Designers’ challenge: Redo the Food Pyramid

We asked several noted designers, and students, how they would redesign the USDA’s new Food Pyramid. And the shape wasn’t restricted to a pyramid. Here’s what they came up with; their ideas should give you other ways to help remember what should and should not (hold the oils) be eaten.

By Laman Perri
USA TODAY

When the U.S. Department of Agriculture introduced a new pyramid in April, its mission was twofold: to create a more simple diagram of what Americans should eat daily, and to actually visualize how much of what you eat matters.

The response has been tremendous, says Eric Hentges, project director of the Center for Nutrition Policy and Promotion. The website (MyPyramid.gov) has seen more than 11 million hits since its release.

But the new pyramid offers some limitations, Hentges says. For example, “it’s not very easy to look for icons that could represent the food groups.”

He also says the center has received enough feedback to be inspired to speed up two other projects: eating plans and maintaining physical activity.

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Building pyramids, from the 1940s up

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