



Tasty Creations Magazine

Proposed Halloween Edition | Selena Krivoruchko

Creative Brief



CLIENT

Tasty Creations magazine

OPPORTUNITY

Tasty Creations Magazine wants to start releasing digital and printed magazines that include creative recipes for all occasions including holidays like Christmas, Halloween, and Thanksgiving.

OBJECTIVE

Create a new edition of a proposed magazine, featuring 28-32 pages of content that could be a real new edition to the proposed magazine. Create a unified, cohesive layout that feels fun, spirited, Halloween-themed. Featuring themed recipes to inspire others to make creative food for Halloween.

TARGET AUDIENCE

Tasty Creations Magazine is targeted towards moms and dads ages 25-45 who enjoy being crafty and love cooking or baking. Tasty Creations lets their readers know which of their recipes would be great to let the kids join in too.

Business Information



HOW IS IT SOLD?

Tasty Creations magazine will be sold both as a subscription and as a stand alone anywhere magazines are sold in U.S. territories. It will also be available as a digital version for tablets which can be purchased worldwide.

PRICES

Print Subscriptions will start at \$1.99 per issue for 12 months.

Digital Subscriptions will start \$1.49 per issue for 12 months.

In-Store will be \$9.99 per issue.

One-Time Digital will be \$5.99 per issue

ADVERTISEMENTS

Tasty Creations will also allow limited amount of advertisements to be put into each edition of the magazine. Prices will vary based on the ad size, number of editions, and platform- digital, print or both. Available sizes:

1 Edition - Full Page Inside Cover

1 Edition - Full Page Back Cover

1 Edition - Full Spread

1 Edition - Half Vertical Page

1 Edition - Half Horizontal Page

1 Edition - Quarter Page

Magazine Specs



PRINT

Size - 7.5"X9.75"

Content

9pt body copy

13pt leading

Binding - Perfect Bound

DIGITAL

Size - 4:3 ratio (1024px x 768px)

Content

12pt body copy

21pt leading

For the digital version of the magazine, Tasty Creations will stay away spreads that need to be seen together as depending on how the reader is looking at their device, having the device in Portrait mode will only allow one page to be seen at a time.

Moodboard



Personas



ELISA GALICIA
Soccer Mom
Age 42

Elisa has 4 kids ranging from 16-4 and she loves to bake. Baking with her kids is her favorite way to spend time together and have fun. Her kids enjoy making creative dishes to eat for different holidays. Elisa also likes to create fun dishes to bring to all her kids classes parties, school events, sports games, etc.



KENT ALLEN
Single dad, Industrial Designer
Age 33

Kent is a single father to 2 daughters ages 10 and 7. Their mother passed away from cancer but enjoyed baking as a family. As an industrial designer, Kent enjoys working with his hands so to keep the tradition and the memory of their mother he likes to make creative dishes with his girls.



STACY DAVIS
Stay at home mom, Blogger
Age 26

Stacy is a mother of only 1 with plans of more to come. Her only child is 4 and he's very active. She enjoys eating healthy and being creative and crafty. She blogs about her adventures of a new mom. She wants to find new ways to make food more interesting for her kid. Stacy also enjoy throwing holidays parties for all her friends and families.

Competitor



COOKINGLIGHT MAGAZINE

CookingLight is a magazine dedicated to giving their readers healthy recipes, often with a handful of tips and tricks, as well as quick recipes.

They offer their readers recipes to be considered "in season," special diets, and everyday dinner meals.

None of their recipes are considered creative like those featured in Tasty Creations.

Competitor



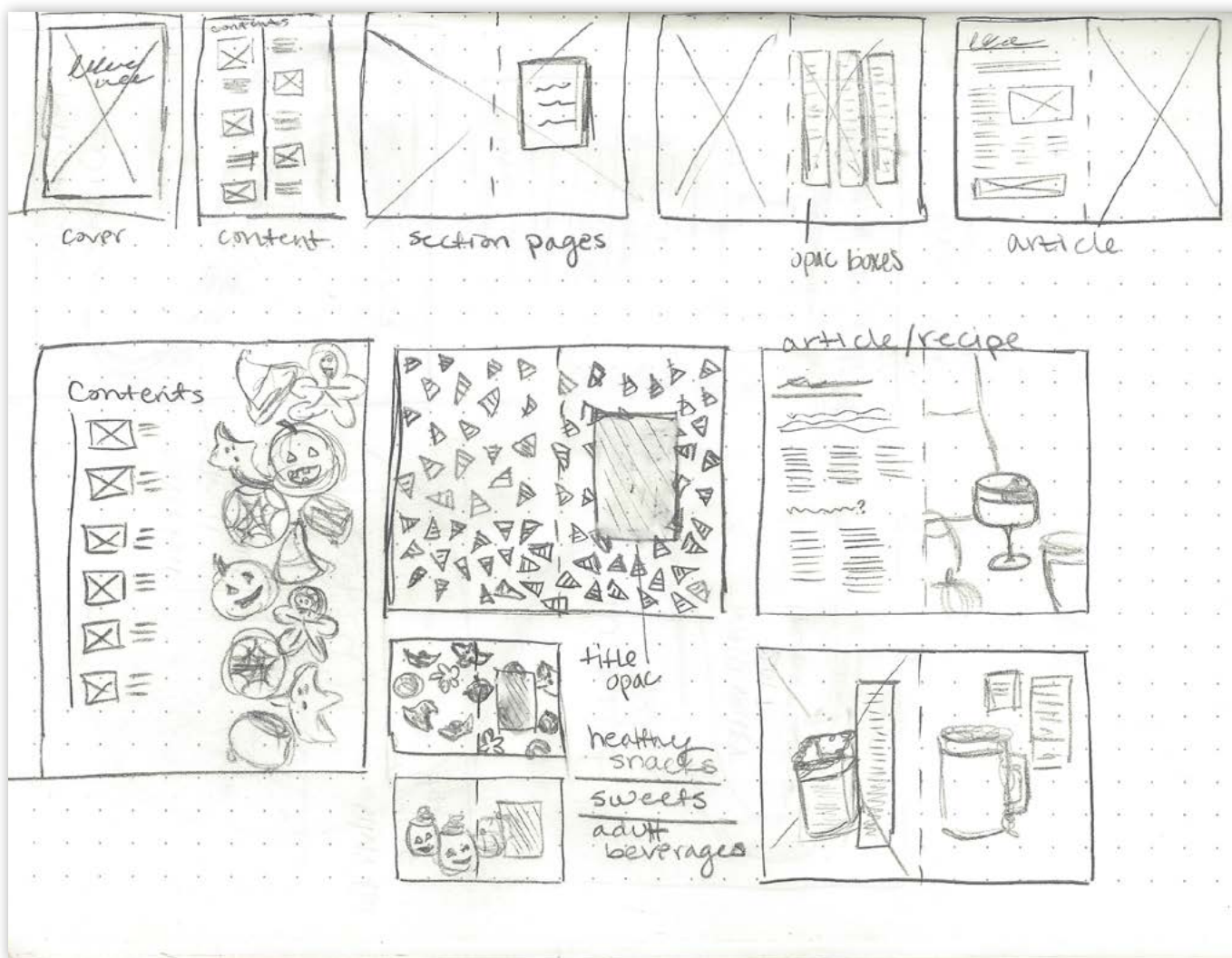
SWEET PAUL MAGAZINE

Sweet Paul is a magazine dedicated to sharing not only recipes but crafts and home decor. Sweet Paul is meant to be a source of inspiration for its readers to turn to.

They offer their readers a wide range of different recipes, craft projects and decoration ideas for holidays and seasons.

A handful of their recipes are considered creative like the ones featured Tasty Creations.

Sketches



Covers



print



digital

Print Spreads

candy corn fruit cup

Ingredients

- pineapple, cut into bite-sized chunks
- oranges, cut into bite-sized chunks
- whipped cream
- candy corn

Directions

1. In a clear glass, layer pineapple then oranges and top with whipped cream and a single piece of candy corn.
2. Serve right away or refrigerate until ready to serve.



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monster apples

Ingredients

- green apples
- powdered sugar
- 2 grapes with an apple slice for the larger eye like a marshmallow
- yogurt covered raisins

Directions

1. Cut the apples into slices.
2. Spread powdered sugar on to the slices.
3. Place the marshmallow on top.
4. Gently sandwich together.
5. Use your hands to shape the mouth using a stick of almond butter to make a stick in place. For marshmallow eyes use a toothpick to hold in place.

Pro Tip
Place a straw through the result of the...



spider web pizza

Ingredients

- 1 package prebaked mini 8 in pizza crust
- pizza sauce
- 1/2 cup mozzarella cheese
- 2 large black licorice wheels

Directions

1. Heat oven to 400°F.
2. Place crusts on a baking sheet top with sauce. Pull cheese into thin strips, place on top and in the shape of a web.
3. Bake pizza for 8 to 10 minutes until cheese melts, crust is crisp.
4. Cut off one end of a licorice wheel.
5. Heads: Make remaining slices lengthwise. Use one half for back and remaining pieces into strips for legs. Add licorice spider on each pizza.

Get creative!
Try using the same technique to make creative pizzas using other slices of licorice wheels as the feet.



ghost pizza

Ingredients

- 1 package prebaked mini 8 in pizza crust
- pizza sauce
- 8 slices mozzarella
- 2 large black licorice wheels
- olive

Directions

1. Heat oven to 400°F.
2. Place crusts on a baking sheet.
3. Top with sauce.
4. Cut mozzarella slices into ghost shapes using a piping bag.
5. Using the blue pipe into the slices to create blue places for eyes. Cut the ghosts and serve.






mummy macaroons

Be the hit of your holiday party with these adorable mummy French macaroons. Make with a classic vanilla bean cookie sandwiched together to the most delicious light & fluffy vanilla Bean Buttercream Frosting!

Ingredients

Vanilla Bean French Macaroons

- 1/2 cup white cornstarch
- 1/2 cup white sugar
- 1/2 cup powdered sugar
- 1/2 cup almond flour
- pinch of salt
- 1/2 tsp cream of tartar
- 1 tsp vanilla bean paste

Vanilla Bean Buttercream Frosting

- 2/3 cup butter softened
- 1 1/2 cups powdered sugar sifted
- 2 tsp vanilla bean paste

Directions

1. Preheat oven to 300 degrees.
2. Beat egg whites until foamy. Then add salt, cream of tartar, sugar, and vanilla bean paste for 8 to 10 mins. Whip until they form a stiff peak.
3. Sift almond flour and powdered sugar. Discard the large bits that remain. Fold flour/sugar mixture into the egg white mixture. Approx. 50% of your macarons when folding in about the right amount of time.
4. Transfer butter to a piping bag. Pipe out 1 inch rounds on a baking sheet lined with parchment paper. Tap the parchment to seal it 3 times to release the air bubbles. This will prevent the top of your macaroons from cracking and puffing 20-30 mins.
5. Bake for 20 minutes. Remove to the buttercream.

Vanilla Bean Buttercream Frosting

1. In a stand mixer beat with the wire attachment in using an electric hand mixer into the butter until light and creamy for about 10 minutes on medium-high speed.
2. Once the butter is pale in color and light, add salt in the powdered sugar one spoon at a time on medium speed. Let the sugar fully incorporate before adding in more. Add the vanilla bean paste. Whip on high speed for another 2-4 minutes until the light, creamy, and fluffy.
3. Use the buttercream straight away for best & refrigerate for up to 4 weeks. Before use bring to room temperature.

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bloody bitter

Ingredients

- 1 oz. Amaretto liqueur
- 1 oz. whiskey
- 1 oz. Angostura bitters
- ice

Directions

1. In a cocktail shaker fill with ice combine 1/2 oz. Amaretto liqueur, 1/2 oz. whiskey and 1 dash of Angostura bitters. Shake and strain into a glass.

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Digital Pages



hocus pocus fizz

Ingredients

- 1 c Pineapple Juice
- 1/2 c Rum
- 1/4 tsp Imitation Coconut Extract
- 3 drops Red Food Color
- 2 drops Yellow Food Color
- 1 bottle (750 ml) Sparkling White Wine

Directions

- Mix pineapple juice, rum, coconut extract and food colors in a measuring cup.
- For each cocktail, pour 2 ounces pineapple juice mixture into



spiderweb pumpkin soup

This warming, gently-spiced pumpkin soup recipe is perfect for a chilly autumn day. Pipe a fun spider-web design with creme fraiche to make it spooky and serve it as a part of a delicious Halloween party spread.

Ingredients and Supplies

- 2 tbsp olive oil
- 2 onions, peeled and sliced
- 1 pumpkin, peeled, deseeded and cut into small wedges
- 3 garlic cloves, peeled and finely chopped
- 1 tbsp mild curry powder
- 125 ml vegetable stock, made from 2 vegetable stock cubes
- 1 tbsp light soft brown sugar
- 1 tbsp pumpkin seeds, to serve
- 4 tsp creme fraiche, to serve
- Black Olives

Directions

- Heat the oil in a large pan on medium heat. Add the onions and cook until soft.
- Add the pumpkin and garlic. Reduce the heat and cook, covered for 10-12 minutes. Stir in the curry powder, half the stock and the sugar. Cook for a further 35-40 minutes.
- Add the remaining stock and bring to a simmer. Take off the heat and use a hand blender to blend until smooth. Ladle into mugs and sprinkle over the pumpkin seeds or swirl over the creme fraiche to serve.

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- Heat the oil in a large pan on medium heat. Add the onions and cook until soft.
- Add the pumpkin and garlic. Reduce the heat and cook, covered for 10-12 minutes. Stir in the curry powder, half the stock and the sugar. Cook for a further 35-40 minutes.
- Add the remaining stock and bring to a simmer. Take off the heat and use a hand blender to blend until smooth. Ladle into mugs and sprinkle over the pumpkin seeds or swirl over the creme fraiche to serve.

Adding your Spiders

- Make your spiders by slicing the olives in half lengthwise.
- Thinly slice one of the olive halves into 8 segments each.
- Place an olive half in the center of each web and arrange 8 olive slivers around each half to make the spiders.

liquor



spider web pizza

Ingredients

- 1 Package (Prebaked Mini 8-in) Pizza Crust
- Pizza Sauce
- 2 (6 oz each) Mozzarella String Cheese
- 3 Large Pitted Black Olives

Directions

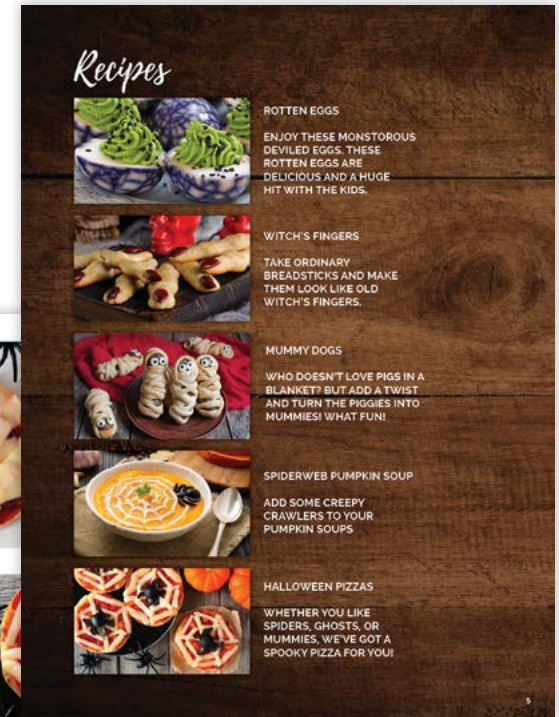
- Heat oven to 450°F.
- Place crusts on a baking sheet, top with sauce. Pull cheese into thin strips; place on pizzas in the shape of a web.
- Bake pizza for 8 to 10 minutes until cheese melts. Cool 3 minutes.
- Cut off one end of 2 olives for spider heads. Have remaining olives lengthwise. Use one half for body; cut remaining pieces into strips for legs. Assemble spider on each pizza.

Get creative!

Try using the same technique to make mummy pizzas using whole slices of black olives as the eyes.

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Recipes



ROTTEN EGGS

ENJOY THESE MONSTROUS DEVILED EGGS. THESE ROTTEN EGGS ARE DELICIOUS AND A HUGE HIT WITH THE KIDS.

WITCH'S FINGERS

TAKE ORDINARY BREADSTICKS AND MAKE THEM LOOK LIKE OLD WITCH'S FINGERS.

MUMMY DOGS

WHO DOESN'T LOVE PIGS IN A BLANKET? BUT ADD A TWIST AND TURN THE PIGGIES INTO MUMMIES! WHAT FUN!

SPIDERWEB PUMPKIN SOUP

ADD SOME CREEPY CRAWLERS TO YOUR PUMPKIN SOUPS

HALLOWEEN PIZZAS

WHETHER YOU LIKE SPIDERS, GHOSTS, OR MUMMIES, WE'VE GOT A SPOOKY PIZZA FOR YOU!

Print Mockups



Digital Mockups



Digital Prototype

<https://xd.adobe.com/view/ef913373-7faa-47a6-4c7c-415878f9eb9b-99a0/>

