

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**

- 1** **Title:** Betterfly
Copy: Betterfly Narrow

HOW TO MAKE A
Margarita

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

HOW TO MAKE A
Margarita



- 3** **Title:** Mandingo
Copy: Mandingo

how to make a
Margarita



HOW TO MAKE A
150WOO!



HOW TO MAKE A

150WOO!

Based on feedback I decided to change my drink idea into a cocktail I created which I named a 150Woo! It's basically a daiquiri 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.

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VISUAL AESTHETIC

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Ingredients: 151 Rum, Frozen Raspberries, Frozen Strawberries, Triple Sec.

Type: Frozen



150WOO!

INSPIRATION



STRAWBERRY DAIQUIRI

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MARGARITA

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COSMOPOLITAN

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how to make a
150Woo!



COLOR SCHEME & TYPEFACES



INGREDIENTS

6oz BACARDI 151

3oz TRIPLE SEC

4.5oz SIMPLE SYRUP

8oz FROZEN STRAWBERRIES

8oz FROZEN RASPBERRIES

HOW TO MAKE A

150W00!



LAYOUTS



6oz BACARDI 151

3oz TRIPLE SEC

4.5oz SIMPLE SYRUP

16oz FROZEN STRAWBERRIES
& RASPBERRIES

ADD ICE & BLEND



6oz
BACARDI 151

3oz
TRIPLE SEC

4.5oz
SIMPLE SYRUP

ADD ICE
& BLEND

16oz
FROZEN STRAWBERRIES
& RASPBERRIES



PHOTOS VS ILLUSTRATIONS



DESIGN TO REFINE



6oz BACARDI 151

3oz TRIPLE SEC

4.5oz SIMPLE SYRUP

16oz FROZEN STRAWBERRIES
& RASPBERRIES

ADD ICE & BLEND



6oz BACARDI 151

3oz TRIPLE SEC

4.5oz SIMPLE SYRUP

16oz FROZEN STRAWBERRIES
& RASPBERRIES

ADD ICE & BLEND



FINAL DESIGN

HOW TO MAKE A 150WOO!
SO GOOD YOU WON'T KNOW IT'S ALCOHOLIC!

6oz BACARDI 151  **MUST HAVE!**

3oz TRIPLE SEC  **COULD USE Cointreau**

4oz SIMPLE SYRUP  **COULD USE AGAVE**

16oz FROZEN STRAWBERRIES & RASPBERRIES **MUST BE FROZEN!** 

ADD ICE & BLEND  

ENJOY! 

