

# IDEA 3

I like the positioning, scale and style of the shield.

**INGREDIENTS**  
 1 can cream of mushroom soup  
 egg pasta  
 broccoli  
 1 can of tuna  
 grated cheese

**METHOD**  
 Cook egg noodles, drain. In an oven dish, place all ingredients and top with cheese. Place in preheated oven at 180°C for 45 mins.

I like the concept of the fish pattern as a background although it needs more vibrant colour. The geometric square shape used to encase the ingredients and method looks a little out of place. I like the shield, as it has a nostalgic feel.

**INGREDIENTS**  
 1 can cream of mushroom soup  
 egg pasta  
 broccoli  
 1 can of tuna  
 grated cheese

**Method**  
 Cook egg noodles, drain. In an oven dish, place all ingredients and top with cheese. Place in a preheated oven at 180°C for 45mins or till golden.

The bright blue watercolour is too dark for the thin lined type. I want to explore a lighter pastel colour. I love the fish bone concept as it's childish and reminds me of a cartoon I used to watch during my childhood.

**INGREDIENTS**  
 1 can cream of mushroom soup  
 egg pasta  
 broccoli  
 1 can of tuna  
 grated cheese

**METHOD**  
 Cook egg noodles, drain, in an oven dish, place all ingredients and top with cheese. Place in a preheated oven at 180°C for 45mins.

This design works really well as the background stretches across the whole page creating balance. However, I feel that there needs to be colour added to the pattern and shield logo.

**INGREDIENTS**  
 1 can mushroom soup  
 egg pasta, cooked  
 broccoli, cooked  
 1 can of tuna  
 grated cheese

**METHOD**  
 Cook egg pasta, drain. In an oven dish, place all ingredients and top with cheese. Place in a preheated oven at 180°C for 45 mins or until golden.

By using the dark, emerald green colour in both the shield and the fish pattern, there is good balance across the design. I like the pattern and how the fish are randomly scattered in different positions.

# Pumpkin Lentil Curry

prefer this orange colour to the one on the previous page.

Yag Honey.

**PUMPKIN LENTIL CURRY**

Small circular shapes add texture of the seeds.

Super-softening with much buttermilk.

The combination of the one vibrant colour with simple black type works well. I like the horizontal shaped composition.

I like the bright orange glow outlining the type. Although showing all of the type in cursive writing could be more suited to adults.

The use of white colour spaced in-between the green and orange. It makes the image seem less crowded and over-powering. I like how the repeated outlining or wobbly, wobbly feel.

**PUMPKIN LENTIL CURRY**

**PUMPKIN LENTIL CURRY**

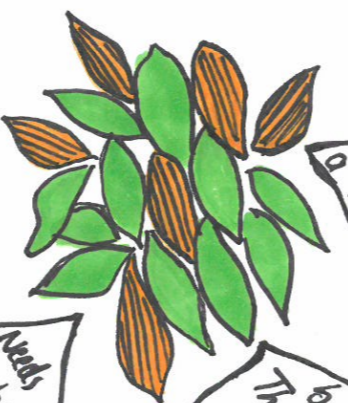
The placement of each word looks messy and muddled. I like the long, narrow and thin type as it resembles organic.

As it gives the pattern contrast.

I like the random use of a lined pattern.

I prefer a background pattern. The lines need to be more accurately drawn to make the sketch look neater.

Needs more balance between the orange and green colour.



I would really like to use the white filled block type for the word 'pumpkin' in my own design final. It's quirky and creates a refreshing balance against the intense colour.

I also want to use the combination of the two different type fonts.

I enjoy experimenting with different geometrical shapes. I like how the type follows the line of the outlining shape. However, I still prefer the circular shapes.

**PUMPKIN LENTIL CURRY**

Love the drawings of the cartoon food items. They're cute!

Idea on how to present the ingredients of the dish. Could include measurements I dislike the use of green to outline the plus symbols as it makes the image overcrowded.

Forgot the 'p's, woops!

**PUMPKIN**  
Lentil Curry...

I like the orange glow.

Love the white filled block type against the orange glow.

I love the combination of the block styled type with the cursive. It breaks the image up a little, giving it a sense of balance and neatness.

Prefer the white filled block type.

Favourite!

I absolutely adore the quirkiness of this sketch. The orange colour is blotchy which contrasts against the white filled block type and surrounding circular shapes.

Love how quirky word is in a different type.

**PUMPKIN LENTIL CURRY**

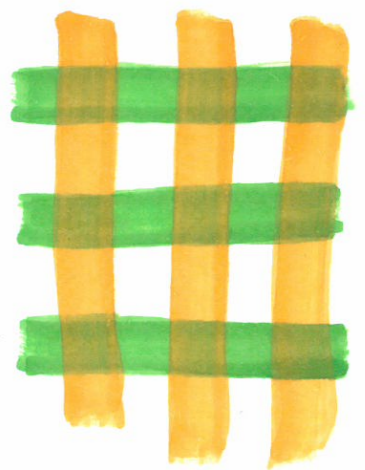
**PUMPKIN LENTIL CURRY**

I really like speech bubble shape to outline the quirky type. It gives the image character and simplicity as its one continuous line that is used. Green filled type looks cool!

Possible pattern for the background. I like the white gaps in between the two vibrant colours. It gives the pattern a pleasant balance.

**Pumpkin Lentil Curry**

I like the combination of the ever so green, heavy orange and white colour. Although, I don't think the type works well as its not quirky nor does it have a fun, childish feel.



# IDEA GENERATION

• PUMPKIN & LENTIL CURRY •

## PUMPKIN & LENTIL CURRY

CONVERSIONS

SUBMIT A RECIPE

RECIPE 4 YOU



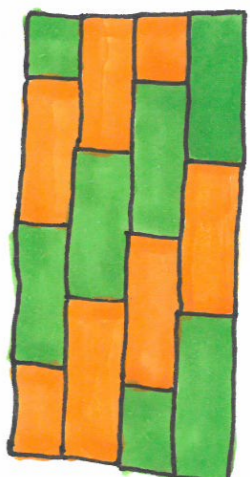
PUMPKIN & LENTIL CURRY

Serves 4

- > 2 tbs. red curry paste
- > 400ml can coconut milk
- > 250g pumpkin, peeled and chopped
- > 1 cup green lentils

In a non-stick frying pan, add paste and fry over medium heat until fragrant. Pour in coconut milk and 1/2 cup of water and mix to combine. Add Pumpkin and simmer for 25 minutes or until almost soft. Add lentils, cover and simmer until soft.

Optional: Serve with rice and chapatis.



I really like the combination of the brightest orange filled block type juxtaposed with fine line black type. The vibrant orange and green colour word well together.

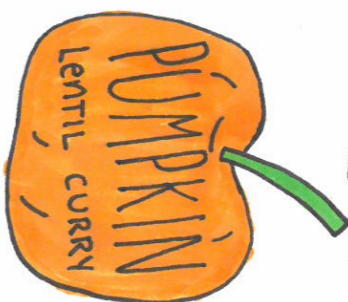
By using bold black type, it stands out more against the vibrant orange colour.

Not my favourite design.

Potential background pattern. Colours are a little intense, so white could be incorporated to breathe it up.



I prefer the contrasting type as it more interesting to look at. The pumpkin shape needs to be drawn better so that it's easily interpreted by children.



**PUMPKIN**  
**LENTIL CURRY**



Using vibrant colour and simple line to create a cartoon-like style suited for children. I love drawing cartoon pumpkins!

I still love the use of different decorative type combined together.

I really dislike this design as it seems to be all over the place and has no real composition in a neat manner.

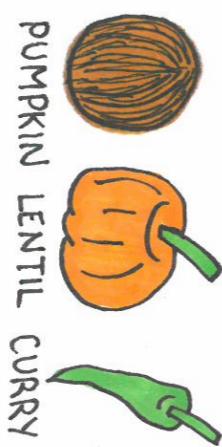
Aligning the simple cartoon images neatly with bold colour creates a cartoon image.

Scale of type images to type creates dominance in the image.

**PUMPKIN**

Lentil

**CURRY**



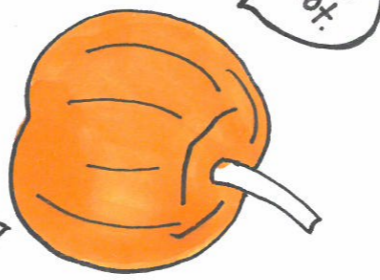
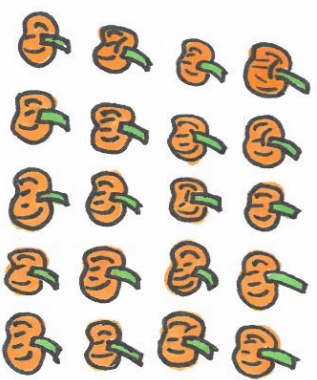
PUMPKIN LENTIL CURRY

I don't like this sketch as nothing about it resembles curry or pumpkins or lentils.

Use of green and orange works well to resemble India.

The combination of vibrant colour with black fine-line creates contrast and works well.

Repeating cartoon images/sketches to create a repetitive pattern that together children perfectly and addresses the recipe.



VRIG  
Apricot.

Potential repetitive pattern.

**PUMPKIN**  
lentil Curry...

**PUMPKIN LENTIL CURRY**

I love the line used to create the outline of the tag mahal in India as it resembles the background of where curry originates from.



I really love this circular shaped theme. It suits a childrens style, is fun yet still appealing to parents or adults.

# IDEA GENERATION

## TUNA NOODLE CASSEROLE



TUNA

NOODLE

Casserole

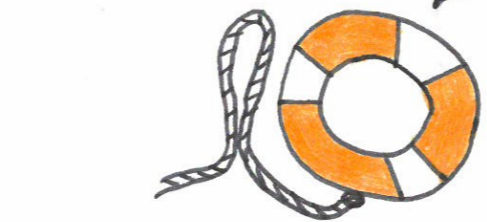
This cursive type works really well against the simple type and creates balance and harmony.

I love this sketch as the stylized rope type is fun and innovative. I like the combination of different type and am wanting to use it.

TUNA  
NOODLE  
Casserole

I like the fishing rod concept, however the boat seems unnecessary. The use of simple line creates a neat, cartoon styled finish.

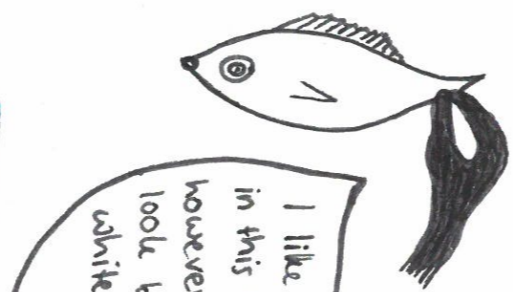
TUNA NOODLE



The use of the line separates the type and underlines the main concept.

TUNA

fish...



I like the concept in this image, however it might look better with a white hand.

TUNA

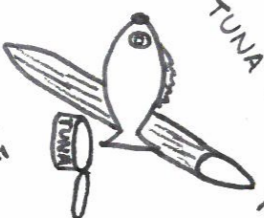
fish...

I dislike the use of the repetitive fish pattern above the type as it makes it look unbalanced.

TUNA NOODLE

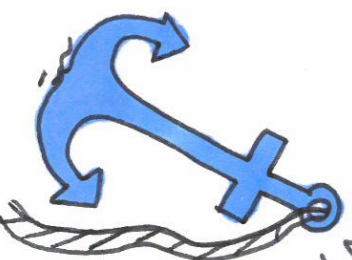
TUNA NOODLE

CASSEROLE



The combination of the smaller images works well with a very cartoon-like style, appealing to children.

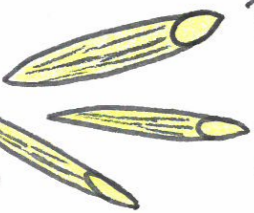
TUNA



This design does not represent the concept of tuna fish effectively.

I love how the simple text surrounds the image. It encases the image and looks neat.

CASSEROLE



This sketch reminds me of scrabble tiles, which also resembles a sense of 'fun' child-like nature. I like its simplicity, however I feel that it lacks creativity.



The contrast between the large capitalised type and smaller text looks really cool. It resembles a sense of quirkiness due to its unbalanced nature.