

# Process Book

Ashley Hunter

Typography 4

Project 3

# Table of Contents

Creative brief	03
Research	04
Sketches	06
Type Explorations	09
Digital roughs	10
Final Type	14
Magazine Layouta	15
App Layouts	22
Mockups	25

# PROJECT 2: Magazine Redesign and App

## Audience:

Women, Household cooks.

## Magazine choice

First, you had to research at least three different magazines to redesign. I found a fashion one, cooking one, and a nature one. The one that I felt best about redesigning was the cooking magazine called Feel Good Food. It was a subdivision magazine created by Woman and Home magazine. This food magazine is filled with different kinds of healthy recipes.

## Pages

Redesign three covers for three different issues. Pick one issue to design a TOC, department spread or page, and your feature pages. You had to establish two grids where one of them are just for the department pages. In this redesign, I have a TOC spread, department spread, A introduction spread for my feature article on another spread, and two additional spreads with recipes in three grids.

## Photography

The images used in this magazine were both pulled from other issues of Woman and Home's Feel Good Food magazine and Unsplash images. The images picked inside the magazine were picked because of the information on the pages and the cover images were picked for their eye-catching aesthetic.

## App

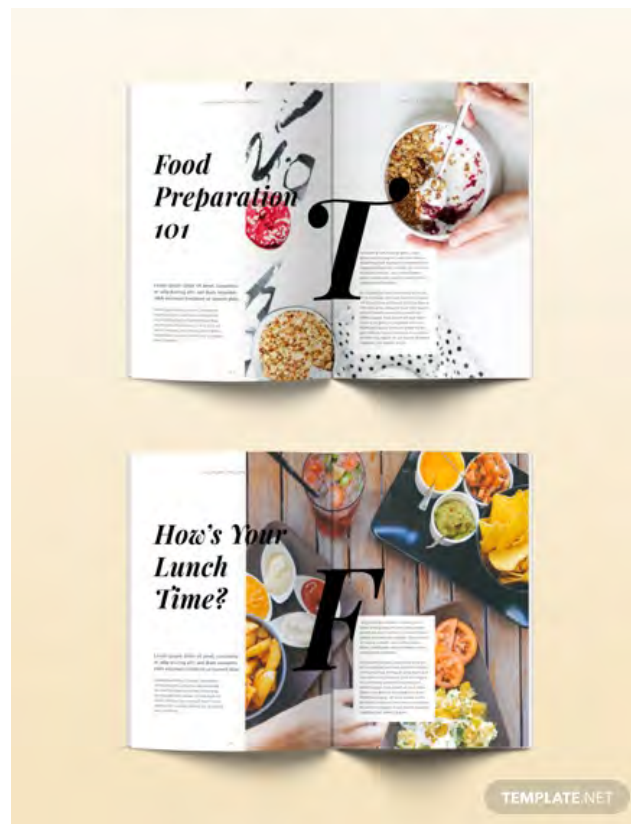
In addition to redesigning the magazine, you had to create an app version of the magazine. It had to have key features of your magazine design—cover, navigations/toc, feature, department to this standard app dimensions. Then put it into a mockup to compare the screen to one another.

# Research

The first step in this process was to research different magazines and why I thought they needed a redesign. The first option was Grind Magazine, which is a Japanese fashion magazine that show cases the latest male fashion trends. This magazine could use a redesign with its typeface and photography. Furthermore, this magazine doesnt really show it's japanese roots other than a small tag line in japanese. The second option was Woman and home feel good food magazine, which is a food magazine filled with different kinds of healthy recipes. This magazine needs a redesign in photography and type hierarchy. However, with a better food photo that pops out the color better and a more neutral tone background would give it the vibrance it needs for more contrast. The typefaces need to flow together better and establish more of a hierarchy. And the last option was Backpacker magazine, which is an outdoor magazine that provides people information about nature spots across the world. This magazine needs a redesign in type layout and hierarchy and color. The color of the type is a little hard to read. The typefaces flow together but lack a hierarchy. The chosen magazine was Woman and Home Feel Good Food magazine.

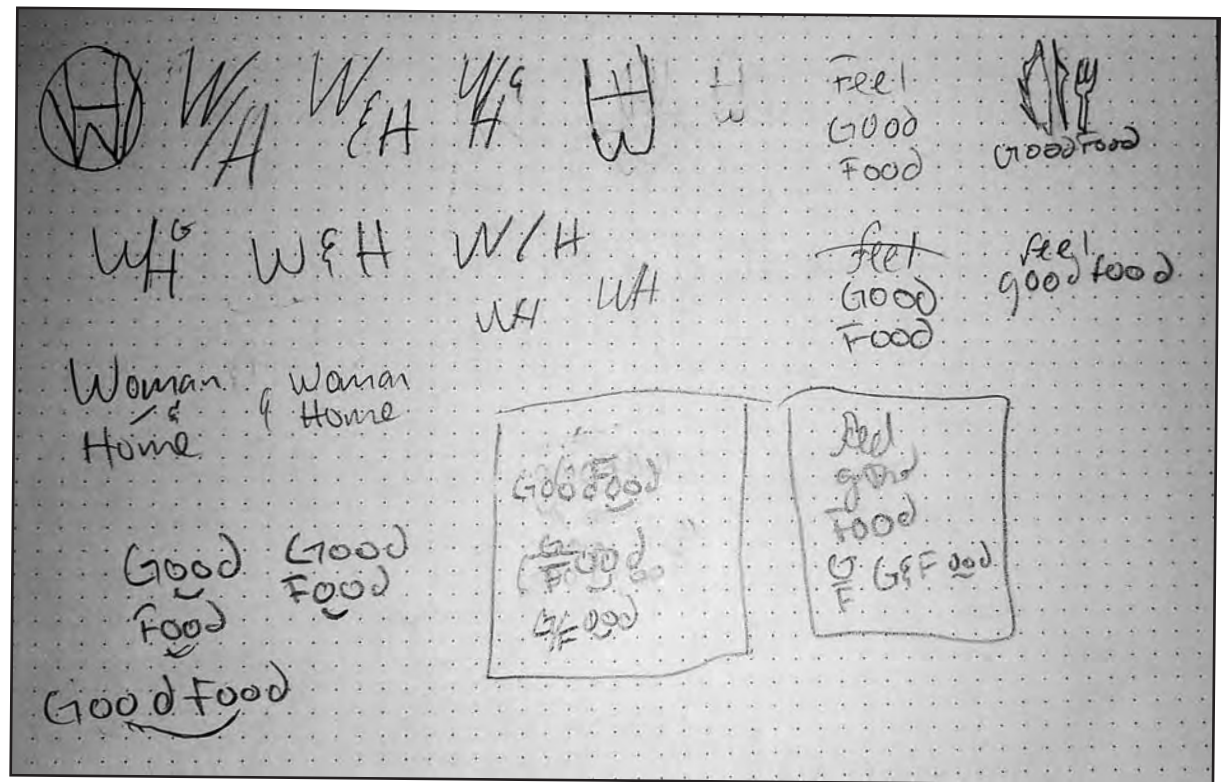
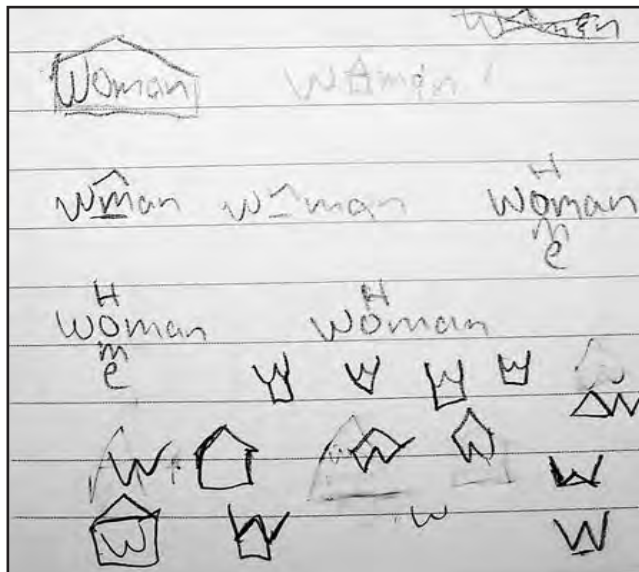
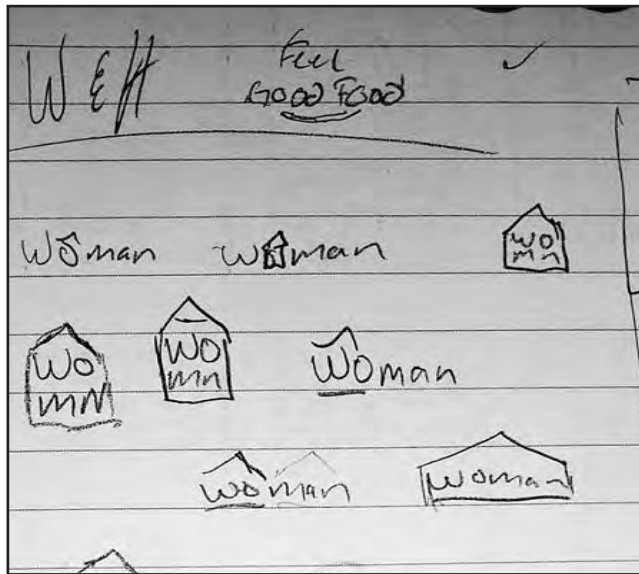


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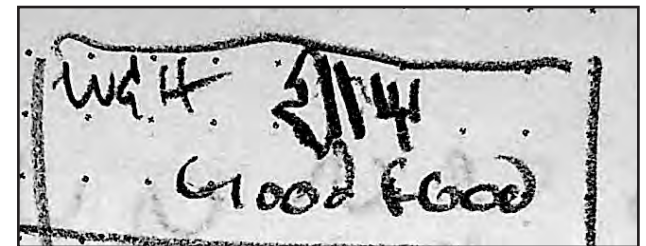
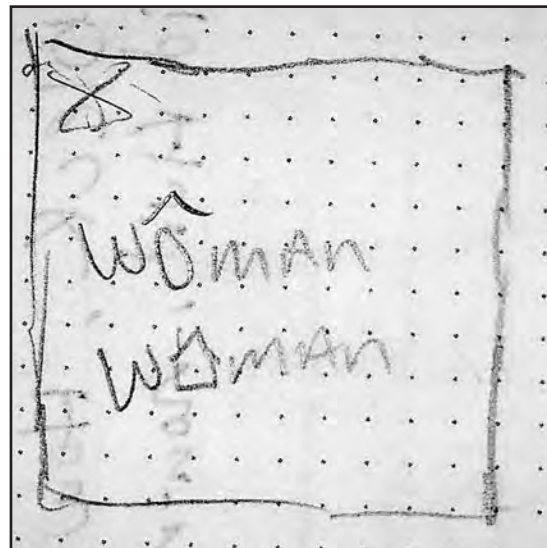
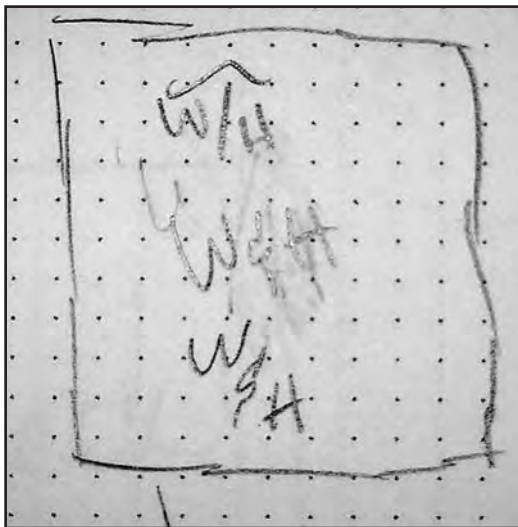
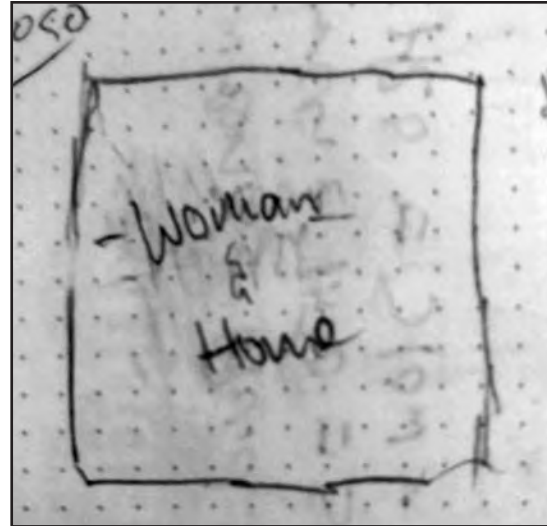
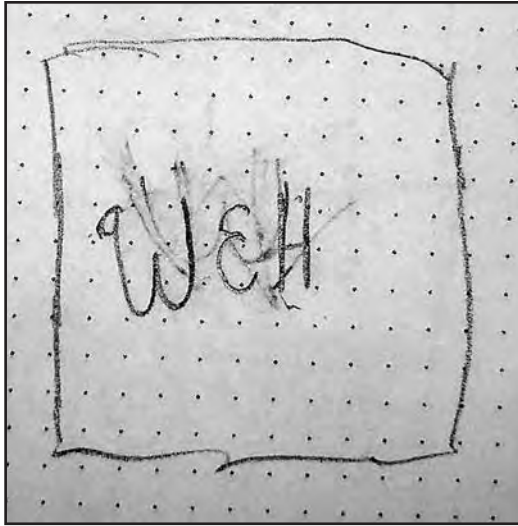




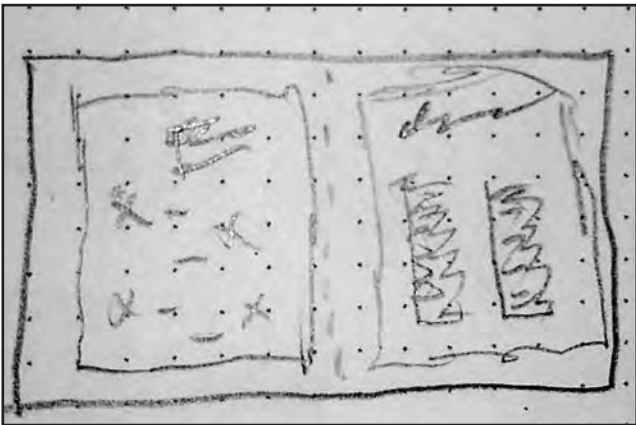
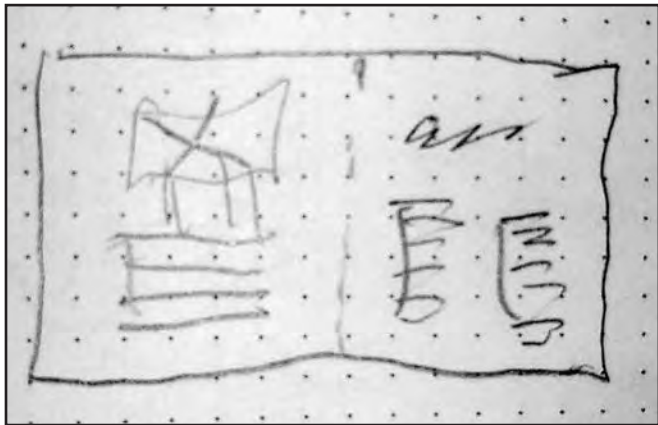
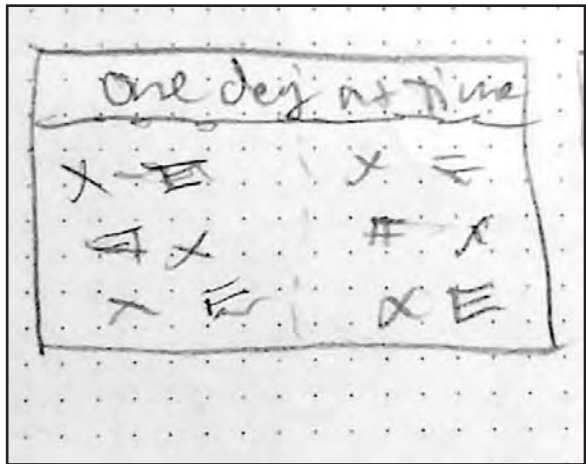
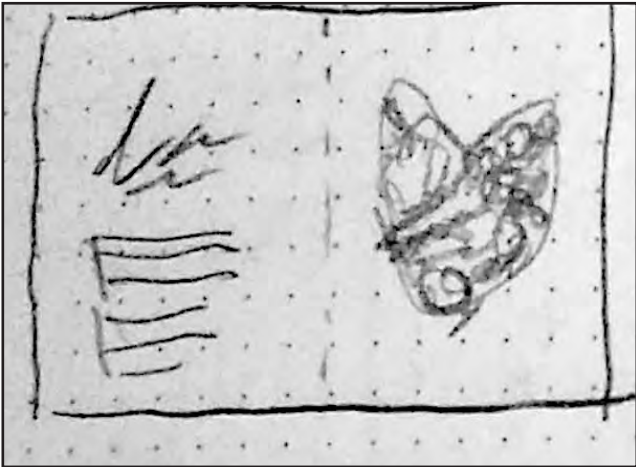
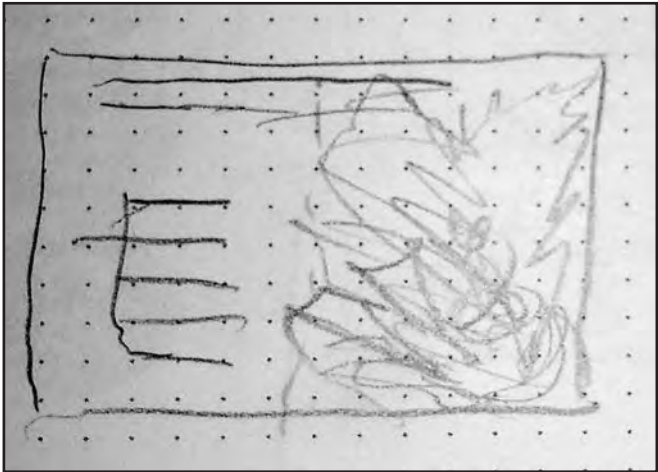
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Sketches





# Type Explorations

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**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**  
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Hometown script

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Signatra

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My homely

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a b c d e f g h i j k l m n o p q r s t u v w x y z

# Digital Roughs



# Digital Roughts

Group Specials Director  
CHARLOTTE RICHARDS  
Food Director  
ELISA ROCHE  
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DAVE DOWLING  
Art Director  
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EMMA SMITH  
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EMMA BADGER  
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STAN CLIPD



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**Food Director**



@FeelGoodFoodUK



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Happy Cooking,

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# Digital Roughs



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05 What's in Season	65 Chicken Marbella is not just meat with tomatoes	12 B.L.T. salad with asparagus by Melissa Marable
10 Asparagus	70 Crispy fish tacos with zesty salsa	28 Crab and green peas Linguine by Gina Di Lorenzo
15 Spring Greens	75 Lemon herb-roasted tart	42 Cauliflower alfredo by Joan Caron
20 Slow roasted lamb with preserved lemons and pistachio salad	80 Caramel chicken dessert	58 Chicken salad by James Martin
25 Salmon steamed green apple salad	85 Chocolate Bundles	77 Back to front baked chorizo by Sophie Roberts
30 Chicken Mousseline	90 Lemon Blueberry drizzle cake	88 Prawns and cucumber Bavarois by Charlotte Williams
35 Herb-roasted lamb	95 Mini Easter cakes	
40 Potato chicken soup	100 Sweet Cake	
45 Lemon Chicken with rice	105 Beef short rib and fork hog pie	
50 Pork Pot Pie with spicy rice	110 Spanish omelette	
55 Citrus Baked chicken salad	115 Moroccan tagine	
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## WHAT'S IN SEASON?



### ASPARAGUS

British asparagus hits its peak until July. Considered a delicacy, it offers high levels of vitamins A and C, Potassium, Iron, and Calcium. Try slicing the stalks into rounds and adding them raw to salads for crunch.




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- CARROTS**  
The original superfood. Carrots are packed with beta-carotene, which is great for eye health. Furthermore, they provide soluble and insoluble fiber, potassium, vitamin B6, which helps the body make serotonin. The best part? Chemical-free food.
- PURPLE SPROUTING BROCCOLI**  
Another superfood contender, this dark broccoli is full of iron, beta-carotene, and vitamin C. It's really easy to eat when paired with salty foods. Try it with grilled salmon or chicken.
- RADISHES**  
Mostly used as a garnish, radishes are also a great source of vitamin C, potassium, and iron. They're also a good source of fiber and antioxidants. Radishes are a great source of antioxidants, a pigment known to help with the heart.

- SPINACH**  
Extremely nutritious, spinach contains high amounts of vitamins C, beta-carotene, iron, and calcium. It's also a good source of fiber and antioxidants. Spinach is a great source of antioxidants, a pigment known to help with the heart.
- RHUBARB**  
From April to June, this gorgeous biennial woody vegetable comes into its own in British fields. Rhubarb contains cancer-fighting chemicals and helps the plant for 20 minutes increase their concentration. Chopped rhubarb freezes beautifully and adds a wonderful tang to jams.
- CUCUMBER**  
High in water (97% water), cucumber is a diet's essential for keeping the body hydrated. To make the perfect dressing for this vegetable, mix equal parts olive oil and vinegar with a dash of lemon juice.
- CRAB**  
Low in fat and super high in protein, fresh crab meat is a luxurious and filling treat for seafood lovers. It's also a good source of iron and calcium. Crab is a great source of iron and calcium, a pigment known to help with the heart.

- MACKEREL**  
This oil-rich fish is great for hair, skin, and overall health. Properly prepared, it's packed with omega-3 fatty acids and minerals. By broiling the skinless portions, mackerel grilling and serving with a squeeze of lemon adds them raw to salads.
- TROUT**  
With a moist, delicate flavor, trout is a healthy choice. It's also a good source of iron and calcium. Trout is a healthy choice. It's also a good source of iron and calcium.
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Keep an eye out for the latest British fruit. These soft, sweet berries are wonderful to eat with a dark balsamic dressing.




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# Final Type

Bodoni 72 book

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Bodoni 72 bold

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Bodoni 72 book italic

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Futura medium italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

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Home

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

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Lobster

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***

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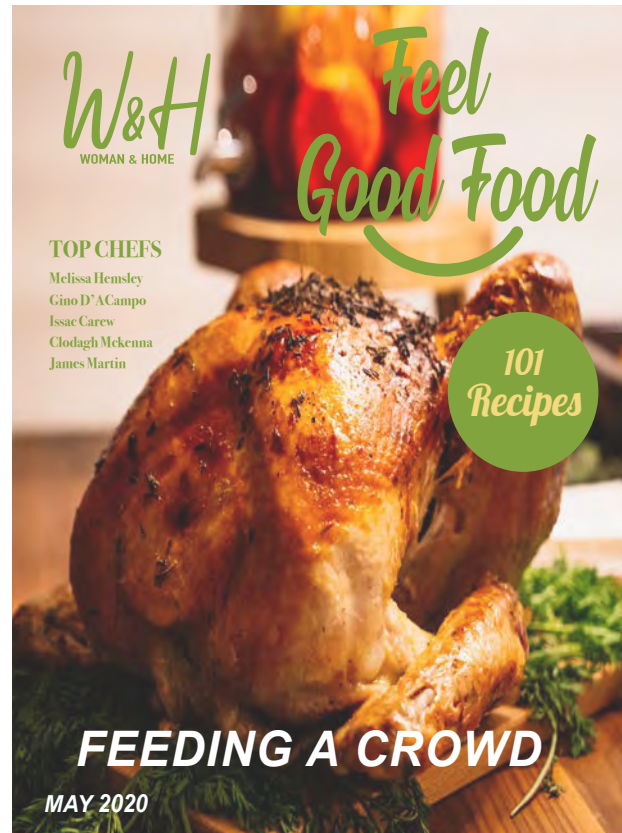
Arial bold italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***

***abcdefghijklmnopqrstuvwxyz***



# Magazine layouts



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## Elisa, Food Director



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# Magazine layouts



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- 15 Spring Greens

### TASTE OF SPRING

- 20 Slow roasted lamb with preserved lemons and pickled radishes
- 25 Salmon an roasted jersey royals salad
- 30 Chicken Musakhan
- 35 Herb rolled lamb

### EATSMART

- 40 Pesto chicken courgetti
- 45 Lemon Chicken with orzo

### EVERYDAY DINNERS

- 50 Peri-Peri Prawns with spicy rice
- 55 Creme fraiche chicken bake
- 60 MonkeyFish with brandy

### ENTERTAINING

- 65 Chicken Meatballs in red veg sauce with fettucine
- 70 Crispy fish tacos with zingy coleslaw
- 75 Lemon cheesecake tart
- 80 Curried chicken skewers

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- 77 Back to front baked cheesecake by Nadiya Hussain
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- 90 Lemon Blueberry cake for *Cover Recipe*

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Another superfood contender, this dark broccoli is full of iron, folic acid, fibre and vitamin C. It really comes to life when paired with salty foods. You should try it with grilled halloumi or bacon.

## RADISHES

Sliced thinly and added raw to salads or rice dishes, these bluish pink root veggies add a pop of pepper and colour to any meal. Radishes are a good source of anthocyanin, a pigment known to help with the heart.

## CRAB

Low in fat and super high in protein, fresh crab meat is a luxurious and filling treat for risottos and salads. It can protect against heart disease. Improve cognitive function and help reduce psoriasis while its mineral content supports the immune system.

## SPINACH

Extremely nutrient-rich, spinach contains high amounts of vitamin C, folic acid, iron, and calcium and vitamin K. Want something different? Add it to bread or sponge cake mix for a health packed afternoon tea slice.

## RHUBARB

From April to June, this gorgeous Instagram worthy vegetable comes into its own in British fields. Rhubarb contains cancer fighting chemicals and baking the plant for 20 minutes increases their concentration. Chopped cleaned rhubarb freezes beautifully and adds a wonderful tang to jams.

## CUCUMBER

High in vitamin K but 95% water, cucumber is a dieter's dream and helps keep the body hydrated. To make the perfect dressing for sliced cucumber, mix equal parts sugar, vinegar and salt with a bunch of fresh dill.

## MACKEREL

This oil-rich fish is great for hair, skin, and nail health. Proper brain food, it's packed full of omega-3 fatty acids, zinc and minerals. Try brushing the skin with pomegranate molasses, grilling and serving with couscous for a Persian inspired fish dish.

## TROUT

With its sweet, delicate flavor, trout is best cooked simply. Try baking or oven-roasting it whole on a bed of seasonal vegetables like salmon. The body of the fish is lean and incredibly high in protein. One of the best foods for weight loss.

## STRAWBERRIES

Keep an eye out for the luscious flavorful fruits. These early, tart fruits are wonderful in salads with a dark balsamic dressing.





# Magazine layouts



## *Asparagus and Cheese Tart*

This asparagus and cheese tart is a beautifully easy way to jazz up veggies that are usually served as a lonely side dish. The addition of a puff pastry frame adds light crunch and makes the plate look more formal. Meanwhile the combination of melted cheeses in this tart adds an extra layer of richness and indulgence.

### **Ingredients**

300g puff pastry (one medium packet)  
200g pack of asparagus tips  
110g pack of fine asparagus  
60g grated gruyere  
30g grated pecorino  
30g toasted flaked almonds  
1 lemon, to squeeze & zest  
1 egg for brushing  
Pinch flour  
1tbsp Olive oil

### **Instructions**

Preheat the oven to 180C, Gas 4. Unroll the pastry onto lightly floured baking parchment and roll into a rectangle, about 1/8 inch thin. Place on a baking tray with its paper underneath. Score a 1.5cm wide 'frame' all around the edge of the rectangle, taking care not to cut all the way through. Prick the inner rectangle all over with a fork.

Beat together the egg yolk with 1 tablespoon water to create an egg wash and brush the pastry frame with it. Bake for 10-12 minutes, or until a light golden brown. Leave to cool.

Meanwhile blanch the asparagus in boiling water for 2 minutes, then refresh under cold. Put in a bowl, season, then toss with 1tsp lemon zest, oil and a squeeze of lemon juice.

Sprinkle the gruyere and 1/4 of the pecorino inside the pastry frame, avoiding the border. Top with the asparagus, neatly laid, and bake in the oven for 15 minutes until it's brown. Finish with more cheese, more zest and the almonds.



# Magazine layouts

## ***Carrots with Roasted Caraway Seeds***

Naturally beautiful, rainbow carrots only require a delicate peel or scrub with a vegetable brush. Spring into colour with these tasty little bites. We've given them extra crunch with caraway seeds, which are incredible for aiding digestion.

### **Ingredients**

500g, topped, cleaned baby rainbow carrots  
1tbsp olive oil  
1tsp lemon juice, fresh is best  
½tsp honey  
1tsp caraway seeds  
pinch of ground coriander  
fresh microherbs or coriander to dress

### **Instructions**

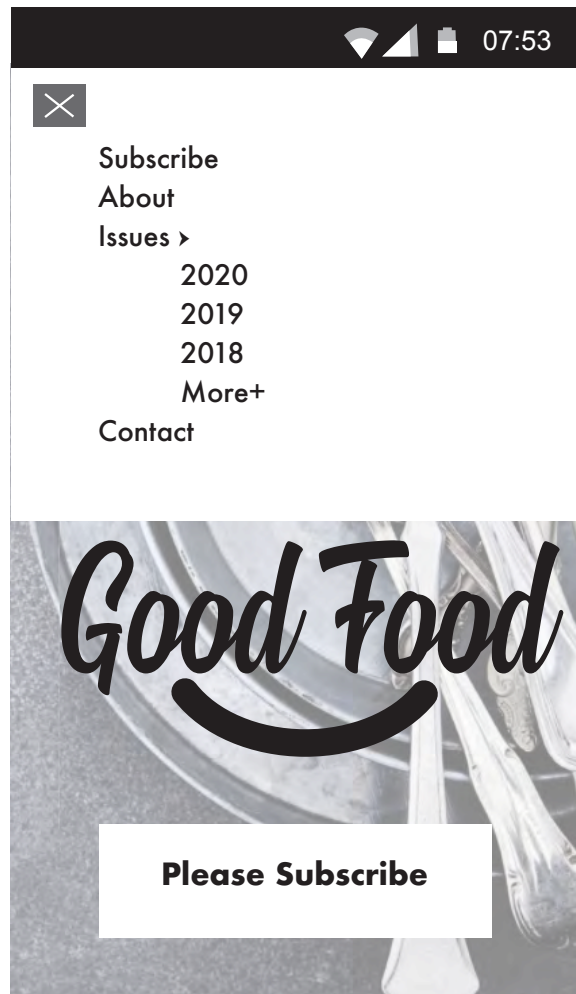
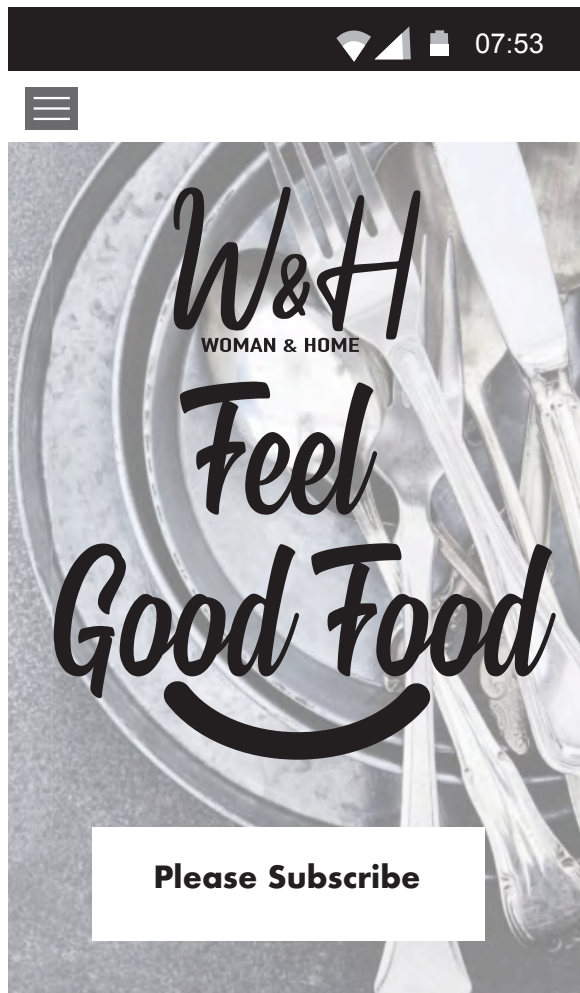
Preheat the oven to 200C, Gas 6.

Toss the carrots into a mixing bowl with the oil seeds and dry coriander and mix well. Roast on a baking tray for 30 minutes, or until going golden.

Season, then drizzle over the honey and lemon juice, give it all a shake and pop back in for 5mins. Scatter over the herbs and serve.

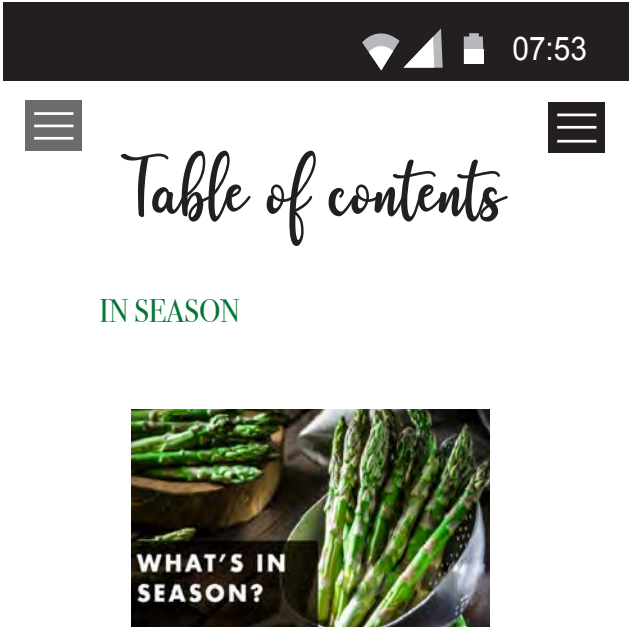


# App layouts

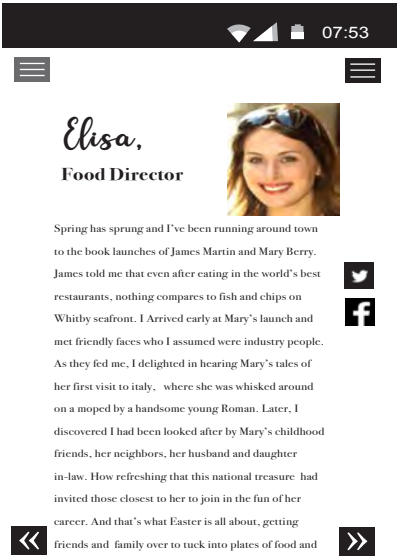




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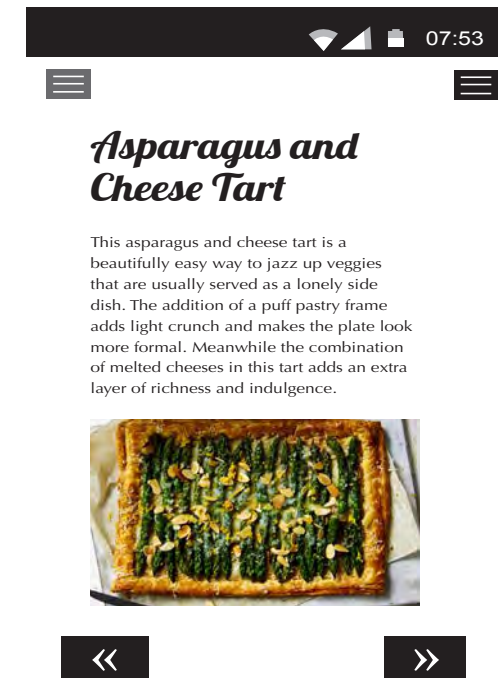
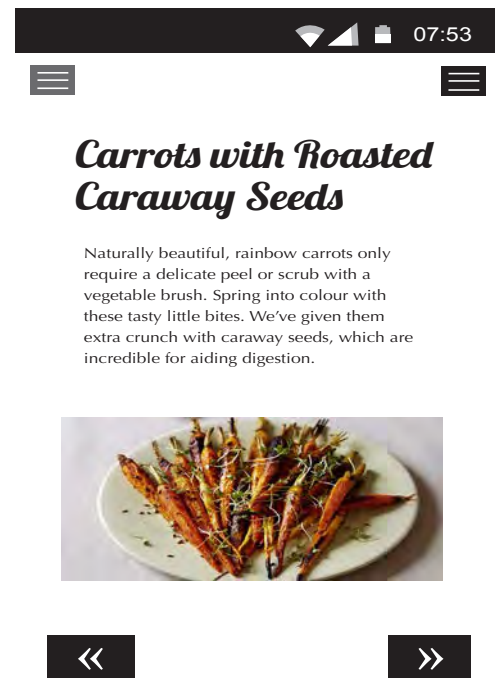


What's in Season



Asparagus and Cheese

# App layouts





# Mockups



# Mockups



# Mockups





# Mockups



# Mockups





# Mockups

## ASPARAGUS

British asparagus hits its peak until July. Considered a delicacy, it offers high levels of vitamins A and C, Potassium, Iron, and Calcium. Try slicing the stalks into rounds and adding them raw to salads.

## CARROTS

The original super-food. Carrots are packed with vitamin A, which is great for eye health. Furthermore, they provide soluble and insoluble fibre, potassium, vitamin B6, which helps the body make serotonin. The feel good chemical in our brains.

## PURPLE SPROUTING BROCCOLI

Another superfood contender, this dark broccoli is full of iron, folic acid, fibre and vitamin C. It really comes to life when paired with salty foods. You should try it with grilled halloumi or bacon.

## RADISHES

Sliced thinly and added raw to salads or rice dishes, these bluish pink root veggies add a pop of pepper and colour to any meal. Radishes are a good source of anthocyanin, a pigment known to help with the heart.

## CRAB

Low in fat and super high in protein, fresh crab meat is a luxurious and filling treat for risottos and salads. It can protect against heart disease. Improve cognitive function and help reduce psoriasis while its mineral content supports the immune system.

## SPINACH

Extremely nutrient-rich, spinach contains high amounts of vitamin C, folic acid, iron, and calcium and vitamin K. Want something different? Add it to bread or sponge cake mix for a health packed afternoon tea slice.

## RHUBARB

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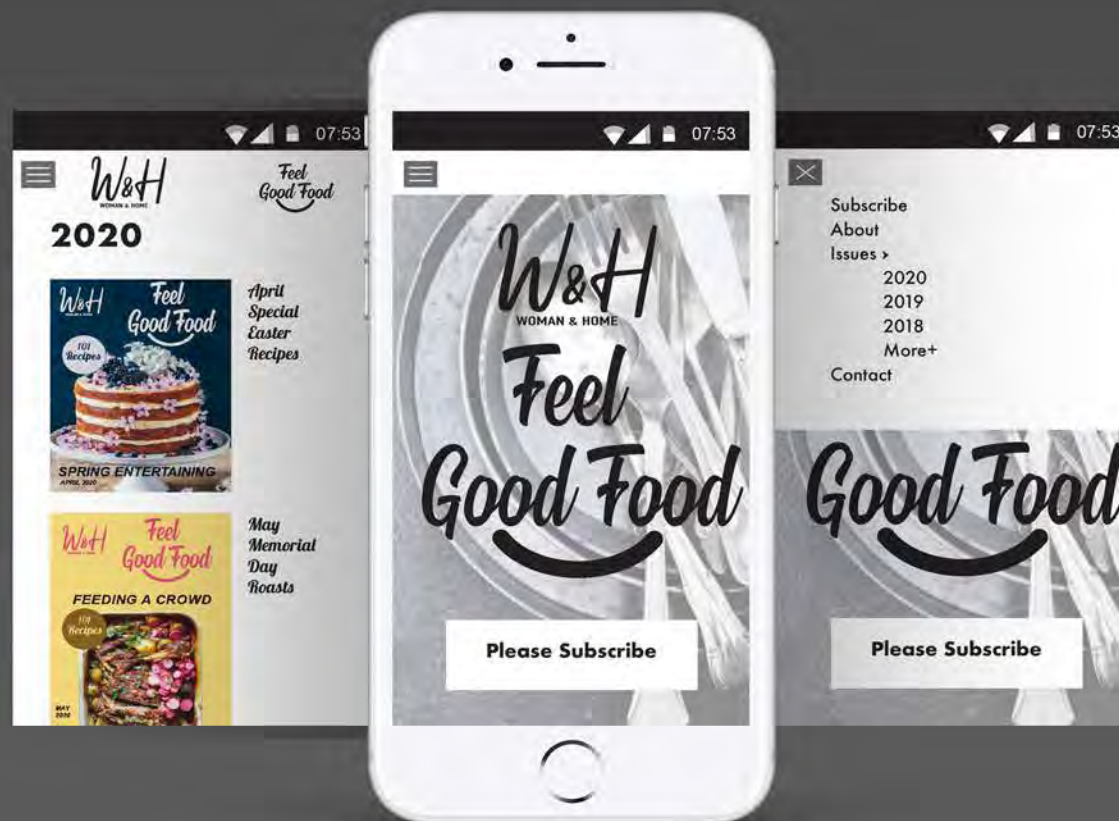
# Mockups



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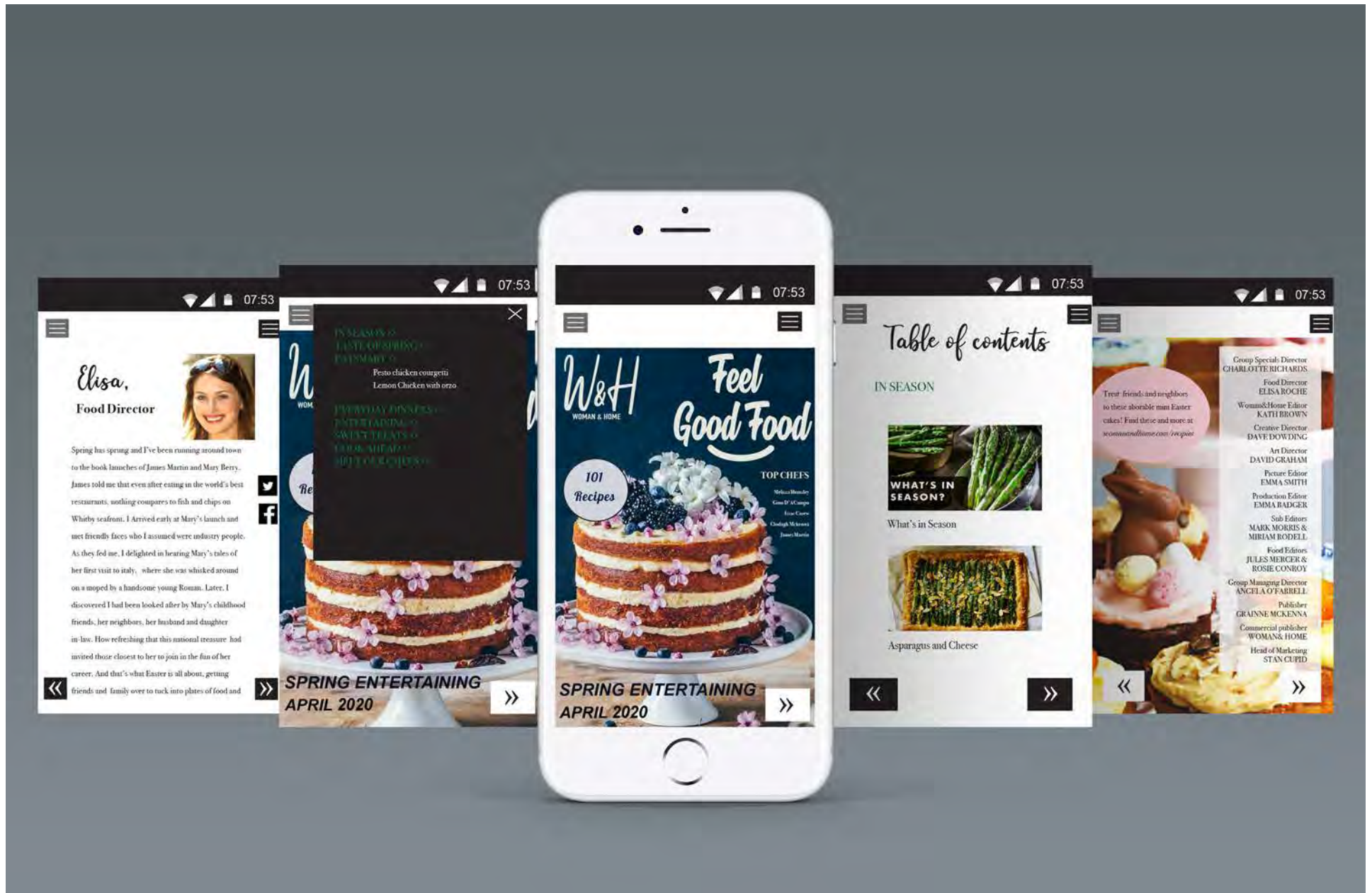


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