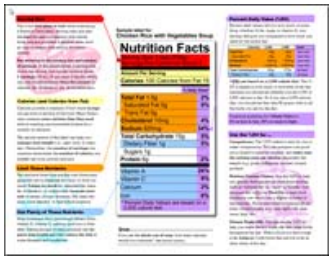
Rod Myers

Trifold

Project: Trifold

How to read and use the Nutrition Facts label



Audience

The intended audience of this brochure is adults who buy food for themselves and their families. The purpose of the brochure is to help them:

1) to read and understand the Nutrition Facts label, and
2) to use that information to make good food choices.

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:
Arial Black, Bradley Hand ITC, Eras Bold ITC, Franklin Gothic Book, Georgia, Rockwell, Verdana

Rationale

I began with a good idea of how I wanted the inside of the brochure to look. I wanted to fill all three panels with an annotated illustration of a nutrition facts label. For the outside, I wanted a front panel that was eye-catching but also clear about the purpose of the brochure. I wanted the inside panel to provide a general introduction to the nutrition facts label. I decided that the back panel was the appropriate place for a list of facts related to the main content.

Proximity

I placed the color-coded sample label in the center panel with relevant information in the sides panels grouped under color-coded headings. I used colored lines to connect the headings with the colored sections of the sample label and further emphasize the relationships. Also, the "Label Lingo" terms are grouped and color-coded to correspond to the sample label.

Alignment

Everything is left aligned in this brochure. The title text on the cover panel is vertical with the label graphic and more text left-aligned against it.

Repetition

The main form of repetition is the use of colors to signify relationships between sections of the sample label and the text. These colors are also repeated in the monochrome illustrations that serve as backgrounds to some of the text.

The "Label Lingo" on the back panel is a bulleted list that substitutes a wingding for the generic bullets. In each case, the word/phrase being defined is in bold. The use of bold is repeated in the text to highlight the key ideas and facilitate skimming by busy passersby.

Contrast

There is a strong contrast between the title—in terms of size and face—and the rest of the text. Much of the text is against a monochrome graphic designed to provide a subtle contrast.