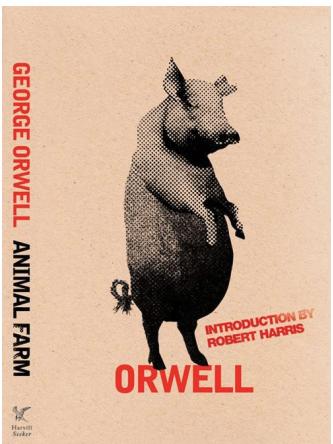




# Animated Atlas of California Farming

Expanding Imaginations About Turning  
Points in California Agriculture

## Animated Atlas of California Farming Mood Board



### California Farming

The mood board for this project begins with exploring different visuals related to farming. The team looked at color, photography, and typography from different examples. What we learned from this is that we wanted the animated atlas to be vibrant, have a clean design, and photography.

## Color Inspiration

The color palette is based off colors found in food and nature. Each hue was selected to show how food and nature are part of the inspiration in creating the visual design for this project. These hues are part of the visual identity through out the documents and the story maps. Under them are their Hex, RGB and CMYK code so our team can use them throughout different mediums.

Strawberry Red



Tomato Orange



Mustard Yellow



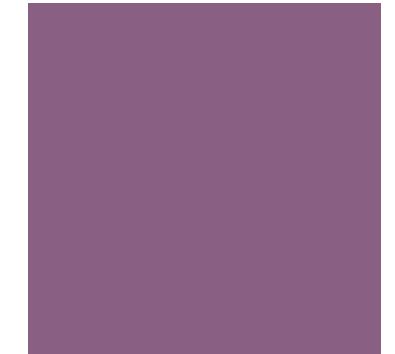
Avocado Green



Blueberry Blue



Grape Purple



Hex Code #a63238

R=166 G=50 B=56

C=24 M=92 Y=79 K=17

Hex Code #e94e3a

R=233 G=78 B=58

C=3 M=85 Y=84 K=0

Hex Code #ecb21f

R=236 G=178 B=31

C=7 M=31 Y=100 K=0

Hex Code #a1b454

R=161 G=180 B=84

C=42 M=16 Y=85 K=0

Hex Code #3b8392

R=59 G=131 B=146

C=78 M=36 Y=36 K=4

Hex Code #895f83

R=137 G=95 B=131

C=50 M=70 Y=28 K=5

# Avenir

Avenir 12 Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

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Avenir 14 Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

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**Avenir 16 Black**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

**1234567890**

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# Domine

Domine 12 Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

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Domine 14 Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

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abcdefghijklmnopqrstuvwxyz

**1234567890**

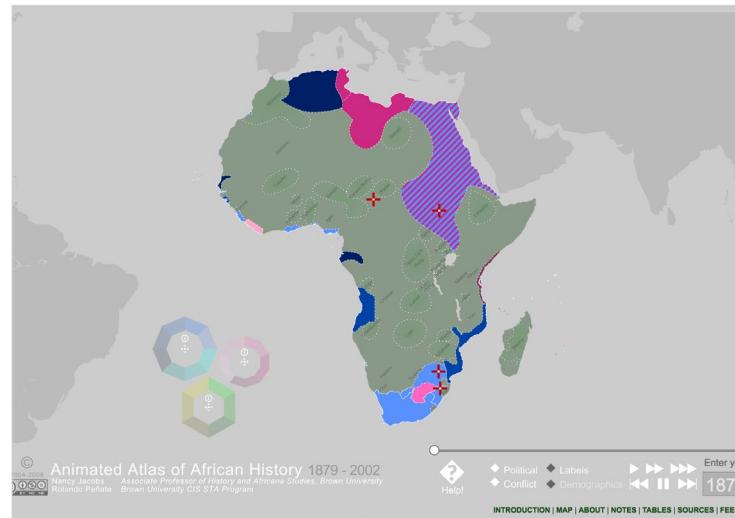
.,!@#\$%^&\*()

# Animated Atlas of California Farming Comparative Media Analysis

## Inquiry Process

At this meeting, we decided we liked the clear and uncomplicated way a user interacts with the ESRI Story Maps—and that this matched well with what we were trying to do: illustrate stories that already have an established narrative. Story Maps can also include illustrations, photos, audio, video alongside maps, which also matches well with our project's format.

## Animated Atlas of African History



No introduction to how to use the atlas

Play function moved the map forward in time

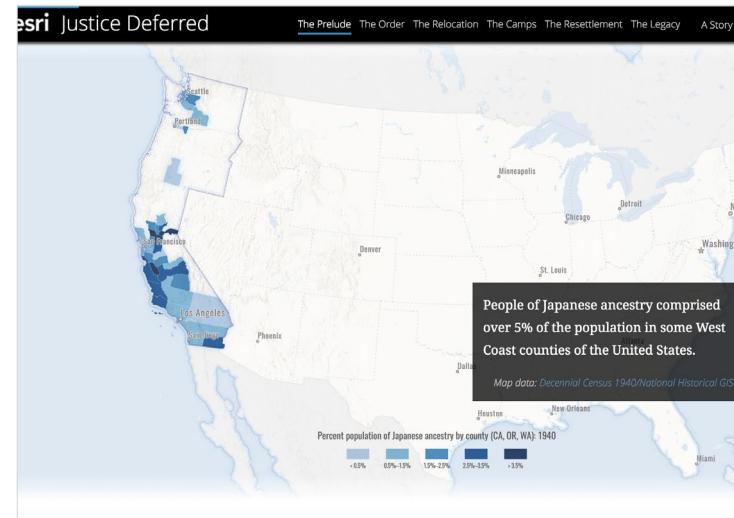
Own visual language

Built in flash

Map was not zoomable

Was not a lot for users to do on the site

## ESRI Story Maps Japanese Internment



Illustrates stories with established narratives

Vertical scrolling allows easy

Intuitive exploration of the story

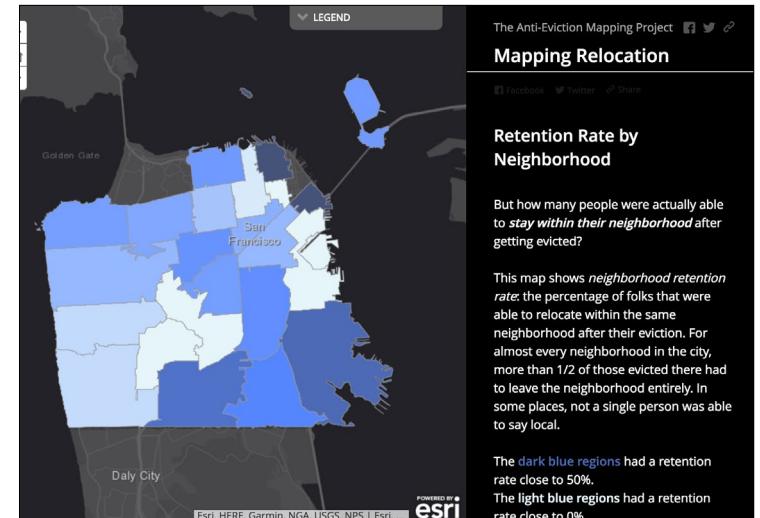
Story “chapter” titles at top of site

Might look similar to other sites produced

Color palette is pretty subdued

Conservative

## Anti-Eviction Map



Portraits of people

Not overwhelming

Has a human quality

Warm hand-drawn elements

Site is kind of complicated to navigate

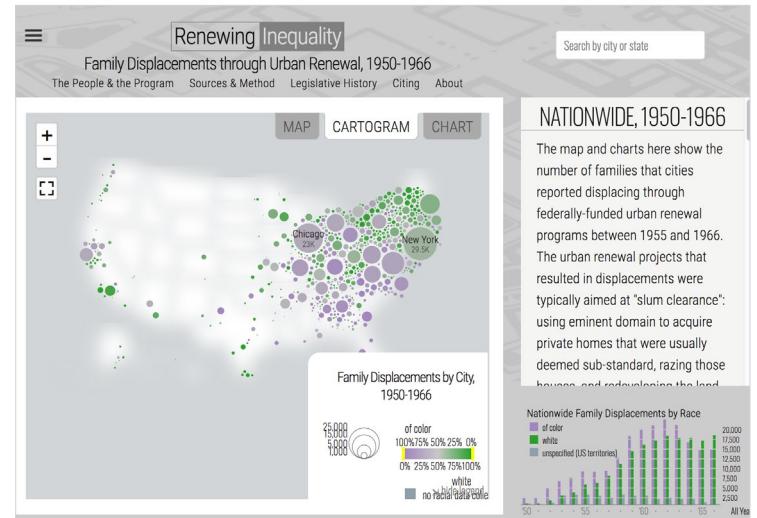
No single story being told

Loads slowly

## Outcome

Overall, it seems important for our design to be simple, approachable (with stories/faces of people), give users a few options (but not too many) for how to engage, have the ability to include audio (but also turn the sound off) and be easy to update/maintain over time.

## American Panorama



Similar content-- also an atlas of history

Many well-researched maps

Lots of data to explore

No one way through the story

Data-heavy

Academic tool linked to research files

Narrative on this site was also limited



"I can react more with something in print, it feels more authentic"

**Age 27**

**Occupation Server**

**Location Davis, CA**

**Education Pursuing B.S.**

# Andrew Scott

## Biography

Andrew is a senior at the University of California, Davis and is studying Sustainable Agriculture in food systems. He was a chef and farmer before he came to Davis. His goal is to create a positive change in the food systems and is the main reason why he is currently attending school and residing in California.

## Frequently Used Apps and Websites

News (LA, NY Times) Apps  
Weather Apps  
Insight Timer App  
Spotify App  
Youtube App

Art.Net  
News Websites  
Google Scholar  
Facebook  
Yes Magazine

## Frequently Used Devices

Smart Phone: Iphone  
Google Chromebook  
Bluetooth Headphones

## Memorable Storytelling

New York Times Magazine had a card stapled on the cover that led readers to a website to listen to stories around the world. There was audio and photography related to the story being told. This experience felt like a meditation to him, he felt the stories were taking him places.

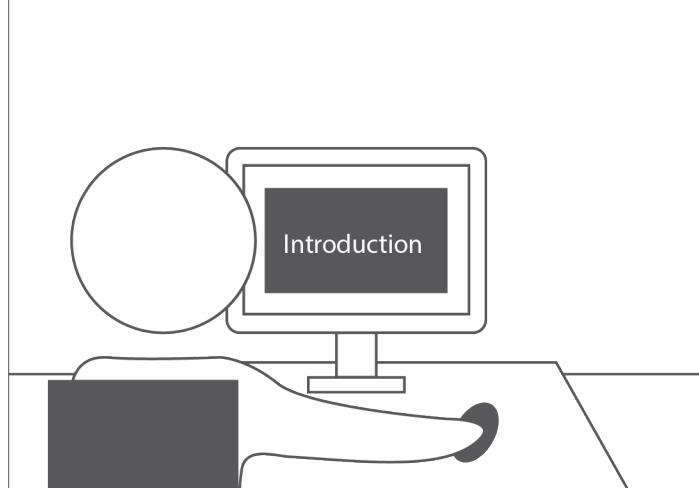
# Animated Atlas of California Farming User Journey: Andrew Scott

## Journey Stages

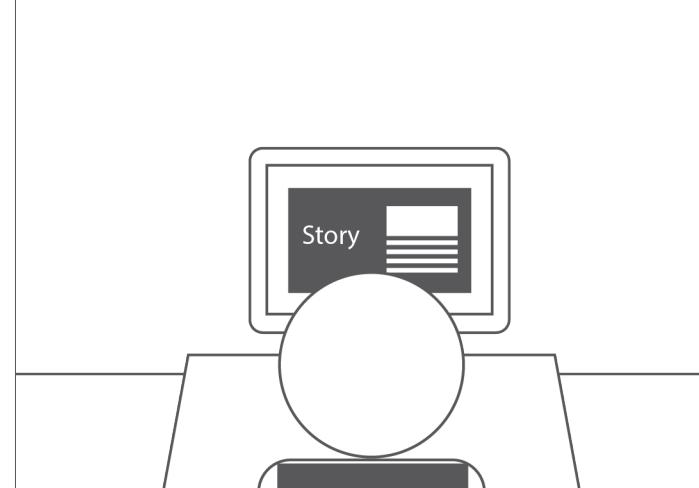
Andrew reads a news article about food and explores the web to learn more about the topic



He finds a link to the Animated Atlas Map and is curious about what its about



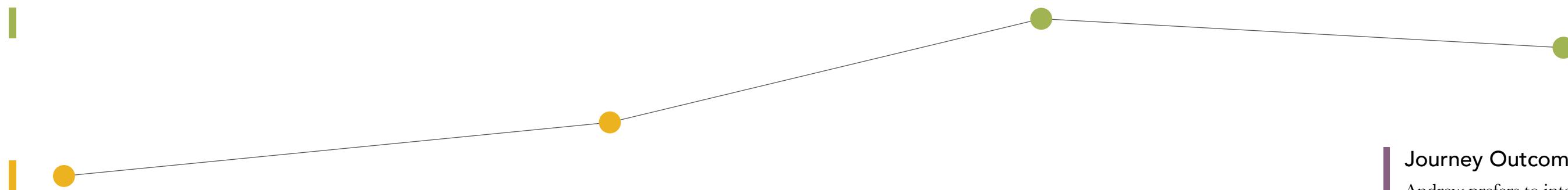
Andrew scrolls down to the Story Atlas and is able to interact with the stories



He then keeps searching the internet about farming in California and his contribution to the industry



## Journey Experience



## Journey Outcomes

Andrew prefers to interact with printed material because he feels that it is more authentic. So for this user journey, we want to imagine what it means to recreate that authentic feeling through a digital platform. Taking into consideration his memorable experience with the New York Times online story, we want to recreate that feeling again with this atlas.



"The future of farming will build on innovations from the past"

**Age 24**

**Occupation** Farmer

**Location** San Francisco, CA

**Education** B.S.

# Rachel Brown

## Biography

Rachel is an urban farmer located in San Francisco. She is passionate about empowering people through food. Rachel is interested in learning more about the history of the food industry as she discovers new farming techniques. She likes learning about sustainable agriculture, alternative food systems and food security.

## Frequently Used Apps and Websites

Twitter App  
Spotify App  
Youtube App  
Bus Tracking App

Urban Vine Blog  
Facebook  
Tumblr  
World News sites

## Frequently Used Devices

Samsung Galaxy  
Microsoft Surface Pro

## Memorable Storytelling

Rachel prefers interactive learning rather than passive learning. Reading can be tedious while presentations provide audio and visuals. She also learns well through hands-on activities and simulations.

# Animated Atlas of California Farming User Journey: Rachel Brown

## Journey Stages

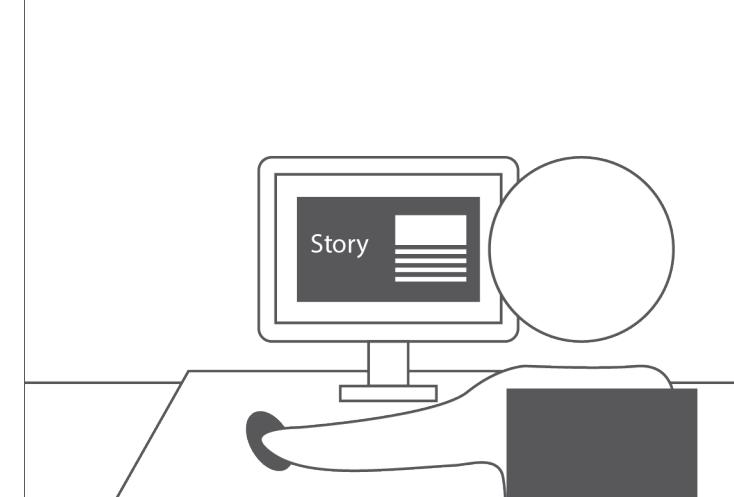
Rachel is curious to learn more about the history of farming in California



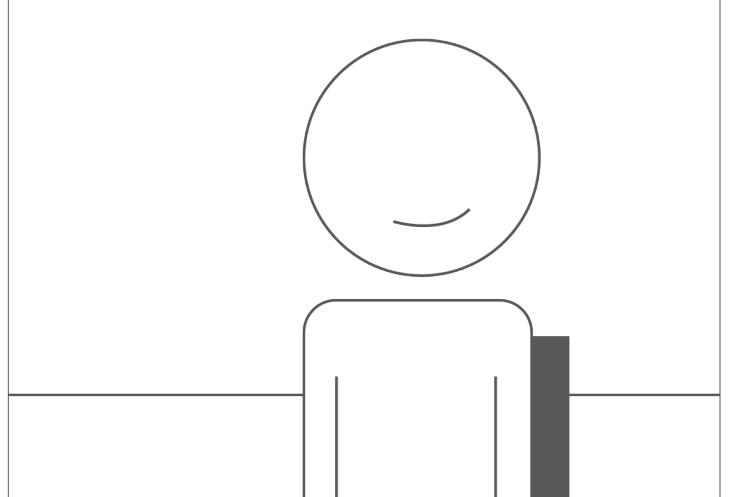
She browses the internet and stumbles across the website URL for the Animated Atlas Map



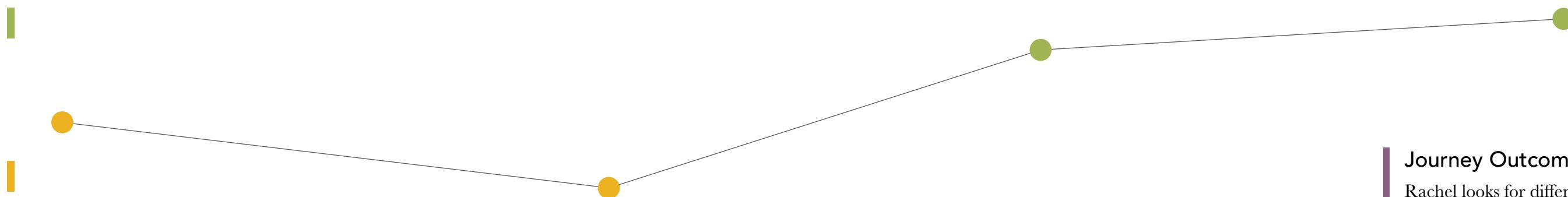
Rachel explores the Story Atlas website and is interacting with the stories on the website



After exploring the website she feels good that she was able to learn something new



## Journey Experience



### Journey Outcomes

Rachel looks for different ways to empower others through food. Exploring the Animated Atlas Map allows her to learn about the history of farming and also lets her easily share the information with others. Sharing this knowledge is a tool Rachel can use to empower others through history.



"Learning about food helps me make better decisions for my students."

**Age 43**

**Occupation** Food Director

**Location** San Diego, CA

**Education** M.S. Nutrition

# Marie Stevens

## Biography

Marie is a the School Food Service Director at the local high school in San Diego. She is passionate about nutritious food that fuels students. Marie enjoys researching the latest in food trends and learning about local farming.

## Frequently Used Apps and Websites

News Apps

Nike Run

Instagram

Nutrition.gov

Facebook

Pinterest

Food blogs

## Frequently Used Devices

iPhone

Desktop PC

## Memorable Storytelling

Through school meals, Marie is able to provide food to students who don't have access at home. She helps to educate students about nutrition and healthy living through sites like Nutrition.gov. This is the most rewarding part of her job.

# Animated Atlas of California Farming User Journey: Marie Stevens

## Journey Stages

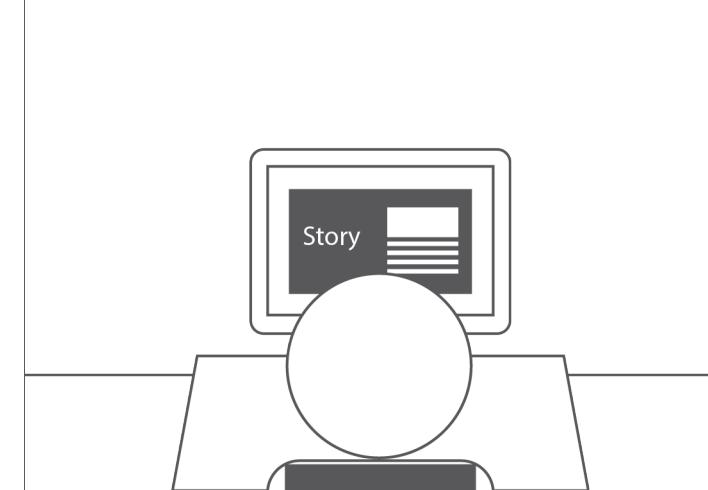
Marie is looking for new teaching material for her students that centers around food



She begins to read a blog post that mentions a summary of the Animated Atlas Map



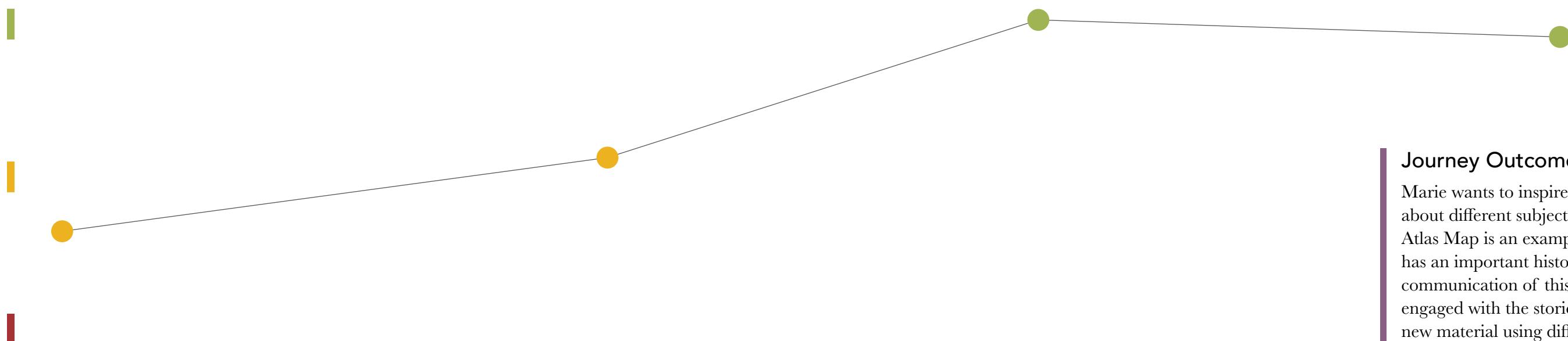
Marie looks up the Animated Atlas Map and is learning about the history of California Farming



She then takes the time to add the Animated Atlas Map URL to her course plan for her class



## Journey Experience



## Journey Outcomes

Marie wants to inspire her students to think critically about different subjects in class. The Animated Atlas Map is an example of how the food industry has an important history to California. The visual communication of this website lets her students feel engaged with the stories and also helps Marie teach new material using different teaching methods.



### Interactive Mockup

This interactive mockup is the current layout for the Animated Atlas. It uses a cascade template to put together a website that contains images and text from the conducted research for this project. This is a short video that shows the flow for the Animated Atlas website.

# Animated Atlas of California Farming Design Mockup

## Website Design

These web design layouts are examples of what is desired for the Animated Atlas Map. It aims to incorporate the colors from the color palette to highlight different elements on the web page. A grey hue is introduced to the color palette to neutralize certain areas of the layout. Photography is used across the design to compliment the large text boxes. Flat design elements are used for interactive elements and also for visual information.

**Founding Farmers**  
Japanese Growers in California

**PAST & PRESENT**

In the early twentieth century California farming underwent a major transformation that created the abundance you can see in your produce aisle today. And one particular group of farmers really laid the foundation for that transformation. We don't often hear their names and many of their stories have been long buried.

"As a diverse and beautiful California, we want to heal some wounds of the past."

NIKIKO MASUMOTO

**FROM JAPAN TO CALIFORNIA**

Arthur Gen Kawamura is another Japanese American farmer. He is currently the director of the California Department of Food and Agriculture's Office of Farmworker Affairs. He arrived from Japan around the same time as the Masumotos.

"You look at the history of CA and there's a lot of places where people say, oh you can't farm there, or you can't farm on that land and behold someone shows up and figures out how to get it done."

ARTHUR GEN KAWAMURA

"The key is that Japanese Americans did not grow Japanese products."

MAS MASUMOTO

As Mas puts it, this wave of Japanese immigrants arrived right when California was having a population boom over here.

So yeah in a new country, farming a fruit crop because peaches, grapes, nectarines, were not raised in Japan, or at least the part of Japan that they were from.

HOW DO YOU KNOW HOW TO FARM? HOW DO YOU KNOW HOW TO DO THIS?

They developed these booklets that explained in Japanese how to prune a tree, how to do these things and then they published annually.

They would go around and interview farmers, talk about what they're growing and how do you grow peaches, grapes, nectarines, and then they would grow beets and they put this in this booklet. And these booklets were published annually.

**MARKET DOMINANCE**

Through using ingenious techniques for financing, growing and selling fresh fruits and vegetables, by the 1920's Japanese Americans had dominated the industry.

90% of all avocados in California  
88% of all nectarines in California  
70% of all carrots in California

"The significance is not lost on me that my jiichan, my grandfather, literally planted roots in a place that ostensibly did not want him."

It makes me reflect very deeply about the significance of being a fourth generation Japanese and I'm still here. And it's still a family farm. And we outlived those policies and intend to for as long as we can.

NIKIKO MASUMOTO

< CALIFORNIA KETCHUP SHARE THIS STORY BRACERO PROGRAM >

**FOUNDRING FARMERS**  
Japanese Growers in California

**PAST & PRESENT**

In the early twentieth century California farming underwent a major transformation that created the abundance you can see in your produce aisle today. And one particular group of farmers really laid the foundation for that transformation. We don't often hear their names and many of their stories have been long buried.

"As a diverse and beautiful California, we want to heal some wounds of the past."

NIKIKO MASUMOTO

**CALIFORNIA ROOTS**

People ask Central Valley peach grower Mas Masumoto to tell his family history so often he can rattle off without thinking.

The Masumotos immigrated to California in the early 1900s and settled in an agricultural area because that's what they knew how to do, were farmers.

"The key is that Japanese Americans did not grow Japanese products. There was very little rice that was grown— maybe the Koda farms was one of the few—but the Koda farm was growing for the Japanese who wanted rice. But like our family, they didn't grow rice."

MAS MASUMOTO

As Mas puts it, this wave of Japanese immigrants arrived right when California was having a population boom overall.

If you look at the surge in San Francisco, they needed to have food to supply. And railroads were being built across the country, suddenly you could transport products outside the state to other areas of the nation.

So yeah in a new country, farming a fruit crop because peaches, grapes, nectarines, were not raised in Japan, or at least the part of Japan that they were from.

HOW DO YOU KNOW HOW TO FARM? HOW DO YOU KNOW HOW TO DO THIS?

They developed these booklets that explained in Japanese how to prune a tree, how to do these things and then they developed these surge boom.

**MARKET DOMINANCE**

Through using ingenious techniques for financing, growing and selling fresh fruits and vegetables, by the 1920's Japanese Americans growers dominated the industry.

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NIKIKO MASUMOTO

< CALIFORNIA KETCHUP SHARE THIS STORY BRACERO PROGRAM >

**Founding Farmers**  
Japanese Growers in California

**Picture your produce aisle: Strawberries, Tomatoes, Lettuce, Celery, Onions**

These crops fill shopping carts across the country and a full third of them come from California. There was a time, though, when California fields grew mostly rice. And today, when we now know as the salad bowl of the world were then pumping out massive quantities of grain, no fruits or vegetables.

**Isoo Fujimoto**

"The early success of the Japanese farmers led the Japanese to productive farms and lots of rice. Then they got attacked. And the attack came in the form of Alien Land Laws."

"In a lot of ways, you could say Japanese immigrants started California's produce industry. But racist immigration laws and policies tried to push them out of the rural landscape. A few influential farming families dug in, shaping the industry in powerful ways. Many others left farming as a way of preserving their families and moving forward with their lives."

**Nikiko Masumoto**

"If we as a JA we, as a diverse, beautiful CA we, want to heal some of the wounds of the past, we need to know what happened before and why has there been an exodus out of farming by some communities of color?"

**Part One: Success and Innovation**

**Mas Masumoto**

"Quick family story is my both sets of grandparents were poor farmers in Japan. They came to America to California in the early 1900's. They brought wives, settled in an agricultural area because that's what they knew how to do, were farmers. JA stands for Arthur Gen (AG stands for Arthur Gen) is another Japanese American vegetable farmer..."

As Mas puts it, this wave of Japanese immigrants arrived right when California was having a population boom overall. If you look at the surge in San Francisco, they needed to have food to supply. And railroads were being built across the country, suddenly you could transport products outside the state to other areas of the nation.

"The significance is not lost on me that my jiichan, my grandfather, literally planted roots in a place that ostensibly did not want him. It makes me reflect very deeply about the significance of being a fourth generation JA and I'm still here. And it's still a family farm. And we outlived those policies and intend to for as long as we can."

Nikiko Masumoto

< CALIFORNIA KETCHUP SHARE THIS STORY BRACERO PROGRAM >

# Style Guide

## Animated Atlas of California Farming

### Color Palette



#a1b454

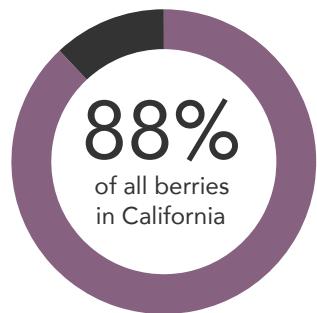


#ecb21f



#333333

### Visual Assets



SHARE THIS STORY

1:00

### Layouts

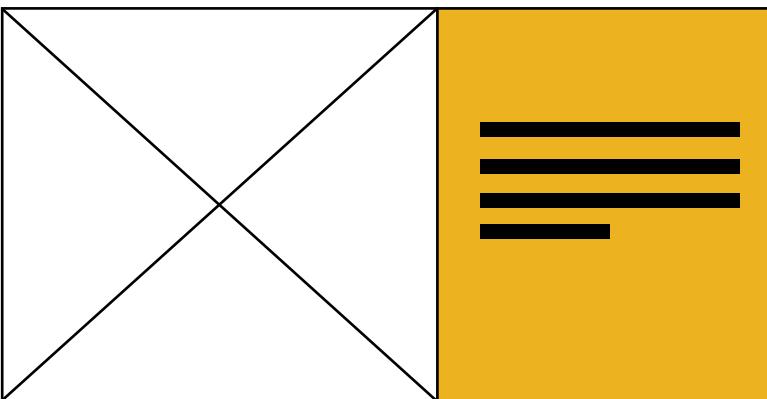
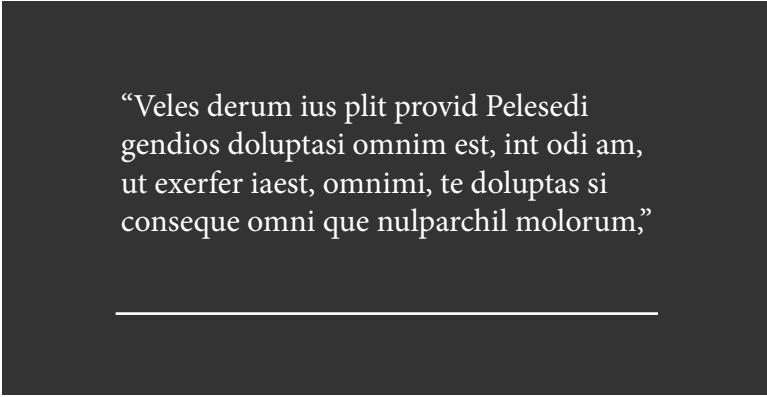
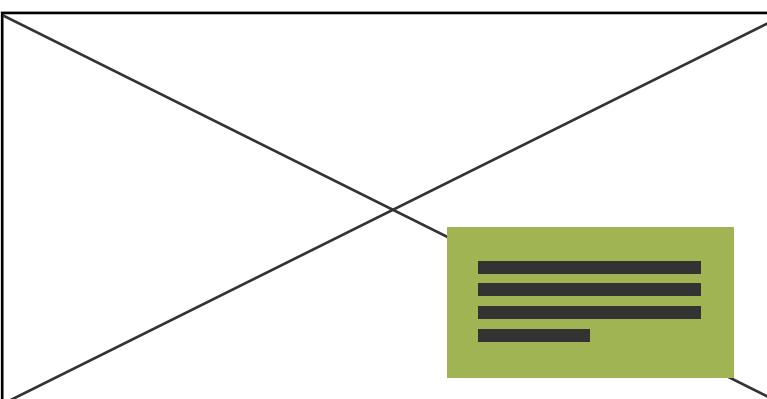


Image and Paragraph



Audio



Map

### Typography

## Header One

Avenir Black 36pt

## Header Two

Avenir Medium 24pt

## Header Three

Avenir Medium 18pt

Apparently we had reached a great height in the atmosphere, for the sky was a dead black, and the stars had ceased to twinkle. By the same illusion which lifts the horizon of the sea to the level of the spectator on a hillside, the sable cloud beneath was dished out, and the car seemed to float in the middle of an immense dark sphere, whose upper half was strewn with silver.

Domine Regular 14pt