

Client's Project Proposal

Celebrating the daily joy of life

Graphic Design 2024/2025



Before our solution

Luísa's grandfather

Here he is today, alone, sitting by the churrasqueira.



NOT COOKING CHURRASCO

After our solution



Luísa's grandfather

Preparing food for the
sunday lunch.



(Waiting for the new
photo of Luisa's
grandfather **cooking
churrasco again**)

First solution

Family Cooking Class

This solution was created with the aim of **making new memories for *Family Day*** by involving older family members, who may find it challenging and unsafe to prepare a churrasco due to their age.

The **Family Cooking Class** is a culinary **contest that brings grandparents and grandchildren together** for a fun cooking challenge.

The **grandchildren will be divided into teams**, with each team responsible for one of the four stages of churrasco preparation.

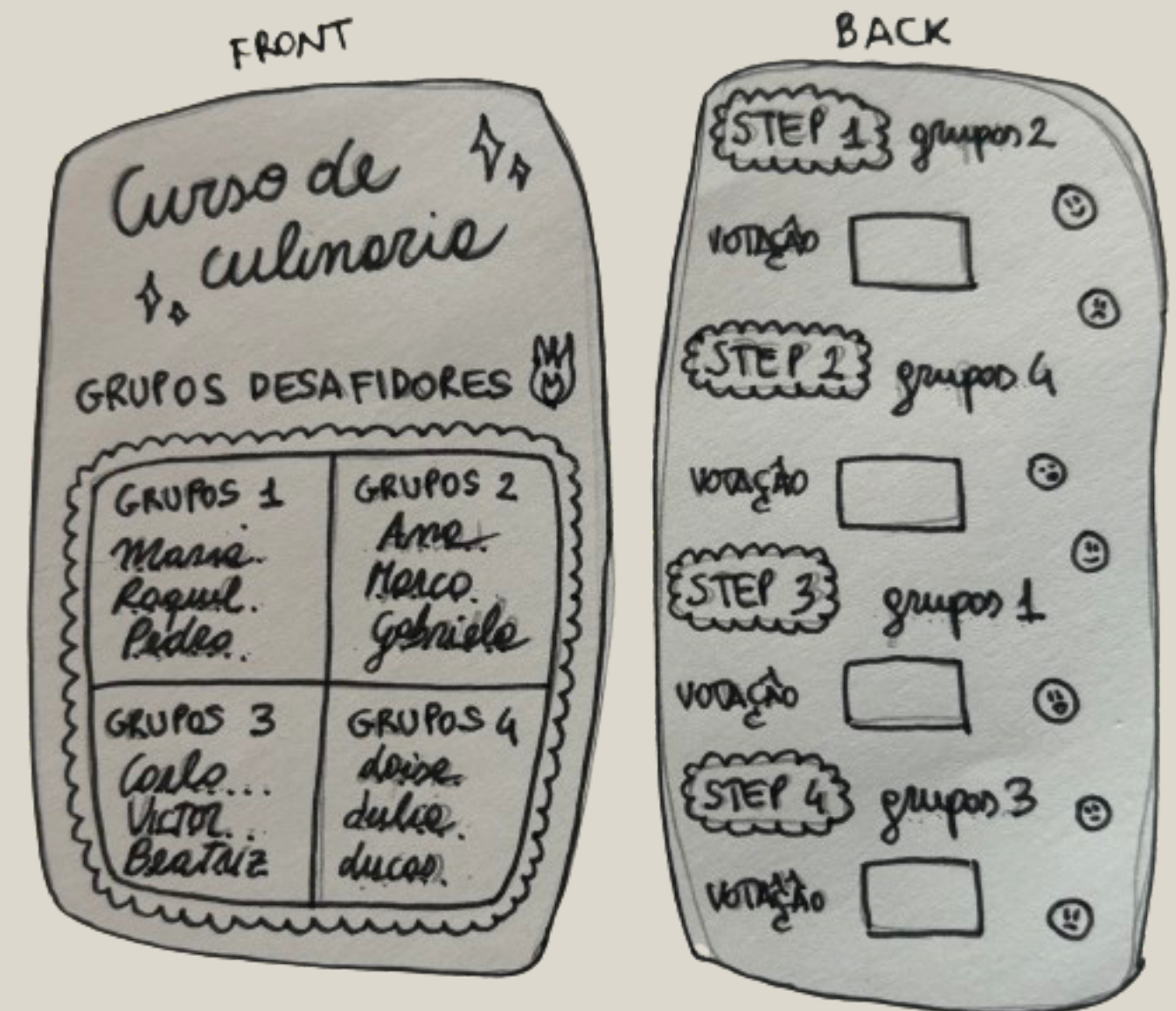
How does it work

- 👤 Before the contest begins, grandpa should **share how he prepares churrasco**, and if he wants, he can also add some stories and family memories.
- 👤 Grandpa should come up with a **variety of churrasco recipes** or dishes that might be fun and interesting for the grandchildren to prepare. These could include traditional grilled meats, as well as **typical sides dishes** or even more creative accompaniments.
- 👤 **Grandpa's role is to pass down the tradition of churrasco** through various stories before the contest begins. Later, **he will coordinate** the different teams **and act as the judge**, assigning scores on the **whiteboard**, and finally declaring the winning team.

The design object

A **small whiteboard** will be used during the Family Cooking Class to help manage the challenge.

- 🌀 The teams' **points will be recorded** after the completion of each stage.
- 🌀 The whiteboard is **divided into sections**, with each section representing a team. The names of the team members and the points they earn can be written in these sections.
- 🌀 Each team is assigned a specific stage of preparation. These stages are: **marinating**, **lighting the churrasqueira**, **cooking**, and **preparing side dishes** and **accompaniments**.



Second solution

Helping Kit



The **Helping Kit** is a proposal that **combines sensory solutions** (colors and sounds) to assist elderly individuals with vision problems during the churrasco preparation process.

The kit will consist of two components:

- ***Tons of Churrasco;***
 - ***Smart Thermometer.***
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Tons of Churrasco

This solution is **inspired by the Munsell Color System**. The colors in ***Tons of Churrasco*** correspond to the different stages of meat doneness. This solution leverages the grandfather's expertise in achieving perfectly cooked meat, ensuring that his knowledge is always accessible to the grandchildren.

How does it work

- 🌀 The chart will feature a **range of color** samples **representing the different stages of meat** doneness (raw, medium, well-done, etc.).
- 🌀 The **shades will be organized to follow the natural color progression of meat** as it cooks: from a deep red to a light pink, then beige, and finally to a dark brown, and so on.
- 🌀 The chart allows elderly individuals to match the shades directly to the meat, **making it easier to determine when it is time to take the meat off** the grill.



Prototype

- The deck will be **inspired to the Pantone formula guide format**;
- A portable and easy to handle fan decks allow for **convenient consultation on the go**;
- The layout will have a **white background** to enhance the contrast between the colors;
- **Horizontal orientation**, as it is more convenient to handle near the grill without having to turn one's head.



Smart Thermometer

The second design item in the kit will be a **Smart Thermometer**, which **can alert with a sound when the meat is ready**.

Purpose

- **Helps** determine the doneness of the meat without relying solely on sight.
- **Uses** a standardized color representation to simplify the process.
- **Increases** independence during meal preparation.

Prototype

The **Smart Thermometer** will **emit sounds** (for instance, a low tone when the temperature is too low and a higher tone or a repeated beeping sound when the ideal temperature is reached).

It is possible to **preset temperatures** for different stages of doneness, such as 50°C for rare, 60°C for medium, and 70°C for well done.

It features a **surface with large buttons, tactile indicators**, and an **adjustable volume** to better suit the user's needs.



Third solution Churrasco's stories



Churrasco's Stories is a **podcast** designed to celebrate and perpetuate the tradition of churrasco in a narrative style, and **to bring the *granpa* figure back to the center of this family ritual**, so that he can pass on to future generations his knowledge and stories despite his visual impairment.

The technical parts alternate with *granpa's* stories, anecdotes and memories, for example a special churrasco made for a family party or a lunch where something went wrong but became memorable. In this way, the listener can learn the emotional value of churrasco as a moment of family union.

Let's deep dive into it...

The **narrator of the podcast is the granpa**, who has a conversation with one or more of his grandchildren.

Each episode

-  **coincides with the preparation time of the churrasco**, approximately 30 minutes, and has in the background typical churrasco sounds- the crackling of the fire, the hiss of the meat placed on the grill, noises of knives and cutting boards- in order to recreate the atmosphere of a real family Sunday lunch.
-  **deals with a specific aspect of the churrasco tradition**: the choice of meat, the preparation of the grill, the spices and flavors, the cooking techniques, and so on. *Grandpa* can reveal his tricks for a perfect churrasco, such as the choice of cuts, the marinating time, and the right cooking point.
-  **becomes a journey into the granpa's memories**, his culinary techniques and secrets, making him once again the soul and guide of the tradition.

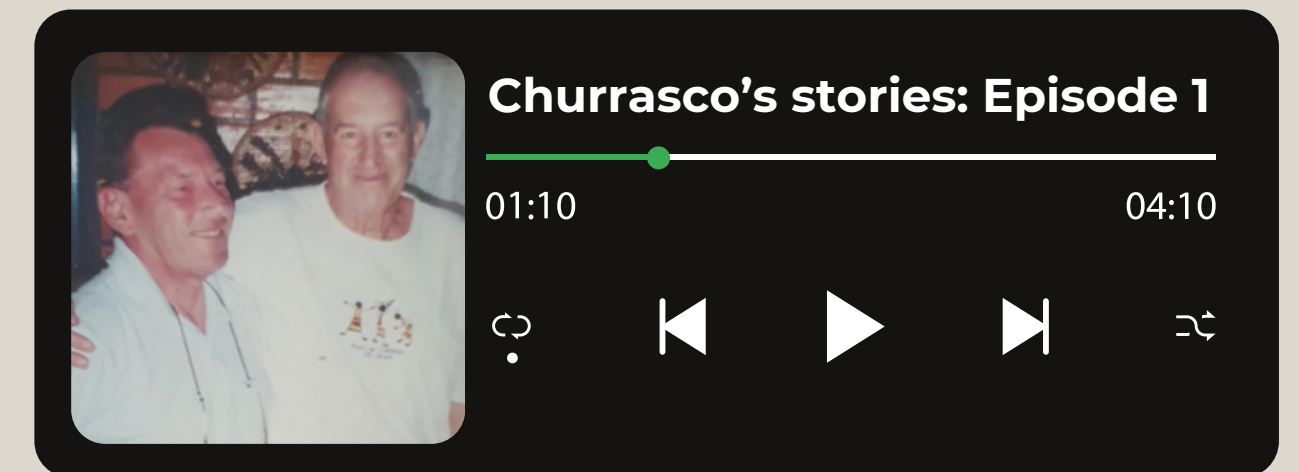
Episode 1: The Choice of the Meat and its Secrets

During this episode, the central theme is **how to choose the best meat for churrasco**.

Granpa: *"Ah, that's a question that doesn't have a single answer, my boy. The meat... It's all about respect and care. You see, every cut has its own character, like people, and every piece deserves its attention..."*

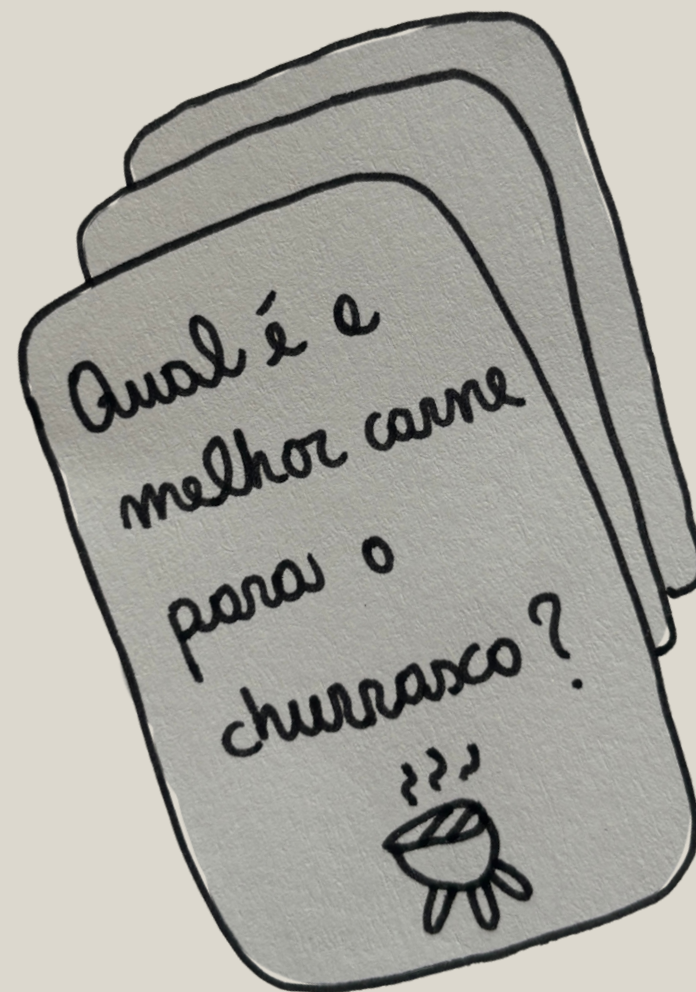
During the episode, *granpa* might go into detail about the different Brazilian traditions related to cuts of meat and different regional preferences (e.g., São Paulo spit-roasted meat vs. Rio's typical churrasco).

Also, *granpa* could share a memory related to a special meat prepared for a special occasion, such as a wedding or a family celebration.



The design object

The design object to be created for this solution are **cards**, similar to a deck of playing cards, **designed as “conversation starters”** for each episode. Each card contains a different question, designed to stimulate *granpa*'s memories and knowledge about churrasco, making the narrative dynamic and always new.



At the beginning of each episode, **the grandson chooses a card from the deck** and reads aloud the question written on it, creating a starting ritual for the podcast.

The cards are divided into categories, each with a different color or symbol.

Fourth solution

Colors of Churrasco

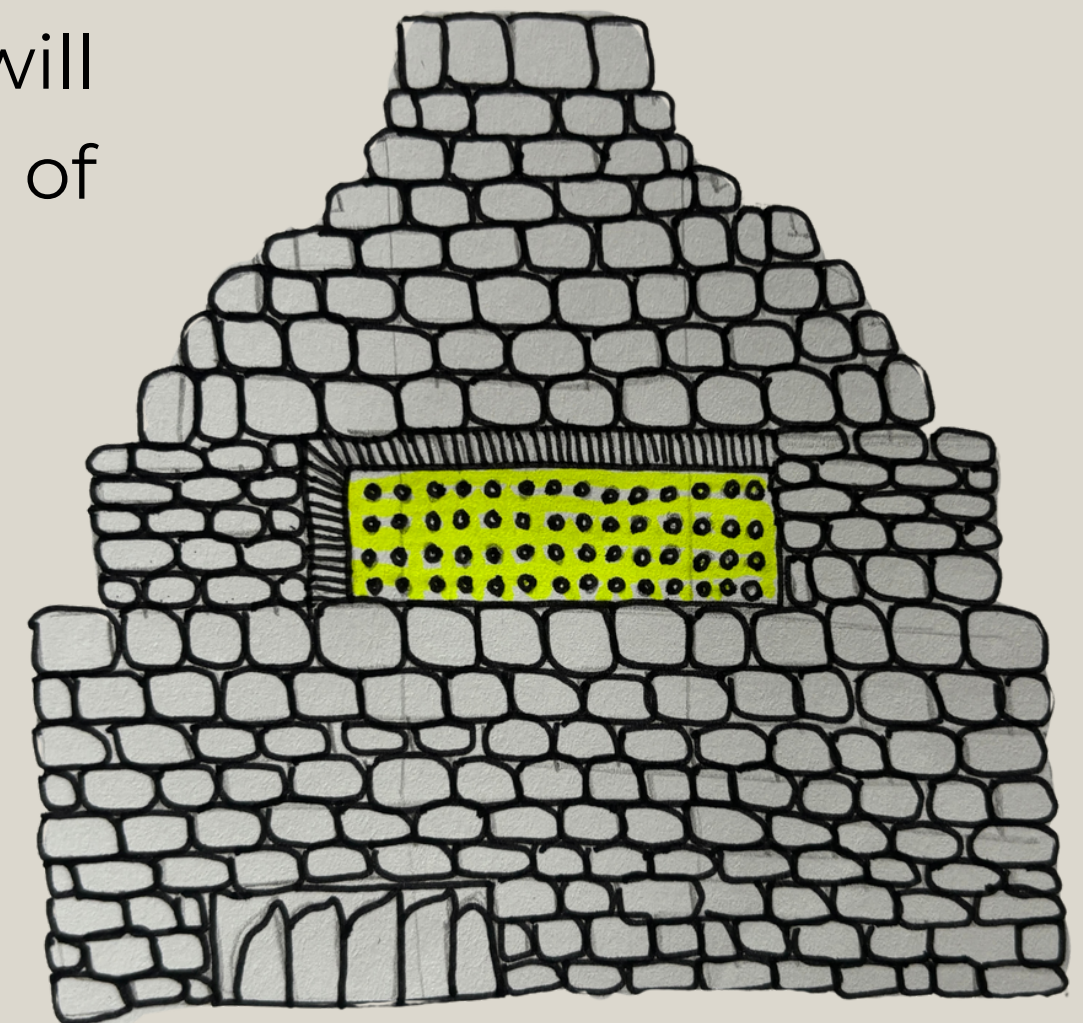
The Colors of Churrasco is a **heat-resistant adhesive** designed to withstand high temperatures, made from **silicone or ceramic materials**, and **capable of enduring heat ranging from 200°C to over 500°C**.

The template **includes slots** where cooking tools can be inserted, making the grilling process more efficient.

The rationale behind...

The **Template** has a bright and fluorescent color because **the most challenging part is inserting the skewer into the small slot.**

So, the **bright color**, which makes the slot easier to see, will help *grandpa* with the most potentially dangerous part of preparing the churrasco.



**We'd love to
hear what
you think!**