



MADDIE BEYER

Aja & Gaia Spice Company Process Book

Project Overview

For this project you will work independently with the Professor and self-manage a substantial project of your own choosing. Define a design opportunity that lends itself to a variety of design solutions. The opportunity may be promotional or informational in nature.

Project Research

- Research which countries are the biggest importers in the spice business
- Research how we can help the spice growers in different countries
- Research medicinal properties of each spice

Project Proposal

With America's agriculture has been seriously lacking in great powerful spice flavors for a while now. The reason is because we are more focused on corn and soybeans than to venture out into the wonderful flavors that saffron, cumin, and turmeric bring to your plate. The reason is that most spices require more tropical and subtropics climates in order to grow. We have seen an increase in interest of more adventurous spices mentioned above. A US Department of Agriculture report shows that we have embraced spices over the last 50 years. With the weight of spice consumption per capita has almost tripled since 1966. With the increase in demand growing, and the supply unavailable we are forced to import the spices from other countries where these plants grow. Countries such as Afghanistan, India, and Indonesia.

Project Goals

Define a design opportunity that lends itself to a variety of design solutions. Your components should represent content rich design solutions from a minimum of three categories.

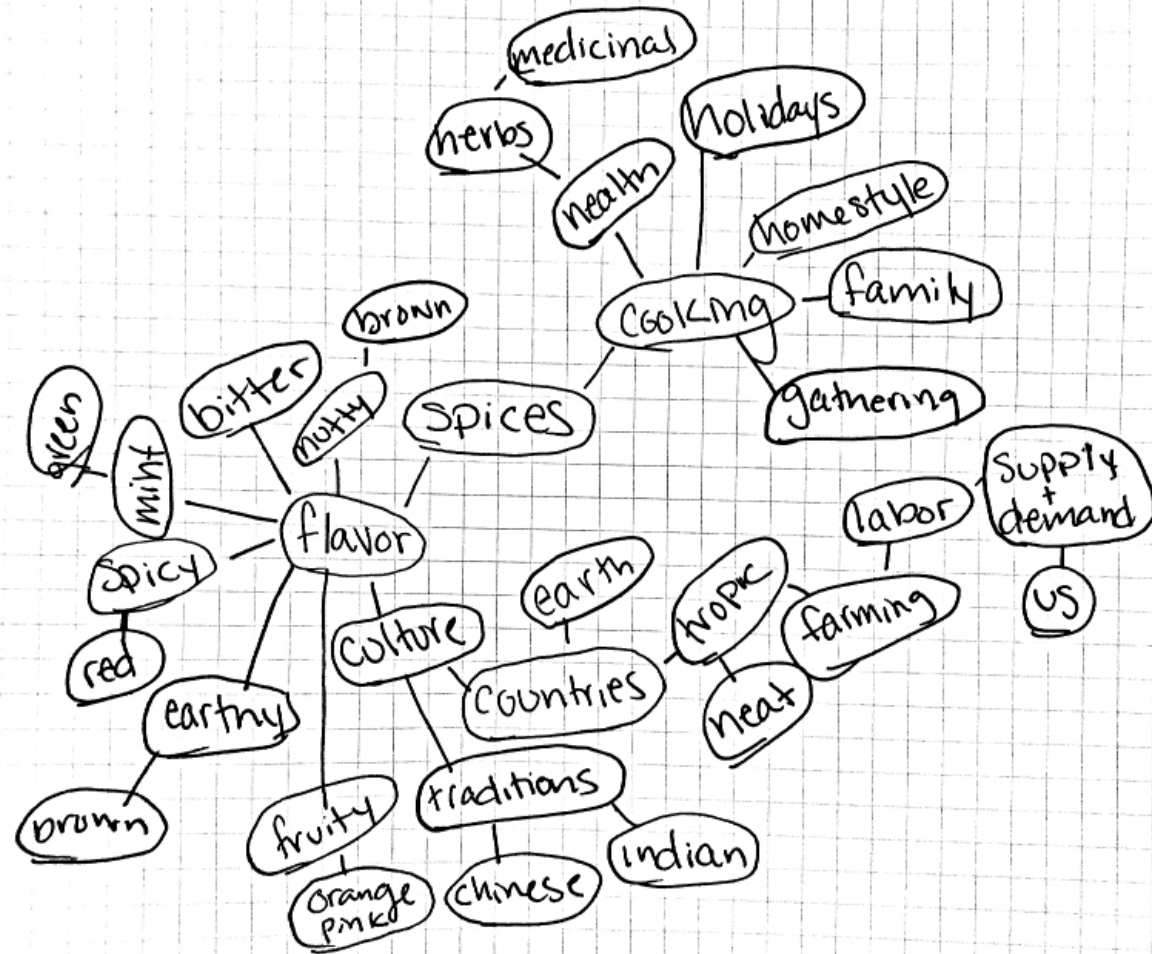
Deliverables

- Logo
- Cookbook
- Menu
- Packaging

Visual Brief



Word Map + Word List



homey	niche	essential
traditions	friendly	familiar
family	sustainable	native
flavorful	connection	organic
recognizable	inviting	warm
branching out	approachable	fresh
traditional	neutral	inviting
earthy	homestyle	
helping	full bodied	
variety	homely	
welcoming	refined	
calm	clean	
	natural	

Color Scheme + Type Study



SPICE

The main course; the heart of your meal has to have personality. That's why we have curated these meals for you packed full of personality. In this chapter, you will find unique recipes from all over the map. With no lack of spice, these recipes are sure to challenge your taste buds. Each of these dishes are designed to feed multiple mouths. We suggest cutting the recipe's in half or even thirds to satisfy one person.

Ingeborg, Baskerville

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Chantal, DIN Condensed

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Fertigo Pro, DIN Medium

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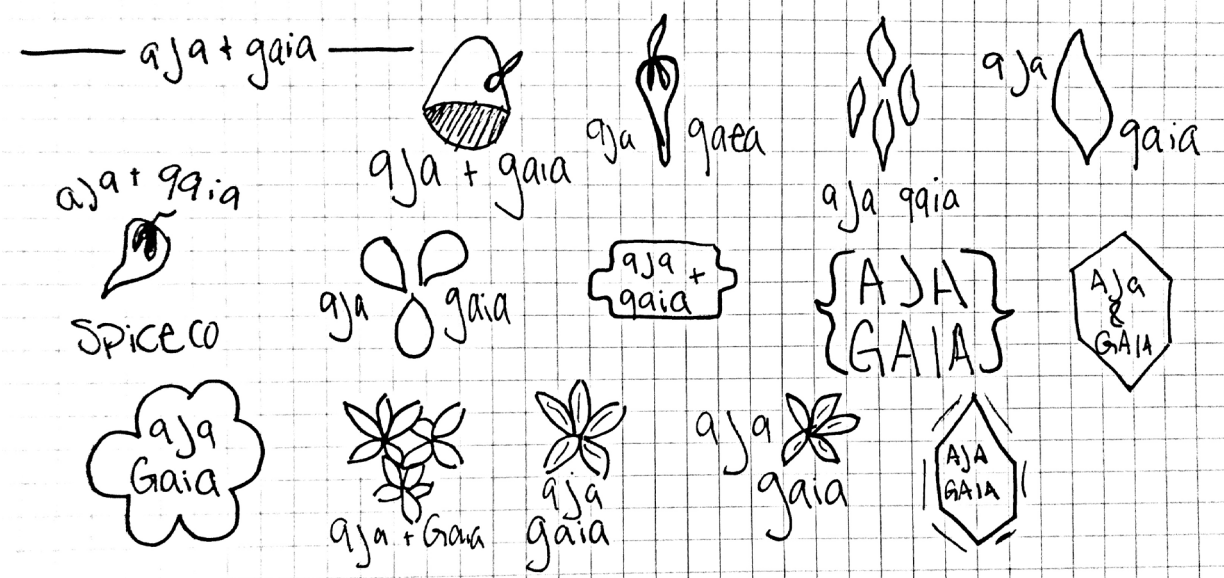
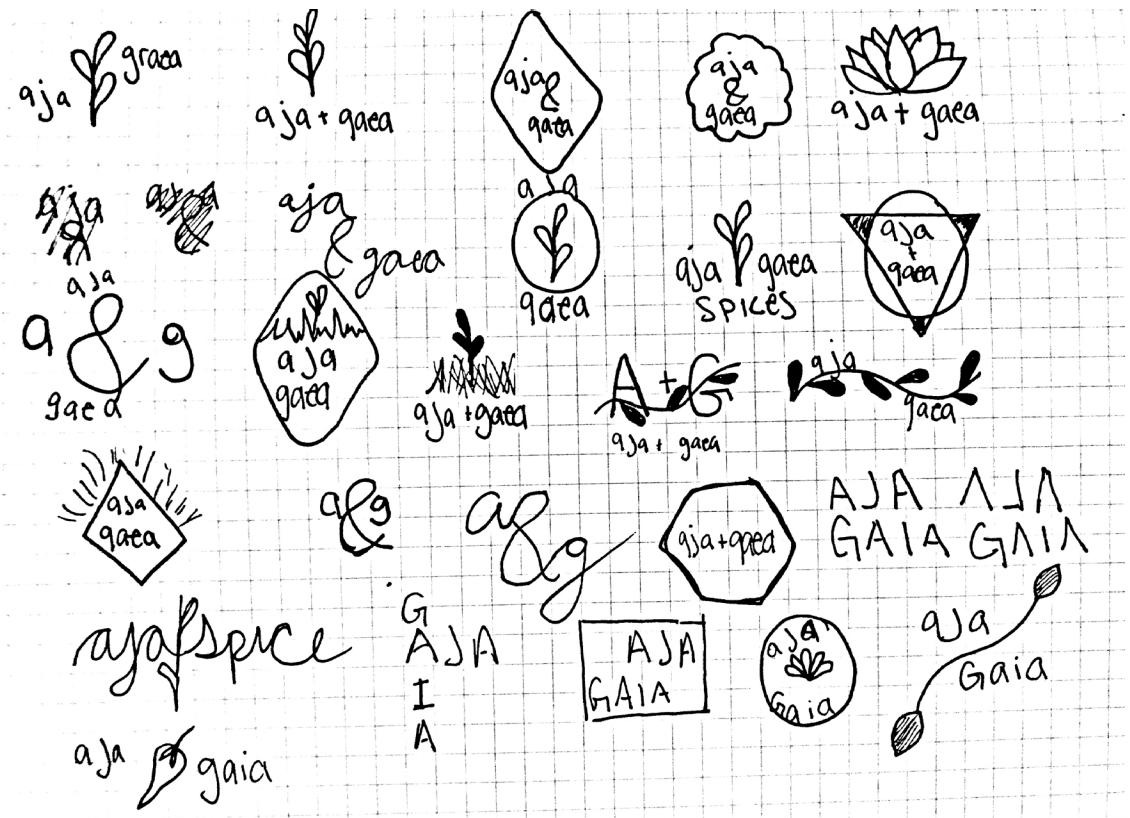
Brim Narrow, Modern MT Pro

SPICE

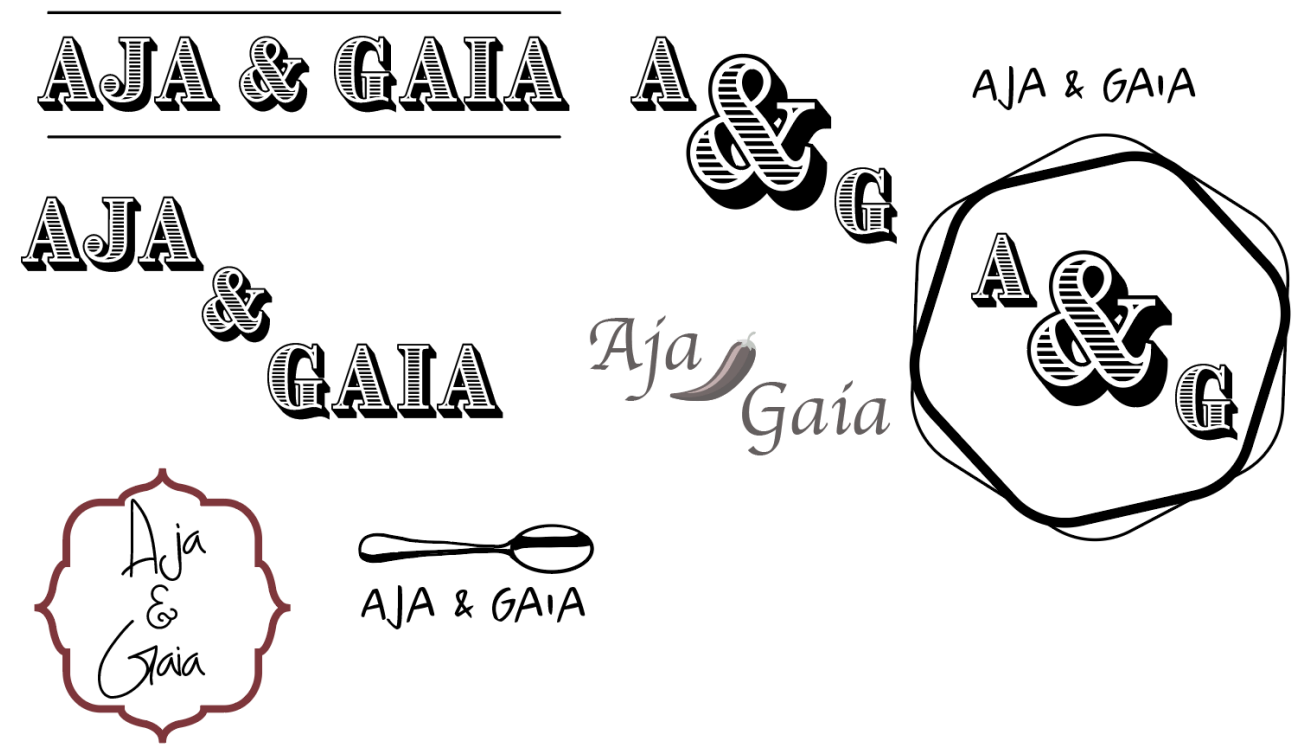
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Bebas Neue, Benton

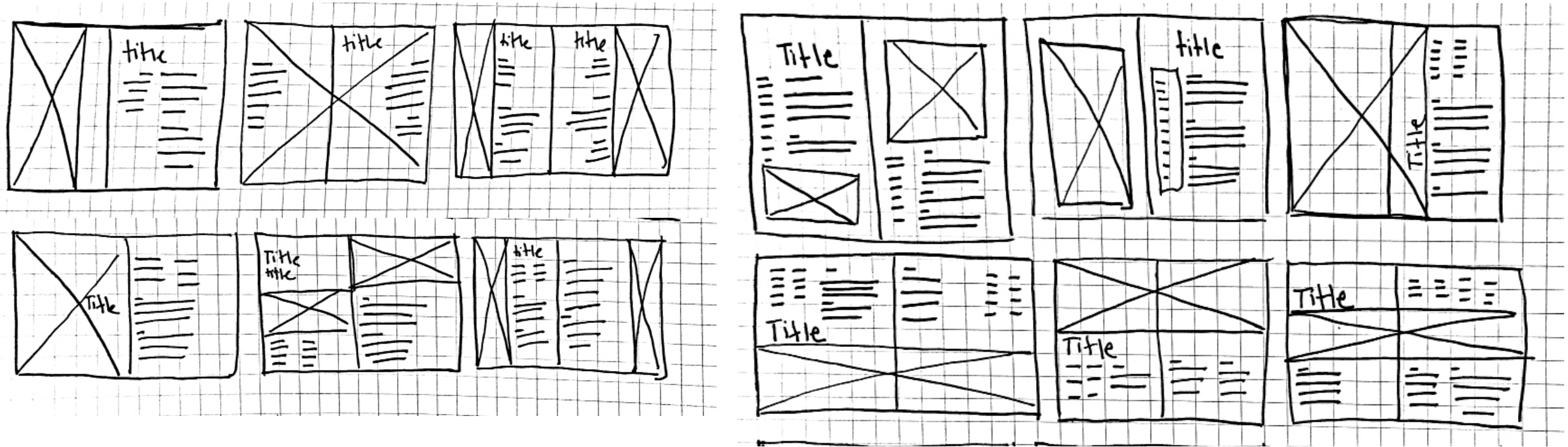
Logo Sketches



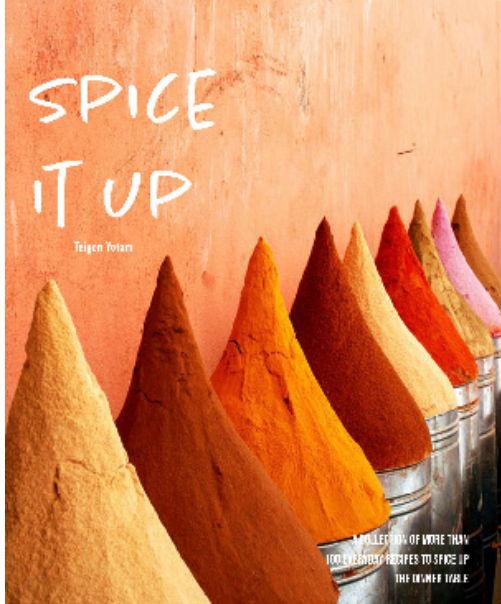
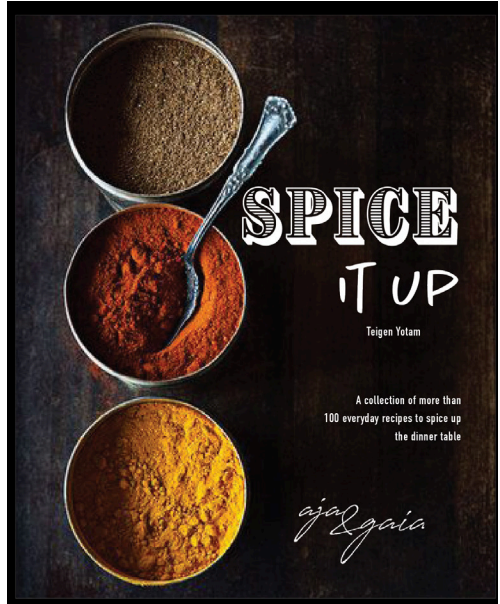
Digital Exploration



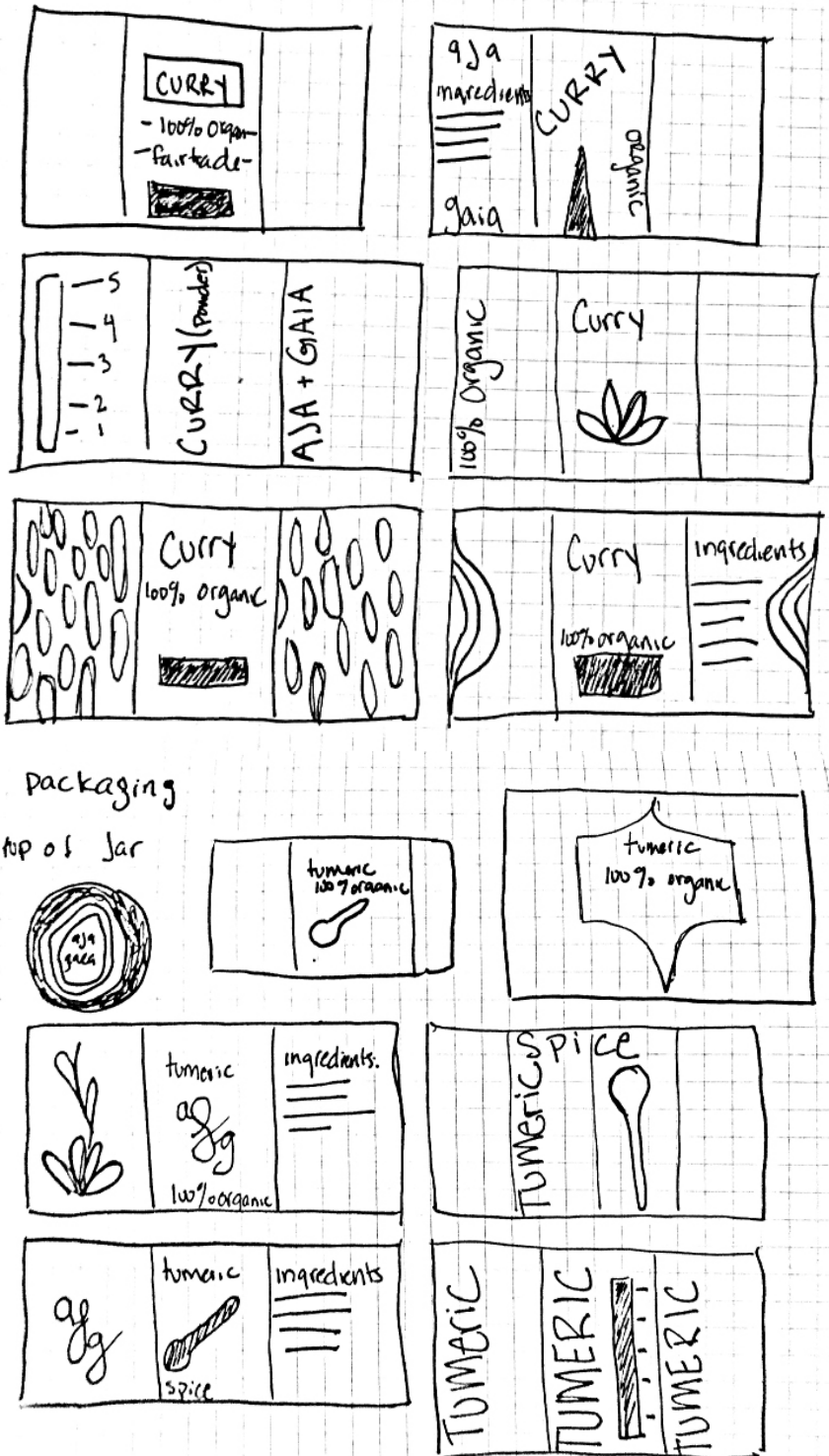
Cookbook Sketches



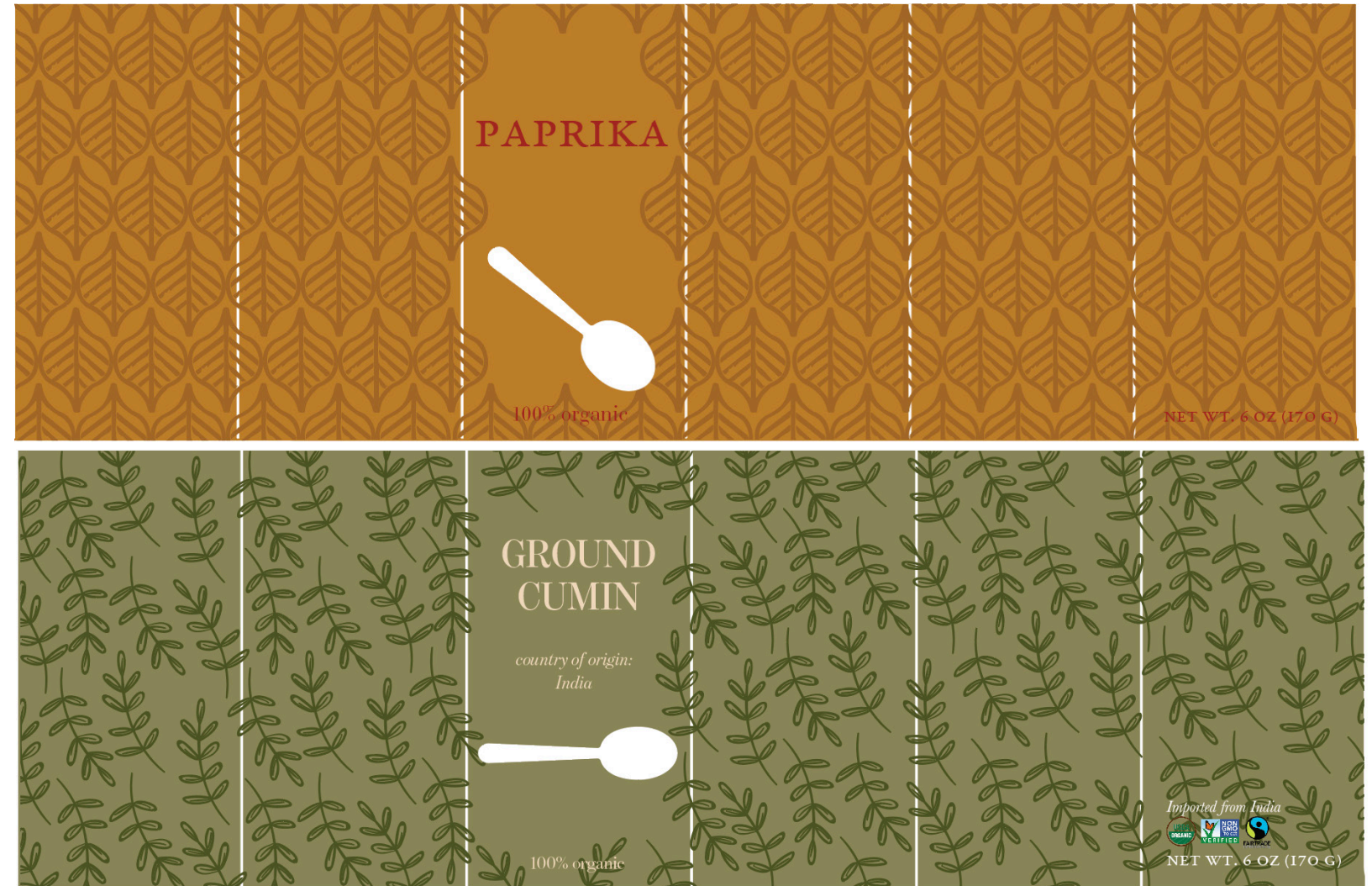
Digital Exploration



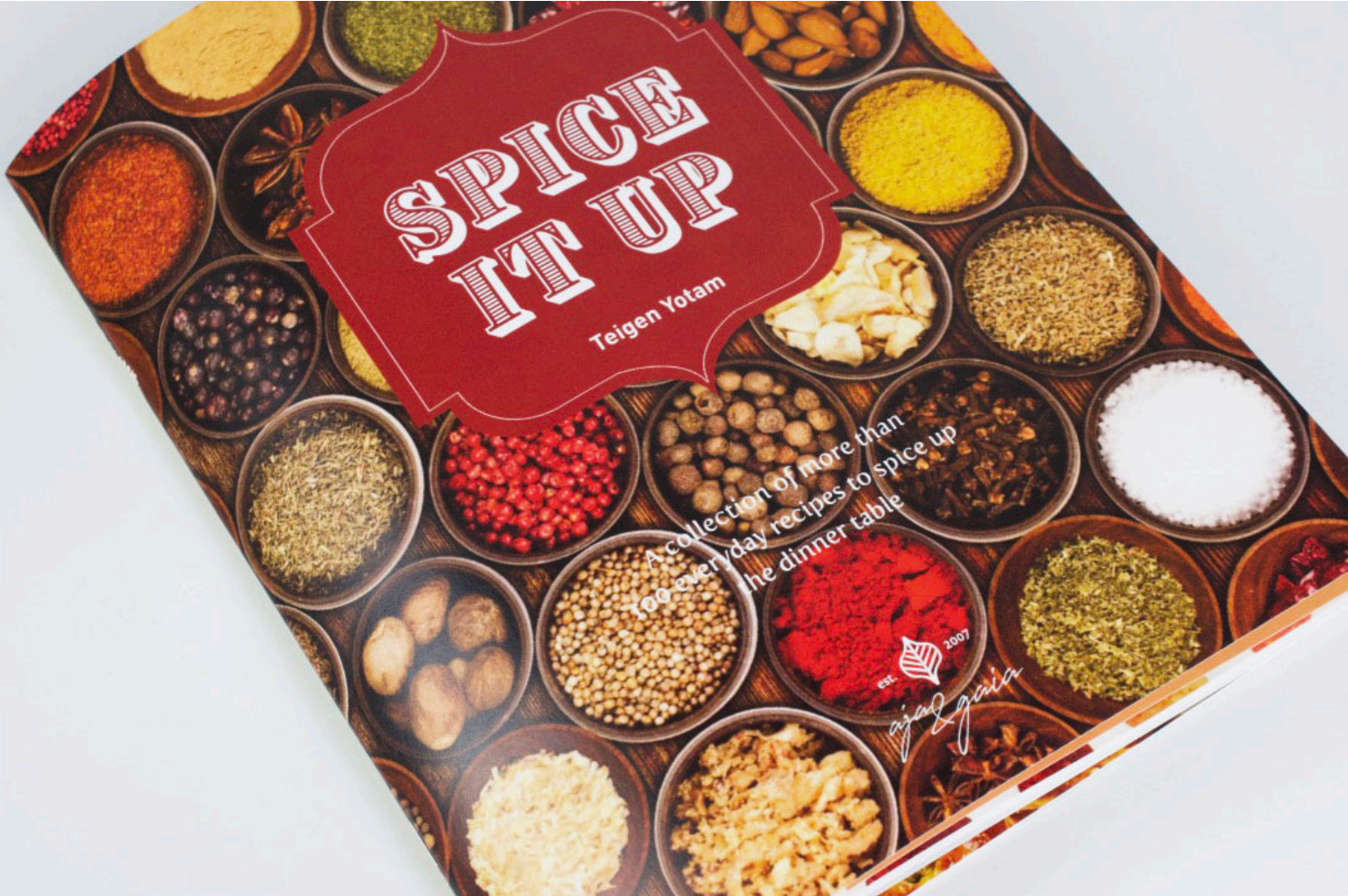
Packaging Sketches



Digital Exploration



Final Deliverables



Final Deliverables

