Student 3: Low Merit

NZQA Intended for teacher use only





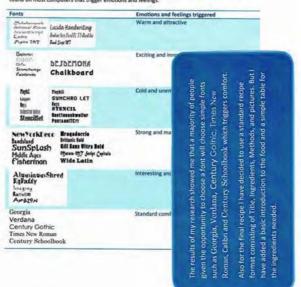
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## Font Research

By reading the research on <a href="http://www.guintcareers.com/resume\_fonts.html">http://www.guintcareers.com/resume\_fonts.html</a>, I have found that fonts are a very important factor in any presentation, advertisements, resumes, etc... In this research they discovered what fonts will be suitable for various types of advertising and jobs.

"A few years ago, Pamela Henderson, Joan Liese, and Joseph Cote of Washington State University conducted research into how consumers react to various typefaces or fonts. Their purpose was to explore how marketers and advertisers can use fonts to convey specific messages and emotions in logos and advertising copy" Paragraph from "Research on Fonts and Marketing: Apply It to Your Resume?"

Fonts can trigger various emotions or feelings such as happiness, sadness, excitement, warmth, cold and much more. Although this research was mainly for resumes, advertisements, presentations I've decided to apply some information of the research onto the recipes that I will be making for my clients because through reading many recipes I have found some recipes that encourage and discourage me to keep reading, in this research they introduced some groups of fonts that can be found on most computers that trigger emotions and feelings.





# Apple + Pinwheel Scones

#### Ingredients:

- 2 Cups Self Raising Flour 4 teaspoons b.powder
- 1 Tablespoons Butter
- 1 Cup Milk
- 1 Apple
- ¼ Cup Brown Sugar
- Method:
- Sift dry ingredients into a bowl and add sugar.
  Rub butter until breadcrumbs and then add the
- 3. Form a soft dough and then knead for 2 minutes.
- 4. Roll out dough and add the filling on one side.
- 5. Roll the scones to pinwheel shapes and place on trav.
- 6. Cover with milk and bake for 10 minutes.

Fluffy and light flavoured Apple Pin wheeled Scones. Enticed with a cinnamon flavour and rolled into a pinwheel and baked to your liking.



### Calzone

### Ingredients:

- 3 Cups of Water ¼ Cup Pizza Sauce
- 1 Teaspoon Dry Milk Powder 1/2 Onion
- 1/2 Tablespoons Active Dry Yeast
- ¼ Cups of Grated Cheese 500 grams Ham
- ¼ Cups of Water Method:

#### Place dry ingredients and water together and mix together to rest for one night.

- 2. Roll out dough until 2cm thick then add cheese ham to the parcel shape.
- 3. Fold the dough over covering the filling.
- Ceil the edges and brush egg yolk over the top of the calzone.
- 5. Bake for 25-35 minutes until golden brown.

A beautifully packed cheese, ham and spaghetti filling surrounded by a incredibly smooth bread dough and baked to your pleasure.



### **Fitness for Purpose**

The recipes I have used throughout this project have been appropriate and fit for my purpose. My original brief was to "Develop some recipes that could be given out with a food parcel". I completed some background research, came up with ideas, trialled recipes using basic ingredients and looked at recipe formats and layouts. All this information and the feedback I received from my stakeholders helped me to come up with a range of recipes.

While developing my conceptual design I needed to consider:

- Lack of face to face contact with the clients therefore I didn't know very much about them, ethnicity, cooking skills, food likes/dislikes, reading ability.
- · Cooking / kitchen equipment available in the client's homes.
- Presentation / layout of the recipe.
- On-going use / reproduction of my recipes
- Costs of additional ingredients

My recipes are suitable and fit for the purpose of being given out with a food parcel because the ingredients used are simple, most of them found in a parcel and the extras are low cost. I have thought carefully about the layout and used the information given by the technologist from Menu Made when designing my layout. The recipes are easy to read; all formatted the same and are on a single page.

I have also thought about how they can be presented and decided the best way to reproduce my recipes (so they could be used more than once) was to either burn them onto a CD or laminate them and give a hard copy to the Salvation Army – they could then photocopy each recipe as they are needed.

