Background

The **kids teaching kids**® Healthy Lifestyles program was created to help children and their parents build a lifetime of healthy habits through nutrition education and wellness activities. Each school year the program hosts the 21-Day Snacking Challenge. It engages high school Career and Technical Education (CTE) students to teach elementary school students healthier snacking habits while providing other wellness and activity education.

Objective: To create a book cover and recipe page for the subsequent year 21 Day Snacking Challenge digital recipe book incorporating the yearly theme with fruits and vegetables.

2025 Theme: Super Hero Snackers

Graphic Design Guidelines

- Students must meet **ALL** criteria on the **KTK Recipe Book Design Student Checklist**
- One entry per district
- Utilize yearly theme: **Super Hero Snackers**
- Entries must be submitted in PDF format

Contest Criteria:

- Judging criteria is based on: relevance to theme/fruits and veggies, originality, and aesthetic quality for K-5 students.
- Monetary awards will be given to the classroom of: 1st Place, 1st Runner Up, 2nd Runner Up
- The winner of the design contest will be tasked with completing the final recipe pages, creating the table of contents and placeholder pages for the rest of the book content.

Graphic Design Submission

Deadline - Cover/recipe page sample deadline: <u>February 21, 2025</u>

- Save file as: **Book Cover_District Name_Instructor Name.PDF**
- Submit entries to: **ryan.eason@medicalcityhealth.com**
  NOTE: Entry must be submitted in PDF format

Deadline - FINAL Book for 1st Place Winner: May 15, 2025

Recipe Book Design Student Checklist

Book Design Development

- All layout submissions **MUST** be created in **Adobe InDesign**.
- Raster graphics developed in other software must be saved as PNG or JPG files; vector image formats are preferred.
  NOTE: Ensure that the document is packaged through InDesign or that all assets are embedded in the .INDD file.
- All artwork MUST BE ORIGINAL; AI-generated artwork or stock images cannot be accepted.
- All submitted files must be named with the following naming convention: **Book Cover_ District Name_StudentFull Name**

Recipe Page

- Finished page sizes must be **13.34" x 7.5"**, **no less than 150 DPI**
- Food photos must be no smaller than **1200×1200 at 150 DPI** or greater. **Upscaled photos are not acceptable**
- Document color space set to **RGB**.
- No page bleed is necessary, but it is recommended that all text remain within **75px margins**.
- **Contents include space for the following:**
  - Recipe name
  - Recipe photo
  - Student chef names
  - List of supplies
  - Ingredients
  - Nutrition: # of servings, calories, fat, saturated fat, fiber, sugar
  - Recipe directions

Front Cover

- Finished page sizes must be **13.34" x 7.5"**, **no less than 150 DPI**
- Kids Teaching Kids Healthy Lifestyles logo and hospital logo must be incorporated in the cover design.
- Title "Recipe Book 2025-2026" must be included in the design
- The top of the cover must have a 1" white bar spanning the width of the page; this is an accessibility requirement.
  NOTE: Logos may be resized **proportionately**, but cannot be edited or recolored. All logos are accessibile from the link provided in the **Helpful Videos and Links** section below.

Graphic Design Submission

- Initial entry must be submitted as a low-resolution PDF
- If your design wins, the final file for digital publishing will need to be provided in InDesign format; PDF format cannot be accepted

Helpful videos and links

- **Program Overview**
- **Role of the PE teacher**
- **FAQs**
- **www.kids-teaching-kids.com**
- **Google Drive Logo Collection**