



Graphic Design

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** (next page)
- One entry per district
- Utilize yearly theme: Super Hero Snackers
- Cover/Recipe Page sample entry must be submitted as a low-resolution PDF

Graphic Design Submission

Deadline - Cover/Recipe Page Sample Deadline: February 21, 2025

- Save file as: **Book Cover_District Name_Instructor Name**
- Submit entries to: ryan.eason@medicalcityhealth.com

NOTE: Entry must be submitted as a low-resolution PDF

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

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: 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.

Helpful videos/links

[Program Overview](#)

[Role of the PE teacher](#)

[FAQ's](#)

www.kids-teaching-kids.com



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_Student Full Name**

Front Cover

- Cover art must be no less than 150 dpi
- Finished page sizes must be 1920×1080px.
- Kids Teaching Kids-Healthy Lifestyles logo featured on top and hospital logo in the footer area.
 - No less than 1/3 the size of the cover
 - Placed in top 2/3 of cover
 - Title: Recipe Book 2025-2026
- All logos are placed on a solid background. A white background is preferred but not required
NOTE: Logos may be resized, but cannot be edited or recolored and must maintain their original aspect ratio. All logos will be provided to you in the Google Drive link at the bottom of this page.

Recipe Page

- Page setup is 1920×1080px and all artwork must be 150 dpi or higher.
- 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 (in this order)
 - Recipe Directions

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
- Access logos [HERE](#)