

Fifty Shades of Gravy

Process Document

Nick Trudel - 40035143

Pata Macedo

DART 221 - K

December 8th, 2016

RESEARCH

I started this project by brainstorming different texts that I thought could be interesting or humorous when juxtaposed. Some of the preliminary concepts were:

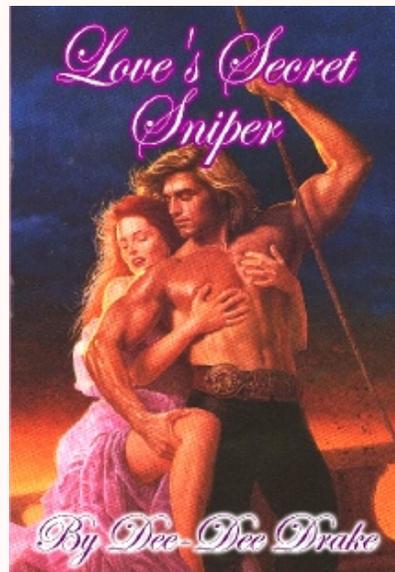
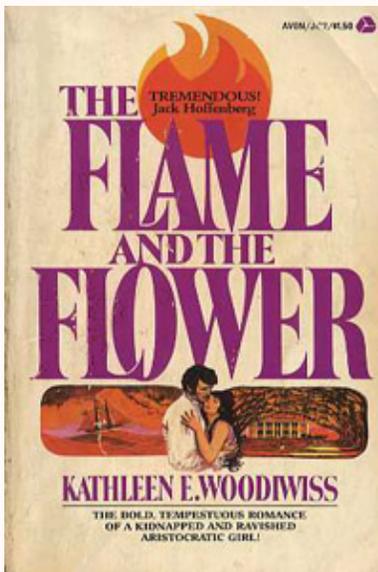
- Noah's Arc bible extract juxtaposed with a recipe for 'pot au feu'
- Donald Trump speech
- Leo Tolstoy texts
- The American Constitution juxtaposed with the text from a cereal box (Corn Flakes)
Animal Farm by George Orwell juxtaposed with a Garfield Comic Strip
- Illuminated Manuscript juxtaposed with twitter
- Holy Bible juxtaposed with Siri

I ended up going with the idea of juxtaposing excerpts from Fifty Shades of Grey by E. L. James with a recipe for roasted turkey. This was the culmination of a few of the aforementioned ideas but it seemed like it might be the most interesting and humorous. Firstly, Fifty Shades of Grey has become a cultural icon in recent years, and has also been laughed at for its shamelessly hyper sexualized writing. I thought it would be interesting to show examples of this writing alongside a Martha Stewart turkey recipe as they are starkly different types of texts, yet they begin to show an uncanny similarity when read side by side.

INFLUENCE

I looked into different aesthetics that could work for my booklet. I wanted an aesthetic that would be complementary to the texts, but would be bring the texts together as a unified piece. I considered referencing the aesthetics of vintage cookbooks for the turkey text. I was also interested in referencing the distinct graphic style of cheap romance novels from the 1970s, 80s and 90s, such as those from Harlequin.

I looked at websites such as pulpcovers.com for inspiration on graphic styles for book covers.



Examples of romance novel cover aesthetics



Example of vintage recipe book aesthetic

In search of inspiration, I also looked at graphic design books such as Type Matters by Jim Williams, and The Design Annual 2016.

TECHNIQUES

I looked into various book binding techniques. It was important that the binding style worked with the look and feel of the content. I considered various DIY styles such as perfect binding, hand sewing and saddle stitching. I had a few consultations with the VC lab technician about possible techniques. I made a trip to Au Papier Japonais, Nota Bene and Omer Deserres to see the materials available. I made a few blank dummy mockups to test different size formats and techniques. I chose to go with a 3" x 4" size as it resembled the proportions of the romance novels that I wanted to reference. I was interested in hand-sewn stitching but I did not want it to appear too much like handicraft. For this reason, I wanted the binding to not show the stitching along the spine, so as to resemble a mass-produced soft-cover book.

In the end, I bound the interior using binding thread and then glued it to the cover. The cover was scored twice to achieve a square back. I used natural-coloured thread to match the colour of the paper so as not to stand out too much.

I used 80lb cardstock in order to make the 24 pages thicker to give it a more novel-like appearance.

The process of binding the book was as follows:

1. Arrange pages on InDesign
2. Print the pages on cardstock (3-up)
3. Cut out the pages on crop marks using guillotine
4. Score centres of interior pages using bone folder and ruler
5. Score two lines for the spine on the cover
6. Clamp pages and make five holes using an awl
7. Sew the pages together
8. Glue interior pages to the cover
9. Make final cut of the outside pages using guillotine

DESIGN

I ended up choosing a pared down aesthetic that was not too far in the domain of each text. In other words, the design did not reference too much of the cookbook aesthetic or the romance aesthetic, but stayed somewhere in between. I played around with different layouts of the two texts. I wanted there to be a strong duality, where each text stood on its own and was not treated the same way. I wanted to have the recipe typeset in a sans serif font and juxtapose it with a serif font for the excerpts from the novel. It was important that the excerpts from the novel were in a serif font in order to evoke the novel-like feeling I was looking for. I also played with having the two texts be aligned to opposite sides, where the recipe would be aligned to the left and the Fifty Shades of Grey text would be aligned to the right. This was interesting but I ultimately abandoned this idea as it made the Fifty Shades text appear too much like a quotation and not as much like a passage from a novel. I did however maintain the idea of having the texts positioned on opposite sides of their respective pages.

The recipe is centred within the page and aligned to the top margin. The novel excerpts are off to the right of its page and aligned to the bottom margin. I also played with italics for the novel excerpts, but that too made them appear too quotation-like. In the end, I placed the Fifty Shades of Grey text in a narrower text box and used hanging quotations. The recipe is centred within the page with the step number set outside of the text margins.

I used a curly script font called Lavandaria for the title to reference the kind of font used in many of the titles for cheesy romance novels mentioned earlier. I used Avenir 11.5 pt. for the recipe, and Baskerville Old Face 9.5 pt. for the Fifty Shades of Grey excerpts.

LAYOUT

Layout 1: draft

<p>1. Rinse turkey with cool water, and pat dry with paper towels. Let stand, uncovered, 2 hours at room temperature.</p>	<p>“I plunge into the crystal blue sea and swallow a nasty mouthful of the Mediterranean. The water is cold this far from the shore, but I surface within a split second. Coughing and spluttering, I wipe the water from my eyes”.</p>
---	---

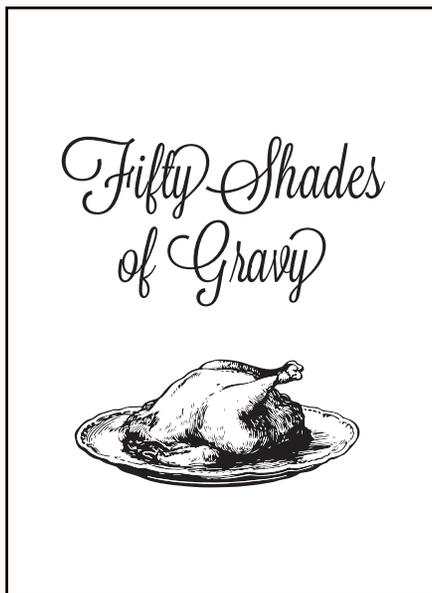
Layout 2: final

<p>1. Rinse turkey with cool water, and pat dry with paper towels. Let stand, uncovered, 2 hours at room temperature.</p>	<p>“I plunge into the crystal blue sea and swallow a nasty mouthful of the Mediterranean. The water is cold this far from the shore, but I surface within a split second. Coughing and spluttering, I wipe the water from my eyes.”</p>
---	---

COVER DESIGN



Draft 1



Draft 2



Final

PHOTOS

