

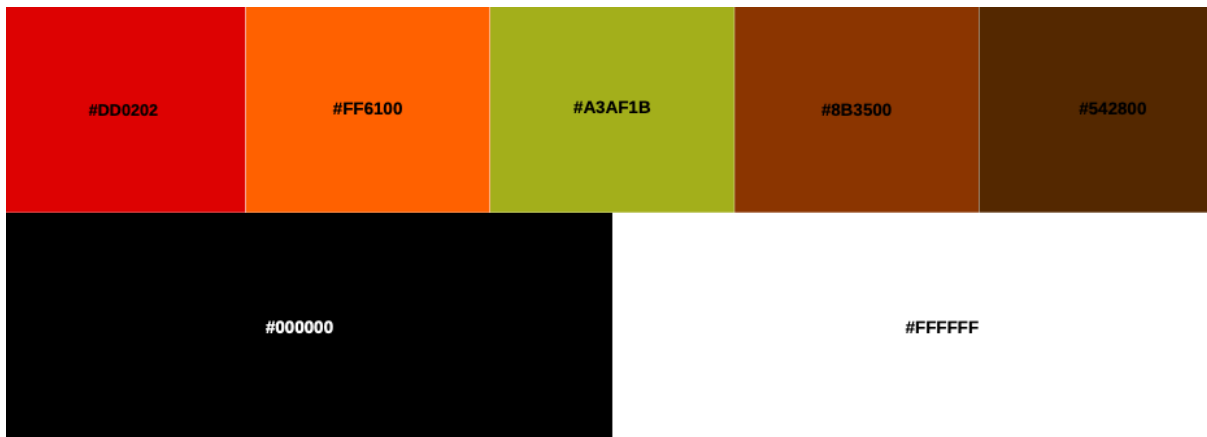
DESIGN INSTRUCTIONS

Visual identity and a detailed **technical drawing** for the finalized concept
Here's a comprehensive guide to developing the "Churrasco's Stories" podcast and creating visual prototypes for its various elements:

1. Overall Design Guidelines

Visual Style:

Use a **warm, inviting tone** with a color palette inspired by churrasco (reds, oranges, browns, with green accents to reference chimarrão).



Include **rustic, authentic textures** like wood grains, grill patterns, and flames.



Choose **classic fonts**: soft serif fonts or handwriting-inspired typography for a handcrafted feel, paired with a clean sans-serif for readability.

Cultural Integration:

- Add symbols of gaúcho culture, such as cowboy hats, ponchos, chimarrão cups, and pampas landscapes.
- Include stylized drawings of churrasco tools like skewers, grills, and knives.

2. Development of Conversation Starter Cards

Visual Design:

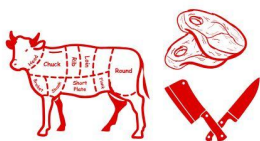
Format - Deck-style cards, approximately 10x7 cm.

Material: Durable matte cardstock with rounded edges.



Back Design: Abstract fire or churrasco-inspired illustrations. Categories (e.g., meat, techniques, family stories) are color-coded:

- **Meat:** Deep red.
- **Techniques:** Vibrant orange.
- **Family Stories:** Warm brown.



Card Content:

Front: A clear, engaging question with a small illustration at the top. Braille text below for accessibility.

Sample questions:

- "What's your favorite cut of meat and why?"
- "Do you remember a challenging churrasco day? Share the story."
- "What's the secret to the perfect marinade time?"

Prototyping:

Create digital mockups and physical test cards to ensure readability and tactile usability.

3. Podcast Cover Design

Key Visual Element:

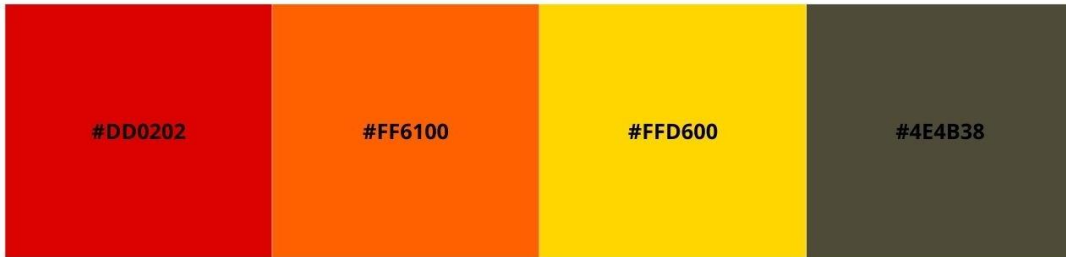
A stylized scene featuring a grandfather and grandchild by the churrasqueira (barbecue pit), with smoke morphing into visual storytelling elements (memories, churrasco tools, family bonds). Incorporate iconic gaúcho details like a hanging poncho or a chimarrão cup.



Color Palette:

Dark background (charcoal or smoky gray).

Warm, glowing illustrations (yellow, orange, red).

**Typography:**

Large title: “Churrasco’s Stories” in a handwritten or soft serif font.

Subheading: “Grandpa’s Stories and the Flavor of Tradition” in a clean sans-serif.

Prototyping:

Design using digital tools (e.g., Adobe Illustrator) and print a test version to evaluate its visual impact.

4. Podcast Set Design

Setting:

A rustic wooden table adorned with churrasco tools (knives, skewers, chimarrão cups) as decorative elements.

Background featuring gaúcho cultural items like family photos, ponchos, and hats.

Warm lighting that mimics the glow of a fire.



Ambient Sound:

Record in a space that captures the authentic sounds of churrasco: crackling fire, sizzling meat, and ambient nature sounds. Here are some examples available online. You just have to upload these links on this website <https://notube.re/it/youtube-app-46> so you will have the mp3 file available.

- Applebee's Grill & Bar. (2018, April 30). *[ASMR] One hour of soothing grill sounds – Sizzling meat* [Video]. YouTube.
<https://www.youtube.com/watch?v=NKoJDyKo1QQ>
- Fogo de Chão. (2022, December 13). *Churrasco fireplace* [Video]. YouTube.
<https://www.youtube.com/watch?v=AWuXo62mXX4>
- The Guild of Ambience. (2017b, April 6). *Forest Sounds | Woodland Ambience, Bird Song* [Video]. YouTube.
<https://www.youtube.com/watch?v=xNN7iTA57jM>

Prototyping:

Assemble a mock set in a dedicated space and conduct test recordings to refine the visual and audio experience.

5. Supporting Design Elements

Logos and Icons:

Logo: A minimalist illustration of a grill surrounded by smoke that forms the initials CS for the cards box.



This detailed plan ensures a cohesive and engaging product that celebrates the tradition of churrasco while highlighting its cultural and familial significance. Let us know if you'd like more details about any specific element!

6. Video Inspo

Space Valley. (2019, February 7). *Cuciniamo RICETTE SEGRETE!* [ft. Le Cesarine] [Video]. YouTube.

https://www.youtube.com/watch?v=QgMP_v2chGc



Cuciniamo RICETTE SEGRETE! [ft. Le Cesarine]



This video by Space Valley, featuring the exploration of "RICETTE SEGRETE" in collaboration with Le Cesarine, can serve as inspiration for your podcast and related design elements for several reasons:

Engaging Storytelling

The video showcases how personal stories and traditions tied to recipes are shared in an engaging and entertaining manner. Similarly, "Churrasco's Stories" can focus on weaving family traditions, tips, and memories into each episode. The balance between lighthearted conversation and meaningful moments mirrors the type of interaction you might aim for between the grandfather and grandchildren in your podcast.

Highlighting Cultural Heritage

The collaboration with Le Cesarine emphasizes preserving and celebrating cultural culinary traditions. In your podcast, the churrasco is not just food but a representation of gaúcho heritage and family unity, making it more than a cooking tutorial—it's a cultural experience.

Multi-Sensory Experience

The video includes visuals of the cooking process, the ingredients, and the shared moments around the meal, creating a sensory-rich experience. Your podcast can achieve something similar through immersive soundscapes—the crackle of the fire, sizzling meat, and familial chatter—transporting listeners to a churrasco gathering.

Interaction and Accessibility

The interaction between the hosts and the guests keeps the content dynamic. Incorporating conversation starter cards in your podcast can bring this element to life, ensuring episodes feel natural and varied while allowing the grandfather's personality and knowledge to shine.

Appeal to Nostalgia and Authenticity

The video resonates with viewers through its authenticity and charm, presenting traditional recipes in a modern format. Your podcast can capture a similar nostalgic and authentic tone, connecting deeply with listeners who value tradition and family rituals.

Visual and Branding Inspiration

The rustic, homely aesthetics of the video—wooden surfaces, warm tones, and the focus on the food—can inspire the design of your podcast set and promotional materials. Aligning visuals with these elements reinforces the familial and cultural themes central to your concept.

Adopting these principles will help your podcast **connect with audiences on both emotional and cultural levels**, ensuring its success.

This detailed plan ensures a cohesive and engaging product that celebrates **the tradition of churrasco** while highlighting its cultural and familial significance.

In this way you will be able to preserve the grandfather's role as the "heart" of the churrasco tradition, even as he faces visual impairments, while celebrating churrasco as a cornerstone of family togetherness and a cultural treasure of Rio Grande do Sul.