# Project 3 FINAL: Design Document for christinamooremeals.com

## 1. Background Instructional Problem or Opportunity

### 1a. Overview of instructional problem or opportunity:

For many years now, I have wanted to make a cookbook of my recipes. I have a love of all books, but I have a special soft spot for cookbooks. I could probably spend an entire afternoon in just that section of any bookstore. I have had many false starts at creating my own, which usually ends upon getting a print bid. Back in the 90s, I printed up my favorite recipes on parchment style paper, laminated them, put them on a key ring and handed them out as Christmas presents. 8 years ago, I was super into Paleo, and started a blog: cmooremeals.wordpress.com. I never really took it very far. Paleo was a new thing at the time, and I got a lot of traffic and followers, but I lost interest in Paleo, and ended up ignoring my site. Meanwhile, I've been typing up my recipes, and taking high quality photos of my recipes. I had previously intended to design the book, and bite the bullet of the printing cost. Instead, I'm going to make it a website that anyone can access, and is of little expense for me to build.

### 1b. The learning objectives given the instructional problem or opportunity:

The user will be able to choose recipes to try to make for themselves.

### 1c. Instructional goals for designing an instructional solution (end product) that helps learners meet the learning objectives:

I have designed a website that is visually rich, and detailed in instruction on a wide variety of recipes.

## 2. Description of Instructional Approach

### 2a. Overview of planned approach:

I purchased the domain name: christinamooremeals.com, and mapped it to take the place of my old site: cmooremeals.wordpress.com. I designed a logo reminiscent of a restaurant, and populated the site with my recipes and photography.

### 2b. Explanation for the resulting instructional solution:

The website features my own original photography and recipes. Each recipe has additional notes: workarounds, ways to save money and/or time, how to alter the recipe to be gluten free or vegetarian, if special tools or equipment is needed, etc., and includes a short introductory paragraph narrative about the recipe. The site serves an underrepresented community, as it is free to view online. There is no need to spend any money to use my site, and I mention money and time saving tips where applicable.

# 3. Design Decisions

Brief overview of decisions, written **after** decisions listed (7). Greater themes, about me as the designer

### Design Decision #1

Although I have had an online portfolio for years (christinamooredesign.com), I choose to make my recipe site a separate entity. The audience for each site might have some commonalities, but normally the home cook crowd is only interested in just that. Conversely, a person interested in my design and photography portfolio would likely not be interested in my recipe blog. Heath and Heath (2008) explain, "The value of the Intent comes from its singularity. You can't have five North Stars, you can't have five "most important goals," and you can't have five Commander's Intents" (p. 28). By keeping the two sites separate, I'm being clear in the site's Intent, and providing a simple goal for the audience. Reynolds (2012) describes, "simplicity can also be viewed as a consequence of our careful efforts to craft a story and create supporting visuals that focus on our audience's needs in a clear and meaningful way" (p. 116).

### Design Decision #2

I chose to introduce each recipe with a personal narrative; a short paragraph of why I like the recipe, or some history about it. Duarte (2010) clarifies, "Stories are the most powerful delivery tool for information, more powerful and enduring than any other art form" (p. 16). I had considered not providing a narrative introduction, as there are so many recipe sites that force you to wade through pages of story before you get to the actual recipe. In the end, I decided that while a personal narrative is important to include, it need not be long. Roam (2014) simplifies "Lead with a story and understanding will follow" (p. 4).

### Design Decision #3

Rather than releasing each recipe in a slow trickle, I decided to get as many of my recipes published as I could, as quickly as possible. I would never buy a cookbook with only 5 recipes in it, nor do I subscribe to blogs that only have a few articles or examples of work on display. Truex advises, "You should add 10 to 15 recipes right away so readers have several to read. After that, create a blogging schedule to add several recipes a week." I wanted my site to be considered robust and comprehensive, rather than an impartial display of what I have to offer. I'm in the midst of a job search, and having a robust instructional website is a good portfolio item to have, you never know what might resonate with an employer for a future opportunity. Chow points out (2017), "you may even end up being able to use your website as a base from which to write a cookbook or take advantage of other opportunities such as writing for a newspaper or magazine."

### Design Decision #4

I chose to include notes at the end of each recipe, in order to suggest dietary restriction modifications and/or time and money saving tips. In this day and age, there are so many of us that are on dietary restrictions. I myself was gluten free for 5 years, and vegetarian for 2. Having that history of cooking, and of modifying recipes is something that I consider to be valuable knowledge. I decided to put it at the last part though, because I think the majority of people are trying to navigate to the recipe itself as quickly as possible. Roam (2014) states "Lead with the truth and the heart will follow" (p. 4). I feel that putting the notes at the end honors my audience's time. Duarte (2012) describes, "Instead, embrace a stance of

humility and deference to your audience's needs. Begin the presentation from a shared place of understanding. Make it about the audience" (p. 19).

## Design Decision #5

I designed a logo that is reminiscent of a restaurant sign, or label. According to Medina (2008), familiar images would be easily remembered (p. 233). By providing a logo that is concrete, and reminiscent of a familiar restaurant design treatment, I'm bridging the gap with my audience. Heath & Heath (2008) suggests "to find a "universal language," one that everyone speaks fluently" (p. 115).

## Design Decision #6

I chose to feature one large photo of the finished recipe for each blog post. Duarte (2012) describes "While using eloquent, descriptive words is one way to create an image, a photograph or illustration can frequently leave a more vivid imprint in the audience's hearts and minds" (p. 154). I believe in the power of photography, especially when illustrating something as specific as a recipe. I've actually donated highly awarded cookbooks simply because they didn't include images of the recipes. I've found that if a cookbook doesn't have a photo of what it's supposed to look like, I don't choose recipes to try out from it. Roam (2014) summarizes, "Lead with the eye and the mind will follow" (p. 4).

## Design Decision #7

I kept the narrative conversational in order to establish a comradery with my readers. Rather than position myself as some kind of expert, or "foodie," I tried to use my own natural tone and let my personality shine through. Duarte (2012) suggests, "A great way to stand out is to be real. Presentations tend to be stripped of all humanness-despite the fact that humans make up the entire audience!" (p. 12). I have been cooking most of my meals, daily, for many years now. I even considered going to school to become a chef, but I think where my recipes will really stand out is the suggestions I make in the notes, the introduction paragraph, and the photography. I'm assuming that my audience doesn't want to be preached to, rather they want an easy to understand recipe that works, that is visually appealing, and comes from a "real" person. Heath & Heath (2008) explains, "It's easy to lose awareness that we're talking like an expert…It can feel unnatural to speak concretely about subject matter we've known intimately for years" (p. 115).

# 4. Feedback Summary and Response

I didn't have specific feedback questions posed to the peer review group. Instead I just explained my general approach to the project and welcomed their comments.

**Peer Reviewer A:**

*I think you've done a really beautiful job creating this site and it is set up so that you can grow it into the future. I have to echo C's comment about appreciating the straightforward presentation of the recipes, AND I like that they are all fairly simple without a lot of complicated instructions. When exploring this website, I obviously started at the blog, then went to About, then went to Other (not knowing what I would find there- perhaps other projects/information/etc.)  I saw 3 recipes, two of which I'd just seen from scrolling the blog.  I was a little confused until I explored further and realized that Other was actually a misc. category of recipes. My only suggestion, then, is to rename this section to something a little more descriptive. "Uncategorized", "Misc Recipes", "Sauces, etc." Lastly, I used this same wordpress template as you for my original basecamp and after interacting with it for so long, it started to bother me. The scale of the layout just felt so… BIG on the screen.  I ultimately went to another site for my portfolio, but that was because I assumed people would be viewing it on their monitors.  But for this use (recipes), I think it works.  I know I personally "cook from my phone" a lot, and your site presents really nicely on a handheld device. If you think people will primarily use the desktop version though, maybe go with another template?*

- Hi A! Thanks for the feedback. I'm still on the fence about whether to rename "other" to something else. Since it's a recipe site, and all the other recipe types are specified. I feel that "Misc" would serve the same purpose. I'll think about it. About the template. I am pretty happy with the template I've chosen, since it displays my main recipe (or area) photo prominently. I'm pretty sure that most of my followers are looking on their phone, since almost as soon as I post, I start getting likes and reblogs.

**Peer Reviewer B:**

*You did a wonderful job on the website! I can tell you put a lot of work into it. I have to say that the first thing that popped out at me was your black title on the red strawberries. The red color is powerful, vibrant and sets a great tone for the rest of the site. I like the blog format because it is easy to scroll through and see what looks good. Your images look professional and the lighting, color and composition are nice. The food looks appetizing! The size of your main photographs for each recipe are big but I do like how the sub pictures (in direction section) are smaller. Except in the Tzatziki Sauce recipe. The second picture is just as big as the main photo. I would reduce the size of it. One other suggestion is to not use the same food photos for the page header pictures. For example, in the soup subpage, your header is the chowder. When you click on the chowder, you get another picture of the chowder in the header and then a wider shot of the same image in the actual recipe. A lot of the same image. I would maybe create a soup (or whatever the category) header that is different from any of your recipe images. You could use the same header on all your pages that are in related categories. The content of your site is very descriptive and you provide clear instructions that are easy to follow. Your audience should be able to recreate these recipes. I actually loved several of the recipes and will use your site to figure out how to cook them for my family. Yum!*

- Hi B! The issue with the Tzatziki sauce is that it's so simple that there were only two photos to take. The way the template is set up, you can choose your main feature photo, and that will be displayed if you click that specific blog post. But if you are looking at the blog, and didn't also include that in your blog post, then that recipe would have no photo at all. It's definitely something to consider on recipes where I only have a photo or two. I chose to feature the clam chowder on the soup page, since it's my favorite soup. I will however, have more photos for that recipe once I make it again. I just haven't gotten around to it yet. I wanted a comprehensive amount of recipes to show as my portfolio piece. I can move the link on the soup page for clam chowder down though. If someone were to select the barley soup recipe, for example, that would be the main photo.

### Peer Reviewer C:

*Christina, I love the website! One of the things I like the most is it's easy to navigate. I like your navigation at the top of the page with the large photo above. Another thing I noticed is that you have your recipes posted simply without any other fluff. I notice that many food blogs have this whole story attached to each recipe and recipes are posted in a blog post format instead of just the recipe. I am also creating a food and recipe blog (I am nowhere near far along as you are in yours) and have debated how much info or narrative I want to include with each recipe but I really like the way you have yours. I think moving forward I will play with keeping my recipes, instructions, etc.. separate from the blogging. I signed up for your website and look forward to keeping up with your website!*

- Thanks for the comments C. I too, get frustrated when a recipe looks good, but I have to suffer through pages of story and explanation to get to the recipe. I'm glad you preferred the short narrative, as I do. Thanks for subscribing, and good luck on your site!

## 5. Lessons Learned

Ideally this would have been a year (or more) long project. I had been wanting to create my cookbook for so many years, that I jumped into this head first. I do plan on continuing to populate the site over the years with my recipes, but I wish I had slowed down a little, and not pushed myself so hard. I was posting about 4 recipes/week, in order to have a decent amount on my site. Considering how busy I've been with work, school, and the holidays, it was an overextension of my time. As it stands today, I've got 28 recipes posted, all with original photography. I wouldn't consider it a "lesson learned," but I continue to feel that taking your own original images is really important. It is definitely time consuming, and can be frustrating to get it to look right, but it serves to make your site much more interesting to visit. A third main lesson I learned was to document all of my recipes in InDesign, as I hosted them online. It's important to have a backup of your files, in case your site crashes. I did this as a preventative measure.

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**Appendix**

# Script and Storyboard for 7 recipes

| Method blog post | Title: The Easiest Way to Make Bacon | Section Cross Listed: Breakfast |
|---|---|---|
| Maine Photo: w_baconoven_8 | | Support photos? no |
| URL: https://christinamooremeals.com/2017/10/29/the-easiest-way-to-make-bacon/ | | |

Intro Text:
I really hate the mess of making bacon. So whenever I buy bacon, I make it all at once, in the oven. You can freeze it for a really long time, without any noticeable difference. That way you are only stinking up your house, and making a big mess once. Here's how we used to make bacon in the restaurant.

Directions:
- Heat your oven to 375°
- Put a drying rack over a baking sheet
- Lay your bacon out. If you're cooking the whole package, you'll need two pans and racks.
- Pop em in the oven, and check after 15 minutes. It usually takes me about 25 minutes to get the perfect doneness.

Notes
- Save the drippings if you like, eat what you want that day, and freeze the rest in a gallon-sized Ziplock bag in the freezer.
- Optional: You can brush the bacon at the beginning with maple syrup. Super yummy! Also, if you don't want to mess up your drying racks, you can cook the bacon on parchment paper-lined baking sheets. It makes for a much easier cleanup.

| Recipe blog post | Title: Quiche Lorraine | Section Cross Listed: Breakfast |
|---|---|---|
| Main Photo: w_quiche_lorraine_whole | | Support photos? yes |
| URL: https://christinamooremeals.com/2017/10/29/quiche-lorraine/ | | |

Intro Text:
Back in the day, I used to work at The Depot Deli, in Sisters, Oregon. One of the perks was the free food. Quiche Lorraine was one of my favorite brunches to have. There is something so satisfying about the nutty flavor of the Swiss cheese, combined with the bacon, and flaky pie crust. The leftovers keep amazingly well. Making a quiche takes a little bit of time to prepare and bake, but it's a super simple process.

Ingredients
- 1 roll of pre-made pie dough
- 8 slices of thick bacon, chopped
- 3 eggs, beaten
- 1 ½ cup whole milk
- 1 ¾ cup shredded Swiss cheese
- 1 tablespoon all-purpose flour
- 1 medium onion, sliced
- 1 pinch ground nutmeg
- salt and pepper to taste

Directions

- Heat the oven to 450°. Roll out the pie dough into your pie pan, and line it with foil. Bake the pie crust for 5 minutes with the foil. Remove the foil, and bake for 7 more minutes. While the oven is coming up to temp, and you're pre-baking the shell, you can get the rest of the recipe prepared.
- Chop up the bacon into cubes, and brown in a frying pan. When it's done, reserve 2 tbs of the bacon drippings. (I keep the rest of the drippings in a bacon grease container in the fridge for future recipes.) Drain the bacon on a paper towel-lined plate.
- Slice the onion, and cook in the reserved bacon drippings until translucent.
- Combine the cheese with the flour.
- Combine all of the ingredients with the eggs: Cheese/flour mixture, onion, bacon, nutmeg, milk, salt and pepper.
- Take the pie shell out of the oven, and turn the temperature down to 325°. Pour the egg mixture into the hot pie shell, and cook uncovered for 40 minutes. Let the quiche rest on the counter for 10 minutes before serving.

Notes
- Whenever you are using eggs in a recipe, make sure to break them in a bowl of their own first. That way if any eggshells fall into the bowl, you have a chance to fish them out.
- I'm actually not much of a baker, so I skip the hard part and buy the pie crust pre-made. If you're great at baking, just make one pie crust.
- If you want to make this gluten free, just substitute with gluten-free pie crust, and gluten-free flour.
- Many recipes will have you cook the bacon, and then crumble. I like to make it a little easier on myself and chop the slices up first, and then sauté them.
- I dislike shredding cheese, but it's hard to find shredded Swiss. So I buy a whole brick of Swiss, and shred it all. Whatever I don't use, I put into a gallon size Ziplock bag, and I freeze it for future use. It defrosts on the counter within 10 minutes, while you're preparing the rest of the ingredients.

| Recipe blog post | Title: Super Rich Clam Chowder | Section Cross Listed: Soups |
| --- | --- | --- |
| Main Photo: w_clamchowder | | Support photos? no |
| URL: https://christinamooremeals.com/2017/10/26/super-rich-clam-chowder/ | | |

Intro Text:
I grew up on the Oregon coast, where Clam Chowder practically runs through our veins. Some of my earliest memories are of going clamming for Razor Clams with my family. My parents make it look so easy! Now that I'm in Colorado, fresh clams are out of the question. But I still look forward to a hot bowl of clam chowder, especially when the weather turns cold. This recipe makes enough for a family of four, and is best served with some fresh sourdough garlic bread.

Ingredients
- 12 slices thick-cut pepper bacon, chopped into squares
- 2 carrots, diced
- 2 celery ribs, chopped
- 1 medium onion, finely diced
- 2 medium yellow potatoes, cubed
- ¼ cup all-purpose flour
- 2 tablespoons cornstarch
- salt & pepper to taste
- 3 (8 ounce) cans clams
- 1 (8 ounce) jar clam juice
- 8 ounces chicken broth
- 2 cups heavy cream
- 2 cups whole milk
- 1 cup sherry

- 2 cups Cheddar cheese, shredded

Directions
- In a large soup pot, cook bacon over medium heat until crisp. With a slotted spoon, remove bacon and drain on paper towels. Keep the bacon grease in the pot. Drain clams and reserve their juice.
- Cook and stir carrot, celery, potato and onion in bacon fat until onion is transparent.
- Stir in flour, cornstarch, salt, and pepper. Cook and stir until mixture is bubbly. Add the sherry, and reduce. Add reserved clam liquor, clam juice, milk and heavy cream into the vegetable mixture. Heat just to boiling, and reduce heat to simmer. Cook, stirring occasionally, until mixture thickens.
- Add clams, and cheese; stir until cheese is melted. Garnish with reserved bacon.

Notes
- You can make this gluten-free by simply substituting gluten-free flour or cornstarch

| Recipe blog post | Title: Easy Cheesy Lasagna | Section Cross Listed: Main |
|---|---|---|
| Main Photo: w_lasagna_main | | Support photos? yes |
| URL: https://christinamooremeals.com/2017/11/01/easy-cheesy-lasagna/ | | |

Intro Text:
One of my favorite dishes to make is lasagna. When my mom asked me what I wanted for my birthday dinner, every year I requested lasagna (just like Garfield the cat). It's actually super easy to make, but for some reason people think it's difficult. To me it's as easy as preparing spaghetti, or homemade mac and cheese.

Ingredients
- 1 lb. Jimmy Dean® Natural Sausage
- 26 oz. jar Blue Parrot® Marinara (or your favorite brand)
- 24 oz. tub cottage cheese
- 1 medium onion, diced
- 1 tablespoon Amore® Garlic Paste
- 1 cup sherry
- ½ package (or 9) lasagna noodles
- 2 tablespoons Italian seasoning
- 2 cups mozzarella, shredded

Directions
- Boil noodles according to package, drain. In a large sauce pan, brown the sausage over medium high. Add the onion and stir occasionally until translucent. Add the garlic, Italian seasoning and Sherry. Reduce. Add the marinara and bring to a simmer over medium. Simmer for at least 5 minutes.
- Preheat oven to 375°. Spoon the sauce into a 13 x 9″ pan, enough to cover the bottom.
- Layer 3 lasagna noodles on the sauce. Top with ½ of the remaining sauce. Layer another three noodles. Cover with the cottage cheese, and half of the mozzarella. Layer the last three noodles, and cover with the remaining sauce.

Notes
- You can make this gluten-free by switching out the noodles.
- This freezes really well. If you are making for future meals, just use an aluminum foil style 13 x 9″ dish instead.
- You can make this Paleo: use zucchini sliced thin instead of pasta, and ditch the cheese.
- I buy the sausage at Costco, and then I freeze it in 1 lb. sections for future recipes.

- I love using Amore Garlic Paste. It tastes so much fresher than the canned minced garlic, and you don't get your hands stinky from handling garlic. You can find it in the pasta and marinara section of your grocery store.

| Recipe blog post | Title: Spiced Potatoes | | Section Cross Listed:  Breakfast |
|---|---|---|---|
| Main Photo: potatoes_main_1 | | Support photos? yes | |
| URL: https://christinamooremeals.com/2017/11/05/spiced-potatoes/ | | | |

Intro Text: These go with just about any egg dish. We have them almost every weekend. It takes a while to prepare, since it's slow to get fresh potatoes cooked through and then perfectly crunchy, but it's worth the wait.

Ingredients
- 4 cups red potatoes, cut into wedges
- 6 tablespoons butter
- 1 tablespoon dried dill
- 1 tablespoon curry powder
- 1 tablespoon paprika
- 1/4 teaspoon cayenne
- dollop of sour cream for each plate
- salt and pepper to taste

Directions
- Cut the potatoes into similarly sized wedges. Put the potatoes into a large frying pan and cover with water. Bring to boil, and simmer for 10 minutes or until fork tender.
- Drain the water from the potatoes, and put the pan with the potatoes back on the element to dry out in the heat.
- Once dry, add the butter and fry for about 10 minutes, or until browned.
- Add all of the seasonings to the potatoes and stir to combine.
- Serve with the sour cream.

Notes
- Not a fan of spicy? Don't add the cayenne, and cut the curry in half.
- This combination of spices works great for fish or chicken too.
- Want to make this Paleo? Use coconut oil instead of butter, and sweet potatoes instead of red.

| Recipe blog post | Title: Amazing Sole | | Section Cross Listed:  Main |
|---|---|---|---|
| Main Photo: sole_main_1 | | Support photos? yes | |
| URL: https://christinamooremeals.com/2017/11/05/amazing-soul/ | | | |

Intro Text: This was one of the first seafood dishes I taught myself to make. The sauce/topping is super rich, and the sole is buttery and flaky. Best of all, it is really quick to make.

Ingredients
- 2 lbs Dover Sole fillets
- 4 tablespoons butter
- 1 ½ cups sour cream
- 1 cup Parmesan, grated
- 1 teaspoon paprika
- 1 teaspoon dill

- 4 green onions, chopped
- salt and pepper to taste

Directions
- Preheat the oven to 400°. Melt the butter in a casserole dish.
- Layer the sole in the pan. Cover with sour cream.
- Sprinkle the Parmesan, paprika, dill and green onions.
- Bake uncovered for 15-18 minutes, or until the fish flakes easily with a fork.

| Recipe blog post | Title: Seafood Quiche | Section Cross Listed:  Breakfast |
| --- | --- | --- |
| Main Photo: seafoodquiche_main_04 | | Support photos? yes |
| URL: https://christinamooremeals.com/2017/11/05/seafood-quiche/ | | |

Intro Text: This recipe is from my mother-in-law. We made it one year for Mother's Day brunch when she was in town. The recipe is for 2 quiches, but I make a half recipe and freeze the extra crab.

Ingredients
- 2 rolls of pre-made pie dough
- 1 lb. cooked deveined shrimp, chopped
- 1 16 ounce can lump claw meat crab
- 6 eggs, beaten
- ¾ cup whole milk
- ¾ cup heavy whipping cream
- 1 teaspoon Dijon
- ½ teaspoon Worcestershire
- 2 dashes Tabasco
- 2 cups shredded sharp cheddar cheese
- 3 green onions, chopped
- salt and pepper to taste

Directions
- Heat the oven to 450°. Roll out the pie dough into your pie pan, and line it with foil. Bake the pie crust for 5 minutes with the foil. Remove the foil, and bake for 7 more minutes. While the oven is coming up to temp, and you're pre-baking the shell, you can get the rest of the recipe prepared.
- Beat the eggs. Combine all of the ingredients with the eggs: milk, whipping cream, cheese, green onion, Worcestershire, Tabasco, crab, shrimp, dijon, salt and pepper.
- Take the pie shell out of the oven, and turn the temperature down to 325°. Pour the egg mixture into the hot pie shell, and cook uncovered for 40 minutes. Let the quiche rest on the counter for 10 minutes before serving.

Notes
- Whenever you are using eggs in a recipe, make sure to break them in a bowl of their own first. That way if any eggshells fall into the bowl, you have a chance to fish them out.
- I'm actually not much of a baker, so I skip the hard part and buy the pie crust pre-made. If you're great at baking, just make one pie crust.
- If you want to make this gluten free, just substitute with gluten-free pie crust, and gluten-free flour.