

PUB 231 - January 18, 2014

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## **Creative Brief**

The book I have chosen to re-design is an ebook version of “The Starving Students’ Cookbook.” The price of the book sells for around \$13 Canadian, in trade paperback only. The original cover design of the book is rather cluttered and disorganized and may not attract the student audience, that it markets to, very well. Because other student cookbooks sell for the same retail price, and have much better cover designs, I would say that the book I have chosen may be a little overpriced. Therefore, I am going to design a new cover that is more attractive than the first, to appropriately meet the standards for the price it has been given.

I have chosen to use real-life, high quality photos (instead of drawings) to make the book seem more rich and authentic. In using real-life photographs, students can easily relate the items to ones from their own life, instead of mentally translating a cartoon item into a real-life one. By doing this, I feel the book will attract more students.

Right now, this book is very popular online. While it is in bookstores, the research suggests that they aren’t selling as quickly as they are online. The re-design will make the cover more appealing to bookstore-shoppers, and will increase physical sales. Furthermore, this book is in competition with other student cookbooks, and I feel that my re-design concepts of humour and simplicity will help it alleviate this competition, as it will be the most attractive student-cookbook in the store. After doing some research on market competition, I’ve noticed that the other student-cookbooks do not employ the same simplicity or humorous aspect that I feel are necessary to really attract younger demographics.

Adam Van der Zwan  
PUB 231 - **Rationale**  
Project 2 - Book Design  
February 22, 2014

For this project, I was required to re-design the cover and inside layouts of a cookbook that is currently on the market. I chose *The Starving Students' Cookbook*, by Dede Hall, as it is a unique book that is fairly popular with students. It sports easy-to-make recipes that students can get away with making during their busy days. In re-creating the layout of this book, I hoped to make it more appealing to audiences. I felt the original book was amateur in its design, and did not really capture the essence, or feel, of the book. Furthermore, I felt the price was much too high for a book with this design, so I sought to make the design more professional and appealing, in order to compete with other cookbooks which were around the same price.

The target audience for this book is a student demographic. There are more people receiving a post-secondary education now than there have ever been. Many of these students live away from home and find themselves making less-than-decent meals because it is quick and convenient. Unfortunately, these meals are not very substantial, and this book helps to alleviate some of this by providing simple but relatively nutritious recipes with substance. As students make their way through their educational years, many of them realize that they must have a more diverse diet of balanced food, so they will actively seek a bookstore for a cookbook that will help them reach their dieting goals.

The driving idea behind my design solution is that it is simple but effective. The simplicity of it makes it not only easy to read, but contributes to the themes of “the student”, “starting from scratch”, and “saving money with few ingredients”. I find that many students do not want a book that is complicated in design because, psychologically, this will lead them to believe that the recipes will be complicated as well. With a simple design, I am trying not to influence these thoughts, as it will reduce sales of the book.

Creatively, because this cookbook appeals to students, I used photographs of food items and other objects that represent student life. My list includes items like instant noodles, a microwave, a “to-go” plastic container, a simple head of lettuce and a soup can. I made these photographs humorous to the design concept, as they are incredibly simple items. I find that students will enjoy humour in their cookbook as well, which may entice sales. Font-wise I used DrityDarren for the title, a scribble-looking font, to symbolize hastiness and the act of writing (a student activity). I also used AvenirNext, a simple and clean-looking font for all of the descriptions and general text. The layout is very white, which again, expresses simplicity. Also a white background allows for the images of objects to stand out more, which enhances the idea that they are simple items. The creative process I followed began with simple thumbnail sketches of the cover and inside-layouts, followed by large rough-sketches, then photographs which were then manipulated in photoshop. To make the final product, I used Adobe Illustrator, InDesign and Photoshop.

*"This book is perfect for the college student who is short on time and money!  
The quickest, easiest, and most complete book of its kind!"*  
- The New York Times

*"Simply beautiful! Recipes so simple you can't screw them up, and so delicious you'll forget you're broke!"*  
-The Wall Street Journal

*"Revolutionizes our current notions of microwave meals!"*  
- USA Today

Even you—yes, **you**—can learn to cook simple, filling, nutritious, and delicious meals. Inexpensive, too! Here's the cookbook that shows you how! Whether you have five minutes to make a dynamite party punch or the whole afternoon to simmer a pot of homemade beef stew, this easy-to-read guide will take you through it, step by step. You'll find classics like English Muffin Pizzas and Meatloaf Everyone Loves, as well as vegetarian entrees and microwave meals that are not only quick and cheap, but also good! So if cooking your dinner isn't exactly the way you want to spend your whole weekend, make *The Starving Students' Cookbook* required this and every semester.

CAN \$18.99 | US \$17.50



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# THE STARVING STUDENTS' COOKBOOK

By Dede Hall



THE CLASSIC  
GUIDE FOR THE  
CLUELESS  
GOURMET!

# THE STARVING STUDENTS' COOK BOOK

By Dede Hall

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## SOUPS & SALADS





## OVEN-FRIED DRUMSTICKS

*These simple oven-fried drumsticks make for an excellent meal. The seasoned flour coats the chicken, then it's baked to crispy perfection.*

### INFO

Prep Time: 10 minutes  
Cook Time: 50 minutes  
Serves: 8 people

### INGREDIENTS

20 to 24 chicken drumsticks  
1/2 cup all-purpose flour  
2 1/2 teaspoons salt  
1/2 teaspoon ground pepper  
2 teaspoons paprika  
1 teaspoon curry powder  
2 teaspoons poultry seasoning  
1/2 cup butter

### DIRECTIONS

Heat oven to 450°.

In a food storage bag, combine flour, salt, pepper, paprika, curry powder, and poultry seasoning.

Line 2 13x9-inch pans with heavy duty foil.

Place 1/4 cup butter in each pan.

Place pans in oven to melt butter.

Coat chicken with seasoned flour mixture, shaking about 3 legs at a time in the bag.

Place chicken in prepared pans in the melted butter. Bake, uncovered, for 30 minutes.





# BUTTERSCOTCH OATMEAL

*For a busy student who needs to be out the door, this is the quickest and most delicious oatmeal you'll ever have!*

## INFO

Prep Time: 5 minutes  
Cook Time: 10 minutes  
Serves: 3 people

## INGREDIENTS

1 egg, beaten  
1 3/4 cups milk  
1/2 packed brown sugar  
1 cup rolled oats  
2 tablespoons butter

## DIRECTIONS

In a saucepan over medium heat, whisk together the egg, milk, and brown sugar.  
Mix in the oats.  
When the oatmeal begins to boil, cook and stir until thick.  
Remove from heat and stir in butter until melted.  
Serve immediately.