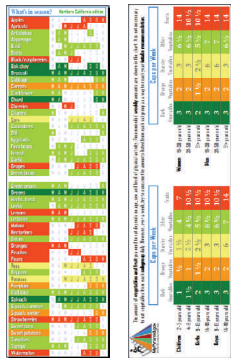


Job Aid

Project: Job Aid



What's in season?
A shopping aid for seasonal
vegetables & fruits

Audience

The intended audience of this job aid is adults who buy food for themselves and their families. The purpose of the job aid is to provide timely and relevant information for buying vegetables and fruits.

Technical

OS _____
Windows XP Professional

Software _____
Macromedia Fireworks MX 2004
Microsoft Office Publisher 2003

Hardware _____
Dell Latitude D800 laptop
HP PSC 2210xi printer/scanner/copier

Fonts _____
Agency FB, Bodoni MT Condensed, Book Antiqua

Rationale

Seasonal vegetables and fruits taste better and cost less than produce that is shipped from another state or country. This guide shows when many common vegetables and fruit are in season in Northern California. The reverse side shows the recommended weekly amounts of fruit and vegetables (divided into sub-groups based on nutritional elements) by gender and age. The size is 2" x 7" which, when folded in half, is the same as a business card, making the aid convenient to carry.

What's in season?	Northern California edition																	
	M	A	M	J	J	A	S	O	N	M	A	M	J	J	A	S	O	N
Apples																		
Apricots																		
Artichokes																		
Asparagus																		
Basil																		
Beets																		
Black/raspberries																		
Bok choy																		
Broccoli																		

Proximity

The names of the vegetables and fruits are organized in alphabetical order in a column for easy use. The recommended amounts are in a tabular format grouped by gender and age.

Alignment

The list of vegetables and fruits is left aligned to facilitate skimming and searching. The initials of the months are vertically and horizontally aligned in a grid. The gender and age labels are right aligned in columns, while the recommended amounts are centered.

Repetition

The main form of repetition is the use of colors. Colors are used to categorize vegetables and fruits and associate them with the recommended weekly amounts. The initials of the months are repeated in a grid with font/background colors used to indicate seasonal availability.

The table of recommended amounts was too large to fit, so I split it into two adjacent tables.

Contrast

There is a strong contrast between the title—in terms of size and face—and the rest of the text. The color coding provides more contrast, especially between in-season and out-of-season months, the latter being a light-gray letter on white.