

# Robert Daniel Stoica

MMD 02.03.01

Interest based website Coffee

Link: [https://oddrob.dk/coffee\\_site/](https://oddrob.dk/coffee_site/)

Style Choice: Organic

Interest: Coffee

Moodboard

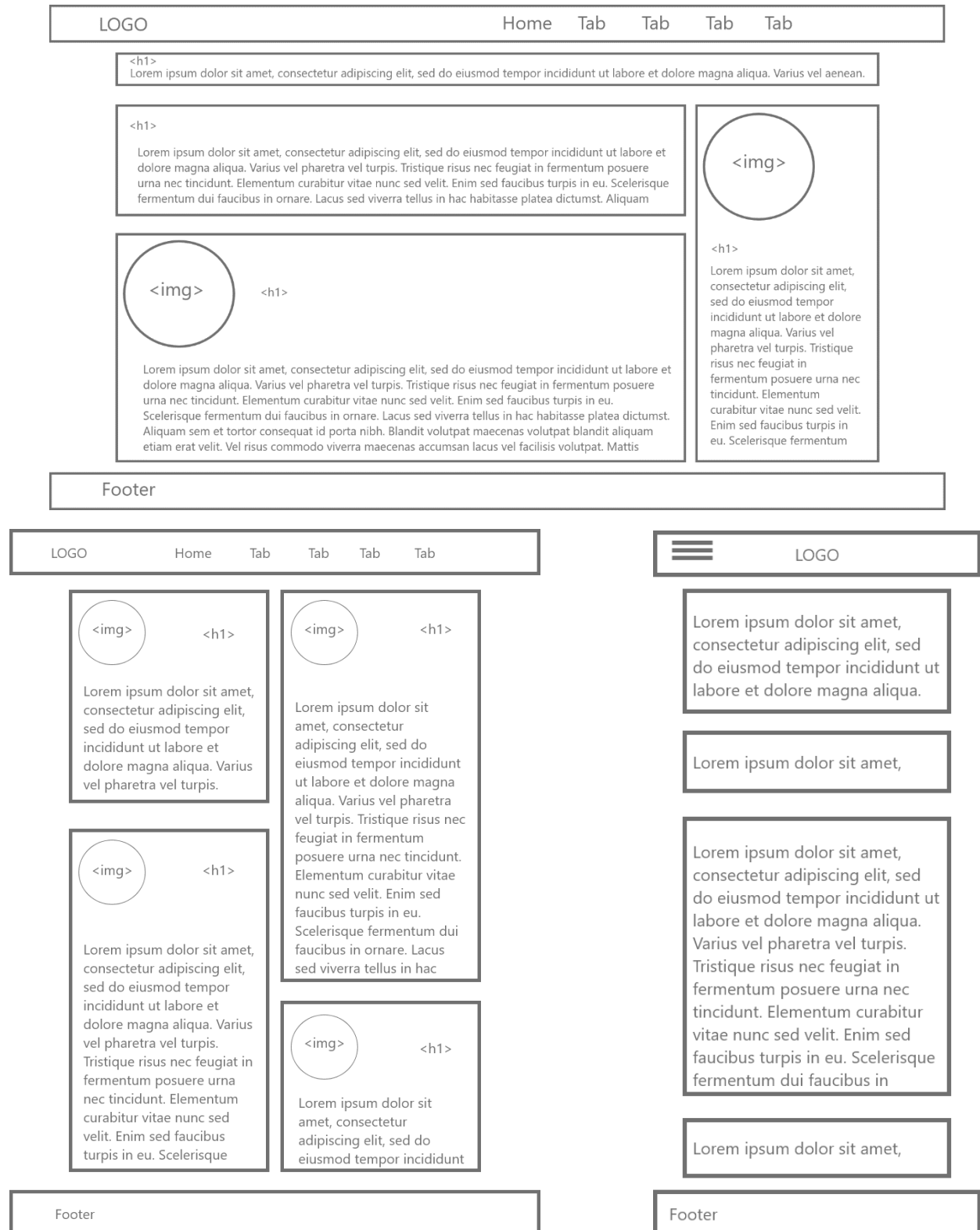


Moodboard + Interest



## Wireframes

Desktop / Tablet / Mobile view



## Logo





## Composition, Layout, Gestalt laws and Contrast – Landing page

Image roughly fits some parts of the rule of thirds

Similarity, proximity of navigation buttons.  
Common region where all navigation is based.  
Common fate - white text turn to black with a strip of black line animates when hovered.



Logo and message of the front and center cup reveals the subject of the website

Stylised image taken from the 2nd moodboard version. Hits some of the keywords mentioned on the style tile: soft, smooth, organic, flow... Provides contrast against the coffee flowers in the background and the menu bar

### Experimental critical thinking

[illegible][illegible]

For this project I ended up focusing more on figuring out grids and variables within css better. Hence why I have 4 subpages and is text heavy.

Based on the amount of content in each grid element, I spanned them in any direction based on look and feel. Helps give each grid element a more natural feel and a place of belonging.

Different colored backgrounds helps with contrast against other elements of the page, keeping focus on one element at a time and gives a sense of direction from left to right.

### The Anatomy of a Coffee Cherry



The human jaw is a very strongly processed and heated mass from a grain, which is called a coffee cherry. The coffee cherry (coffee skin) is called the exocarp. Inside it is the endocarp, a thin layer of pulp, followed by a layer called the mesocarp. The beans themselves are created in a space-like cavity inside the endocarp, which is commonly referred to as the parchment. The parchment is the part of the endocarp, such as covered externally by yet another thin layer called the silver skin. The silver skin is the part of the endocarp, but it is primarily referred to as the part of the skin on the silver skin, about 5% of the world's coffee, these 5% are found inside the cherry. This is called parchment (or a variety of terms: washed, unwashed, etc.). It is a natural mutation, some people believe that modern day beans actually contain more than 5% of the silver skin. These beans are sometimes, sometimes sold as the silver skin, these flowers that contain a little bit of silver, are sometimes, sometimes sold as the silver skin.

There are several media queries with break points to shift and fit each section around accordingly and mostly eliminate having a overstretched columns.



### Harvesting the Chomies

[illegible]

### Processing the Cherry

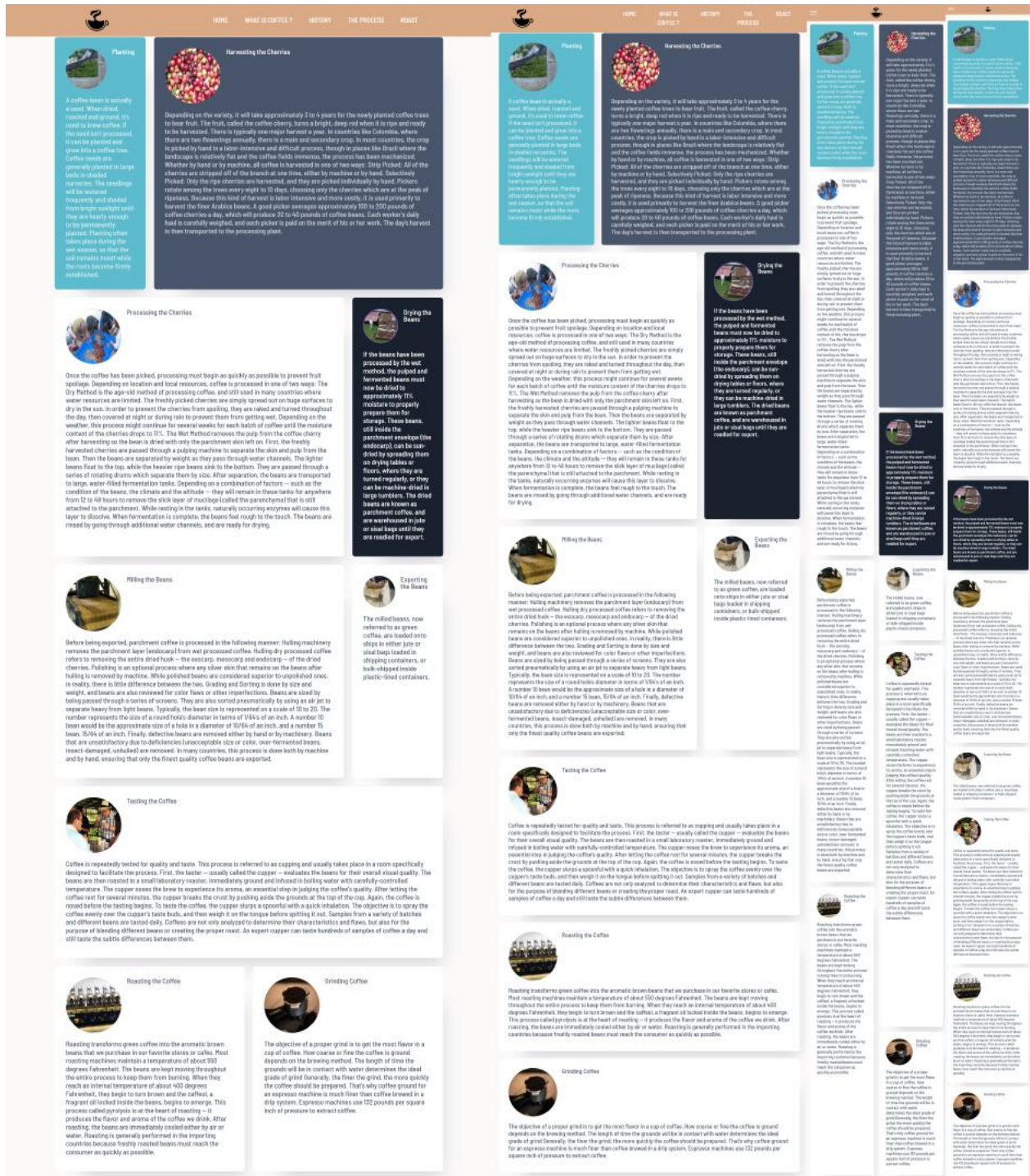


The first critical task is debris processing. In large quantities, debris is present but (usually) separated in location and load (renewable, debris or pre-mixed debris). The Dry Method is the age-old method of processing debris, and still used in many countries where water resources are limited. The freshly loaded trucks are simply upped on to a large surface to dry in the sun, in order to prevent the cherters from spilling. They are stacked and turned throughout the day, as needed to prevent rot during rain to prevent them from taking on. Depending on the weather, this process can take up to 10 days. The debris is then loaded onto trucks and sent to the cherters. The debris is then loaded into the cherters dry to T3T. The Wet Method removes the pulp from the cherters after harvesting so this is best with only the parchment side left on. First, the freshly harvested cherters are passed through a pulping machine to separate the skin and pulp from the skins. Then the beams are separated by weight as they pass through water channels. The lighter beams are sent to the top of the cherters and the heavier beams are sent to the bottom. There are several types of rotary cherters which separate the debris by size. After the debris is separated, it is transported to large water-filled fermentation tanks. Depending on a combination of factors – such as the condition of the beams, the climate and the debris – they will remain in these tanks for anywhere from 1 to 40 hours to remove the stick layer of mould (called the parchment that is still attached to the parchment). After rinsing in the tanks, naturally occurring enzymes will remove the stick layer. The debris is then sent to the cherters and the stick layer is removed. The beams are then dried by passing through additional water channels, and then ready for drying.

 Drying the

If the beans have been processed by the wet method, the pulped and fermented beans must now be dried to approximately 8% moisture to properly prepare them for storage. These beans, still inside the parchment envelopes (the endocarp), can be stored by spreading them on drying tables or floors, where they are turned regularly, or they can be machine-dried in large tumblers. The dried beans are known as parchment coffee, and are warehoused in jute or steel bags until they are ready for export.





In the above can be seen what 4 breakpoints look like with layout changes based on screen size. For small tablets and mobile view, the menu bar tabs turn into a hamburger menu. To achieve this, I used grid areas. As I was unsure, I would be able to achieve this layout on time I ended up working backwards with the code first, ending up not doing a proper prototype in XD. It would have looked similar.

### 5 second test / Trunk test

What site is this (ID)? What page am I on (page name)? What are the main sections? What navigation options do I have? Where am I in the scheme of things? Can I search things?	A site about coffee Definition/History/Description/Info Definable men tabs/Hamburger menu Heading page name/highlighted tab No need for search as website has a very specific theme
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What do you think this website is about?	Coffee/Guide/Graphic design/illustrations/wiki
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What Impressions did you get from the design?	Artsy/Soft/Warm/Tables/Colorful
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What grabbed your attention the most?	The front page/The blue woman/The different colored sections
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How does it look/feel?	Good/Nice/Colorful/It's ok I guess?/Meh...
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Sample test size = 6 people

## Logbook Summary

### Feb\_21\_Monday

This week we start a new theme based on our own interest and we have double the amount of time (yay). 3 styles to choose from. Memphis looks kinda' funky! Some new and old design principles have been discussed in class today, along with some good inspiration sources. Moodboards too.

### Feb\_22\_Tuesday

Today we were introduced to styletiles, SVG formats and how to do buttons in Illustrator. Uncertain on which interest to pick. Today I'll play around with Memphis design moodboards and Hip-Hop music as interest.

### Feb\_23\_Wednesday

Today I put some thought into the layout of my content with some mock-ups and tried out different ways on how to make it responsive. Just testing things out.

### Feb\_24\_Thursday

Flexbox was introduced today and seemed interesting enough. However, I was more focused on trying out grid areas and will have to catch up on this later today. I will wait on testing when I have more to show for it.

### Feb\_25\_Friday

Had very bad sleep. Was zoning in and out for most of the lecture. Took a nap and decided I would change my choice of style and interest to organic and coffee. Went through the recording of the lecture.

### Feb\_28\_Monday

Busy day today with illustrator tutorials in class. Had to leave slightly early to go to work. Will catch up on the rest right after.

### Mar\_01\_Tuesday

Back to some more illustrator tutorials. Had to check out early for a family matter and missed out on the trunk test. Will have to do this late stage using my flat mates and friends as test subjects. Finally got around to finishing up my styletile with the new content I gathered over the last weekend and started putting together some of my pages.

### Mar\_02\_Wednesday

CSS all day.



Mar\_03\_Thursday

CSS some more. Hamburger menus are annoying fml.

Mar\_04\_Friday

Brief presentation of previous 1<sup>st</sup> semester students works. Looks like I have most of what I need. Time to finish up some tweaks and get a drink. It's not all the way I have wanted it, but I learned a lot in these past two weeks and that's all that matters.