# SCHOCH DESIGN

## **CHERYL SCHOCH**

973.479.8806 R00538885

cschoch\_PD\_Final Project

Publication Design Fall 2014 Bonnie Blake

### **TABLE OF CONTENTS**

- 2 Newsletter
- 3 Menu
- 4 Recipe Book
- 5 Magazine



Newsletter concept designed to appeal to other designers. Focuses on strong elements of typography. Designed to be compatible on all digital viewing platforms and print.



THE TYPOGRAPHY ISSUE ◆ SEPTEMBER 25<sup>TH</sup> 2014 ◆ THEDESIGNDIARY.COM

### THE DAWN OF DIGITAL TYPE



### IS THAT? SNASK **GOES BIG IN**

Malmö's annual city festival, the design, branding, and film agency Snask thought

MALMÖ

Since the letters weighed up to 150 kilograms, spacing them was a challenge: allowed for near-perfect spacing before the shoot. The letters had to be placed so they would cast the right shadows five

Retrived From: http://www.tdc.org/news/ what-point-size-is-that-snask-goes-big-in-





**SIGN PAINTERS:** SPECIAL FILM **SCREENING DIRECTED BY FAYTHE LEVINE & SAMUEL MACON** 



bration of the Sign Painters film.

Retrived From: http://www.tdc.org/event





## WHAT POINT IS THAT?

THEDESIGNDIARY.COM

## DESIGN DIARY







Menu design for original restaurant. Stationary created to support the identity as well an apron.



### SOUP \$3

From classic favorites to inspired tastes, our variety of hot soups feature high-quality ingredients and deliciously satisfying flavor by the spoonful.

BROCCOLI CHEDDAR-Chopped broccoli, shredded carrots and select seasonings simmered in a velvety smooth cheese sauce

FRENCH ONION- Sweet onions simmered in a traditional savory broth accented with a classic sherry wine vinegar gastrique and a blend of sea salts, then topped with gruyere cheese and our homemade asiago cheese croutons

BLACK BEAN-Plump black beans simmered in a spicy vegetarian broth with onions, red bell pepper, garlic and

TOMATO-VINE-ripened pear tomatoes pureed with fresh cream for a velvety smooth flavor accented by hints of red pepper and oregano and topped with our homemade asiago cheese croutons

CLAM COWDER-Chopped sea clams, diced potato, celery, onions and traditional seasonings simmered in a rich, creamy broth



Made to order, our salads use only the freshest ingredients such as vine-ripened tomatoes and crisp field greens to create flavor combinations as unique as they are delicious.

CAESAR- Romaine Lettuce, garlic croutons, parmesan cheese, ground black pepper

APPLE FUJI- Mixed Greens, red onions, feta cheese, apple chips, almonds, dried cranberries

BBQ KICKIN CHICKEN- Oven roasted BBQ chicken, romaine lettuce, roasted corn, black beans, frizzled onions.

THAI CHICKEN SALAD-Grilled Chicken, thai cashews, fire roasted edamame, red peppers, carrots, fresh cilantro, crispy wonton

HOUSE- Mixed Greens, romaine lettuce, vine ripened tomatos, cucumbers, red onions.

#### SANDWICHES \$4

The best sandwiches start with great bread, freshly baked each day in our bakery-cafes. Crafted with our fresh, high-quality meats, cheeses and vegetables, there's a whole host of inspired sandwich options for

ROAST BEEF-Seared steak, smoked cheddar cheese, lettuce, vine-ripened tomatoes, red onions, creamy horseradish sauce.

TURKEY-Roasted turkey, applewood-smoked bacon, lettuce, vine-ripened tomatoes, fresh avocado

LOADED GRILLED CHEESE-Sharp cheddar cheese, fresh apple slices, Honey roasted Ham

TUNA- Our special recipe tuna salad, lettuce, vineripened tomatoes, red onions,

REUBEN- Corned Beef, melted swiss, home-made russian dressing

CHICKEN SALAD-grilled chicken, diced celery, seedless grapes, almonds and our special dressing served with lettuce and vine-ripened tomatoes







## SCHOCH DESIGN

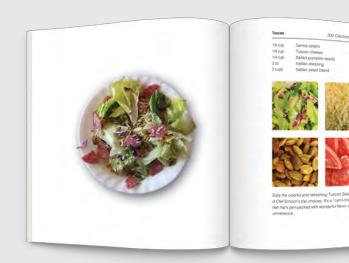
Recipe booklet to match previous restaurant. Created and photographed own salads for entire booklet.















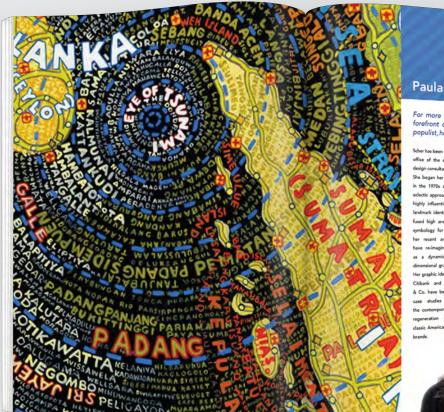




Original magazine concept targeting college level designers. Highlighting articles about the importance of women in the design world.







### Paula Scher

For more than three decades Paula Scher has been at the forefront of graphic design. Iconic, smart and unabashedly populist, her images have entered into the American vernacular.

Scher has been a principal in the New York office of the distinguished international design consultancy Pertagram since 1991.

See began her career as an art director in the 1970s and early 80s, when her eclectic approach to typography became highly influential. In the mid-1990s her landmark identity for The Public Theater Street, the New York Botanical Garden, fused high and low into a wholly new symbology for cultural institutions, and In 1996 Scher's widely imitated identity her recent architectural collaborations for the Public Theater won the coveted have re-imagined the urban landscape Beacon Award for integrated corporate

dimensional graphic design. Her graphic identities for