

Design workout #2 – Visual Translation

Qing Qu

University of Maryland, College Park, College of Information Studies
Masters Student, Human-Computer Interactions
quqing11@gmail.com

“Grow it, Cook it” is aimed at developing readers’ interests of planting, nature and offering them some basic cooking skill. There is no difficult process in this book, all of the tools and tutorials are common and easy.

Target reader:

1. Age 5-15 years old kids who are interested in planting and cooking
2. Adults who want to develop their children’s interest and basic skill of planting and cooking.

Main purpose of redesign these 5 spreads:

With internet and computer, users can do much more than text and pictures. Designer should realize it and use multimedia to offer an interesting and efficient experience to users.

In this paper book redesign, I’m going to reconstruct content and add some different interaction in web version, since kid is main target users of this book. For instance, simplify text content to show kids a clean interface, so that they can understand immediately what they are doing and what they can do next, when they open the web page. Impress kids by meaningful and interesting pictures and add some video to transfer more vivid and precise information to kids. So that they can learn how to grow plant and cook it sooner.

All I want to do is let users know their position and their task, then lead them to next position and task and help them finish their goal in an efficient and smooth way.

General visual style:

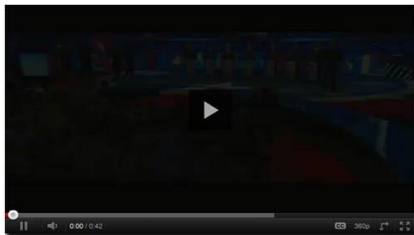
1. Choose vertical layout, and put the most important information ahead.
2. Try my best to offer users (especially kids) a neat but informative interface.
3. Use **green** and **orange** to offer users a feeling of nature, vivid and fresh, which is the topic of this book.
4. Choose Arial and Gill Sans MT to make sure these pages have a same performance in different computer and browser. They are so readable and modern that users can focus on text without uncomfortable feeling.
5. Use a little colorful and cute font to make pages alive and funny.
6. Keep the style of header and footer to give users sense of consistency.
7. Use hand-draw pictures and icons to cater to kids' taste.

Detail design analysis:



Here is a list of useful cooking terms, with picture and video showing what equipment you'll need when you make your recipes with your homegrown food.

In order to show user that this item is clickable, Item will become bigger when user move mouse on it. Whole category will appear when user click on it



Here is equipment check-list!



Blender



In order to tell user that this item is clickable, Item will become bigger when user move mouse on it. Text description and arrow will appear to tell user detail information when user click on it

This page shows readers what equipment they need and how to use these tools in kitchen.

I try to make this page clean and clear to help readers find the most important comment they want.

Video player is the core of this page, it contains a tutorial to introduce readers how to use all the tools in kitchen. Compare to paper version, video is more vivid and precise. Readers can imitate it directly without any confusion.

Users can click on title to get whole category, or the can click on left/right button at bottom of this page to watch previous/next page.

For kids, safety is the most important thing. So, I highlight the preheat and ask adult sign, in order to notice kids some dangerous situation in video.

If readers want to check tools only, they can use equipment check-list, it's clearer and faster than video.



Know it Green-thumbed gardener

Light

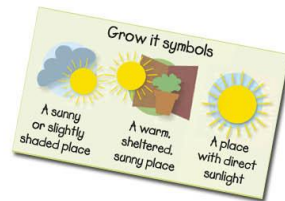


Plant need the sun's warmth but also protection from wind and rain. Find suitable places for growing your plants inside and outside. You need pots and containers or a small garden patch to grow your plants.

Thinking about what your plants need will help you become a "green-thumber" gardener.



Remember to wear old clothes because you'll be getting your hands dirty! You'll also need boots or shoes that you can get dirty.



Soil



Water



Protection



In order to tell user that this item is clickable, Item will become bigger when user move mouse on it. If users click on it, they can see detail information of WATER, instead of LIGHT.

This page shows readers some basic knowledge of planting.

Since the limit of kids' ability of reading, I decide to show a part of content once and hide others. Like the left page, they can focus their attention on knowledge of light, when they finish, they can select other items to read.

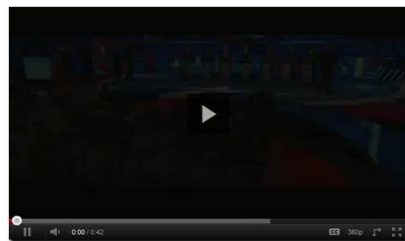
I use lots of pictures here because I think too much text will make readers annoy. Cartoon picture is helpful to raise their interest. And I highlight some text to notice reader these words are key point.

Highlight words to notice reader plant need is quite important.



✎ Know it Pots and plots

Preparing pots



Video tell you How To Prepare Pots



1 Ask an adult to make some holes in the bottom of the container if there are none.



2 Place some crock (pieces of broken pots) or some large stones over the holes. These will prevent the soil from draining away through the holes when you are watering the plants.



3 Fill the container with rich soil ready for a plant.

Small pots



Large pots



Odd pots



In order to tell user that this item is clickable, Item will become bigger when user move mouse on it. If users click on it, they can see all the large pots in another page.

This page shows readers how to prepare pots and plots.

Video tutorial also plays the major role here. Readers can learn what kind of containers they need and how to make them by themselves.

I also put image tutorial at right side of video, because it's not necessary for older readers to watch a long video to finish these 3 easy steps.

At the bottom of this page, I group the pots according to their size and shape. Readers can easily search for pots they need.



How to grow tomato?



1. Red and ripe, ready for picking.
 2. Grow marigolds in the same can keep away aphids, which might otherwise infest your tomato.
- This is called **companion planting**.

Here is equipment check-list!

- 1.seeds
- 2.plant pots
- 3.water pot
- 4.Ice-pop stick



If you need image tutorial, [Click here!](#)



This page shows readers how to grow tomato.

I don't believe all kids can precisely define some quantity words, like "moist but not too wet" or "push in a pole a little".

Video tutorial will provide them detail guidance from material preparation to tomato pick that they can imitate. This is benefit for plant's life, so that kids will keep growing it.

At the right side of video, I put some tips to notice reader something they need to know but maybe they don't know. Highlight word is specialized vocabulary that is difficult for some readers; readers can click on it to get some related reading.

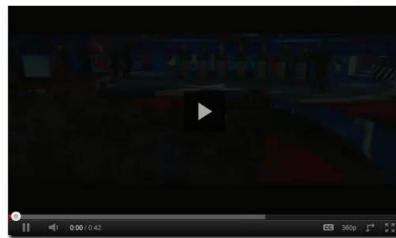
I put an equipment list below video player, in order to help readers make sure they've collected all tools they need, before they began to grow it.

At the bottom of page, I prepared a link of image tutorial for readers who can't play vide or don't need video tutorial.



Cook it Zucchini frittata

How to COOK it?



Ciao! This recipe is not just an ordinary omelette, but an Italian one filled with your homegrown vegetables. Buon appetito! (Have a god meal!)

You will need:



If you need image tutorial, [Click here!](#)



This page shows readers how to cook Zucchini frittata..

It's difficult to understand some cooking language for rookies. For instance, "a spoon of sugar" or "cut potato into small pieces", readers will ask what kind of spoon? What size is small piece? Video is a short cut to solve these problems. Even readers have no experience of cooking can easily understand what they should do.

At the right side of video, I put some tips to offer reader some related knowledge of food they are cooking. And I put a picture of finished food to help readers compare.

I put a material list below video player, in order to help readers make sure they've collected all materials they need, before they began to cook.

At the bottom of page, I prepared a link of image tutorial for readers who can't play vide or don't need video tutorial.

Conclusion:

In this redesign assignment, I transferred 5 spreads of “Grow it, Cook it” into several web pages. I made all my decision based on users need and take kids’ special requirements into account. I hope I can offer users comfortable and happy experience, when they are trying to learn how to grow plant and cook them in these pages. Meanwhile, I learned lots of design skills and concepts and reviewed some knowledge from classes. All of these provide me with some new feelings of design.

Original page as follows:

The same order of detail design analysis



Roll out: On a lightly floured surface, flatten a ball of mixture to the right thickness, using a rolling pin dusted with flour.



Fry: Cook the ingredients in hot oil in a frying pan on top of the stove.



Rub: Use your fingertips to rub fat and flour together, lifting them out of the bowl slightly, until the mixture looks like fine breadcrumbs.



Simmer: Cook a mixture in a saucepan over a low heat so that it bubbles very slowly.



Stir-fry: Cook the ingredients in a wok or a frying pan on top of the stove.



Boil: Heat a mixture in a saucepan until it bubbles very quickly.



Bake: Cook the mixture in the oven. The mixture can be in a muffin pan, on a cookie sheet, in a roasting pan, or some other heatproof container as mentioned in the recipe.



Drain or strain: Pour a mixture into a strainer or colander to separate the liquid part from the solid part.

17



Cook it Kitchen know-how

Here's a list of useful cooking terms, with pictures showing what equipment you'll need when you make the recipes with your homegrown food.



Preheat:

Turn the oven on before you start following the recipe, so that the oven will have reached the right temperature when you are ready to bake.



Ask an adult:

It's necessary to be careful in the kitchen. Using knives, ovens, and stoves can cause harm, so ask an adult to help when you see this symbol in the recipes.



Grate: Cut an ingredient into small pieces by rubbing it up and down against the sides of a grater.



Drizzle: Pour a liquid slowly over the top of a dish.

16



Pour: Add a liquid ingredient or mixture into a bowl or pan.



Beat: Using a wooden spoon, quickly mix the ingredients around and around in a bowl to make a smooth mixture.



Stir: Mix the ingredients in a bowl very gently.



Whisk: Mix ingredients in a bowl very well with a whisk or electric mixer until the mixture is light, fluffy, and full of air.



Blend: Whisk ingredients together very quickly in a food processor or blender until it is impossible to tell one from another in the smooth mixture.



Knead: Handle dough by folding over and pressing down with the heel of your hand.

Know it Green-thumbed gardener

Whatever you decide to grow, caring for your plants is the key to becoming a "green-thumbed" gardener. Thinking about what your plants need will help you choose what tools and equipment you need to have.



Remember to wear old clothes because you'll be getting your hands dirty! You'll also need boots or shoes that you can get dirty.

trial and error is the way many gardeners learn. Finding out what works and what doesn't is part of the fun of gardening.

Light



Plants need the Sun's warmth but also protection from wind and rain. Find suitable places for growing your plants: indoors and outside. You need pots and containers or a small garden patch to grow your plants in. See page 6.

Grow it symbols



Large pots

Medium pots between 5 in (12 cm) and 6 in (15 cm) across are needed for transplanting seedlings that have outgrown their sowing pot but are not yet ready to be kept outside all the time.



Plastic pots in three

You will also need long containers: about 19 in (38 cm) long and large containers between 8 in (20 cm) to 14 in (35 cm) across.



A laundry basket, old boots, or even an old drawer are some of the unusual ideas for a plant container. Line them with a waterproof plastic sheet, punch out a few small holes, and they're ready to use.



Preparing pots



1 Ask an adult to make some holes in the bottom of the container if there are none.



2 Place some crock (pieces of broken pots) or some large stones over the holes. These will prevent the soil from draining away through the holes when you are watering the plants.



3 Fill the container with rich soil ready for a plant.

If you have the space, you could grow your plants in your own garden. Make a seed-raised bed so that you don't step on the soil to get to your plants.

Soil

Plants need good soil that provides grip for the roots, prevents water from draining away, and is filled with nutrients (goodness) for healthy growing. You need a hand trowel, hand fork, and a small rake for preparing the soil for the plants. A wheelbarrow is useful, too.

Compost adds goodness to the soil.



See page 11 for tips on how to make your own rich, crumbly compost.

Water

Plants need water to make their food, but some plants need less water than others. Water in the soil is drawn up by the roots and transported to the leaves through the stem. Also, spraying some plants with water helps their fruit to set. You need a watering can and a spray bottle.



Protection

Plants need to be protected from some garden bugs and diseases. There are many creatures that eat the parts, such as birds and ladybugs, which eat aphids. Strong-scented herbs may drive away any pests with their smell. Also try companion planting—see pages 19 and 45.



Protect young plants from hungry bugs and snails by putting them on a tabletop. Use eggshells around the plants as well.

Use netting to stop birds from eating the fruit.

Support

Some plants need support as they grow tall, since their stems have to support the weight of the fruit. You need poles and netting.

Cover the top of your pole to protect your eyes.



Support your large fruit in baskets made from the netting of an orange bag.

Know it Pots and plots

You'll need pots and containers in all shapes and sizes, depending on what plants you decide to grow, and for keeping them healthy throughout their growing stages.

Small pots

Small pots for sowing seeds need to be between 2 in (5 in) and 3 in (7.5 cm) deep in size. Start a collection of yogurt and dessert cups and tubs. They can all be reused as pots.



Ice-pop sticks can be used as labels.

Empty yogurt pots that have been washed out well.

Biodegradable egg cartons that will rot away when put directly into soil.

A plastic egg carton can become a nice greenhouse.

Empty dessert cups.



Pots and more pots

Transform your balcony or patio by growing plants in an array of pots of all shapes, sizes, and colors.

Odd pots



Reuse ice cream tubs to plant seeds; use lids as drip trays.

Cut off the top of a large plastic container and it becomes a pot.

To prepare the small pots, ask an adult to make a couple of holes in the bottom for drainage, using a pair of scissors or something similar with a sharp point. Fill the pot with rich seedling potting soil ready to sow your seeds.





7 Pinch out the shoots that appear where the leaves join the stem. Pinch out the growing tip once your plant has four or five flowering stems, or "trusses."



8 Fine-spray the plant with water to encourage the fruits to set. Water each day and add liquid plant food every week to grow the best fruit.



Grow marigolds in the same pot as your tomato plant. These flowers can keep away aphids, which might otherwise infest your tomato plant. This is called companion planting.

Is a tomato a fruit or a vegetable? This depends on who you ask. Until the late 1800s, it was labeled as a fruit so people did not have to pay taxes when buying them.

Red and ripe, ready for picking!

Grow it From seed to fruit in 20 weeks

Tomato

Round or plum-shaped, cherry- or monster-sized, yellow, orange, green, striped, or just deep red, there are lots of tomato varieties to grow and try out. Which will be your favorite?



1 Fill a shallow container with soil. Scatter the seeds thinly over the surface. Make sure the container has holes in the bottom for drainage.



2 Cover the seeds with a thin layer of soil, then water them gently. Add a label, then place the container on a windowsill.



3 Thin out the seedlings to allow room for others to continue growing and developing good roots. Water to keep the soil moist but not too wet.



4 Once two true leaves have formed, the seedlings are ready to be put into individual small pots. Be gentle and careful as you place in a seedling.



5 Once your plant has grown twice as high as its pot, place it into a larger pot. Make a hole first, then place in the plant, put the soil around it, and water.



6 Push in a pole a little away from the main stem. Use string to tie the stem to the pole.

Grow tomatoes in a sunny sheltered sunny place



Go to page 26
for another delicious
recipe idea

Cook it Zucchini frittata

Ciao! This recipe is not just an ordinary omelet, but an Italian one filled with your homegrown vegetables. Buon appetito! (Have a good meal!)

You'll need



1 Cook the potatoes in boiling water for 15-20 minutes or until tender. Use a colander to drain them. Let them cool down, and then halve, if large.



2 Melt the butter in a 10 in (28 cm) diameter, nonstick frying pan. Add the onion and cook gently until soft. Add the zucchini and cook. Stir often.



3 Stir in the potatoes and continue cooking for a further five minutes, until the zucchini have softened.



4 Crack the eggs into a bowl and add the cheese and milk and season well with pepper. Whisk together well using a fork.



5 Pour the egg mixture into the pan and turn the heat down as low as possible.



6 When the eggs are just set, place the pan under a preheated broiler to brown the top. When ready, remove from the broiler and leave the frittata to cool.