Erin Priest Project 2: Infographic

Professor Willis - DSGN-105-OL

HOW TO MAKE A MARGARITA





HOW TO MAKE A MARGARITA

SUMMERIZATION

I have decided to make an infographic showing how to make a margarita. I think one of the differences I would like to show is flavors, types of glasses, different ways to make them; such as adding triple sec, Cointreau, or agave nectar, etc. I may also explain why the different ingredients are used or what the margarita is called using those flavors, if it even is called something else; such as adding tajin, or peppers, or flavored tequila.

DEVICE DESIGN

I think the best layout for my infographic would be for a tablet, that way someone would be able to use it as they are making it and the information would be larger.

VISUAL AESTHETIC

I am thinking about using a combination of vector and photos. I think it would be nice to show how I would look in real life when the drink is finished. It should also be brightly colored to reflect the culture it comes from and give it a fun tropical feel. Ingredients: Tequila, Lime Juice, Triple Sec, Ice, Salt

Types: Shaken, on the Rocks, Frozen

Extra Ingredients: Other Fruits, Tajin, Sugar, Chili Peppers, Agave

Different types of glasses.

Different facts for margaritas.



POSSIBLE

COLOR SCHEME & TYPEFACES

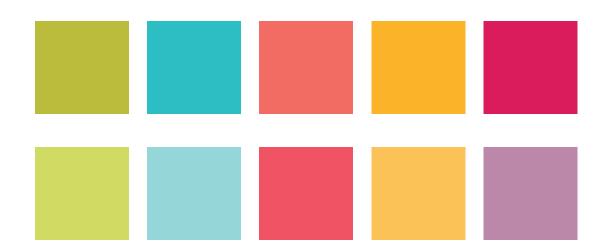
Title: Betterfly

Copy: Betterfly Narrow



Title: Chili Pepper **Copy**: Janda Curlygirl Chunky





Title: Mandingo Copy: Mandingo





HOW TO MAKE A 150 WOO!





HOW TO MAKE A

150W00!

Based on feedback I decided to change my drink idea into a cocktail I created which I named a 150Woo! It's basically a daquiri made with 151 rum. I still think the rest of the design could stay the same. This is a very strong daiquiri that doesn't taste as strong as it is. In fact it barely tastes like alcohol at all.

DEVICE DESIGN

I think the best layout for my infographic would be for a tablet, that way someone would be able to use it as they are making it and the information would be larger.

VISUAL AESTHETIC

I am thinking about using a combination of vector and photos. I think it would be nice to show how I would look in real life when the drink is finished. It should also be brightly colored to reflect the culture it comes from and give it a fun tropical feel. Ingredients: 151 Rum, Frozen Raspberries, Frozen

Strawberries, Triple Sec.

Type: Frozen



150WOO!

INSPIRATION











POSSIBLE

COLOR SCHEME & TYPEFACES

Title: Betterfly

Copy: Betterfly Narrow



Title: Chili Pepper

Copy: Janda Curlygirl Chunky





Title: Mandingo **Copy**: Mandingo





COLOR SCHEME & TYPEFACES



INGREDIENTS

602 BACARDI 151

302 TRIPLE SEC

4.50Z SIMPLE STRUP

802 FROZEN STRAWBERRIES

802 FROZEN RASPBERRIES





LAYOUTS



602 BACARDI 151

302 TRIPLE SEC

4.502 SIMPLE SYRUP

1602 FROZEN STRAWBERRIES

ADD ICE & BLEND









PHOTOS VS ILLUSTRATIONS









DESIGN TO

REFINE



602 BACARDI 151

302 TRIPLE SEC

4.502 SIMPLE SYRUP

1602 FROZEN STRAWBERRIES BASPBERRIES

ADD ICE & BLEND







FINAL

DESIGN



