CHAPTER V

CLOSING

5.1. Conclusion

Now more than ever, people are turning towards vegetarian diets for a variety of reasons: to become healthier, to follow their beliefs, as proof of their empathy towards other living creatures, or even just to gain acceptance within their social circle. Whatever their reason, transitioning fully to a vegetarian diet is not without its risks. Giving up meat and/or animal products without compensating for the sudden lack of certain nutrients may result in long term negative effects to the human body. It is for this reason that proper knowledge and preparation is needed.

This book is meant to serve the purpose of giving potential beginner vegetarians a push in the right direction; to give them the information they would need to start a nutritionally balanced vegetarian diet in a way that is approachable, accessible, and interesting. By using the long, horizontal orientation of the pages, crucial information can be communicated to the reader all at once, which allows them to see at a glance how much preparation a recipe requires beforehand. Having the characteristics of a desk calendar means that the book can be propped up or hanged in the air without issue; a useful feature to have when the person reading needs to access the information in the book without having to hold it up using their hands, such as when they are following along a recipe while cooking. The use of surreal, food-headed characters as illustrations within the book piques the reader's curiosity and helps communicate the information in an informal,

playful manner, while the use of non-serif typefaces makes sure that the information is communicated clearly.

5.2. Suggestions and Input

During the course of this project, the writer learned a lot about the process of putting together a book. More so than most other design projects, one must have a fundamental understanding of many aspects of graphic design in order to successfully design a book from start to finish.

Putting aside the matter of the actual content of the book, one must at least have a firm grasp of layout design and typography just to be able to design the bare minimum. Depending on the content, one potentially must have further understanding of photography, photo-manipulation, illustration, and even copywriting. All this to say that designing a book requires smart planning, scheduling, and discipline in order to finish on time. The best advice the writer can give to readers is to never underestimate how long a given task will take, especially if it is being done for the first time. Always account for unexpected time loss, which means don't procrastinate and put things off until the last second.