

# CHALLENGES ACCOMPLISHMENTS

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## *Editorial*

My inspiration for the design of the article was based on modernity, elegance, simplicity, and adventure. I wanted to create the article in a way that would require the need for two physical pages that can be felt, touched, and read only if the reader and the article are “hand-in-hand” — hence the large, page-overlapping drop-caps. This allowed me to design the article as if it were a series of puzzle pieces while still maintaining a strong design aesthetic and theme.

## *Audience*

My audience is anyone who likes coffee culture; anyone who likes to read print articles. But more importantly, my audience is anyone who seeks a sense of community in doing these two things. People read while drinking or eating. People go to coffee shops to do work and drink coffee. The two activities have similar qualities in the sense that both act in pairs — both seek an adjacent activity. This article and editorial experience is important and relevant to them because it not only allows them to do two things they like to do (drink coffee and read) but, it has the potential to force them out of their comfort zone and to do this, not alone, but together — building community and engagement between space, content, and reader.

## *Access*

The access to this article is unique in the sense that it requires a sense of adventure and a desire or drive to travel, further than one normally would, to get it. My inspiration for the experience was created based on my curiosity about how physical spaces inform the content we are reading. I decided that the best way to do this was to take a simple topic and put it into different atmospheres that are connected to the content either historically, physically, or geographically. It tackles this by forcing readers to go to three (very) different coffee shops to receive each “puzzle piece” of the article. It slows down the reading process by factoring in travel and increases the chances of engagement by presenting the opportunity for readers to talk about the content and the physical spaces it is informing.

## *Identity*

What unifies this experience is the color scheme and the strong sense of simplicity and typefaces. I chose the font, Sail, for the enlarged drop caps and the font Book Antiqua for body text. I used the same for the homepage and chose to keep all content black and white colors. I believe that the simpler the article looked, the better it would be for the reader to draw their own conclusions on its connection between the content and the physical spaces.