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ABOUT ME

Hello! My name is Olivia Otten and I am from Dallas, Texas. I am currently a senior at California Polytechnic State University, San Luis Obispo studying Graphic Communication with a concentration in Design Reproduction Technology.

I am an ambitious and diligent designer currently located in San Luis Obispo, California. My education at Cal Poly SLO immersed me in Adobe Creative Cloud, heavily in Adobe Illustrator, Adobe InDesign, and Adobe Photoshop. I have worked both collaboratively and on my own in a professional setting and have had the opportunity to add posters, brochures, social media posts, logos, business cards, photography, and more to my portfolio.

ABSTRACT

This project aims to create a visually appealing and functional cookbook along with an accompanying business card design. The cookbook will serve as a comprehensive guide for culinary enthusiasts, featuring a diverse range of recipes from various cuisines, while the business card design will effectively represent the chef or the business behind the cookbook.

Overall, the end result will be an aesthetically pleasing and enticing design that helps to expand Serafina's Bites and increase the amount of clients.

PROBLEM STATEMENT

Serafina typically cooks three-course meals, cakes, or pastries for a variety of different events. She constantly has clients coming to her and asking how she made certain dishes or for a business card. Serafina's Bites currently does not have recipes located in one, organized area as they are scattered in different journals, loose papers, and binders. Additionally, she uses handmade business cards that lack brand identity and she is in need of a stronger social media presence. A cookbook is an opportunity for Serafina to keep her own recipes more organized and to share her recipes with clients. Additionally, replacing her handmade business cards with more professional cards and designing promotional social media posts will allow for her to reach a wider audience and expand her business.


serafinasbites Following Message 🔔 ⋮

28 posts 98 followers 25 following

SERAFINA
 Local business
 📍 contact me if you need desserts for any occasion - DFW area only
 📧 serafina_otten@sbcglobal.net

Followed by pita_bb, mariaakilough, mamaewa12 + 15 more

POSTS **TAGGED**

 **maryceverha** Yum! Yours look great. I want recipe!
 4w Reply ♡

OBJECTIVES

The success monitors for each of my deliverables are as follows: To measure the success of the cookbook, I will have a finished, printed, and bound book without printing or type errors and a finalized color palette and fonts. Additionally, I will have a finished mockup and a PDF available of the completed book. I will have 2-3 photographs of each recipe (final product, ingredients, setup, etc.) that are edited and ready to be used for a cookbook or social media. Business cards printed without errors that include the business name, email, and Instagram while maintaining brand identity. If time permits, I want to produce 15-25 copies of the book and ~50 business cards printed through a digital print service online or the University Graphic System. I will have the book bound in a certain way depending on the number of pages (ie. Less pages = saddle stitch).

The end result of this project is a cookbook with appetizers, entrees, and desserts made from Serafina's Bites and photography of the food as well as business cards.

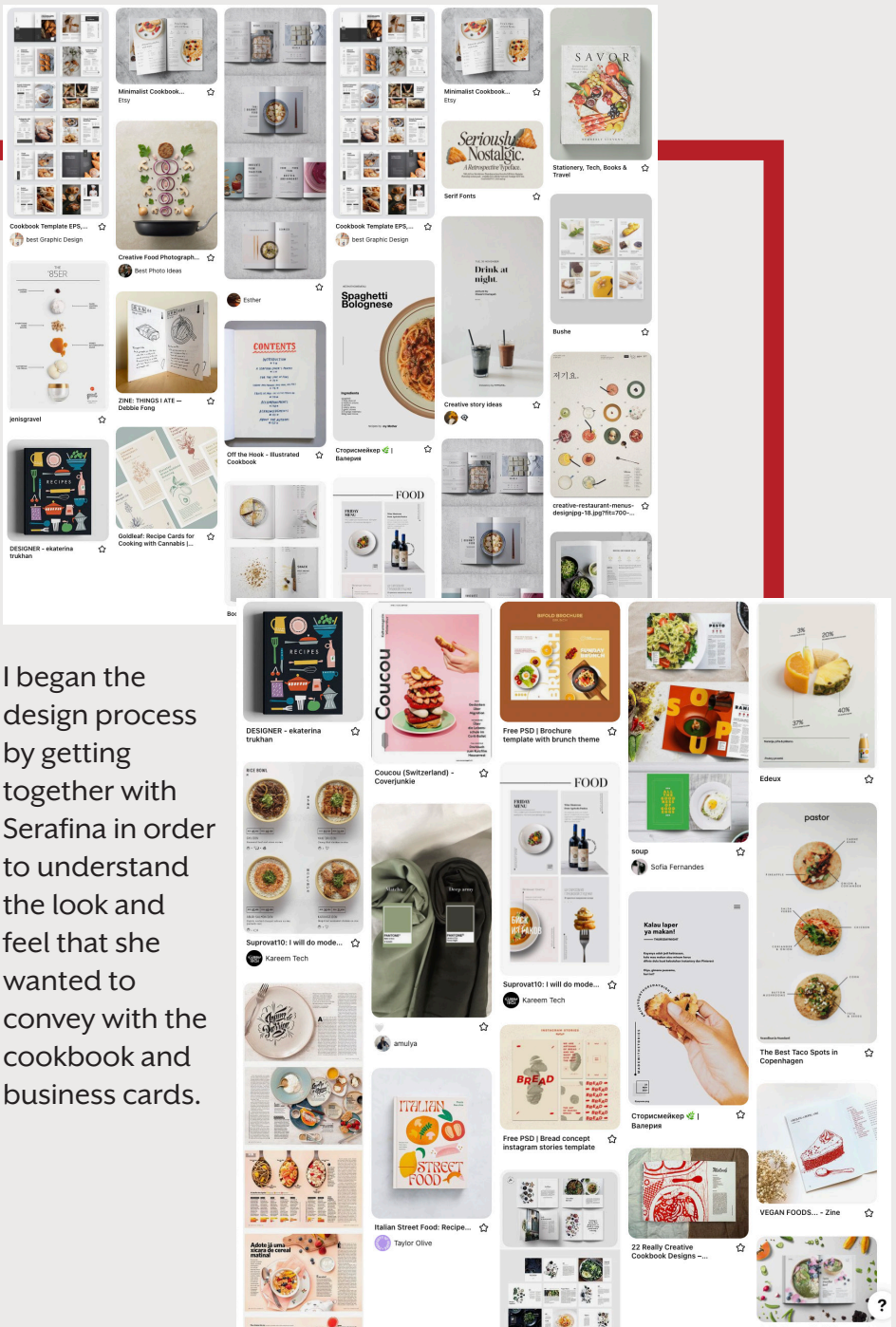


TIMELINE

Brainstorming and planning for the project began in April 2023. I started background research to get inspiration and then created a mood board before starting to create some design ideas by mid-April. The design, photography, and printing continued through the end of May up until the Senior Showcase at the end of the month.

	week 1	week 2	week 3	week 4	week 5	week 6	week 7	week 8	week 9	week 10	finals week
Select Project Topic											
Define project goals and scope											process book PDF sub
		revisit project goals and scope - develop project planning									
						check scope creep					
							Going forward: what's next				
	contact mentor 1			mentor feedback				final mentor feedback	Reflection		
	Activity 1	Activity 3	Activity 4		Milestone 1- 20X20	Activity 5		Activity 6		Milestone 2: showcase	
		Activity 2								Activity 7	
background research		Photography									
competitors		set up studio									
feedback on other books		edit in Lightroom									
mission statement		add images to layout									
upcoming trends		Product design						Print			
		logo design						At University Graphic System or third party			
		design elements									
		finalize								process book	

MOOD BOARD



I began the design process by getting together with Serafina in order to understand the look and feel that she wanted to convey with the cookbook and business cards.

TYPE AND LOGO

Then, I began figuring out a type and logo to convey that tells the brands story.



SSSSS

Serafina's Bites
Serafina's Bites
Serafina's Bites
SERAFINA'S BITES
SERAFINA'S BITES
Serafina's Bites
SERAFINA'S BITES
SERAFINA'S BITES

FLOOD STD

LATO BOLD
Lato Regular

COOLVETICA

LATO BOLD
Lato Regular

COOLVETICA

STIX TWO TEXT REGULAR
Lato Regular

FLOOD STD

COOLVETICA
Lato Regular

COOLVETICA

PLAYFAIR DISPLAY
Lato Regular

PLAYFAIR DISPLAY

COOLVETICA
Lato Regular

To keep the feel of the old business cards, I applied the hand lettering to the business cards and cookbook cover.



bite

RESULTS

This project was a way for me to apply what I have learned in studying Design Reproduction Technology to the “real world”. The final goal of this project is for Serafina’s Bites to expand its business and have a stronger grasp on the look and feel of the brand.



SERAFINA'S BITES

Recipes by Serafina Otten
Design and photography by Olivia Otten



Dedicated to my mom, Serafina

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- 04 Sun-dried tomato Phyllo tartlets
- 06 Bacon-wrapped stuffed jalapeños
- 08 Tomato soup
- 10 Sesame salmon with soba noodles
- 12 Babci's honey cake
- 14 Apple Genoise Cake



SUN-DRIED TOMATO PHYLLO CUPS

⌚ 1 hour ✕ Serves 8

SUN-DRIED TOMATO JAM

1 eight ounce jar sun-dried tomatoes in oil
1 tablespoon olive oil
½ onion, thinly sliced
1 clove garlic, minced
2 tablespoons sugar
¼ cup red wine vinegar
1 cup water
¼ cup chicken broth
1 teaspoon chopped fresh thyme leaves
¼ teaspoon salt
¼ teaspoon ground black pepper

1. Place a medium saucepan over medium heat. Add the chopped sun-dried tomatoes, 1 tablespoon of the reserved sun-dried tomato oil, olive oil, onion, and garlic. Stir and cook until the onions are soft and beginning to brown at the edges, about 5 to 7 minutes.

2. Add the sugar, vinegar, water, chicken broth, thyme, salt, and pepper. Bring the liquid to a boil, reduce the heat, and simmer, covered, for 20 minutes.

3. Remove the cover and continue simmering until most of the liquid is reduced and the mixture is the consistency of jam, about 5 to 10 more minutes. Remove from the heat and set aside.



BACON-WRAPPED JALAPEÑO POPPERS

⌚ 50 min ✕ Serves 8

INGREDIENTS

8 jalapeño peppers
1 8 ounce block cream cheese
1/2 cup grated cheddar cheese
¼ teaspoon paprika
¼ teaspoon pepper
8 slices bacon

1. Preheat oven to 400°F.

2. Cut the jalapeños in half lengthwise and use a spoon to scoop out inside.

3. In a medium bowl, mix together cream cheese, cheddar cheese, pepper, and paprika.

4. Fill each jalapeño half with the cheese mixture. Cut slices of bacon in half and wrap each pepper.

5. Arrange peppers on baking sheet lined with foil for 20–25 minutes until the bacon and cheese are crispy. Serve immediately.



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TOMATO SOUP

⌚ 1.5 hours X Serves 4

INGREDIENTS

2 tablespoons tomato puree
2 cups chopped tomatoes
1 onion
1 cup white rice
1 tablespoon olive oil
2 cloves garlic, finely chopped
4 cups chicken stock



1. Chop and fry the onion in oil in a large pot until brown.
2. Add garlic, tomato puree, tomatoes, and chicken stock.
3. Bring to a boil, then lower to a simmer and cook for 45 minutes, half covered, stirring occasionally.
4. Cook rice according to packaging.
5. Once soup is done, in a small bowl, combine with rice and top with basil.

SESAME SALMON AND SOBA

⌚ 1 hour X Serves 8

INGREDIENTS

2 salmon fillets
1 tablespoon white sesame seeds
1 tablespoon black sesame seeds
1 pack soba noodles
2 tablespoons cooking oil
1/2 tablespoon sesame oil

1. On a small plate, put equal amounts of white and black sesame seeds and press the top part of the room-temperature salmon into the seeds so they stick.
2. In a large skillet, coat bottom with cooking oil and sesame oil and heat to medium.
3. Place salmon, crusted side down and sear for approximately 5 minutes. Flip salmon and cook for another 3-5 minutes.
4. Boil soba noodles according to package.
5. Serve with extra teriyaki sauce if desired.



BABCIA'S HONEY CAKE

⌚ 1 hour X Serves 8

CREAM

2 cups milk
6 tablespoons cream of wheat
4 tablespoons sugar
1/2 cup unsalted butter

1. Cook milk, wheat, and sugar in a pot until thick, approximately 7 minutes. Chill in fridge.
2. In a mixing bowl, beat room temperature butter until light and fluffy. Slowly add the cold cream of wheat mixture.



CAKE

4 cups flour
1/2 cups sugar
2 eggs
7 tablespoons unsalted butter
1/8 cups honey

1. Preheat oven to 350°F.
2. Mix all ingredients in a bowl using a pastry cutter (or fork) and your hands. It will be very crumbly and dry.
3. Divide into 3 equal portions. Sprinkle each into individual parchment lined half sheet pans, cover with plastic wrap, and roll using a glass cup or small rolling pin.
4. Bake for 10-15 min until golden brown.
5. After cooled, spread cream between the three layers of cold cake. Cover top with a bit of cream, melted chocolate or powdered sugar. Hinge down with a chopping board or plate and refrigerate overnight.



APPLE GENOISE CAKE

⌚ 1 hour X Serves 8

INGREDIENTS

5 eggs, room temperature
1/2 cup + 2 teaspoons sugar
1 cup all purpose flour
1 teaspoon baking powder
2 pounds apple
Confectioner's sugar (optional)
Whipped cream (optional)

1. Preheat oven to 350°F.
2. Peel and core the apples, chop them into thin wedges, and toss them into a bowl with a bit of lemon juice so they don't brown, set aside.
3. Sieve or whisk the flour and baking powder in a bowl.
4. In a separate bowl, whip eggs with sugar with an electric mixer until white and stiff, about 10 minutes.
5. Gently fold the flour into the egg mixture in three additions so the eggs don't fall.
6. In a spring form pan, line the bottom with parchment paper and then pour the dough into the pan. Push apple slices vertically inside the dough, they will be so close together that they will look like they are almost touching.
7. Bake for 45 minutes.
8. Once cooled, serve with confectioner's sugar and whipped cream.



REFLECTION

What went well:

I was definitely very nervous coming into this project. I was worried that my deliverables were too ambitious or that the food I cooked would not turn out how I wanted it to. However, I did surprisingly well with time management. I started the work early and carved out plenty of time in my schedule to have time to work on it. This project helped me learn a lot about my time management style.

Tips or techniques that helped me:

Gantt Chart

Although it was a bit tedious to fill out, I definitely think this chart helped me to see everything that I had to do laid out in front of me. It also held me more accountable especially since I had to update how it actually went at the end of the quarter.

Research

Looking into other cookbooks and styles on Pinterest helped me get a clearer focus on what I wanted to do. I went on Pinterest with my mom and created a mood board which helped me get a better sense of her vision for the brand. Additionally, I took a trip to Barnes and Noble to look at some of the most popular books at the moment to get an idea of what should be included on each page.

Identifying objectives early on

Having a set time early on in the process to define my objectives helped me a lot. I had an idea of what I wanted to do but did not know the exact deliverables that I wanted. Talking to my professor about her thoughts on my deliverables also helped me narrow things down.

Problems I faced:

Print not turning out well

I think the printing of the final cookbook turned out well for the price. I was able to print one book for \$20 whereas if I had ordered it online it would have been \$50. The photos came out a bit grainy on the paper and also way too saturated.

Finding time to cook

It was hard to find the time to cook between class and work. Since the sunset at around 5 or 6 at the beginning of the quarter, I had to find the time to cook in the afternoon so that I would have time to take photos using natural light before the sunset.

Not getting enough feedback

I would have loved to have gotten more feedback from professors or others with a design eye. I feel like if I had done this I would have avoided one of my professors giving me a critique on one very minor detail on the day of the Senior Showcase after I had already finished everything which was not the best feeling.

What I would do differently:

I would have tested out my prints before paying someone to do it. Ideally, I would have liked to print it myself on the KM, however, it was a bit too complicated to do that.

Email professors or peers early on to set up meetings for critiques.

This is not necessary, but if I did not have enough time for photos or did not want to stress out as much I could buy some kind of studio light so I get the same color and lighting in all my photos.

