



Coffee  
& Process

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# Research

## Chapter One

### The Brief



#### Project 5: Food for Thought

Anthropologist Helen Leach states that recipes can be used, like archaeology, to show cultural change – *Analysed carefully, the recipes reveal information about factors such as household composition, family size and women's roles, changes in supply and demand, household incomes and commodity prices, new fashions, new traditions and changing taste.*  
—New Zealand Herald, 5 January 2008

Food rituals permeate the cultural calendar. The Scots eat Haggis on 25 January – from a recipe thought to originate c1430 – to celebrate poet Robert Burns, while in Australia and New Zealand, Anzac biscuits commemorate the great sacrifice their soldiers made during the First World War. Sandwiches first appeared during a lengthy gambling session involving the fourth Earl of Sandwich in the late 1700s. His name has remained associated with this food having gained global popularity. Some foods have specific local memory triggers while others have global appeal. Food is a fashion, a scientific discovery, an import by an ethnic group or a nostalgic memory.

##### Brief

This brief explores the meaning of food. It looks for stories about food and from food that tell another story. This could include the story of the original recipe, its life history and how this has changed over time. Most importantly it is about what those changes signify and how they reflect the people, their culture and their social lives. While the work should clearly identify the essence of the food, its preparation and how and where it is eaten, it should also explore its provenance – the biography, social contexts, and changes that have occurred. In your *archaeological dig* look for clues of hidden meanings, interesting facts, secondary stories and cultural indicators. Celebrate your discoveries and look for new and exciting ways to engage, express and inform your audience of those findings.

##### Research & Development

We expect deep sketchbook research with evidence of your personal responses to the information that you uncover. We also expect to see lots of initial potential directions explored in order to get a sense of your thinking processes and understand how you come to decisions regarding the final outcome. Sketchbooks should be a reflection of your design thinking. They should be colourful, vibrant and organic – full of visual references; notations; sketches; exploration of materials and ideas. They should not be scrapbooks or dissertations and they should not be 'retrospective' i.e. 'Now I've finished the piece – time to fill the sketchbooks with photocopies'.

##### Target Market

Type designers, typographers, graphic designers, educators students, librarians, and discerning members of the public.

##### Submission Guidance/Requirements

Your project submission should include sufficient appropriate material to show that you have addressed the brief comprehensively and clearly expressed your design and typographic skills. It must include:

- Strategy
- Research and design development
- Specifications/Grid(s)
- Final outcomes
- Flash drive recording project development along with presentation images of your project(s), labeled with your name and registration number

Cross-reference this project brief with the *Assessment Criteria* guidance notes.

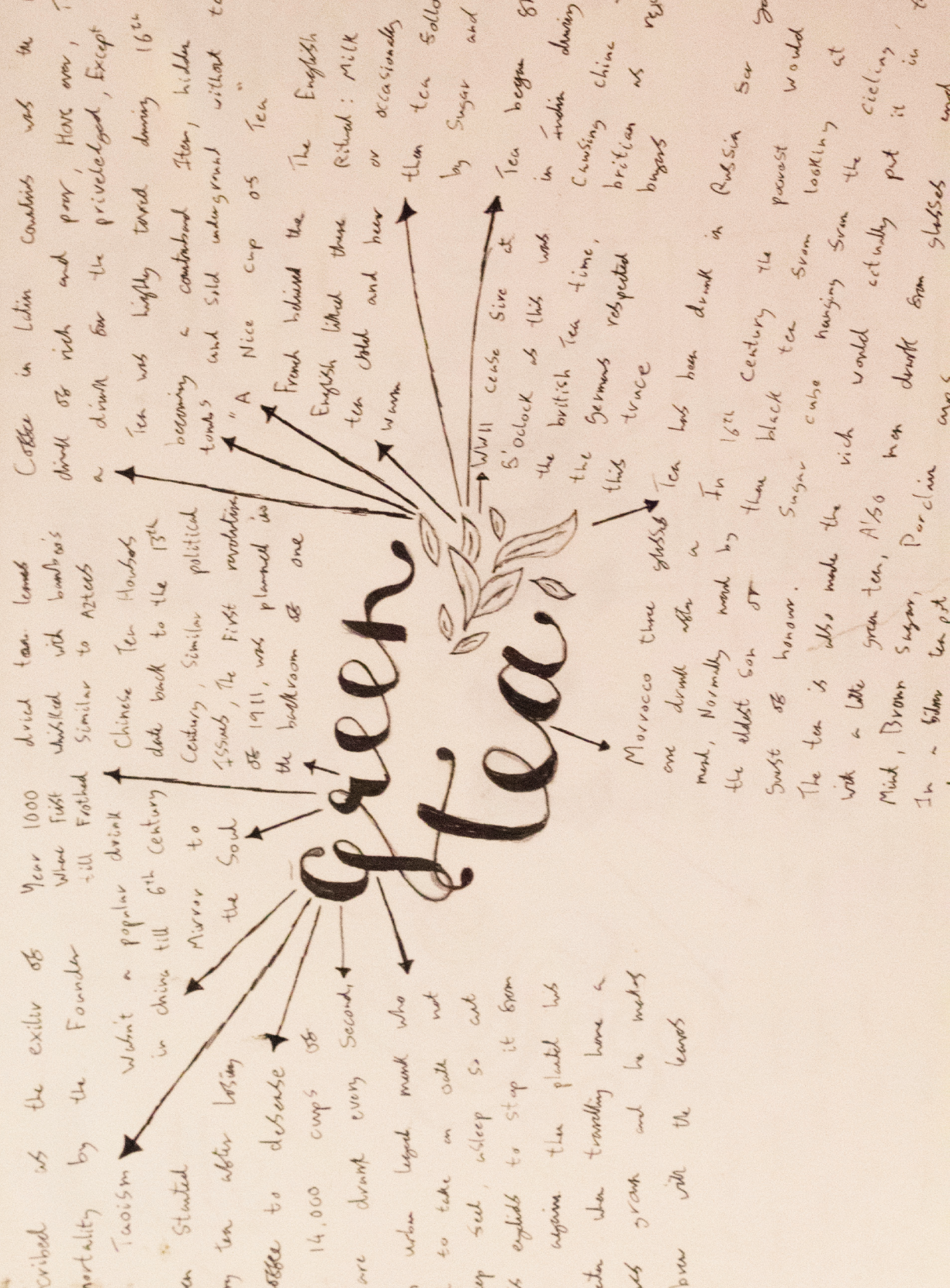
Is it possible  
to find an  
interesting  
history linked  
to one of my  
favourite foods?

## Initial Ideas

I started my initial research by exploring the library for books on the history of food products. I wanted to find an interesting history on one of my favourite foods that I could use to help me complete this brief.

I created various mind maps, writing out all the information I could find on tea, coffee and chocolate, to help structure my findings. The research element of this project was highly enlightening and thought-provoking. It gave me the opportunity to improve my journalism skills. It also made me think differently about the food that I consume on a regular basis.

From the very beginning of this project, I tried to think in a visual manner by creating hand-drawn lettering for each mind map. This helped me get into the mindset for the challenges that would soon follow. It also gave me an opportunity to learn and improve my hand lettering skills.



Tea had a really intriguing history, with one of the most fantastic origin legends. In India, the story of tea's origin surrounds a monk. He vowed to never sleep and one day sitting on the mountain he fell asleep. In his moment of anger, he cut off his eyelids, planted them in the soil and went on a pilgrimage. When he later returned a shrub had grown, so he took some of the leaves, boiled them in water and drank the concoction. He felt awake, energised and happy, which led to him sharing the discovery with others.

Cocoa or once cacahuaguchtl  
was seen as "tree" in Yucatan  
Guatemala and was believed  
to be the tree of the gods

The Mayans would roast cocoa pods,  
crush with two stones, boil in water and  
add chili, honey or milk and maize  
drinking before war.

Mayans were a blood thirsty  
civilization that disappeared in the  
900 with a few primitive  
left, No one knows where they

The gods were good and  
in certain circumstances allowed  
mortals to taste their food

Aztecs love chocolate as  
much as the Mayans loved  
chacahoua

Quetzalcoatl, the great  
bearded god of the  
Forest was the god  
mankind owed the  
tree to

Aztecs harvesting ceremony included  
Swarlike, masked dancing and erotic  
after 40 days of abstinence. The fluid  
would be cocoa served in gold cups  
Virgins

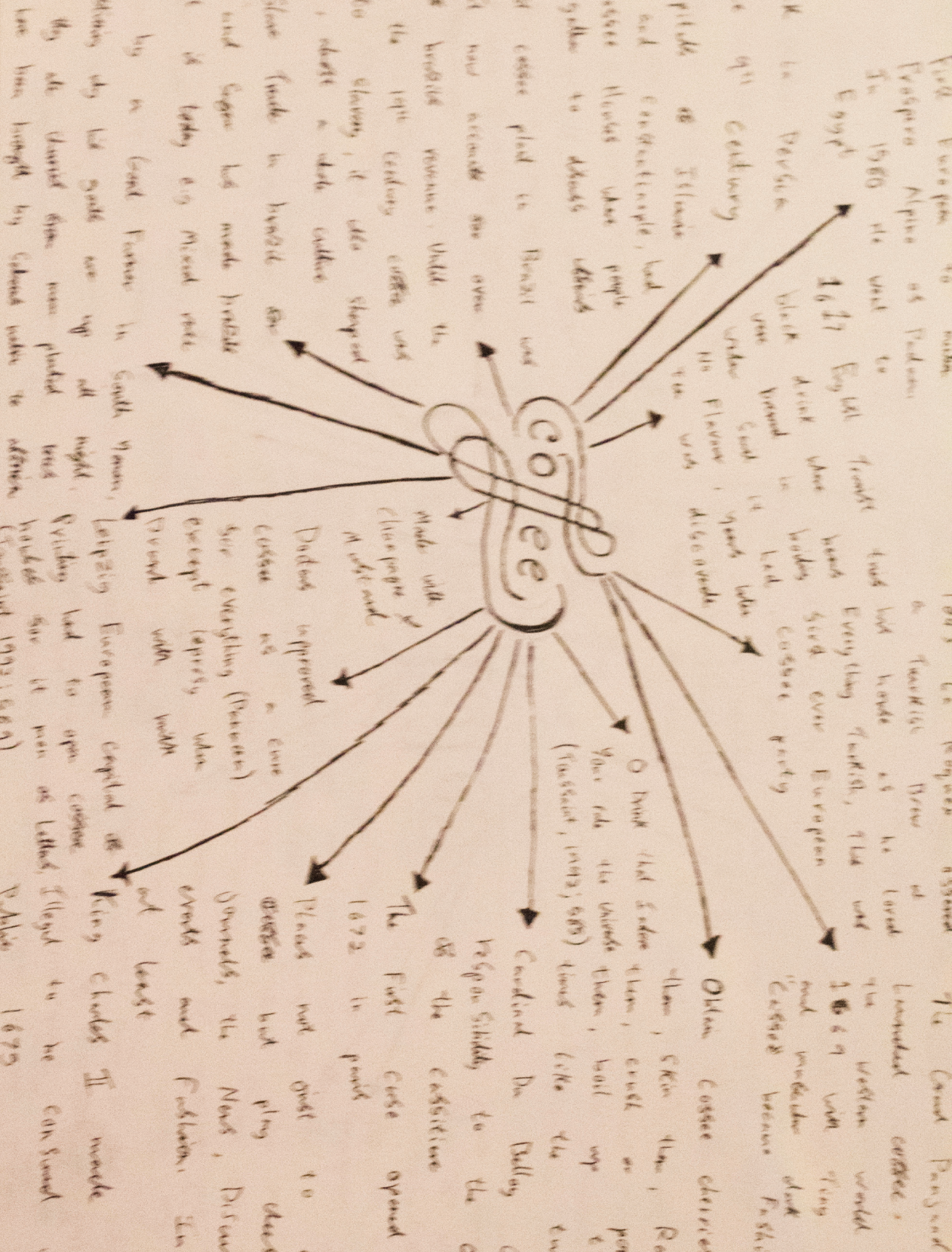
Missionary Nuns in  
Central America wanted  
to make chocolate Christian,  
They replaced the spices with  
Vanilla Sugar and cream,  
the outcome was delicious

Priests and  
would drink  
before bed  
might before  
fast

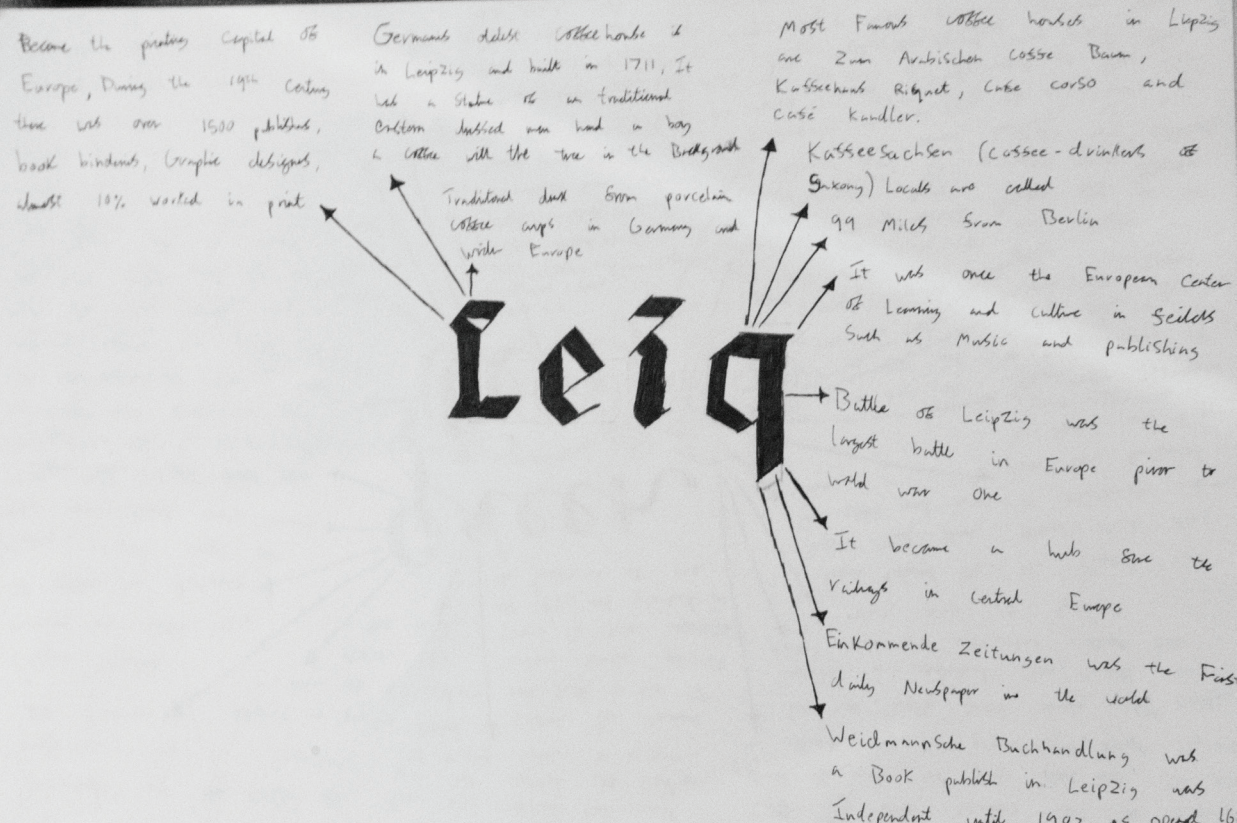
Londoned  
nose up at  
in 1657  
having a  
stance toward

# Chocolate

Chocolate has a very spiritual and religious history when the Mayans first drank it was viewed as a food from the gods. They would have huge harvesting, celebrations and rituals attack the food. Chocolate has had a very powerful effect on the Christianity religion.



The history and origin of coffee is incredibly interesting, from its rumoured discovery linked to a goat farmer. To the legality of this commodity. It has affected a wide range of individuals. By penetrating itself into every social class and almost every corner of the world.



I decided to create my typographic response on coffee for several reasons. Coffee has a really surprising history of the legality, origin and influences. It is my favourite food and beverage and something that my life revolves around. I work part-time as a barista in a coffee shop and when I am not making coffee, I am in university drinking it while working on my true passion. This is also the last time in my last year in university which means that this is the last year where I have very few confinements on the design directions I take.

During my research into the history of coffee, I also discovered that it has had a huge influence on the graphic design industry and the once printing capital of Europe. I really wanted to write a short article about this and explore classic styles of type printing. I was also curious about using real coffee in the final design such as incorporating it into the coffee, using it as inks, and a variety of other methods.

As my target audience was designers, librarians, typographers and the general public. I felt that coffee would be a good food choice as it is a commodity that doesn't discriminate and can be seen in every social circle. I also feel that creating a range of articles on different aspects of coffee will help to entertain a wider audience.

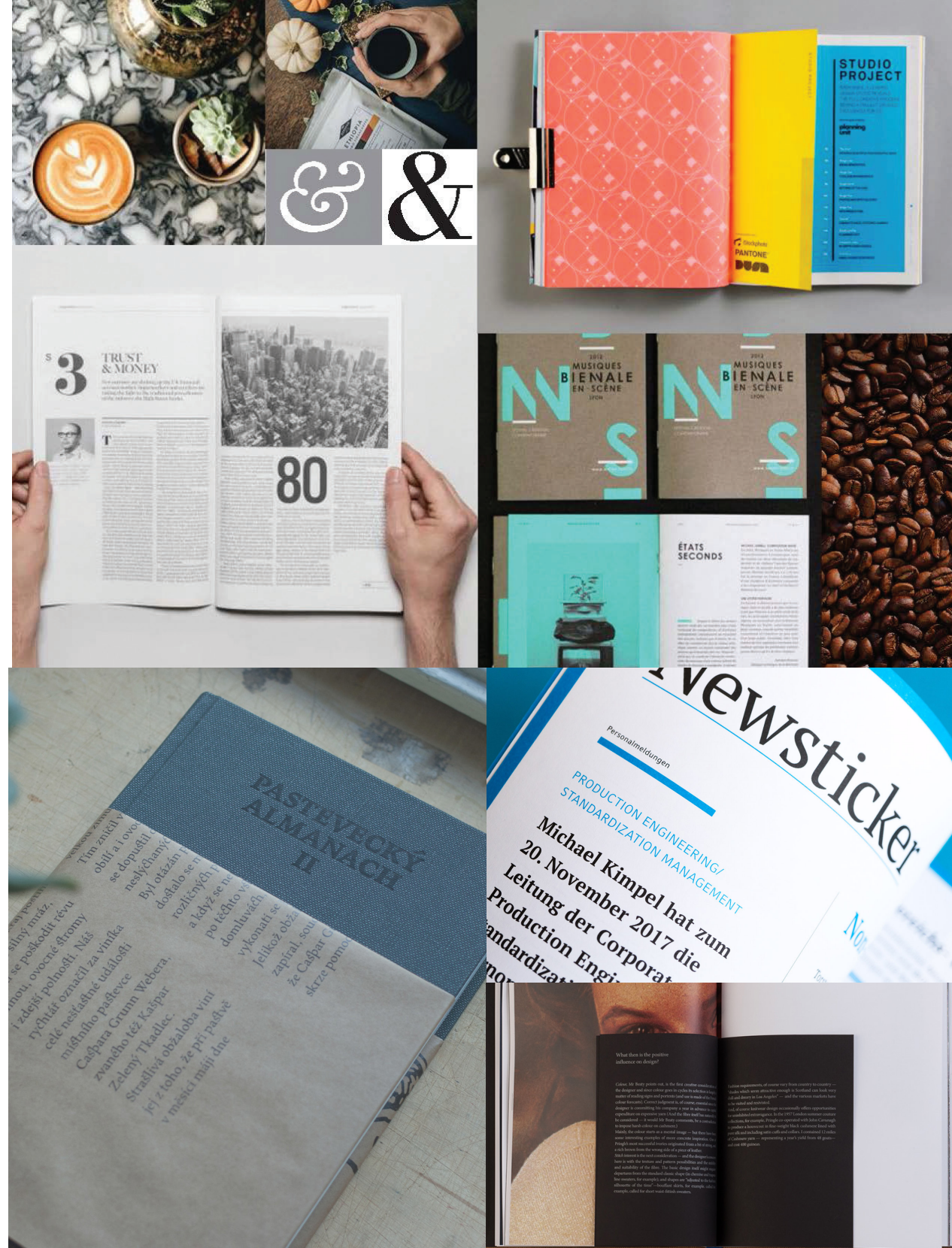




## Contemporary designs

I then looked for some contemporary design to help inspire me for this project. I constructed mood boards of the latest design that I believed would work for the brief. Browsing a range of online sources such as Dezeen, Pinterest and the classic Google search.

I looked through a range of printed magazines such a Drift, Wavelength, and Dirty Furniture. Some magazines were related to coffee cultures while others were just beautifully designed. I could only hope that one day I would create something as good as some of these designs. I loved the simplicity of the designs and strong use of photography. Even though the response to the brief has to be mostly typographic, I still wanted to incorporate elements of photography. I feel that good use of photography and type can really help show the essence of the coffee, creating a strong piece.





## Coffee Culture

As well as exploring contemporary design, I decided to look at the coffee culture in my local town and the wider world. In my research, I found a range of coffee shops that I had yet to visit in my local area. Each coffee shop has its own unique style and design from art deco to Bohemian or industrial to contemporary. The coffee shop culture provides styles that suites every individuals particular taste.

While the coffee shops provide complex and contradictory research, the ways in which we consume coffee are just as varied. To most individuals that drink it in milking beverages or steeped in waters, yet there is also a world of edible forms. I learned that you can marinate meats in coffee or fried with bacon. How could I show the contrasting styles in which we use coffee? How can I show the contradictory culture that surrounds this little bean?

# Development

I started my initial research by exploring the library for books on the history of food products. I wanted to find an interesting history on one of my favourite foods that I could use to help me complete this brief.

I created various mind maps, writing out all the information I could find on my favourite foods—tea, coffee and chocolate—to help structure my findings. The research element of this project was highly enlightening and thought-provoking. It allowed me to improve my journalism skills. It also made me think differently about the food that I consume on a regular basis.

From the very beginning of this project, I tried to think in a visual manner. I did this by creating hand-drawn lettering for each mind map. This helped me get into the mindset for the challenges that would soon follow. It also gave me an opportunity to learn and improve my hand lettering skills.

How could I show  
the contrasting  
styles in which  
we use coffee?  
How can I show  
the contradictory  
culture that  
surrounds this  
little bean?

### Initial ideation

After I had gathered a range of research and had decided on the direction I wanted to go in. I started creating a range of typographic styles to show the essence of coffee. To really get my ideas flowing I challenged myself to create as many typographic styles in roughly two hours. This challenge was very difficult and few styles made it to the final cut.

POWERFUL  
DRUG  
To others a

COFFEE  
COFFEE  
COFFEE

Page Spacer letters fall into Next page

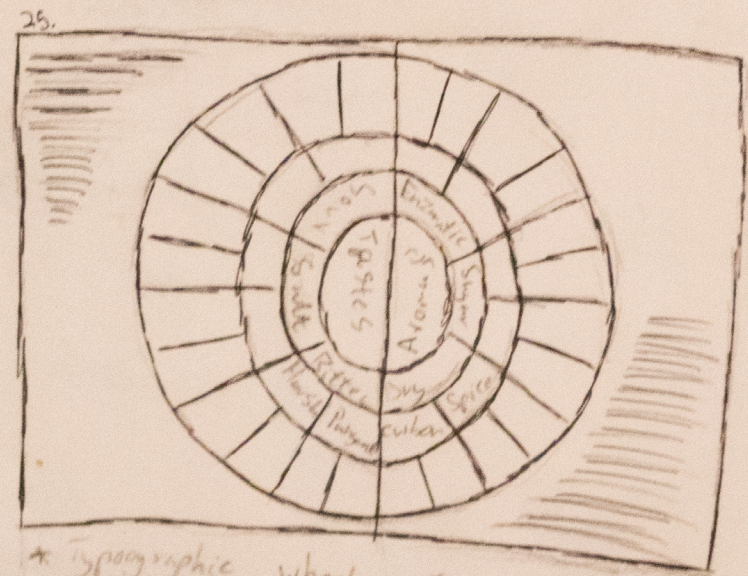
21. Imagine experiencing  
the Worlds First  
CAFFIENE  
In A Society  
that Prohibits  
BUZ/Alcohol

22. BOILING  
BLACK  
LIQUID

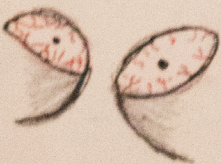
23. Re-mix

\* Maybe Invert

24. COFFEE  
& SOCIETY



disrupts  
Sleeping



BAVING  
GRIZZ  
BIZZ

Hokked  
to Cosses

goae

COFFEE  
BY CULTURE

COFFEE

Coffee  
Culture

Latte

FLAT  
White

COFFEE

Buzzz

FLAT

coffee

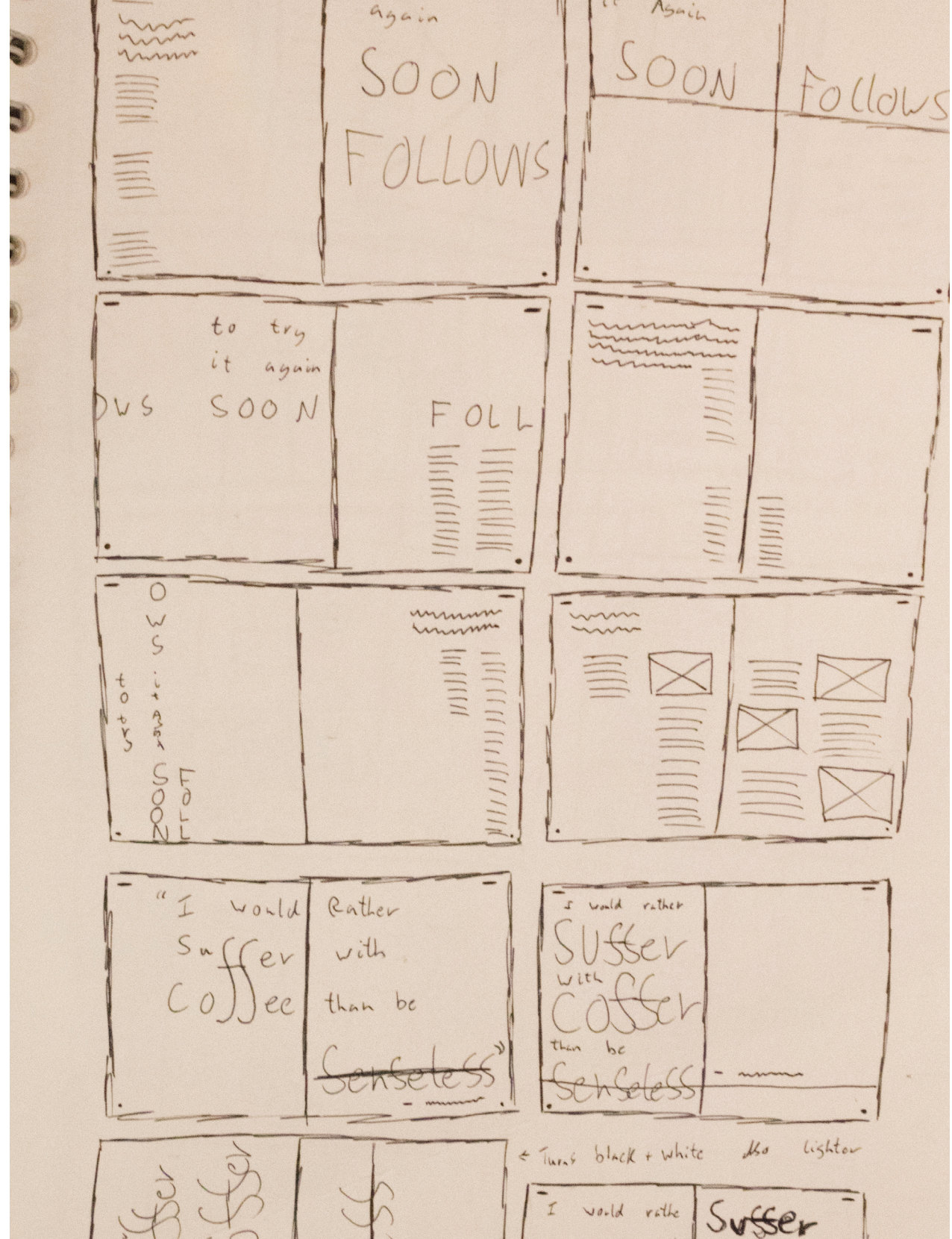
coffee



WPR Shop  
100 Ideas

## Layout designs

Like with all editorial designs, after I had written the content for the magazine, I started to sketch a variety of layout designs. I played around with some of the key quotations or call outs that I wanted to really stand out. I knew not to spend long creating perfect layout sketches as I know that once it goes digital the design change. However, I always feel this is one of the best starting points.



## Typefaces

I wanted to use classic typefaces for the design focusing on one Sans-serif and Serif. As I knew my outcome would be printed I decided to have a Serif as the body to make it easier to read. While a Sans for callouts to create a contrast.

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**Headers****Callouts****Body****Baskerville Bold****Point size 18****Futura****Point size 14****Baskerville****Point size 12**

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## Intial Colour Scheme

I wanted to show the two contradictory effects of caffiene through the colour scheme. To some individuals, a cup of coffee is a stimulating drug. To others, munching on chocolate coffee beans is just like eating any other snack. I decided to first use a calm blue and powerful red to represented the contradictory essence of coffee.

CMYK: 51, 100, 100, 00

CMYK: 72, 15, 32, 00



X Width 215.9mm

Height 79.42mm



X Width 210.9mm

Height 235.5mm



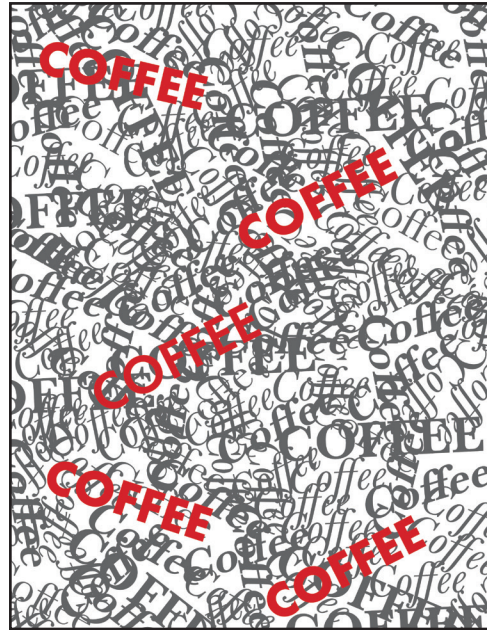
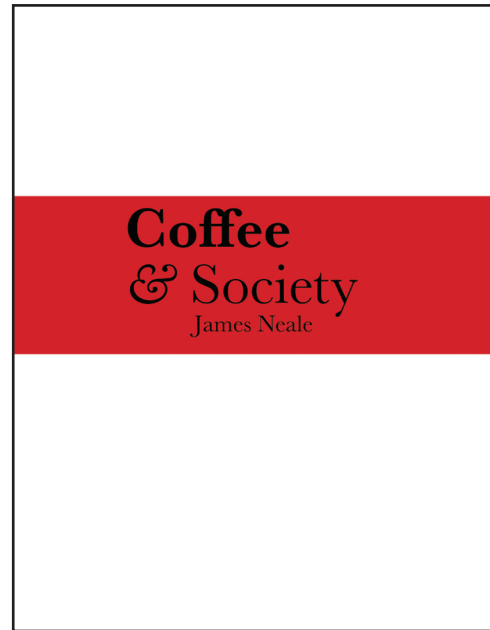
X Width 211.5mm

Height 240.6mm



## Page size

I explored a wide range of document sizes by measuring a variety of magazines that I liked. I wanted to keep with a classic style magazine so went for the far left size of the diagrams above. As coffee is such a huge part of society, I believe that the biggest size showed its big personality and influence in society.



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## First Digital Constructions

Once I had enough basic ideas to kickstart the project I started creating a range of digital outcomes to see how my first ideas formed. I soon discovered that the colours looked completely different on the screen compared to printed versions. I wanted to capture the good and bad elements of coffee. To obtain this contradictory essence of the food, however, I learned that it looks a bit tacky. It was missing the sexy, luring and mildly toxic aspect of caffeine that's hidden within the culture.

its energising effects. The legend states that a young arab goat farmer was starting to experience problems with his goats, they were getting restless, hyperactive and staying up all night. He was struggling to keep them in

LIKE MOST  
people/

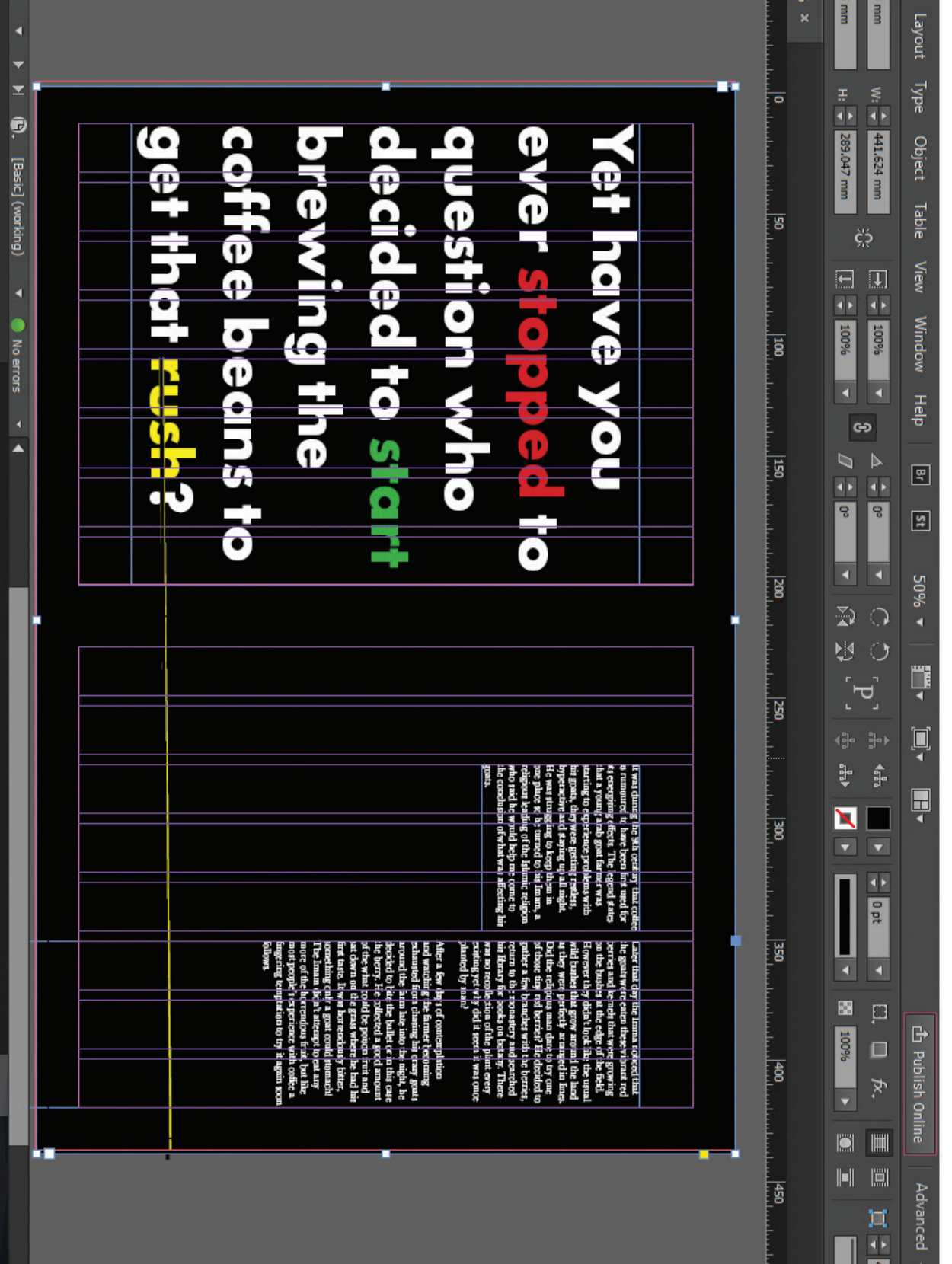


## Introduction to coffee

Coffee to some is a powerful drug that keeps you awake all night and to others it's just a way to get them up.

The Origin  
Effects may include:

Skin protection  
 Heartburn  
 Buzz  
 Restlessness  
 High Fevers  
 Addiction  
 Euphoria  
 Reduce risk of Type II diabetes  
 Diarrhea  
 B Vitamins  
 Concentration  
 Dehydration  
 Sharper vision  
 High blood pressure  
 Mood  
 Muscle deterioration  
 Insomnia  
 Bloating  
 Magnesium  
 Weightloss  
 Irritability  
 B Vitamins

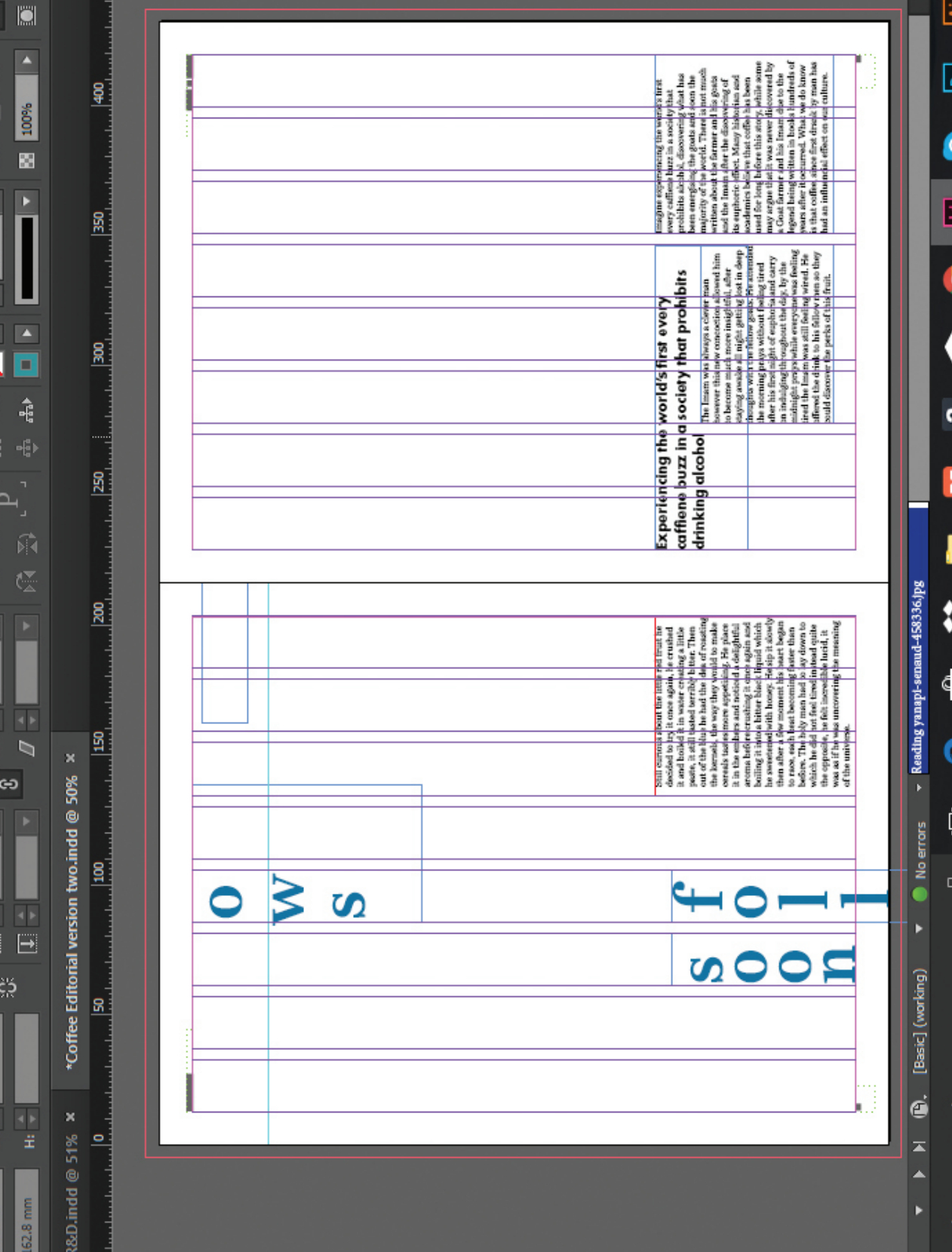


Yet have you  
ever **stopped** to  
question who  
decided to **start**  
brewing the  
coffee beans to  
get that **rush?**

## Playing with Type

To show the various elements of coffee, I wanted to be a bit playful. I experimented with how I used the type. I tried to use expressive type throughout. This expressive type can still be seen in the final design on the ‘Rush’ page and the caffeine effects page. It was during this playful process when I started to really capture the essence of coffee. I managed to really push the boundaries with a variety of pages and didn’t let fear or the current design keep my creativity in check.

At this point in the design process, I was still creating visuals on my sketch pad. I do this at almost every point of the design process. I find that working on paper helps to construct my ideas even if they never look quite the same in the final version.



Still curious about the little red fruit he decided to try. It once again, he crushed it and looked in his water creating a little foam, it still tasted terribly bitter. Then out of the blue he had the idea of roasting the beans, the way they would make contrasts use in more appealing. He puts it in the mixer and noticed a delightful smell. He kept roasting it until it was boiling it whole bitter black. Then it which he strained with honey. He sip it slowly than after a few moment his heart began to race, each beat becoming faster than before. The holy man had so joy down to which he did not feel tired in head quite the opposite, he felt incredible burst, it was as if he was uncovering the meaning of the universe.

O W S  
SOON

f o i t

Experiencing the world's first every caffeine buzz in a society that prohibits drinking alcohol

Imagine experiencing the world's first every caffeine buzz in a society that prohibits alcohol, discovering what has been emerging the goats and soon the majority of the world. There is not much written about the farmer and his goats but the truth after the discovering of the caffeine effect. Many others had used for long before this story, which some may argue that it was never discovered by a Goat farmer and his friend due to the legend being written in books hundreds of years after it occurred. What we do know is that coffee, about first drinks by man has had an influential effect on our culture.

Yet have you ever stopped to question who decided to start brewing the coffee beans to get that rush?

BLOating

Dilated pupils

**Weight** Loss

42

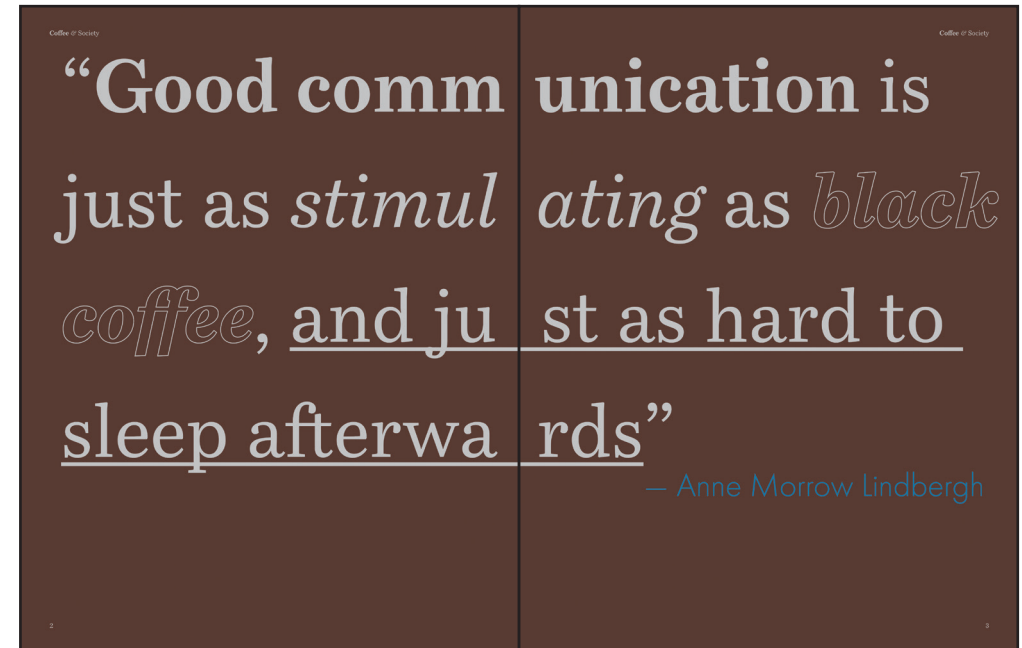
**I wanted to be  
a bit playful.  
I wanted to  
experiment  
with the type**

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## First Outcomes

After a variety of experimentation and sketches, I had finally achieved a design that I was incredibly happy with. Since my first digital constructions, I had changed the typeface from Baskerville to Bressay. However, I did keep the classic Futura, as I love the geometric and strong typeface. I feel it works really well with Bressay showing both sides of coffee.

The colour scheme has developed from the vibrant red and calming blue to a darker roasted coffee bean brown and stimulating blue. I feel both colours complement each other and create this classic traditional coffee shop style. Initially, I wanted to stay away from the coffee brown, as I wanted to capture the essence of coffee without using clichés. After my failed attempt of using red and blue, I felt it suited the magazine.



Coffee @ Society

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Coffee @ Society

<b>01</b> The origin 10-19	<b>03</b> The sciene of coffee 20-27
<b>02</b> Coffee & Europe 28-39	<b>04</b> Contemporary coffee 40-47

Coffee @ Society

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Coffee @ Society

Even bad coffee  
is better than

No coffee at all  
— David Lynch

Coffee @ Society

The Origin

# The Origin

Chapter one


It was during the 9th century that coffee is rumored to have been first used for its energizing effects. The legend states that a young arab goat farmer was starting to experience problems with his goats, they were getting restless, hyperactive and staying up all night. He was struggling to keep them in one place so he turned to his Imam, a religious leading of the Islamic religion who said he would help me come to the conclusion of what was affecting his herd of goats

The Origin

Coffee @ Society

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The Origin



Yet have you ever **stopped** to question who decided to start brewing the coffee beans to get that **rush**?

The Origin

Coffee @ Society





The science of coffee  
Effects may include:

Skin protection **Heartburn** **Buzz**  
**Addiction** **Restlessness**  
Lower suicidal thoughts **Euph**  
**Adrenaline rush** **Anxiety** **High Fevers**  
**Hallucinations** **Headache**  
Improved physical performance **Dilated pupils**  
**Teeth staining** **Mental Alertness**

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Coffee & Society

Reduce risk of Type II diabetes **Sharper vision**  
**Diarrhea** **B Vitamins** **High blood pressure** **Insomnia**  
**Concentration** **Mood** **Muscle deterioration**  
**Dehydration** **Bloating** **Magnesium**  
**oria** **Weightloss** **Irritability**  
**Vomiting** **Energy** **B Vitamins**  
**Dizziness** **Bruxism** **Rapid Hearttrate**  
**Dry mouth** **Low blood pressure** **Protects liver**

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The science of coffee

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The science of coffee

Chapter three

A lot has changed since coffee made its way through Europe, scientific views of it have expanded, shifted and shuffled. Doctors have stopped viewing it as this Devil's potion and started viewing it as a superfood, like blueberries, green tea and kale. While most of society are aware that it can produce an energizing effect, most people have stopped viewing it as a mind altering food and just an ordinary commodity to start their day.

Food scientist have been looking at the chemical compounds in a variety of foods, strawberries have over 20 contributing to its detectable flavor and while cocoa has over 600 various chemical compounds. These scientist have also broken coffee down to unravel that it has over a 1000 chemicals each contributing to its powerful effect and intriguing flavors. Scientist have had chance to study each component but they have worked out what the big four.

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The science of coffee

The two most common coffee beans are the Arabica and the Robusta.

Food scientist have also discovered the best coffee bean varieties for the health and flavours. There are over 70 coffee producing plants — Coffea — which all provide unique tastes, aromas, and effects. The plants take over 2 years to grow before producing the coffee beans while most varieties need between 1600 to 30000 mm of rainwater a year to grow. The two most common coffee beans are the Arabica and the Robusta.

Arabica beans are viewed as the luxury coffee beans, they contain lower quantities of caffeine than most varieties. They also produce a much more balanced flavour while they are also considered to be much more aromatically pleasing. The Arabica beans are more expensive due to the difficulty in growing, they grow in high altitudes while once flowered they will provide very few coffee beans, however, most would argue they are worth the challenge to grow.

Robusta beans contain the highest caffeine content of all the coffee bean varieties, they are also the easiest coffee plant to grow. It can withstand low altitude, hot climates and little moisture making it the perfect to sell in commercial settings. The robusta variety tends to have a pungent aroma and very harsh flavour, if you find coffee too bitter it might be this little bean that's lurking in your cup or cakes. While robusta contains the highest level of caffeine, it also contains the highest levels of heart disease preventing chemicals.

Along with the choice of beans there is variety of roasting methods that turn the green beans into delicious roasted beans, before they get coated in chocolate or grinded down for beverages. Each method of toasting will bring out a variety of flavours or chemicals while certain methods can cause the coffee to become less nutritional.

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Coffee & Society

**Light roasts** Light roasts are the lightest in colour and provide the most delicate of flavours while often being quite acidic. They have a much more original coffee bean flavour and are most likely to be from a high quality coffee plant. The light roasts tend to taste much drier due to being roasted for a short duration of time which prevents less oils to become extracted from the bean. If you are looking for the healthier coffee bean and most luxurious flavour, light roasts are the best choice.

**Medium Roasts** Medium roasts tend to have a chocolate brown colour, dry surface and full bodied flavour. They also tend to have less acidity than the light roasts while providing a sweeter and tastier flavour. The balance flavour and acidity make this roast the most popular choice for most individuals and coffee shops.

**Dark Roasts** The darker roasts will create the sugars in the bean to caramelise and the oils within the bean to rise to the surface. The beans will be roasted for a very long duration over a high heat which causes them to appear very oily or have a slight sheen. The true coffee bean flavour that would be tasted in a light roast is almost completely and will become over powered with the dark roast, leading to a strong, smoky and spicy essence as it hits your taste buds. Due to the lack of coffee flavour, lower quality beans would be used in the process.

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The science of coffee

Scientist haven't had chance to study each component but they have worked out what the big four chemicals.

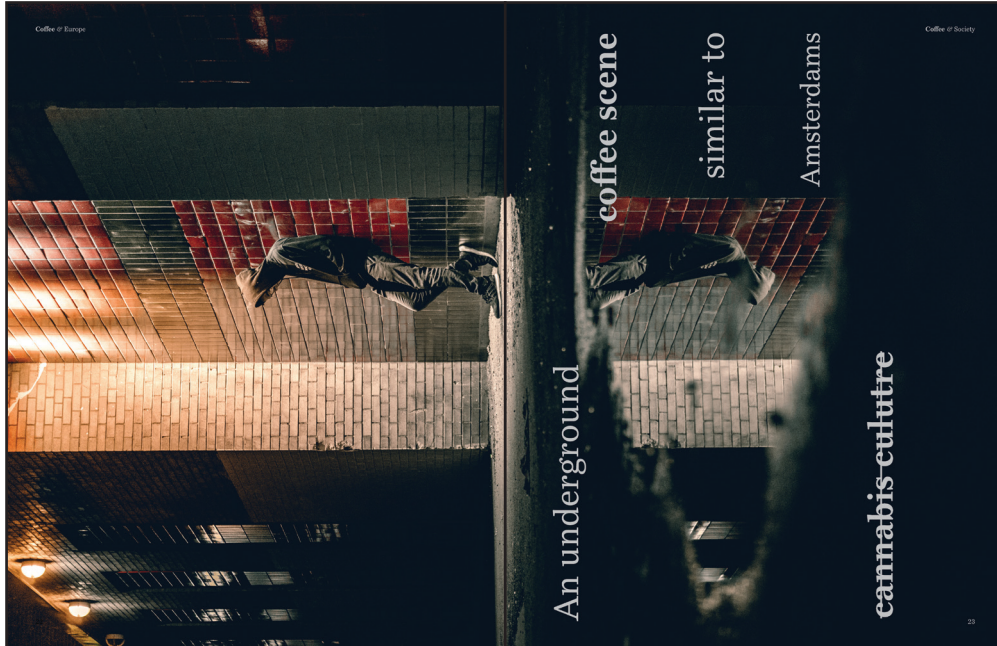
**Chlorogenic** This chemical compound has been linked to lower risks of cardiovascular disease and type 2 diabetes, always as providing anti-inflammatory properties.

**Trigonelline** This bitter alkaloid has been shown to lower total cholesterol and blood sugar, while protecting against brain damage and stopping cancer cells from moving.

**Kahweol & cafestol** These help contribute to the bitter taste of coffee and cause a soothing effect when paired with Trigonelline as it has been linked to raising cholesterol.

**Caffeine** This stimulant is one of the most widely consumed psychoactive drugs worldwide, while scientist believe up to 400mg can be consumed daily as part of a healthy diet. This chemical can provide some intense and strange effects...

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Coffee of Europe

It was during the 17th century when coffee was taking Europe by storm, after a unique advertising campaign that enticed crowded cities around Europe delivered by muscular men causing the ladies heart to race or maybe it was the caffeine. Little did the consumers realise that the men were so muscular due to the amount of hard work put into drying it, roasting it and grinding the beans ready for consumption. During this period in time coffee was sold fresh increasing its weight leading to higher prices, these businessmen knew what they were doing.

Britain was still obsessed with the calmer buzz that tea was providing while King Charles was making it a little difficult for the opposing coffee drinkers. He passed a law making it an illegal offence to drink coffee in public which led to an almost underground coffee scene similar to Amsterdam's cannabis culture. The king feared that rumours, political gossip and ideation developed from people drinking the beverage in coffee houses would lead to him being overthrown from the throne. Once the coffee ban had ended a coffee culture had already begun, delivering an environment for creatives, academics, and rebels alike to indulge in commodity.

Coffee during this fleeting moment in time had wide spread publicity with Doctors arguing the benefits of coffee to help them complete thesis while others feared it would lead to aggression, addiction and death. Whilst many Brits were arguing the dangers of coffee, there favourite caffeinated drink was also experience dangerous times. With the government's high taxes on selling the drink, it also started to become a subtle underground substance where most individuals were getting it from illegal sources. The tea would be smuggled from China, before being slashed in graves and tombs before being sold on the black market to whom every couldn't afford the government taxes.

being in and from den

Coffee of Society

**Over a thousand miles away from London was a European city that was welcoming the coffee culture with open arms.**

Over a thousand miles away from London was a European city that was welcoming the coffee culture with open arms. Leipzig was undergoing a sort of revolution that some could argue that the combination of coffee and graphic designers we're helping create. Coffee houses had become the new beer halls to a slight degree, beer was still the favourite German beverage but coffee was starting a new wave of establishments. The coffee house was becoming a place where travellers, locals, academics, and creatives would gather to play chess, read journals, write articles while discussing events and fashion. It was something very similar to the coffee culture we have today.

By the 18th century the city - Leipzig - had become the printing capital of Europe with over 10% of residents working in print and over 1500 publishers, book binderies and graphic designers. The increasing coffee culture that was unlike anywhere else in Europe was providing an exciting destination for many men of letters, the coffee houses would provide them with a sense of escapism while they waited for their work to become published. It was also providing them with an environment where they could meet like minded individuals. Many historians would argue that the coffee culture in Leipzig was what help start romanticism.

Still to this day Leipzig is a city that prides itself with its history of coffee and print. The residents of Leipzig are called Kaffeesäcker - coffee drinkers of fancy - due to their love for the commodity and still having one of the oldest coffee houses in Germany. The city also had the first every daily newspaper - Einemunde-Zeitungen - in the world. The city provides a lot of influence on the creative and coffee industries that we have learned to love to this date.

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The science of coffee

Coffee of Society

I would rather suffer with coffee than be senseless

Coffee of Society

— Napoleon Bonaparte

The Origin

# Contemporary coffee

Chapter four

Coffee @ Society

**Now the coffee industry is estimated at generating over \$21.6 billion a year.**

Coffee has really changed drastically since it was first turned into a drinkable concoction by the beloved Imam over 1000 years ago. We know have coffee shops, houses, bars, in almost every city in the world. It fuels practically every industry and can be found in pretty much every household. Gone are the days of drinking it hidden from prying eyes or fearing that one bean could send you mad.

Now the coffee industry is estimated at being over generating over \$21.6 billion, and millennials are contributing towards this rising number more than the previous generation. People are starting to view coffee as an experience more than a commodity, while coffee shops are finding new revolutionary ways to consume it.

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Contemporary coffee

**The coffee has been used within dishes for hundreds of years. Here are a few examples of what can go well when combined with the coffee bean.**



**Smoked bacon bagel**

Coffee work surprisingly well with smoked bacon and chili. They can be marinated together before grilling and placing in a bagel with goats cheese, chopped dates and lemon juice.

**Marinated chicken**

Chicken and coffee have been combined together for years, chicken provides an excellent base for most marinades and coffee is no exception. Mixing coffee, balsamic vinegar and orange juice before roasting is not uncommon.

**Smoothies & Shakes**

Whole coffee beans can be thrown into most smoothies and milk shakes, depending on the beans that have been used they can complement anything from sweet chocolate shakes to more earthy natural green smoothies.

**Chocolate coated beans**

Coffee and chocolate are a traditional food combination, from the hot indulgent beverage of the mocha to tiramisu. Coating coffee beans in dark chocolate is one of the most caffeinated, indulgent and rawest combination of the two.

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Contemporary coffee



Coffee @ Society

**With almost everyone on the planet having a relationship with the fruit, there is a coffee personality for every one out there and here is the top 10 coffee consumers.**

- The addict** This individual can be seen shaking without coffee and well... shaking with it!
- The connoisseur** Can be seen sipping his single origin colombian americano from a hollowed out avocado while munching on chocolate coated coffee beans.
- The midnight drinker** Highly intelligent and creative, normally chugging litres of boiling black liquid to help reach their deadlines.
- The first timer** The individual is playing a risky game with caffeine, if they try an espresso chances are they won't have another coffee ever again but if they try a vanilla latte, then they are hooked for life.
- The non-coffee consumer** The individuals who rarely visit a coffee shop and have just enough energy to get up in the morning without grabbing the coffee pot to wake up.
- The ex-drinker** They have moved onto the green tea and chai latte's while looking down there none at the rest of the world's coffee drinkers.
- The writer** They use coffee to help them with their creative blocks and love being around people in coffee shops while they write, however, they don't love people enough to talk.
- The indecisive drinker** This individual can't decide between a skinny latte or the regular latte or the large or maybe with vanilla or actually they won't have a coffee today.
- The cold brew** The human that will only drink their coffee iced, at room temperature, or with the new exciting nitrogen coffee machine.
- The decaffeinated drinker** Almost as irritating as the ex-drinker, yet they haven't made the full commitment to a coffee free lifestyle.

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Contemporary coffee

Coffee @ Society

**“Coffee is a language in itself”**

— Jackie Chan

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# Further

Coffee & Process

# Growth

After my first outcomes, I knew I could just keep pushing the project forward. I was happy with what I had produced and felt that I managed to capture the essence of coffee through typography. However, like all design projects, there can always be more work and further developments.

I believed that I still needed to expand on my chapter designs, I was not very happy with how they currently looked. I had two very strong designs and two that were nowhere near as impressive. I started to question my hierarchy on each page, as well as, questioning the classic elements of a design such as page numbers and folios. Is there a way I can use them to make a stronger design?

Is there a way  
I can produce  
a stronger  
typographic  
design outcome?

## Reflection

At this point in the project, I could see a huge amount of growth in my outcome. I was starting to feel like I was going in the right direction but knew I still had a long way to go. I was pushing myself, expanding my creativity and trying to capture the true essence of my food choice. However, I knew that to get a better sense of direction and solution for the brief that I had to keep pushing the project forward.

I wanted to see if I could really capture the essence of coffee through a wide range of typographic elements such as folios or page numbers. I believed I had to expand my use of photography and capture my own images to portray the essence of coffee. While I knew this was going to be the last stage when I could push the boundaries and challenge myself.

## Photoshoot

In the first creation, I mostly used photography from stock sites due to my lack of confidence and equipment. I decided to borrow some camera equipment from university and make the most of working in a coffee shop. I arrived at 5 am before we opened to the general public to capture pictures prepping the coffee beans and machine for the day.

Once I had gathered enough photos, I then edited them, creating this subtle warm and elegant style. I wanted to images to show the warming and yet calming elements of coffee. I knew from the very start of the project that I would have a few photographs throughout as I love editorial designs with images. I feel that images develop a stronger pace throughout and give the reader time to digest before providing them with more information.







## Colour selection

It was during this part of my design process that I decided to play with the colours again. After the photo shoot, I used the colour of the crema of the coffee pouring from the coffee machine, as the golden brown for the document. I really like it, however, a lot of negative feedback was given for my colour choice. Certain individuals feel it looked like faecal matter which was not the style I was going with.

After some negative feedback, I further experimented with the colour schemes before finally deciding on a blue and orange palette. I found the colours both complemented each other exceptionally well. While I believed they represented the contradictory effects produced by the coffee bean. I still kept the original silver from the first outcome.



## Content page creation

The content page was one of the most difficult formats to create. I wanted to keep it simple and fit the overall style and colour scheme of the magazine. I feel my first creation was too simple and didn't play enough with what the magazine had to offer.

I went back to the drawing board, yet again, along with some additional research. I created a variety of new content pages, making the most of the space of the double spread. I had very little to put in the content page; only four chapters, but this shouldn't mean that it has to look as if there is nothing to say.

## Page Number adjustments

My page numbers in the first outcome didn't push my creativity or challenge the audience's perception of editorial design. I went back to the drawing board sketching new concepts while seeing what contemporary design was doing with page numbers. I decided to construct them pouring off the page, similar to the chapters pages and ampersand throughout the design. Like coffee, the page numbers are always located somewhere even if hidden from prying eyes.





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## Chapter Adjustments

After my first outcome, I noticed that the chapters did not have enough similarity. There were two very strong chapters and two very poorly designed. I adjusted the point size to make them the same throughout, the only difference was in the second chapter as it provides a stronger design. I know designs show be consistent throughout. I feel that every once in a while designer should break the rules and push the boundaries.



# Final Outcomes

The final outcome, like all designs, could be pushed further. I am really pleased with what I have achieved. I feel that I have managed to capture the true essence of coffee through the use of typography. The following pages display the strongest spreads that I feel show the true essence of coffee.

# VS

*to try it again*

# SOON

74

## Experiencing the world's first every caffeine buzz in a society that prohibits drinking alcohol

Still curious about the little red fruit he decided to try it once again. He crushed it and boiled it in clean water creating a little paste. It still tasted terribly bitter. Then out of the blue, he had the idea of roasting the kernels, the way they would make cereals taste more appetising. He placed it in the embers then noticed a delightful aroma before crushing it once again and boiling it into a bitter black liquid which he sweetened with honey. He sips it slowly, then after a few moments, his heart began to race, each beat becoming faster than before. The holy man had to lay down to which he did not feel tired instead quite the opposite. He felt incredible lucid. It was as if he was uncovering the meaning of the universe.

# follow

75

The Imam was always a very clever man. However, this new concoction allowed him to become much more insightful. After staying awake all night getting lost in deep thoughts with the fellow goats. He attended the morning prayers without feeling tired after his first night of euphoria and carry on indulging throughout the day, by the midnight prayers while everyone was feeling tired the Imam was still feeling wired. He offered the drink to his fellow men so they could discover the perks of this fruit.

Imagine experiencing the world's first every caffeine buzz in a society that prohibits alcohol, discovering what has been energising the goats and soon the majority of the world. There is not much written about the farmer, his goats and the Imam after the discovery of its euphoric effect. Many historian believe that coffee was used long before this story. While some may argue that it was never discovered by a Goat farmer and his Imam due to the legend being written in books years after it occurred. What we do know is that coffee, since it was first drunk by man, has had an influential effect on our culture.

# Coffee

*Chapter two*

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# Europe

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It was during the 17th century when coffee was taking Europe by storm, after a unique advertising campaign that enticed crowded cities around Europe delivered by muscular men causing the ladies heart to race or maybe it was the caffeine. Little did the audience realise that the men were so muscular due to the amount of hard work put into drying, roasting and grinding the beans ready for consumption. During this period of time coffee was sold fresh increasing its weight leading to higher prices, these businessmen knew what they were doing.

**Scientists haven't had the chance to study each component but they have worked out what the big four chemicals are:**

### **Chlorogenic**

This chemical compound has been linked to lower risks of cardiovascular disease and type 2 diabetes, as well as providing anti-inflammatory properties.

### **Trigonelline**

This bitter alkaloid has been shown to lower total cholesterol and blood sugar. While protecting against brain damage and stopping cancer cells from moving.

### **Kahweol & Cafestol**

This helps contribute to the bitter taste of coffee and causes a conflicting effect when paired with Trigonelline as it has been linked to raising cholesterol.

### **Caffeine**

This stimulant is one of the most widely consumed psychoactive drugs worldwide. While scientists believe up to 400mg can be consumed daily as part of a healthy lifestyle. This chemical can provide some intense and strange effects.

These powerful effects may include...



*Blacke as the Devil,  
Hot as hell,*

*pure as an anngel,  
sweet as love.*

– Charles Maurice de Talleyrand

ers Skin protection **Teeth staining** Dilated pupils Sharper vision **Energy**  
**Improved physical performance** Dry mouth **Adrenaline**  
hoea Altered **Mood** High blood pressure **Weight loss** **Dizziness** Vomiting  
ower suicidal thoughts **Addiction** Dehydration High Fevers **Buzz** Diarrhoea Muscle deterioration  
**Mental Alertness** Heartburn **Concentration** High Fevers Reduce risk of Type 11 diabete  
urn **Restlessness** Insomnia Dehydration **Bloating** ● **Rapid Heartbeat** Magnesium  
ium **Euphoria** Dehydration **Energy** Irritability  
tion **Adrenaline rush** Sharper vision  
ty Dilated pupils **Hallucinations** Vomiting Liver protection Low blood p  
y **Buzz** Irritability **Rapid Heartbeat** Altered **Mood** Heartbu  
**Concentration** **Insomnia** Anxiety Improved physical performance  
**Teeth staining** Muscle deterioration High blood pressure **Ment**  
Heartburn **Dizziness** Skin protection **Addiction** **En**

## Materials & Colour Scheme

### Magazine Cover

Keaykolour Embossing  
buckram Snow White 300g

### Inside Pages

Opale Reference Fabric  
Pure White 100g

### A2 Poster

Rives Design 100% Recycled  
Bright White Recyled 120g

### Additional Outcomes

e.g Lables, Cards, etc.  
Keaykolour Embossing  
buckram Snow White 300g



CMYK: 00, 00, 00, 100



CMYK: 84, 41, 35, 01



CMYK: 13, 46, 89, 01



CMYK: 00, 00, 00, 27

## Reflection

I feel I have captured the essence of coffee through the use of typography. I have used a range of typographic techniques while pushing myself and challenging the typographic rules. This project has allowed me to learn new skills while developing my previous. I have become much more confident in using master pages, grid systems and following typographic principles.

This brief was incredibly challenging, however, out of the previous briefs I have tackled this one allowed me to learn the most. It provided me with the opportunity to work with large documents and research a wide range of topics. It gave me the chance to challenging my creative writing and journalism skills as well as challenging my graphic design skills.

It didn't come without challenges and hurdles, my colour scheme was a never-ending battle, trying to capture a contemporary style yet still revealing the contradictory essence of coffee. The rag adjustment was very challenging and gave me a new insight into typographic layouts. I had to learn that perfection is near impossible to achieve. I feel I have learned when something has been completed to the highest stands before it gets ruined from being overworked.

Overall, I feel I have managed to solve the brief, I believe I have captured the essence of coffee through the use of typography. I feel that my target audience of graphic designers, typographers, students, and those with a general interest will be enticed and educated from the outcome.

