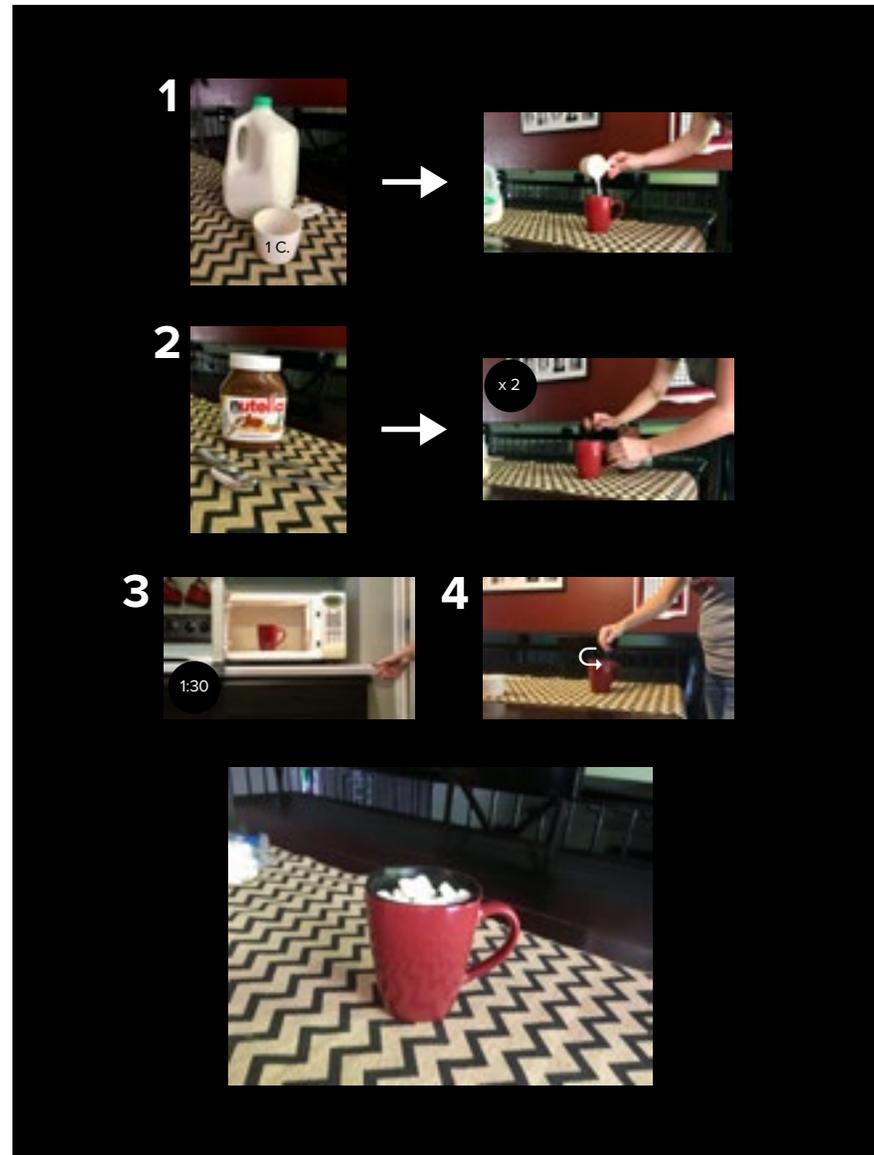
The photo of me stirring the hot chocolate needs to be larger and the stirring arrow needs to be larger.

Changes to make:

Add a simple design element, like maybe a hand-drawn heart around the hot cocoa.

Maybe use hand-drawn arrows and numbers in white to show the step numbers, and arrows.

Crop photos to one uniform size.



How to Make Nutella Hot Chocolate Rough Poster #2

What's working:

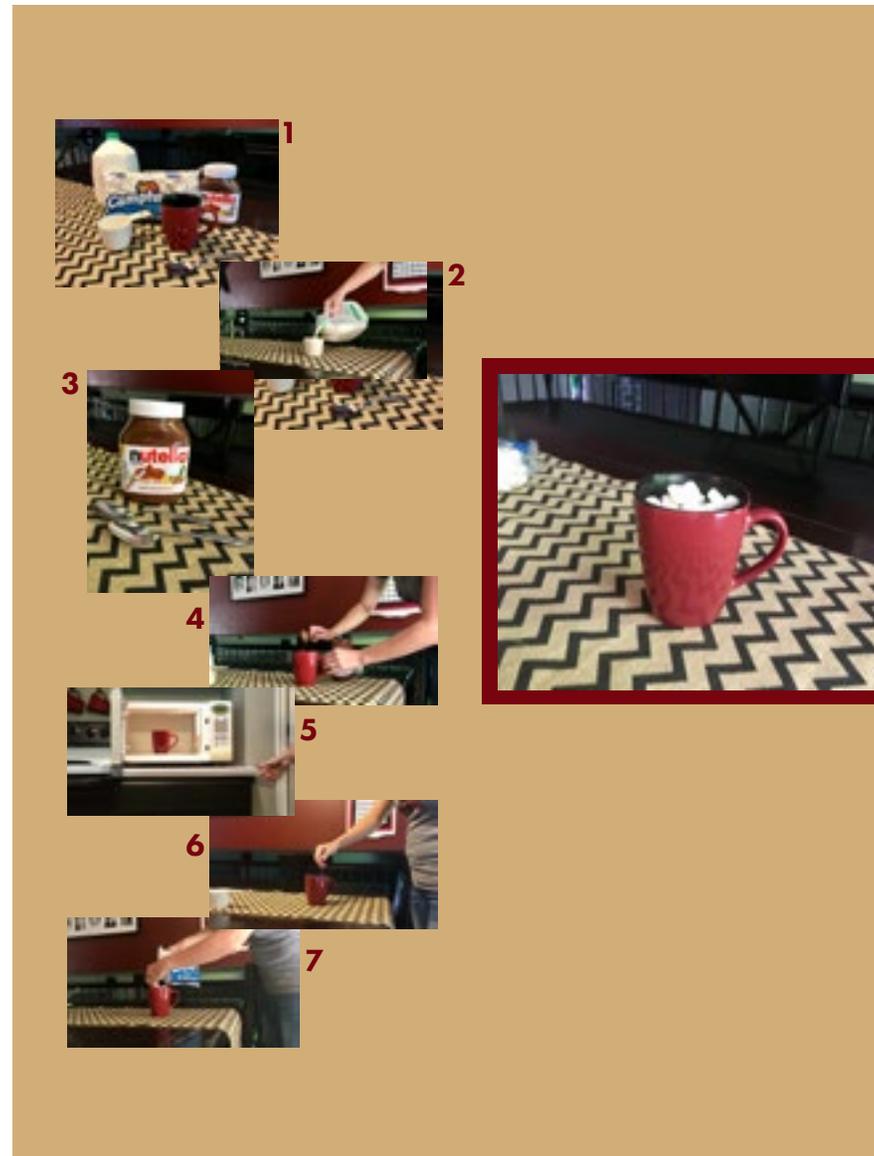
The ingredient shot in the beginning is a good starting point.
The photo cluster down the side is nice.
The final product shot is nice.

What's not working:

2 spoonfuls of Nutella might not be clear enough.
The photo of me stirring the hot chocolate needs to be cropped in.
I'm not sure if the marshmallows photo is clear since my hand is blocking it.
The tan background seems a little off.

Changes to make:

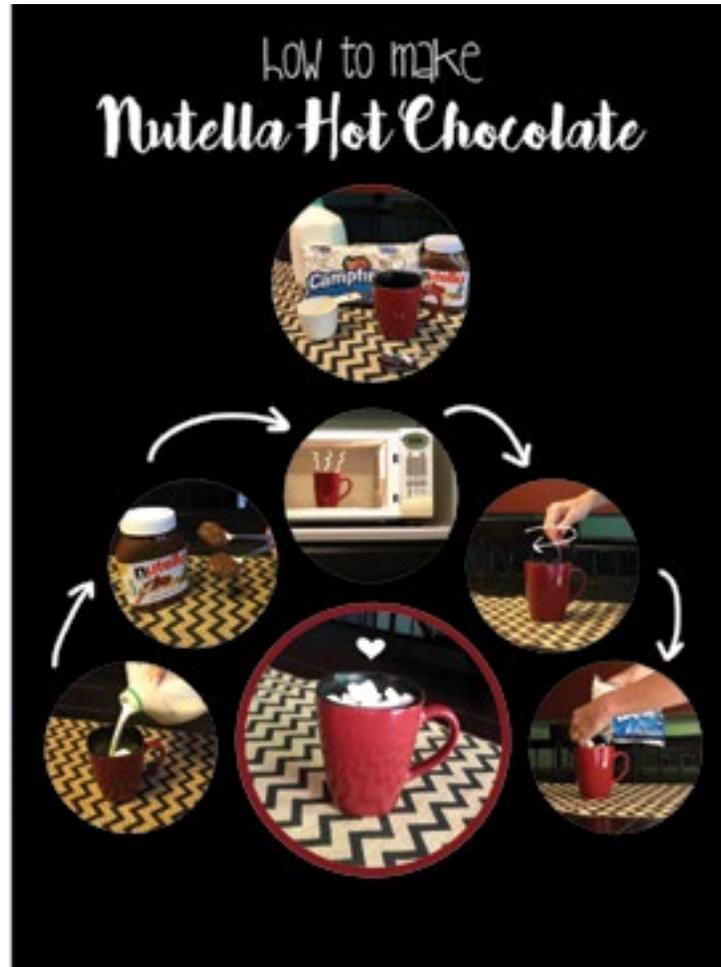
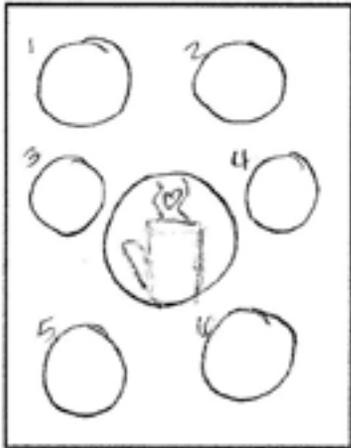
Add a simple design element, like maybe a hand-drawn heart around the hot cocoa.
Maybe use hand-drawn arrows and numbers in white to show the step numbers, and arrows.
Try different colors.
Take a different photo of the marshmallows being added to the mug.
This design feels off-balance with all the photos on the left.
Try a different layout- maybe in a circle with photos cropped into circles as well.



How to Make Nutella Hot Chocolate Poster #1 Revision

After working up my first two posters, I identified that the black background poster seemed to be working better than the one with the tan background. I received feedback from my group and decided to change the layout to be loosely based on one of my original sketches.

Changes I made to this revision:
I added in a title with some nice typography.
I cropped all the photos to be circles.
I changed the layout to show the steps in a circle around the finished product.
I Photoshopped the levels in each photo.
I hand-drew the arrows, steam lines, stirring motion arrow, and small heart above the finished cup of Nutella hot chocolate.
I removed all the numbers from this poster.



How to Make Nutella Hot Chocolate Poster- User Testing

I took video of my family and my neighbor trying to follow the directions for Nutella Hot Chocolate. Here are some still shots from the videos.

What I learned:

Everyone understood that the ingredients were shown in the top of the poster.

They also understood which step to start at.

I need to clarify the amount of milk used in the recipe. It's supposed to be one cup, but only one person got that. The rest guessed.

I need to retake my photo of the microwave showing a minute and a half on the timer or come up with some other way to show that the hot chocolate should be cooked one minute. Most people guessed one minute. As a side note, one minute seemed plenty to heat the milk, so maybe one minute would be easier to demonstrate without using numbers.

The two spoonfuls of Nutella was very clear.

The stirring of the cocoa was very clear.

Most people just topped their mug off with the amount of marshmallows they were comfortable with, and that was just fine.



Blake



Adam



Ben



Cambrie



Melanie

How to Make Nutella Hot Chocolate Poster- Final Changes

This is the final poster that I am sending to print.

Changes I made to this final poster:

I changed the "How to Make" font from a handwritten font to Avenir.

I took a new photo of the ingredients on a plain background instead of on the chevron table runner.

I removed the measuring cup from the ingredients photo.

I cropped the ingredients photo to be wide.

I placed the ingredients in a red rectangle instead of a circular photo.

I added white circles behind each of the step photos to help them stand out on the page.

I changed the black background to be a rich black.

I raised the steam lines off the mug.

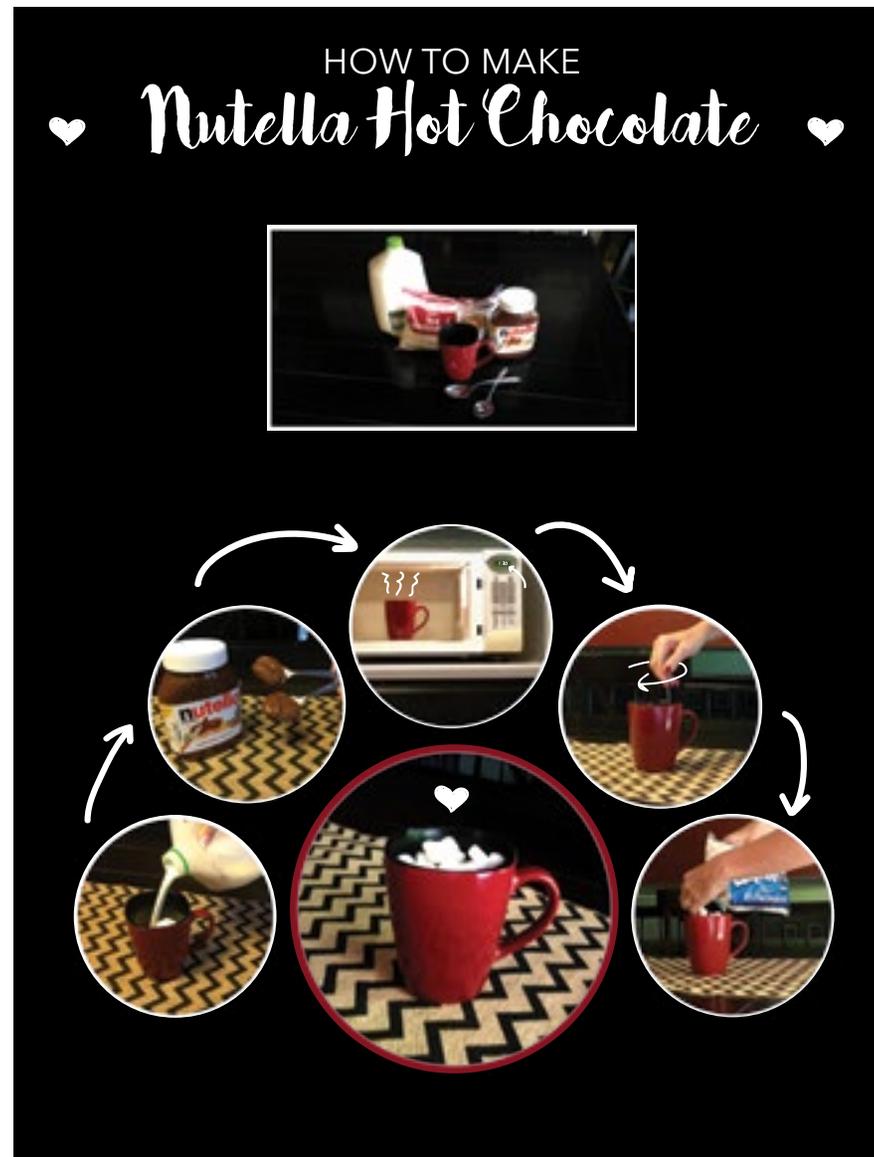
I added in an arrow and emphasized the cooking time on the microwave.

I removed part of the stir arrow to make it look like it goes behind and then in front of my hand.

I retouched the photos to make the colors match more closely.

I changed the spacing of the smaller circles and increased the size of the larger circle just slightly.

I flanked the title with the same hand-drawn heart element that I used in the final hot chocolate picture to introduce repetition throughout the design.



Printed Poster Measurements



All finished!



18 inches wide



24 inches tall

Reasons and learning objectives behind printing and mounting our posters:

Printing posters allows us to make all the final preparations to make sure our projects are press-ready. These include: making sure the blacks are rich blacks, making sure our colors are CMYK, making sure our resolution is 300 ppi, changing our fonts to outlines, and preparing a print-ready .pdf.

Mounting our posters allows us to practice the process of mounting and trimming our projects, so we are prepared to create a piece that is presentation-ready if we ever do work for clients who want a project that is foam-core mounted.

Printed Poster Close-up Details



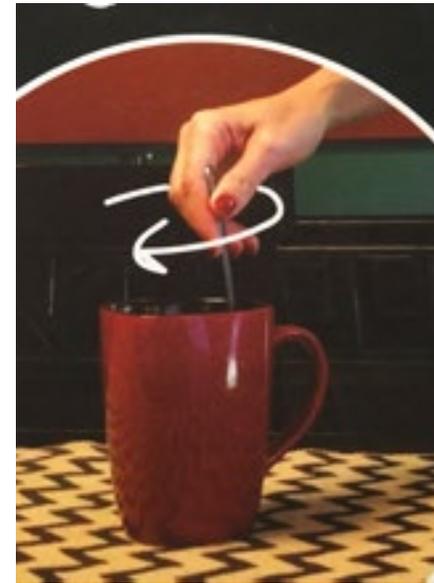
Hand-drawn heart above the mug



Steam lines and cook time details



Close-up of the font pairings



Arrow that shows stirring motion

