food + design
learning principles of creativity and design through food
some culinary arts
some design
some food science
half lecture + half lab
all creative
all hands-on project based
all team based

You are capable of tremendous creativity.
staff
community of practice

prof **barry** kudrowitz, product design
**rachel** weidt, general mills - TA
dr. **kendra** kauppi - lab manager

**chef steven** brown
**chef mike** decamp
**chef diane** yang
**chef paul** berglund
**chef sameh** wadi
**chef erik** sater
**chef gavin** kaysen
**chef jim** christiansen
**karl** benson - cooks of crocus hill

**art oxborough**, retail 2015
**alex eninsche**, architecture 2015
**jamie berg**, interior design 2014

academic support
industry support
former students
Design + Food  pdes 3715

Name____________________________
X500____________________________
Birthday _________________________
Most Favorite Foods

Least Favorite Foods

Food Allergies, Preferences, or Dietary Restrictions

Favorite Eating Places in the Twin Cities

Most interesting/exciting thing you have eaten

How or from whom did you hear about this class?
food as product

user needs
designed interactions
science/manufacture/production skills
design process/creativity
graphic design/aesthetics
manufacture/mass production/branding
cost/value
kitchen as shop
small run production

mass production
“the innovation process of Michelin starred chefs”

The idea is developed by using one or more of the creative methods or by working intuitively. Tests are carried out, and the results are documented with photographs and in the creative notebooks... the tests are analyzed... Final testing takes place and results in a prototype, which is developed and served to guests... and their feedback is collected (Svejenova, Mazza & Planellas, 2007 in “Cooking up change in haute cuisine: Ferran Adrià as an institutional entrepreneur”)

“chef as designer”

The idea is developed by using one or more of the creative methods or by working intuitively. Tests are carried out, and the results are documented with photographs and in the creative notebooks... the tests are analyzed... Final testing takes place and results in a prototype, which is developed and served to guests... and their feedback is collected (Svejenova, Mazza & Planellas, 2007 in “Cooking up change in haute cuisine: Ferran Adrià as an institutional entrepreneur”)

<table>
<thead>
<tr>
<th>Product Design Process</th>
<th>Culinary Innovation Process</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ulrich and Epinger</td>
<td>Ottenbacher and Harrington</td>
</tr>
<tr>
<td>2011</td>
<td>2007</td>
</tr>
<tr>
<td>planning</td>
<td>inspiration, strategy generation</td>
</tr>
<tr>
<td>concept development</td>
<td>idea generation</td>
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<tr>
<td>concept review</td>
<td>screening</td>
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<tr>
<td>system level design</td>
<td>trial and error</td>
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<tr>
<td>detail design</td>
<td>concept development</td>
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<tr>
<td>testing</td>
<td>testing</td>
</tr>
<tr>
<td>production</td>
<td>commercialization</td>
</tr>
</tbody>
</table>
design process

planning
ethnography
research
idea generation
screening
testing
analysis
refining
iteration
commercialization

Squiggle by Damien Newman
design with food?

multimodal design 🍽️ 🤝 🍋 🍽️ 🍌
quick idea to product turn around
approaching/relatable/ubiquitous/inexpensive medium
you can eat your mistakes
4 “courses”

**mise en place**
basic knife skills, creative methods, cooking practice
%20
sept 7 - sept 28

**taste and texture**
food science, flavor pairing, modernist cuisine
%20
oct 3 - oct 19

**form and plating**
graphic design, soft architecture, aesthetics
%20
oct 24 - nov 9

**food experience**
interaction design, finale  
%30
nov 14 - dec 14

monday lectures, mcneal 144
5:10-8:10
wednesday labs, mcneal 126 (8:30)-1130
assignment blog

design your blog posts!

all assignments are in pairs
(different pairs each time)

one blog post per team,
let Rachel know which account to look under
assignment blog

blogs will be linked on the class website

document your process/results for each assignment as a new blog post.
posts are due before midnight the day the physical product is due

https://medium.com
assignment blog
One account. All of Google.

Sign in with your Google Account

alfal003@umn.edu

Next

Find my account
Upgrade notice! Our login pages are changing. This page will look different depending on what you try to access.

You'll know your login is secure by checking the address bar. The address will always start with either idp2.shib.umn.edu or login.umn.edu if it's coming from the U of M. Learn more about the login page upgrade.
assignment blog

Medium would like to:

- View your email address
- View your basic profile info

By clicking Allow, you allow this app and Google to use your information in accordance with their respective terms of service and privacy policies. You can change this and other Account Permissions at any time.

[Deny] [Allow]
Welcome to Medium
Sign up > Tell us your interests > Get awesome stuff to read

Pick some topics you are interested in
We will use them to customize your reading list based on your interests.
assignment blog
if you did it correctly, you should get your blog page if you type in:  https://medium.com/@yourx500

-when you make changes or add new content, keep it all in the same story post and do not create separate stories for each assignment

-the most recent story will show up first on your blog page

-see tutorial on blog posts linked on website

each assignment is a new “Story” on your blog
critique details
lab prior is always for experimentation/feedback

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>sept 28</td>
<td>innovation</td>
<td>8:30-9:30</td>
<td>prep and cook</td>
</tr>
<tr>
<td>oct 19</td>
<td>flavor and texture</td>
<td>9:30-11:00</td>
<td>crit</td>
</tr>
<tr>
<td>nov 9</td>
<td>visual aesthetics</td>
<td>11:00-11:30</td>
<td>clean</td>
</tr>
<tr>
<td>dec 7,10</td>
<td>experience</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
final food experience event
selling tickets (~250)
sat, december 10
7pm-???
McNeal Courtyard
# UMNFOODDESIGN

## Menu Score Card

Thank you for supporting the DES 3715 EAT DESIGN finale. Please evaluate each dish on the three categories (yum, yuck, I-yrn) and return this card to the reception desk.

- **Wild Pop Rice**
  - Taste: 🍺 🍺 🍺 🍺 🍺 🍺
  - Creativity: 🍺 🍺 🍺 🍺 🍺 🍺
  - Presentation: 🍺 🍺 🍺 🍺 🍺 🍺

- **Soup “Bar”**
  - Taste: 🍺 🍺 🍺 🍺 🍺 🍺
  - Creativity: 🍺 🍺 🍺 🍺 🍺 🍺
  - Presentation: 🍺 🍺 🍺 🍺 🍺 🍺

- **Cold Winter Salad Granita**
  - Taste: 🍺 🍺 🍺 🍺 🍺 🍺
  - Creativity: 🍺 🍺 🍺 🍺 🍺 🍺
  - Presentation: 🍺 🍺 🍺 🍺 🍺 🍺

- **Thanksgiving Leftovers Kebab**
  - Taste: 🍺 🍺 🍺 🍺 🍺 🍺
  - Creativity: 🍺 🍺 🍺 🍺 🍺 🍺
  - Presentation: 🍺 🍺 🍺 🍺 🍺 🍺

- **Bánh MN**
  - Taste: 🍺 🍺 🍺 🍺 🍺 🍺
  - Creativity: 🍺 🍺 🍺 🍺 🍺 🍺
  - Presentation: 🍺 🍺 🍺 🍺 🍺 🍺

- **Holiday Dinner on a Stick**
  - Taste: 🍺 🍺 🍺 🍺 🍺 🍺
  - Creativity: 🍺 🍺 🍺 🍺 🍺 🍺
  - Presentation: 🍺 🍺 🍺 🍺 🍺 🍺

- **Frosty the Meatball**
  - Taste: 🍺 🍺 🍺 🍺 🍺 🍺
  - Creativity: 🍺 🍺 🍺 🍺 🍺 🍺
  - Presentation: 🍺 🍺 🍺 🍺 🍺 🍺

- **Brie Ice Cream**
  - Taste: 🍺 🍺 🍺 🍺 🍺 🍺
  - Creativity: 🍺 🍺 🍺 🍺 🍺 🍺
  - Presentation: 🍺 🍺 🍺 🍺 🍺 🍺

- **Hawaii Snow**
  - Taste: 🍺 🍺 🍺 🍺 🍺 🍺
  - Creativity: 🍺 🍺 🍺 🍺 🍺 🍺
  - Presentation: 🍺 🍺 🍺 🍺 🍺 🍺

- **Frosted the Snowman**
  - Taste: 🍺 🍺 🍺 🍺 🍺 🍺
  - Creativity: 🍺 🍺 🍺 🍺 🍺 🍺
  - Presentation: 🍺 🍺 🍺 🍺 🍺 🍺
off site days

wed oct 5 - flavor experimentation
cooks of crocus hill, st. paul

4-5 restaurant outings
restaurant outings

multi-course dinner experience with chefs/faculty
only $10 cash tip (bring day of)
during Monday lecture, 5:30-8:10pm (late start time for travel)
meet there:
  monday sept 26 - Tilia
  monday oct 17 - Lowry Hill Meats + Milk Jam Creamery
  monday nov 7 - The Bachelor Farmer
  monday nov 28 - Monello
  monday dec 12 - TBD Optional
books/tools

texture *(free online pdf)*
how to cook everything
on food and cooking
logistics

sponsor class (IP + $$$)
studio class (4 credit) = 12 hrs/week
team budget / credit cards / receipts to Rachel
attendance policy
grade breakdown
assignment grades (blog/scores/peer review)
teams/credit cards on Monday

- assignment 1 20%
- assignment 2 20%
- assignment 3 20%
- final assignment 30%
- participation 10%

$60 for Assignment 1
$50 for Assignment 2
$40 for Assignment 3
$200 for Assignment 4
Assignment # 1
Understanding and documenting your creative process
Assigned Sept 12, Due Sept 28

innovate a familiar dish and document your process
incremental innovation is easy to understand and digest
innovation requires a starting point
rank the following options:

- onion soup, pg 134
- caesar salad, pg 203
- eggplant parmesan, pg 297
- paella, pg 470
- baked macaroni and cheese, pg 508

master the expected dish first by making the recipe
Assignment # 1

designing with food allows for you to produce a product in a relatively short time and then get feedback and iterate

make the “original”
generate ideas
sketch your ideas
test your ideas
get feedback
refine your ideas

document the entire process with photos on the blog

$60 on card towards this assignment (any extra is on you)

need to budget for:
original recipe test, 3 concept trials, test lab, refinement, final critique, and serviceware (plates?)
Assignment # 1

should represent almost 36 hours of work X 2 people

<table>
<thead>
<tr>
<th>M</th>
<th>W</th>
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</thead>
<tbody>
<tr>
<td>ideas!</td>
<td>knives!</td>
</tr>
<tr>
<td>planning</td>
<td>test lab</td>
</tr>
<tr>
<td>outing</td>
<td>critique</td>
</tr>
</tbody>
</table>

for **Monday Sept 19**, make the original, generate ideas and sketches, test 3 very different ideas, take photos, bring in images to discuss

for **Wednesday Sept 21**, be prepared to make what you feel to be the best concept from scratch in lab (starting at 8:30am) for a feedback/help session

for **Wednesday Sept 28**, take into account feedback and refine your concept to be prepared for chef judging. Make 2 “plates”

8:30-9:30 for prep/cooking/plating. 9:30-11 for critique. 11-1130 for clean up
Assignment # 1

should represent almost 36 hours of work X 2 people

20% of total grade

blog post due night of critique at midnight with final photos and recipe

how is this graded?

A. physical dish average scores from experts:
   1- concept (is the general idea innovative? has it evolved?) - 4 points
   2- execution (does it taste good? is it presented well?) - 4 points

B. blog documentation:
   1- sketches of original ideas (10+) - 2 points
   2- photo documentation of testing 3 ideas with written reflection - 2 points
   3- photo doc of refinement prior to final critique - 2 points
   4- staged final dish image with “designed” recipe - 2 points

C. partner assessment of effort - 4 points
Assignment # 1

assignment 1
creativity

design cooking
assignment 2
creativity

design cooking
assignment 3
creativity

design cooking
assignment 4
creativity

design cooking
workstations