

Food Blog Challenge



Foods 20 Project B

Ready, Set, Blog!

Your challenge is to create a food blog that defines you as a food blogger. Think of this project like your food journal. My advice to you is to write. It sounds simple, but really it is the best advice. Write honestly and thoughtfully about what moves you & have fun with it. Set high standards for yourself and work hard to learn how to meet them.

I am excited to start but where do I begin?

Start by browsing food blogs. I have listed some of my personal, all-time favorites below for you to check out. But feel free to search out your own. There are so many great food blogs out there to follow I promise you will find a plethora that appeal to you.

www.101cookbooks.com, www.amateurgourmet.com, www.davidlebovitz.com
<http://smittenkitchen.com>, www.bakerella.com, <http://foodblogga.blogspot.com>, <http://lookimadethat.com>.

Once you have an idea of the direction you want to head, sign up and create a blog and email me the link so I can start following you! Some great FREE services are: <http://students.weebly.com> (see me to set this up) <http://wordpress.com>, www.google.com/blogger, <http://education.weebly.com> or <http://tumblr.com>. When creating a name for your food blog, be creative, look for a name that fits you as a newbie foodie!

What is required in my new blog?

The First Post: This one is about you. Create your first blog post that defines you as a food blogger. Write a post that comes from the heart and is true to you and your new blog. This could be posted as an "About me" tab if that option is available to you.

3 **Foodie Post Challenges:** Review the 9 challenge options and select 3 that inspire you to write, cook and create. Each post MUST contain a minimum of 5 photos (1 of the ingredients, 3 of the process/techniques and 1 of the final product) unless otherwise listed on the challenge. Include the recipe (typed out) and a link to the original recipe that you used if it was from an online source. Share the blog with me so I can follow along in your food journey. Email the link to sklatt@rvschools.ab.ca

The Final Post: You've survived! What post will ultimately represent your journey so far? I am giving you the freedom to create a post that represents your blog and incorporates some of the lessons you've learned during this challenge. Perhaps a photo documentary of your new found skills or a video diary reflecting on everything that you have learned? It is up to you, but it needs to be thoughtful and comprehensive.

Food Challenges

Choose 3 of the challenges listed below that will be used as posts on your blog. When deciding on your posts choose the ones that get you excited to cook, create and blog. These will be the ones that you will have the most success with!

The Classics



Ready to tackle a classic dish from another culture? Pick an ethnic classic that is outside your comfort zone or are not familiar with. You should include how you arrived at this decision in your post. Do your research then try to pull off successfully creating this challenge. Try to keep the dish as authentic as the real deal, and document your experience through a compelling post.

Picture Perfect



Sure, you can take a pretty picture. But your task is to go above and beyond and use photography to create a step-by-step, instructional photo tutorial. It could be anything from how to bone a chicken to how to make your all time favorite recipe, but your photos need to guide the reader through the steps. For this challenge, you will want to go well beyond the 5 photo minimum with at least 9 photographs.

Recipe Remix



One recipe, 100 variations! I am challenging each of you to put your own spin on the same recipe. How you do it is completely up to you. Will you try out some molecular gastronomy techniques? Share a top-secret trick? Or re-envision the dish from a different perspective? You will be asked to put your own spin on "Pizza". For the purpose of this challenge, I am defining pizza as having a solid base, a sauce and at least one topping.

You're the Critic



Bloggers as restaurant critics can be a controversial topic. No matter what, a great restaurant review is well-written, thoughtful, and comprehensive. Your challenge is to write a restaurant review (for a local, non-chain restaurant) that encompasses those attributes and still comes from your unique perspective. Remember, you will need to bring your camera on this adventure!

Road Trip!



For this challenge, you're tasked with creating a delicious meal that will travel well and still look great. From picnic and school lunches to bento boxes, or any other meal on the go, you need to whip up an entree and dessert that will fit inside a lunch box or small cooler.

Piece of Cake



Create a sweet or savory baked good featuring your choice of a seasonal fruit or vegetable. Whether you are a devotee to French patisserie or you've got a healthy spin on baking, show me your best baked good and tell me what inspired you to create it.

Dinner Party



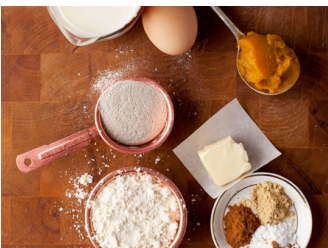
Celebrate! Your challenge is to hold a party for your friends and family (at least 4 guests, you can include yourself in the 4 person count). Whether you're an experience host or an entertaining newbie, get creative and host a dinner party where your guests will discover new tastes. Share your hosting secrets with readers, such as how to cook for a crowd, plan a menu, or involve guests in the prep. And don't forget to document the party with 10 or more pictures including one of your menu. This challenge is a lot of work so it will count towards 2 posts.

Book Review



Everyone wants to know if that new cookbook is worth buying so here is your chance. Your challenge is to get your hands on a cookbook of your choice, read through it, choose a recipe of interest, cook it and then create a post about everything you have learned through this cookbook and the information we all need to know before we go out and buy the book. Share, share, share!

My Choice



Sure the listed challenges sound good to you, but you have an idea for a post that is a better fit for you...then do it! First run the idea by me, and get it approved and then dive right in. Share with us what inspired you to choose this topic and create a passion filled post that will make you the next foodie!

Food Blog Challenge Evaluation



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Category	%	4	3	2	1
First Post	10	Post is well written & is characterized by elements of strong writing style. The content demonstrates that the student is well read, synthesizes learned content and constructs new meanings	Post shows above average writing style. The content demonstrates that the student reads moderately, and attempts to synthesize information and form new meaning	Post shows a below average, overly casual writing style with a lack of attention to style. Student pays little attention to other reading and mostly regurgitates previous personal views.	Post is of very poor quality. There is little to no evidence of reading other information in order to form new meaning of the topic at hand
Challenge 1	15	Posts are creatively and fluently written to stimulate dialogue and commentary. Effective supporting photos are used.	Posts are generally well written with some attempts made to stimulate dialogue and commentary. Supporting photos are used.	Posts are brief and unimaginative, and reflect minimal effort to connect with the audience. Some supporting photos are used.	Posts are written in a half-hearted, disjointed manner and reflects no awareness of effective communication. No supporting photos are used.
Challenge 2	15	Posts are creatively and fluently written to stimulate dialogue and commentary. Effective supporting photos are used.	Posts are generally well written with some attempts made to stimulate dialogue and commentary. Supporting photos are used.	Posts are brief and unimaginative, and reflect minimal effort to connect with the audience. Some supporting photos are used.	Posts are written in a half-hearted, disjointed manner and reflects no awareness of effective communication. No supporting photos are used.
Challenge 3	15	Posts are creatively and fluently written to stimulate dialogue and commentary. Effective supporting photos are used.	Posts are generally well written with some attempts made to stimulate dialogue and commentary. Supporting photos are used.	Posts are brief and unimaginative, and reflect minimal effort to connect with the audience. Some supporting photos are used.	Posts are written in a half-hearted, disjointed manner and reflects no awareness of effective communication. No supporting photos are used.
Creative Details	30	The entire site is creatively personalized by the use of video, audio, links or other add ons to enhance the online presence.	The site is thoroughly enhanced using video, audio, images or other add ons.	There is little evidence of multimedia enhancement and the blog is primarily text based	There is no evidence of an attempt to enhance or personalize the blog space.
Final Post	15	Post provides a comprehensive insight, understanding, and reflective thought about blog.	Post provides a moderate insight, understanding, and reflective thought about blog.	Post provides minimal insight, understanding, and reflective thought about blog.	Post shows no evidence of insight, understanding or reflective thought about blog.