a critique, consideration, and convergence of all things food.

56 "Hungry" Students
15 Days
1 Design Challenge...

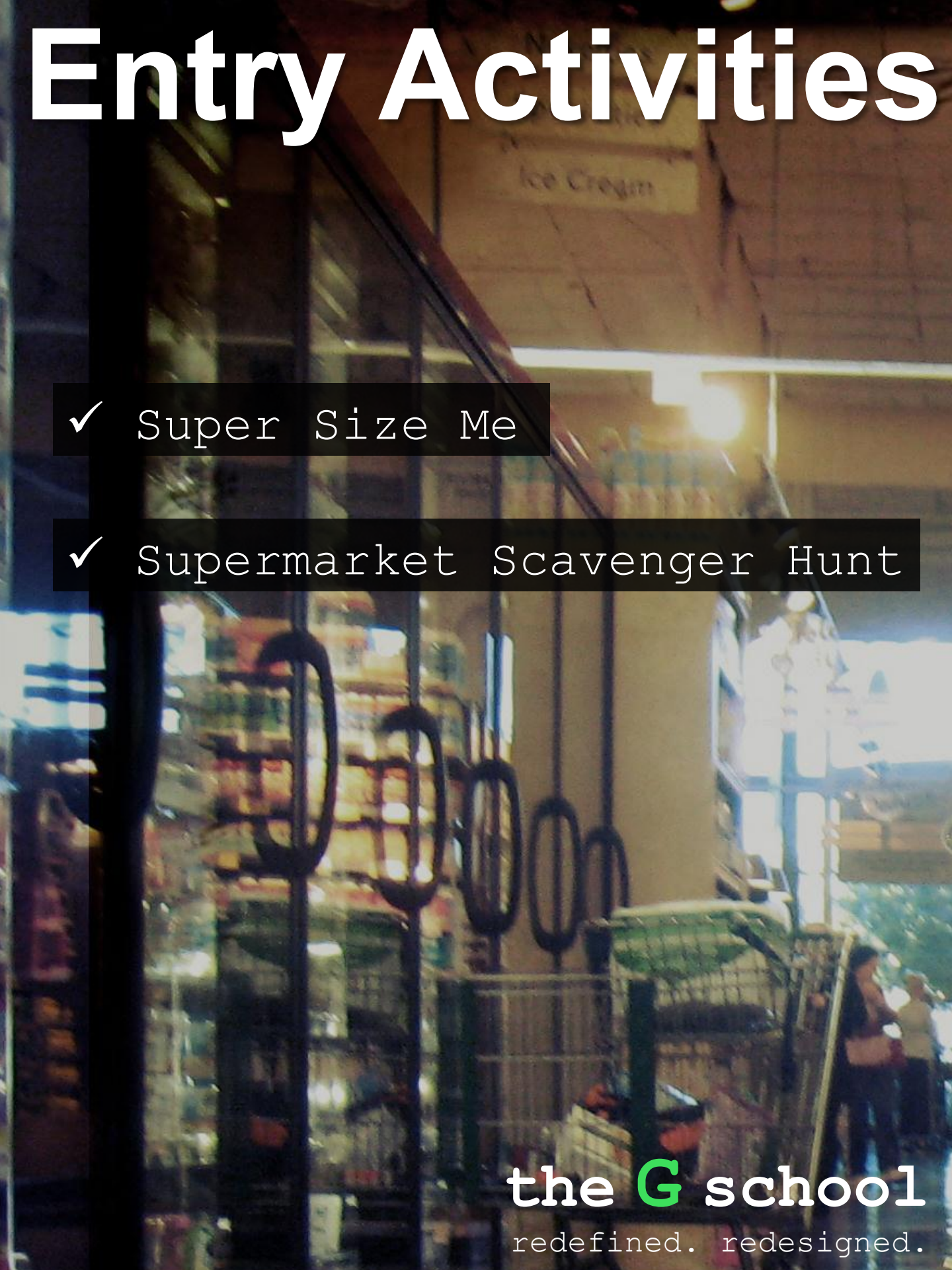
and hundreds of conversations, inspirations, and prototypes.

This comprehensive summary is for educators, students, organizations, movers, shakers, and all those who share our enthusiasm for FOOD and DESIGN.

"It's bizarre that the produce manager is more important to my children's health than the pediatrician."
-- Meryl Streep

the G school
redefined. redesigned.

Entry Activities



- ✓ Super Size Me
- ✓ Supermarket Scavenger Hunt

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Name: .....

After viewing Super Size Me, complete the following:

The documentary refers to the Grocery Manufacturers Association (GMA) as a lobbyist organization. What is a lobbyist, and what exactly do they do? Be specific and thorough in your response.

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Visit the GMA website http://www.gmaonline.org/ and answer the following questions: How do they represent themselves? How does this differ from how they were portrayed in the film? Be specific.

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Morgan Spurlock's role in Super Size Me was centered around forming and testing a hypothesis. Reflect on how Spurlock addressed each of the five design thinking/ scientific method steps on his journey through this film.

How does the film suggest the media plays a role in the choices make in respect to food? What were some of the surprising consequences of McDonald's advertising? Who is the driving force behind selecting school lunch? Answer each question thoroughly.

Entry Event – *"Supermarket Scavenger Hunt"*

The Task: Each design team will visit a local supermarket to gain a foundational understanding of the various dynamics that encompass the food industry. Students will provide written, photographic, and video documentation of their outing.

We strongly urge both of you to take the trip together; learning is always more fruitful with others around you. However, if that cannot happen, it is important that both of you make the trip. This must be completed by Wednesday, January 11.

1. Take photographs of at least ten different food labels. What were the most common daily value categories (calories from fat, calcium, sodium, etc.) that you found?

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_____

2. Take photographs of the checkout lines and all the various products that surround them.

3. Walking at a reasonable pace, time how long it takes you to find a gallon of milk, a loaf of bread, and a carton of eggs. Start at the front door. It does not matter the order in which you obtain these products, but it is important that you walk completely to the item as if you were a customer intending on buying those items. On a separate sheet of paper, record your time and write an account and reflection of your journey.

4. Take photographs of 5 different "end caps," which are displays for a product placed at the end of an aisle.

5. Take photographs of three vegetable displays and any accompanying signs or advertisements.

6. Take enough photographs and notes so that you can accurately and precisely replicate the supermarket's layout on graph paper. Pay attention to where the checkout lanes, shopping carts, produce sections, deli counters, etc. are located. Also, take good notes on which products are located in the aisles. Hint: Look up and the store usually gives you an indication!

7. Locate your favorite soft drink. Record the first five daily values on the nutrition label and their percentages.

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8. Is there a nutrition label for bottled water? (Answer and document your finding with any Daily value that is given.)

_____

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_____

Bonus – Give us video documentation of your visit, and your team will be rewarded handsomely. A reflective piece would be appreciated. What surprised you? What was most impactful? Did the layout of the store pose any challenges? What are some of your lasting impressions? You can do this in the style of investigative journalism or any creative style you wish. Have fun with this part. This type of medium can really breathe life into your visit, and will serve all of us well as we push forward in this design challenge.

Nutrition Facts
CHALLENGE #1:
Calories 110
Calories from Fat 10
% Daily Value*
Total Fat 1.5g
2%
0%
Trans Fat 0g
Cholesterol 0m
0%
Sodium 260mg
11%
rate 19g
8%
Protein 5g
Redesign
the
FOOD
LABEL

DESIGN BRIEF

The Challenge

Redesign the Food Label: Help typical American consumers make better informed decisions about the food they buy.

All of us have encountered food labels at some point in our lives. For those health conscious consumers, it may be a habit. However, what about those who are overwhelmed and confused by the seemingly endless amount cryptic ingredients and meaningless percentages? Is there a way for the typical American consumer to improve their nutrition literacy through a clearer and graphically engaging food label? This is your design team's challenge! By the way, there will be an authentic audience for your design, so remember to keep the user at the forefront.

Design and Product Constraints

No challenge is without its restrictions, so your challenge will be grounded by a few design constraints. Consider this the "floor" of what we will accept. It is up to your design team to set the "ceiling". A successful food label will include the following:

STEM: Your label must include the same daily values listed on the original label. Furthermore, your label will need to interpret the daily value percentages / ingredients and provide some helpful insights about the nutritional value of your chosen food.

Humanities: Food has more meaning that just nutrients; it often provides insight into societies and cultures. Keeping that in mind, your label must include information that incorporates the social aspect (cultural relevance, food justice, etc.) of your chosen food.

Product: Your design team's prototype that will be used for voting will be in the form of a PDF or JPEG file. Make it informative, engaging, and visually stunning!

Time: Your team will have 5 days to complete your challenge. Each design stage will have a "rite of passage" that must be successfully met in order to proceed.

"We need clear, consistent, front-of-the-package, labels that give people the information they've been asking for, in a format they understand."
– Michelle Obama, First Lady

GATHER

Redesign the Food Label

What do I need to know?

During this stage of the design process, we will work together to discover valuable insights about our design challenge and subject matter. It is important that we all gain some foundational knowledge in order to make more informed decisions. In order to successfully proceed to the next stage, a few "rites of passage" are necessary to complete. You can think of the following as a "grocery list" of items that must be checked off by your teachers:

- ❑ Complete Activity 1.1 – "Anatomy of a Food Label" (20 points possible)
- ❑ Complete Activity 1.2 – "Need to Know Info" (70 points possible)
- ❑ Complete Activity 1.3 – "Food Labels Anonymous" (10 points possible)

Signature and Scoring Section:

_____ and _____ have successfully completed all of the "rites of passage" and are now food label experts. They have displayed a mastery of knowledge, an inquisitive disposition, and an impeccable work ethic. It is now time for these food warriors to go forward and "fight the good fight" against the tyranny of food labeling.

Ben Williams _____

Lindsey Ott _____

Eric White _____

Overall Score for Gather Stage:

Name: _____ Points: _____ / 100

Name: _____ Points: _____ / 100

GLEAN

Redesign the Food Label

What is my focus?

During this stage of the design process, we will work together to build a concrete focus that will direct our learning. In other words, what are the core shortcomings of food labeling? Once our direction is set, we can then start imagining the possibilities. In order to successfully proceed to the next stage, a few "rites of passage" are necessary to complete. You can think of the following as a "grocery list" of items that must be checked off by your teachers:

- ❑ Complete Activity 2.1 – "Food Label Confessions" (50 points possible)
- ❑ Complete Activity 2.2 – "Food Funnel" (50 points possible)

Signature and Scoring Section:

_____ and _____ have successfully completed all of the "rites of passage" and are now ready to brainstorm. They have chosen their food label to redesign and now have distinct direction. They've seen all the various faults of food labeling, and have chosen their battles to fight. It is time for them to put their heads together, abandon judgment, and wildly devise a winning strategy!

Ben Williams _____

Lindsey Ott _____

Eric White _____

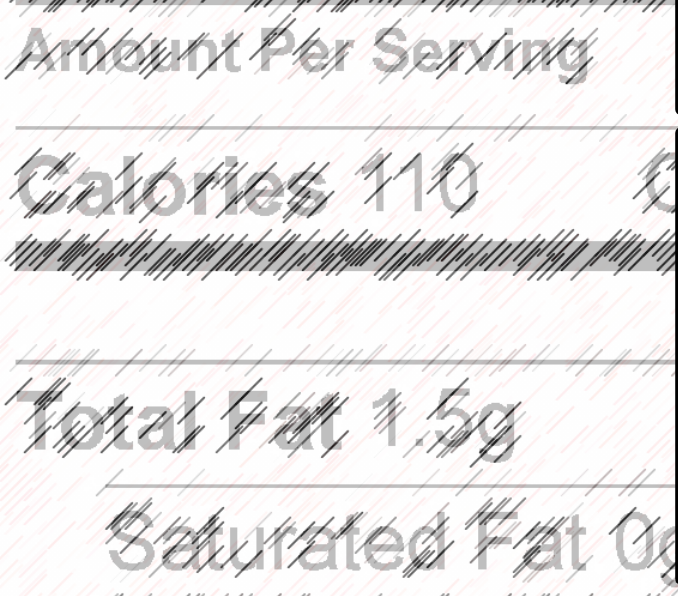
Overall Score for Gather Stage:

Name: _____ Points: _____ / 100

Name: _____ Points: _____ / 100

GENERATE

Redesign the Food Label



What are the possible solutions?

During this stage of the design process, we will brainstorm and imagine all the possibilities for a drastically improved food label. However, do not forget your design constraints listed in the Design Brief. As crazy as it sounds, constraints can actually fuel creativity, so embrace the box in which you are working. In order to successfully proceed to the next stage, a few "rites of passage" are necessary to complete. You can think of the following as a "grocery list" of items that must be checked off by your teachers:

- ❑ Complete Activity 3.1 – "Eight is Enough" (50 points possible)
- ❑ Complete Activity 3.2 – "Buddy Brainstorms" (50 points possible)

Signature and Scoring Section:

_____ and _____ have successfully completed all of the "rites of passage" and are now ready to prototype some possible food labels. They have exhibited some truly original thoughts and are well on their way to finally improving these faulty food labels that have been plaguing society. Armed with a creative and dedicated spirit, they will most assuredly change the food industry forever!

Ben Williams _____

Lindsey Ott _____

Eric White _____

Overall Score for Gather Stage:

Name: _____ Points: _____ / 100

Name: _____ Points: _____ / 100

GAUGE

Redesign the Food Label

How do I build and test my ideas?

During this stage of the design process we will prototype, test, prototype some more, test some more, prototype even more, test even more, and…well, you get the picture. This is all about learning fast. In order to successfully proceed to the next stage, a few "rites of passage" are necessary to complete. You can think of the following as a "grocery list" of items that must be checked off by your teachers:

- ❑ Complete Activity 4.1 – "Food Label Confessions" (50 points possible)
- ❑ Complete Activity 4.2 – "Food Funnel" (50 points possible)

Signature and Scoring Section:

_____ and _____ have successfully completed all of the "rites of passage" and are now ready to brainstorm. They have chosen their food label to redesign and now have distinct direction. They've seen all the various faults of food labeling, and have chosen their battles to fight. It is time for them to put their heads together, abandon judgment, and wildly devise a winning strategy!

Ben Williams _____

Lindsey Ott _____

Eric White _____

Overall Score for Gather Stage:

Name: _____ Points: _____ / 100

Name: _____ Points: _____ / 100

GO!

Redesign the Food Label

No more questions! Time to GO!

During this stage of the design process, we will work together to build concrete a concrete focus that will direct our learning. In other words, what are the core shortcomings of food labeling? Once our direction is set, we can then start imagining the possibilities. In order to successfully proceed to the next stage, a few "rites of passage" are necessary to complete. You can think of the following as a "grocery list" of items that must be checked off by your teachers:

❑ Complete Activity 2.1 – "Food Label Confessions" (50 points possible)

Signature and Scoring Section:

_____ and _____ have successfully completed all of the "rites of passage" and are now ready to brainstorm. They have chosen their food label to redesign and now have distinct direction. They've seen all the various faults of food labeling, and have chosen their battles to fight. It is time for them to put their heads together, abandon judgment, and wildly devise a winning strategy!

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