



IIT Bombay

IDC School of Design
अभिकल्प विद्यालय

P3-Report



*A visual journey
to the Cuisines of
Awadh*

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Guided by: Prof Mandar Rane

Declaration Sheet

I affirm that this written submission reflects my own ideas expressed in my own words. Wherever I have included ideas or words from others, I have given appropriate citations and references to acknowledge the original sources. I have maintained the highest standards of academic honesty and integrity throughout the writing process, and I have not misrepresented or fabricated any ideas, data, facts, or sources in my work. I am aware that any violation of these principles may result in disciplinary action by the Institute and may also lead to legal consequences if proper citations or permissions were not obtained when necessary.

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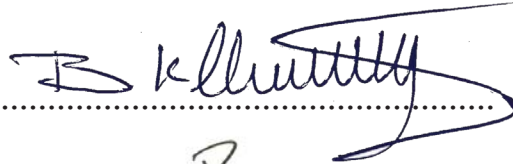
Approval Sheet

The Communication Design Project 3 entitled
'The Awadhi Delight: Visual Representation of Cuisine of Awadh' by
Yash Vardhan Singh (216450015) is approved towards partial fulfillment
of the requirements for the post graduate of Master of Design in
Communication Design.

Project Guide: Prof. Mandar Rane



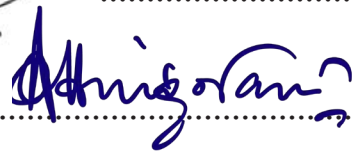
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Abstract

This report delves into the fascinating world of Awadhi cuisine, unraveling its rich history, cultural significance, and unique flavors. The project aimed to generate interest and appreciation for Awadhi cuisine by presenting it through various mediums, including animations, visuals, and storytelling. By exploring iconic dishes such as Dumpakht, Dum Biryani, Nihari, Tundey Kabab, Gulawati Kabab the project aimed to showcase the culinary heritage of Awadh.

Overall, this project serve as a testament to the vibrancy and allure of Awadhi cuisine. By capturing its essence through visual mediums and storytelling, it endeavors to preserve and promote the culinary heritage of Awadh for future generations to cherish and explore.

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01. Motivation

The inspiration behind embarking on this project stemmed from my deep fascination with food and its intriguing history. I was captivated by the power of food to tell stories, evoke emotions, and connect people across cultures. As a visual enthusiast, I was eager to explore diverse ways of visually representing the beauty and essence of various cuisines.

During my search for culinary inspiration, I had the opportunity to explore different places and their unique eating cultures. Delhi, Mumbai, and Rajasthan each offered a distinctive culinary landscape, brimming with flavors and traditions. However, it was my hometown, Lucknow in Uttar Pradesh, specifically Awadh, that held a special place in my heart. Being familiar with the context and having witnessed the culinary heritage of the Nawabs of Awadh, I was intrigued by their deep-rooted fascination and drive to explore new dishes.

Motivated by my personal connection to Lucknow and my curiosity about the culinary traditions of Awadh, I embarked on a journey to delve into the unique dishes that were part of this cultural tapestry. The exquisite flavors, intricate cooking techniques, and the rich history behind dishes like Dum Biryani, Nihari, Various Kababs, Sheermal and many more fascinated me, urging me to uncover their stories and share them with others.

By visually representing the culinary journey of Awadh, I aimed to spark interest, ignite a sense of adventure, and showcase the remarkable dishes that were born out of this hunt for culinary excellence. It was my passion

for food, the allure of Awadhi cuisine, and the desire to preserve and celebrate its heritage that motivated me to undertake this project.

Why is it worth doing?

There are various mediums through which one can get to know about the food culture of new places. It can be through local food tours, getting to know about it through locals, reading through cultural and historical sites, going through literature and social media/browsing through the internet. But other than browsing it over the internet, every other medium requires an incredible drive to search for it. In my case, I was intrigued by this topic by watching documentaries online; there are a pretty decent amount of food-related videos in existence. But they all come in long-form content. The average person spends 2.7 minutes watching a video on the internet. And average attention span is just 8.25 seconds.

What I want to say is that there are plenty of media out there (books/magazines/documentaries) which educate people about various food cultures, But what I'm aiming to do is to generate that curiosity of knowing about it.

New place , new food?

When someone goes to try a new place to eat, they sometimes find it hard to understand the dishes on the menu; this can be because of several reasons:

- The restaurant has given the dish a complicated & fancy name
- The dish's description (if provided) is insufficient to describe it.
- The menu doesn't have enough visual cues to assist the text.

The menu shown here is from the 'Dum Pukht' section of ITC Maratha Mumbai.

As one can see, there are dishes that are not so well recognizable for someone unaware of the cuisine. Words like 'Nihari,' 'Dum Pakht,' and 'Salan' are prominent components of the cuisine of Awadh, but for a novice, it may be a bit challenging to get the meaning of it.

SHAHI NEHARI

Per serve (500 g) 1140Kcal

Prime cuts of lamb, cooked overnight with aromatic potli masala, then assimilated with extract of Basmati rice, in milk and almond paste.

DIWANI HANDI

Per serve (500 g) 1150Kcal

Select cuts of lamb simmered on low heat in a sealed handi, with seasonal vegetables and aromatic herbs, sprinkled with mace and cardamom.

GUCHHI SUBZ-E-ZAR

Per serve (500 g) 750Kcal

Morels filled with clotted cream and green herbs, tossed with spring onions, finished on *dum* and garnished with ginger julienne.

SUBZ MILONI

Per serve (450 g) 896Kcal

A mélange of seasonal vegetables cooked in a smooth green purée of spinach, flavoured with white cumin seeds and garam masala.

DUM PUKHT BADIN JAAN

Per serve (480 g) 595Kcal

Slices of round brinjals marinated, shallow fried and topped with tomato concasse and garlic-flavoured spiced yoghurt, and finished on *dum*.

QASR-E-PUKHTAN

Per serve (500 g) 960Kcal

Paneer cubes simmered in a silky fresh tomato gravy, flavoured with royal cumin seeds and dried fenugreek leaves.

ARBI QALIYA

Per serve (500 g) 900Kcal

Colocasia in a turmeric accented yoghurt and onion gravy, with Dum Pukht garam masala.

GUNCHAWA-QEEMA DUM PUKHT

Per serve (400 g) 392Kcal

Chopped florets of cauliflower, tempered with asofoetida, cooked with capsicum, ginger and tomato diced, with a hint of dried mango powder.

SUBZ MILONI

Per serve (450 g) 896Kcal

A mélange of seasonal vegetables cooked in a smooth green purée of spinach, flavoured with white cumin seeds and garam masala.

MIRCH BAINGAN KA SALAN

Per serve (500 g) 1075Kcal

Large whole green chillies and baby eggplant, simmered in a velvet smooth gravy of yoghurt, tamarind, coconut and peanut.

DUM PUKHT BADIN JAAN

Per serve (480 g) 595Kcal

Slices of round brinjals marinated, shallow fried and topped with tomato concasse and garlic-flavoured spiced yoghurt, and finished on *dum*.

ALOO BUKHARA KOFTA SALAN

Per serve (500 g) 940Kcal

Vegetable marbles stuffed with dried plums and almonds, simmered in a cardamom and cumin gravy.

GUCHHI SUBZ-E-ZAR

Per serve (500 g) 750Kcal

Morels filled with clotted cream and green herbs, tossed with spring onions, finished on *dum* and garnished with ginger julienne.

DUM KE ALOO

Per serve (500 g) 785Kcal

Barrel-shaped potatoes stuffed with cashews and pomegranate seeds, finished on *dum* with a thick yoghurt gravy.

Here we can see that they have described the cuisine's essential components to enhance the customer's experience or ensure the menu is clear. But the text describing an experience of all senses(Visual, olfactory, taste & touch) might not be the ideal scenario.

My goal for this project is to target that barrier between the customer & unfamiliar cuisine. In the project, I've studied the problem, observed the factors & ways in how the human mind perceives any food.



QORMA, QALIYA, SALAN & NEHARI

Typically, *dum* cooking uses a round, heavy-bottomed pot, a handi, in which food is tightly sealed and cooked over a slow fire. There are two main aspects to this style of cooking; *bhunao* and *dum*, or 'roasting' and 'maturing' of a prepared dish.

Herbs and spices play a critical role. Many are chosen for their healing and nutritive properties as much as to enhance flavours. Each dish has its own selection of spices that enrich it. The process of slow roasting gently persuades each to release maximum flavour.

This is why the presence or absence of a single herb or spice makes such a remarkable difference.

ORIGINS

The innovation of Mughal cuisine gave India two cooking curries: the indulgent qorma and the equally rich qaliya. Any curry that isn't either a qorma or a salan is almost automatically, a salan.

Salan has become a generic term for any spiced, aromatic dish. Completely indigenous to this region, qaliyas and salans represent the most popular culinary methods in India - yielding gravies and stews that always excite the senses and delight the palate.

Nehari is a delectable example of *muqawwiyat* - a carefully and deliberately invented attitude or recommendation category of foods. Traditionally, cooked overnight and buried in the ground with burning coals atop their lids, nehari is a richly nutritional, delicious stew of tender morsels of meat. The most indulgent flavours of nehari emerge from the meat itself, particularly the unique texture brought to the dish by stewing bone marrow.

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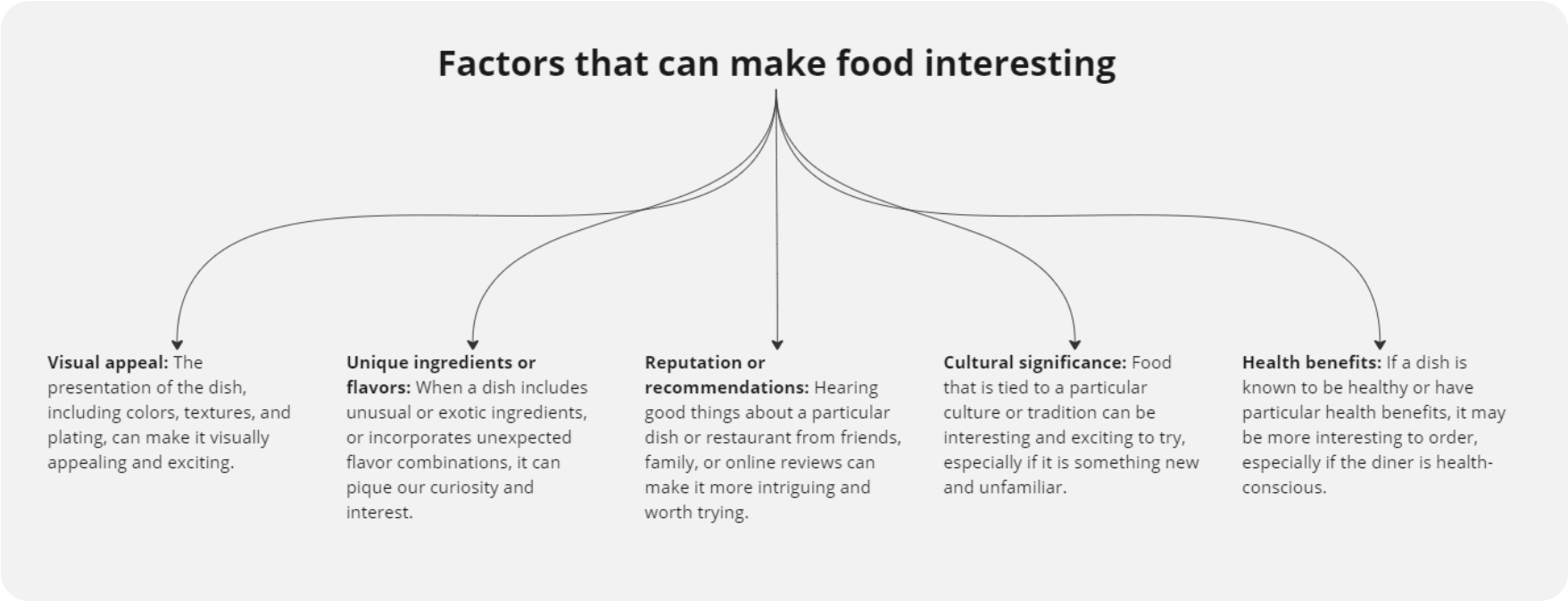
02. Introduction

When traveling to a new place, it's natural to feel apprehensive about trying out the local cuisine, especially if you're not familiar with the food culture of that place. This is why many people tend to stick with dishes they're familiar with and avoid trying new foods. Ordering dishes that you've known about previously may seem like a safe option, but it can limit your culinary experience and prevent you from discovering the unique flavors and culinary traditions of the place you're visiting.

Trying out new foods is an essential part of experiencing a new culture. It can help you gain a deeper understanding of the place's history, people,

and traditions. However, for many people, the fear of the unknown can be daunting. This is where visualization can be useful. By visualizing the food before consuming it, people can get an idea of what to expect and be more willing to try new dishes.

In addition to the appearance of the food, other factors make it interesting, such as the story behind its origins, how it evolved, and what value it holds in the heart of locals. These factors can add to the overall dining experience and give a deeper understanding of the culture and history of a place. By exploring these aspects, people can appreciate the



There are several factors that can make food interesting before even ordering it. Overall, the combination of these factors can make food interesting and exciting to try, even before it is ordered.

cuisine even more and gain a better appreciation of the place they're visiting.

The food we eat is more than just sustenance; it's a reflection of the culture and history of the people who created it. Therefore, other than the food's appearance, several factors make it interesting, such as the story behind its origins, how it evolved, and what value it holds in the heart of locals.

The story behind a dish can provide insight into the culture and traditions of the place it comes from. It can reveal the ingredients used, cooking techniques, and even the social and economic conditions that influenced its creation. For instance, the traditional foods of a region may have been created using only locally available ingredients, showcasing the ingenuity and resourcefulness of the people who made them.

Additionally, the evolution of a dish over time can reveal a lot about the place's history and the influences that shaped its cuisine. Different regions, cultures, and historical events may have contributed to the development of a dish. For example, many Indian dishes are influenced by the Mughal era, which brought new ingredients and cooking techniques to the region.

The value a dish holds in the heart of locals is also an essential aspect of its cultural significance. Food is a source of pride for many communities and is often associated with religious or cultural festivals. By exploring the cultural significance of a dish, people can gain a deeper appreciation

for the food and the culture it comes from.

The focus of this project is to introduce unfamiliar cuisines to the audience through visualization. We will be exploring the Awadhi cuisine of India, which is known for its rich and flavorful dishes. Awadhi cuisine originates from the Awadh region of Uttar Pradesh in India, and it has a unique blend of Mughal and Hindu cooking styles.

03. Research

3.1 Choosing the cuisine

Choosing a place with a rich and unique food heritage can be a great way to explore a region's culture, history, and flavors. Food is often a reflection of a region's geography, climate, history, and cultural influences, and exploring the local cuisine can be a great way to understand a region's heritage and identity.

But also, the diversity and cosmopolitan nature of large cities like Delhi and Mumbai can make it difficult to identify a distinct culinary tradition unique to the region. This diversity has resulted in a mix of cuisines and food styles that can make it challenging to identify and explore a distinct culinary tradition unique to the region. For example, Delhi has a mix of Punjabi, Mughlai, and street food cultures, while Mumbai has a blend of Marathi, Gujarati, Parsi, and coastal cuisine. These influences have resulted in a diverse and exciting food scene, but it can be challenging to tease out the region's distinct culinary identity.

Hence it was ideal to find a more secluded and rich in itself cuisine that hasn't been influenced much in the recent past.

3.2 Why Cuisine of Awadh?

Focusing on Awadhi cuisine makes sense for me because apart from

Lucknow being my hometown, Awadhi cuisine is a unique culinary tradition with a rich and fascinating history. Awadhi cuisine has evolved over centuries and is characterized by its rich and intricate use of spices, herbs, and other ingredients.

Awadhi cuisine originated in the Awadh region of Uttar Pradesh, India, during the Mughal era and was heavily influenced by Mughal culinary traditions. It is known for its use of aromatic spices like saffron, cardamom, and cloves and its emphasis on slow cooking techniques that bring out the flavors of the ingredients.

Another reason why funneling down to Awadhi cuisine makes sense is that it has not been as widely popularised as other regional cuisines in India, like Punjabi or South Indian cuisine. Therefore, it presents an opportunity to explore a lesser-known culinary tradition that is rich in history and culture.

In addition, exploring Awadhi cuisine can provide insights into the social and cultural fabric of the region, as food is an essential part of the local culture and plays a significant role in social gatherings and festivities.

Focusing on Awadhi cuisine makes sense because it offers a unique and lesser-known culinary tradition rich in history and culture and provides an opportunity to explore the social and cultural fabric of the region.



3.3 What about food are people interested in?

- **Recipes:** People are always looking for new and interesting recipes to try at home, whether they're looking for a healthy meal option or a decadent dessert.
- **Food culture:** People love learning about the history and cultural significance of different foods and cuisines. This could include articles about the traditional foods of a particular region or country, the stories behind popular dishes, or the cultural significance of certain ingredients.
- **Health and nutrition:** Many readers are interested in learning about the health benefits of different foods and how to incorporate them into a healthy diet. They may be interested in articles about the benefits of certain superfoods, tips for eating a balanced diet, or the latest research on nutrition and health.
- **Restaurant reviews:** Readers love to hear about the latest and greatest restaurants in their area, as well as recommendations for dining experiences when traveling.
- **Cooking tips and techniques:** Many readers are interested in improving their cooking skills and may be looking for tips and tricks to help them become better cooks. This could include articles on cooking techniques, kitchen hacks, or advice on how to choose and use different kitchen tools and equipment.

3.4 What about food culture is interesting?

Overall, readers are interested in a variety of food-related topics, from

recipes to food culture to health and nutrition. The key is to provide informative and engaging content that appeals to their interests and tastes.

Readers are interested in food culture because it provides a window into the history, traditions, and customs of different regions and communities. Food culture encompasses the unique ways in which people prepare, cook, and consume food, as well as the social and cultural significance of certain foods and ingredients.

For example, readers may be interested in learning about the traditional foods and dishes of a particular region or country, including the history and cultural significance of those foods. They may want to know about the ingredients and cooking techniques used, as well as how those dishes are typically served and enjoyed in the local culture.

Readers may also be interested in exploring the ways in which different cultures have influenced and been influenced by each other, as well as the evolution of certain dishes and ingredients over time. For example, they may be interested in the history of spices and how they have been used in different cuisines over the centuries.

Overall, food culture offers readers a rich and fascinating glimpse into the customs and traditions of different communities, and provides a deeper understanding of the ways in which food is woven into the fabric of our lives and our shared human experience.



3.5 How is it different from works done before this in a similar theme?

Before talking about the project itself let's talk about other mediums from which one can experience food culture:

- While **food and travel vlogs** offer a glimpse into the street food scene, they often lack the depth of information and storytelling that can truly capture the essence of the cuisine. They provide personal experiences but may not delve into the cultural and historical aspects that make a cuisine genuinely unique.
- **Books on food culture**, although comprehensive, require a significant time commitment and are geared toward readers who have a specific interest in the subject. While they provide in-depth knowledge and detailed culinary journeys, they may not appeal to a broader audience who are looking for a more accessible and engaging experience.
- **Cooking shows and books**, on the other hand, primarily focus on the cooking techniques and recipes, offering a more practical approach to exploring a cuisine. However, they often overlook the cultural and historical significance that adds depth and context to the food.
- **Documentaries** such as "Raja Rasoi aur Anya Kahaniya" and "Lost Recipes" have successfully explored food culture in a visual format. However, their longer duration can pose a challenge in capturing and maintaining the attention of the audience, especially in today's fast-paced digital landscape.

This project aims to bridge the gap by presenting the fascinating stories and cultural significance of Awadhi cuisine in a visually engaging and concise format. By leveraging animation and storytelling techniques, it seeks to create a captivating experience that sparks curiosity and interest in exploring the unique food culture of Awadh. Hence, This project stands out from previous works in its approach to showcasing the food culture of Awadh.

3.6 What type of audience is interested in knowing about food culture?

A wide range of audiences could be interested in knowing about food culture, as it is a subject that can appeal to a diverse range of people. However, some demographic groups that may be particularly interested in food culture include:



Travelers: People who enjoy traveling and exploring different cultures often have a strong interest in food culture. They may be interested in learning about local cuisines, traditional cooking techniques, and the cultural significance of different dishes and ingredients.



Foodies: Food enthusiasts, whether amateur or professional, are often interested in the history, culture, and traditions of different cuisines. They may be passionate about discovering new flavors, trying out new recipes, and learning about the cultural context in which different foods are enjoyed.



History buffs: People who are interested in history may also be interested in food culture, as it offers a unique way of understanding the customs and traditions of different societies over time.



Health-conscious individuals: People who are interested in health and nutrition may also be interested in food culture, as it can provide insights into the health benefits of different foods and ingredients, as well as the cultural and historical context in which those foods are consumed.

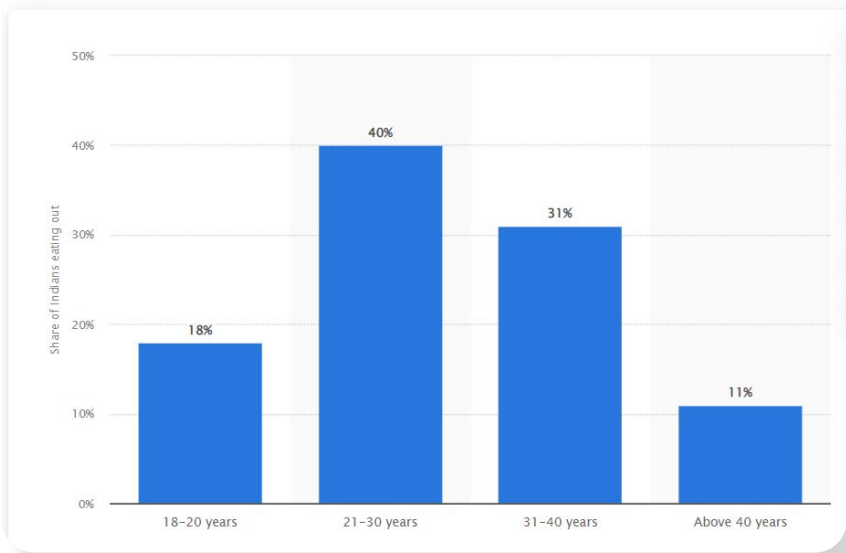
Overall, food culture is a subject that can appeal to a wide range of people, from travelers and food enthusiasts to history buffs and health-conscious individuals.

3.7 The Target Audinece

Considerations must be made for the target age group of 21 to 30 when presenting the visualization of Awadhi cuisine. This age group is known for their willingness to try new cuisines and explore different culinary experiences. The content should be engaging and visually appealing, incorporating modern and trendy elements that resonate with this age group. Utilizing social media platforms can foster a sense of community and encourage sharing among the target audience. The information should be presented in a concise and easily digestible manner, keeping in mind the short attention spans of this age group. By catering to the preferences and interests of the 21 to 30 age group, the project can successfully capture their attention and inspire them to delve into the rich and captivating world of Awadhi cuisine.

Of all Indians eating out, the highest share of people at about 40 percent in the age group of 21-30 year old ate out.

Share of Indians eating out in 2015, by age group



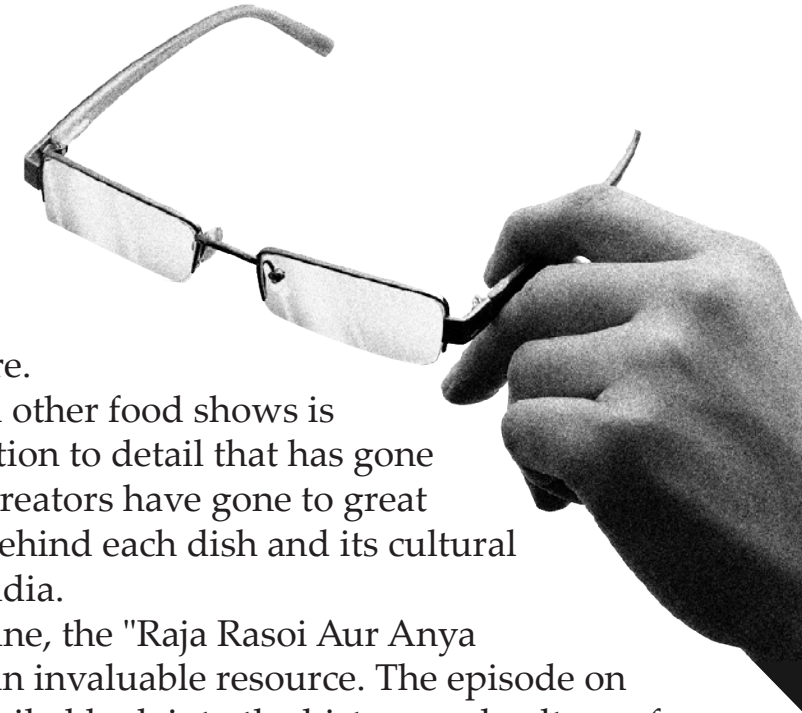
<https://www.statista.com/statistics/649451/eating-out-by-age-group-india/>

04. Inspirations and Literature Study



Raja Rasoi Aur Anya Kahaniya~ Documentary

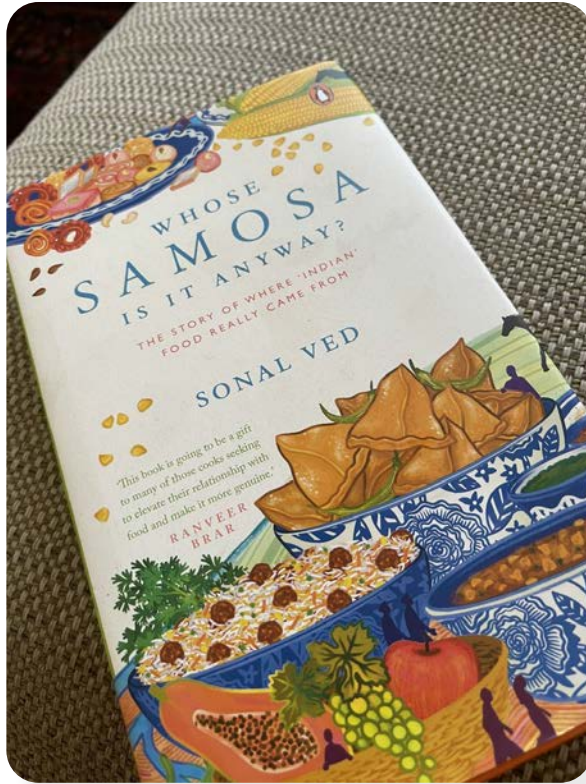
"Raja Rasoi Aur Anya Kahaniya" is a great documentary series that explores the culinary traditions and histories of India's royal kitchens,



present eateries, and many more.

What sets this series apart from other food shows is the depth of research and attention to detail that has gone into each episode. The show's creators have gone to great lengths to uncover the stories behind each dish and its cultural significance for the people of India.

For my project on Awadhi cuisine, the "Raja Rasoi Aur Anya Kahaniya" series proved to be an invaluable resource. The episode on Awadhi cuisine provided a detailed look into the history and culture of the region, and the role that food has played in shaping its identity. I was particularly struck by the way the show highlighted the connection between food and community, and how the dishes of Awadhi cuisine have evolved over time to reflect the changing tastes and traditions of the people who live there.



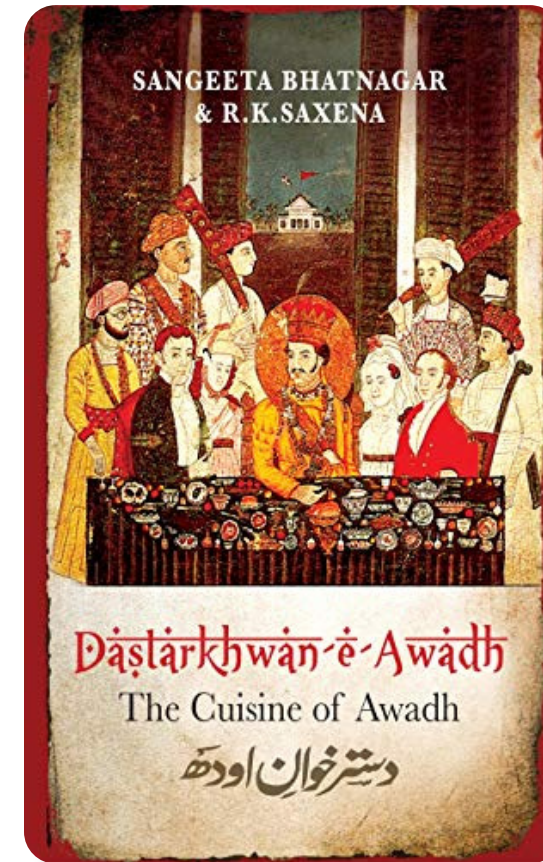
Whose Samosa is it Anyway?~ Book

"Whose Samosa is it Anyway?" is a book written by Dr. Surekha Narain, a food historian and researcher, which offers a comprehensive and holistic view of the history of Indian food. The book traces the evolution of Indian cuisine over thousands of years, exploring the cultural, social, economic, and political factors that have shaped it.

One of the unique aspects of the book is its emphasis on the contribution of different communities and regions to Indian cuisine. It challenges the conventional view of Indian food as a homogeneous and monolithic entity and highlights the diversity and complexity of the country's

culinary heritage.

The book not only deepened my knowledge of Indian cuisine but also helped me understand the complex social and cultural dynamics that have shaped it.



Dastarkhan E Awadh: The Cuisine Of Awadh~ Book

The book "Dastarkhan e Awadh: Cuisine of Awadh" is a comprehensive

guide to the culinary heritage of Awadh, a region in northern India known for its rich and royal cuisine. Authored by Sangeeta Bhatnagar, a food historian and chef, the book takes readers on a journey through the history, culture, and traditions that have shaped the cuisine of Awadh. The book also offers a detailed look at the ingredients, techniques, and flavors that define Awadhi cuisine. Bhatnagar provides readers with a thorough understanding of the unique spices, herbs, and cooking methods that are essential to creating the rich and complex flavors of Awadhi dishes.

Visual Appetite~ Book

"Visual Appetite" by Prof Mandar Rane is an insightful book that sheds light on the importance of visual culture in understanding the aesthetics of Indian thali. The author argues that with the increasing impact of globalization, there is an invasion of tangible visual cultures of developing countries. This book aims to bridge the gap between the tangible and intangible cultural heritage of India by emphasizing the need to study the visual aspects of Indian cuisine.

Various factors have been discussed in it that are crucial to understanding the cultural journey of the place where the food belongs, and how the language or the text describing the food may need the assistance of the visual to communicate the information correctly. Additionally, the book offers creative and innovative ideas to cover the gap between tangible and intangible cultural heritage. "Visual Appetite" showcases the importance of visual culture in preserving and promoting the rich heritage of Indian cuisine. Overall, I found this book to be a great resource that deepened my understanding of the visual aesthetics of Indian thali



05. Ideas

An editorial magazine:

An editorial magazine would be a good medium to showcase the visual aspect of Awadhi cuisine. A magazine could feature high-quality photographs of the dishes, along with accompanying articles that delve into the history and cultural significance of the cuisine. The magazine could also include recipes, cooking techniques, and tips for readers to recreate the dishes at home.

An illustrated book:

A book could feature detailed illustrations of the dishes, highlighting the use of spices, herbs, and other ingredients. The book could also include information on the cultural and historical significance of the cuisine, as well as recipes and cooking techniques.

A photography essay:

Through photographs, the essay could convey the richness and intricacy of the cuisine, from the use of aromatic spices to the presentation of the dishes. The essay could also include captions that provide additional information about the dishes, ingredients, and cultural significance of the cuisine.

Motion posters/Short Animated video:

Motion posters/Animated video could be an excellent way to showcase the visual aspect of Awadhi cuisine in a dynamic and engaging way. The posters could feature short videos or animations that highlight the preparation and presentation of the dishes, along with information on the cultural and historical significance of the cuisine. The posters could be used on social media platforms, websites, and other digital media channels to reach a wider audience.

An Animation video can be a great medium for visualizing Awadhi cuisine as they offer a dynamic and engaging way to showcase the preparation and presentation of the dishes. It can be used on social media platforms, websites, and other digital media channels to reach a wider audience and create a buzz around the cuisine.

06. Design Process

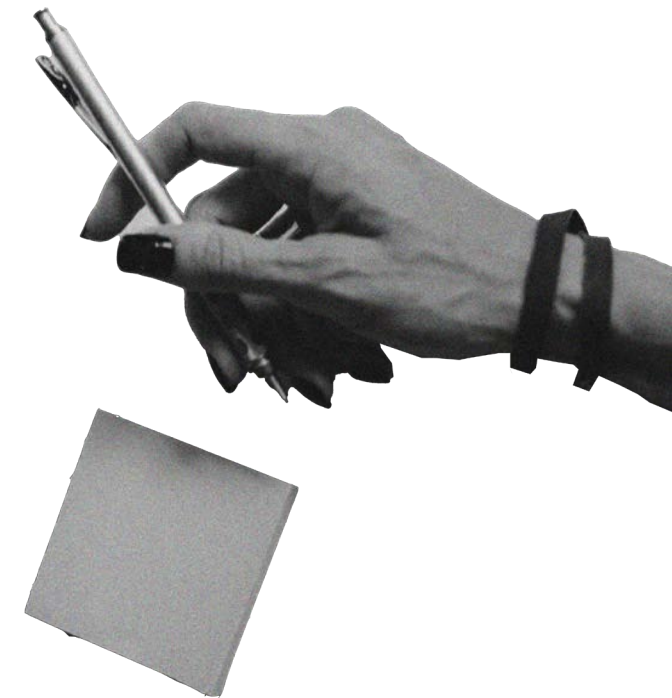
Script Considerations

While writing a script for an animated video on the visualization of Awadhi cuisine, there are several important considerations to keep in mind. Here are some key points to consider:

- **Audience:** Identifying the target audience for the video. Understanding the audience help shape the tone, language, and content of the script.
- **Storytelling:** Craft a compelling and engaging narrative that takes the audience on a journey through the culinary world of Awadhi cuisine. Consider using a storytelling approach that incorporates interesting anecdotes, facts, and stories about the cuisine's origins, cultural significance, and unique features.
- **Visual Imagery:** Since the video is focused on visualization, emphasize vivid and appealing visual descriptions in the script. Use descriptive language to bring the colors, textures, and aromas of the food to life in the minds of the viewers. Consider how each dish is presented, garnished, and served, and highlight any special techniques or ingredients used.
- **Authenticity and Cultural Context:** Stay true to the authentic flavors and traditions of Awadhi cuisine. Incorporate elements of the local culture, such as traditional music, art, or architecture, to enhance the

overall visual experience and create a sense of place. Showcasing the cultural context will help viewers develop a deeper appreciation for the cuisine.

- **Educational Value:** While the video should be entertaining, it should also have educational value. Include informative segments that explain the history, influences, and cooking techniques specific to Awadhi cuisine. Provide insights into the regional ingredients, spices, and flavors that contribute to its unique taste.
- **Visual Variety:** Highlight a diverse range of dishes from Awadhi cuisine to showcase the breadth and depth of its offerings. Incorporate visually appealing shots of each dish, capturing their vibrant colors, intricate presentation, and enticing textures. Consider using animation techniques to bring the food to life and make it visually enticing.
- **Call to Action:** Conclude the video with a call to action, such as encouraging viewers to explore Awadhi cuisine further, try a recipe at home, or visit a local Awadhi restaurant. Provide relevant resources or links where viewers can find more information or recipes.



Sorting Dishes

Within the Awadhi culinary realm, numerous delectable dishes epitomize its distinctive palette. However, to align with the objectives of my project, I narrowed down the selection to a handful of exceptional choices. These include Dum Biryani, renowned for its flavorful preparation, Gulawati Kabab, celebrated for its tender texture, Tundey Kabab, famous for its exquisite blend of spices, and Nihari, a delectable slow-cooked meat stew.



*Dum
Biryani*



*Gulawati
Kabab*



*Tundey
Kabab*



07. *Attempt 1*

In the initial iteration, the animated video earnestly embraced a simplistic illustrative style, meticulously covering seven distinct parts: the introduction, Dumpakh (the art of slow cooking), Dum Biryani, Nihari, Tundey Kabab, Gulawati Kabab, and the outro. With the script audio spanning approximately 5.5 minutes, the narration ardently delved into the historical significance of Awadhi cuisine and its profound cultural context.

The narrative artfully explored the origins of Awadh's signature style, deeply rooted in the art of slow cooking. The video eloquently detailed how this time-honored technique seamlessly integrated itself into the region's culinary identity, bestowing upon the dishes exquisite flavors and tender textures that equally enchanted nobility and commoners alike.

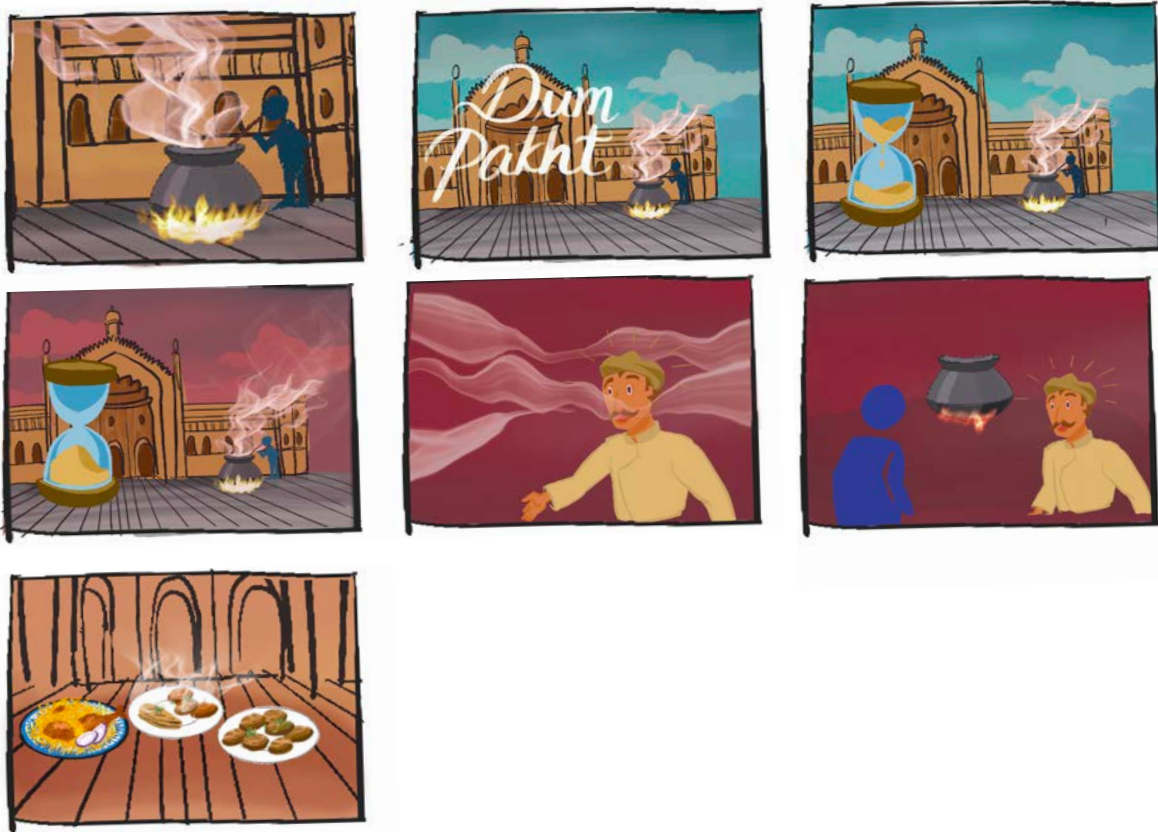
While the video passionately shed light on the Nawabs' luxurious and comfort-driven lifestyle, influencing the development of the Awadhi palette with rich and indulgent flavors, it inadvertently hinted at an alternative approach. Nonetheless, it remained a testament to the opulence and refinement of the royal courts.

Moreover, within the captivating narration, an intriguing connection was forged between night-long cooking practices and the subsequent emergence of a cherished morning ritual. The video gracefully unveiled how specific dishes, having been meticulously cooked overnight, gracefully evolved into a cherished part of the morning prayer and

breakfast tradition, transcending societal divides.

Despite its admirable efforts in presenting an insightful journey into the cultural significance of Awadhi cuisine, it was later realized that this iteration did not fully align with the project's vision. Subsequently, a different approach was taken, ultimately leading to the refinement of the video's portrayal of Awadh's rich culinary heritage and traditions.

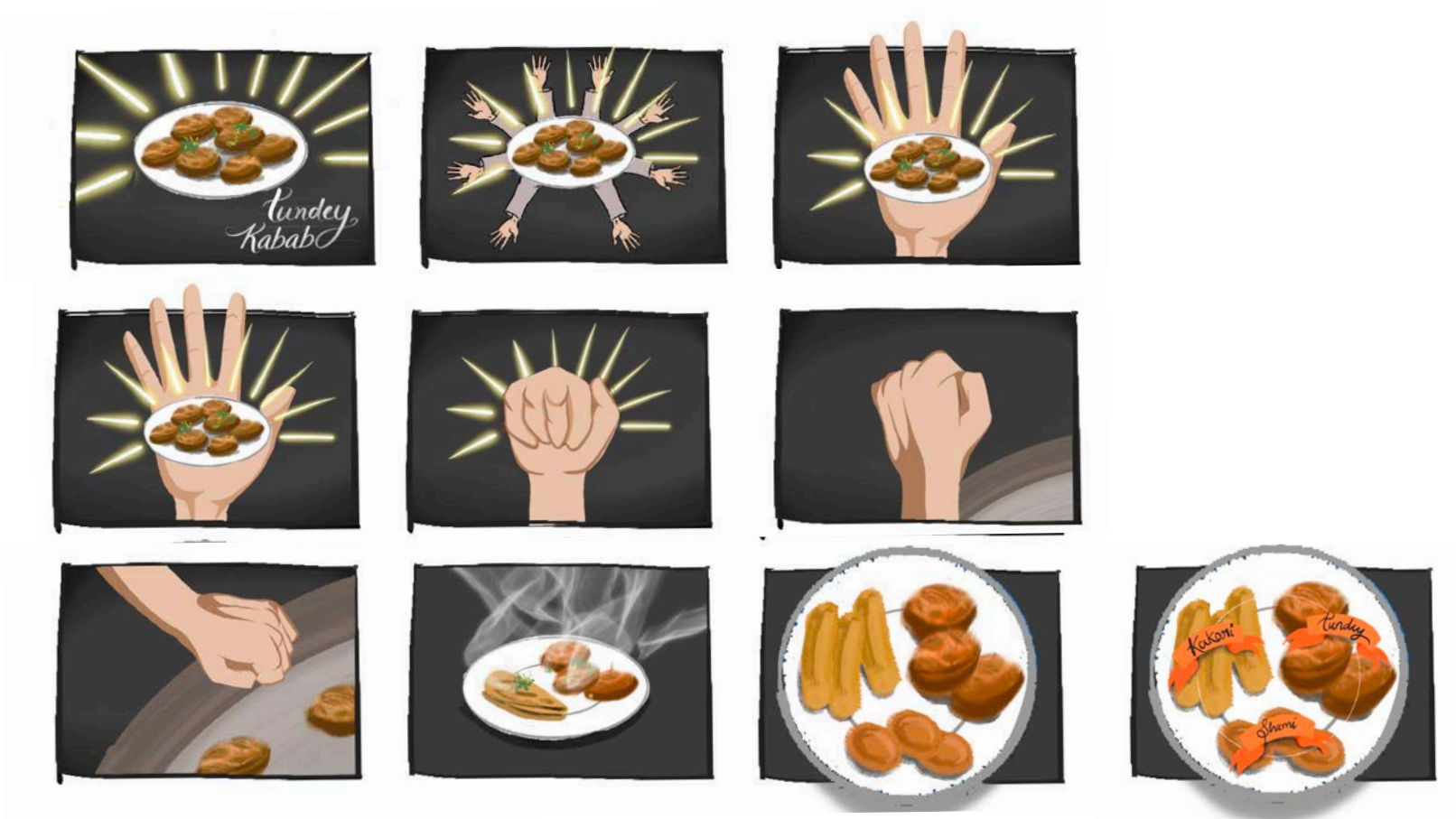
Thumbnail sketches for Dum Pakht



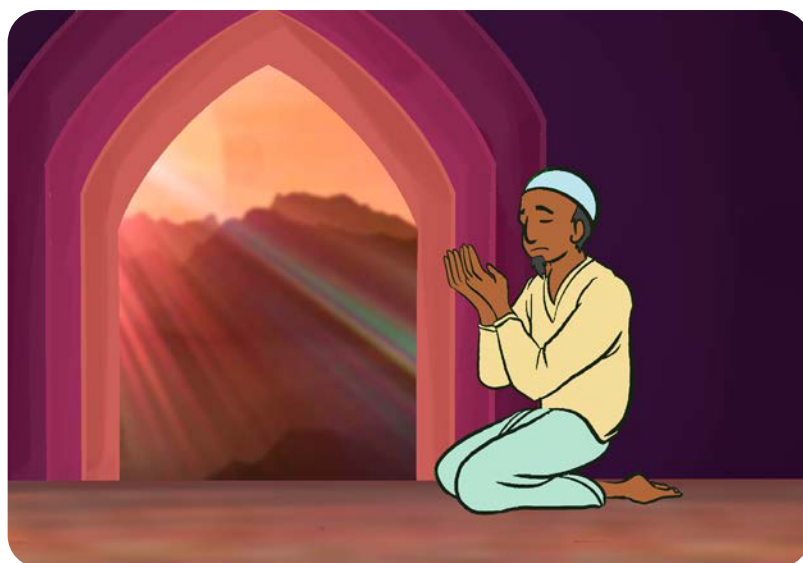
Thumbnail sketches for Dum Biryani



Thumbnail sketches for Tunday Kabab



A Few Scenes from the video



Attempt 1 Feedback

food illustrations
needs to be in a great
detail to look appealing

flat illustrations,
not appealing

too much focus on the
story of origin rather
than the food itself

too many
dishes to cover

visuals can be in
the style of the
mughal painting

Received great feedback on the video, despite it still being a work in progress during the presentation. Many valuable suggestions were provided on potential enhancements to the video and ways to improve the viewing experience. After carefully considering the feedback and collaborating with my guide, I organized the actionable points and promptly began implementing the suggested improvements.

08. *Attempt 2*

- In the second iteration of the video, several modifications were introduced.
- Firstly, the script underwent a trimming process due to its excessive length.
- Additionally, the visuals were not seamlessly aligned with the script and required adjustments. As a result, a decision was made to transition the visual style from illustrative to photographic, aiming for a more realistic representation.
- Furthermore, alongside the use of photographs, the inclusion of Mughal painting illustration style was considered to complement and enhance the narration.

●	HOOK
●	INTRO
●	HISTORY
●	PT-1 DUM BIRYANI
●	PT-2 GULAWATI KABAB
●	PT-3 TUNDEY KABAB
●	OUTRO

Script

HOOK

Food has been an integral part of human civilization, serving not only as a means of survival but also as a gateway to diverse experiences. These culinary journeys have been shaped and influenced by numerous factors throughout history, weaving a rich tapestry of flavors, traditions, and cultural exchanges.

INTRO

One of the example being the cuisine of Awadh. Which has always been fascinating, comprising of many unique dishes and their interesting stories such as a beloved one-handed chef whose cooking was considered wizardry, a dish specifically made for a toothless nawab And a dish which got invented just because of a monument construction.

THE AWADHI DELIGHT~ Title

HISTORY

The northern India has been invaded by various invaders throughout history.

Being well connected by the silk route, have an enormous wealth and being center of the spice trade the throne of the north has been like a trophy with many foreign competitors!

Which then lead to influence and addition of many new dishes in the Indian pallet.

we don't know if he was an actual wizard or not but least we can say that his name with his kababs are still cherished by the people of his city.

Pt1- DUM BIRYANI

In 1784 when the Bada imam bara of Lucknow was getting constructed and so the workers were needed to be fed through out the day. For this, meat, rice, spice and vegetables were cooked and served continuously the entire day! This aromatic wonder came to notice by the nawab of that time, Asif Ud Daula and then this dish was developed in the royal kitchen and got famous as the Dum Biryani!

Pt2- GULAWATI KABAB

Nawab Asif Ud Daula wasn't the only one who influenced the Awadhi pallet, some molded into shape according their comfort as well! The Kabab fanatic Nawab Wajid Ali Shah's teeth got shed at a young age. But this didn't stop him to seek for a solution. With the genius and hard work his cooks find that Shallow fried minced meat mixed with raw papaya juice and spices can be used make a Kabab which melts into your mouth as you put it. This kabab was beloved by not only the royalty but also cherished by the commoner as well.

Pt3- TUNDEY KABAB

After the love for it spread like a wild fire, there were many versions of it cooked by many chefs, but tunday kabab was the one which was considered as on of the best! The skilled chef Haji Murad Ali, who even after loosing a hand in a kite accident kept his titled of the kebab wizard. Hundreds of hands tried to copy his style but none of them were successful.

Using AI

In the second iteration of the animated video, I leveraged the assistance of Midjourney AI to generate photo-realistic visuals. By incorporating this advanced technology, the visuals attained a higher level of realism, bringing the narrative to life. Additionally, I utilized the beta version of Photoshop's generative fill feature to manipulate and adjust various assets within the video. This enabled seamless integration of the assets, ensuring they perfectly aligned with the narrative, and creating a visually cohesive and captivating experience for the viewers.



Learning to use AI

Acquiring the skill of effectively crafting prompts was a relatively straightforward yet crucial aspect that required attention. I found it valuable to watch several YouTube tutorials dedicated to this subject, as they provided useful insights and techniques. Mastering this skill not only led to improved outputs but also granted me greater control over the generated results. Furthermore, writing prompts helped me develop a deeper understanding of the AI itself, both in terms of its functioning and the specific capabilities of Midjourney. It is worth noting that both the AI and its features are continuously evolving and updating, which emphasizes the ongoing nature of learning and understanding. As I progress, I may encounter mistakes in the initial prompt writing, which will be highlighted and addressed in the upcoming parts of the report.

Consequently, it became imperative for me to guide and direct the AI to be specific about scenarios and adhere to desired styles. Multiple iterations were generated before finalizing the most suitable output that met the envisioned criteria.

Even after attaining the desired visuals from the AI, they still require some form of manipulation. The process of trimming, enhancing, and overall editing is essential to ensure the entire narrative maintains a cohesive and harmonious flow.

Almost all of my assets were generated via AI, for further discussion i have divided it into 2 categories:

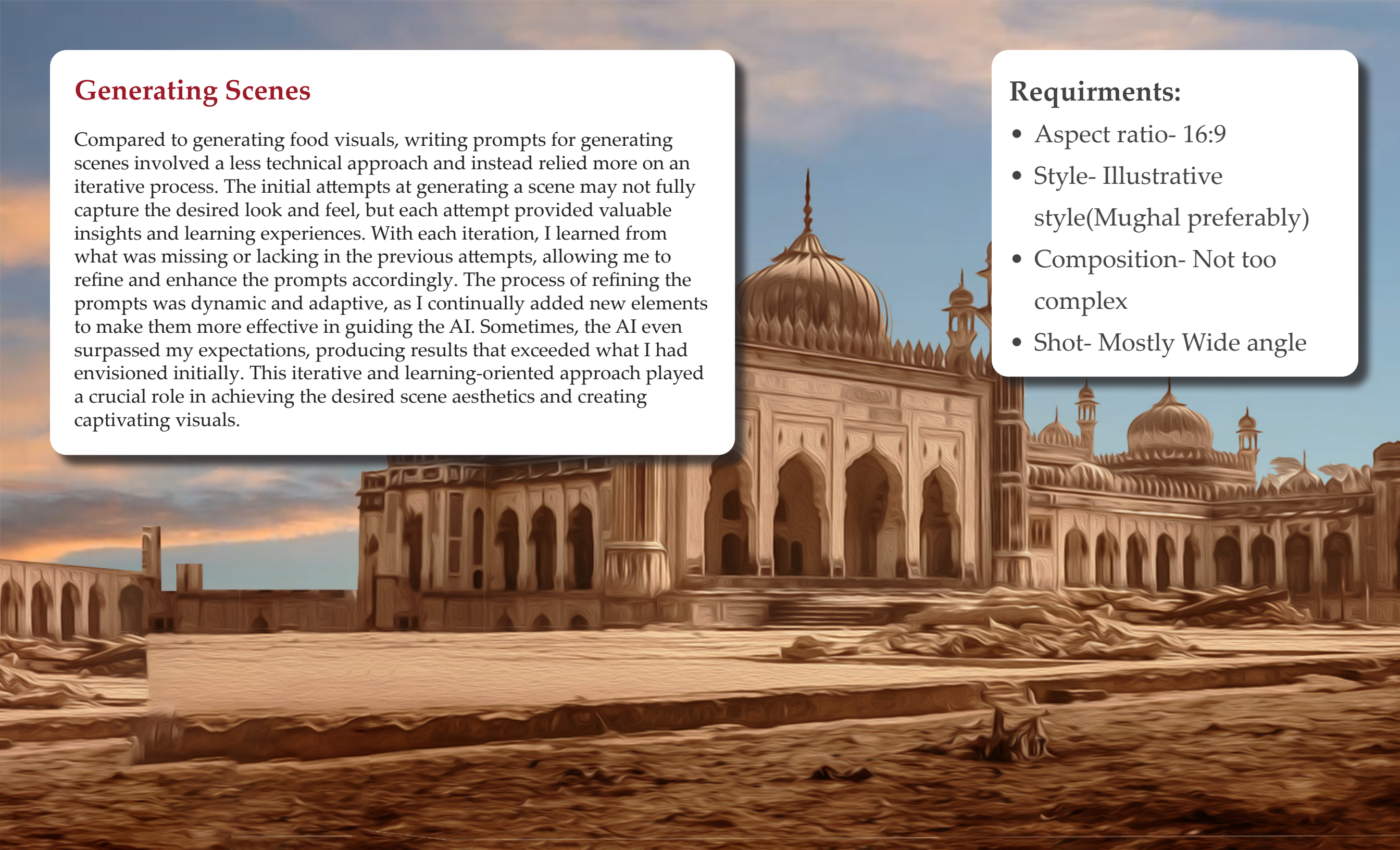
- Generating Scenes
- Generating Food

Generating Scenes

Compared to generating food visuals, writing prompts for generating scenes involved a less technical approach and instead relied more on an iterative process. The initial attempts at generating a scene may not fully capture the desired look and feel, but each attempt provided valuable insights and learning experiences. With each iteration, I learned from what was missing or lacking in the previous attempts, allowing me to refine and enhance the prompts accordingly. The process of refining the prompts was dynamic and adaptive, as I continually added new elements to make them more effective in guiding the AI. Sometimes, the AI even surpassed my expectations, producing results that exceeded what I had envisioned initially. This iterative and learning-oriented approach played a crucial role in achieving the desired scene aesthetics and creating captivating visuals.

Requirments:

- Aspect ratio- 16:9
- Style- Illustrative style(Mughal preferably)
- Composition- Not too complex
- Shot- Mostly Wide angle



Iteration 1

people constructing a building in the style of mughal painting --ar 16:9 -



- In most of the cases first attempt never comes as desired as the prompt itself may or may not be descriptive enough to make something similar to what the user was initially visualizing
- In this case also "constructing a building" is not clear enough and hence there is ambiguity.

Iteration 2

people constructing a monument close up in the style of mughal painting --ar 16:9 quality) (fast)



- As we move ahead we improve the prompt according to our requirements and with each iteration we reach closer to our goal.
- In the second iteration we can see now I've added the word close-up as I was trying to capture the work of the builders rather than the progress of an actual building but still it's focusing on the building.

Iteration 3

close up of people constructing in the style of mughal painting --ar 16:9 -
(fast)



- In the third iteration i removed the word building completely and just focused on the workers. now the outputs were closer to what i was desiring.

Iteration 4

close up of people constructing in the style of mughal painting --ar 16:9
full quality) (fast)



- The other problem occurred was that now there were too many people in the frame which would have been too complicated to animate, so now the focus on reducing these people to around 3-4.

Iteration 5

close up of 3 people constructing in the style of mughal painting



- But now the activity of construction became very ambiguous and it started showing other types of constructing. which seems to be like handicraft or jewelery making.

Iteration 6

close up of 3 construction workers laying out bricks in the style of mughal painting quality) (fast)



- To solve the previous problem i went with definng the constructing activity more clearly and it worked. but now somehow now it forgets the Mughal painig prompt and starts generating more contemporary scenarios.

Iteration 7

close up of 3 ancient construction workers laying and carrying stone for bulding wall in the style of flat mughal painting --ar 16:9



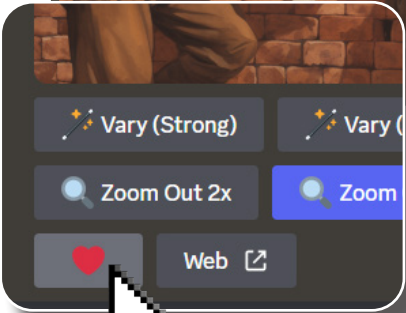
- Added the word 'ancient' to check if it works and luckily I got somewhat similar to what I was looking for.
- Gave a good feedback to bot because even though it took several iterations, the visuals were up-to the mark.

Iteration 8

close up of 3 ancient construction workers laying and carrying stone for bulding wall in the style of flat mughal painting --ar 16:9 -



close up of 3 ancient construction workers laying and carrying stone for bulding wall in the style of flat mughal painting --ar 16:9 - Image #2

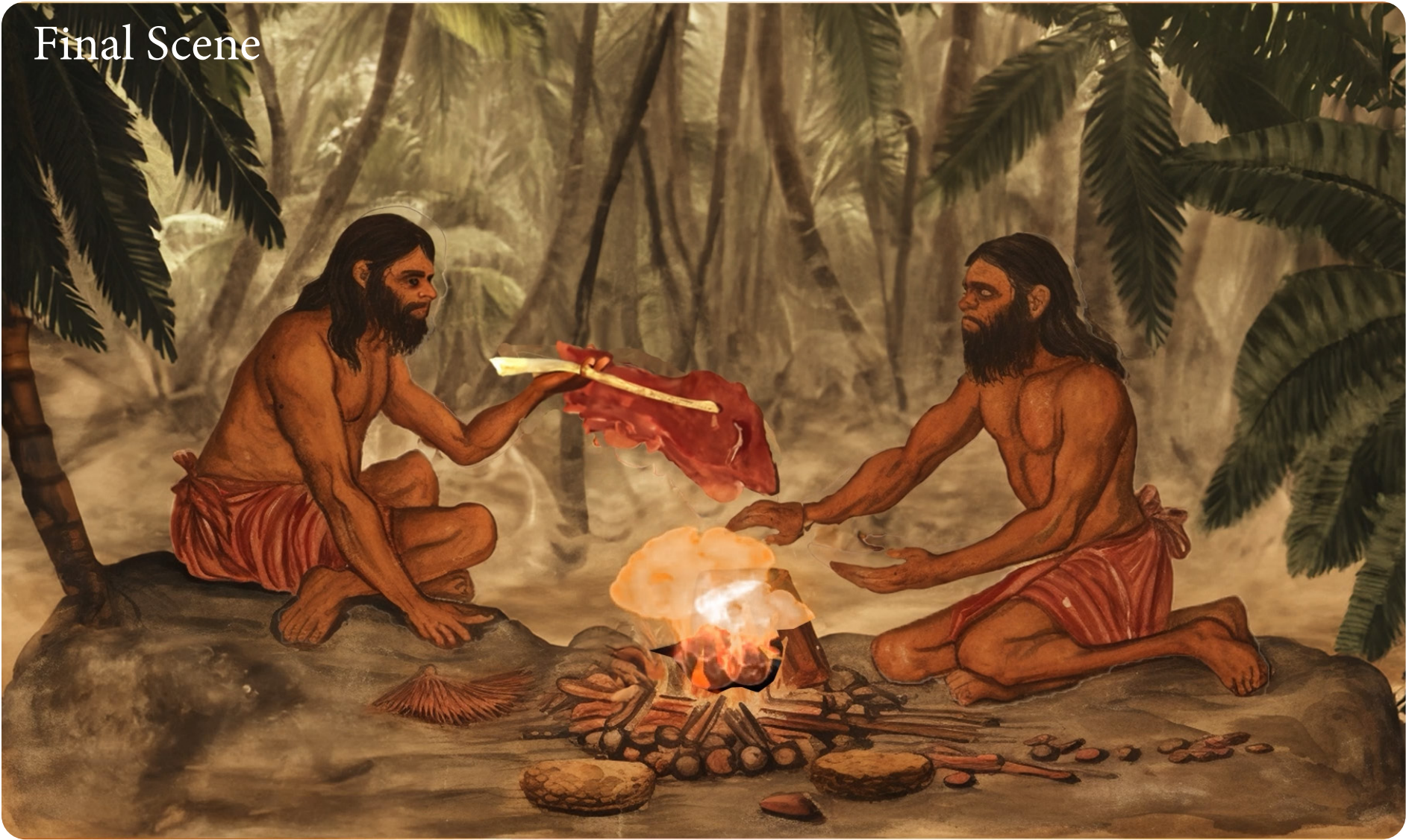




- Final scenes looks something like this with a separate building at the back

Some of the final scenes from the video

Similarly other scenarios were generated and finalized after various iterations (here i can only show you a few but for some variations it took multiple rounds of prompt writing, altering or even changing entirely).



① Please not that the final scenes were edited(manipulated/added elements) for the sake of video narration.

Final Scene



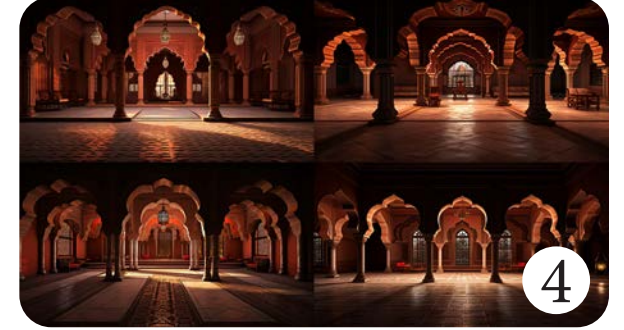
① Please note that the final scenes were edited (manipulated/added elements) for the sake of video narration.



Final Scene



① Please not that the final scenes were edited(manipulated/added elements) for the sake of video narration.



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Final Scene



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Final Scene



① Please note that the final scenes were edited (manipulated/added elements) for the sake of video narration.

Generating Food

Generating food visuals posed a slightly different challenge compared to generating scenes. In this case, the objective was to create photorealistic representations that would greatly appeal to viewers. Consequently, the prompts for generating these visuals were meticulously crafted with a strong emphasis on descriptive details, encompassing technical aspects such as composition, lighting, and even the specific focal length of the lens used for photography. By providing such detailed prompts, I aimed to ensure that the AI-generated food visuals would accurately capture the essence and visual appeal of real-life culinary masterpieces, resulting in an enhanced and enticing viewer experience.

Requirments:

- Aspect ratio- Square
- Style- Photorealistic
- Lighting- Soft Lighing
- Shot- Closeup shot





Food items that possess distinct visual attributes from other dishes proved to be comparatively easier to generate, resulting in desirable outcomes in just a few attempts. These dishes, with their unique appearance and distinguishing features, lent themselves well to the AI's visual generation process. With less complexity and more defined visual cues, the generation process for these visually distinct food items yielded satisfactory results with fewer iterations and adjustments.

STYLE: Close-up Shot | **GENRE:** Gourmet | **EMOTION:** Tempting | **SCENE:** Lucknowi dum biryani with layered rice and coriander garnishing on top | **TAGS:** High-end food photography, clean composition, dramatic lighting, luxurious, elegant, mouth-watering, indulgent, gourmet | **CAMERA:** Nikon Z7 | **FOCAL LENGTH:** 105mm | **SHOT TYPE:** Close-up | **COMPOSITION:** Centered | **LIGHTING:** Soft directional light | **PRODUCTION:** Food Stylist | **TIME:** Evening | **LOCATION TYPE:** exterior --ar 3:4 --



When it comes to dishes like kababs, where the appearance varies significantly between different types such as Gulawati or Tunday Kabab, it proved to be exceptionally challenging to create visuals that accurately captured their essence. Consequently, it required numerous attempts and a great deal of variation in the prompts I provided to the AI. Achieving

STYLE: Close-up Shot | **GENRE:** Gourmet | **EMOTION:** Temp with
paratha on a copper thaal | **TAGS:** High-end food photography, clean composition, dramatic lighting,
luxurious, elegant, mouth-watering, indulgent, gourmet | **CAMERA:** Nikon Z7 | **FOCAL LENGTH:** 105mm |
SHOT TYPE: Close-up | **COMPOSITION:** Centered | **LIGHTING:** Soft directional light | **PRODUCTION:** Food
Stylist | **TIME:** Evening | **LOCATION TYPE:** exterior --ar 3:4 -



the desired resemblance of a Gulawati or a Tundey Kabab necessitated persistent experimentation and exploration to capture their unique characteristics successfully.

The complexity of generating dishes via AI increases as the number of components in the dish grows, as the factors for variation also multiply. Fortunately, kababs were the only food item in my project that inherently possessed numerous variations. Therefore, it presented an opportunity to explore and generate a diverse range of kabab visuals. After several iterations, I arrived at the final image that effectively showcased the Gulawati kabab served with paratha, a combination that captured the essence of the dish.

09. *Using hands*

Apart from my own there were many hands behind this video. The flat black and white hand cutouts were initially a subjective aesthetic decision. However, as the project progressed, it evolved into a strategic tool for achieving visual consistency throughout the entire video. The hand-cutouts served as a unifying element, seamlessly connecting different scenes and creating a cohesive visual experience. Furthermore, they played a vital role in visually representing the narration, serving as symbolic representations that enhanced the storytelling aspect of the video.



10. Conclusion

In conclusion, the project on the visualization of Awadhi cuisine has attempted in generating interest and promoting awareness about the rich culinary heritage of Awadh. Searching and finding through various mediums such as animated videos, storytelling, and visual representations, the project has provided an immersive experience that goes beyond the mere consumption of food. By delving into the fascinating stories, cultural significance, and historical context surrounding dishes.

The project has also highlighted the importance of visually representing food as a means to convey information effectively and engage the audience. By incorporating elements of storytelling, humor, and enticing visuals, the project has captured the attention of the target audience and fostered a curiosity to explore and appreciate the culinary delights of Awadh.

Scan the QR to watch the video!



11. *Future Scope*

The future scope for this project is promising, as the approach is taken to showcase Awadhi cuisine can be extended to explore other Indian cuisines as well. With the vast diversity of regional cuisines in India, each with its own unique stories, traditions, and flavors, there is a wealth of untapped culinary heritage waiting to be discovered.

By applying the same visual storytelling techniques and engaging format used in this project, videos can be created to highlight the rich food cultures of other Indian states, such as Rajasthan, Kerala, Punjab, and Maharashtra, among others. These videos can delve into the history, cultural significance, and culinary techniques specific to each region, allowing viewers to embark on a virtual journey through the diverse landscapes of Indian cuisine.

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