



Process Book

# COLLEEN DIES

self folding mailer | Type IV | *Spring '25*

# RESEARCH

First Name Last Name | Project | Course Name | Semester + Year

# Creative Brief

## Project Overview

This project involves designing a self-folding mailer that communicates Stir's February schedule of cooking classes. The mailer will adhere to USPS mailing standards, incorporate a clear hierarchy of information, and reflect the sophistication and unique qualities of Stir's business. The goal is to increase awareness of Stir's offerings and drive signups for classes.

### Company Information

**Name:** Stir Cooking School

**3 Locations:** Hudson, Chagrin Falls, Ohio City

**Business Model:**

Stir is a distinctive cooking school offering a range of culinary classes.

It is the only cooking school of its kind in the area, making it a standout

in its industry.

The February schedule features classes for adults (\$60–\$90/person)

### Target Audience:

**Demographics:**

Upper-middle-class women, particularly housewives.

Families seeking child-friendly culinary experiences.

**Psychographics:**

Individuals interested in hands-on, premium culinary experiences.

Likely to value sophistication, exclusivity, and enrichment activities.

### Objectives

**Increase Awareness:** Highlight Stir's unique cooking classes and its reputation as a premier culinary destination.

**Drive Signups:** Encourage immediate action through a clear call-to-action: "Sign up for a class today!"

**Showcase Variety:** Present the February schedule as an appealing selection of offerings.

### Timeline

**Duration:** 4 weeks

**Week 1:** Analyze the subject matter, distill information down to showcase important information.

**Week 2:** Develop concepts based on company look and feel.

**Week 3:** Select a size and folding format that is appropriate to subject and meet USPS standards for mailing. Critique concepts. Create full-size mock-ups.

**Week 4:** Review USPS standards for mailing. Project 1 due: Full-size mock-up of self mailer.

### Deliverables

**Format:** Self-folding mailer, designed to USPS mailing standards.

**Color Palette:** Two colors

**Design:** Clear typographic hierarchy for readability and emphasis on key dates, locations, and call-to-action. Sophisticated, modern style that resonates with the upper-middle-class audience.

### Content:

February class schedule

Class prices and descriptions

Call-to-action: "Sign up for a class today!"

### Competitors:

Other cooking schools or one-off culinary events in the area. Buttercream and Olive Oil in North Royalton is currently closed for renovation and there are not many other opportunities in the area.

Online cooking classes and experiences (e.g., MasterClass, Sur La Table).

### Industry Trends:

Growing interest in experiential learning and "edutainment."

Emphasis on premium, hands-on activities.

Demand for family-friendly activities that appeal to both adults and children.

### Key Message

Sign up for a class today and discover the joy of cooking with Stir.

### Tone and Style

**Sophistication:** Reflects the premium nature of Stir's classes.

**Modernity:** Clean, fresh design with a contemporary feel.

**Approachability:** Welcoming yet aspirational tone to appeal to both adults and families.

# SUBJECT RESEARCH

**Stir Studio Kitchen** is a recreational cooking school in Northeast Ohio, offering interactive classes in Ohio City, Chagrin Falls, and Hudson. Founded by Charlie Denk in June 2019, the school emphasizes fun and social engagement in its culinary instruction. Denk, a former engineer, shifted careers to create a space where participants can enjoy cooking in a relaxed environment.

The school is well-regarded in the community for its laid-back and flexible approach to cooking classes, focusing on enjoyment and connection rather than formal instruction.

Classes are tailored to various comfort levels and dietary preferences, accommodating groups of eight to ten people.

The branding of Stir Studio Kitchen reflects a minimalist

and modern aesthetic, featuring high-ceilinged kitchens that resemble hip bistros. This design creates an inviting atmosphere that appeals to a wide audience.

Overall, Stir Studio Kitchen has established itself as a popular destination for those looking to combine culinary learning with social interaction in Northeast Ohio

## **Stir classes**

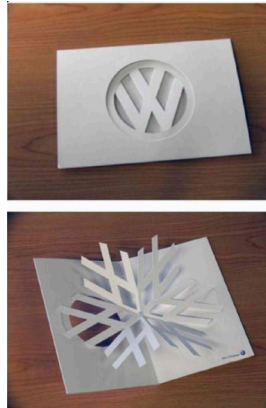
The classes sell out quickly. The drop the classes mid-month and some sell out the same day. they range from 60-90 per class. Sur la Tab also has classes but they are not the focus of the business and they are more expensive and sporadic.

## **USPS folded self mailer requirements**

The United States Postal Service (USPS) has specific requirements for folding self-mailers (FSMs) to ensure efficient processing. The minimum size is 5 inches long by 3.5 inches high and 0.007 inches thick, while the maximum size is 10.5 inches long by 6 inches high and 0.25 inches thick, with a weight limit of 3 ounces. FSMs must be folded parallel to the shortest edge, and the final fold should be at the bottom when mailed. To secure the mailer, tabs, glue spots, or wafer seals are required, typically two on the top edge or three for heavier pieces, positioned within 1 inch of the open edges without interfering with the address or barcode area. The address must appear on the folded side and be parallel to the longest dimension, while the barcode must be in the address block

or below it. Additionally, the paper thickness should be at least 0.007 inches for pieces up to 1 ounce and 0.009 inches for heavier pieces, and the aspect ratio (length divided by height) must fall between 1.3 and 2.5 for machinable rates.

# DESIGN RESEARCH



*I enjoy things with texture and this delivers a surprise as well.*



*I appreciate how both sides of the design interact with each other.*



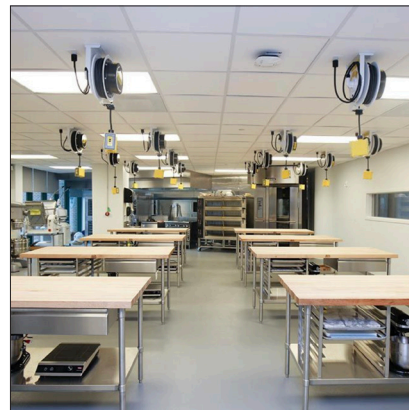
*I like how the designer played with the idea of layering.*



*I appreciate the use of color in this brochure and I like how the designer organized the layout*



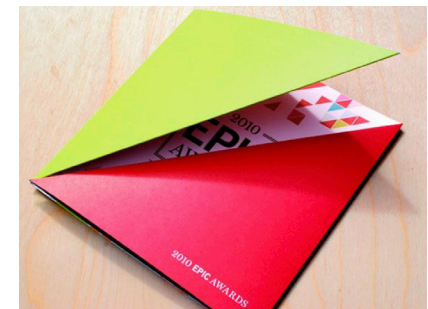
*I appreciate how the folding of the panels reveal some of the hidden information below*



*modern kitchens are neatly organized and very clean. My design should reflect that*



*I like how this design allows for the use of larger type to grab attention*



*the diagonal opening is fun and the use of 2 colors for emphasis*

# TYPOGRAPHY EXPLORATIONS

## Avenir

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo  
PpQqRrSsTtUuVvWwXxYyZz  
1234567890&

*A classic*

---

## Baloo Tamma 2

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo  
PpQqRrSsTtUuVvWwXxYyZz  
1234567890&

*I liked this in a smaller font but not in a larger size*

---

## Charter

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo  
PpQqRrSsTtUuVvWwXxYyZz  
1234567890&

*Classic. This is reminds me of an older cookbook*

---

## Proxima Nova

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo  
PpQqRrSsTtUuVvWwXxYyZz  
1234567890&

*This is clean and modern*

## Graphik

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo  
PpQqRrSsTtUuVvWwXxYyZz  
1234567890&

*straight lines and angular*

---

\* red box indicates which typefaces were used in final

# TYPOGRAPHY EXPLORATIONS

**GNOCCHI BOLOGNESE** ||  
gnocchi from scratch, beef  
bolognese sauce, classic caesar salad  
with handmade dressing  
[gf available](#)

**UDON** || udon noodles from  
scratch, Korean gochujang sauce,  
garlic braised beef, sauteed mush-  
rooms and various garnishments,  
Asian sesame salad  
[veg available](#)

**CHICKEN AND DUMPLINGS**  
classic chicken and dumplings with  
handmade herby drop biscuits, DIY  
chicken stock, caramelized squash with  
rosemary garlic agrodolce

**AREPAS** || handmade arepas  
with cheese and shredded zucchini,  
chorizo from scratch, curtido, fresh  
salsa and guacamole  
[veg available](#), [gf available](#)

**BEEF STROGANOFF** || beef  
bourbon stroganoff with creamy herb  
polenta, handmade honey wheat rolls,  
maple harissa glazed carrots  
[gf available](#)

**INDIAN COMFORT FOOD**  
butter chicken, samosas from scratch,  
vegetable masala, coriander mint  
chutney, basmati rice  
[veg available](#), [gf available](#)

**GNOCCHI BOLOGNESE** || gnocchi  
from scratch, beef bolognese sauce,  
classic caesar salad with handmade  
dressing  
[gf available](#)

**UDON** || udon noodles from scratch,  
Korean gochujang sauce, garlic braised  
beef, sauteed mushrooms and various  
garnishments, Asian sesame salad  
[veg available](#)

**CHICKEN AND DUMPLINGS**  
classic chicken and dumplings with  
handmade herby drop biscuits, DIY  
chicken stock, caramelized squash with  
rosemary garlic agrodolce

**AREPAS** || handmade arepas with  
cheese and shredded zucchini, chorizo  
from scratch, curtido, fresh salsa and  
guacamole  
[veg available](#), [gf available](#)

**BEEF STROGANOFF** || beef  
bourbon stroganoff with creamy herb  
polenta, handmade honey wheat rolls,  
maple harissa glazed carrots  
[gf available](#)

**INDIAN COMFORT FOOD** || butter  
chicken, samosas from scratch, vege-  
table masala, coriander mint chutney,  
basmati rice  
[veg available](#), [gf available](#)

**GNOCCHI BOLOGNESE**  
gnocchi from scratch, beef bolognese  
sauce, classic caesar salad with  
handmade dressing  
[gf available](#)

**UDON** || udon noodles from scratch,  
Korean gochujang sauce, garlic braised  
beef, sauteed mushrooms and various  
garnishments, Asian sesame salad  
[veg available](#)

**CHICKEN AND DUMPLINGS**  
classic chicken and dumplings with  
handmade herby drop biscuits, DIY  
chicken stock, caramelized squash with  
rosemary garlic agrodolce

**AREPAS** || handmade arepas with  
cheese and shredded zucchini, chorizo  
from scratch, curtido, fresh salsa and  
guacamole  
[veg available](#), [gf available](#)

**BEEF STROGANOFF** || beef  
bourbon stroganoff with creamy herb  
polenta, handmade honey wheat rolls,  
maple harissa glazed carrots  
[gf available](#)

**INDIAN COMFORT FOOD**  
butter chicken, samosas from scratch,  
vegetable masala, coriander mint  
chutney, basmati rice  
[veg available](#), [gf available](#)

**GNOCCHI BOLOGNESE**  
gnocchi from scratch, beef bolognese  
sauce, classic caesar salad with  
handmade dressing  
[gf available](#)

**UDON** || udon noodles from scratch,  
Korean gochujang sauce, garlic braised  
beef, sauteed mushrooms and various  
garnishments, Asian sesame salad  
[veg available](#)

**CHICKEN AND DUMPLINGS**  
classic chicken and dumplings with  
handmade herby drop biscuits, DIY  
chicken stock, caramelized squash with  
rosemary garlic agrodolce

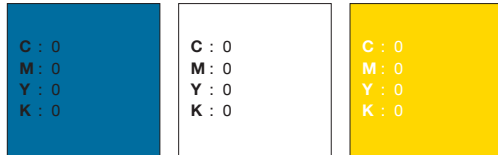
**AREPAS** || handmade arepas with  
cheese and shredded zucchini, chorizo  
from scratch, curtido, fresh salsa and  
guacamole  
[veg available](#), [gf available](#)

**BEEF STROGANOFF** || beef  
bourbon stroganoff with creamy herb  
polenta, handmade honey wheat rolls,  
maple harissa glazed carrots  
[gf available](#)

**INDIAN COMFORT FOOD**  
butter chicken, samosas from scratch,  
vegetable masala, coriander mint  
chutney, basmati rice  
[veg available](#), [gf available](#)

# COLOR REFERENCE

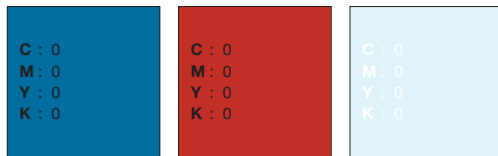
## Palette 1



*good color contrast*

---

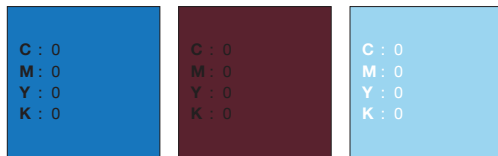
## Palette 2



*red and blue for a hot/cold suggestion*

---

## Palette 3



*a deeper red to get away from the stars and stripes*

---

## Color Image Reference



*stir's color is blue. white and yellow lends good contrast*



*I wanted to explore red and blue without looking too patriotic*



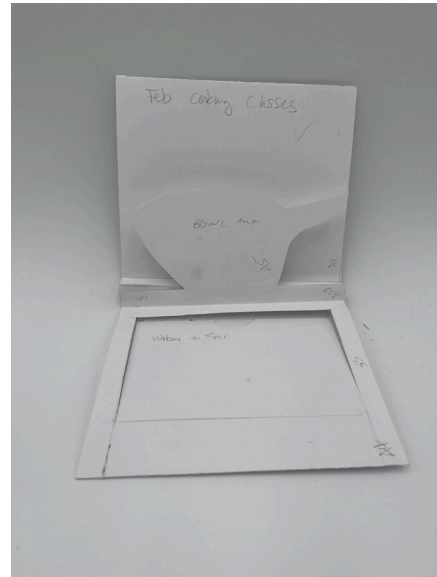
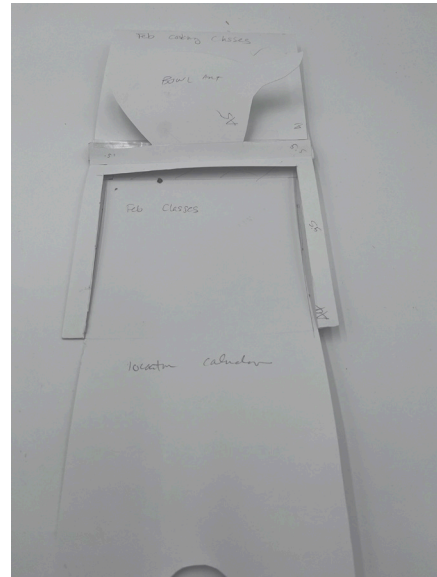
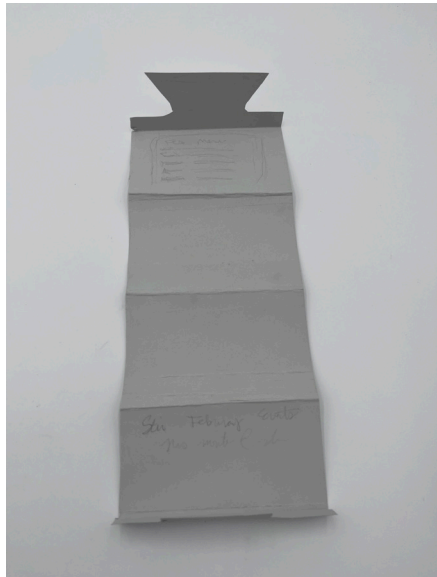
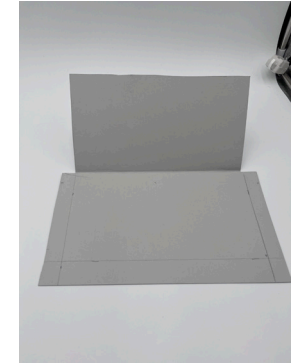
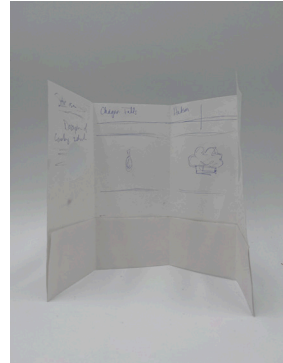
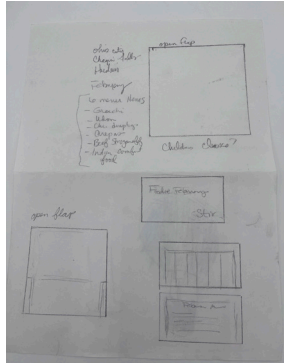
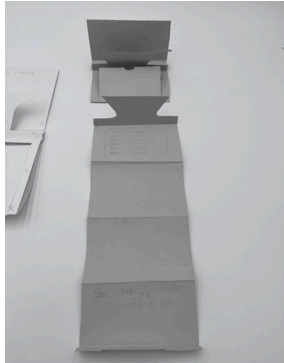
*trying to get a good blend of the blues and reds*

# DESIGN EXPLORATIONS

---

Colleen Dies | Self folding mailer | Typography IV | Sp 25

# SKETCHES



# COMPUTER ROUGHS



## Arepas

Hudson February 6 1:00pm  
 Ohio City February 9 1:00pm  
 Chagrin Falls February 12 1:00pm  
 Hudson February 19 1:00pm  
 Ohio City February 20 1:00pm  
 Hudson February 22 1:00pm  
 Chagrin Falls February 23 1:00pm

## Beef Stroganoff

Hudson February 2 1:00pm  
 Ohio City February 5 1:00pm  
 Ohio City February 7 1:00pm  
 Chagrin Falls February 13 1:00pm  
 Hudson February 21 1:00pm  
 Hudson February 26 1:00pm  
 Ohio City February 28 1:00pm  
 Chagrin Falls February 26 1:00pm

**Private Groups & Corporate Events**  
 Private groups and corporate events are scheduled throughout the month across all locations.

**Indian Comfort Food**  
 February 1 6:00pm Hudson  
 February 2 4:00pm Ohio City  
 February 5 Chagrin Falls 6:00pm  
 February 7 Hudson 6:00pm

08 February 4:00pm Ohio City  
 12 February 4:00pm Ohio City  
 15 February 4:00pm Hudson  
 215 Ohio City 2:00p  
 220 Hudson 6:00p  
 222 Ohio City 6:00p  
 227 Hudson 6:00p  
 227 Ohio City 6:00p  
 Chagrin Falls February 28 1:00pm  
**Udon**  
 Hudson February 5 1:00pm  
 Ohio City February 6 1:00pm  
 Chagrin Falls February 5 1:00pm  
 Hudson February 11 6:00pm  
 Ohio City February 11 6:00pm  
 Chagrin Falls February 10 6:00pm

21 Hudson Indian Comfort Food 1:00pm  
 OHIO CITY Private Group 1:00pm  
 CHAGRIN FALLS Private Group 1:00pm  
 22 Hudson Beef Stroganoff 1:00pm  
 OHIO CITY Indian Comfort Food 1:00pm  
 CHAGRIN FALLS Beef Stroganoff 1:00pm  
 23 Hudson Miso 1:00pm  
 OHIO CITY Beef Stroganoff 1:00pm  
 CHAGRIN FALLS Indian Comfort Food 1:00pm  
 24 Hudson Corporate Event 1 2:00pm  
 Hudson Asapas 6:00pm  
 Ohio City Udon 6:00pm  
 Chagrin Falls Private Group 6:00pm  
 27 Hudson Corporate Event 12:00pm  
 Hudson Indian Comfort Food 6:00pm  
 Ohio City Chagrin Falls 6:00pm  
 Ohio City Beef Stroganoff 6:00pm  
 Chagrin Falls Private Group 6:00pm  
 28 Hudson Private Group 11:00am  
 Hudson Private Group 6:00pm  
 Ohio City Indian Comfort Food 6:00pm  
 Chagrin Falls Private Group 6:00pm  
 29 Hudson Beef Stroganoff 1:00pm  
 Ohio City Asapas 4:00pm  
 Chagrin Falls Udon 6:00pm  
 31 Hudson Corporate Event 1:00pm  
 Hudson Corporate Event 1:00pm  
 Ohio City Indian Comfort Food 6:00pm  
 Chagrin Falls Corporate Event 1:00pm

21 Hudson Indian Comfort Food 1:00pm  
 Hudson Private Group 6:00pm  
 Ohio City Indian Comfort Food 1:00pm  
 Ohio City Private Group 6:00pm  
 Chagrin Falls Private Group 6:00pm  
 22 Hudson Private Group 1:00pm  
 Ohio City Indian Comfort Food 1:00pm  
 Chagrin Falls Indian Comfort Food 6:00pm  
 23 Chagrin Falls Corporate Event 1 4:00pm  
 24 Hudson Asapas 6:00pm  
 Ohio City Corporate Event 1 6:00pm  
 Chagrin Falls Udon 6:00pm  
 27 Hudson Indian Comfort Food 6:00pm  
 Ohio City Asapas 6:00pm  
 Chagrin Falls Private Group 6:00pm  
 28 Hudson Corporate Event 12:00pm  
 Hudson Beef Stroganoff 6:00pm  
 Ohio City Private Group 6:00pm  
 Chagrin Falls Beef Stroganoff 6:00pm  
 29 Hudson Asapas 6:00pm  
 Ohio City Indian Comfort Food 6:00pm  
 Chagrin Falls Private Group 6:00pm  
 31 Hudson Private Group 4:00pm  
 Ohio City Udon 6:00pm  
 Chagrin Falls Asapas 4:00pm  
 27 Hudson Asapas 6:00pm  
 Ohio City Corporate Event 1 6:00pm  
 28



## HUDSON

### Arepas

2.6 6:00pm  
 2.19 6:00pm  
 2.22 6:00pm

### Beef Stroganoff

2.2 4:00pm  
 2.21 6:00pm  
 2.26 6:00pm

### Indian Comfort Food

2.1 6:00pm  
 2.7 6:00pm  
 2.15 2:00pm  
 2.20 6:00pm  
 2.27 6:00pm

### Udon

2.5 6:00pm  
 2.14 6:00pm  
 2.26 6:00pm

## HUDSON

Udon  
 2.5 6:00pm  
 2.14 6:00pm  
 2.26 6:00pm

Arepas  
 2.6 6:00pm  
 2.19 6:00pm  
 2.22 6:00pm

Beef Stroganoff  
 2.2 4:00pm  
 2.21 6:00pm  
 2.26 6:00pm

Indian Comfort Food  
 2.1 6:00pm  
 2.7 6:00pm  
 2.15 2:00pm  
 2.20 6:00pm  
 2.27 6:00pm

## OHIO CITY

Udon  
 2.06 6:00pm  
 2.23 4:00pm

Arepas  
 2.9 4:00pm  
 2.20 6:00pm

Beef Stroganoff  
 2.05 6:00pm  
 2.07 6:00pm  
 2.26 6:00pm

Indian Comfort Food  
 2.2 4:00pm  
 2.8 6:00pm  
 2.1 6:00pm  
 2.12 6:00pm  
 2.15 2:00pm  
 2.20 6:00pm

## CHAGRIN FALLS

Udon  
 2.9 4:00pm  
 2.19 6:00pm  
 2.27 6:00pm

Arepas  
 2.12 6:00pm  
 2.14 6:00pm  
 2.23 4:00pm

Beef Stroganoff  
 2.13 6:00pm  
 2.26 6:00pm

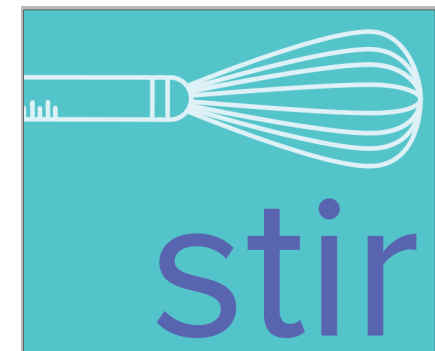
Indian Comfort Food  
 2.5 6:00pm  
 2.28 6:00pm

**Udon** udon noodles from scratch, Korean gochujang sauce, garlic braised beef, sauteed mushrooms and various garnishments, Asian sesame salad *veg available*

**Arepas** handmade arepas with cheese and shredded zucchini, chorizo from scratch, curtido, fresh salsa and guacamole *veg available, gf available*

**Beef Stroganoff** beef bourbon stroganoff with creamy herb polenta, handmade honey wheat rolls, maple harissa glazed carrots *gf available*

**Indian Comfort Food** butter chicken, samosas from scratch, vegetable masala, coriander mint chutney, basmati rice *veg available, gf available*



# COMPUTER REFINEMENT

<p><b>HUDSON</b></p> <p><b>Udon</b> 2.05 6:00pm 2.14 6:00pm 2.26 6:00pm</p> <p><b>Arepas</b> 2.06 6:00pm 2.19 6:00pm 2.22 6:00pm</p> <p><b>Beef Stroganoff</b> 2.02 4:00pm 2.21 6:00pm 2.26 6:00pm</p> <p><b>Indian Comfort Food</b> 2.01 6:00pm 2.07 6:00pm 2.15 2:00pm 2.20 6:00pm 2.27 6:00pm</p>	<p><b>OHIO CITY</b></p> <p><b>Udon</b> 2.06 6:00pm 2.23 4:00pm</p> <p><b>Arepas</b> 2.09 4:00pm 2.20 6:00pm</p> <p><b>Beef Stroganoff</b> 2.05 6:00pm 2.07 6:00pm 2.26 6:00pm</p> <p><b>Indian Comfort Food</b> 2.02 4:00pm 2.08 6:00pm 2.12 6:00pm 2.15 2:00pm 2.27 6:00pm</p>	<p><b>CHAGRIN FALLS</b></p> <p><b>Udon</b> 2.09 4:00pm 2.19 6:00pm 2.27 6:00pm</p> <p><b>Arepas</b> 2.12 6:00pm 2.14 6:00pm 2.23 4:00pm</p> <p><b>Beef Stroganoff</b> 2.13 6:00pm 2.26 6:00pm</p> <p><b>Indian Comfort Food</b> 2.05 6:00pm 2.28 6:00pm</p>
--	---	---

Click on our QR Code to register 

**Udon** udon noodles from scratch, Korean gochujang sauce, garlic braised beef, sauteed mushrooms and garnishments, Asian sesame salad **vg**

**Arepas** handmade arepas with cheese and shredded zucchini, chorizo from scratch, curtido, fresh salsa and guacamole **vg gf**

**Beef Stroganoff** beef bourbon stroganoff with creamy herb polenta, handmade honey wheat rolls, maple harissa glazed carrots **gf**

**Indian Comfort Food** butter chicken, samosas from scratch, vegetable masala, coriander mint chutney, basmati rice **vg gf**

**vg = vegetarian option available**  
**gf = gluten friendly option available**

*Every class ends with a signature Stir cookie.*

Open panel for class dates and times

**welcome to stir**

Ten years ago, I went on a date to a cooking class. I was just a teenager at the time, but I remember it like yesterday...

I had imagined a fun, memorable night—something straight out of the movies. Sure, we liked to cook, but we were really there for the experience: to try something new, learn a little, meet people, and just have a great time.

But when we arrived, the atmosphere was anything but inviting. The kitchen felt sterile, instead of a lively, hands-on experience. It felt more like a sales pitch. I couldn't shake the thought—this could be so much better.

And I wasn't the only one. I could see it on everyone's faces. That was my "aha!" moment.

Fast forward ten years, and we made it happen. At stir, we're redefining what a cooking class can be. With three locations in Hudson, Chagrin Falls, and Ohio City, we've built beautiful studios, brought together passionate instructors, crafted exciting menus, and created an experience that's engaging, social, and just plain fun.

— Charlie

# FINAL LAYOUTS

# FINAL LAYOUTS

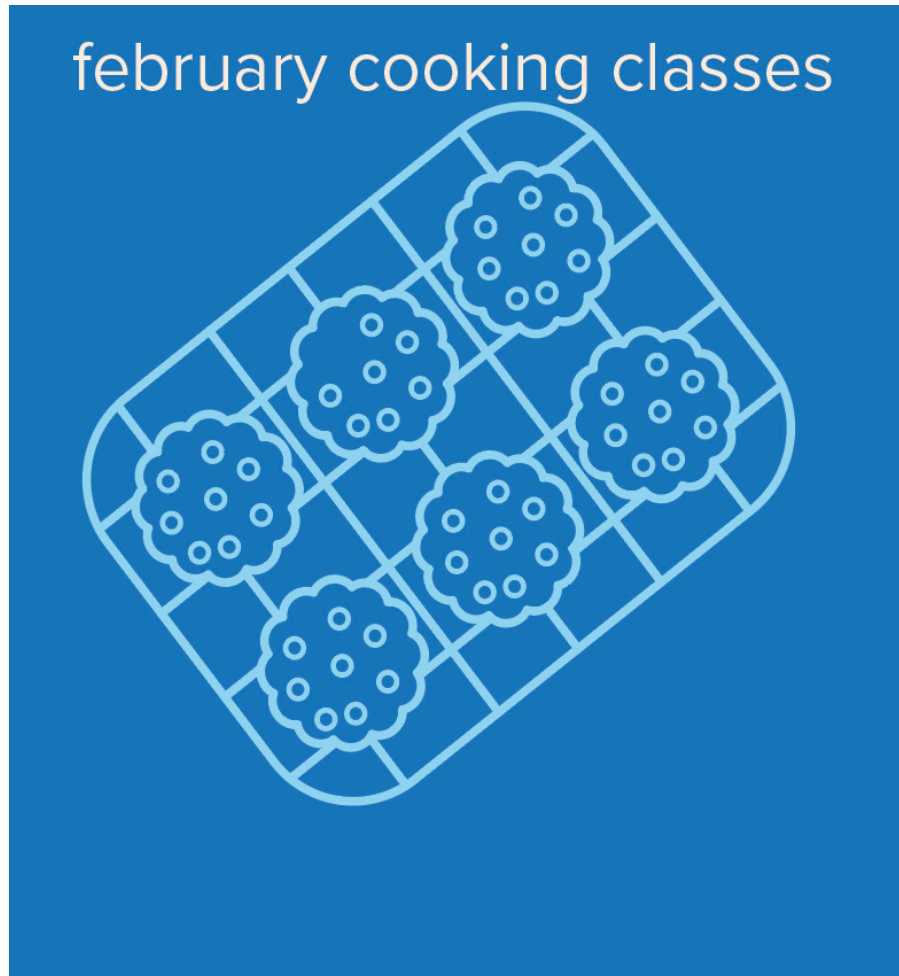


First Class  
U.S. POSTAGE  
PAID  
Akron, OH  
Permit No. 13 13

stir studio kitchen  
16 Clinton St.  
Hudson, OH 44236

Colleen Dies  
1313 Mockingbird Lane  
Camelot New Jersey 07751

# FINAL LAYOUTS



**Udon** udon noodles from scratch, Korean gochujang sauce, garlic braised beef, sauteed mushrooms and garnishments, Asian sesame salad **vg**

**Arepas** handmade arepas with cheese and shredded zucchini, chorizo from scratch, curtido, fresh salsa and guacamole **vg gf**

**Beef Stroganoff** beef bourbon stroganoff with creamy herb polenta, handmade honey wheat rolls, maple harissa glazed carrots **gf**

**Indian Comfort Food** butter chicken, samosas from scratch, vegetable masala, coriander mint chutney, basmati rice **vg gf**

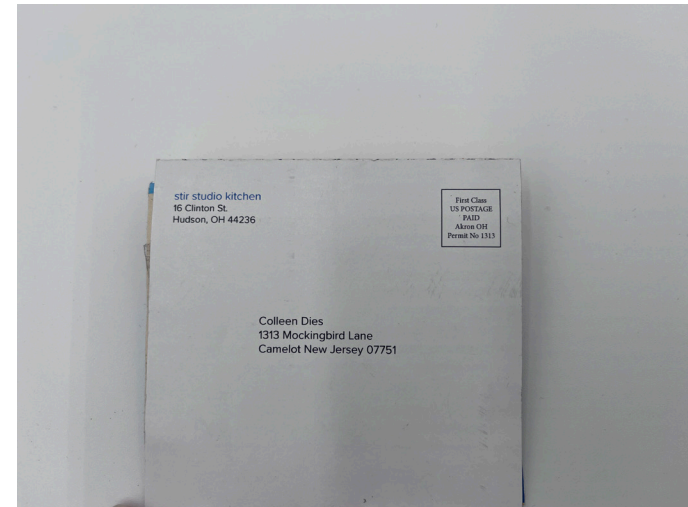
**vg = vegetarian option available**  
**gf = gluten friendly option available**

*Every class ends with a signature Stir cookie*

<b>HUDSON</b>	<b>Udon</b>	2.05 6:00pm	2.06 6:00pm	<b>CHAGRIN FALLS</b>	<b>Udon</b>	2.09 4:00pm
		2.14 6:00pm	2.23 4:00pm			2.19 6:00pm
		2.26 6:00pm				2.27 6:00pm
	<b>Arepas</b>	2.06 6:00pm	<b>OHIO CITY</b>		<b>Arepas</b>	2.12 6:00pm
		2.19 6:00pm				2.14 6:00pm
		2.22 6:00pm				2.23 4:00pm
	<b>Beef Stroganoff</b>	2.02 4:00pm			<b>Beef Stroganoff</b>	2.05 6:00pm
		2.21 6:00pm				2.13 6:00pm
		2.26 6:00pm				2.26 6:00pm
	<b>Indian Comfort Food</b>	2.01 6:00pm			<b>Indian Comfort Food</b>	2.02 4:00pm
		2.07 6:00pm				2.08 6:00pm
		2.15 2:00pm				2.12 6:00pm
	2.20 6:00pm			2.15 2:00pm		
	2.27 6:00pm			2.27 6:00pm		
					2.05 6:00pm	
				2.28 6:00pm		

Click on our QR Code to register 

# FINAL MOCKED UP LAYOUTS





Process Book

# COLLEEN DIES

---

Self folding mailer | Typography IV | Sp 25