

Project Plan

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

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Strategy Plane

Project Title

Savor the Journey: A day in the life of a Head Chef!

Project Description

This informational course is intended for students of culinary and hospitality institutions, to give them a behind-the-scenes look at a typical day in the life of a head chef. Upon completion of this course, the learners will be able to gain a realistic understanding of a head chef's daily tasks and key activities involved in running an industrial kitchen in the food catering industry. At the end of each section, some of the chef's best tips and tricks for food prep, cooking and storage will be provided.

The following people were involved in the development of this course:

- eLearning Designer: ■■■■, Ehab, ■■■■ (Instructional Designer team)
- Project Sponsor: Institute of Culinary Education
- Subject Matter Expert(s): Chef Gus and his team

The following resources were used to research the project:

- One-on-one interviews with the head chef
- Staff interview with the kitchen team
- Observation of operations: 1-2 days in industrial kitchen/ facility, including filming videos of key tasks and operations
- Observation of pre-event preparation

The following potential pitfalls and challenges were identified:

- Capturing an unscripted scene with only one camera is limiting, as you can miss important details or not capture them at a good angle.
- Filming has to be done in one, possibly two days. As this is an operational business, it will not be possible to go back again to shoot, so timing and accuracy are important.
- The technical skills in using a camera and filming videos are limited.
- Considering the length of the raw content, editing will be time-consuming.

Target Audience

The primary audience for this informational course is students of culinary and hospitality institutions, to provide them with a look behind the scenes on a typical day in the life of a head chef. The secondary audience for the course is foodies or anyone interested in seeing how, where and by whom food is created in an industrial kitchen in the catering industry.

Demographic information and other important factors of the primary target audience:

- Age range: 15 – 35 years old
- Educational Level: students of vocational schools in gastronomy and hospitality
- Work experience: varying levels of industry experience in various industries
- Genders, ethnicities, and socioeconomic backgrounds: various
- Pain points: in training to start a career in the gastronomy industry, but lack a realistic understanding of a head chef's day-to-day work life.

Learning Objectives

After completing this course, learners will be able to gain an understanding of:

- The practical point of view on the life of a chef
- Food hygiene and storage
- Menu selection and creation
- Order and inventory management
- Food prep: bistro (sandwiches, bowls, salads) vs. catering (fixed menus)
- Packaging and sending
- Catering event management

Brand Identity

‘Savor the Journey: A day in the life of a Head Chef’ is a course for future chefs who are about to graduate and get ready for their new careers. Therefore, the identity of the course conveys an inspiring, exciting, bright and vibrant mood throughout. However, it is not weightless, casual or naive. It expresses a chef’s professionalism and passion for his work, which is critical to motivating the target audience.

The focus of filming a chef in action without any script or staging is to portray an authentic and realistic documentary-style presentation. To give the audience the feeling of following the chef closely, close-ups and zoom-in techniques are often used. Therefore, various colors of ingredients fill the camera frames altogether but it is done in a restrained way to keep the harmony.

Just like a beautiful presentation of a dish often contains several different ingredients and fragrances but their balance is perfectly calculated, the valuable information, such as cooking tips, brings in the professional and business aspect of a chef’s role. To align with the

professionalism, the tone of the course narration is calm yet enthusiastic and positive. Deliberate and thoughtful use of a clear and concise, yet conversational and human tone will encourage learners to feel a deeper connection with the contents.

Likewise, all interactions are intuitive with clear navigation labels. The navigation system is well organized in a minimalistic style without any clusters, and it should flow without causing any confusion.

User Needs & Personas

Two personas are identified as the users: Culinary and hospitality students and Foodies/general public

Persona #1: Culinary Student

Ahmed Hassan, 22, Culinary student

Education: Diploma in Culinary Arts (in progress)

Environment and Context: Ahmed is a second-year student enrolled in the Diploma in Culinary Arts at the Culinary Institute of Canada. He is enthusiastic and excited about all the specialized training he has received during the two-year program, from basic knife skills to advanced food preparation. He is especially happy that he can also earn apprenticeship hours and gain valuable hands-on experience in the Institute's state-of-the-art facilities.

Goals and Needs: Ahmed is looking forward to graduating from the Diploma program in a few months with the skills and qualifications needed to start a career in the food and beverage industry. He is also considering enrolling in the Institute's Hotel and Restaurant

Operations Management program. Since he already has specialized training in food service and catering under his belt, he would only need to take courses on business and hotel management. However he feels his heart is in the kitchen and although very stressful and exhausting, he does not want to lose touch with the creative side and would rather pursue his dream of running the kitchen of a contemporary à la carte restaurant over managing a restaurant or hotel.

Pain Points: Although the Culinary Institute's on-site training restaurants help prepare students for a challenging career in this fast-paced industry, Ahmed worries that this controlled training environment might not entirely capture the hectic work environment of a real industrial kitchen: the sights, smells, sounds, intensity, pressure and stress that busy restaurant kitchens are notorious for. He regularly watches documentaries on real-life cooks managing their kitchens and is fascinated by their ability to combine art (creating dishes and menus), science (food science and hygiene), business (operations management) and the human factor (managing a team and creating a healthy work environment).

Persona #2: Foodie

Sarah Johnson, 28, Marketing Manager

Education: Bachelor's Degree in Business Administration

Environment and Context: Sarah is a busy professional who likes to cook as a hobby but has no plans to pursue a career in cuisine. In her spare time, she enjoys experimenting with new ingredients and dishes. She is also curious about the culinary industry and the labour-intensive process that goes into preparing a delectable dish.

Goals and Needs: Sarah wants to enhance her culinary skills and knowledge as a hobbyist cook. She is interested in learning about the behind-the-scenes work that goes into preparing a meal, such as an ingredient selection and event planning. She values efficiency and organization and wants to streamline her cooking process. She also wants to explore different cultural cuisines and ingredients to broaden her culinary horizons.

Pain Points: Sarah finds it challenging to find reliable sources of information on culinary arts, especially when it comes to the behind-the-scenes work that goes into preparing a meal. She struggles to balance her demanding work schedule with her passion for cooking and often feels overwhelmed by the amount of information available. She prefers to work independently and finds it challenging to navigate social connections related to her hobby

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)

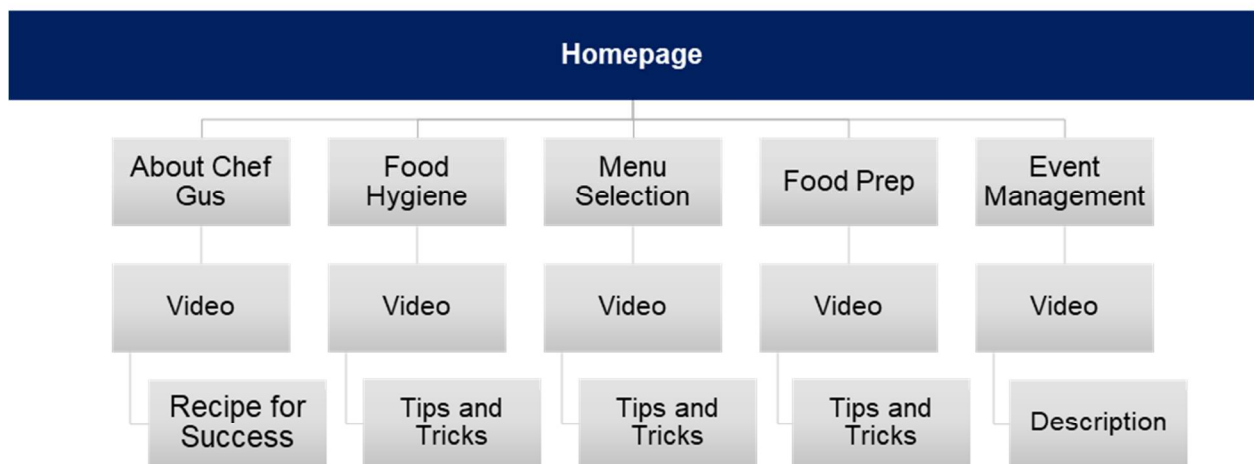
- Royalty-free background music

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

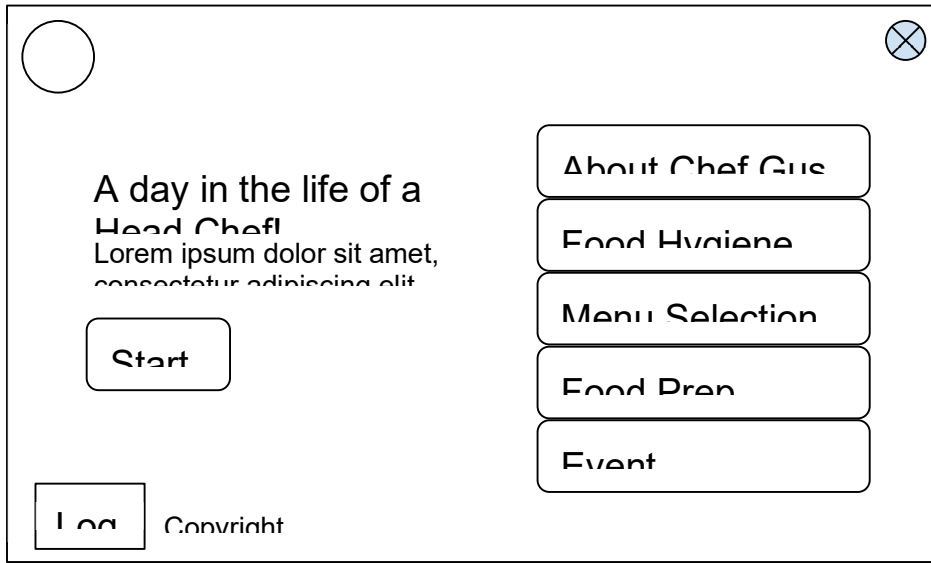
Information Architecture



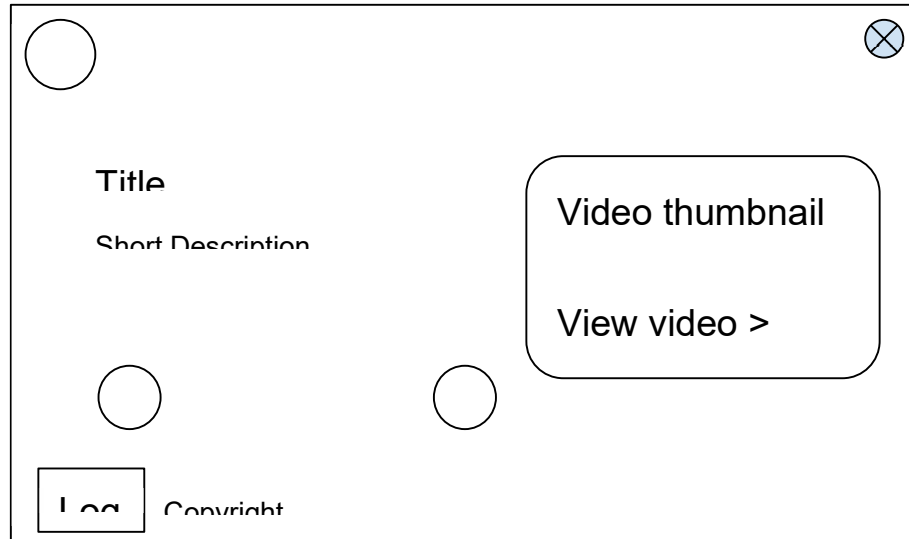
Skeleton Plane

Wireframes of Homepage, Subpages, and Menu Page

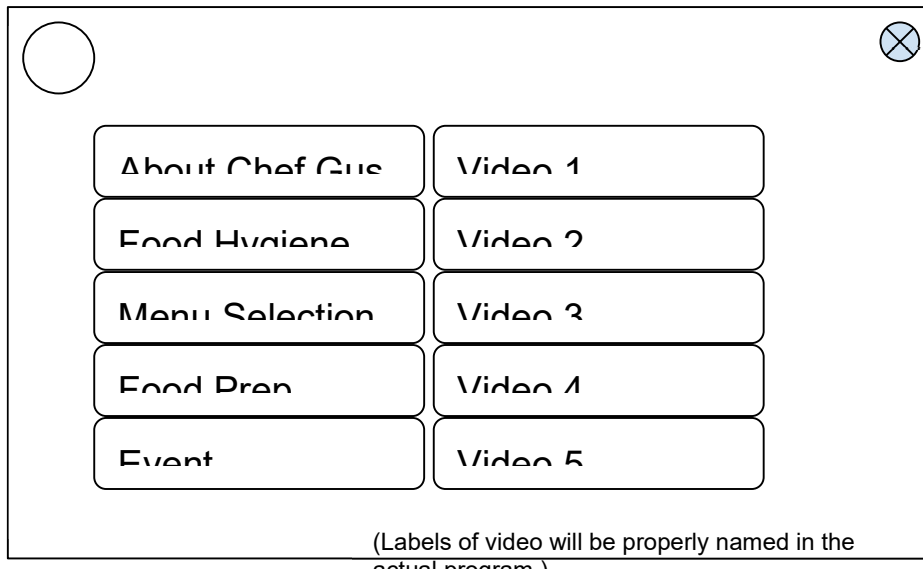
HOME



SUBPAGES



MFNI I



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 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 for 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?

Surface Plane

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.



#ffffff



#a9c360



#7ec77b



#fbb446

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
	<p>Description: Collage of kitchen elements used as buttons:</p> <ul style="list-style-type: none"> - Chef photo: About Chef Gus - Fridge: Food Hygiene - Menu on the counter: Food Selection - Ingredients: Food Prep - Catering Setup: Event
	Audio: Music loop
1. About Chef Gus	
Scene: Landing Page	Shot: NA
	Camera: NA
	<p>Description: (Photoshop file)</p> <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, centred (Looking straight at 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 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...)

	<p>Description: 3. A brief resume of your career path?</p> <p>(Question display on screen)</p>
	<p>Audio: Gus speaking</p>
<p>Scene: Introduction - Q4</p>	<p>Shot: 04</p>
	<p>Camera: CloseUp - left/ upper side (Insert: CU hands, cooking, related images...)</p>
	<p>Description: 4. What is your philosophy about your cooking?</p> <p>(Question display on screen)</p>
	<p>Audio: Gus speaking</p>
<p>Scene: Introduction - Q5</p>	<p>Shot: 05</p>
	<p>Camera: CloseUp - left/ upper side (Insert: CU hands, cooking, related images...)</p>
	<p>Description: 5. What is your philosophy about your cooking?</p> <p>(Question display on screen)</p>
	<p>Audio: Gus speaking</p>
<p>Scene: Introduction - Q6</p>	<p>Shot: 06</p>
	<p>Camera: CloseUp - right/ upper side (Insert: CU hands, cooking, related</p>

	<p>images...)</p> <p>Description: 6. What do you love about your job?</p> <p>(Question display on screen)</p> <p>Audio: Gus speaking</p>
<p>Scene: Introduction - Q7</p>	<p>Shot: 07</p>
	<p>Camera: CloseUp - right/ upper side(Insert: CU hands, cooking, related images...)</p> <p>Description: 7. How do you find work-life balance?</p> <p>(Question display on screen)</p> <p>Audio: Gus speaking</p>
<p>Scene: Introduction - Q8</p>	<p>Shot: 08</p>
	<p>Camera: CloseUp - right/ underside (Insert: CU hands, cooking, related images...)</p> <p>Description: 8. What is the biggest challenge as a chef?</p> <p>(Question display on screen)</p> <p>Audio: Gus speaking</p>
<p>Scene: Introduction - Q9</p>	<p>Shot: 09</p>
	<p>Camera: CloseUp - right/ underside (Insert: CU hands, cooking, related images...)</p> <p>Description: 9. How do you cope with stress?</p>

	<p>(Question display on screen)</p>
	<p>Audio: Gus speaking</p>
<p>Scene: Introduction - Q10</p>	<p>Shot: 10</p>
	<p>Camera: CloseUp - right/ underside (Insert: CU hands, cooking, related images...)</p>
	<p>Description: 10. What is your personal recipe for success? (Question display on screen)</p>
	<p>Audio: Gus speaking</p>
<p>3. Food Hygiene</p>	
<p>Scene: Hygiene</p>	<p>Shot: 01</p>
	<p>Camera: - Medium shot</p>
	<p>Description: (Question display on screen)</p> <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?

	<ul style="list-style-type: none"> - What are your Top 3 tips and tricks for food hygiene, packaging and storage?
	<p>Audio: Gus speaking</p>
<p>Scene: Hygiene</p> 	<p>Shot: 02 (insert)</p> <p>Camera:</p> <ul style="list-style-type: none"> - tilt & CU on hands <p>Description: Details of how to handle the hygiene of food.</p> <ul style="list-style-type: none"> - properly store and label perishable and non-perishable foods - packaging and storing food items - 3 tips and tricks <p>Audio: NA</p>
<p>Scene: Hygiene</p>	<p>Shot: 03 (insert)</p>
	<p>Camera:</p> <ul style="list-style-type: none"> - Insert: Longshot - kitchen in action <p>Description: A routine of how the chef works/cleans up the kitchen.</p> <ul style="list-style-type: none"> - store and label perishable and non-perishable foods - packaging and storing food items - 3 tips and tricks <p>Audio: NA</p>
<p>4. Menu Selection</p>	

<p>Scene: Menu</p>	<p>Shot: 01</p>
	<p>Camera:</p> <ul style="list-style-type: none"> - Medium shot
	<p>Description: (Question display on screen)</p> <ul style="list-style-type: none"> - 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 and inventory management?
	<p>Audio: Gus speaking</p>
<p>Scene: Menu</p>	<p>Shot: 02 (insert)</p>
	<p>Camera:</p> <ul style="list-style-type: none"> - tilt & CU on hands
	<p>Description: Details of how to handle:</p>



- 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)



Camera:

- Insert: Longshot - kitchen in action

Description:

Kitchen in action:

- 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?

	<ul style="list-style-type: none"> - How does your team work to prepare for 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)
	<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"> - prep some signature dishes: an appetizer/ a soup or salad/ a main dish/ a dessert - 3 tips and tricks
Scene: Prep	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"> - teamwork - 3 tips and tricks
6. Event Management	
Scene: Event	Shot: 01
	<p>Camera:</p> <ul style="list-style-type: none"> - 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:

- Insert: Longshot - kitchen in action

Description:

Catering crew in action at the event site

- teamwork
- 3 tips and tricks



Audio: NA

References

Carliner, S. (2015). *Training design basics* (2nd ed.). Alexandria, VA: ATD Press.

Garrett, J. J. (2011). *The elements of User Experience*. New Riders.