



Ashley Bjørnsrud's
PORTFOLIO

MANDATORY ASSIGNMENTS



MANDATORY 01.

PHOTOGRAPHY

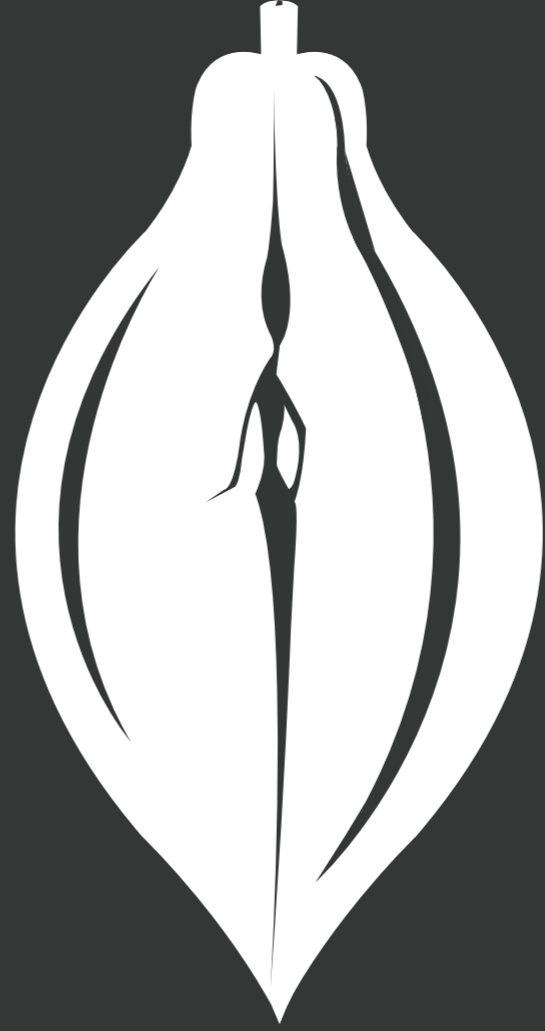




MANDATORY 02.

LOGO

CRAVE



CHOCOLATE

100% Organic

CRAVE



CHOCOLATE
100% Organic



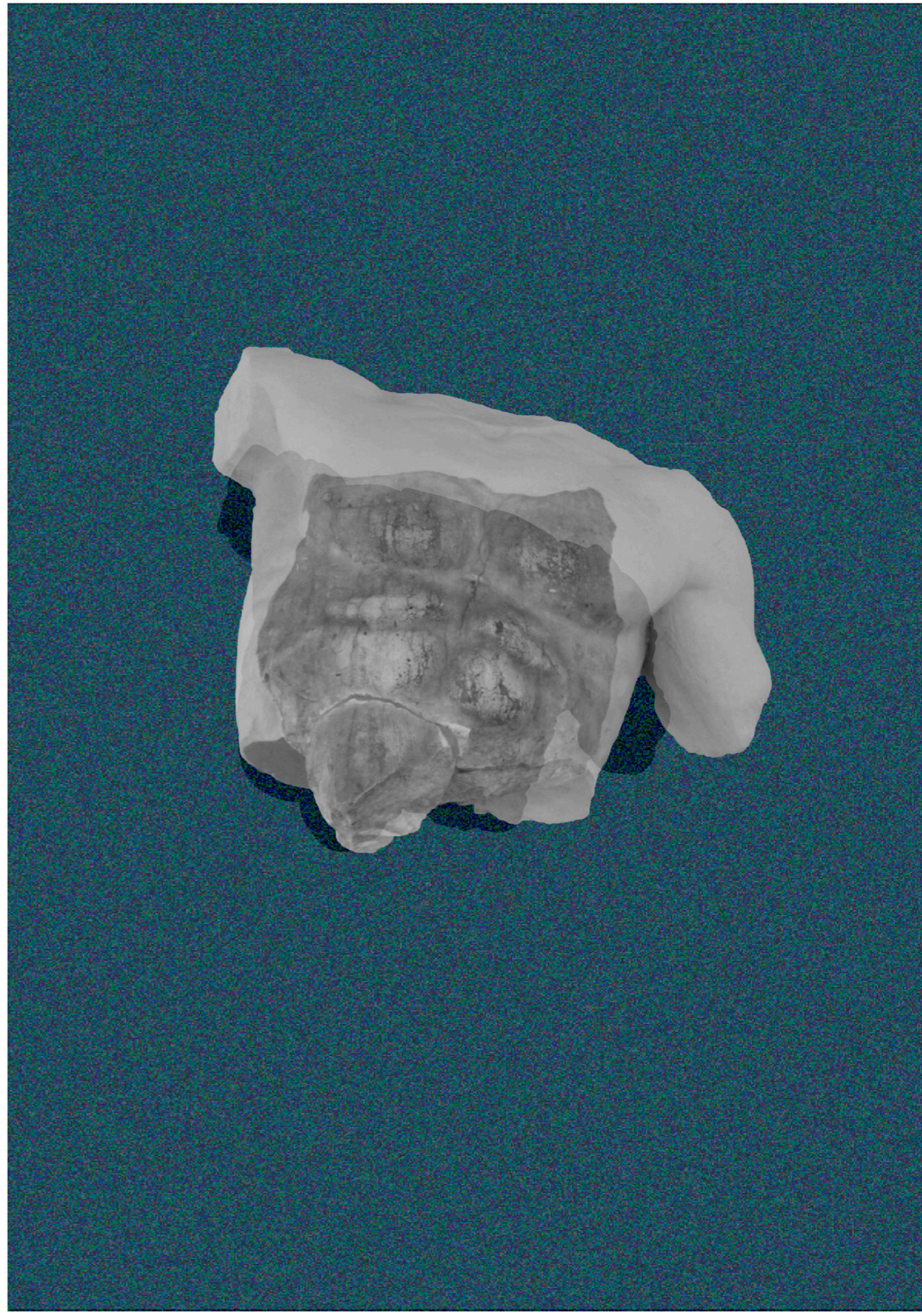
CRAVE

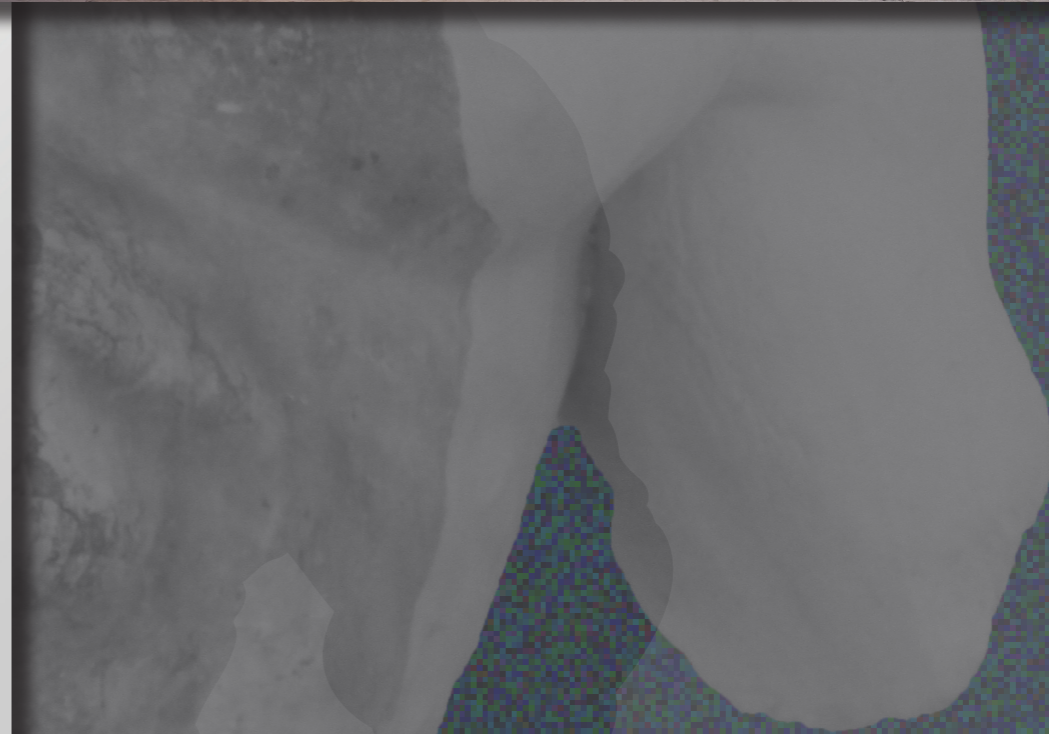


CHOCOLATE
100% Organic

MANDATORY 03.

ILLUSTRATION





MANDATORRY 04.

LAYOUT DESIGN



JAMIE OLIVER

KUNSTEN
Å KOKE VANN

Gyldendal Norsk Forlag



SVINEKJØTT PÅ GRILLEN

Det er enkelt å lage sunn grillmat. Det er bare å legge sunne ting på grillen det!

Et praktisk "spyd-tips" før du begynner: Bruker du grillspyd av tre, bør de legges i vann en stund først ellers kan de ta fyr.

Portsjoner: 2

Ingredienser:

300 g renskåret svinekjøtt fra flathåff eller filet

½ stk rød paprika

½ stk grønn squash

10 stk tørket aprikos

1 ss olje til pensling

1 ts salt

½ ts pepper

8 stk grillspyd

Slik gjør du

1. Skjær kjøtt og grønnsaker tilnærmet like store biter ca. 3 x 3 cm og tre dem vekselvis på spydene. For å få jevn grilling på alle sider er det viktig at bitene ikke sitter for tett.
2. Pensle spydene med litt olje, slik at de ikke fester seg til grillen. Krydre med salt og pepper.
3. Grillspydene grilles rundt i 2-4 minutter, snus ofte.

Server grillspydene med en type eksotisk saus. Sausen kan du få kjøpt ferdig på flaske eller du kan lage den selv.

9

INNHOOLD

Forord	6		
Salater	13	Pannesteking	56
Matlaging uten varme	15	Ovnsteking og grytesteking	105
Posjering og koking	25	Ovnsgrilling, kontaktgrilling og trekullgrilling	135
Dampkoking og koking i pose	36	Baking og søtsaker	179
Grytekoking og brasering	45		

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Design: Ashley Tskoutoulis
Trykk og innbinding: ATT Orta AS
Format: 20 x 26 cm
ISBN 987-83-5437-115-1

INNHO LD

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F O R O R D

La Jamie lære deg å lage mat!

Jamies stil er direkte og enkel. Kunsten å koke vann er ingen murstein av en grunnkokebok, men den forklarer en del basisteknikker det er en fordel å kunne. Jamie guider deg trygt gjennom teknikker som posjering, koking, filetering, grilling og steking. Han gir deg råd om hvordan du kan tilpasse oppskriftene og hvordan du kan hente inspirasjon når du handler og lager mat. Jamie ønsker å gi deg selvtillit på kjøkkenet. Han vil at du skal ha det gøy når du lager mat og -; aller viktigst; han lærer deg å bli sjef på eget kjøkken!

Her får du personlige kommentarer og nyttige tips sammen med fantastiske oppskrifter på alle typer grønnsaker, kjøtt, fisk, vidunderlige desserter, grilltips, drinker og lekre salaterbåde varme og kalde. Med andre ord: alt som magen begjærer.

Dette er en kokebok som skal brukes - og som kommer til å bli brukt. Jamies usnobbete og likefremme holdning til mat, betyr at dette er **oppskrifter som er skrevet for deg og meg**, ikke for gourmetkokker. Boken passer for alle som liker å lage mat og elsker å spise den!

Teknikker og metoder

For å gjøre din tid på kjøkkenet enklere og mer spennende, gir Jamie deg trinn for trinn-forklaringer av nyttige teknikker. Her lærer du filetering av fisk, utbening av kylling, skjæreteknikker og mye mer.

Videre beskriver han ulike typer tilberedelsesmåter. Spesielt interessant er kanskje kapitlene om dampkoking og tilbereding i pose (her bør du ta en nærmere titt på kolje stekt i pose med blåskjell, safran og hvitløk).

Andre vil la seg fascinere av "koking" av mat uten varme ved hjelp av en syrlig marinade. Denne metoden er vanlig i Japan og Mexico, men passer nettopp for oss nordmenn som har slik rik tilgang på fersk fisk. Jamie gir deg noen **spennende oppskrifter!** Prøv sitrustunfisk med sprø nudler, urter og chiliperfekt en varm sommerdag.

Jamies nøkterne forhold til matlaging er befriende. Hans filosofi er et vi skal ha det hyggelig på kjøkkenet og sette pris på god, enkel mat. Jamie er virkelig vår mann, for han får enhver av oss til å forstå at også vi kan lage noe godt hjemme.



SVINEKJØTT PÅ GRILLEN

Det er enkelt å lage sunn grillmat. Det er bare å legge sunne ting på grillen det!

Et praktisk "spyd-tips" før du begynner: Bruker du grillspyd av tre, bør de legges i vann en stund først ellers kan de ta fyr.

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 ½ stk rød paprika
 ½ stk grønn squash
 10 stk tørket aprikos
 1 ss olje til pensling
 1 ts salt
 ½ ts pepper
 8 stk grillspyd

Slik gjør du

1. Skjær kjøtt og grønnsaker til nærmest like store biter ca. 3 x 3 cm og tre dem vekselvis på spydene. For å få jevn grilling på alle sider er det viktig at bitene ikke sitter for tett.
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YTREFILET MED BULGUR OG BØNNER

Veldig godt!

Er du på utkikk etter en god hverdagsmiddag som både er sunn å spise og rask å lage? Vårt forslag er skiver av svin ytrefilet med bulgur og bønner.

Porsjoner: 4

Ingredienser:

Ca. 600 g ytrefilet av svin i skiver
 ½ ts salt
 ¼ ts pepper
 1 ss margarin eller olje til steking
 3 dl bulgur
 2 pk aspargesbønner
 1 pose sjysaus
 1 ts tørket timian

Slik gjør du

1. Kok bulgur etter anvisning på pakken.
2. Ha bulguren i en stekepanne, sammen med bønner. La det steke til bønnene er møre (ca 5 minutter).
3. Lag sjysausen etter anvisning på posen. Tilsett timian.
4. Krydre ytrefiletene og stek dem ca. 2 minutter på hver side. La de ettersteke på svak varme et par minutter.

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GRESKE LAMMEBOLLER PÅ SPYD MED GRESK SALAT OG TZATZIKI

Hvem lengter ikke tilbake til sol, strand og god mat etter en vellykket ferietur i sydlige strøk? Disse greske lammebollene med gresk salat og tzatziki kommer til å forsterke de gode minnene fra ferieturen.

Porsjoner: 4

Ingrediens:

400 g malt lammekjøtt
 ½ ts salt
 ¼ ts pepper
 2 båt finhakket hvitløk
 ½ stk finhakket rød chili
 1 ts tørket rosmarin
 3 ss olje

Gresk salat:

2 stk tomat
 ½ stk slangeagurk
 ½ stk rødløk
 1 stk fetaost
 3 ss virgin olivenolje

Tzatziki:

3 dl yoghurt naturell
 1 stk slangeagurk
 ½ ts salt
 3 båt hvitløk
 ½ ts nykvernet pepper

Slik gjør du

1. Rør sammen lammeideig, salt og pepper til en seig deig. Tilsett hvitløk, chili og rosmarin. Form til kjøttboller som tres på spyd eller pinne.
2. Pensle bollene med olje før de legges på grillen. Grilltid 4-5 minutter på hver side.
3. Skjær tomater og agurk i skiver, og løken i ringer. Bland sammen alle ingrediensene og legg på fetaost i skiver. Drypp litt olje over salaten.
4. Slå yoghurt i et kaffefilter og la den renne av i ca. 1 time. Yoghurten skal ha en ganske tykk konsistens.
5. Riv slangeagurk på et råkostjern og dryss på salt. La det trekke 5-10 minutter, og press ut vannet. Bland dette sammen med finhakket hvitløk. Smak til med nykvernet pepper.

TIPS: For et raskere alternativ kan du bruke matyoghurt, da slipper du å renne av yoghurten.

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JORDBÆRTIRAMISU

Det er på ingen måte den originale

Tiramisu-oppskriften fra Italia, men snarere en lettvinnt variant som du kan lage i en fei og som likevel ser lekker og fristende ut. Jordbær er bare sååå godt!

Porsjoner: 6

Ingredienser:

12 stk fingerkjeks
 Jordbær- og ostekrem:
 6 stk eggeplomme
 1 ½ dl melis
 250 g mascarponeost eller kremost naturell
 6 stk eggehvite
 1 kurv jordbær
 ca. 50 g revet sjokolade

PS: Husk å bruke helt rene visper når du skal stivpiske eggehvite - ellers vil de ikke bli stive.

Slik gjør du

1. Pisk eggedosis av eggeplomme og melis. Bland inn mascarponeost.
2. Stivpisk eggehvite og vend dem forsiktig inn i ostekremen sammen med jordbær.
3. Fyll jordbær- og ostekrem i 6 glass. Stikk ned fingerkjeks i kremen og dryss over revet sjokolade.

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REPORTS

REPORT 01.

PHOTOGRAPHY



DEPTH

Photo taken from the heights of Acropolis, in Athens, Greece. I love this photo because the colors are so soft, but it represents a strong and vibrant city. The olive tree, which is in focus, is often a symbol of Greece. In this picture, it overlooks the beautiful white city. This photo makes a nice contrast between nature and urban life.

ISO: 100
Focal length: 55
Shutter Speed: 1/195
Exposure time: 1/200
Aperture: 10



DEPTH



LINES & CURVES

ISO: 3200
Focal length: 47
Shutter Speed: 1/330
Exposure time: 1/320
Aperture: 6,3

Photo taken in my home studio. This photo not only represents curves and lines, but also warm and cold colors. I also like the contrast between light and dark - and the reflection made on the black surface. The bottle stands strongly in the middle of the photo.

LINES & CURVES



Photo taken in my home studio. I had never worked with low key photography before taking this photo, and I think it came out nicely. My husband held some small colored LED lights up to his face as I took pictures of him. I really like this picture even though it's very dark. The light highlighted some really nice features.

LOW KEY PHOTO:

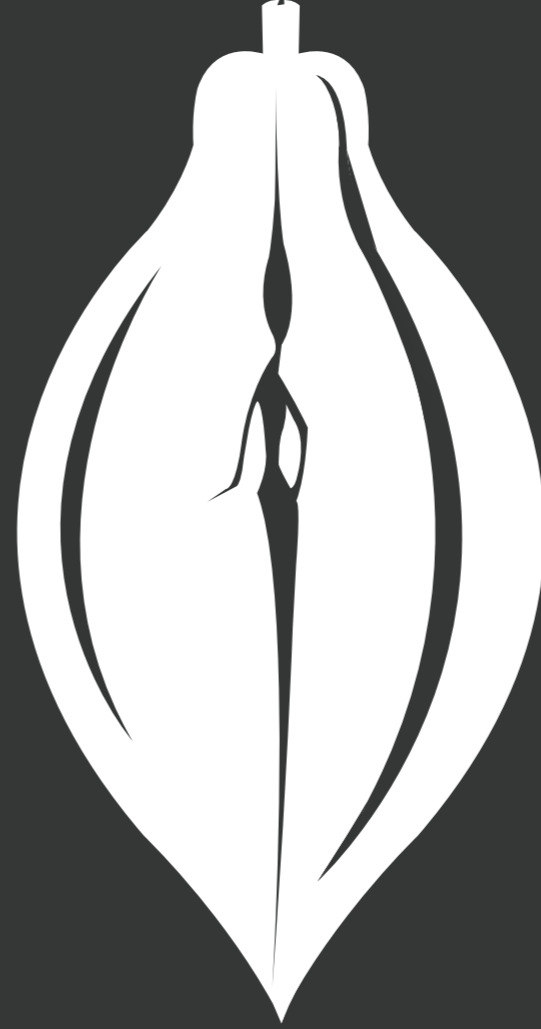
ISO:	3200
Focal length:	75
Shutter Speed:	1/50
Exposure time:	1/50
Aperture:	6,3

LOW KEY

REPORT 02.

LOGO

CRAVE



CHOCOLATE

100% Organic

INTRODUCTION

I used the given brand name "Crave" to create a simple, easily recognizable, and timeless logo. My biggest obstacle was that I couldn't put all the images of existing chocolate logos from my mind, and they were interfering in my thought process. I also kept confusing Coco beans with coffee beans! I overcame these obstacles by doing research on the coco bean and sketching pictures I found of them on the Internet.

STRATEGIC DESIGN:

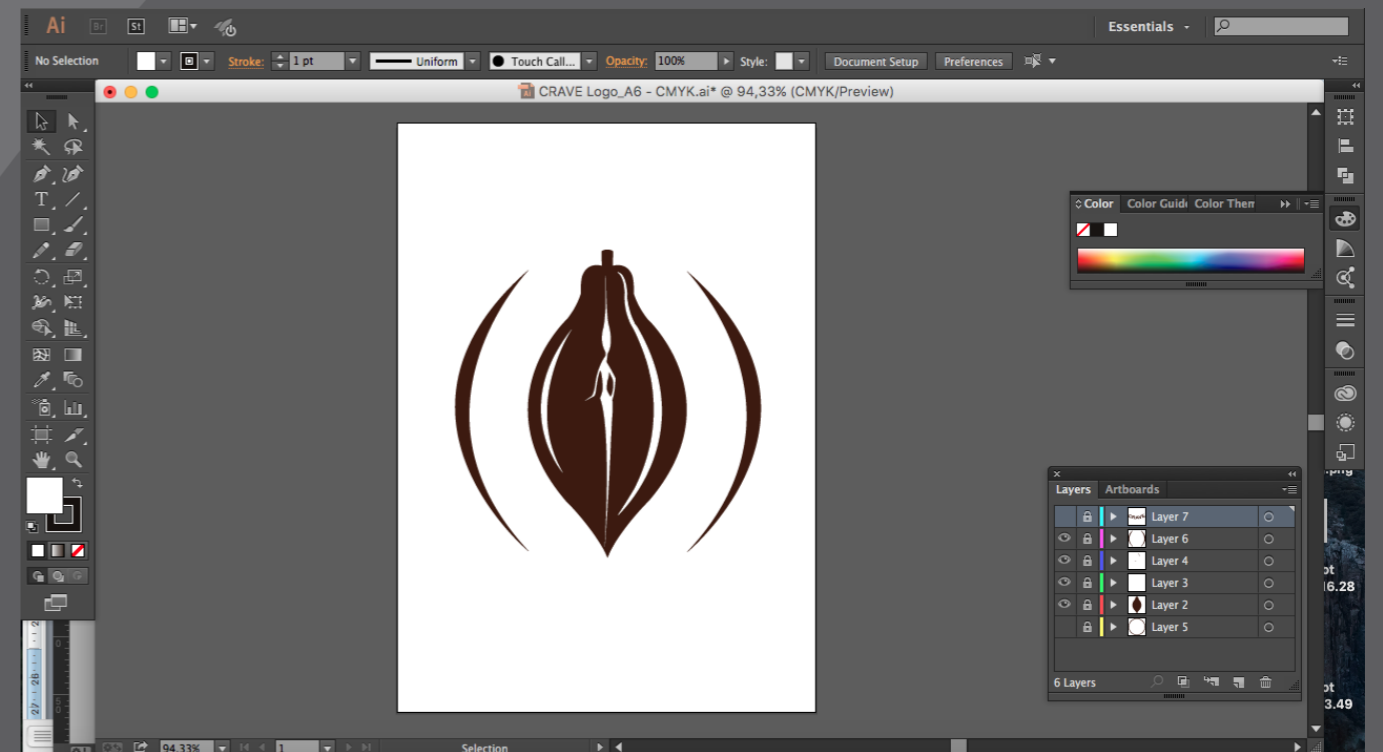
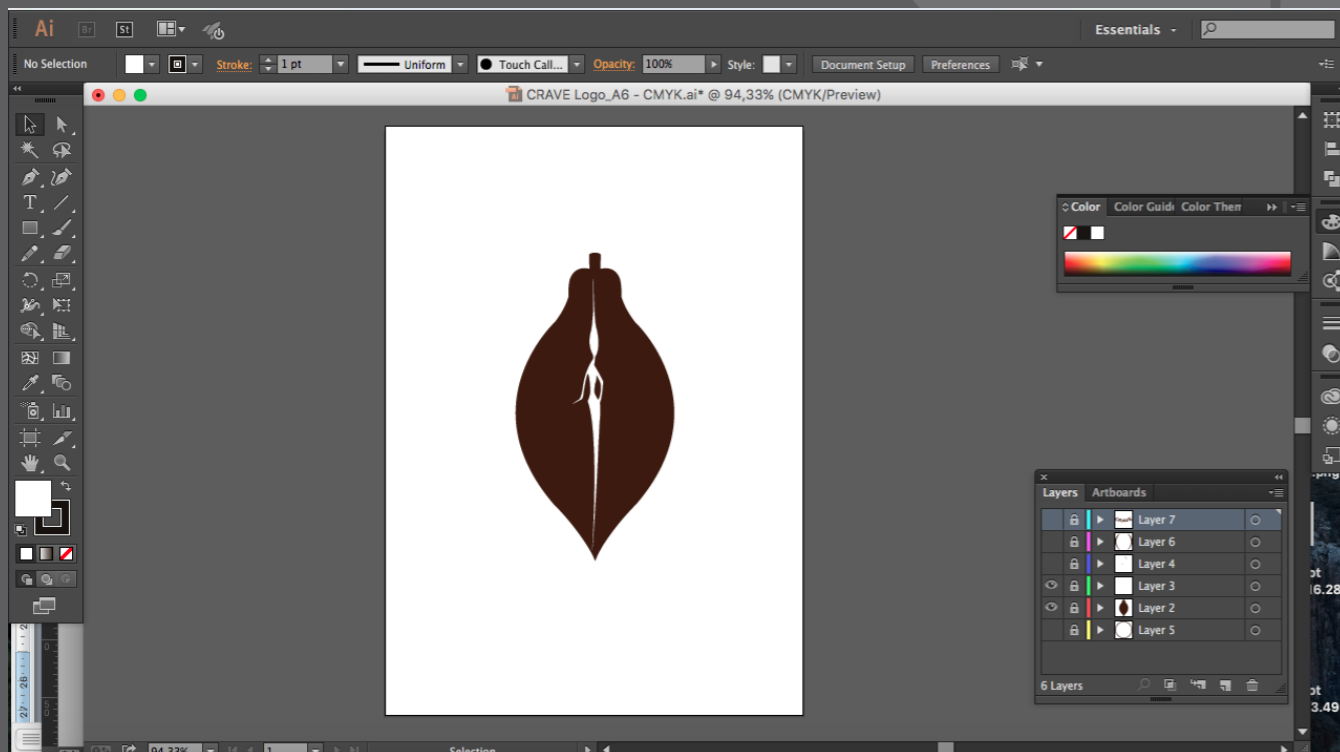
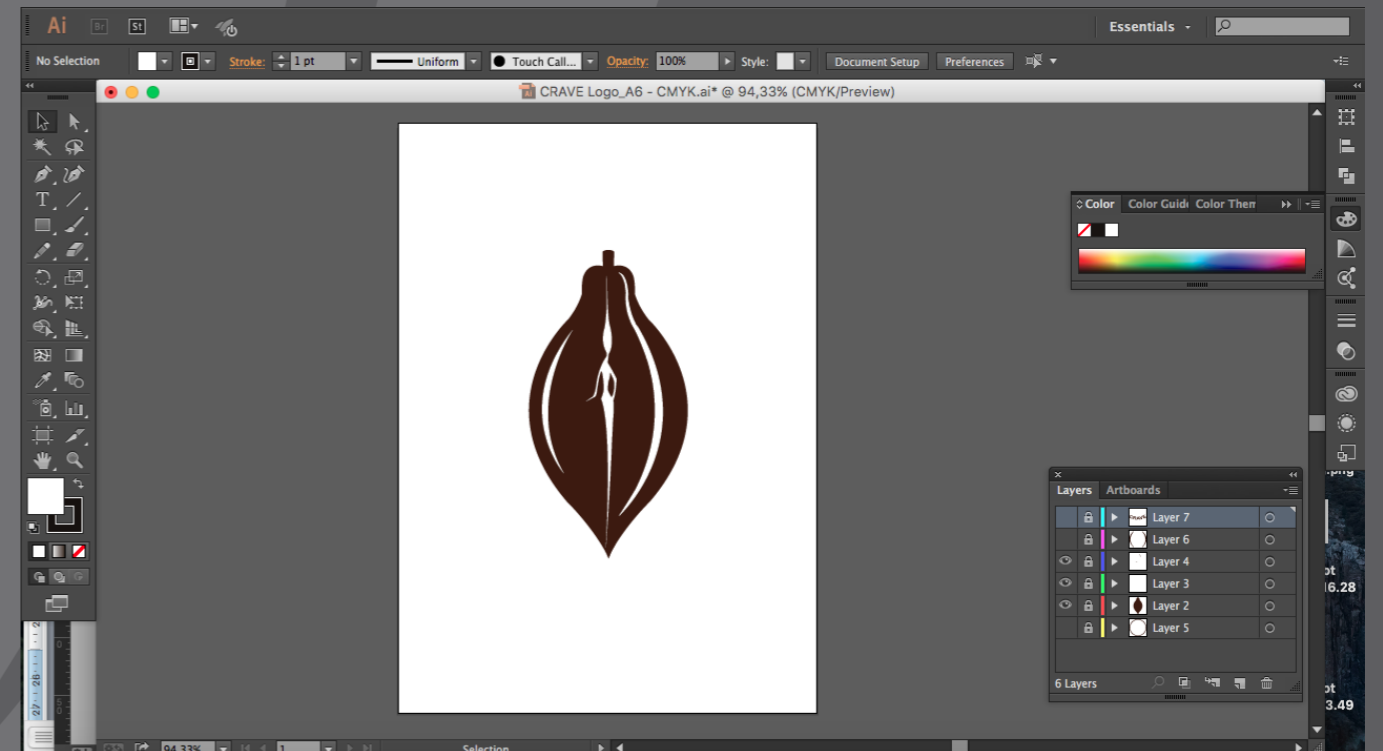
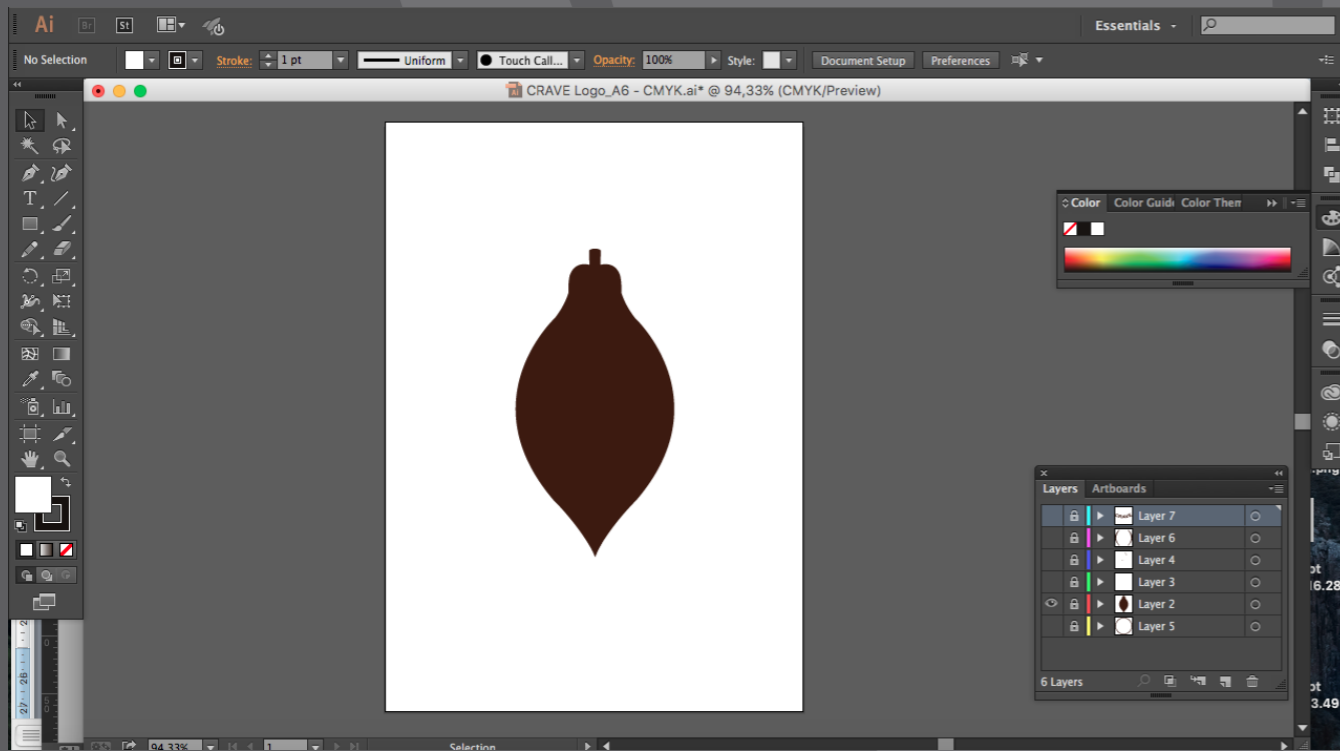
I decided that my target group would be "women in their 30's". I came up with 3 key words/concepts, related to the words "chocolate" and "Crave":

1. Sensual
2. Coco bean
3. Bathing in chocolate.

These three things would ultimately be the foundation of my logo. I wanted to convey a sense of relaxation, wellbeing and sensuality.



SCREEN SHOTS OF WORK PROCESS



CHOCOLATE

CRAVE



RESEARCH AND WORK PROCESS

CREATIVE METHODS AND INSPIRATION

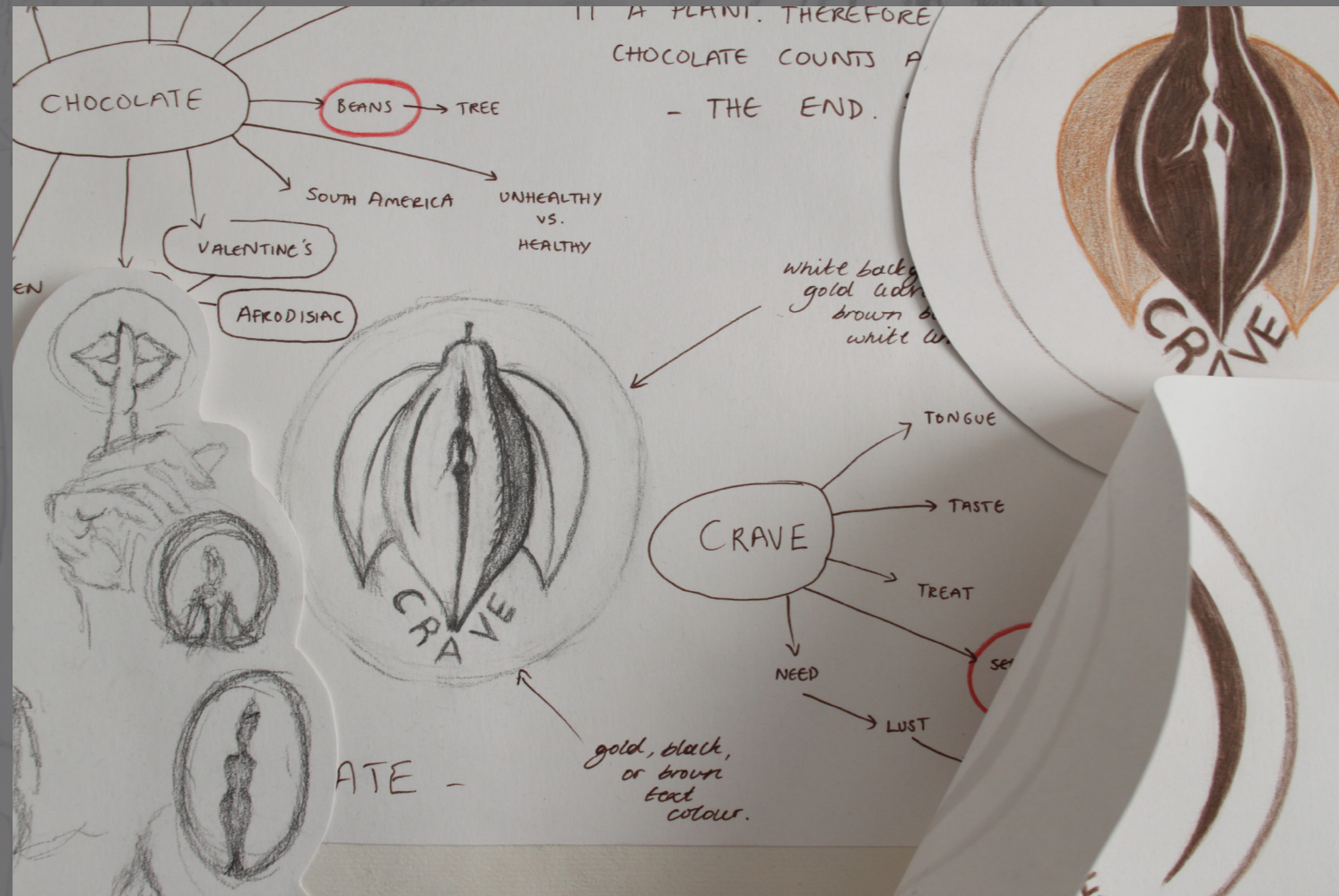
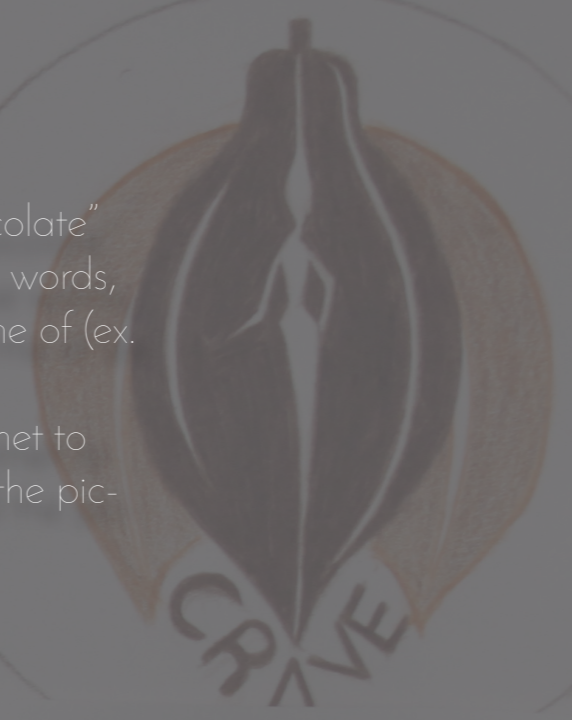
I started off by looking for key words I could use as foundations in my logo. I made a mind map for the words "chocolate" and "Crave" for inspiration. I wrote down every word and thought that popped into my mind when I thought of these words, and sometimes continued the process further by thinking of one of those words (ex. Need) and what that reminded me of (ex. Lust). I ended up with an interesting collection of words.

As I read through them, I created pictures in my mind, and I made some sketches. (At this point I also used the Internet to search for pictures so that I could accurately draw a coco bean). I ended up with three words/concepts that created the picture I was most satisfied with: Sensual, Coco bean, bathing in chocolate.

I drew several examples of the logo (some of them looked almost identical). I picked my favourite and developed it in Adobe Illustrator.

CHOCOLATE COMES FROM COCOA, WHICH COMES FROM A TREE. THAT MAKE IT A PLANT. THEREFORE CHOCOLATE COUNTS AS A TREE. THE END.

Brown bean
Gold leaves
Brown text



This time I'm sticking to brown.

This design is a bit more clean-cut.

After some helpful feedback, I decided to get rid of the leaves and alter the text.

The text is now easier to read.

the bean instead.

MOODBOARD



Colourbox



BY APPOINTMENT TO  THE ROYAL DANISH COURT

Anthon Berg.

ANALYSIS

There are A LOT of different brands for chocolate – my personal favourites being Cadbury, Freia, and Anthon Berg (which, funnily enough, are all listed in our task). What I like about these businesses isn't just that they've made heavenly chocolate, but also that they've made very simple, yet elegant, logos.

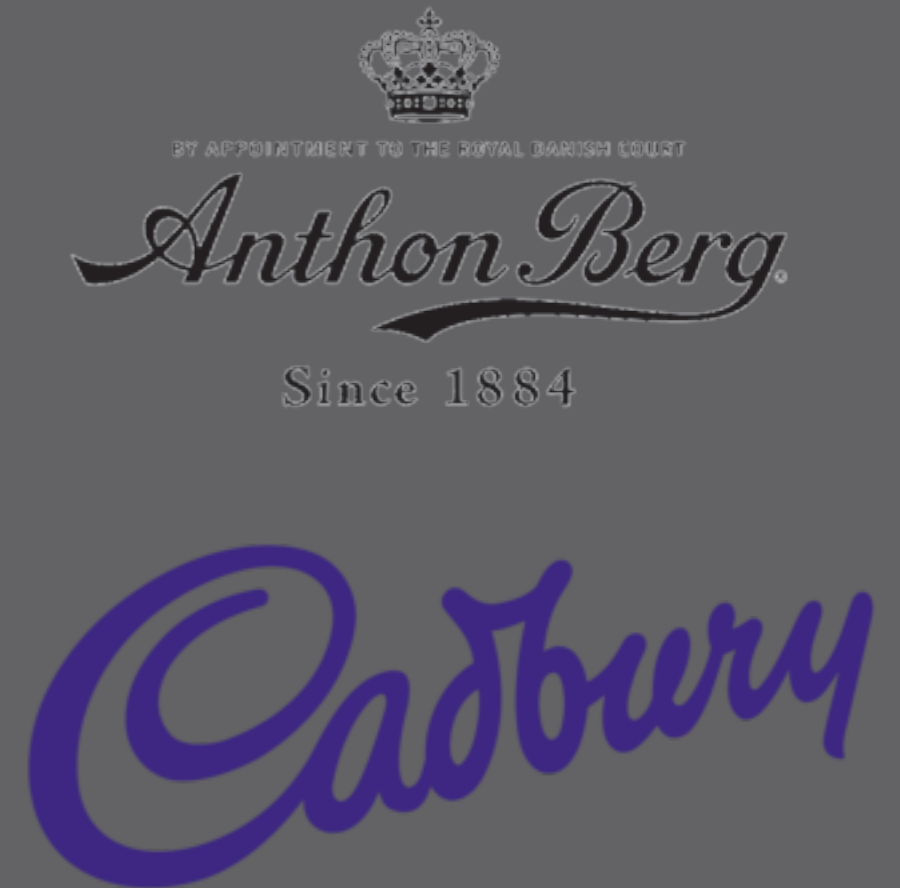
For example, Anthon Berg's logo is fantastically elegant. They've made the brand name the main feature of their logo, while at the same time giving it that royal feel with the crown above the name - and the "since 1884" underneath just, somehow, screams "trust" and "reliability". It's so brilliantly elegant!

Of course, "Crave", being a new brand, I felt that I couldn't focus too much on the brand name. So I tried to focus on what the brand represented, and what it had to offer.

SOME FACTS ABOUT CHOCOLATE

The origin of the word "chocolate" has been traced back to the Aztec word "xocoatl". This xocoatl was a bitter drink that was brewed from cacao beans. In Latin, the word for chocolate – Theobroma cacao – means "food of the gods." Chocolate has been around for at least 2000 years, if not longer. Chocolate has always been highly valued, though we don't know exactly when it was "born". In Latin America, cacao beans were used as currency for several centuries.

Some cultures, like the Mayans and the Aztecs, believed that the cacao bean had magical properties. By the 17th century, chocolate was popular all over Europe. It was believed to have medicinal and aphrodisiac properties, but it was mostly only available to the rich at the time. Only when mass production was made possible was chocolate made available for everyone.



DESIGN

STYLE

I suppose the style I've chosen could be described as organic – or perhaps minimalistic. My aim was to keep it simple, not only because the task said so, but also because flashy fancy things usually put me off. I appreciate simple, clean-cut, elegant qualities. You can see that I've tried to maintain these qualities with my use of colours and positioning.

TYPOGRAPHY

I tried to make sure that the brand name became part of the logo, rather than have it stand next to the logo. The name completes the almost-circle around the Coco bean. I'm pleased with the font because I feel it has an organic feel to it, which was what I was aiming for. Font used: Khmer MN.

COLORS

I originally chose to use plain chocolate brown on a white background. But this can of course be changed. That's why I chose to present it in black and white. As noted earlier, I didn't want to make the logo too flashy. After all, the task was to create something that was simple and timeless. I was also aiming for an organic finish, and the colour brown is the earthiest of colours.

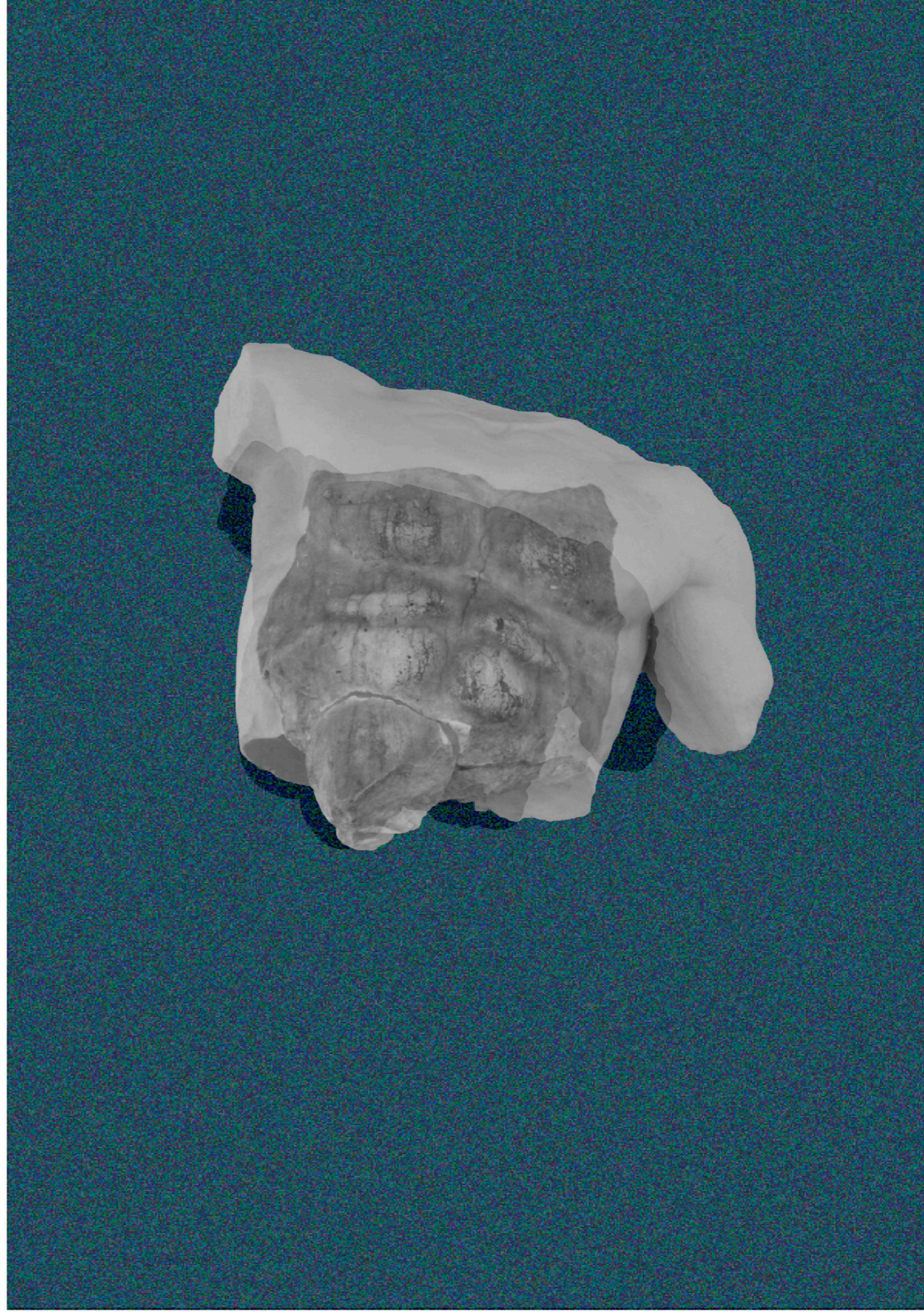
COMPOSITION

"Women in their 30's" being the target group, I thought it was fitting to have the slender woman at the centre of the logo. The woman is embraced by the Coco bean in such a way that she almost becomes at one with it. Originally I had some lines on either side of the bean to highlight the feminine curves. I thought that encircling it made a nice bold finish to the composition. But after some feedback I realised that it needed some simplifying. So I removed these extra features. I think it looks nice and clean now.



REPORT 03.

ILLUSTRATION



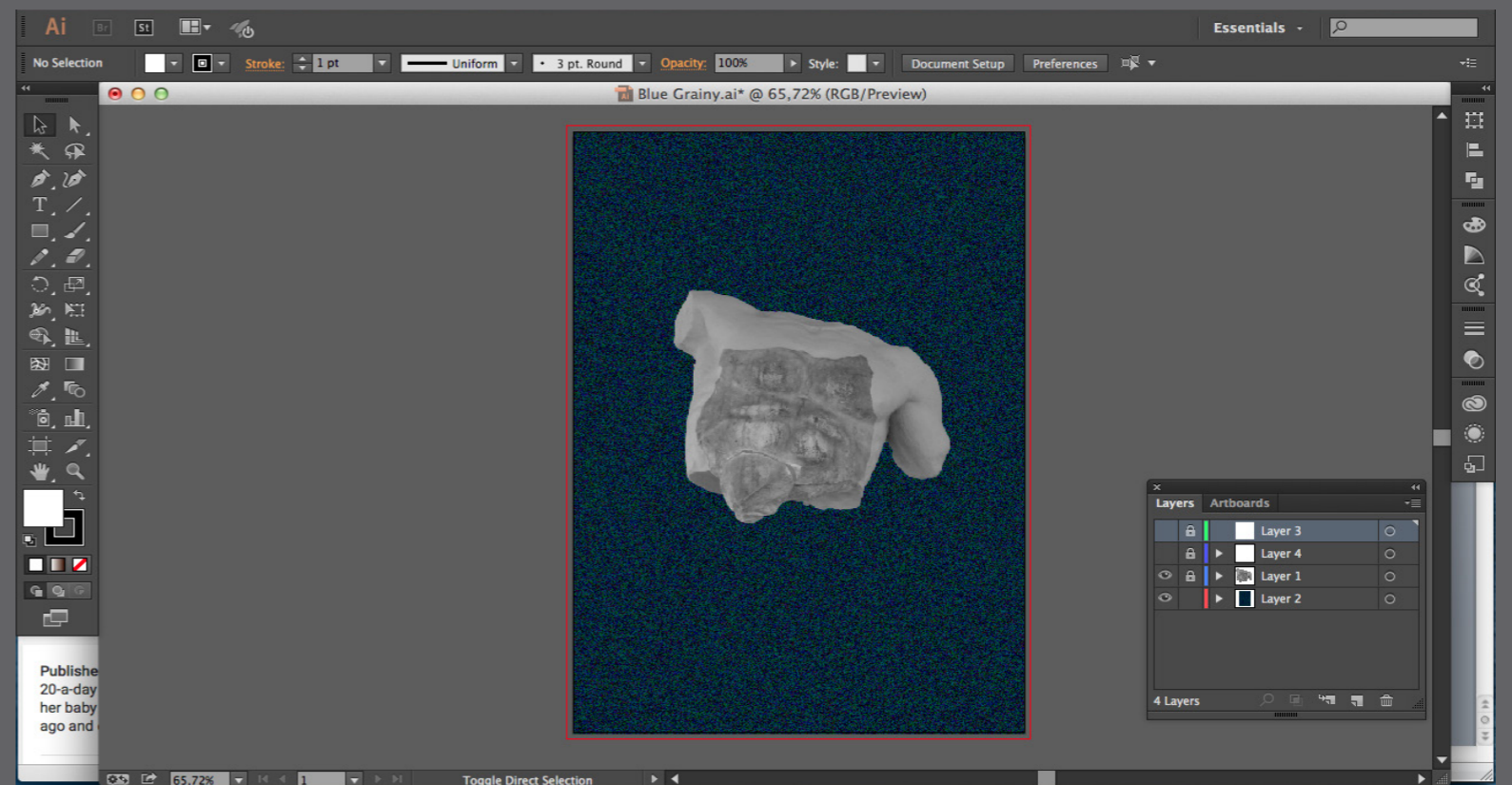
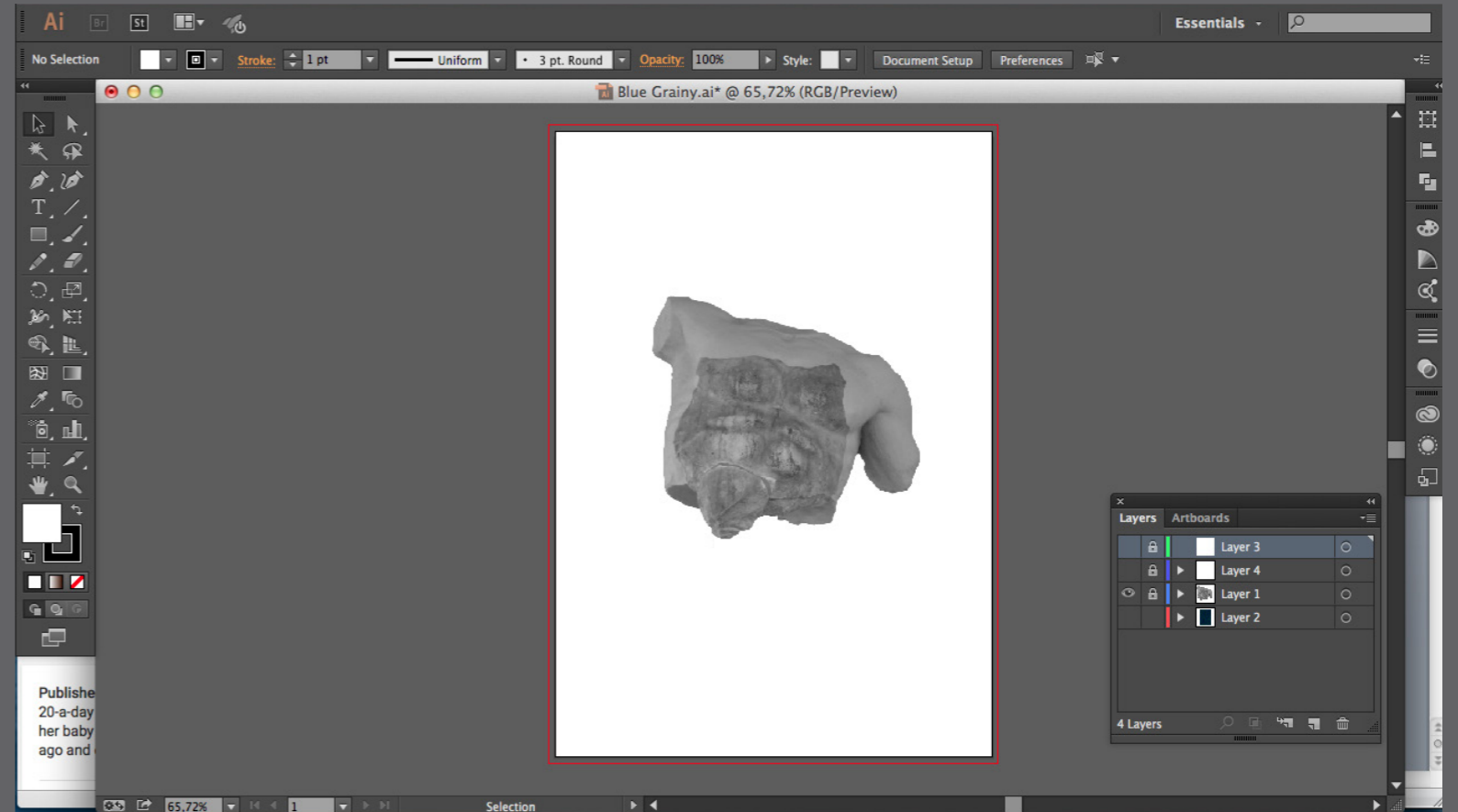
RESEARCH AND WORK PROCESS

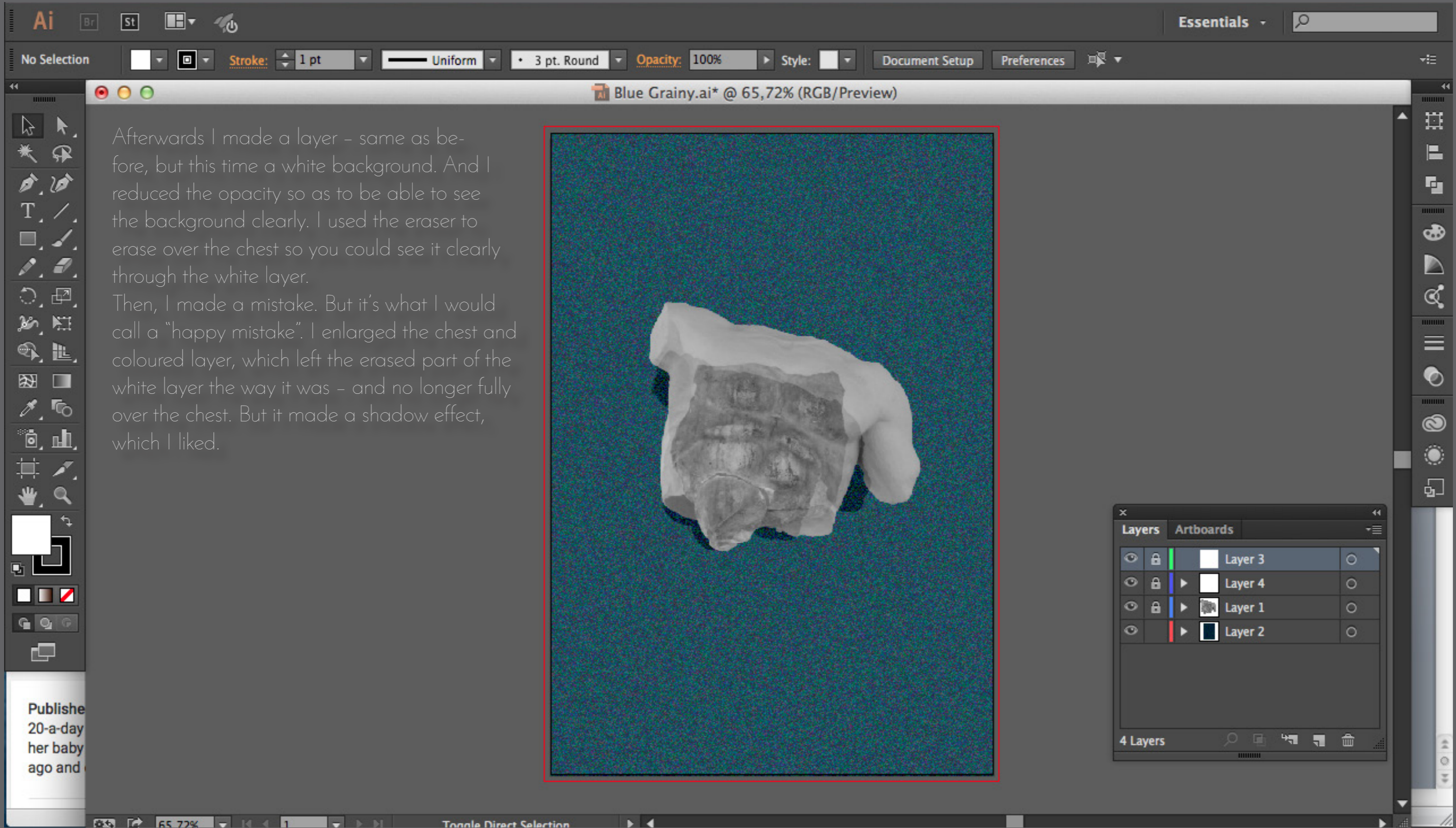
CREATIVE METHODS

First off, I looked for some inspiring photos in my gallery. I found several pictures and then looked for a song – and found several (one for each photo), but ended up with “Broken Chest” by Okenyo. I watched the music video to get more of an idea of what the artist’s style is like. Then, I started making my mood board. I used Photoshop to turn my original photo into a black and white photo. I also used the quick selection tool to cut out the statue from the background.



I then copied the cut-out chest into Illustrator. I created a layer under it and used the square tool to make a coloured background, which I then filtered with the grainy filter.





Afterwards I made a layer – same as before, but this time a white background. And I reduced the opacity so as to be able to see the background clearly. I used the eraser to erase over the chest so you could see it clearly through the white layer.

Then, I made a mistake. But it's what I would call a "happy mistake". I enlarged the chest and coloured layer, which left the erased part of the white layer the way it was – and no longer fully over the chest. But it made a shadow effect, which I liked.

INSPIRATION METHODS

The first stage of my project was finding an inspiring photo from my gallery. I found several – you can see them below. I'll add words to them to show what I searched for in a song.



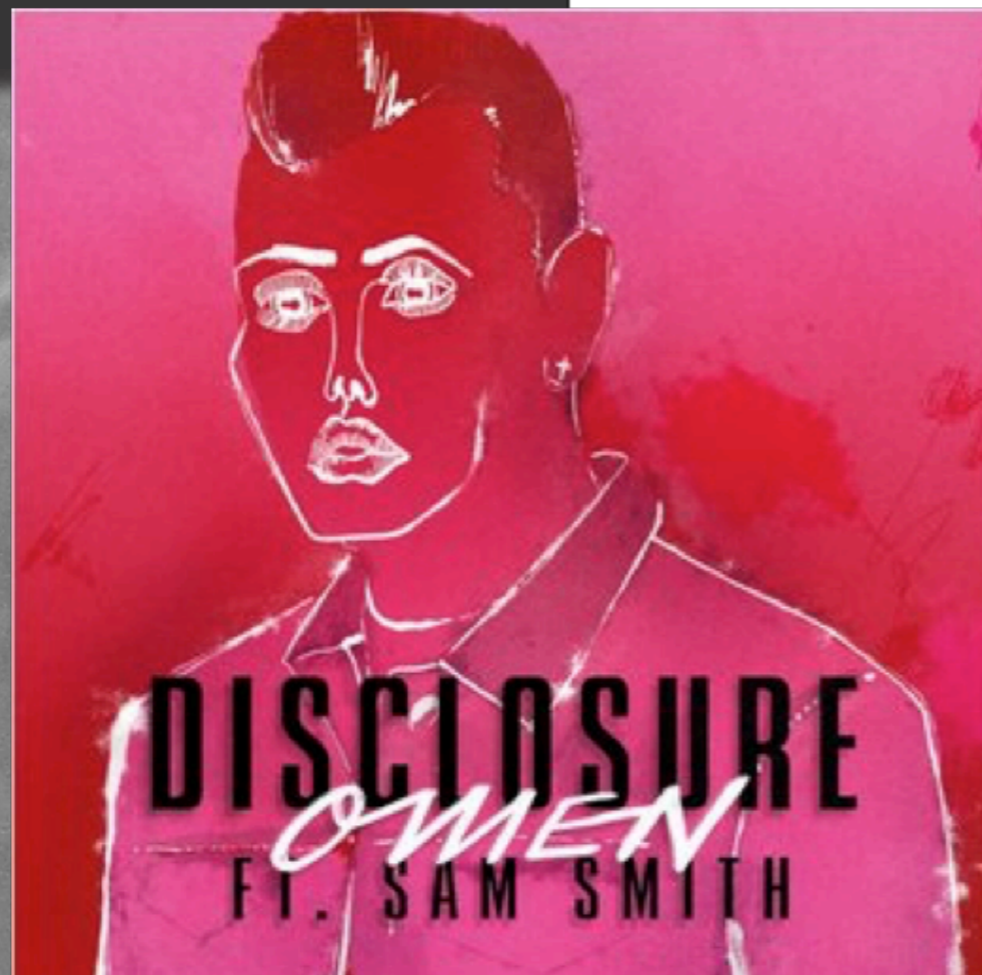
I chose the "Broken Chest" photo. I found a song that matched the picture perfectly, and I immediately had a vision of what I would create. The song is called Broken Chest, and is performed by Okenyo. This song comes under the genre: neo soul/electro. This genre in itself gave me inspiration for layout and color. I also got some inspiration from the music video, which I watched to get more of an idea of what the artist's style is.

ANALYSIS

No opportunity to use text in the poster means creating a poster that immediately brings to mind the chosen song. In this case I think I succeeded. My photo is literally of a broken chest. Even though the song lyrics don't say much about a broken chest, this poster would immediately bring to mind the song title.

My target audience would obviously be fans of neo-soul/electro music – or maybe just this artist in particular. Without intending to be ageist, I suppose the target audience would mostly be would mostly be young people – 30 years and under. Bright colors are a major part of today's pop culture, so intended on using such colors.

I couldn't find many neo-soul/electro artists. But the music I've heard that is similar, tend to use bright and abstract covers for their posters and CD covers. Example below:



Software/Equipments

- Equipment for drawing and sketching for idea development
- Adobe Photoshop/ Adobe Illustrator

Brief

A musician / group / orchestra have contacted you and want a visual representation of one of their songs. You are free to choose the music.

You are to produce a photo based illustration with vector elements (Illustrator) based on one of their songs. The client wishes the illustration to add a new dimension to the music.

There is **no opportunity to use text** in the poster.

The illustration must be in the format 210 x 300 mm, with a resolution of 300ppi and 3 mm bleed.




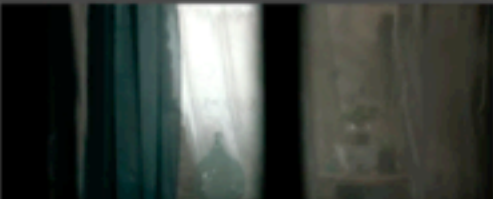


Procedure

- Pick a song for the illustration (poster).
- Concept development and research:
 1. Idea development. Focus on your target group.
 2. Illustration Styles.
 3. Sketching; idea sketches, working sketches and presentation sketches. Do the majority of the sketches by hand. Work- and presentation sketches must contain colors.
- You will use *Photoshop* for the task, but it must contain vector graphics made in *Illustrator*.
- Produce one of the sketches digitally.
- Be sure to do test prints during development


SKETCHES & MOODBOARD

I'm a bit disappointed with this part of the process... I had a lot of trouble making multiple sketches. I literally only made one, with an adaptation. This is because right from the beginning I knew what I wanted my poster to look like... This hindered me in my sketching process.

COLOR THEME




OKENYO



NEO SOUL/ELECTRIC

Words that come to mind:

NEON
DEPTH
ENERGY




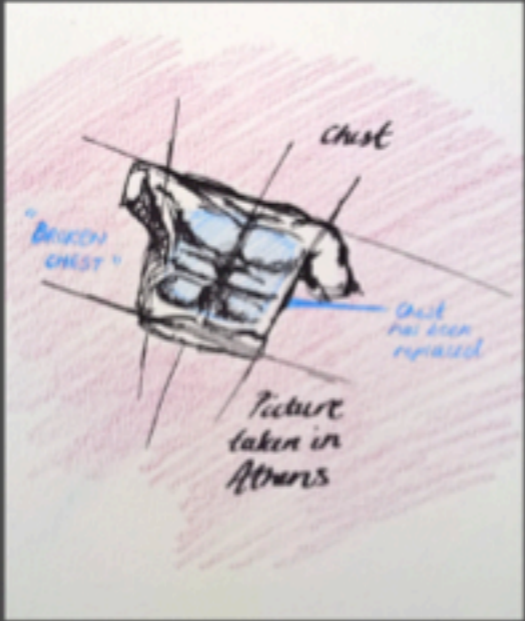
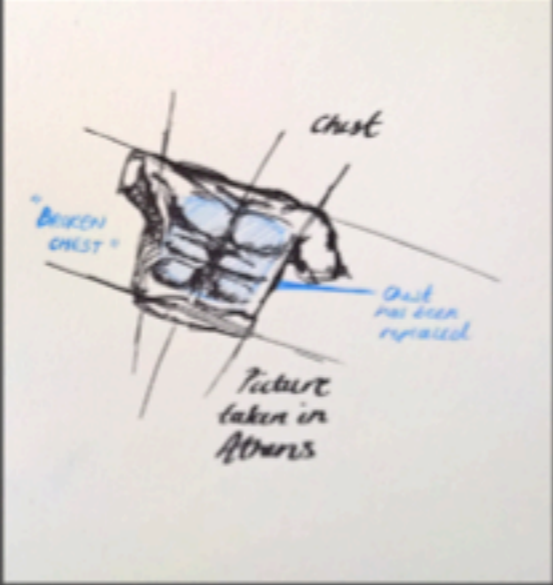
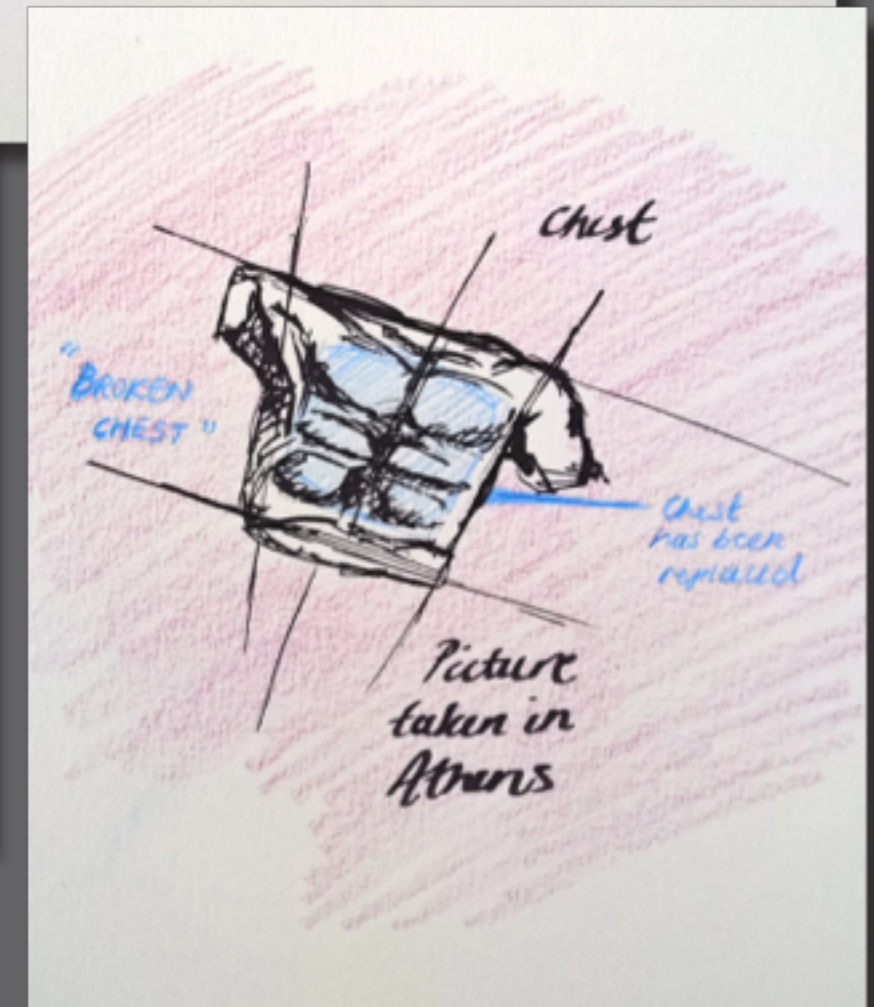
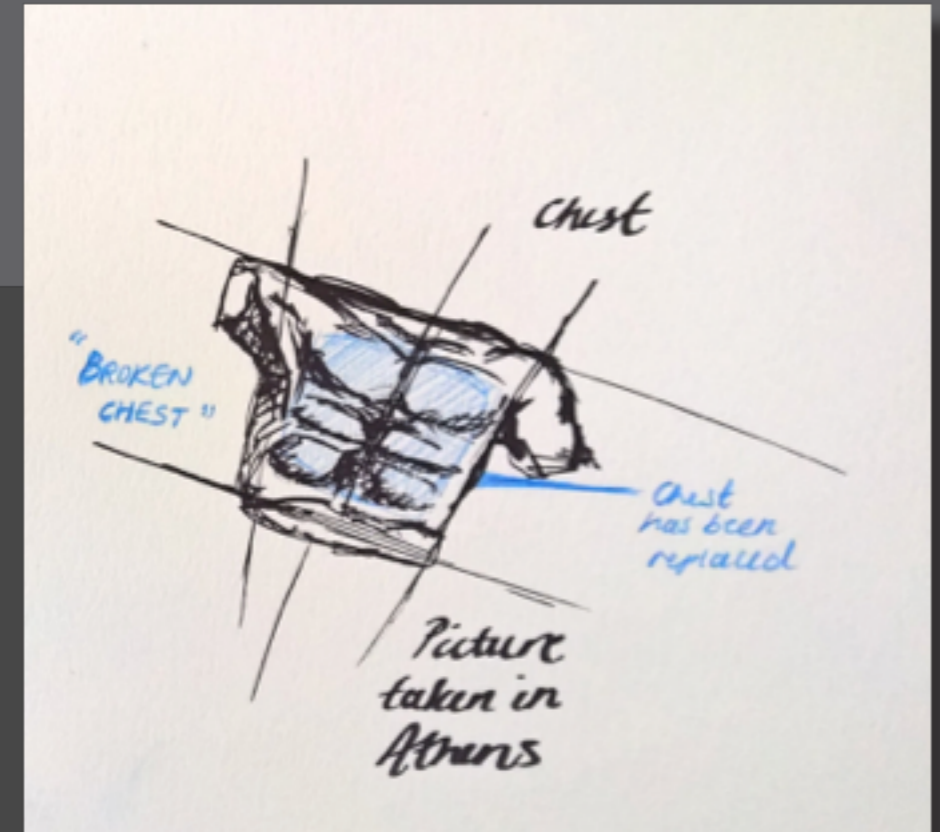


Photo taken by me (Athens - Greece)





It was difficult to make many sketches because I had a clear vision of what I wanted to create. Also, I had very few photos I could choose from for this song - but I think I found the perfect match for it.



To see the image in full size, you can find the ai and jpg file in this link: <http://1drv.ms/1kFiF3c>

DESIGN

I made a relatively bright and energetic background for my poster. I wanted to reflect the energy in the song. The grey ancient statue against the bright energetic color creates quite a contrast.

STYLE/GENRE

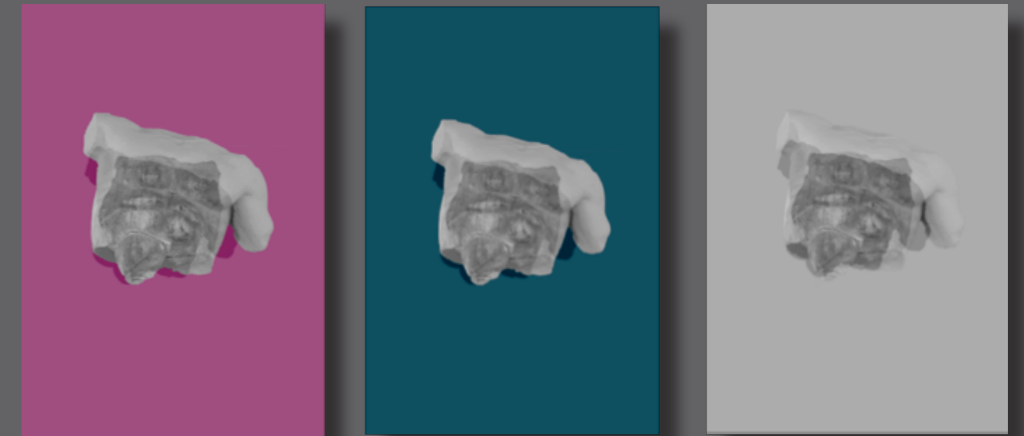
I feel that my final product has a pop-arty edge to it. The reason I say this is because of the grey on the color. If I'm wrong, then I have no idea what genre to compare this too. Abstract perhaps? Again, the grey ancient statue against the bright energetic background creates a contrast - which you could see as abstract.

COLOURS

Not intending to repeat myself... I wanted to make a nice contrast. Neo-soul/electro makes me think of NEON, DEPTH, ENERGY. That's why I tried to experiment with a couple of bright colors. I decided to go with the deep dark turquoise because that's a color that was recurring in the music video - I thought it would be appropriate.

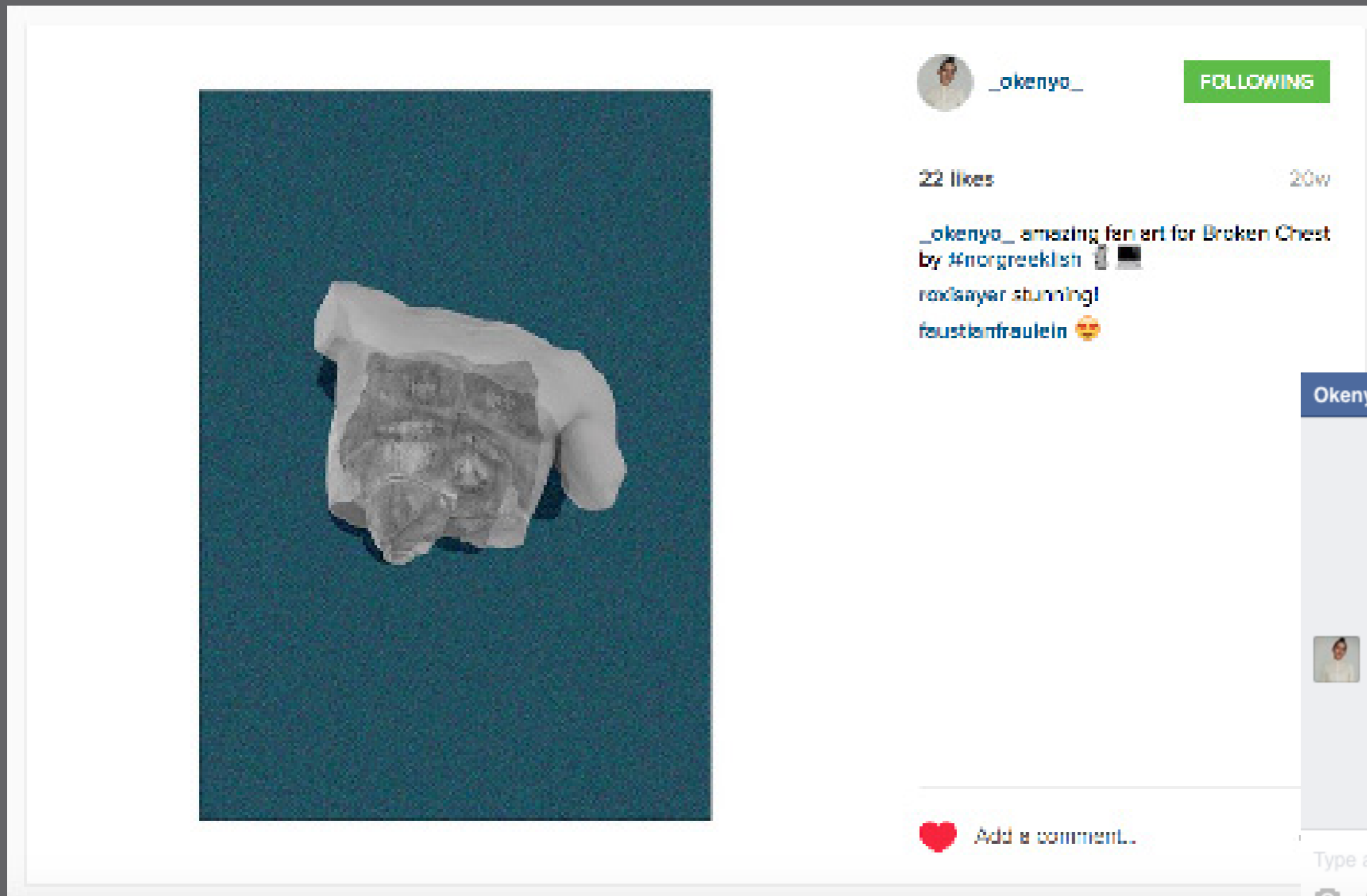
COMPOSITION, LAYOUT

My poster is very simple. I like simple. "Less is more". I put the main element of the poster in the centre.



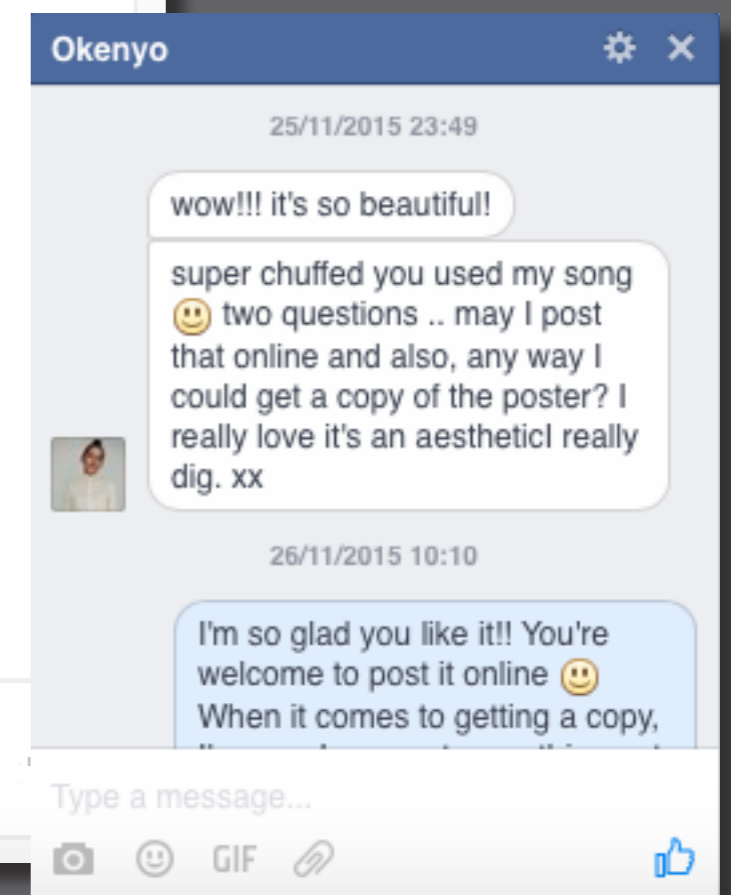
CONCLUSION

I am aware that I started the design process incorrectly - finding a picture and then a song. This was because circumstances left me with little time to do this assignment. However, I ended up with a finished product and I believe I achieved the objective of our task.



STRATEGIC DESIGN

I wanted to create a fresh, young and abstract product that would appeal to young electro-loving youths. I want to convey a sophisticated - yet energetic - aura. I believe I managed this well. After showing this poster to Okenyo she said she really loved it, and posted it online.



SOURCES AND REFERENCES

DISCLOSURE PICTURE:

[https://upload.wikimedia.org/wikipedia/
en/5/50/Omen_\(Disclosure\)_cover_art.jpg](https://upload.wikimedia.org/wikipedia/en/5/50/Omen_(Disclosure)_cover_art.jpg)

TASK:

[http://www.noroff.no/student/fagskole/lc/
dmk/1/en/dmk1/GRA101/_new_week07/
mandatory-assignment03-illustration.html](http://www.noroff.no/student/fagskole/lc/dmk/1/en/dmk1/GRA101/_new_week07/mandatory-assignment03-illustration.html)

OKENYO - BROKEN CHEST:

[https://www.youtube.com/watch?v=82zn-
9pDLfgo](https://www.youtube.com/watch?v=82zn-9pDLfgo)

REPORT 04.

LAYOUT DESIGN



RESEARCH AND WORK PROCESS

CREATIVE METHODS

I started off by doing some research on cook books. I researched cook books in general, and then I researched three more specific categories: Vintage cook books, minimalistic cook books, and Jamie Oliver's cook books.

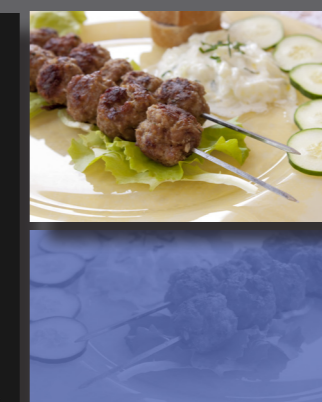
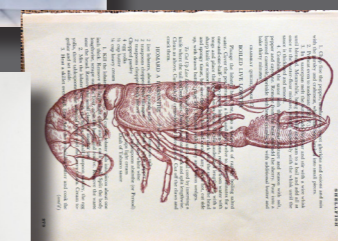
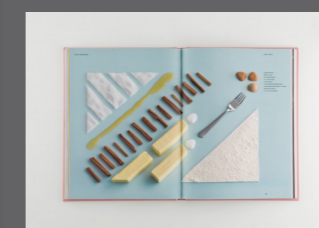
I looked at the pictures I was to use and figured out that a modern, simple design would be the best choice.

I then sketched what I had in mind. A few different ideas came to mind. My first idea was to have a very minimalistic design - Front cover: plain grey background + title etc; One-column layout throughout the book. But then I felt I wouldn't be using my resources to the full. We weren't given many pictures, but I wanted to use them to wet the appetite of the reader before he even read the recipes - without it being too "in your face".

Color and typography also had to be taken into account. We were given specific fonts to choose from, so I played around with those, and found that Minion Pro, Garamond, and Gill Sans fit best with my design. I chose a grey background for most of the book because, for some reason, grey = modern + simple - at least in my eyes. I threw in some bright colors to brighten the book up.

When it comes to the photo manipulation (pg 1 + 6-7), I wasn't 100 % sure I was allowed to do that - but I followed instructions to only use the pictures given to us in the assignment.

For pg 1, I simply put a black and white filter on it in Photoshop; and for pg 6,7 I put a black and white filter on it. Then I added a blue layer with a low opacity, and I flipped it - or mirrored it.



"JAMIE OLIVER'S COOK BOOKS"



I did notice that the layout of the books, changed according to their audience and theme. The more "fun" the audience or theme, the more fun the layout was. The more sophisticated and minimalist, the more simple the layout.



Jamie Oliver's cook books are of a modern clean style. They mostly have all pictures on one page, and all text on the other. The layout is mostly a two column layout. The title of the recipes are often in a big bold font. The Ingredients are often in a much smaller font than the main body of text (the directions). Any tips, or introductions are mostly in another color.



ANALYSIS

Style: free to choose style, but photos are already chosen.

Color: free to choose colors

Typography: Limited number of fonts to choose from.
must use Serif and Sans Serif fonts.

Layout: main task. Free to experiment, but photo's MUST fill left pages of recipes.

The page format is 200 millimeters wide x 260 mm high by 3 mm bleed.

I needed to be consistent with color use and layout.

My audience will be "norwegians aspiring to cook". Norwegian's, as a whole, like minimalistic things - as aposed to Mediteraneans, who like a more rustic style.

Most cook books I looked at looked like this one. Two column layouts were common, and they often had pictures on one side of the page.

Fonts seemed to be serif fonts mostly. the colors were limited - often, the pictures were the only source of color. Most books had plain white pages, but some others were colored - especially "organic" and "gourmet" cook books.



Brief

"The art of boiling water" is a fictional cookbook. You are to design the layout of this book and show examples of how the pages should look. In the book, you will use one serif font and one sans serif font.

Choose between these fonts:

Adobe Garamond, Adobe Caslon, Minion, Calluna, Calluna Sans, Gill Sans, Myriad and Museo.

The page format is 200 millimeters wide x 260 mm high by 3 mm bleed.

Grid, margins and typography are emphasized in the assignment.

The book will consist of the following:

- Title Page
- Imprint (Norwegian; kolofon)
- Table of Contents
- Foreword
- 4 recipes – 4 spreads (Norwegian; oppslag)

Pagination (page numbers)

Download Attachment

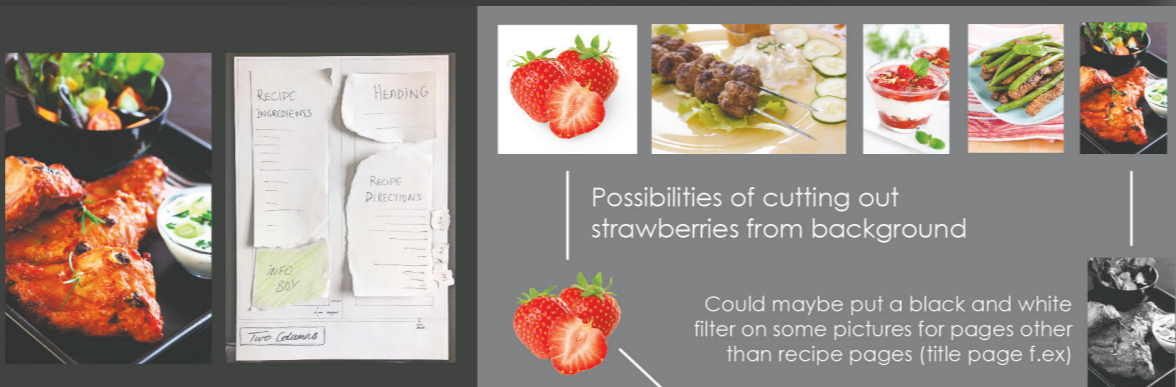
"The art of boiling water" must be included and should not be shortened.

Use of pictures: You are only allowed to use the pictures from the attachment above. Use the picture belonging to the recipe.

Photos are placed on the left page, filling the whole page, and the recipe is placed on the right page.

Optional: The extra strawberry picture may be used as you choose.

PLANNING/MOODBOARD/SKETCHES



I think the recipe pages should have a very similar layout to each other. Two columns work well.

MUSEO

GARAMOND ●

CASLON

MINION ●

CALLUNA

MYRIAD

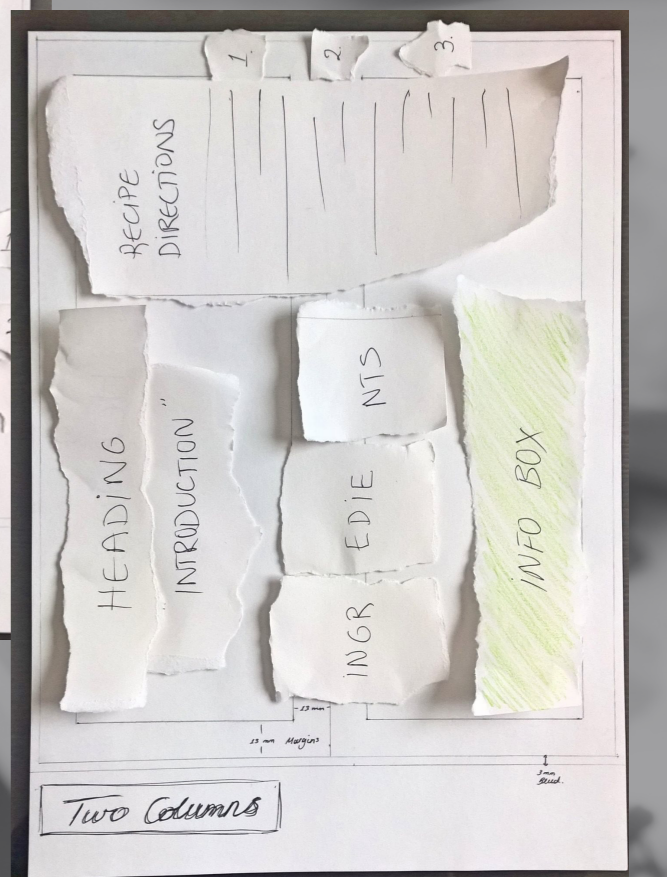
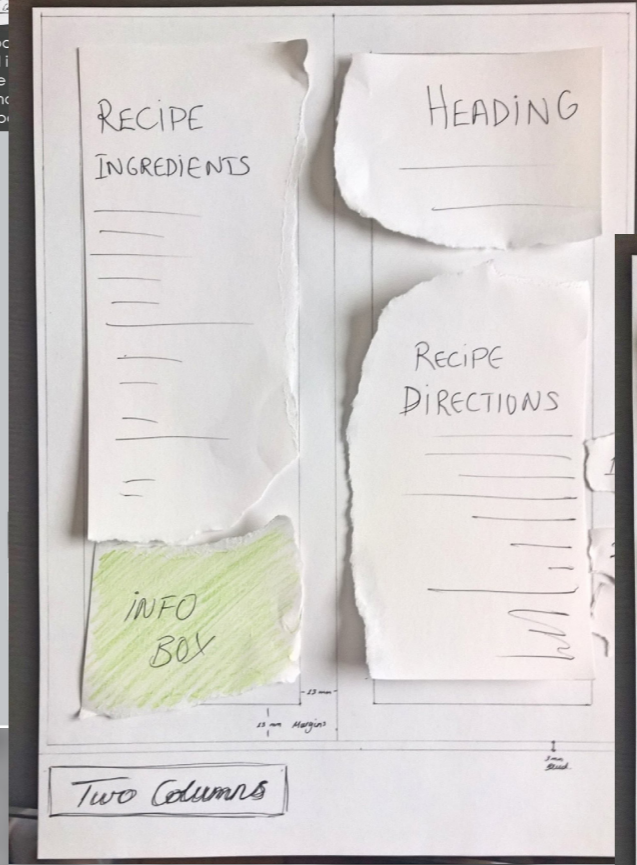
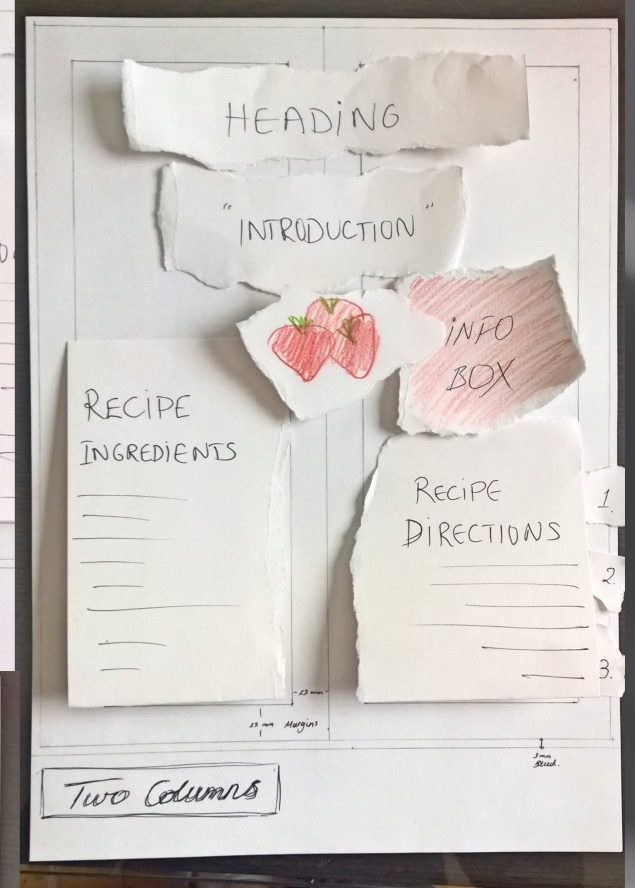
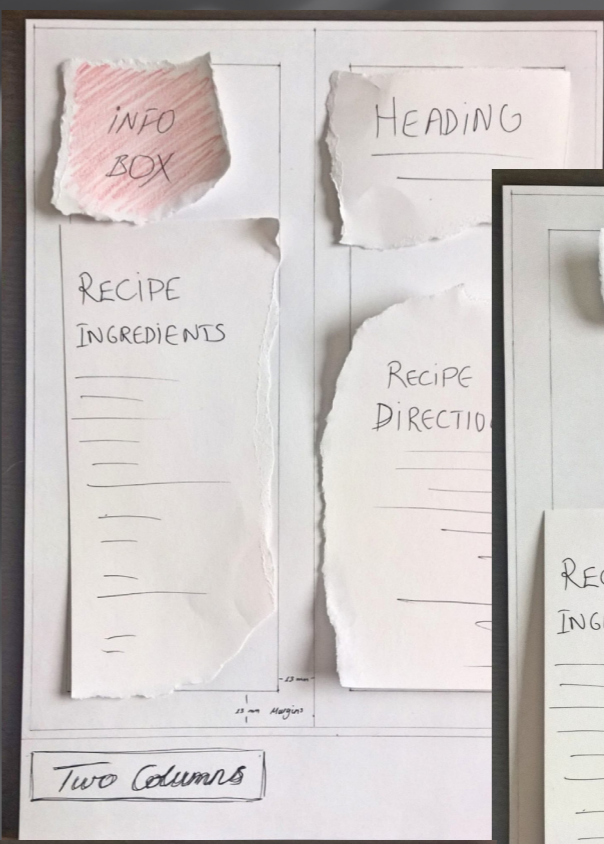
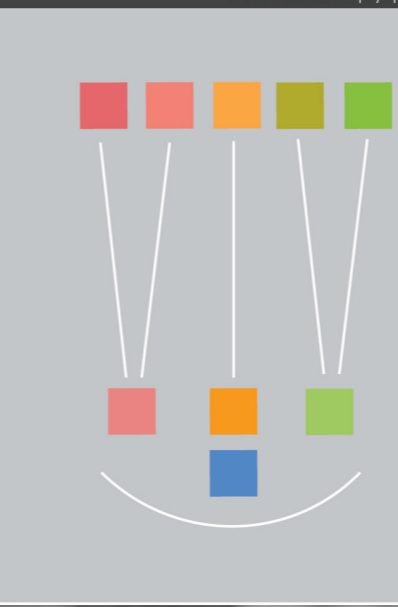
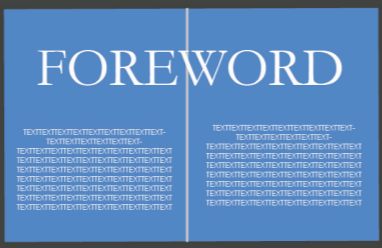
GILL SANS ●

CALLUNA SANS

"The art of boiling water" is a fictional cookbook. You are to design the layout of this book and show examples of how the pages should look. In the book, you will use one serif font and one sans serif font.

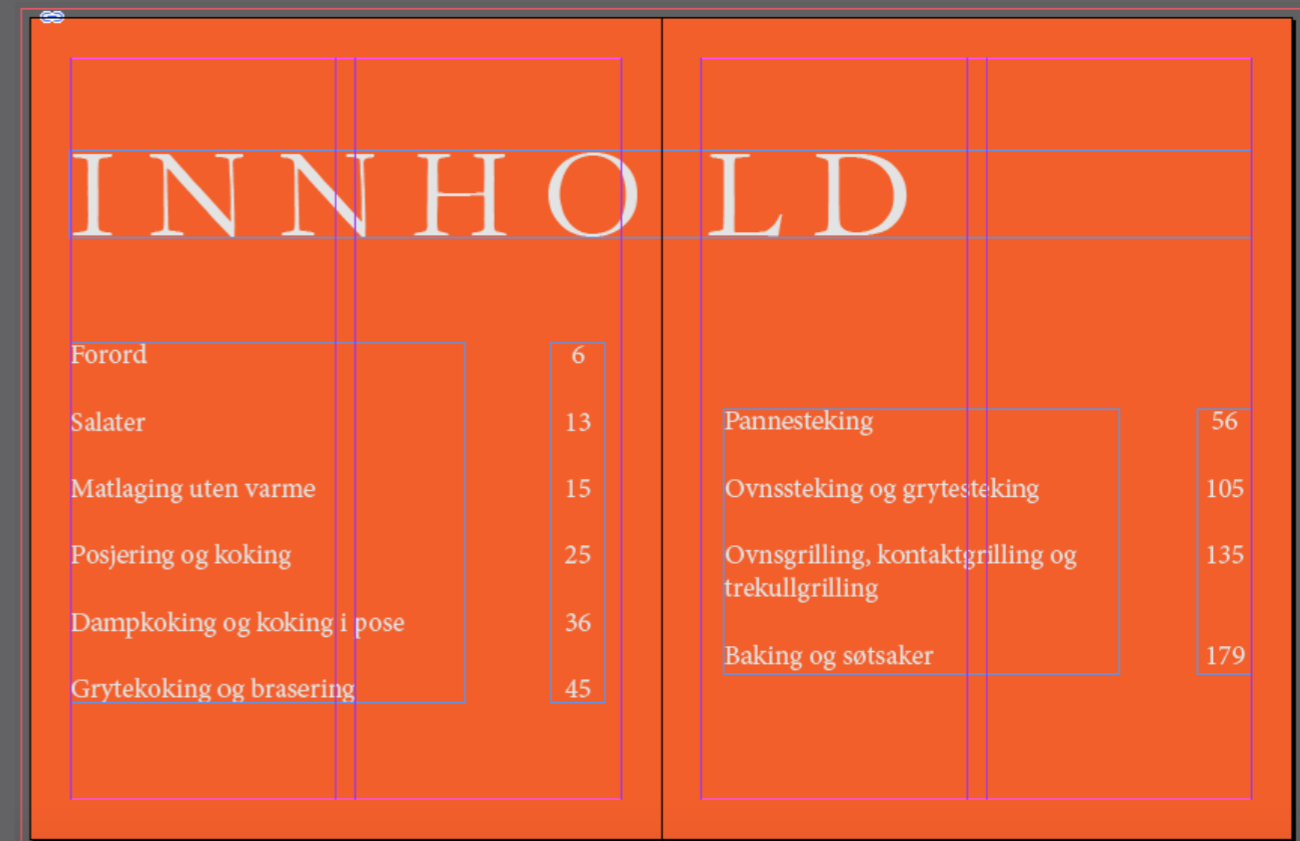
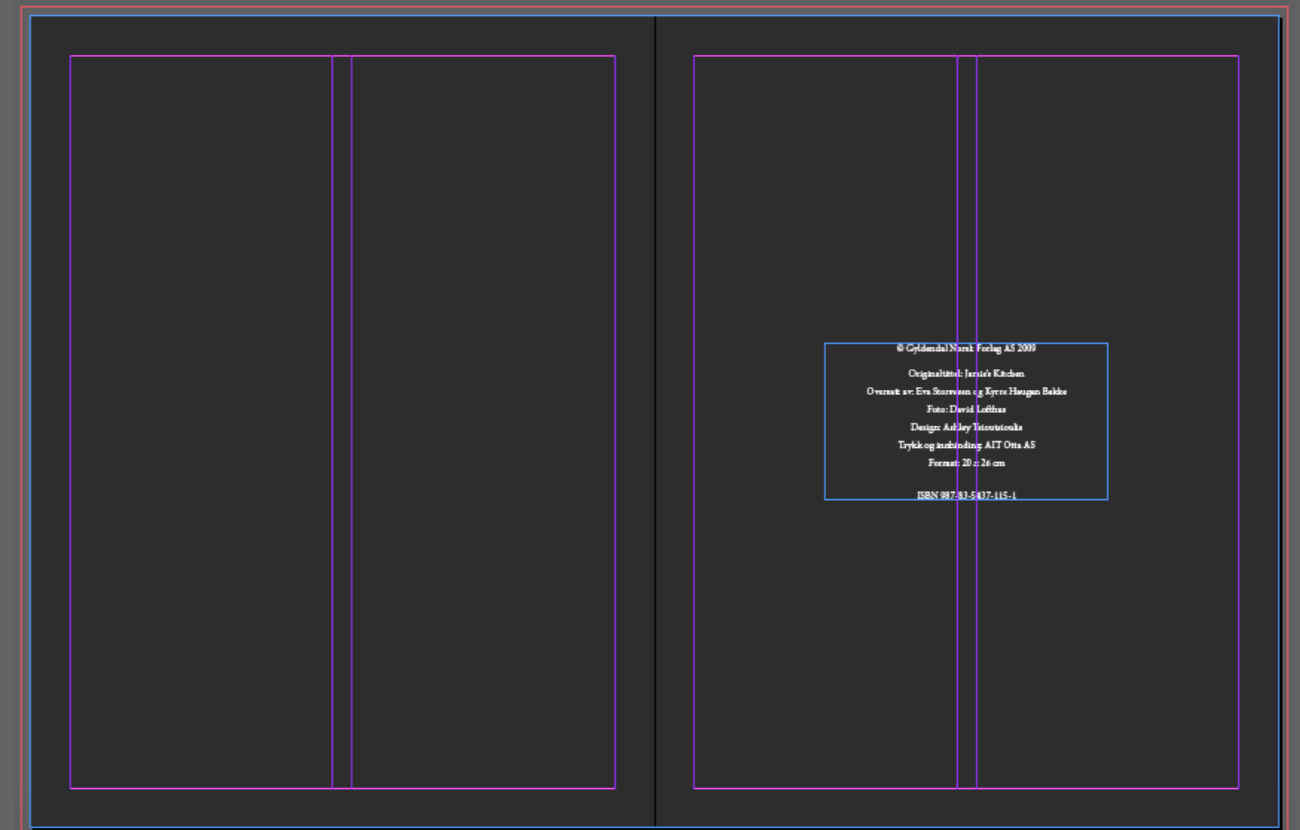
"The art of boiling water" is a fictional cookbook. You are to design the layout of this book and show examples of how the pages should look. In the book, you will use one serif font and one sans serif font.

"The art of boiling water" is a fictional cookbook. You are to design the layout of this book and show examples of how the pages should look. In the book, you will use one serif font and one sans serif font.



To see image in full size, go to link: https://onedrive.live.com/redir?resid=E53FA86B23185B73!71128&authkey=!AD-3DVJzJDSp_B9s&ithint=folder%2cjpg

SCREENSHOTS OF GRIDS



FORORD

La Jamie lære deg å lage mat!

Jamies stil er direkte og enkel. Kunsten å koke vann er ingen murstein av en grunnkokebok, men den forklarer en del basisteknikker det er en fordel å kunne. Jamie guider deg trygt gjennom teknikker som posjering, kokning, filetering, grilling og steking. Han gir deg råd om hvordan du kan tilpasse oppskriftene og hvordan du kan hente inspirasjon når du handler og lager mat. Jamie ønsker i gi deg selvtillit på kjøkkenet. Han vil at du skal ha det gøy når du lager mat og - aller viktigst; han lærer deg å bli sjef på eget kjøkken!

Her får du personlige kommentarer og nyttige tips sammen med fantastiske oppskrifter på alle typer grønnsaker, kjøtt, fisk, vidunderlige desserter, grilltips, drinker og lekre salater både varme og kalde. Med andre ord: alt som magen begjærer.

Dette er en kokebok som skal brukes - og som kommer til å bli brukt. Jamies usnobbete og likefremme holdning til mat, betyr at dette er oppskrifter som er skrevet for deg og meg, ikke for gourmetkokker. Boken passer for alle som liker å lage mat og elsker å spise den!

Teknikker og metoder

For å gjøre din tid på kjøkkenet enklere og mer spennende, gir Jamie deg trinn for trinn-forklaringer av nyttige teknikker. Her lærer du filetering av fisk, utbening av kylling, skjæreteknikker og mye mer.

Videre beskriver han ulike typer tilberedelsesmåter. Spesielt interessant er kanskje kapitlene om dampkokning og tilbereding i pose (her bør du ta en nærmere titt på kolje stekt i pose med blåskjell, safran og hvitløk).

Andre vil la seg fascinere av "kokning" av mat uten varme ved hjelp av en syrlig marinade. Denne metoden er vanlig i Japan og Mexico, men passer nettopp for oss nordmenn som har slik rik tilgang på ferak fisk. Jamie gir deg noen spennende oppskrifter! Prøv sitrustunfisk med sprø nudler, urter og chiliperfekt en varm sommerdag.

Jamies nøkterne forhold til matlagning er befriende. Hans filosofi er et vi skal ha det hyggelig på kjøkkenet og sette pris på god, enkel mat. Jamie er virkelig vår mann, for han får enhver av oss til å forstå at også vi kan lage noe godt hjemme.



YTREFILET MED BULGUR OG BØNNER

Veldig godt!

Er du på utkikk etter en god hverdagsmiddag som både er sunn å spise og rask å lage? Vårt forslag er skiver av svin ytrefilet med bulgur og bønner.

Porsjoner: 4

Ingredienser:

Ca. 600 g ytrefilet av svin i skiver
½ ts salt
¼ ts pepper
1 ss margarin eller olje til steking
3 dl bulgur
2 pk aspargisbønner
1 pose svismar
1 ts tørket timian

Slik gjør du

1. Kok bulgur etter anvisning på pakken.
2. Ha bulguren i en stekepanne, sammen med bønner. La det steke til bønnene er møre (ca 5 minutter).
3. Lag sjysausen etter anvisning på posen. Tilsett timian.
4. Krydre ytrefiletene og stek dem ca. 2 minutter på hver side. La de ettersteke på svak varme et par minutter.

SVINEKJØTT PÅ GRILLEN

Det er enkelt å lage sunn grillmat. Det er bare å legge sunne ting på grillen det!

Et praktisk "spyd-tips" for du begynner: Bruker du grillspyd av tre, bør de legges i vann en stund først ellers kan de ta fyr.

Porsjoner: 2

Ingredienser:

300 g senkåret svinekjøtt fra flank eller filet
½ stk rød paprika
½ stk grøn squash
10 stk tørket aprikos
1 ss olje til pensling
1 ts salt
¼ ts pepper
8 stk grillspyd

Slik gjør du

1. Skjær kjøtt og grønnsaker tilnærmet like store biter ca. 3 x 3 cm og tre dem vekselvis på spydene. For å få jevn grilling på alle sider er det viktig at bitene ikke sitter for tett.
2. Pensle spydene med litt olje, slik at de ikke fester seg til grillen. Krydre med salt og pepper.
3. Grillspydene grilles rundt i 2-4 minutter, snus ofte.

Server grillspydene med en type eksotisk saus. Sausen kan du få kjøpt ferdig på flaske eller du kan lage den selv.



GRESKE LAMMEBOLLER PÅ SPYD MED GRESK SALAT OG TZATZIKI

Hvem lengter ikke tilbake til sol, strand og god mat etter en vellykket ferietur i sydlige strøk? Disse greske lammebollene med gresk salat og tzatziki kommer til å forsterke de gode minnene fra ferieturen.

Porsjoner: 4

Ingredienser:

400 g smalt lammekjøtt
½ ts salt
¼ ts pepper
2 biter finhakket hvitløk
¼ stk finhakket rød chili
1 ts tørket rosmarin
3 ss olje

Gresk salat:

2 stk tomat
½ stk slangeagurk
½ stk reddik
1 stk fetaoost
3 ss virgin olivenolje

Tzatziki:

3 dl yoghurt naturlig
1 stk slangeagurk
¼ ts salt
3 biter hvitløk
¼ ts nykvernet pepper

Slik gjør du

1. Rør sammen lammedeig, salt og pepper til en seig deig. Tilsett hvitløk, chili og rosmarin. Form til kjøttboller som tres på spyd eller pinne.
2. Pensle bollene med olje før de legges på grillen. Grilltid 4-5 minutter på hver side.
3. Skjær tomater og agurk i skiver, og løken i ringer. Bland sammen alle ingrediensene og legg på fetaoost i skiver. Drypp litt olje over salaten.
4. Slå yoghurt i et kaffefilter og la den renne av i ca. 1 time. Yoghurten skal ha en ganske tykk konsistens.
5. Riv slangeagurk på et råkostjern og dryss på salt. La det trekke 5-10 minutter, og press ut vannet. Bland dette sammen med finhakket hvitløk. Smak til med nykvernet pepper.

TIPS: For et raskere alternativ kan du bruke matyoghurt, da slipper du å renne av yoghurten.

DESIGN

I made a modern and simple (yet not minimalistic) design. I wanted to wet the appetite of the reader with appropriate use of pictures - at the same time as I wanted the book to be eye-catching, and easy to follow. I think that the bright colors (orange, blue, green) work well with the grey "theme" of the book; and they give the book its own quirky character, while maintaining some sophistication.

STYLE

I'm not sure what definition I should give this style. I can say it's modern. Again, it's not minimalistic. But I would say: easy to read. If my audience are Norwegians aspiring to cook, simplicity is best. Norwegians are known to like simple things that are to the point.

TYPOGRAPHY

We had to use a serif font and a sans serif font. I chose Minion Pro and Garamond as my serif fonts, and Gill Sans as my sans serif font. I felt that Garamond was especially effective for the massive headings on pages 4-7. I feel that they are bold enough for a heading but light enough for sophistication. Minion Pro worked well for the main body of text because it's tidy and easy to read. Gill Sans is a bit of an informal character, and it added a playful feel to the page, which was a nice contrast to the "formal" surroundings.

COLORS

I wanted the book to be simple, but eye-catching. Grey is probably the most neutral color there is. And I, at least, feel that there's a certain warmth to it - yet at the same time, it's cold too, like a slab of stone. Most people will relate grey with cold. And with that in mind, I wanted to make a contrast that would add some character. The Contents page I made orange because I love orange on grey, and I think they compliment each other well. I made the Foreword page blue because blue contrasts orange - and that is probably my favorite color contrast in all the color wheel. I think that orange and blue are nice, vibrant colors that reflect Jamie's cooking style.

I used the color green for "tip" text, to separate it from the main body of text - and also so as to catch your eye.



LAYOUT

Pg. 1 - Title page

Made in Photoshop

Filled page with photo

Title is placed bottom-center

Author's name is above Title, centred

Translator's name is all the way at the bottom right corner.

I made the layout in such a way that the objects appear in order of importance: Author, title, translator. Your eye will notice the title first though.

Pg. 3 - Imprint

Centered text, in the center of the page.

I put the imprint on the third page, instead of the second page because you see it as soon as you turn the first page. Also, I'd rather have a spacey book, than a book that's cramped, and crowded with things on each page.

Pg. 4 + 5 - Contents

Heading uses both pages, but is aligned to the left.

Contents aligned to the left on

both pages. The text is centred between the heading and the bottom margin.

Page numbers aligned to the right on both pages.

Everything is within the 13mm outer-margin

This is a good example of how I like to use all the space, without actually using it. The page felt a bit empty with the heading on one page. So I let it flow onto the other one.

I made sure it was placed in such a way that the text wouldn't disappear in the creases of the pages.

Pg. 6 + 7 - Foreword

Heading uses both pages and is aligned to the left.

Text is split into two bodies of text; one on each page; text is aligned to the left. (Same concept as the Contents page)

Pg. 9-15 - Recipes

Two column layout

Heading + Introduction (top-centred or top; aligned to the left)

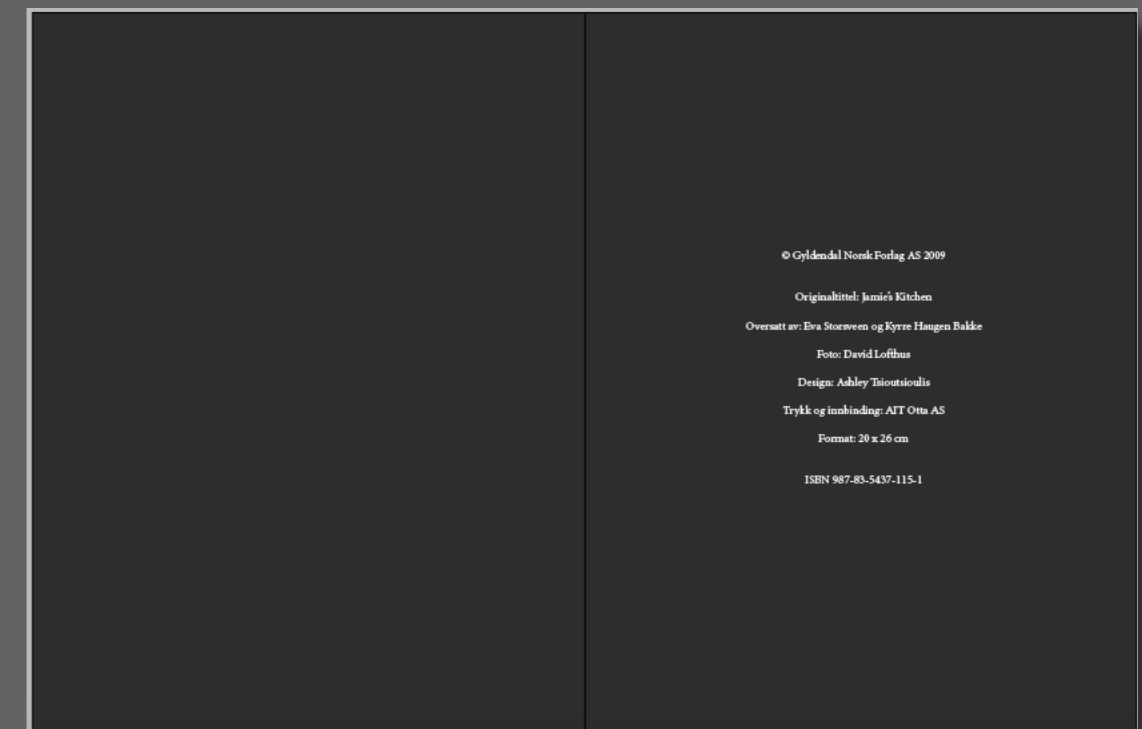
Left column: Ingredients + ("tip" box) (aligned to the left)

Right column: Directions

Originally I had all sorts of ideas, as you'll see in my original draft of this cook book. But after some feedback, and some time, I could see that my layout needed some simplifying. I think I accomplished this. That's reflected in that the paragraph above was originally 4 paragraphs as I had a different layout for every page. But now I only needed one explanation.

I think that the design makes it very easy to read. I always left the Directions to the right side of the page because the edge of a page is the easiest place to look when occupied with cooking. You'll know exactly where to look no matter how exasperated you are.

ORIGINAL DRAFT OF COOK BOOK



I N N H O L D	
Forord	6
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Matlaging uten varme	15
Posjering og koking	25
Dampkoking og koking i pose	36
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Pannesteking	56
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Ovnsgrilling, kontaktgrilling og trekullgrilling	135
Baking og søtsaker	179

F O R O R D

La Jamie lære deg å lage mat!

Jamies stil er direkte og enkel. Kunsten å koke vann er ingen murstein av en grunnkokebok, men den forklarer en del basisteknikker det er en fordel å kunne. Jamie guider deg trygt gjennom teknikker som posjering, koking, filetering, grilling og steking. Han gir deg råd om hvordan du kan tilpasse oppskriftene og hvordan du kan hente inspirasjon når du handler og lager mat. Jamie ønsker å gi deg selvtillit på kjøkkenet. Han vil at du skal ha det gøy når du lager mat og -, aller viktigst; han lærer deg å bli sjef på eget kjøkken!

Her får du personlige kommentarer og nyttige tips sammen med fantastiske oppskrifter på alle typer grønnsaker, kjøtt, fisk, vidunderlige desserter, grilltips, drinker og lekre salater både varme og kalde. Med andre ord: alt som magen begjærer.

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Boken passer for alle som liker å lage mat og elsker å spise den!

For å gjøre din tid på kjøkkenet enklere og mer spennende, gir Jamie deg trinn for trinn-forklaringer av nyttige teknikker. Her lærer du filetering av fisk, utbenning av kylling, skjæreteknikker og mye mer.

Videre beskriver han ulike typer tilberedelsesmåter. Spesielt interessant er kanskje kapitlene om dampkoking og tilberedning i pose (her bør du ta en nærmere titt på kolje stekt i pose med blåskjell, safran og hvitløk).

Andre vil la seg fascinere av "koking" av mat uten varme ved hjelp av en syrlig marinade. Denne metoden er vanlig i Japan og Mexico, men passer nettopp for oss nordmenn som har slik rik tilgang på fersk fisk. Jamie gir deg noen spennende oppskrifter! Prøv si-trustunfisk med sprø nudler, urter og chiliperfekt en varm sommerdag.

Jamies nøkterne forhold til matlagning er befriende. Hans filosofi er et vi skal ha det hyggelig på kjøkkenet og sette pris på god, enkel mat. Jamie er virkelig vår mann, for han får enhver av oss til å forstå at også vi kan lage noe godt hjemme.



Porsjoner: 2

Ingredienser:

300 g rønskåret svinekjøtt fra flatbiff eller filet

½ stk rød paprika

½ stk grønn squash

10 stk tørket aprikos

1 ss olje til pensling

1 ts salt

½ ts pepper

8 stk grillspyd

Et praktisk "spyd-tips" for du begynner: Bruker du grillspyd av tre, bør de legges i vann en stund først ellers kan de ta fyr.

SVINEKJØTT PÅ GRILLEN

Det er enkelt å lage sunn grillmat. Det er bare å legge sunne ting på grillen det!

1. Skjær kjøtt og grønnsaker til nærmest like store biter ca. 3 x 3 cm og tre dem vekselvis på spydene. For å få jevn grilling på alle sider er det viktig at bitene ikke stikker for tett.

2. Pensle spydene med litt olje, slik at de ikke fester seg til grillen. Krydre med salt og pepper.

3. Grillspydene grilles rundt i 2-4 minutter, snus ofte.

Server grillspydene med en type eksotisk saus. Sausen kan du få kjøpt ferdig på flaske eller du kan lage den selv.



Er du på utkikk etter en god hverdagsmiddag som både er sunn å spise og rask å lage? Vårt forslag er skiver av svin ytrefilet med bulgur og bønner.

YTREFILET MED BULGUR OG BØNNER

Veldig godt!

Porsjoner: 4

Ingredienser:

Ca. 600 g ytrefilet av svin i skiver

½ ts salt

¼ ts pepper

1 ss margarin eller olje til steking

3 dl bulgur

2 pk aspargesbønner

1 pose sjysaus

1. Kok bulgur etter anvisning på pakken.

2. Ha bulguren i en stekepanne, sammen med bønner. La det steke til bønnene er møre (ca 5 minutter).

3. Lag sjysausen etter anvisning på posen. Tiltsett tilman.

4. Krydre ytrefiletene og stek dem ca. 2 minutter på hver side. La de ettersteke på svak varme et par minutter.



JORDBÆRTIRAMISU

Dette er på ingen måte den originale Tiramisu-opskriften fra Italia, men snarere en lettvinnt variant som du kan lage i en fei og som likevel ser leker og fristende ut. Jordbær er bare sååå godt!

Porsjoner: 6

Ingredienser:

12 stk fingerkjeks

Jordbær- og ostekrem:

6 stk eggeplomme

1 ½ dl melis

250 g mascarponeost eller kremost naturcell

6 stk eggehvite

1 kurv jordbær

ca. 50 g revet sjokolade



PS: Husk å bruke helt rene visper når du skal stivpiske eggehvite - ellers vil de ikke bli stive.

1. Pisk eggedosis av eggeplommer og melis. Bland inn mascarponeost.

2. Stivpisk eggehvite og vend dem forsiktig inn i ostekremen sammen med jordbær.

3. Fyll jordbær- og ostekrem i 6 glass. Stikk ned fingerkjeks i kremen og dryss over revet sjokolade.



GRESKE LAMMEBOLLER PÅ SPYD MED GRESK SALAT OG TZATZIKI

Hvem lengter ikke tilbake til sol, strand og god mat etter en vellykket ferietur i sydlige strøk? Disse greske lammebollene med gresk salat og tzatziki kommer til å forsterke de gode minnene fra ferieturen.

Porsjoner: 4

Ingredients:

400 g malt lammeskjøtt	Gresk salat:	Tzatziki:
1/2 ts salt	2 stk tomat	3 dl yoghurt naturell
1/4 ts pepper	1/2 stk slangeagurk	1 stk slangeagurk
2 båt finhakket hvitløk	1/2 stk rød løk	1/2 ts salt
1/2 stk finhakket rød chili	1 stk fetost	3 båt hvitløk
1 ts tørket rosmarin	3 ss virgin olivenolje	1/2 ts nykvemet pepper
3 ss olje		

TIPS:

For et raskere alternativ kan du bruke matyoghurt, da slipper du å renne av yoghurten.

1. Rør sammen lammedelg, salt og pepper til en seig deig. Tilsatt hvitløk, chili og rosmarin. Form til kjøttboller som tres på spyd eller pinne.
2. Pensle bollene med olje før de legges på grillen. Grilltid 4-5 minutter på hver side.
3. Skjær tomat og agurk i skiver, og løken i ringar. Bland sammen alle ingrediensene og legg på fetost i skiver. Drypp litt olje over salaten.
4. Slå yoghurt i et kaffefilter og la den renne av i ca. 1 time. Yoghurten skal ha en ganske tykk konsistens.
5. Riv slangeagurk på et råkostjern og dryss på salt. La det trekke 5-10 minutter, og press ut vannet. Bland dette sammen med finhakket hvitløk. Smak til med nykvemet pepper.

As you can see, I took on board the feedback I received from my teachers, and simplified my cook book. You can clearly see the changes I've made, and I learnt a lot during this assignment. I realised that I don't have to use all my ideas at once, and I learnt that sometimes it's not appropriate to be too creative in certain types of Design assignments.

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pp. 35 – 57 of A Foundation Course for Graphic Designers Working in Print, Moving Image and Digital Media

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