SJSU Instructional Technology : EDIT 273 : Fall 2005 : Prof. McGriff

2%

0%

4%

34%

5% 5%

20%

0%

2%

0%

Nutrition Facts Serving Size 1 cup (239g) Servings Per Container About 2

Calories 100 Calories from Fat 15

Total Fat 1.5g Saturated Fat 0g

Cholesterol 10mg

Total Carbohydrate

Dietary Fiber 1g Sugars 1g

Trans Fat 0g

Sodium 820mg

Protein 6g

Vitamin A

Vitamin C

Percer 2,000 c

Trifold

Rod Myers

Project: Trifold How to read and use the Nutrition Facts label

Reading that the local division in the		Particul Rely Takes (1995)
a surround in the second state of the second state of the	brut my to	ting charles in its half to them it and
the local division of	Denses No. and regentles South	the last the set of the last t
and the second second second second	Nutrition Facts	1000 DR 100 DR
and the second se	Hannon racis	
Reading to do not an other and	And in case of the local division of the loc	second second second
	Annual Content of Cont	terrorem to to place
I saving it as it as our i tools with	Gampian All Canada from Far 18	and the second s
No. of Concession, Nucleic and Pro-	CARDING THE CARDING THE PR. 12	In a substance and many of the same day in the
	A real front	
Calmins and Links in these Auto-	New York N	100 and a fair for the first start of the strength of the stre
Carlos Joreia Areadam: Pinyi mute Subati	Saturded for the Ph	Name and Arts Arts
stage once and a might be fore-	THE OWNER OF THE OWNER OWNER OF THE OWNER OWNER OF THE OWNER	Produced automation for Tables Tables
and other party in the line and	Contraction of the local division of the loc	Provide a real Proceeding and
which is shipped	Badluss Long Sec.	In the Lot be
No. and the second of the later of the second	Tata Carbonyolime (1) 85	the second second second second second second
second to the second se	Statuty Plan 1g Pla	new responsive for the second second
summer into some in successive of spinster, so	0.000 1g	the state and an initial second in
total of the production	Potentin In	sand by put littlenes when itself
Line Rent Management		print .
A second to a loss of the own descent	Share I PA	Ranne Spiller Street South Official
and being including straining land	A COLORED TO A COL	CARL MAN PROPERTY AND
a literati di segli di tana ser		manufactory of the state of the
and it stores . Name it canso, it's loss of	Printed Tell States on States II 4	subscience and the state of the state of the
In fact of Fact Sectors	The state of the second second second	
the Party of Taxa Rations		number of the state of the stat
manual di conserve di sublima di statu andere		time has the last one lift of
the Design of the second state of	and the second s	incompany in the desired in the local sectors.
party and the state of the second second second	For a lot state of the lot state of the	at the Antipage Party Street And and the second at
		(201) (201) - 2 (2) - 4m

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

\mathbf{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.