# PRODUCT

Quarter 6

Project 3.1

Week 5

**Objective**:

Introduce student to the management
of required typographic, descriptive
and visual content in a fixed format
while discovering how simple
elements can support a brand's
positioning <u>and</u> deliver a clear and
communicative  message.

Lecture Outline:

Branding
Positioning
Tarket Markets
Literature Systems
Typography

# PRODUCT

LITERATURE

Quarter 6

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**Assignment**:

Design a 4 color, 4 page 8-1/2 x 11"
brochure for a product or product
group from the B&B Italia Collection.

Utilize the Copmpany's website www.
bebitalia.it for specifications,
photography, timeline history,
designer information, logos, and
general reference.
Approach this project <u>without</u> regard
for any existing B&B product litera-
ture system or format(s)

Use "greek copy

Use the photographs / drawings as
required.

Use the company & product identities.

# P R O D U C T

LITERATURE

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**8:00am**   **Project Intro Mondays**
Lecture

**8:00am**   **Other Mondays**
Individual Consultations

**11:00am**   **Wednesdays**
**Interim Critiques**
Group Discussion

**11:00am**   **Fridays**
Interim or Final Critique

# P R O D U C T

LITERATURE

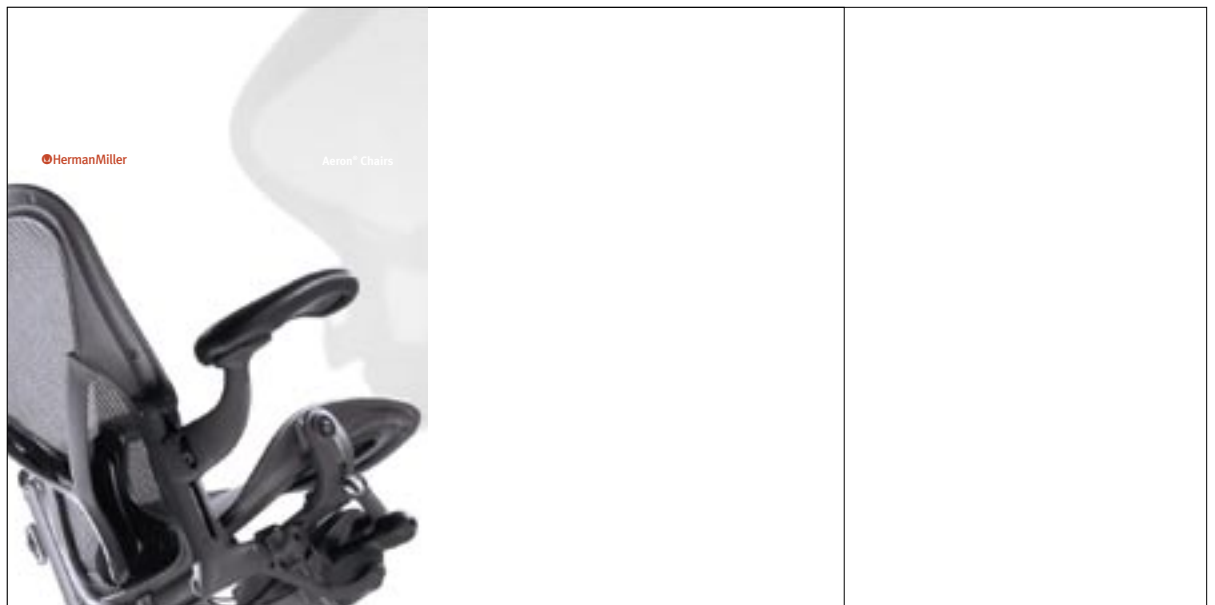Quarter 6

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⊕HermanMiller                    Aeron® Chairs

Quarter 6

Project 3.1

Week 5

**MANDOLINE COMPONENTS**

Thickness Measurements

Handle

Top Runway

Bottom Runway

Legs

Food Holder

Julienne & Thickness Cylinder

Slicing Blade

**INSTRUCTIONS FOR SLICING**

**STRAIGHT SLICES**

**1-** Insert the Slicing Blade into the slot in the side of the Mandoline body so that the straight side is visible.

**2-** Press in and turn the Julienne & Thickness Cylinder knob so that the julienne blades are not visible.

**3-** Continue to press and turn the Cylinder knob to adjust the desired slice thickness. Thickness Measurements can be read on the side of the Cylinder knob.

**4-** Place the fruit or vegetable crosswise or lengthwise into the Food Holder.

**5-** Use your palm to press on the soft top of the Food Holder while slicing. Slide the vegetable along the Runway. The motion should be quick and smooth. As the vegetable passes over the blade, a straight slice is made.

**CRINKLE CUTS**

**1-** Insert the Slicing Blade into the slot in the side of the Mandoline body so that the wavy side is visible.

**2-** Press in and turn the Julienne & Thickness Cylinder knob so that the julienne blades are not visible.

**3-** Continue to press and turn the Cylinder knob to adjust the desired slice thickness. Thickness Measurements can be read on the side of the Cylinder knob.

**4-** Place the fruit or vegetable crosswise or lengthwise into the Food Holder.

**5-** Use your palm to press on the soft top of the Food Holder while slicing. Slide the vegetable along the Runway. The motion should be quick and smooth. As the vegetable passes over the blade, a crinkle cut is made.

**WAFFLE CUTS**

**1-** Insert the Slicing Blade into the slot in the side of the Mandoline body so that the wavy side is visible.

**2-** Press in and turn the Julienne & Thickness Cylinder knob until you reach the Waffle Cut setting. (✿)

**3-** Place the fruit or vegetable crosswise or lengthwise into the Food Holder.

**4-** Use your palm to press on the soft top of the Food Holder while slicing. Slide the vegetable along the Runway, over the blade. The motion should be quick and smooth.

**5-** Turn the Food Holder 90° and slide the vegetable over the blade again.

**6-** Continue to turn the Food Holder 90° between each successive slice to create waffle cuts.

**JULIENNE STRIPS**

**1-** Insert the Slicing Blade into the slot in the side of the Mandoline body so that the straight side is visible.

**2-** Press and turn the Julienne & Thickness Cylinder knob so that the julienne blades are visible. Select the row of blades set close together for 1/8" square (thin) strips. Select the row of blades set farther apart for 3/8" square (thick) strips.

**3-** Place the fruit or vegetable crosswise or lengthwise into the Food Holder.

**4-** Use your palm to press on the soft top of the Food Holder while slicing. Slide the vegetable along the Runway. The motion should be quick and smooth. As the vegetable passes through the julienne blades, julienne strips are made.