

GREAT RECIPES OF WELLNESS
CASE STUDY



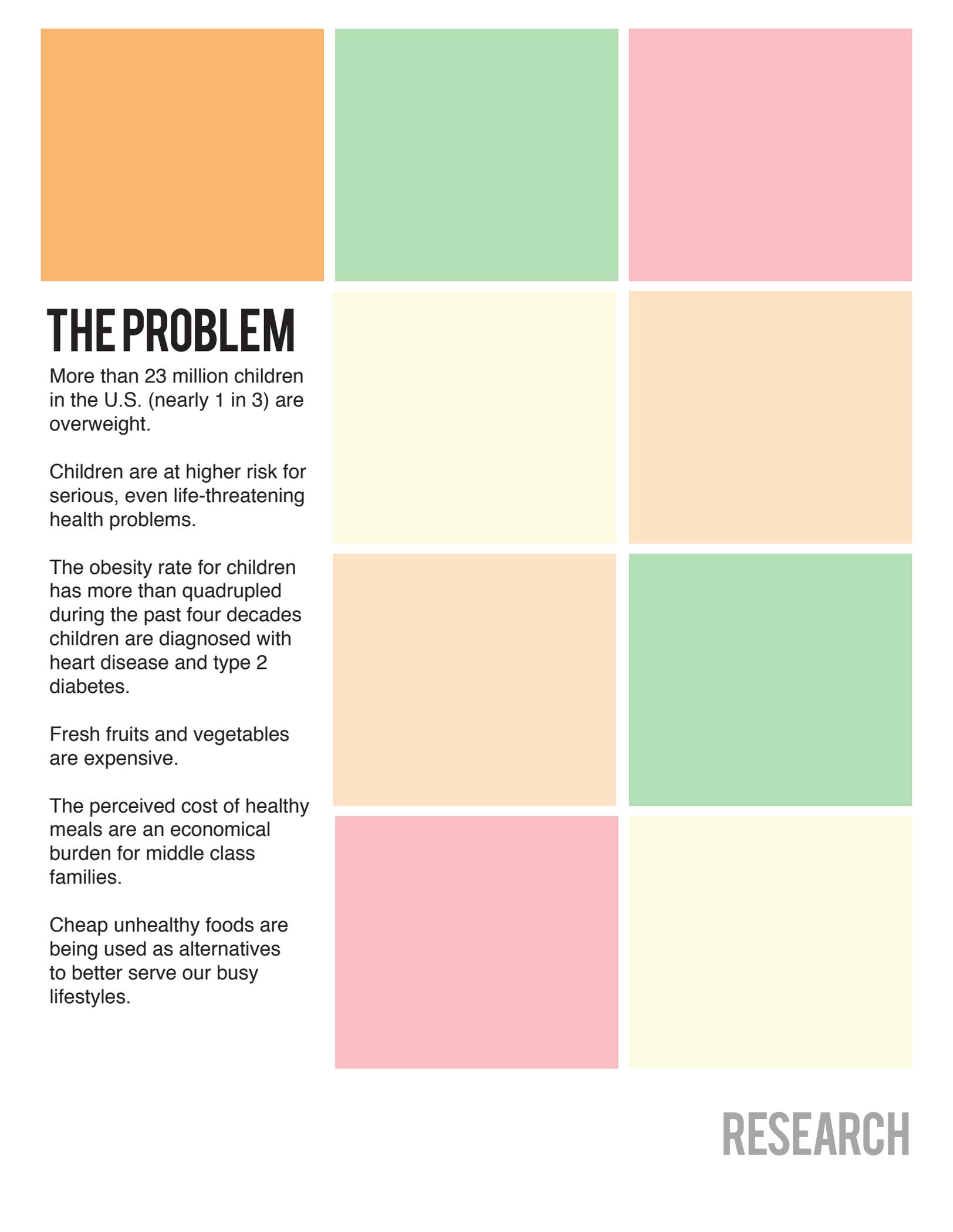
CHALLENGE

Design a brand identity system for the social issue of the unhealthy eating habits of children in elementary schools due to the perceived economic burden healthy foods place on parents. Furthermore, to produce a series of design solutions for an advertisement campaign that both raises awareness of the resulting childhood obesity in nearly two thirds of American children, in addition to inspiring change in the eating habits of the American public.



RESEARCH

Before figuring out a strategy to address the challenge at hand, our first step was to do further research on our issue in order to figure out what the problem was, who it was affecting, where it existed, and why it should be fixed. The goal was to gain a comprehensive understanding of our issue prior to coming up with design solutions. From the knowledge gained through research we could then formulate a design strategy to tackle the issue.



THE PROBLEM

More than 23 million children in the U.S. (nearly 1 in 3) are overweight.

Children are at higher risk for serious, even life-threatening health problems.

The obesity rate for children has more than quadrupled during the past four decades children are diagnosed with heart disease and type 2 diabetes.

Fresh fruits and vegetables are expensive.

The perceived cost of healthy meals are an economical burden for middle class families.

Cheap unhealthy foods are being used as alternatives to better serve our busy lifestyles.

RESEARCH

THE EFFECTS

Middle-class parents are reluctant to feed their children healthy meals because of the financial burden.

The rise in childhood obesity is linked to a dramatic rise in the number of children suffering from type 2 diabetes.

Increased risk of heart failure: Being overweight makes the heart work harder.

Higher risk of asthma: Extra weight can make it harder to breathe and can inflame the respiratory tract.

Overweight and obese children suffer from emotional and behavioral problems. They often suffer from low self-esteem, experience bullying, teasing and depression. Severely obese children may have a similar health-related quality of life as children who have been diagnosed with cancer.

RESEARCH



THE LOCATION

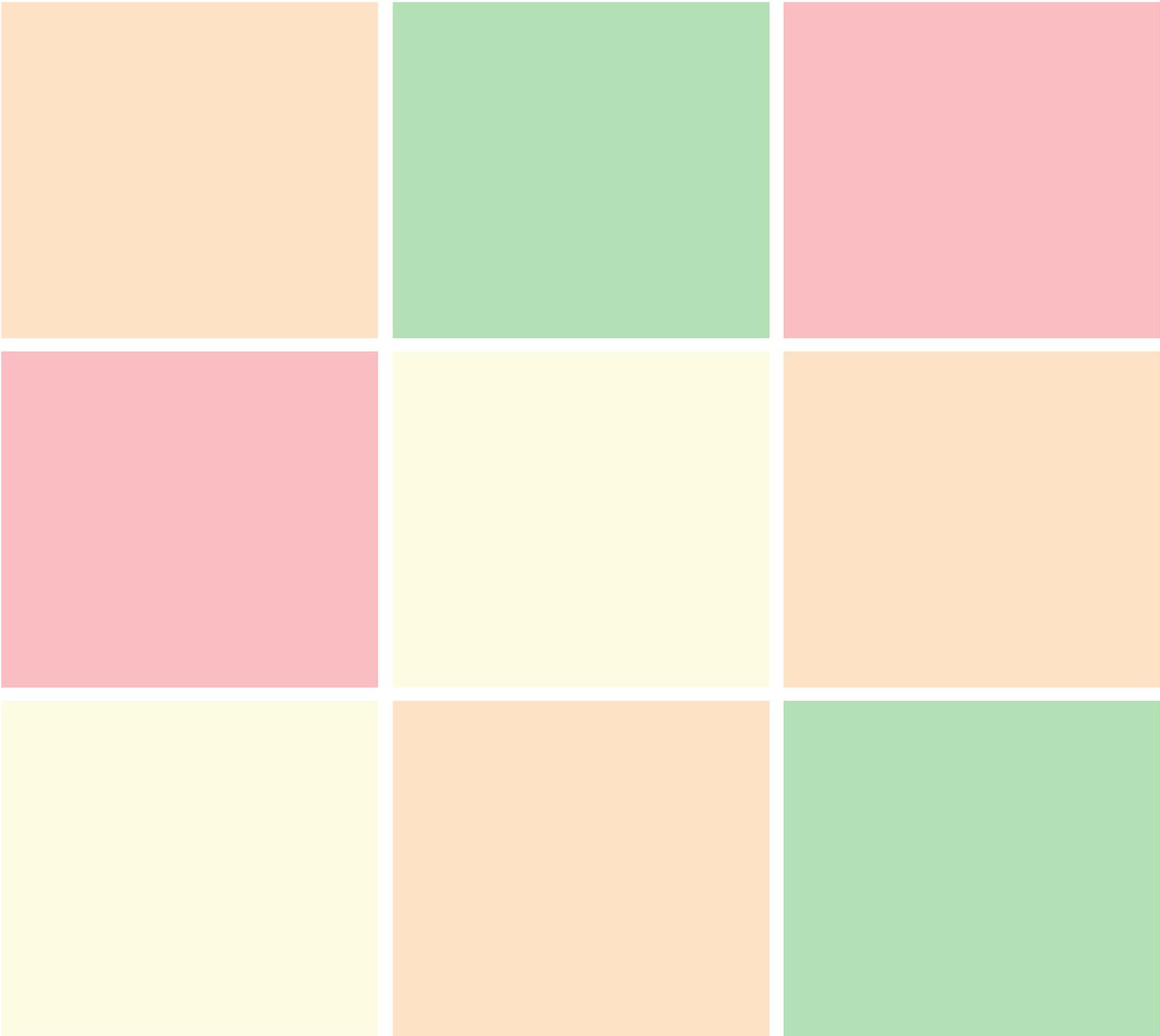
The habit of eating unhealthy starts in the household with the influence of a child's parents on their lifestyle choices. Parents have the biggest influence in a child's development since they are the one with the money and the transportation to buy food for their children. The affect of a parent's influence on their child's diet is prominently seen in elementary school, a place where children develop most of their eating habits.

WHY CARE?

If left untreated, the current generation of American children will be the first in U.S. History to live sicker and die younger than their parents.

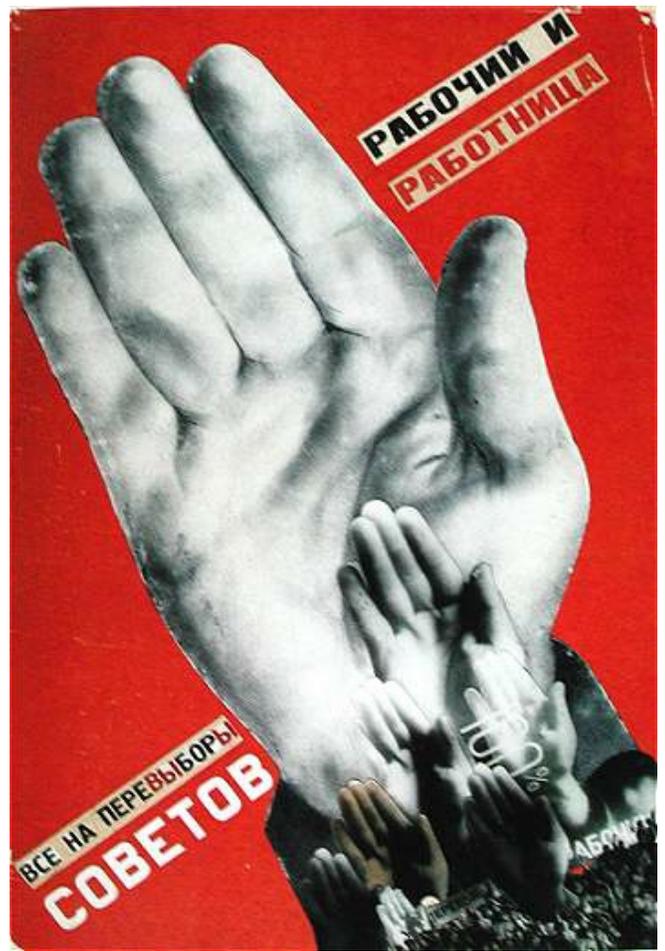
U.S. spends \$147 billion each year in direct medical expenses and indirect costs for obesity issues relating to elementary school children.

RESEARCH



STRATEGY

Target an audience who has a significant influence on children and is also capable of making permanent change on a daily basis. Additionally, look at the reasons why eating healthy may be problematic and then address feasible solutions. Thus, we chose to target the parents of elementary school children as our audience, and address the perceived economic problems eating healthy may cause for middle to lower class families.



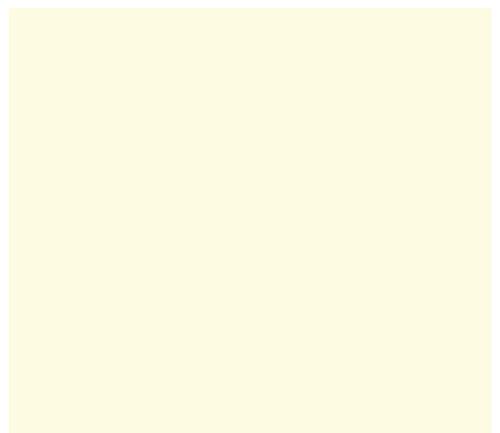
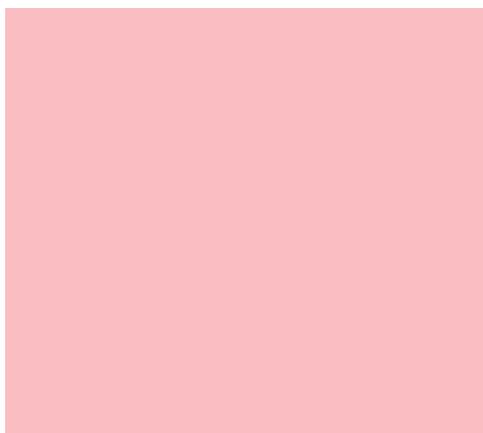
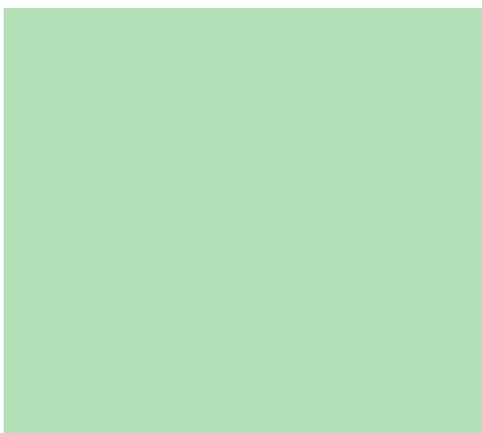
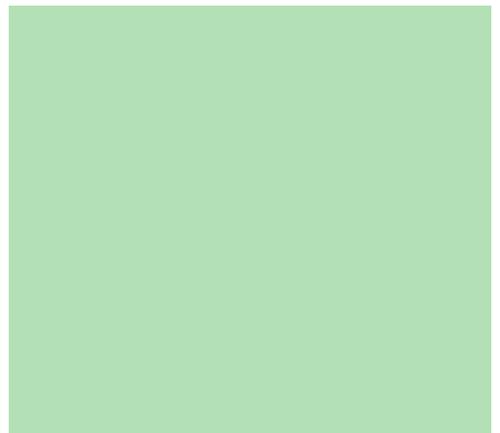
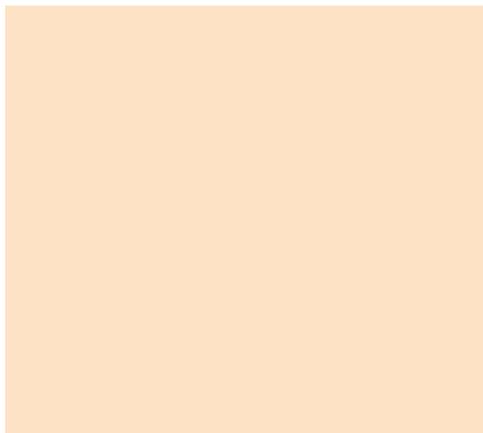
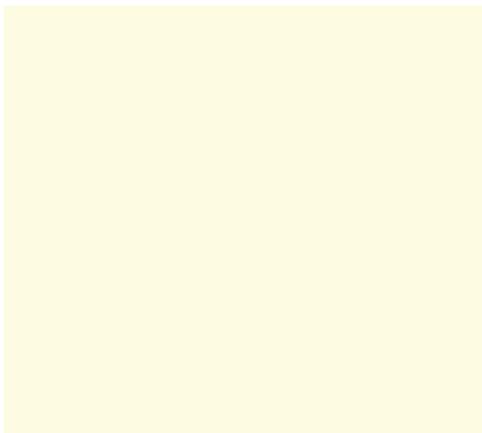
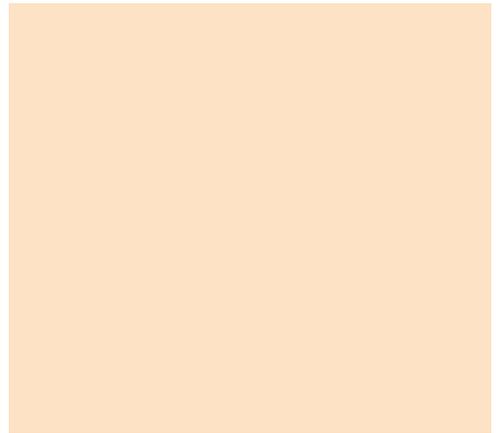
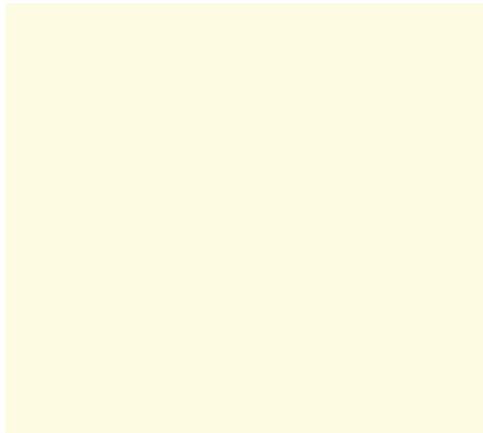
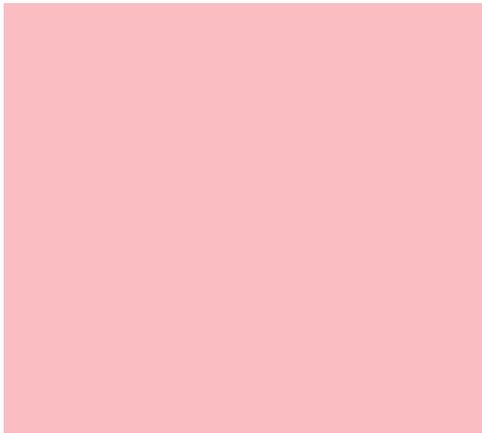
DESIGN DIRECTION

We wanted our campaign to inspire dramatic change in the buying and eating habits of parents and their young children. Hence, we looked towards Russian Constructivist posters as design inspiration because of the sense of revolutionary change that they evoke. Additionally, a collage of healthy meals helped to narrow down our color palette, and also established the natural organic feeling that we wanted to convey in our campaign.

STRATEGY

DEVELOPMENT

The first design goal was to create a logo to establish a brand identity. After achieving this, the next step involved applying our identity marker to various promotional items, both print and digital. Such items included posters, brochures or take-away packages, billboards, magazine ads, business cards, letterheads, and bus signs, along with web pages and mobile apps. In addition to the identity marker, consistency in color and typography was utilized to create a unifying design aesthetic.



LOGO IDENTITY

Our campaign promoted healthy eating habits and addressed the issue of cost by providing simple, affordable, and healthy recipes. Thus, we settled on the acronym GROW, which stands for Great Recipes Of Wellness, to be the name of our campaign. In addition to being an acronym, the word itself conveys notions of progress both physically and mentally. While the goal is for children to grow up healthy, we also want the parents to grow out of the mindset that healthy eating will lead to financial burden.



The Better Way To Go



The Better Way To Go

BRAND APPLICATION

[Business Card]

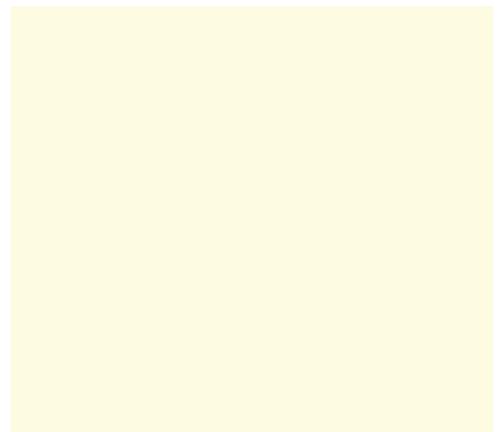
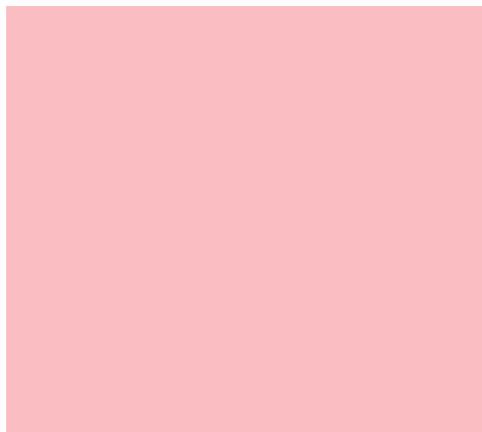
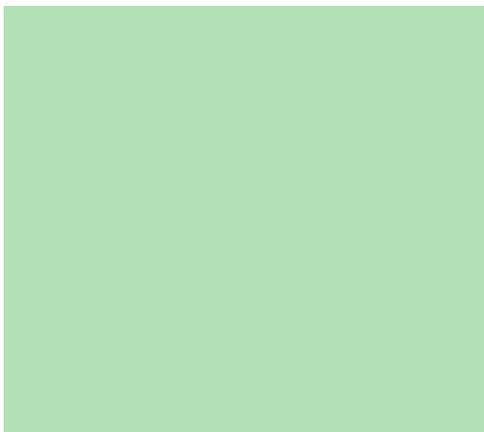
With our color palette, design aesthetic, and logo decided upon, the next step was to apply all three components to various campaign mediums. Starting with print stationaries, we created business card concepts that would convey the overall feel of our campaign when handed out to the public.



Side 1



Side 2



DEVELOPMENT

BRAND APPLICATION

[Letter Head]

We applied our logo to this next print stationary, using the horizontal design elements from the business card and a generous amount of negative space to create a clean inviting letter to our readers.

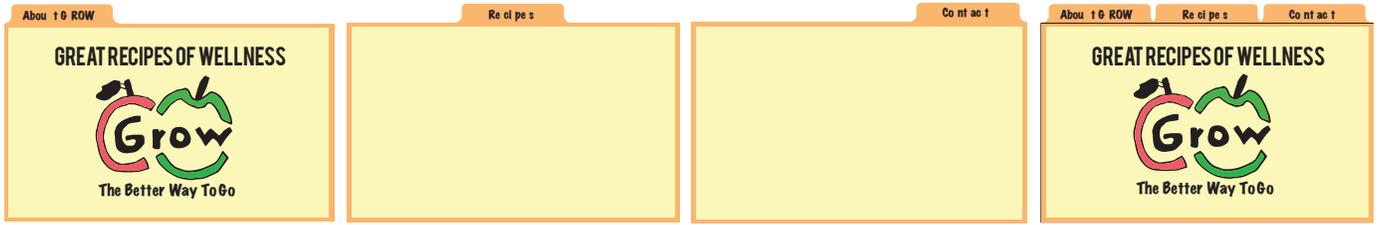


DEVELOPMENT

BRAND APPLICATION

[Brochure/Package]

The design of the brochure strays from the typical tri-fold or pamphlet format. Since our campaign involves cooking recipes, inspiration for the brochure was drawn from a recipe holder. The design not only acts as a recipe holder for the actual recipes, but also contains information about our campaign, in addition to our business cards which can be stored in the contact section.



The Problem

1/3 of children (more than 23 million) in the U.S. are overweight. Children at higher risks for serious life-threatening health problems. Obesity rate for children has more than quadrupled during the past four decades. Children being diagnosed with heart disease and type 2 diabetes. Perceived cost of healthy meals an economical burden for middle class families. Cheap unhealthy foods being used as alternatives to serve our busy lifestyles.

Locating the Problem

The habit of eating unhealthy starts in the household with the influence of a child's parents on their lifestyle choices. Parents have the biggest influence in a child's development because they are the ones with the money and the transportation to buy food for their children. The affect of a parent's influence on their child's diet is prominently seen in elementary school, where children develop most of their eating habits. Because of this fact, we aim to address the issue at Playa del Rey elementary school.

Grilled Chicken With Zucchini Salad (Chicken)

3/4 cup fresh lemon juice
1/4 cup olive oil
1 tablespoon fresh thyme leaves
1 teaspoon salt
4 (6-ounce) skinless, boneless chicken breast halves
Cooking spray

To prepare chicken, combine the first 4 ingredients in a large zip-top plastic bag. Add chicken to bag, and seal. Marinate in the refrigerator 1 hour, turning occasionally. Prepare grill. Remove chicken from bag; discard marinade. Place chicken on a grill rack coated with cooking spray; grill 6 minutes on each side or until done. Cool completely; cut into 1/4-inch-thick slices.

Grilled Chicken With Zucchini Salad (Salad)

1 cup sugar snap peas, trimmed
1/2 cup red bell pepper strips
1/2 cup yellow bell pepper strips
1/2 cup (1/4-inch-thick) slices zucchini
2 tablespoons chopped fresh cilantro
1 tablespoon extra-virgin olive oil
1/4 teaspoon salt
4 lemon wedges (optional)

To prepare salad, cook peas in boiling water 30 seconds. Drain, and rinse with cold water. Drain. Combine peas and next 7 ingredients (through black pepper) in a large bowl; add chicken, tossing to combine. Place 1 3/4 cups chicken salad on each of 4 plates. Serve with lemon wedges, if desired.

Reason for Addressing the Problem

If left untreated, the children of Playa del Rey elementary school, along with the current generation of American children, will be the first in U.S. History to live sicker and die younger than their parents. Additionally, the U.S. will continue to spend \$147 billion each year in direct medical expenses and indirect costs for obesity issues relating to elementary school children.

Helping to Solve the Problem

Childhood obesity has become one of America's biggest problems today. The number of obese children is increasing just as rapidly as their waist sizes, but who is to blame? People jump to the conclusion that unhealthy fast food and its advertising is to blame. Others argue that ad campaigns aim at young children, making them victims of the fast-food industry. However, children draw examples from their parents who are around them the most. Parents are ultimately the biggest influence on the decisions their child makes, including what they eat. Children of Playa del Rey Elementary school are no exception to this national problem. For such reasons, our mission is to educate parents of Playa del Rey Elementary School about cost-efficient alternative to healthy meals.

Peppercorn Basil Crusted Chicken

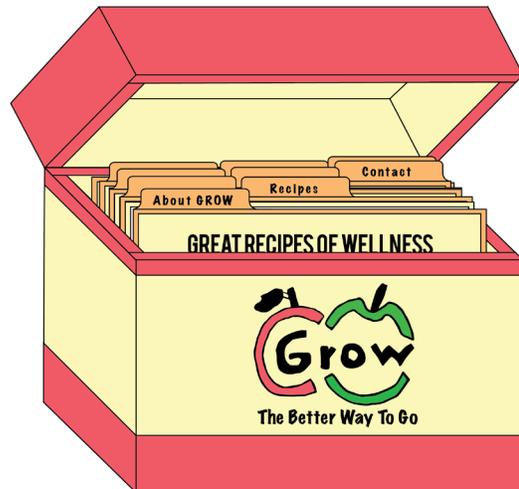
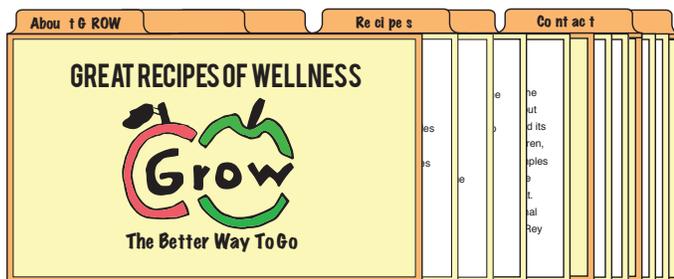
3/4 teaspoon coarsely ground black pepper
4 skinned chicken breast halves
1/4 cup freshly chopped basil leaves, plus 2 tablespoons freshly minced basil leaves
1/2 cup (5 tablespoons) olive oil
1 tablespoon grated Parmesan
1/4 teaspoon garlic powder
1/8 teaspoon salt
1/8 teaspoon pepper
Fresh basil springs (optional)

Prepare charcoal grill. Press coarsely ground pepper into meaty side of the chicken breast halves. Stir chopped basil into olive oil. Brush chicken lightly with this mixture. In a small bowl, combine 1/2cup olive oil, minced basil, parmesan, garlic powder, salt, and pepper. Transfer to a small serving bowl; set aside. Grill chicken over medium coals for 8 to 10 minutes on each side, basting frequently with the olive-oil-basil-garlic mixture. Serve grilled chicken with the basil-garlic oil mixture. Garnish with fresh basil springs, if desired.

Sweet and Spicy Citrus Tilapia

4 (6-ounce) tilapia fillets
1/2 cup fresh orange juice (about 1 orange)
3 tablespoons fresh lime juice
1 tablespoon brown sugar
1 tablespoon extra-virgin olive oil
2 teaspoons lower-sodium soy sauce
1/2 teaspoon salt
1/4 teaspoon black pepper
1/4 teaspoon ground red pepper
2 garlic cloves, crushed
1/2 teaspoon paprika

Arrange fish in a single layer in a shallow roasting pan coated with cooking spray. Combine orange juice and next 5 ingredients (through garlic); pour over fish. Let stand 15 minutes. Finely chop: Sprinkle fish with paprika; broil 15 minutes or until desired degree of doneness. Drizzle sauce over fish.

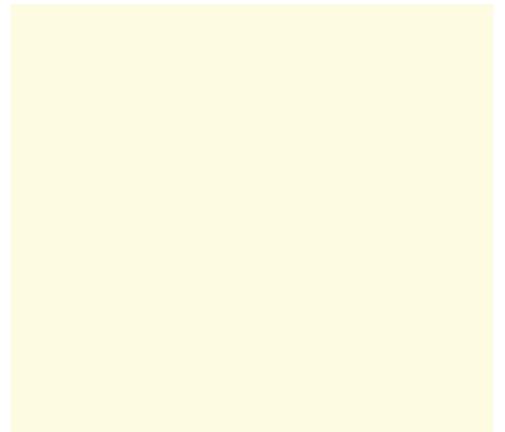
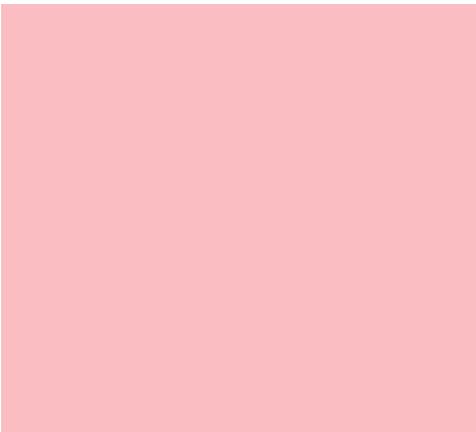
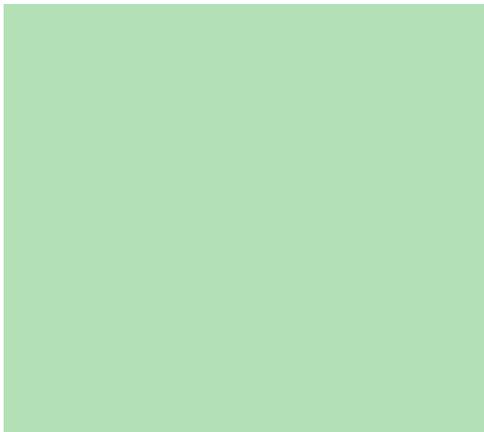
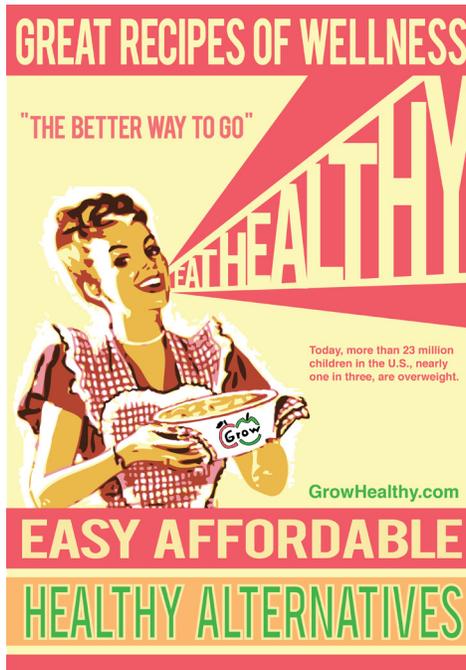


DEVELOPMENT

BRAND APPLICATION

[Posters]

The posters highlight the theme of revolutionary change through their Russian Constructivist inspired design aesthetic. The combination of colors from our color palette creates an energetic yet organic mood. From these posters, design concepts were borrowed to create larger print advertisements including billboard ads and bus signs.



DEVELOPMENT

BRAND APPLICATION

[Bus Sign Ad]

Incorporation of photographic imagery along with the illustrative style seen in the posters was utilized to create an eye catching display even when on the move.

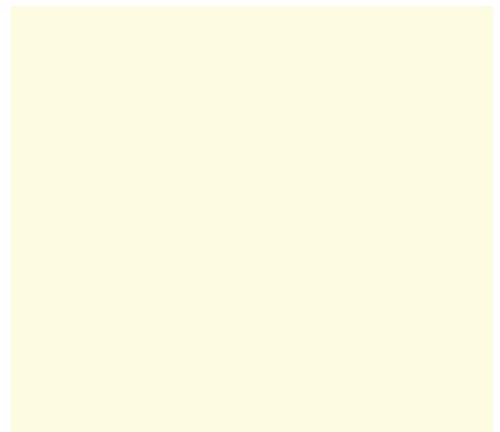
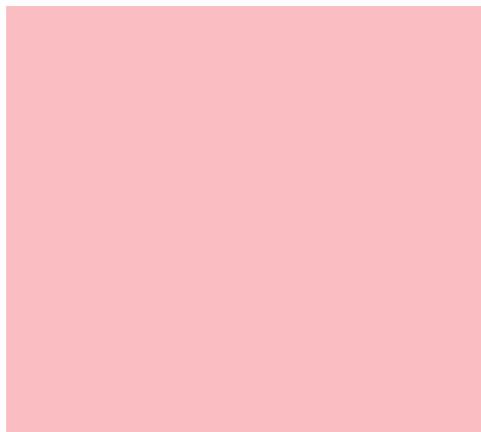


DEVELOPMENT

BRAND APPLICATION

[Billboard Ad]

Paralleling the posters and bus signs, the goal was to create an eye catching billboard ad through the usage of a vibrant illustrative style.



DEVELOPMENT

BRAND APPLICATION

[Website]

To create a well-rounded campaign, in addition to print mediums we also went digital, starting first with a website. This would allow for a broader access to our campaign and would enable us to create a call to action on our print ads for viewers to visit our site for more information. The goal was to have the site accessible by desktop, laptop, tablet, and other mobile devices.

COST EFFICIENT HEALTHY ALTERNATIVES

Childhood obesity has become one of America's biggest problems today. The number of obese children is increasing just as rapidly as their waist sizes, but who is to blame? Most people would jump to the conclusion that unhealthy fast food and its advertising is to blame. These same people argue that ad campaigns aim at young children, making them victims of the fast-food industry. Children must draw examples from their parents who are around them the most. Parents are ultimately the forces that influence the decisions their child makes and the way their child chooses to live his or her life. Children of Playa del Rey Elementary School are victims of this national problem. For these reasons, our mission is to educate parents of Playa del Rey Elementary School about cost-efficient alternative to healthy meals.

AFFORDABLE NUTRITIOUS RECIPES

GRILLED CHICKEN WITH ZUCCHINI SALAD

Chicken:
 2lb cup fresh lemon juice
 1/4 cup olive oil
 1 tablespoon fresh thyme leaves
 1 teaspoon salt
 4 lb organic skinless, boneless chicken breast halves
 Cooking spray

Salad:
 1 cup sugar snap peas, trimmed
 1/2 cup red bell pepper strips
 1/2 cup yellow bell pepper strips
 1/2 cup (1/4 inch thick) sliced zucchini
 2 tablespoons chopped fresh dill
 1 tablespoon extra-virgin olive oil
 1/4 teaspoon salt
 1/4 teaspoon freshly ground black pepper
 4 salmon wedges (optional)

[Preparation >](#)

AFFORDABLE NUTRITIOUS RECIPES

GRILLED CHICKEN WITH ZUCCHINI SALAD

To prepare chicken, combine the first 4 ingredients in a large zip-top plastic bag. Add chicken to bag, and seal. Massage in the refrigerator 1 hour, turning occasionally.

Preheat grill.

Remove chicken from bag; discard marinade. Place chicken on a grill rack coated with cooking spray; grill 6 minutes on each side or until done. Cool completely, cut into 5/8-inch thick slices.

To prepare salad, cook peas in boiling water 30 seconds. Drain, and rinse with cool water. Drain. Combine peas and next 7 ingredients through black pepper in a large bowl; add chicken, tossing to combine. Place 1 2/4 cups chicken salad on each of 4 plates. Serve with lemon wedges, if desired.

[Ingredients](#)

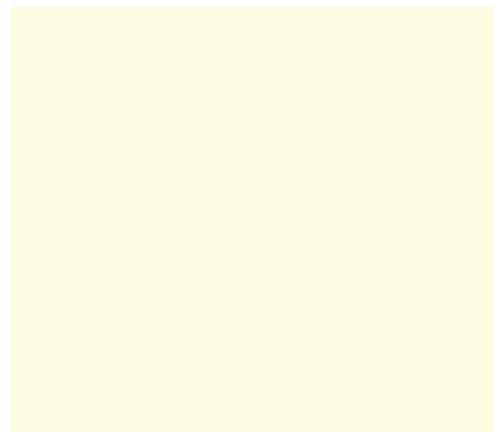
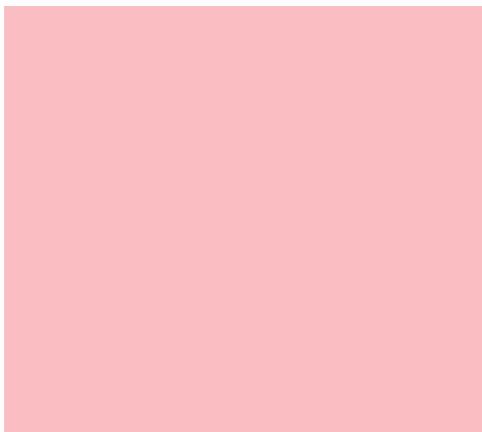
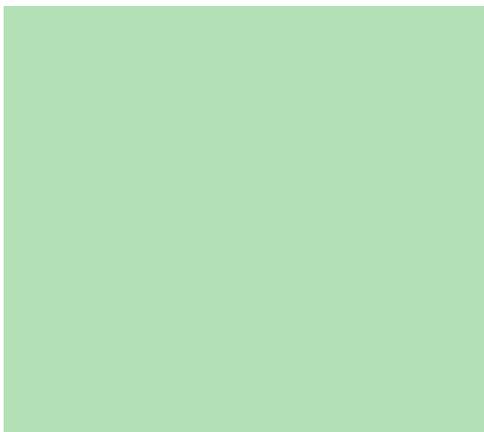
AFFORDABLE NUTRITIOUS RECIPES

DEVELOPMENT

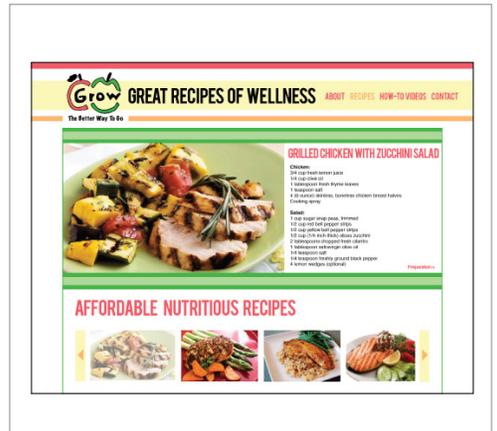
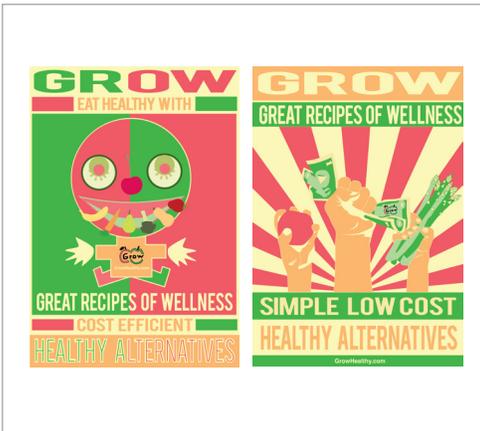
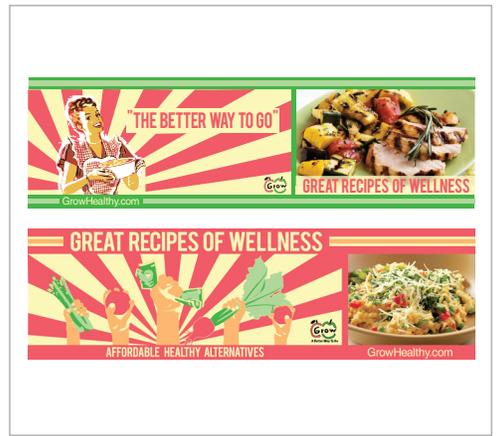
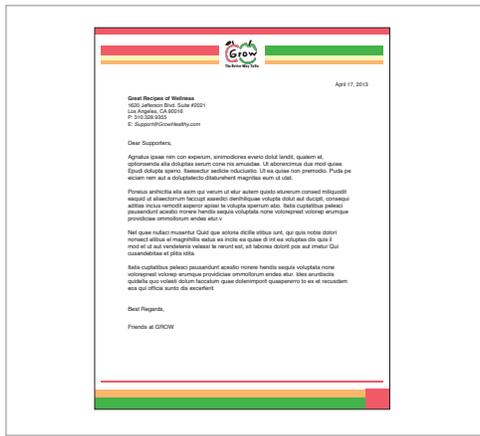
BRAND APPLICATION

[Mobile App]

Along with the website, we also wanted to create a separate mobile app. The idea was to simplify the website into an app that could be used conveniently on the go and whose content focused primarily on the recipes. Whether in the grocery store buying ingredients, or in the kitchen seeking instructional advice, this app will accommodate such needs.

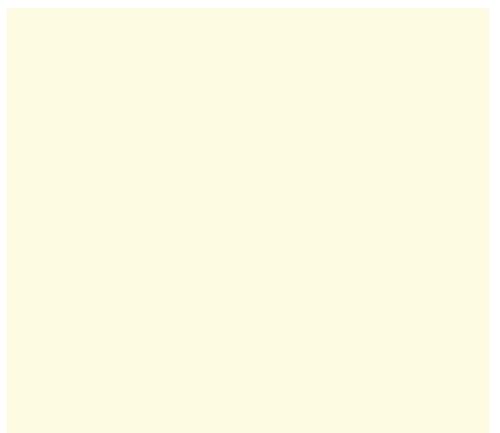
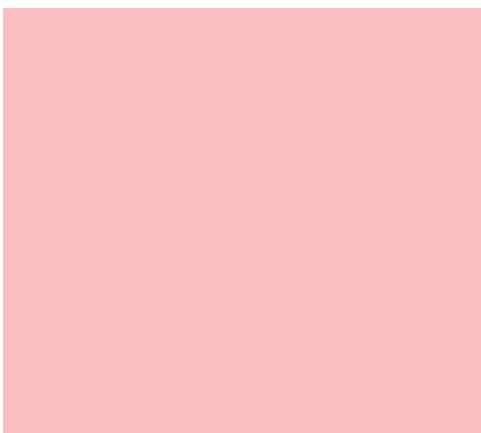
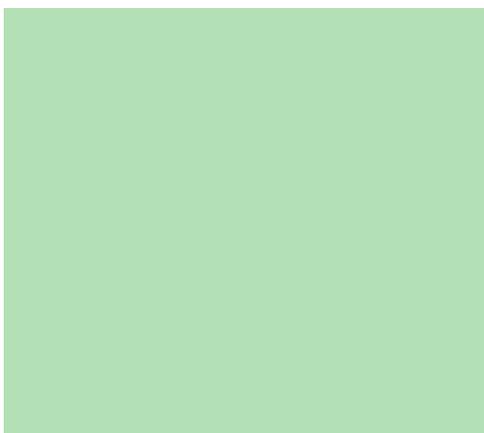
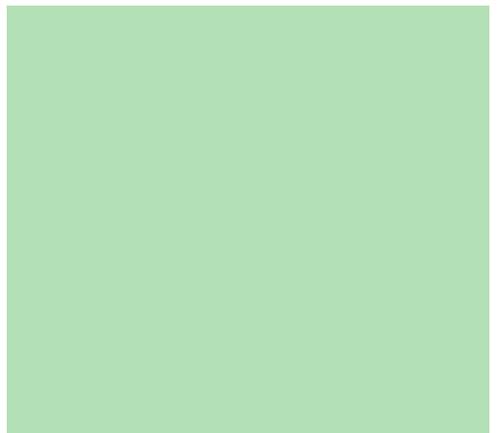
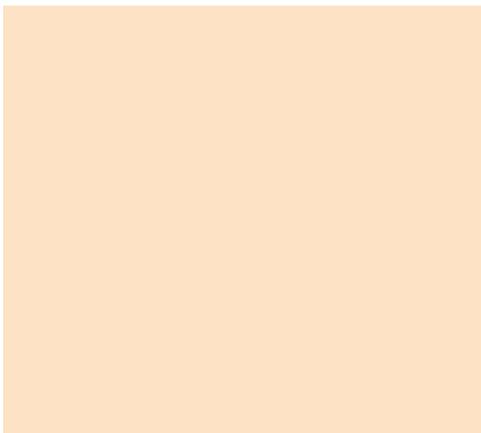
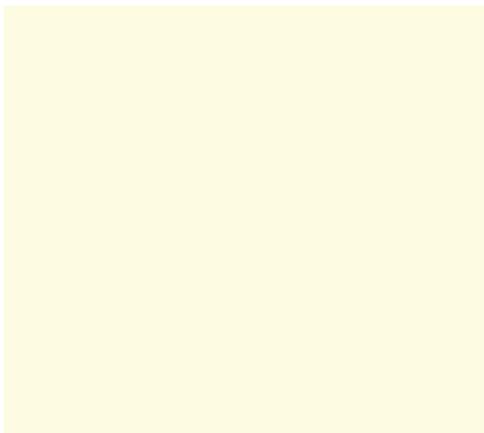
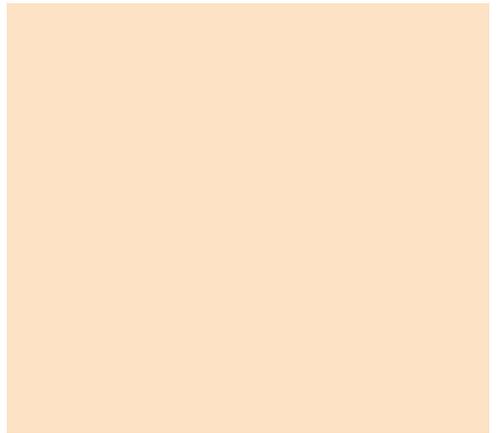
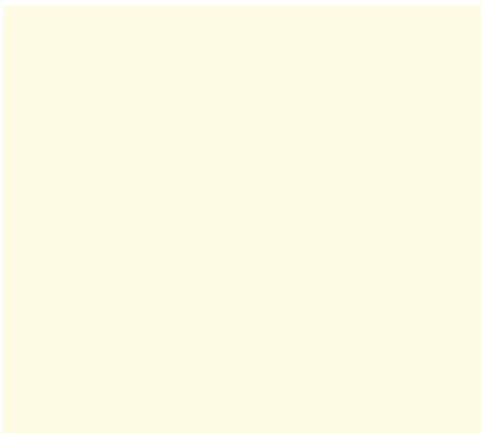
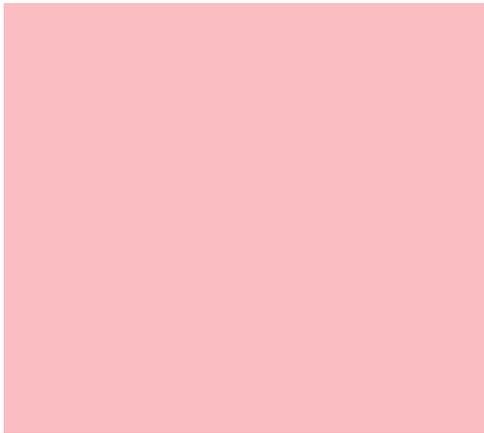
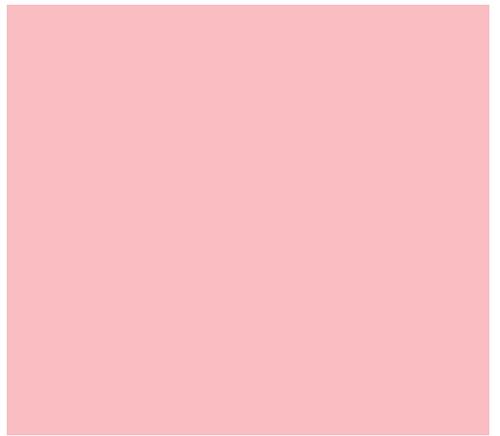
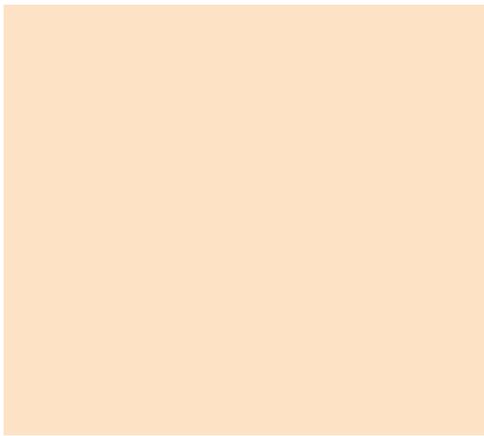


DEVELOPMENT



SOLUTION

By designing a brand identity logotype and then applying it to various promotional media, we were able to create a campaign which covered the various platforms of advertisement and marketing. A consistency in color, font, and design style provided the campaign with a unified visual aesthetic, giving off a vibrant, energetic, and organic feel. Thus, we created an appealing outlook and alternative for an audience that might view eating healthy in a negative light.



GROUP MEMBERS

Aristotelis Courcoubetis
Juni Min

Logo designed by Aristotelis Courcoubetis

IMAGE SOURCES

www.return-to-fitness.com
ctpersonaltrainingblog.com
www.cranberryrecipe.net
www.arthistoryarchive.com

healthy.food.com
www.qvolabs.com
growingbolder.com
ahoramilwaukee.com

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