

MYP – Personal Project: Designing a Cookbook

Criteria A: PLANNING

Personal Project is an important project done by IB (International Baccalaureate), which is meant to be completed throughout grade 10. Personal Project is the students project about what they want to do and their passion. It demonstrates the students' developed skills and apply them to create a final product.

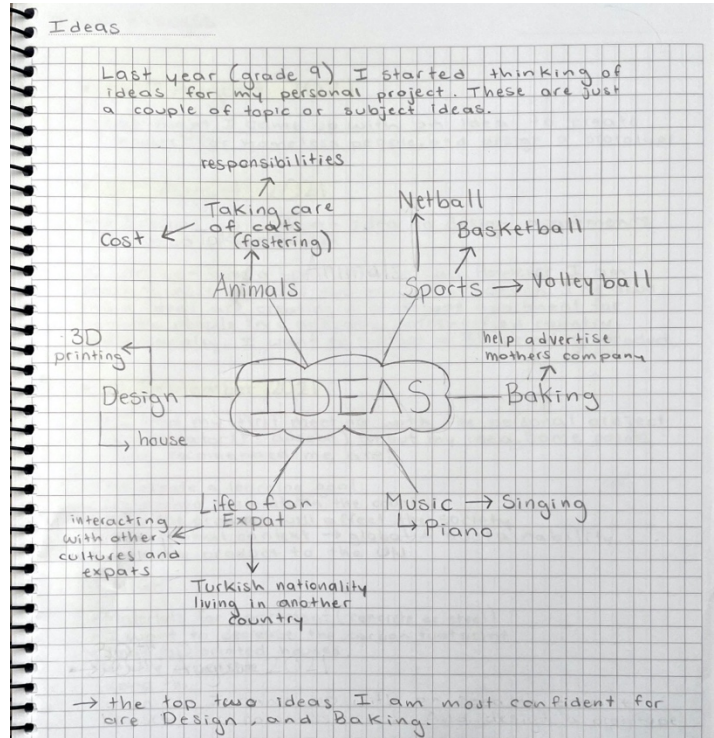
Throughout my whole life of as an IB student, I have learned to open my mind to search for options further than what the media can offer. I use various skills to expand my knowledge and come up with many solutions, as it teaches us IB learner profiles and skills. For my Personal Project, I will be focusing on the topic of 'Designing a Cookbook' to pursue my passion, which is designing different products.

The **SMART Goal** is used to analyze the goal and product evaluating the different components of my goal. It talks about the challenges I may face, and the process of the entire project.

I	Inspired: There are multiple things that are inspirational to me. Some of these are music, sports, and design. I wanted to create a product that will connect to my passion so it can make the process of completing Personal Project a lot more enjoyable. My mom has a cake company where she bakes various sweet treats as well as birthday cakes. Though her company is known in Qatar, I decided to help her further in advertising her company to gain more followers. Therefore, I thought of the idea of designing a cookbook filled with cake and cookie recipes of the company.
S	Specific: By the end of the project, I want to achieve a successful goal and product. I want to develop my skills and broaden my knowledge of Design. The target user and age range for the audience will be more young adults or adults as they will probably utilize this product more. These adults will have a special interest towards the baking industry. Teenagers can use it as well, but adults might be more interested in making use of the product.
M	Measurable: I have created an action plan and a success criterion for my product. This will help me stay in track and I can evaluate against the criteria once the product is fully completed. This criterion and the feedback from supervisors will help me measure and grade the quality of the product. Therefore, I will know if I have achieved my goal poorly or successfully.
A	Attainable: Goals will be created to ensure the product will be achieved successfully. However, I will only accomplish this by staying on track and preventing procrastination, meaning I must carefully use my organization and self-management skills. Research and many tasks are required to complete this project, but if I self-manage my time well, then organizing everything will be easy.
R	Relevant: The global context of this product will be decided by thinking about the goal a from all the options, choosing the one most relevant to the product. Since the product for this project will be a cookbook for a company, the global context will be Personal and Cultural Expression. The cookbook will be everything about the company, its Identity and it is shared to its followers for them to learn more, advertising the company.
T	Timely: To complete the product, I will have the Mid Term October break, as well as the whole Winter holiday, alongside the regular school year. However, it is difficult as we must worry about all the other subjects and the Mock exams. In order to efficiently use this time, I have created an action plan that will help me stay in track. I will create a schedule consisting of deadlines, tasks, and needed resources.

Learning goal

There was nothing specific that I have always wanted to do because ever since I was young, I could not find one thing I was super passionate about. Therefore, thinking about personal project topic ideas was somewhat difficult. To make this process easier, I created a mind map of Personal Project topic ideas. This mind map consisted of things I do in my free time, favorite academic disciplines, a research project I would like to develop etc. As a leisure I enjoy spending my time at my piano learning some new songs, so music was added into my idea mind map. Afterwards, I enjoy staying active and playing some sports, for instance volleyball, netball, basketball, and boxing. Furthermore, design is my favorite and most passionate subject, I wanted to produce a product associated with this subject. Lastly, my mom is a baker and owns her own company with cakes and cookies. Baking has been a hobby of mine, as throughout the years I have been helping with baking all around the house. Hence all these ideas were placed in my process journal. Since design is my favorite subject and there are many teachers who could be helpful and I enjoy baking, this sparked an interest of a possible product, and I was convinced that it would be fun and challenging to design a cookbook to advertise the company. Therefore, the set learning goal for this project is to come up with a product I will be interested in manufacturing, as it will be related to my passion in Design. Along with the hobby in baking which help promote a company.



Product goal

I am hoping that my learning goal will guide me to create an efficient and useful product for my topic idea. I will be learning how to create a cookbook, using the skills I have learned from design. My product will include recipes and images of these sweet treats.

Global Context

The Global Context, my learning goal and product is aiming to achieve is 'Personal and Cultural Expression'. This is the Global Context I have found the most appropriate fit for the project. Personal and Cultural Expression is about creative forms of expression and seeing things in different perspectives and points of views. The global context explores on What is means to be creative. Producing a cookbook, is about a creative method to demonstrate my skills in design and benefit from these skills to promote the baking company.

Success Criteria

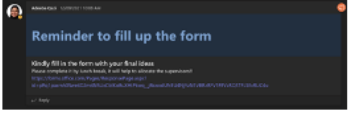

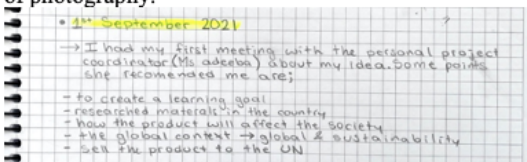
In order to fully evaluate my product, I have created a success criteria. This will help me assess my product as well as aid me with the main elements needed for my product.

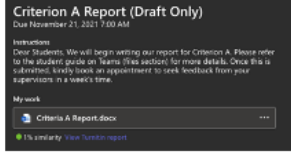
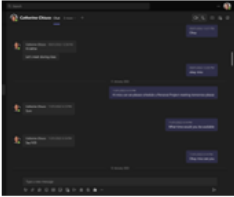
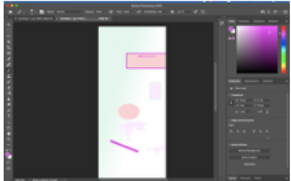
Level	Criteria
0	<ul style="list-style-type: none">The standard described by any of the descriptors below is not reached
1-2	<ul style="list-style-type: none">My book consists of little to no reference images, to help guide the consumersI have only incorporated 5 recipes in the product.

	<ul style="list-style-type: none"> • Minimal effort is presented in the writing of recipes – no measurements of ingredients included, with multiple grammar and syntax errors • No color scheme is incorporated in my product, resulting in the recipe book being dull and not eye catching. • My book is not professionally designed and messy • My product was not submitted in time and incomplete
3-4	<ul style="list-style-type: none"> • My book consists of minimal reference images, to help guide the consumers • My product only has 10 recipes • I have briefly written the recipes – minimal ingredients and incorrect measurements, with a couple of grammar and syntax errors • The color theme in my book is messy and uncoordinated • My book is nicely put together • My product was not submitted on time and partially completed.
5-6	<ul style="list-style-type: none"> • My book consists of lots of reference images taken nicely, to help guide and attract the consumers attention. • My product has 20 recipes • I have written properly explained recipes – mostly correct measurement and ingredients included. These recipes are written with minimal grammar and syntax errors • The color theme of the book is properly put together, good choices of color with a couple of incoordination. • My book is organized and designed neatly • My product was submitted a little late and substantially completed.
7-8	<ul style="list-style-type: none"> • Each page of my book consists of professionally taken appetizing images with good lighting, to help guide the consumers and demonstrate the finished recipe. • I have incorporated 30 or more recipes in the product. • I will present detailed written recipes – correct materials and ingredients included with little to no errors. These recipes are written with correct grammar and syntax. • A coordinated color scheme is displayed throughout my whole book. • My book is professionally designed with a hardcovered cover, images, dedication letter, content page, front and back cover. • My cookbook was submitted on time and fully complete.

Action Plan

The table below shows the action plan of completing Criterion A in Personal Project. This plan is created to help manage my time. The action plan will help me stay on track and not fall behind on work. With the winter break coming up, I will have the opportunity to complete everything and meet deadlines. I believe I did an okay job following this plan, as I did end up completing everything on time with a couple of lost time. There has been some time I have fallen behind and completed either a week or a couple of days. However, by the end everything was accomplished with maximum effort.

Task	Description of task	Required Tools	Due Date	Further comments
PLANNING				
Brainstorm topic ideas	I will be creating a mind map of all the topic ideas. I can research previous personal project topic ideas for inspiration. Additionally, I will also analyze my passions and what I do in my free time.	Process journal	14 th September	Brainstorming topic ideas on a mind map was helpful to display all my different passions, and later on to decide on the final one. I had trouble deciding on learning sign language or baking. However, by asking for advice from the supervisors, I decided on combining both design and baking to create a product.
Choose final product	Afterwards, out of my brainstorm mind map, I will be choosing my favorite and most suitable idea.	Process journal,	16 th September	The final product I have decided on for the Personal Project was to design a  cookbook to advertise a company. I submitted an Excel form sheet to Miss Adeeba to confirm my product and help chose a mentor.
Learning goal	When my final idea is chosen, I will be writing a learning and product goal to focus on	Personal Project student guide, and Crit A report	17 th September	I chose and wrote down my learning goal about the chosen product idea. In the Excel sheet along with the product I submitted my learning goal. 
ISMART goal	In detail I must write down a ISMART goal answering all the questions in the Personal Project guide.	Personal Project student guide, and Crit A report	20 th September	I completed my ISMART goal. However, I did not meet the due date. The ISMART goal was completed after the first mentor meeting, which slightly put me behind schedule.
Global Context	I will be choosing one of the global contexts which will be suit my product and learning goal.	Personal Project student guide, and Crit A report	26 th September	The global context which is suitable for my goal is Personal and cultural expressions. I have chosen this in time and stayed in track of the plan.
first mentor meeting	I will be discussing my topic idea with my mentor and asking if it is effective and suitable for the assessment, as well as to make sure if I have completed all the previous work that needs to be done prior	Process journal, and laptop to show my previous work	1 st October	In the first mentor meeting, my supervisor and I discussed about my chosen topic for the personal project. She guided me to my next steps, which is to start working on my success criteria, and add more to the previous goals. Afterwards I need to research other cookbooks to learn some elements as well as other types of photography. 
Success criteria	I am going to complete a success criterion, so I can use it to look back at it later, to make sure I have met the criteria and the expectations.	Personal Project student guide, and Crit A report	5 th October	I successfully completed this task on time. I have developed this criterion by the 5 th of October. I had some trouble on deciding the format on the criteria. I had 3 different options, our academic criteria, specifications, or the same one on the student guide.
Second mentor meeting	Meet with the mentor to talk about the previous steps and activities. Discuss about the next steps	Process journal, and laptop to show my previous work	10 th November	The second meeting took place a week later (18 th November), causing me to fall behind schedule. I am aware this meeting was planned a week late. However, I was able to catch up with my work. In this meeting we talked about my process. She guided me to the next steps which will be research and starting criterion B report (Applying skills)

Research	I will first research the different cookbooks that have been made to learn about all the need aspects and elements to create a book.	Laptop, cookbooks	15 th November	I am a bit behind as the second mentor meeting took place a week late. Therefore, I started the research a bit earlier. However, I was able to complete this research by the 18 th of November.
	<u>Later on</u> , I will research the different styles and types of photography.	Laptop	17 th November	Due to the slight delay, I started the second part of research on the 18 th , and I was not able to complete the amount of research I intended towards.
Criteria A Draft	Start writing Criteria A Report. By November 21, submit the draft.	Personal project student guide.	19 th November	I started writing my personal project Criterion A report draft. As you can see in the image below, I have submitted the report draft at the 21 st November. 
APPLYING SKILLS				
Research	I will be continuing my research on photography	Laptop	23 rd - 26 th November	I continued my research techniques on photography. I wrote about the types and techniques on photography, to learn about the best ways to take the pictures in good quality. I was able to complete and finish all my research by the 26 th November helping me stay in track.
Recipes	<u>In order to</u> stay on track, I will be starting to write and check the recipes for any grammatical errors.	Laptop & previous recipes	27 th November – 5 th December	I have the original recipes of the treats. However, these are in Turkish and have some grammatical errors. I started translating the recipes before. However, I was able to successfully complete this task. This will help me <u>continue on</u> completing my product.
Begin planning product	Using the previous research from the other cookbooks, I will begin drawing and planning out the pages of my product	Sketchpad & research	2 nd December	Using my design Sketchpad, I drew some plans for the pages in my cookbooks. The previous research on the other famous cookbooks were very useful with designing the structure and each page.
Third Mentor Meeting	I will be asking my mentor the next steps and how both the software work software works ...	Process journal, and laptop to show my previous work	6 th January	My third mentor meeting took place 13 th January 2022. The meeting was pursued online, and I contacted my supervisor to show her my previous works and help with my next steps. I asked for some advice about the software's and how to pursue the product. She showed me a little around Photoshop and InDesign 
Play around with software	I will be playing around and exploring both the software's, Photoshop, and InDesign. This will make the process of creating the product easier as I will know my way through the software.	Photoshop & InDesign	11 th January	Using some videos online and my previous knowledge, I started to play around both software's and got use to all the controls. However, I started playing around the software 13 th of January, right after the 3 rd mentor meeting. 
Design pages	Start designing the pages and the backgrounds for the product.	Photoshop	12 th January	Using the software Photoshop and the drawing I have created 14 th January, I commenced with the pages online. During this process, I decided to slightly change the backgrounds I originally drew and came up with better ideas using the tools on photoshop. Playing around with the software was helpful because I was able to uncover some <u>tools</u> I didn't know they existed helping me design better pages.

Apply the recipes and photographs	Add the written recipes and the photographs to the pages	InDesign	14 th January	I began moving onto the next step and applying the pages I have designed on Photoshop, onto InDesign. Along with the pages I added all the previous written recipes and visuals to the rough copy of the product. However, this took longer than expected, especially adding all the recipes, causing me to finish by the 23 rd of January
Product's finishing touches	Start finalizing the book and add all the finishing touches; page numbers, titles, etc.	InDesign	16 th January	As I am far behind on my product, I started the finishing touches on the product. I added all the page numbers and titles. The final online copy of the product was finished by the 24 th of January
Print and bind the book (optional)	In order to also get a hardcopy of the product print all the pages and bind the book, if possible.	Online copy of the cookbook	Not a set date	As printing the book was not top priority, this task was completed by 5 th of March. The book started to print for the personal project presentation, as a final product
Complete Criterion B draft	Start writing Criteria B Report. By 16 th January, submit the draft.	Personal project student guide.	13 th January	I began writing my Criterion B draft report while creating my product. However, I was not able to submit this draft by the 16 th of January because I was more focused on the product, causing me to submit it later than intended.
REFLECTING				
Complete Strand ii) of Criteria C draft	Start writing Criteria C Report. By 13 th February, submit the draft.	Personal project student guide.	8 th February	I was not able to complete Strand i) of the Crit C report yet because the presentations were not completed yet. Therefore, I complete the draft of the second half of the report, which is evaluating the product against the success criteria. I got distracted from all my other academic subjects, therefore, this was not completed by 13 th February.
Personal Project Booth	Present my product and personal project journey to everyone	Booth	9 th -10 th March	We were given time to work on our booths from 28 th February – 8 th March. I was able to present by product and the exhibition completed from 9 th -10 th March successfully.
Finalize the report (Criteria A, B, & C)	Work on all the criteria's and constantly improve	Personal project student guide.	11 th March – 20 th March	After the exhibition, I had a week break out of school to finalize my Personal Project Report.
Academic Honesty Form	Fill in the Academic Honesty Form and submit to Managebac	The Academic Honesty Form	19 th March	DONE
Final Submission	Submit the final report, bibliography, and Academic Honesty Form through Turnitin.com on Managebac.	Report, Bibliography, and Academic Honesty Form	20 th March	DONE

Criteria B: APPLYING SKILLS

Demonstrating Research Skills to Achieve the Learning Goal

In order to effectively achieve my personal project learning goal, I have researched and evaluated some reliable and valid sources, using the CRAAP test to assess the reliability of these resources. Later on the research is going to be transferred to my personal project product, a cookbook full of multiple recipes. The product and research circle around all the created criteria specifying all the intentions of the project that will also measure the success of my goal. The planning part of my product is crucial that requires an understanding of what needs to be prioritized throughout the given time to complete the full project. If this process is done correctly, it will decrease stress and outline the view of prioritizing what needs to be completed.

The table below presents the priority questions needed for the research stage. It covers all the content needed to cover through the whole process of research, and the necessary information I need to find. Whenever, I started losing track or get confused, I would always refer back to this research plan and the key points needed to be researched for my product.

<p>Research Question</p> <ul style="list-style-type: none"> - What are the main elements incorporated in a cookbook?
<p>Questions</p> <ul style="list-style-type: none"> - How are cookbooks structured? <ul style="list-style-type: none"> - Theme - Color scheme - Content page - Title page & final page - Photography – <i>pictures are the first element the consumer focusses on (attract the users)</i> - Categories - Photography <ul style="list-style-type: none"> - What are the different types of food photography? <ul style="list-style-type: none"> - Editorial – <i>motivates the reader to try the recipe and make the reader hungry</i> - Advertising – <i>enhances the consumers appetite</i> - Packaging – <i>technical and the perfect shot</i> - What are the various food photography techniques? <ul style="list-style-type: none"> - Propping – <i>to add character and interest to the image</i> - Camera angle – <i>to make the product look appetizing</i> - Focus – <i>guides the viewer what is essential in the food photography shot</i> - Lighting – <i>to try preventing shadows on the food and make it look lifeless and flat</i>

CRAAP Test

I have selected a couple of sources to help complete the research process of the project and later on help with the product. Excessive research was not specifically needed for this product. However, I have still researched the important points. As quality is more important than quantity, and the number and types of resources will vary depending upon the nature of the project. In order to ensure these sources I have used, if they are reliable or not, I have conducted a test called the CRAAP Test on each of the sources. Some of these sources include prior knowledge and primary and secondary sources such as: subject area content, significant people, survey data, published media, internet resources, video or audio recordings and images. Here is an extract from two sources I have evaluated to check if they are reliable and dependable.

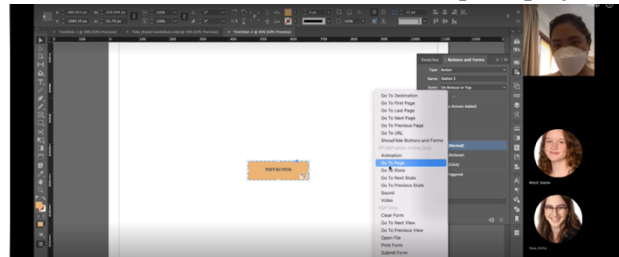
Evaluation:		Source one:	Source two:
Type of Source		Secondary Research – Book Title: Gordon Ramsay’s Ultimate Home Cooking	Secondary Research – Website Title: Different Types of Food Photography
C	CURRENCY timeless of info	This book was published August 29 th , 2013. Although it has been 9 years since this book has been posted, the structure and elements of the cookbook will never change, helping with the methods to design a cookbook not changing over time and	This article was published on the 3 rd of February 2020. The content in the source can provide me with valuable information as it is only written 2 years ago. The information can be used at any point in the future in any other project I may pursue

		staying consistent throughout the years. This book contains valuable information and ideas which could be transferred along to my product.	unless there are major style changes in the future generation.
R	RELEVANCE importance of info for needs	In order for the product to be successful it is crucial for it to main captivated by the audience. All the elements such as the color scheme, copywrite information, contents, introduction, acknowledgements, etc. are incorporated in this book. A cookbook would never be a proper cookbook without these structural elements, meaning it is extremely important to research about all of them using this book.	Leading from source one the product I will be creating is supposed to be captivating. One major factor in cookbooks and recipes are the photography. It is important to research about food photography in order to make the recipes appetizing. These visuals controls what image is shown and put out into the world of food. Professional food photos can help build a brand that stands out and shapes the company's identity.
A	AUTHORITY source of info	The book states that the Author of the Work has been given the right to Gordon Ramsay in accordance with the Copyright, Designs and Patents Act 1988. Gordon Ramsay is a famous British chef and writer known all around the world. He has his own restaurant (Gordon Ramsay Restaurants) founded in 1997 and been awarded 16 Michelin stars overall. Making the source extremely reliable.	This article was written by Admin, more specifically Teena Agnel. According to her description she is an International Award-Winning Food Photographer and Stylist. Teena has over 7 years of experience in this department, proving that the content is reliable. (Teena Agnel)
A	ACCURACY reliability, truthfulness, & correctness of content	In order to test the accuracy and truthfulness of the shared content, I have search up the reviews online. There have been thousands of customers who have purchased and tested out his recipes at home. According to (Amazon.com), 86% of the customers have rated the book 5 stars, making it the majority of the audience trusts and finds this book reliable.	The article provides images and examples of the author's own food photography, along with all her social media platforms. To test the reliability of the source, I accessed her platforms on social media and researched on her career. All the images and photography's seem professionally taken with good quality, consisting of behind the scenes shoots which clearly shows her behind the work. Therefore, this confirms the accuracy of the source and author.
P	PURPOSE reason info exists	The purpose of this source is to teach and share the collection of recipes, instructions, and information about the preparation and serving foods to the audience.	The purpose of this article is to show and teach the audience the types of food photography. Food photography is to make food look as appetizing as possible and the website explains when it could be utilized. Along with, for the author to share her passion.
	MLA8 Format	Ramsay, Gordon. <i>Gordon Ramsay's Ultimate Home Cooking</i> . London, Hodder & Stoughton, 2013.	Agnel, Teena. <i>Differnt Types of Food Photography</i> . 3 Feb. 2020, www.teenaagnel.com/different-

I have researched on the topic, using a variety of sources before starting on my product. I have written all the research on a separate document to organize my ideas and help answer the previous guiding research questions. My learning goal was to learn how to use my skills and passions in order to design a cookbook, and I believe the research helped me give an idea on how to pursue this passion and turn it into a product.

Communication Skills to Achieve the Product

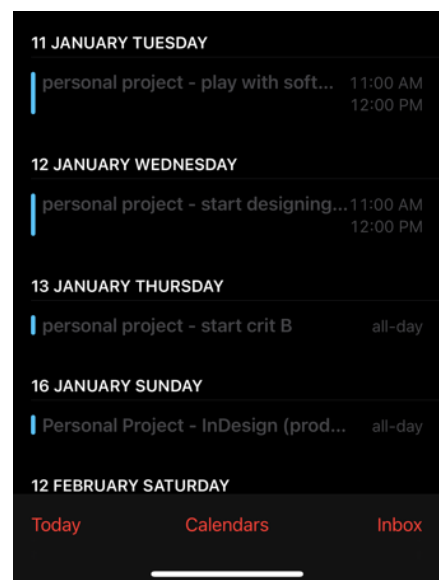
Throughout the process of researching, and creating the product, I have demonstrated communication skills. This skill was required with my mentor when receiving necessary feedback. My meetings with Ms. Catherine helped me improve my communication skills because I would receive her opinions and ideas on the product and take action on them. I created contact with her when necessary and told her my plans for the product. Her ideas help me open my eyes to more interesting ideas by changing my perspective. Furthermore, I communicated with Nukhet Dora, the organizer of Nukus Cakes (the company dedicated to the book). I had to communicate my ideas, and even ask permission if it was available to use her recipes and help her photograph the images, for the cookbook product. Therefore, communication through the personal project journey, including meetings with my mentor and others, has been important to receive feedback to further develop the project.

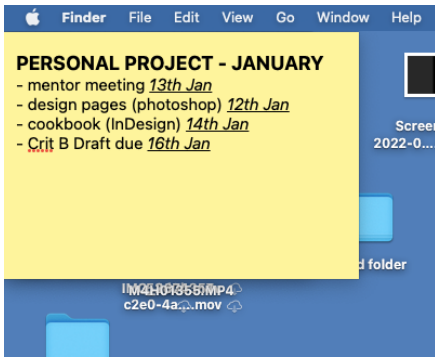


For evidence I have taken pictures during the meeting the mentor meetings when communicating with my supervisor for advice on the next steps in my process. These meetings varied from face to face and online, as we had to be flexible from global situation, we all have faced.

Self-management Skills (time management) to Achieve the Product

Throughout my personal project journey I have faced a major obstacle which was prioritizing the Personal Project over all the other academic subjects required in school. I started to learn how to organize my time and myself better. I lack time management skills, making it extremely difficult for me to choose what to work on. Therefore, to help me improve on this problem and overcome this obstacle, I have created a product plan for me to follow and keep me on track. I have created a deadline for each section to help me stay on task and keep me on track. I struggle slightly with this due to all the other subjects in school and the workload. However, I tried my best to avoid any distractions, for instance by asking my friends politely not to disturb me unless it was important.

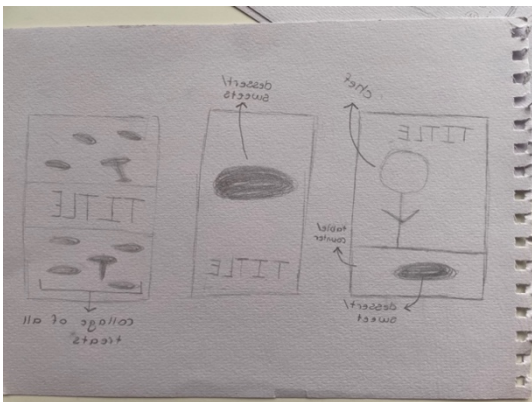




I have set reminders to each task in creating a product, on my phone. I decided to use my phone as it is one of the main factors of distraction and the technology, I use the most. Therefore, I decided to turn this problem into an advantage, and set these reminders on the calendar because I am checking my phone every day. Additionally, if my phone reminders did not work, I also put the schedule when each task is meant to begin on my laptop. The laptop is the second most used device in my daily routine due to all the schoolwork required on it. Hence, this schedule was located in my desktop, which is the first tab the laptop opens towards when turned on.

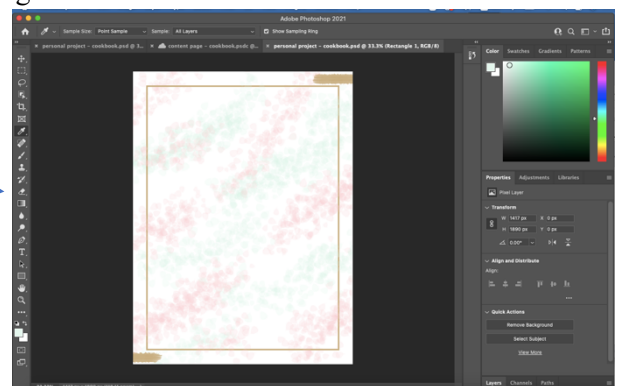
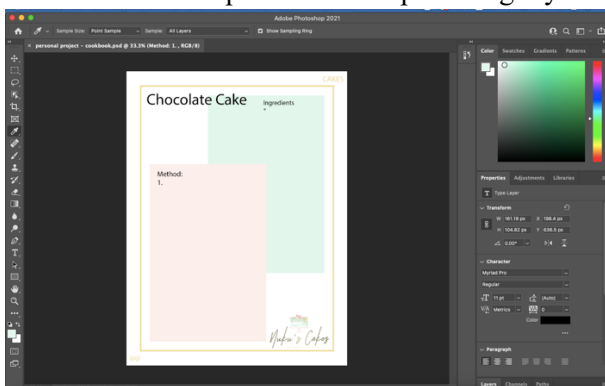
Thinking Skills to Achieve the Product

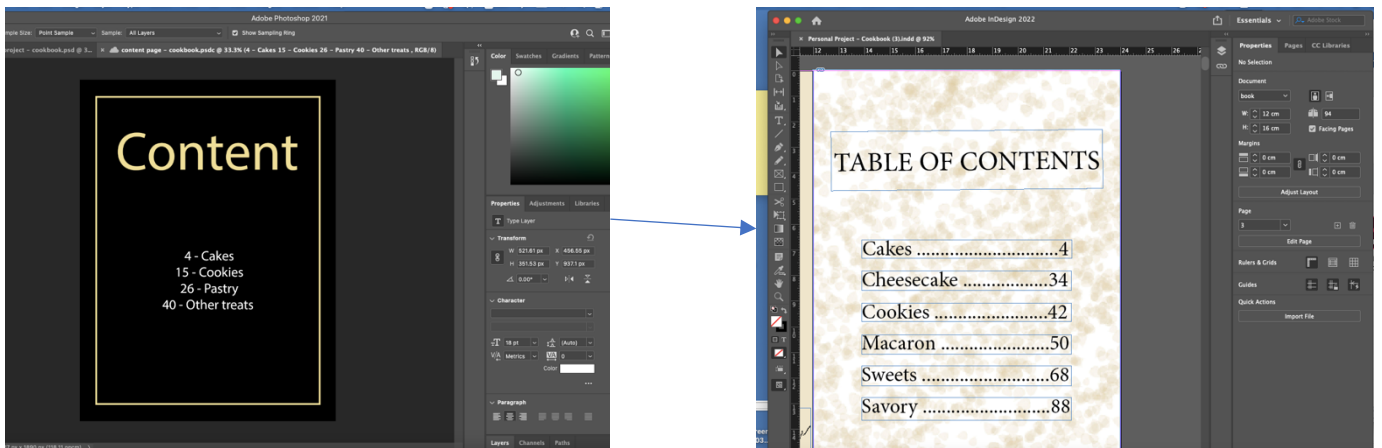
Due to covid 19, thinking skills were important to utilize when completing the product. I had to find a new path and other ideas, as some paths lead to dead ends. My initial product idea was a physical cookbook. However, when the country had to quarantine and the schools shut down, we did not have the needed necessities to be able to complete these. Therefore, I demonstrated thinking skills to search for any alternatives. This skill has helped me overcome difficult situations that could have caused any errors. I applied my thinking skills to analyze the research I had found and incorporated my knowledge to aid the process of creating the product. Based on my research, I had a slight idea of how I wanted to convey my product. Furthermore, I found a variety of examples online and physical around the house.



My creative thinking skills were utilized within the process of creating the product. I used my prior knowledge in design to help me with the planning process for the product. I started with drawing out all the possibilities of the different pages from each cookbook I have researched about. This step was part of my research, and it was extremely useful for planning out the pages for my product. Furthermore, I used my creativity for my next step to draw the different options of the pages I will be incorporating into my product, which were my design ideas. This was extremely helpful when starting to design the cookbook online because I have able to begin right away and I knew how I

envisioned each page. However, when I started designing these the design ideas, I envisioned did not meet the expectations. Therefore, I took a break and viewed the product from a fresh perspective. I decided to come up with pages, that are more suitable for the photographed visuals and fit the products theme better. The images below showcase how the product developed using my creative thinking skills.





Criteria C: REFLECTION

Developed Knowledge an Understanding of the Topic and Global Context

Through the process of designing my product and the whole production of the project, I experienced and learned many new things. I was able to develop the understanding on the process of creating a book or any type of product. There is more than what meets the eye, and there are a lot more steps and methods on creating a product, even if it is just a simple pen or a 5 paged book. My goal in the future is to become a product designer, willing to learn further into the business. This project has helped me understand the struggles and obstacles these designers can face. However, along with these difficulties there are also many benefits and enjoyable things as well. Alongside with my prior knowledge from the years of design classes I have attended in school, I learned numerous of instructions and requirements a product takes to be completed. All the little steps it takes to complete the slightest things such as the research, planning, designing, improving, and many more.

Furthermore, I also learned that doing a job that you love, or a project related to your passions, does not feel like it is an extra work wasting my time. The product something, I was looking forward to creating and bring my ideas into life. The production of the cookbook was extremely enjoyable, as I learned to bake various treats to test out the recipes and photograph them as well. There were a couple of failures throughout the baking process, but I was able to learn more my mistake and make a spectacular dish. I wanted to further explore on the research of the recipes and the structures of cookbooks. I was given the opportunity to look through the famous well know cookbook I own around the house. If it was not for this project, I would have never even opened these books. I learned about so many different dishes and treats, how there can be millions of options and instructions just to make a chocolate chip cookie. It taught me that there are various paths to take, which can end up in the same product as other. There is not only want path or option to take, and you can make your own path whenever you want. The image presented below is a visual from my Personal Project Exhibition Questionnaire. It demonstrates that some of the audience find the idea beautiful and proves that it is important to follow your passion.

Responses

Beautiful passion to follow
Well done sharing such a positive and helpful passion.

In the whole process of the project, I learned that it was extremely important to manage your time. It can be observed in my action plan that there were many situations where I have fallen behind and did not stay on track. I learned how much effort is needed to be put into these projects and always work 100% and do my job correctly the first time. I discovered that even the simplest tasks can use a lot of your time, and not to underestimate these things. For instance, meeting with the mentor took more than a Team’s chat, it took patience, agreements, collaborations, and considerations to their schedule. Moreover, I developed my understanding of the Global Context. Through creating an original piece that is filled with my personal interest and passion, Personal and Cultural Expressions.

Development as an IB Learner

I believe that this project has helped me develop as an IB learner as well. I now understand the importance of balancing my academic life to my personal private life. In my academic subjects, as I mainly struggle in time management, I learned to organize myself better. Creating an action plan was important to pursue this project and stay on track. Due to the improvement on my time management skills, I learned how to become more of a balanced person. It was difficult to constantly prioritize personal project and sometimes even find motivation. However, this project being related to my passion really boosted the motivation and creating the product, but unfortunately there were some lack of motivation when writing this report. Due to my urge of wanting to succeed in this project and improve myself management, I created plans and made reminders on my devices. Resulting in me accomplishing and balancing my life. Another, IB learner profile I believe I have developed as is reflective. While planning my product and researching the needed content, it allowed me to reflect on the past assignments I have completed. Reflecting on these skills were extremely helpful, especially in design. I was able to use the skills I have learned prior, even enhance them, and learn more methods and steps. Reflecting on the products I have created in the past; I overcame and even skipped the similar obstacles I faced much quicker.

Product’s Impact on Target Market

The target market of my product are people interested in baking, mainly followers of the company Nuku’s Cakes. Therefore, the product somewhat meets a large community. Even though the majority followers of the company are in Qatar, if this book was published it is aimed towards any person related to the cooking and baking industry. This is a very large industry and can even spark more people’s interests even if they do not have the biggest passion is baking. Any type of person around the world can use this product, and it provides people try new recipes and expand their taste buds, explore new options. This product could be produced only for people in one community (Qatar) or all around the world when published.

After the Personal Project Exhibition, I asked the audience if they were able to answer the questionnaire. Here are some responses I got from

Score		Score
10	1. The question for these responses on the left were “On a scale from 1-10 what would you rate the personal project idea?” The majority of the responses ranked it quite high, meaning that they found the cookbook to be a good idea.	10
10		10
8		9
10		10
10		10
10	2. The question for these responses on the right were “On a scale from 1-10 what would you rate the final product?” They really liked the final product as it was ranked high.	10
10		10
7		10
10		10

Evaluation of Product Against Success Criteria

Specification	Criteria	Description Level
1. Photography	Each page of my book consists of professionally taken appetizing images with good lighting, to help guide the consumers and demonstrate the finished recipe.	7-8
2. Recipes	I have incorporated 30 or more recipes in the product.	7-8
3. Grammar	I have briefly written the recipes – minimal ingredients and incorrect measurements, with a couple of grammar and syntax errors	3-4
4. Aesthetic	A coordinated color scheme is displayed throughout my whole book.	7-8
5. Design	My book is professionally designed with a hardcover cover, images, dedication letter, content page, front and back cover.	7-8
6. Submission	My product was submitted a little late and substantially completed.	5-6

- In my success criteria my product was planned to consist images of each recipe which looks professional. I utilized the knowledge about photography from my research to successfully take the professional images, using props, focussing on camera angle, lighting, etc. My product meets the level 7-8 in the success criteria, as the images in the book were professionally taken with a Canon EOS 80D camera. The reference visuals were photographed in a home studio. Using the research knowledge in the photography types and techniques. In order to make these images more appetizing and eye catching, they consist of extra elements of props. This food photography type Editorial, in the category Recipes. The ingredients the product is made from are photographed alongside the product. These are products that are processed into a recipe.

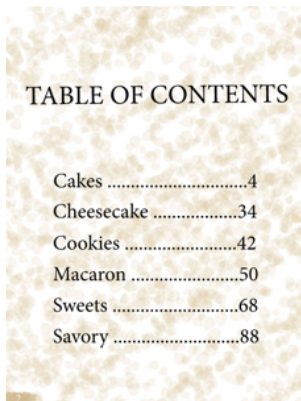
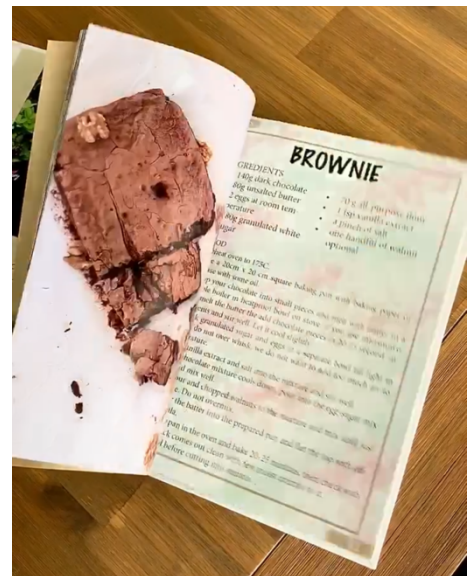


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- As 32 recipes are incorporated in the product, the strand my product meets in the criteria is 7-8. The image on the left presents the different categories in the book. It is displayed in the table of content, and all these recipes vary from cakes, cheesecakes, cookies, macarons, sweets, and savouries. These were the chosen categories because they were the most famous and well known recipes in Nuku's Cakes company. Furthermore, it can be observed on the image below, the pages are showcased on the bottom column, the more the pages the more the recipes. However, some recipes did take two pages increasing the page count. Overall, there are still 32 recipes in total, making it suitable for the 7-8 strand in the success criteria.



- For this criterion, the product did not fully exceed the expectations, making it the weakness of the final product. Looking back at all the written recipes, there are a couple of grammar and syntax errors. Therefore, the criteria the product meets is the strand 3-4. Unfortunately, I have missed a couple of ingredients and have measurement issues in some recipes. For further improvements next time I will be looking over each recipe with detail.

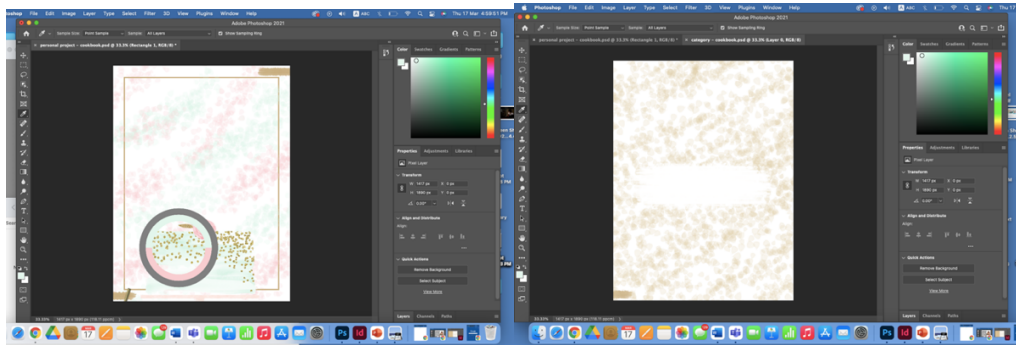
Here is a specific example of some errors in the writing.



The Cream-Cheese Lemon Cake recipe have some errors in the ingredients. The first mistake is the lack of cream-cheese. This ingredient is mentioned in the name, however

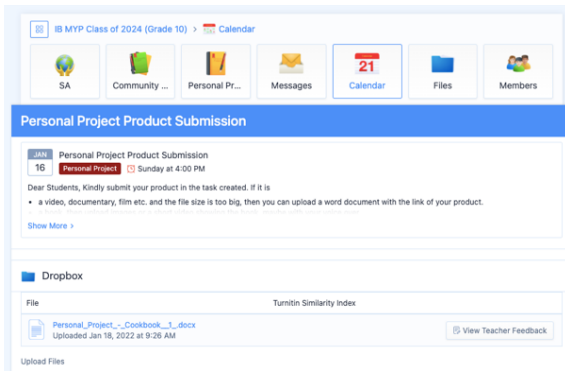
forgotten to incorporate into the recipe. Due to the large number of recipes, I have made a couple of errors in the recipes, meaning next time I will have to proofread ever recipe and even double check with others for instance my mentor.

- I met the expectations I set for myself, as I have planned a proper color scheme throughout the whole product. All the colors in the background of each page are from the main logo of the company. These colors are light rose pink, light mint green, and gold. The two figures below showcase the process of getting the perfect colors from the company's logo to keep something sufficient the throughout the cookbook, using the eyedropper tool in order to sample the logos colors from the image. Hence, the description level from the criteria is a level 7-8.



- The description level for this criterion is strand 7-8, as this was one of the strengths of the product, the final design of the product is well made. The cookbook consists of all the important elements; content page, images, front and back cover, a hardcover, and the figure in the right exhibits the signed dedication letter from the organizer of the company I am collaborating with. Furthermore, each page is printed using thick glossy paper from a printing company. Along with the pages, the cookbook was binded into a hard front and back cover, as well as a proper sign.





6. For this last strand, I have only met the expectation making it a level 5-6. The first product submission was due January 16th, 2022. Unfortunately, the image on the left shows the late submission, as I submitted only the online version of the product 2 days late and it was only substantially complete when submitted. However, both the online and hardcopy of the product was fully complete before the final presentation. The image below shows the completed final product during the presentation. Therefore, even

though there were some time management issues, I was still able to get back on track and finish the final product.