

Project Plan

Savor the Journey: A Day in the Life of a Head Chef!

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Scope Plane

Functional Requirements

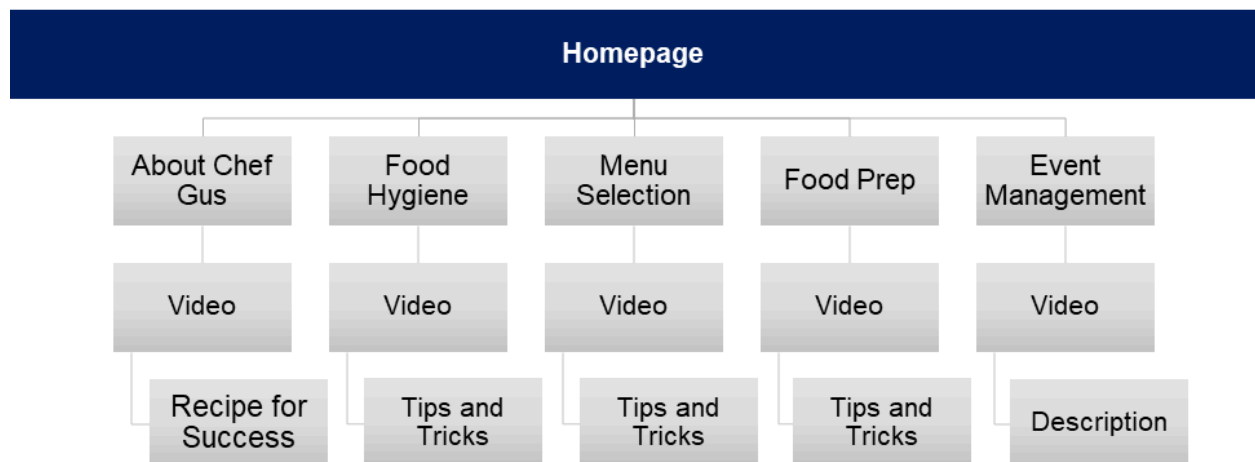
- The final learning program will be produced using Klynt
- Graphic elements used in the Klynt will be produced using
 - Adobe Premiere Pro
 - Adobe Illustrator
 - Adobe Photoshop
 - Camera (Canon Rebel T5i)
- Final file size at 1920x1080
- Audio captured by Wireless Go microphone system (Rode)
- Royalty free background music

Content Requirements

- Total of 5 videos, 3-4 minutes long each
- Video 1: Background story, environment, career path, vision, values, and challenges
- Video 2: How chef Gus handles food hygiene, storage and packaging
- Video 3: How chef Gus handles menu selection, orders and inventory
- Video 4: How chef Gus prepares some of his signature dishes.
- Video 5: How chef Gus sets up for and manages events

Structure Plane

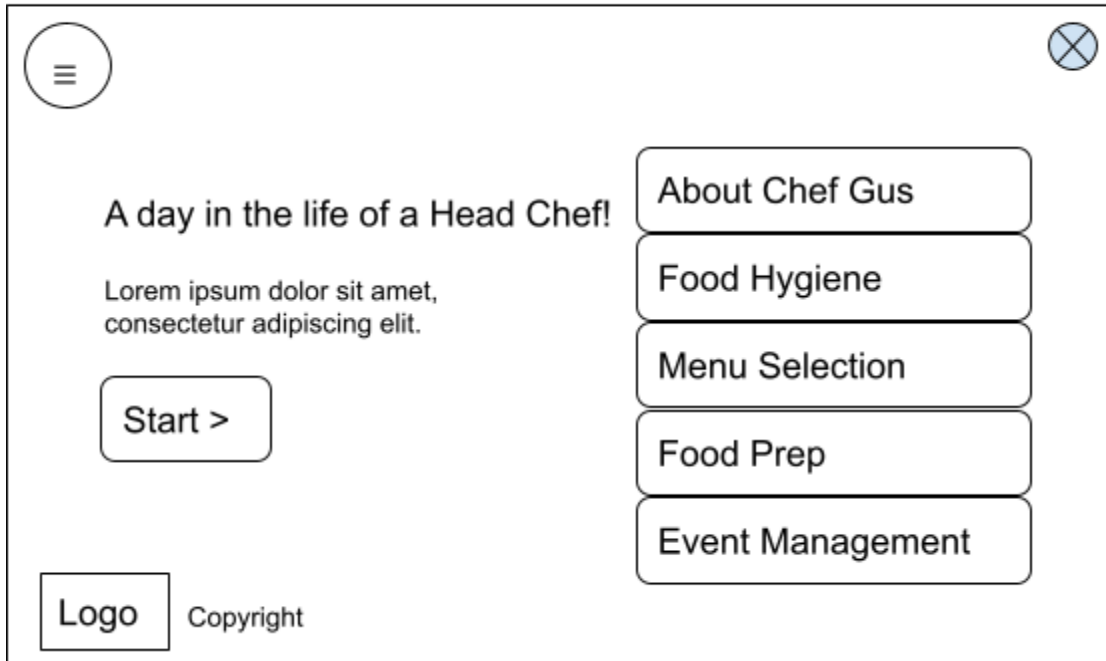
Information Architecture



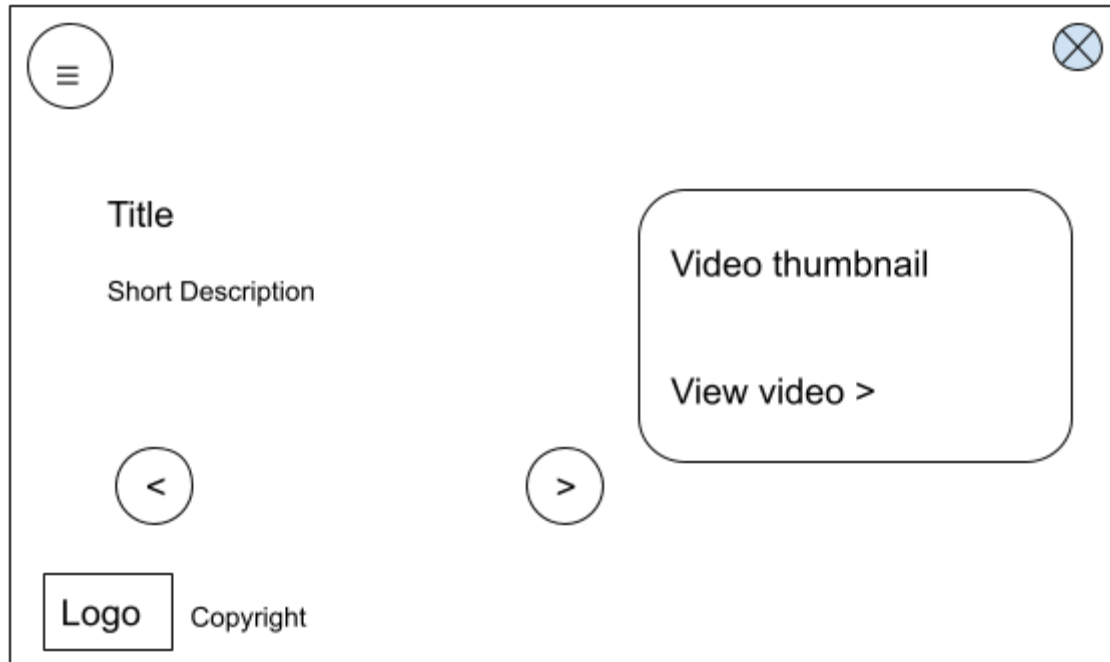
Skeleton Plane

Wireframes of Homepage, subpages, and menu page

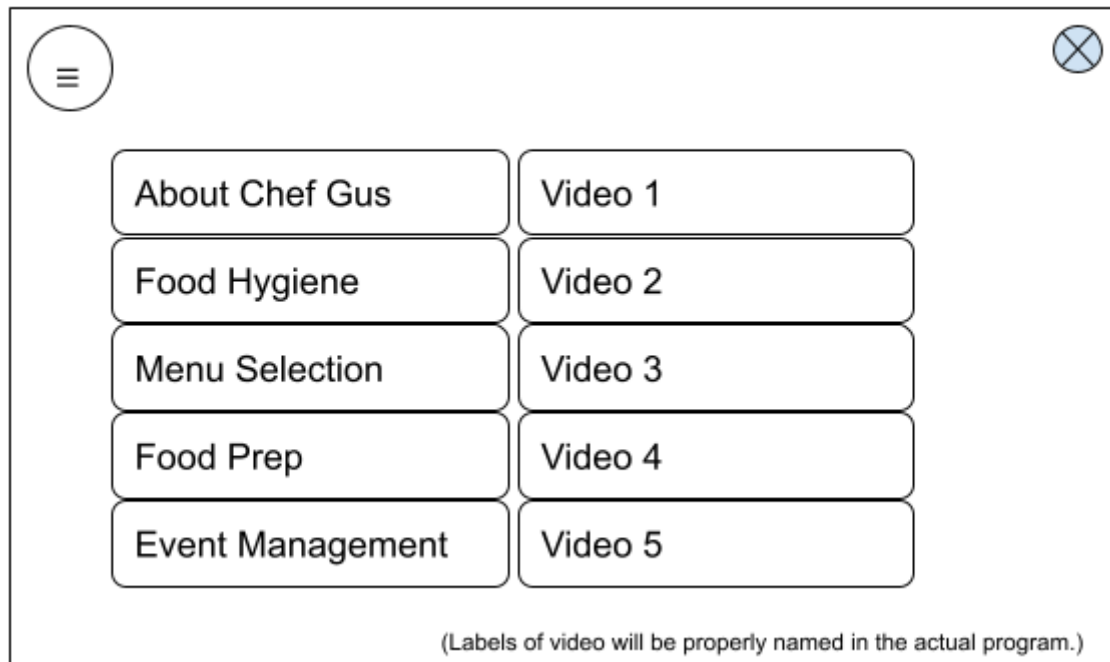
HOME



SUBPAGES



MENU



Storyboard

See [Appendix I](#).

Script

The interview with chef Gus will follow the flow of the information architecture. The interview questions are listed below:

- **About Chef Gus**
 - Name, years of experience, etc.
 - What led you to become a chef?
 - A brief resume of your career path?
 - What is your philosophy about your cooking?
 - What do you love about your job?
 - What do you want to say to the future chefs?
 - What do you dislike/ what is the biggest challenge as a chef?
 - How do you find work-life balance?
 - How do you cope with stress?
 - Who is your inspirational person?
 - What is your personal recipe for success?

- **Food hygiene, storage and packaging**
 - What are the most important food hygiene and safety practices?
 - Can you explain the different types of food hazards that can occur in a kitchen and how you prevent them?
 - How do you properly store and label perishable/ non-perishable foods?
 - Can you discuss any specific challenges you have faced when packaging and sending food items, and how you addressed them with clients/ staff?
 - What are your Top 3 tips and tricks for food hygiene, packaging and storage?

- **Menu selection, order and inventory management**
 - Who is usually your audience and what experience do you want to offer them?
 - How do you go about selecting menu items for your bistro or catering clients?
 - How do you balance creativity and innovation with practicality and cost-effectiveness when developing menu items?
 - How do you ensure that your menu caters to a variety of dietary restrictions and preferences?
 - What specific tools/ software (if any) do you use to track and manage food and beverage orders and maintain inventory?
 - How do you minimize food waste and spoilage while also ensuring that you have enough ingredients to meet demand?
 - What are your Top 3 tips and tricks for menu selection, orders and inventory?

- **Food Prep: bistro (sandwiches, poke bowls, salads) vs. catering (menus)**

- Live demonstrations on how to prep some signature dishes: an appetizer/ a soup or salad/ a main dish/ a dessert.
 - What are your favorite and least favorite dishes to prepare/ to eat/ to cook at home?
 - How does your team work to prepare a specific job/ specific day? How are the different tasks/ activities divided (sous-chef, assistants, stations, hall, etc.)?
 - What are your Top 3 tips and tricks for food preparation?
- **Event Management**
 - Please describe your experience with event management, including the size and type of events you've managed? Favorite and least favorite types of events?
 - What do you do to make an event successful and offer your clients a memorable and enjoyable experience?
 - Can you discuss any particular challenges you have faced when managing events, and how you addressed them?
 - What are your Top 3 tips and tricks for event management?

Sensory Design and Style Guide

A Day in the Life of a head chef is designed to inspire and educate, while promoting creativity, passion, and innovation in the culinary arts. The logo, color_scheme, typography, imagery, and tone of voice all work together to create a cohesive and memorable learning that resonates with aspiring chefs and food enthusiasts alike.

Color Scheme

The color scheme is bold, vibrant, and inspired by the colors of food. The primary colors are white and a couple of shades of green, with accents of orange to add contrast and depth.



Typography

A combination of a bold, sans-serif font for titles, subtitles, and a simple and highly readable sans-serif font for body text. The font choices are easy to read, modern, and complement the overall aesthetic of the brand.

Titles

Oswald, Bold, 32pt

Subtitles

Oswald, Bold, 20pt

Body

Open Sans, Regular, 14pt

Imagery

Includes photos and videos of conversations with chef Gus and his crew in action, as well as close-up shots of food, kitchen equipment, and culinary techniques. Imagery also includes the procurement and storage of material. The imagery is designed to inspire and educate, while enabling the viewer to visualize what chef Gus is speaking about.



Tone of Voice




The tone of voice is conversational, approachable, and enthusiastic, so that learners feel that they are having a one-on-one interview themselves. We use language that speaks to the passion and creativity that goes into being a head chef, while keeping the content accessible to all levels of culinary experience.




Tagline





The project title and tagline "Savor the Journey: A day in the life of a Head Chef" encapsulates the idea that the journey of becoming a head chef is as important as the destination, and that every step along the way is worth savoring and enjoying.



APPENDIX I: STORYBOARD

0. Homepage	
Scene: Landing Page	Shot: NA
	Camera: NA
	Description: Collage of kitchen elements used as buttons: <ul style="list-style-type: none"> - Chef photo: About Chef Gus - Fridge: Food Hygiene - Menu on counter: Food Selection - Ingredients: Food Prep - Catering Setup: Event
	Audio: Music loop
1. About Chef Gus	
Scene: Landing Page	Shot: NA
	Camera: NA
	Description: (Photoshop file) <ul style="list-style-type: none"> - Photo of Gus cooking: Background image - Video Thumbnail - Button to play video - Short description - Next button - Menu button
	Audio: Music loop
2. About Chef Gus	
Scene: Introduction - Q1	Shot: 01

	Camera: Medium shot, centered (Looking straight to the camera.)
	Description: 1. Name, years of experience, etc. (Description on screen) Extra questions: <ul style="list-style-type: none"> - Who is your inspirational person? - What do you want to say to the future chefs?
	Audio: Gus speaking
Scene: Introduction - Q2	Shot: 02
	Camera: Medium shot - left (Insert: CU hands, cooking, related images...)
	Description: 2. What led you to become a chef? (Question display on screen)
	Audio: Gus speaking
Scene: Introduction - Q3	Shot: 03
	Camera: Medium shot - left (Insert: CU hands, cooking, related images...)
	Description: 3. A brief resume of your career path? (Question display on screen)
	Audio: Gus speaking
Scene: Introduction - Q4	Shot: 04

	<p>Camera: CloseUp - left/ upper side (Insert: CU hands, cooking, related images...)</p>
<p>Scene: Introduction - Q5</p>	<p>Description: 4. What is your philosophy about your cooking? (Question display on screen)</p>
	<p>Audio: Gus speaking</p>
<p>Scene: Introduction - Q5</p>	<p>Camera: CloseUp - left/ upper side (Insert: CU hands, cooking, related images...)</p>
<p>Scene: Introduction - Q6</p>	<p>Description: 5. What is your philosophy about your cooking? (Question display on screen)</p>
	<p>Audio: Gus speaking</p>
<p>Scene: Introduction - Q6</p>	<p>Camera: CloseUp - right/ upper side (Insert: CU hands, cooking, related images...)</p>
<p>Scene: Introduction - Q7</p>	<p>Description: 6. What do you love about your job? (Question display on screen)</p>
<p>Scene: Introduction - Q7</p>	<p>Audio: Gus speaking</p>
<p>Scene: Introduction - Q7</p>	<p>Shot: 07</p>

	Camera: CloseUp - right/ upper side(Insert: CU hands, cooking, related images...)
	Description: 7. How do you find work-life balance? (Question display on screen)
	Audio: Gus speaking
Scene: Introduction - Q8	Shot: 08
	Camera: CloseUp - right/ underside (Insert: CU hands, cooking, related images...)
	Description: 8. What is the biggest challenge as a chef? (Question display on screen)
	Audio: Gus speaking
Scene: Introduction - Q9	Shot: 09
	Camera: CloseUp - right/ underside (Insert: CU hands, cooking, related images...)
	Description: 9. How do you cope with stress? (Question display on screen)
	Audio: Gus speaking
Scene: Introduction - Q10	Shot: 10
	Camera: CloseUp - right/ underside (Insert: CU hands, cooking, related images...)
	Description: 10. What is your personal recipe for success? (Question display on screen)
	Audio: Gus speaking

3. Food Hygiene	
Scene: Hygiene	Shot: 01
	Camera: <ul style="list-style-type: none"> - Medium shot
	Description: (Question display on screen) <ul style="list-style-type: none"> - What are the most important food hygiene and safety practices? - Can you explain the different types of food hazards that can occur in a kitchen and how you prevent them? - How do you properly store and label perishable and non-perishable foods? - Can you discuss any specific challenges you have faced when packaging and storing food items, and how you addressed them with clients/ staff? - What are your Top 3 tips and tricks for food hygiene, packaging and storage?
	Audio: Gus speaking
Scene: Hygiene	Shot: 02 (insert)
	Camera: <ul style="list-style-type: none"> - tilt & CU on hands
	Description: Details of how to handle the hygiene of food. <ul style="list-style-type: none"> - properly store and label perishable and non-perishable foods - packaging and storing food items - 3 tips and tricks
	Audio: NA
Scene: Hygiene	Shot: 03 (insert)
	Camera: <ul style="list-style-type: none"> - Insert: Longshot - kitchen in action

**Description:**

Routine of how the chef works/cleans up the kitchen.

- store and label perishable and non-perishable foods
- packaging and storing food items
- 3 tips and tricks

Audio: NA

4. Menu Selection

Scene: Menu

Shot: 01



**Camera:**

- Medium shot

Description:

(Question display on screen)

- Who is usually your audience and what **experience** do you want to offer them?
- How do you go about **selecting menu items** for your bistro or catering clients?
- How do you balance **creativity and innovation** with practicality and cost-effectiveness when developing menu items?
- How do you ensure that your menu caters to a variety of **dietary restrictions and preferences**?
- What specific **tools/ software** (if any) do you use to track and **manage food and beverage orders** and maintain inventory?
- How do you minimize **food waste and spoilage** while also ensuring that you have enough ingredients to meet demand?

	<ul style="list-style-type: none"> - What are your Top 3 tips and tricks for menu selection and inventory management?
	Audio: Gus speaking
Scene: Menu	Shot: 02 (insert)
	<p>Camera:</p> <ul style="list-style-type: none"> - tilt & CU on hands <p>Description: Details of how to handle:</p> <ul style="list-style-type: none"> - selecting menu items - creativity and innovation - tools/ software to manage food and beverage orders - food waste and spoilage - 3 tips and tricks
	Audio: NA
Scene: Menu	Shot: 03 (insert)
	<p>Camera:</p> <ul style="list-style-type: none"> - Insert: Longshot - kitchen in action <p>Description: Kitchen in action:</p> <ul style="list-style-type: none"> - selecting menu items - creativity and innovation - tools/ software to manage food and beverage orders - food waste and spoilage - 3 tips and tricks
	Audio: NA
5. Food Prep	
Scene: Prep	Shot: 01



Camera:
- Medium shot

Description:
(Question display on screen)

- Demonstrations of how to prep some signature dishes: **an appetizer/ a soup or salad/ a main dish/ a dessert.**
- What are your favorite and least favorite dishes to prepare/ to eat/ to cook at home?
- How does your **team work** to prepare a specific job/ specific day? How are the different **tasks/ activities** divided (sous-chef, assistants, stations, hall, etc.)?
- What are your Top 3 tips and tricks for food preparation?

Audio: Gus speaking

Scene: Prep

Shot: 02 (insert)



Camera:
- tilt & CU on hands

Description:
Details of how to handle:

- prep some signature dishes: an appetizer/ a soup or salad/ a main dish/ a dessert
- 3 tips and tricks

Audio: NA

Scene: Prep

Shot: 03 (insert)

**Camera:**

- Insert: Longshot - kitchen in action

Description:

Kitchen in action:

- team work
- 3 tips and tricks

Audio: NA

6. Event Management

Scene: Event

Shot: 01

**Camera:**

- Medium shot

Description:

(Question display on screen)

- Please describe your experience with event management, including the size and type of events you've managed? Favorite and least favorite types of events?
- What do you do to make an event successful and offer your clients a memorable and enjoyable experience?
- Can you discuss any particular challenges you have faced when managing events, and how you addressed them?

Audio: Gus speaking

Scene: Event

Shot: 02 (insert)

**Camera:**


- tilt & CU on hands

Description:

Details of how to handle:

- prep some signature dishes:
Appetizer / Main course/ Dessert
- 3 tips and tricks

Audio: NA

Scene: Event	Shot: 03 (insert)
	Camera: <ul style="list-style-type: none">- Insert: Longshot - kitchen in action
	Description: <p>Catering crew in action at event site</p> <ul style="list-style-type: none">- team work- 3 tips and tricks
	Audio: NA