

Print Ready Designs



Design 1 - Children's Book Cover

The book concept is about two penguins who travel all over the world learning about different cultures, habitats, and foods (as written on the back cover). This book cover was created specifically to appeal to children by using bright colors and charming penguin characters. Adobe InDesign was the primary tool used for the layout. The penguins and iceberg were rendered in Illustrator then imported into the final design. This was solo project, however I did kern the title somewhat per feedback. Although it is a fairly simple design, it is one of my strongest and most polished pieces.



Design 2 - Magazine Cover

The magazine cover employs typographic hierarchy, use of contrasting colors and appealing images to contribute to the overall aesthetics as well as ensuring readability. The target audience of “Fork & Spoon” is primarily women, especially those tasked with making family meals on a regular basis. The use of pleasant pinks, reds, and greens are meant to attract that demographic. The background image as well as the cover lines are innocuous and appealing to all (except maybe for vegetarians). Some of the typography was reworked based on feedback. I edited out a few elements from the background photo as well as reduced the brightness so there was no longer the need for the previous bold typeface. This piece was laid out using Adobe InDesign, with the background photo edited in Photoshop.

<h1>CONTENTS</h1>		june/july 2015
This Month		
<p>35 Six Low-Tech Ways to Make Ice Cream - It doesn't get more basic than this.</p> <p>16 Fresh Corn 50 Ways - Find dozens of recipes for summer corn.</p> <p>21 Twelve Kids' Meals the whole family will enjoy - Food on a stick has never been so fun, healthy and entertaining.</p> <p>25 Weeknight Dinners - Make one of our simple meals in no time.</p> <p>33 Pies, Cobblers and Buckles - Indulge in one of six amazing desserts.</p> <p>37 Cooking With - <i>Around the World in 80 Plates</i> author Curtis Stone explains the secret to garden-inspired meals and his favorite summer foods.</p> <p>44 Build a Better Burger - Chef Marc Matsumoto will show you how to create a better burger, no recipes required.</p> <p>49 Fast, Fresh and Easy - Fuss-free, five ingredient meals inspired by the foods of the summer season.</p> <p>54 The Ultimate Barbecued Chicken - We stole a few tricks from the competition barbecue circuit to create the best grilled chicken thighs you've ever taste.</p> <p>57 Creole Potato Salad - With our dressing this potato salad bursts with Creole flavor.</p>	 37	 33
	 15	
	 24	
Every Month		
<p>4 Ask the Experts Grapefruit Spoons</p> <p>7 Getting to Know Supermarket Fish</p> <p>10 Cooking Class Buttermilk Pancakes</p> <p>19 Slow Cooker Brunch Casserole</p> <p>24 Recipe Makeover Chicken Wings</p> <p>40 Taste Test American Cheese</p> <p>50 Five Easy Recipes Milkshakes</p> <p>64 Recipe Index</p>		
		fork & spoon 6

Design 3 - Magazine Content Page

The aim of this design was to inform and guide the audience. The best way to do that was to create a clean, straightforward page that incorporates a distinct typographic hierarchy for readability. Attention was given when choosing coordinating typefaces, using a complementary color scheme, and to the grid layout. The page balances visually between text and images, with the darkest “heaviest” photo of the hamburger placed on the bottom since it has the most visual weight. The page was created using Adobe InDesign. All of the images were downloaded from the internet and cropped and/or resized using Photoshop. The design isn’t targeted toward any particular race, religion, culture or gender nor does it exclude any either.

Build a Better Burger

It's all in your technique according to Chef Marc Matsumoto



A few months ago, I got an email from a reader who had made my Best Pork Chops and was wondering what my version of a "Best Burger" would be. My response was that there really isn't a such thing as a best burger since there're so many styles of hamburgers. Char-grilled meat, sautéing toppings, and condiments and you can come up with all sorts of awesome combos. I've written before about some of my favorite burger variations like my Heilan Burger and this Lamb Burger, but after getting Tim's email, it occurred to me that I've never written about my perfect cheeseburger.

I suppose that making a good burger seemed like a such a no-brainer. It didn't really seem worthy of getting a dedicated post. But this blog is all about technique, and making a good burger is almost 100% in your technique. That's why I decided to outline my framework for creating the best cheeseburger along with a recipe for any hamburger success.

THE MEAT

This is one area where everyone is an expert and so one agrees. Some people will tell you that the secret to a good burger is all about the cheap-eat chuck you can find, while others will argue for wagyu short ribs. Like most points of contention, I think the truth lies somewhere in the middle. First, I should start off by saying

that I judge the meat in a burger by its flavor, moisture and texture. Flavor is affected by everything from how the cow was raised and what it was fed to the cut of meat, and the amount of fat it contains. What wagyu may win on moisture and tenderness, grass-fed beef means not cross-fed wagyu any day in the flavor department. Since tenderness and moisture aren't really factors when you're grinding the meat, if you're buying expensive beef for your burgers, go with grass-fed. That said, even commodity beef sold in supermarkets across America can have decent flavor if you choose the right cuts.

As a general rule, muscles that get more work are tougher but have more flavor. The problem is that really well-worked muscles can be lean. You've probably heard the saying that fat-flavor, while this might be overemphasizing when it comes to meat, it's generally true. The fat is also what gives a hamburger its moisture, especially if you are going to be cooking it well-done. That's why I like to make my hamburger with a blend of a few cuts of beef to get a good balance of more work and tougher but have more flavor. Chuck taken from the shoulder is a well-worked muscle that's full of flavor, but can be tough and fibrous. A food web might argue for an aged, milder cheddar, while a hamburger

"Some people will tell you that the secret to a good burger is all about the cheap-eat chuck you can find, while others will argue for wagyu short ribs."

purist may argue for processed cheese. Personally, I think there's a time and a place to use fancy cheeses, but if you want a real American cheeseburger, you have to use American Cheese. You know the stuff that goes orange and comes in blocks wrapped in individual slices. I know I'm always harping on about avoiding your taste of fake foods, but this is one guilty pleasure I permit myself from time to time. Natural cheese just don't melt into a gooey creamy sauce the same way and there's something about the flavor profile of the processed cheese that's uniquely suited to making with the caramelized surface of your hamburger patty.

That leaves us with the final critical texture. For me, the perfect burger is crumbly and tender with a bit of crispiness around the edges. To achieve this texture, it's important not to handle the meat too much after it's been ground. If you mix it together with seasonings, you start losing the small air pockets, which is what makes the burger crumbly. That's why it's best to avoid the temptation of mixing things into the burger patty itself.

THE CHEESE

Another component of burger making that's hotly contested is the cheese. A food web might argue for an aged, milder cheddar, while a hamburger

purist may argue for processed cheese. Personally, I think there's a time and a place to use fancy cheeses, but if you want a real American cheeseburger, you have to use American Cheese. You know the stuff that goes orange and comes in blocks wrapped in individual slices. I know I'm always harping on about avoiding your taste of fake foods, but this is one guilty pleasure I permit myself from time to time. Natural cheese just don't melt into a gooey creamy sauce the same way and there's something about the flavor profile of the processed cheese that's uniquely suited to making with the caramelized surface of your hamburger patty.

THE BUN

I am mostly a traditionalist when it comes to all of the other aspects of a hamburger, but I will concede on the bun. These consistently stay true with their collapsing domes, haphazardly speckled with alkaline sesame seeds used for most burgers just don't cut it. The corporate world and the vegetable-tarianism fad are the only delimiters I allow myself to stray from. I dig out the cornmeal and add extra sea salt and a dash of vinegar. I dig out the cornmeal and add extra sea salt and a dash of vinegar.



fork & spoon 25

Call me a traditionalist, but I have to defer to the French on the bread making. Specifically, I can't think of anything better than a brioche for sticking a hamburger on. These tender pillows of butter bread, with just a hint of sweetness, holds each patty in its embrace, absorbing the glorious burger juices without getting soggy. Besides, with loads of butter and sugar, it seems that we have more in common with the French than we like to admit!

EVERYTHING ELSE

The rest of the hamburger is up to you. For me, it all depends on my mood. Sometimes I'm feeling traditional and go with crisp pungent onions, sweet juicy tomatoes, fresh verdant lettuce and a smattering of condiments such as ketchup, mayonnaise and mustard. Other times, when I'm feeling carnivorous, I'll omit all the veggies in favor of my hamburger sauce mixed with some caramelized onions. **W**



Marc Matsumoto is a chef, photographer and food personality who's been cooking since before he could see. He's been featured on Food Network in a long string of appearances. Clarity and experimentation which has literally taken me to the far corners of the world. He truly believes that by making whatever delicious food appeals to people of all backgrounds, the world becomes a better place. That's why his cooking philosophy is that with some basic techniques and a little inspiration, you can make a tasty meal from even the most limited pantry.

fork & spoon 26

Hamburger Recipe

The ingredients and technique for making the best hamburger.

Servings: 4
Prep Time: 15 minutes
Cook Time: 17 minutes

Ingredients

- 1 1/2 pounds beef - ground
- 4 slices American cheese
- 1/2 cup mayonnaise
- 1/2 cup ketchup
- 2 teaspoons yellow mustard
- 1/2 oil pickle
- hot sauce (to taste)
- black pepper
- 1 small red onion sliced into rings
- 2 cups tomatoes
- 4 leaves lettuce

Instructions

1. Divide the meat into four 4 ounce patties about 1/2 inches thick by 3 inches wide. Try to make the meat as thin as possible and do not smush it together with your hands. Place the patties on a wire rack and refrigerate uncovered until you're ready to fry your burger. This does not affect the texture of the meat making it easier to get the rings from a sliced onion on each side.
2. Lightly oil a cast iron skillet or griddle by adding a little vegetable oil and spreading it around with a paper towel, waiting on any excess oil. Heat over med. heat.
3. Add and sear both sides of your burger. Once the top is seared, add the meat and immediately top the meat with another smaller cast iron skillet or heavy pot and press down until the burger is your desired thickness. Leave the pot there until the burger cooks. The weight on top encourages meat to cook evenly, which is how you get that ring crust on your burger.
4. Lay this to cook the burger is cooked 1/2 the way up the sides and you can use a fork to break meat through when the meat meets the pan.
5. Remove the skillet and flip the burger over. Top with a slice of cheese and continue to fry until the heat reaches your desired thickness (100° for rare, 105° for medium rare, 140° for medium, and 160° for well done). Avoid over cooking the hamburger to more prone to contamination than whole cuts of beef, you'll want to cook your burger to well medium.
6. To make the sauce, add the mayonnaise, mustard, pickles, hot sauce and black pepper to a small food processor and pulse until smooth.
7. To assemble your burger, heat your bun, and add a good amount of sauce onto the bottom bun. Top with onions and the burger patty, then the tomatoes, and finally the lettuce and hot bun. I can't see this order because the weight of the burger keeps the onion rings in place while the hot bun rings come down. The onion allows the tomatoes holding them in place, and the tomatoes act as an insulator keeping the hot bun away from your palate if it's not well.



Design 4 - Magazine Feature Article

The priority of this design was that the article be easily readable, with elements such as the title, pull quote, photos, and drop cap assisting in that goal. Typographic hierarchy was used to give the reader direction, copy was right and left justified while avoiding "rivers", typographic widows and orphans. Per suggestion, I moved the pull quote down to align with the columns to balance the page, and colorized each section head. While it may not be the most exciting piece, a lot of work went into it and I am proud of the final result. The images were optimized using Photoshop then imported into Adobe InDesign where the final piece was created.

What are you making
for **DINNER** tonight

Frame 1

Need Inspiration?



Frame 2



Subscribe
Today!

50% Off
Newstand
Price

fork &
spoon
magazine



Frame 3

Design 5 - Banner Ad .gif

The banner ad was a self-initiated project to explore techniques in creating a .gif file for online advertisement. Because the message needed to be clear and the space was small, I used few design elements, confined myself to one font, and incorporated plenty of negative space. The ad identifies a potential need, dinner ideas and inspiration, and offers (a somewhat delayed) solution/call to action, a magazine subscription. Theoretically if a viewer were to click anywhere on the ad it would direct them to the publishers website where one could initiate a subscription. The panels used in the ad were initially created in Adobe Illustrator, saved as JPEG files and imported into Photoshop to create the final product. The piece was designed for a broad audience by avoiding any potentially offensive images or verbiage.

Brochure Exterior

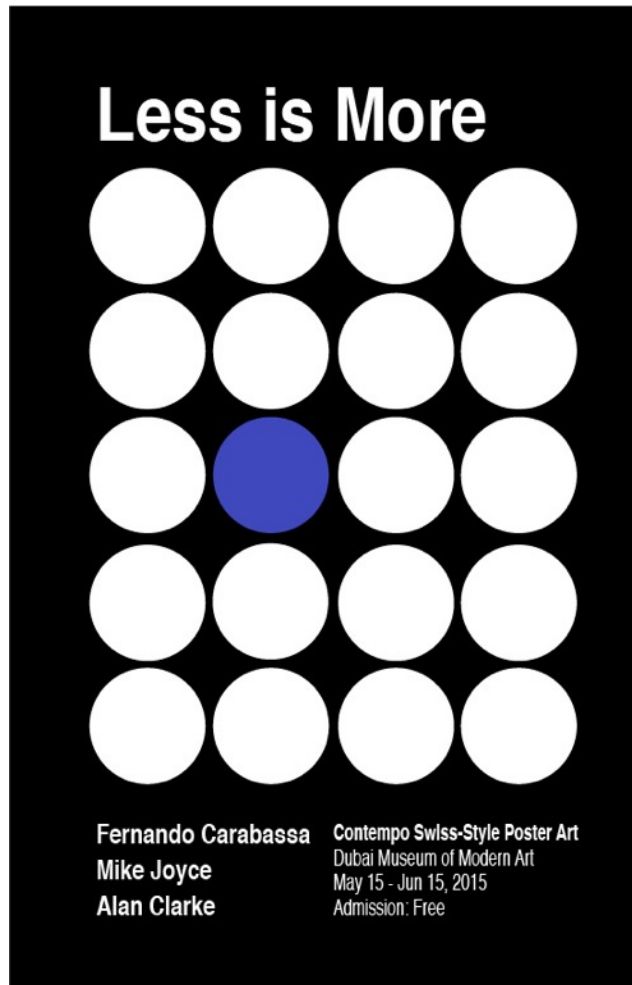


Brochure Interior



Design 6 - Tri-Fold Brochure

This project demonstrates my ability to create an informative brochure. The challenge was to combine marketing information with interesting visual elements to create an engaging message. This was done through typographic hierarchy, logical organization, and the consistent use of color, typefaces, and logo styles. The item was created using InDesign, while the photos were edited in Photoshop and the “Learn to Fly” title in Illustrator. I did not collaborate with anyone on this design, however I tried to envision what an imaginary client and their targeted demographic would want to see.



Design 7 - Swiss Style Poster

After studying the history of graphic design, I was tasked with creating a poster that represented a definitive design style. It was designed in the International Typographic, or Swiss style using a grid layout. Element of the International Typographic (aka Swiss) style include minimalism and strict adherence to a grid layout. I think this poster exemplifies both principles. The layout was composed in Adobe Illustrator, and designed to be printed as a full 24" x 36" poster. The target audience is very wide and were it to be implemented, it would also have to be in Arabic to be



more inclusive. Revisions made based on feedback include adding leading to the featured artists list as well as rearranging the order the names appeared (from longest to shortest).

Design 8 - Charity Poster

The goal of the poster was to raise awareness that many pets are simply abandoned when families move from Dubai. The iconic skyline was used to reinforce the idea that this is local problem. The animals are also surrounded by white space to add to their isolation and draw sympathy. Although it is one of my first projects, I stand by the craftsmanship and feel the simple flat design is still relevant today. I chose to include the poster in my portfolio as represents my ability to communicate a strong and urgent message. To refine the piece I recently added a couple more buildings and balanced the skyline horizontally. I also tightened up the typography in the contact details section and moved the dog and cat elements slightly. The poster was created using Adobe Illustrator.



Design 10 - Bottle Label

The set of labels is thoughtfully laid-out, uses plenty of white space, and clearly conveys information regarding the product. The design was conceived to appeal to health conscious, but thirsty adults with adventurous tastes. The aesthetics are designed to attract an upscale consumer. Adobe Illustrator was used to create all the elements of this piece. As with all of my work, I try to be aware of any images, wording, or other messages that may be construed as offensive. Although it's an early project, I feel it is a fairly solid example of my ability to create effective packaging. Adobe Illustrator was used to design and assemble all elements of the piece.



Design 10 - Logo

The logo was deliberately designed to appeal to a female target audience. This was accomplished mainly through the pastel color palette, script typeface, and the pink cupcake image. The call out, “Make Every Occasion Special!” is also targeted to women who are generally tasked with organizing special events. Color theory and knowledge of typography shaped my design decisions. The circle shape connotes grace and is considered a feminine shape; it was used extensively. It was a solo project created entirely in Adobe Illustrator. I refined it by reworking the shadows on the cupcake, updating the script font, and per suggestion kerned the title slightly.