

ARABICA

coffee

Sabrina Dragani: n11041293
DVB101 Visual Communication



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brand

INTRODUCTION

Arabica Coffee is an upcoming, contemporary coffee shop which differs from the average cafe. Targeting a youthful demographic, the brand aims to form a positive, social and natural environment by implementing various kinds of plants. While customers enjoy their fresh mugs of coffee, they are able to relish in this unique, refreshing, botanical experience.

KEY WORDS

welcoming

fresh

warm

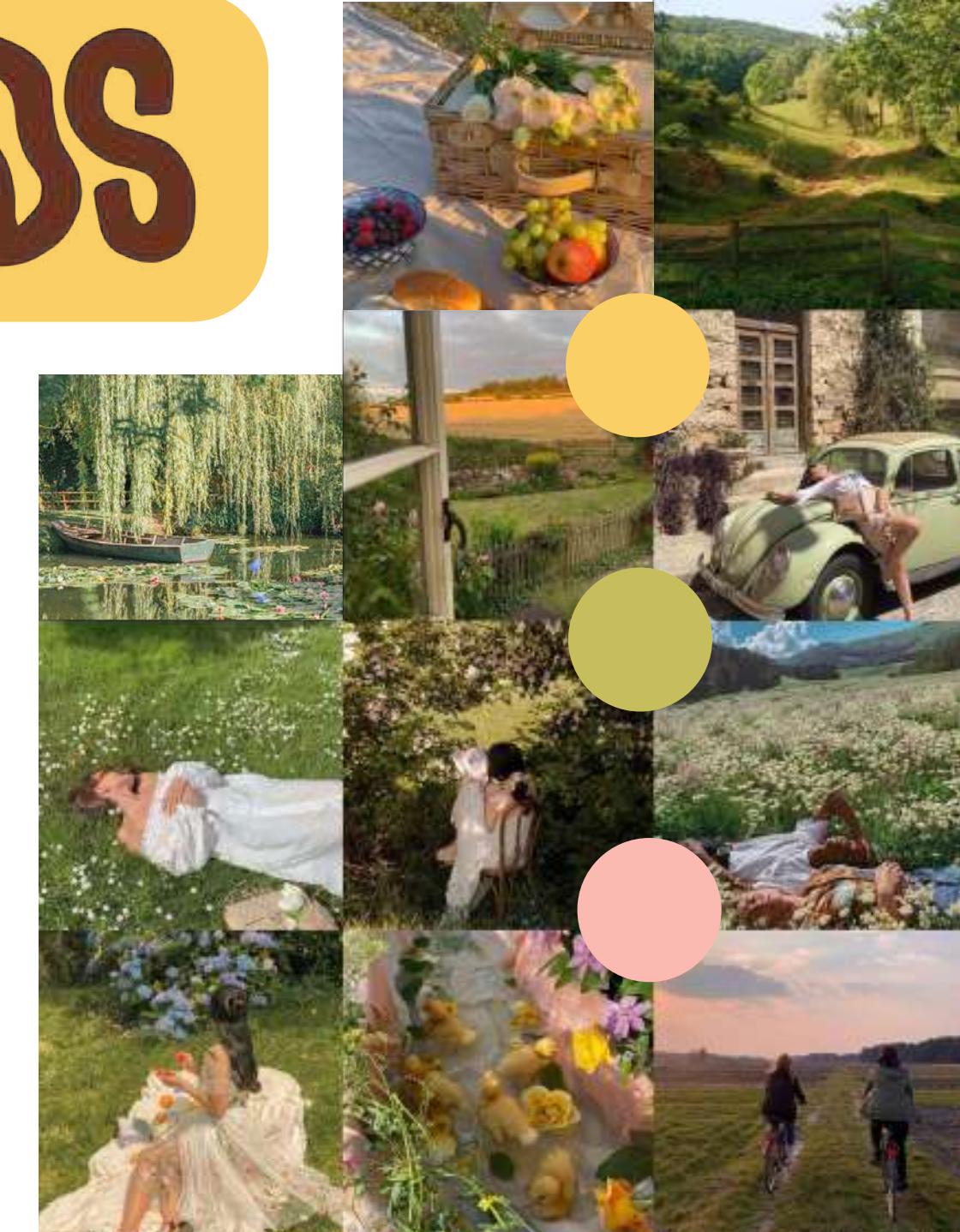
trendy

fun

social

botanical

youthful



Arabica Coffee

Arabica Coffee targets young adults and students.

Due to the fun, social and trendy atmosphere, the primary target audience of the brand consists of young adults between ages 17-25. It is aimed at those who enjoy an environment where they can catch up with friends and enjoy a nice chat.

Students are also targeted, as the shop provides a comfortable and eco-friendly space to study and discuss topics with peers.



Cindy

Creative,
Extroverted,
Empathetic

PERS ONALITY

DEMOGRAPHICS

Age: 19

Gender: Female

Education: University Student

Employment: Casual Bookstore Sales Assistant

Residence: Brisbane City

Nationality: Australian/Irish

PSYCHOGRAPHICS

Goals: Maintaining a healthy balance between her free time, social life and work schedule.

Attitude: Positive, social, carefree

Values: Progressive political movements, hanging out with friends and having fun

Skills: Music, writing, drawing

Frustrations: Not having enough free time.



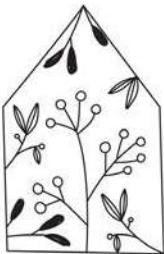
logo



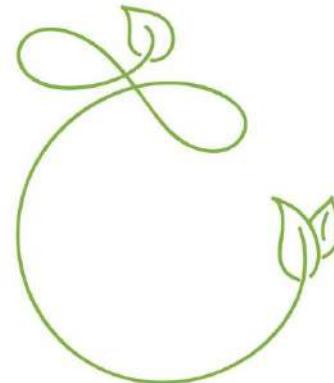
KUHL-CHER
coffee



From studying coffee logos in the industry, I found common occurrences and clichés, such as coffee mugs and beans. I purposely did not include either of these symbols in my final logo in order to stand out. I was inspired by certain elements, such as symmetry, minimalism and sans-serif fonts.



THE FLOWER SHOP
florist



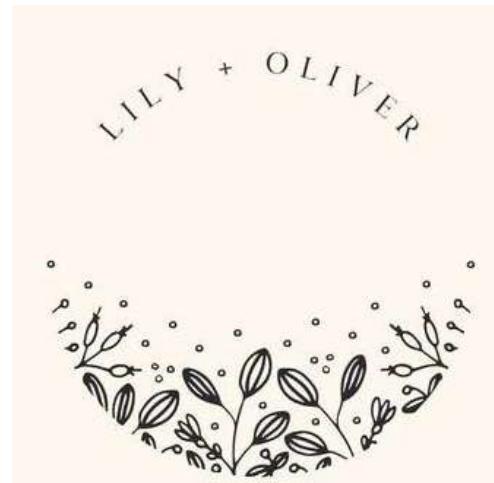
STYLE

research + inspiration

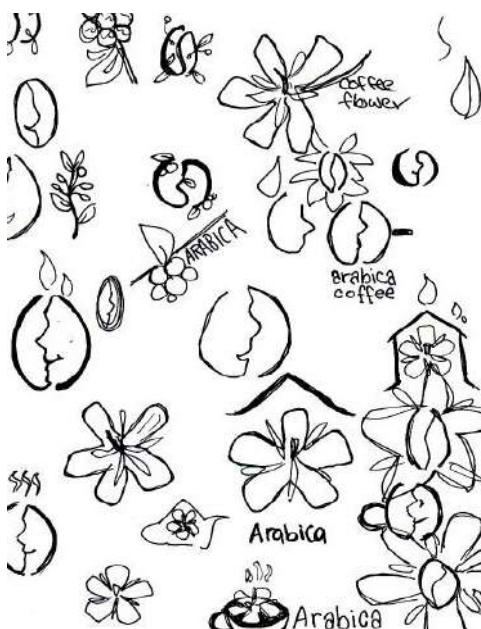
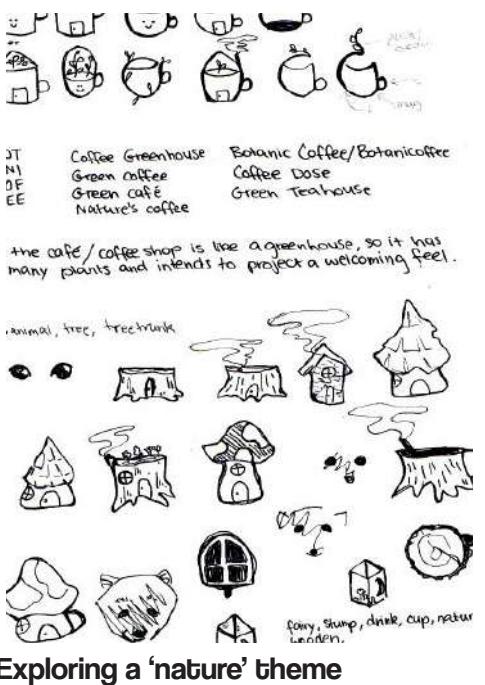
I found myself drawn to a minimalistic approach for the logo that involved solely line work. This was to portray that brand as something contemporary, modern and new. I wanted to find a way to capture many different elements in one logo without being overcomplicated. The kinds of styles above are what inspired me.



paco
EVENTS



DESIGN PROCESS



Experimentation on procreate



My first 'draft'

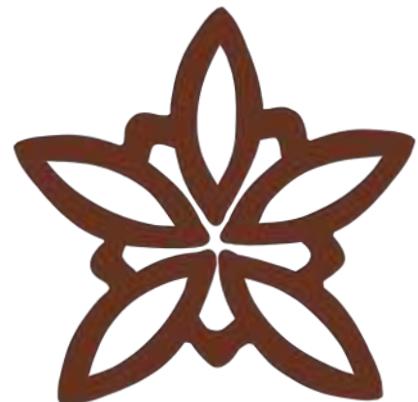
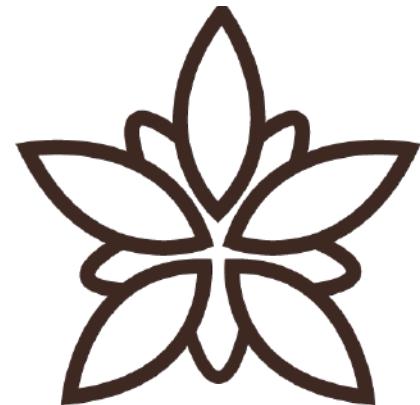


Final logo.

My initial ideas were fairly cliche- coffee mug designs without a lot of depth. I then branched away from that to explore different symbols such as tree trunks, mushrooms, and flowers.



My final logo depicts an arabica (or coffee) flower inside the shape of a house. 'Home', 'nature' and 'authenticity' are all combined to form one symbol.



logo
VARIATIONS







LOGO DESIGN PRINCIPLES

I focused on 3 main Gesalt Principles when designing my final logo- Symmetry, Similarity and Simplicity.

Symmetry

The logo is perfectly symmetrical. It is more pleasing to the eye and can be used in more contexts.



Similarity

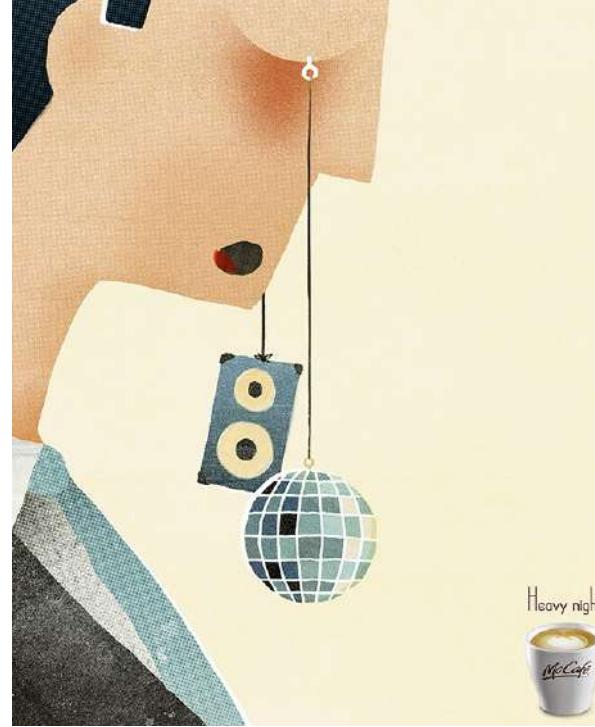
Object repetition implies correlation with other elements.

Simplicity

Inclusion of simple lines that are easier on the eye.



campaign



INDUSTRIAL

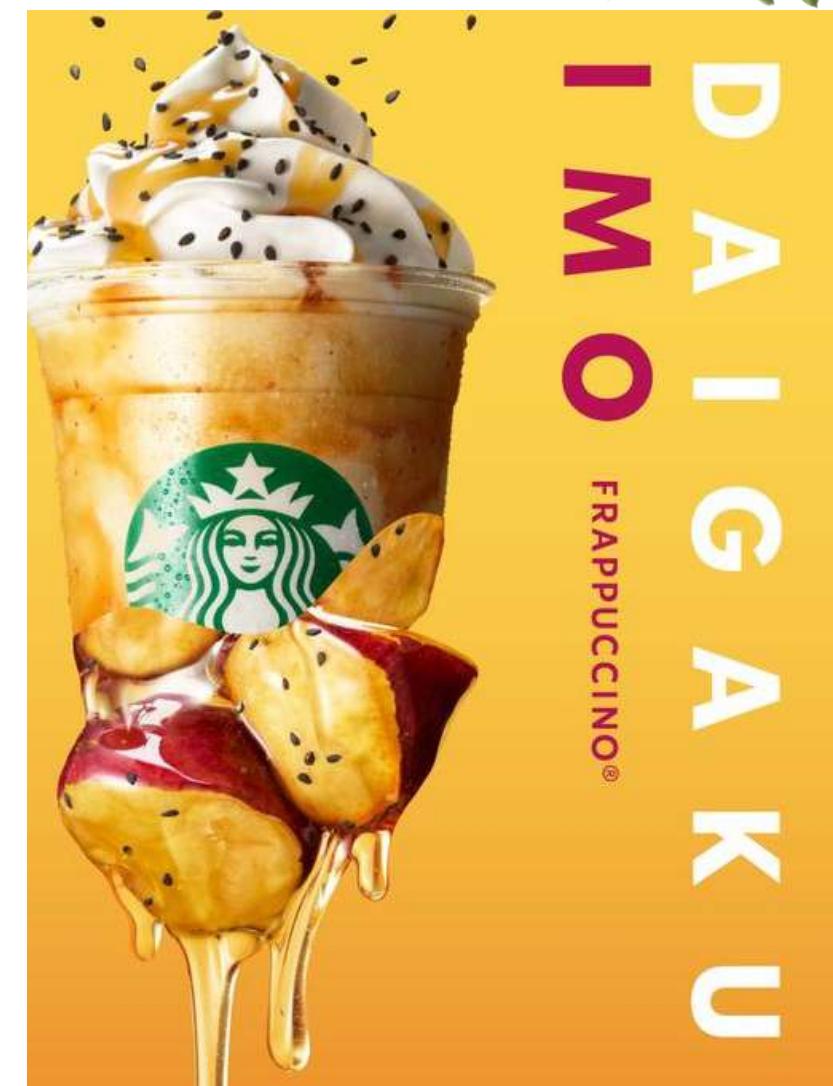
research

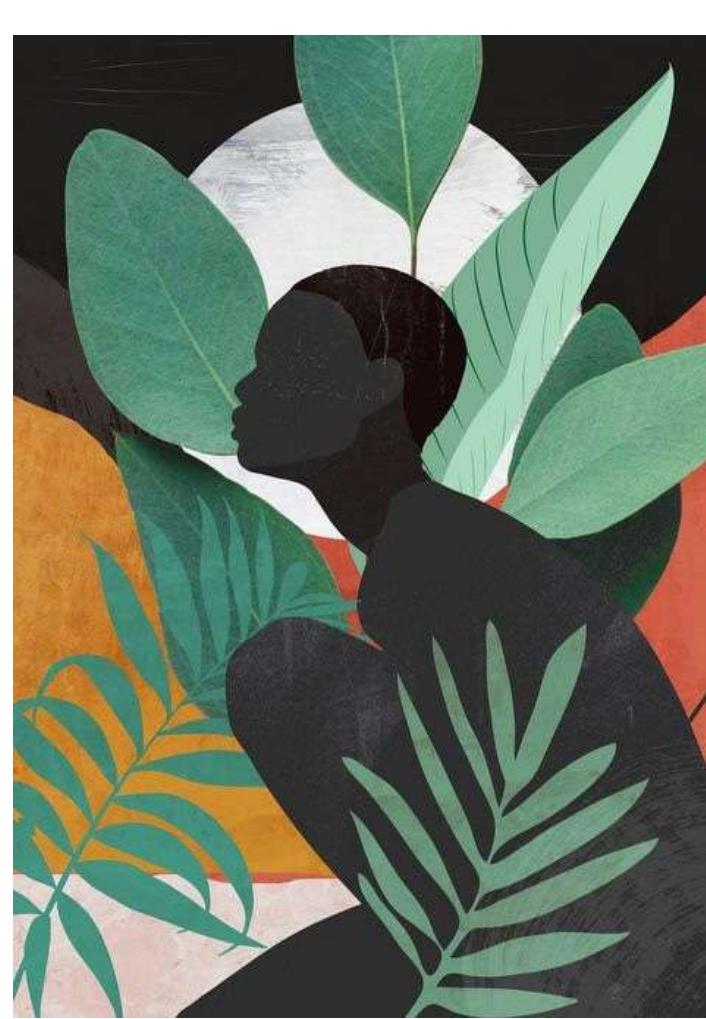
I was inspired by a number of existing cafe/coffee posters. The block shapes and contrasting colours that are in this McCafe ad can also be seen in my final campaign images. I was also inspired by the overall layout.



Overall, I explored many different options within the cafe and coffee industries in order to determine the most suitable appearance for my brand, while avoiding cliches.

This Starbucks ad is quite different from my campaign approach. However, I was inspired by its overall form/layout and the way the typography fits so well with the image.





STYLE

research +
inspiration





(A Piece of Bella, 2021)

STYLE

research + inspiration

I believe that incorporating this style of illustration into my campaign effectively conveys the fun, trendy and youthful vibe of the cafe. It allows the colours to pop and appear more vibrant while being visually pleasing to look at. I want the observer to feel positive emotions when they see this campaign.



This block-colour style of art also allows lots of space to format text and insert titles.





These photos inspired the characters and their outfits that appear in my campaign posters. The lush scenery and flowing dresses visually hint at the observer of what Arabica Coffee represents.

(Rosie, 2017)

(Fisher, 2016)

My initial plans for the campaign began as very rough sketches. I always liked the idea of having a word at the top of the poster that described something about the brand, as seen below.



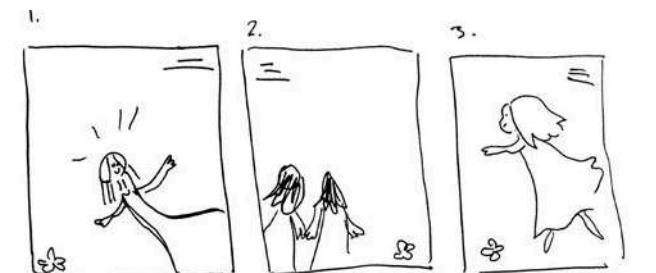
I then began to experiment with text and image arrangements.



I changed some of these words later on to ones that better fit.

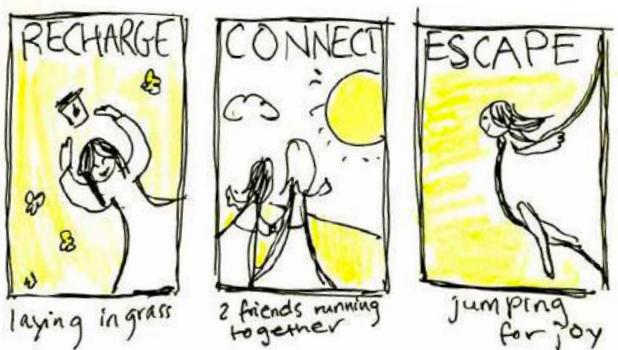


This is where I determined a rough layout and brainstormed various different key words.



- 1. the cafe is relaxing
- 2. represents how the cafe is social
- 3. - Relax
- Connect
- Enjoy
- Experience
- the cafe is revitalising
- Revitalise
- Escape
- Live
- Feel

This was the final stage of planning on paper. I added a bit of colour, and refined my overall design. I began working on the flow of the posters by experimenting with the line work of the dress. I decided that would draw the images digitally and ensure that they correlated with the key word at the top of the poster.



Many small details were altered later on, which lead to the campaign looking quite different from my original plans.

DESIGN PROCESS

STAGE 1: Sketchbook planning

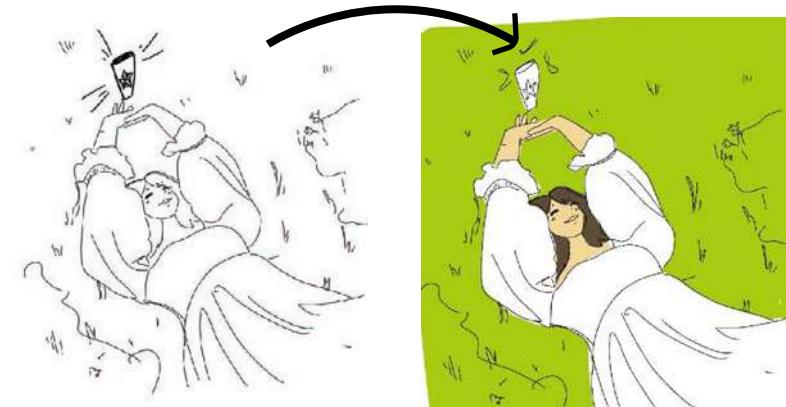
DESIGN PROCESS

STAGE 2: Development in Procreate and Photoshop

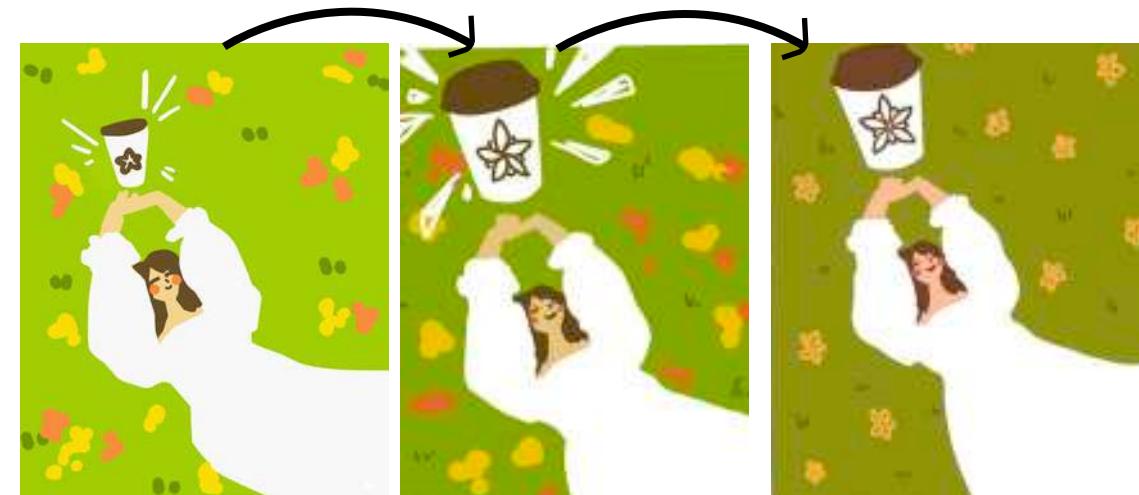
After my first stage of planning, I started to branch out and consider other ideas. I looked into photography as another option, and created a couple of posters based on a floral theme. They can be seen below. I ended up rejecting this idea, as my original idea had a much clearer objective and was able to portray my brand in a more suitable way.



Refining the image to the particular style I wanted was quite a lengthy process. I did not initially plan for my image series to have the exact style it now does. It can be seen from the images below that my design previously had lots of fine line work. My style was developed and improved from studying the work of other artists and illustrators that used block colours and less line work (examples shown on previous pages). I illustrated my drawings digitally in Photoshop and Procreate.



Some of my first illustrated attempts on Photoshop that involved linework.



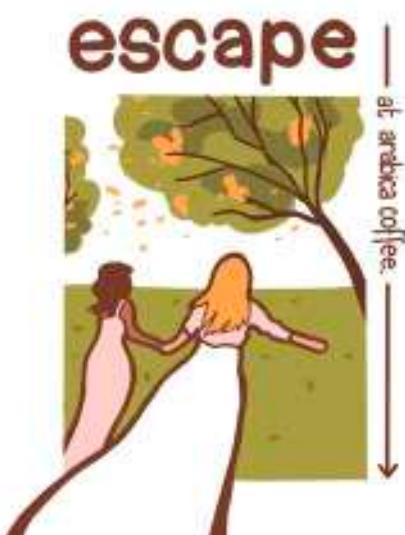
I transformed these sketches into images with block colour. At this stage, I did not plan on adding any more line work. This was the first image that I illustrated. The other two images in the series were created in a similar way. This can be seen in the appendix (pg. 34).

DESIGN PROCESS

STAGE 3: Final adjustments



I used a consistent, earthy colour scheme throughout the image series, providing consistency.



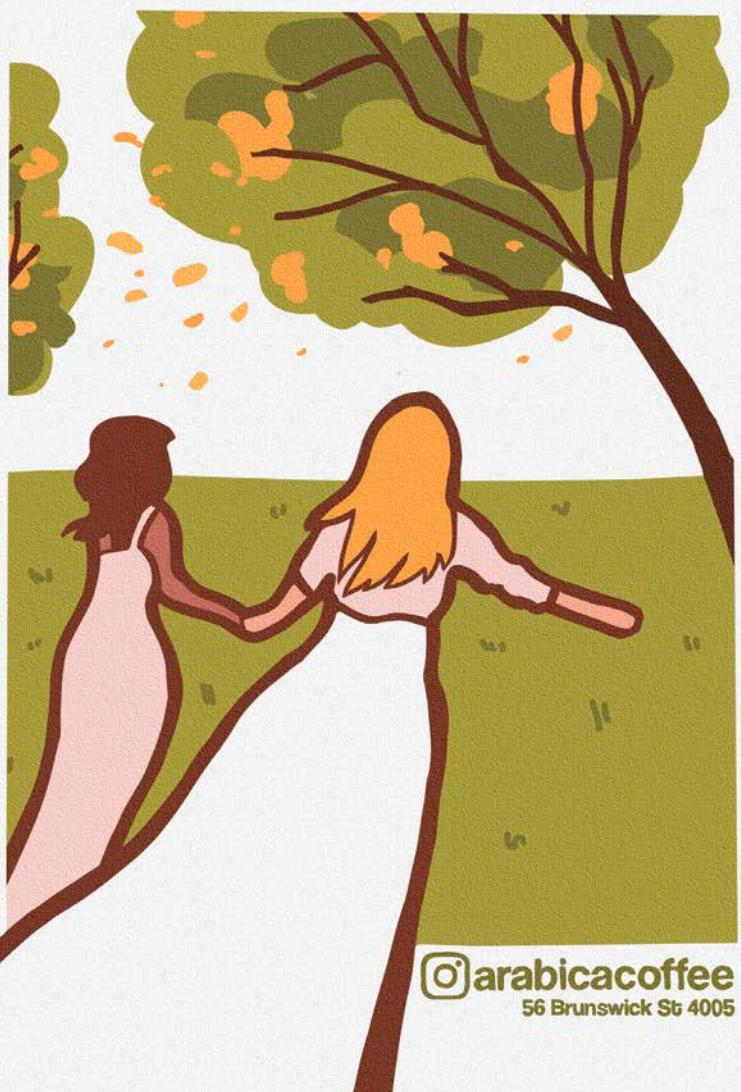
I played with different fonts until I found one that suited the style of the brand. I achieved the 'drawn-on' appearance of the text by digitally tracing it.



Lastly, I added a textured overlay in Photoshop and made small technical refinements to the illustrations.*

*My planning process is shown in more detail in the appendix (pg. 34).

CONNECT



@arabicacoffee
56 Brunswick St 4005



campaign

The imagery correlates with the text that appears at the top of each poster- connect, escape and recharge.

My first individual image represents the social aspect of the brand. The two girls are a representation of this because they are holding hands, have an upright posture and are running through a lush field/park. It informs the audience that Arabica Coffee is a place where customers can catch up with friends, create memories and simply have a fun time.

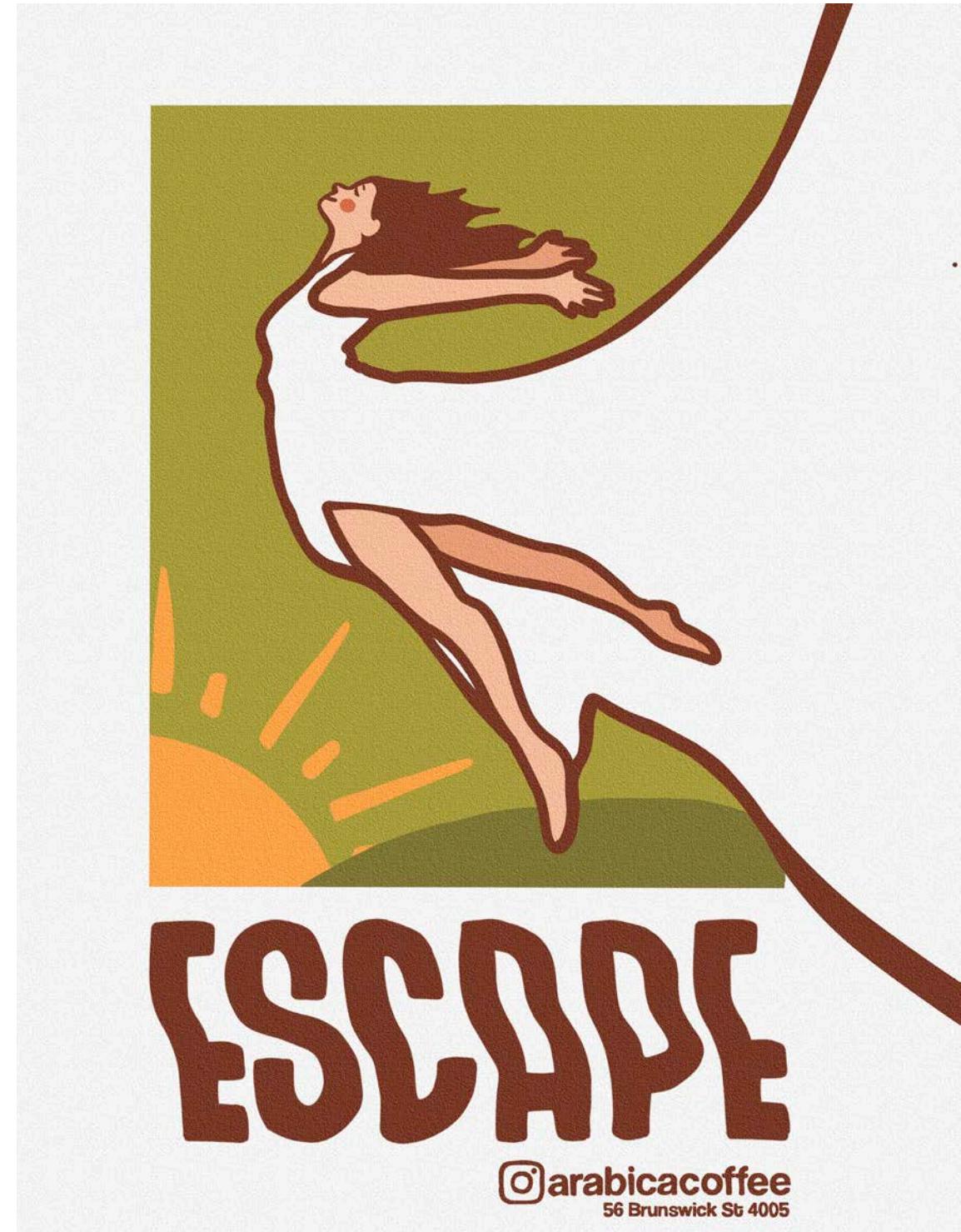
1

2

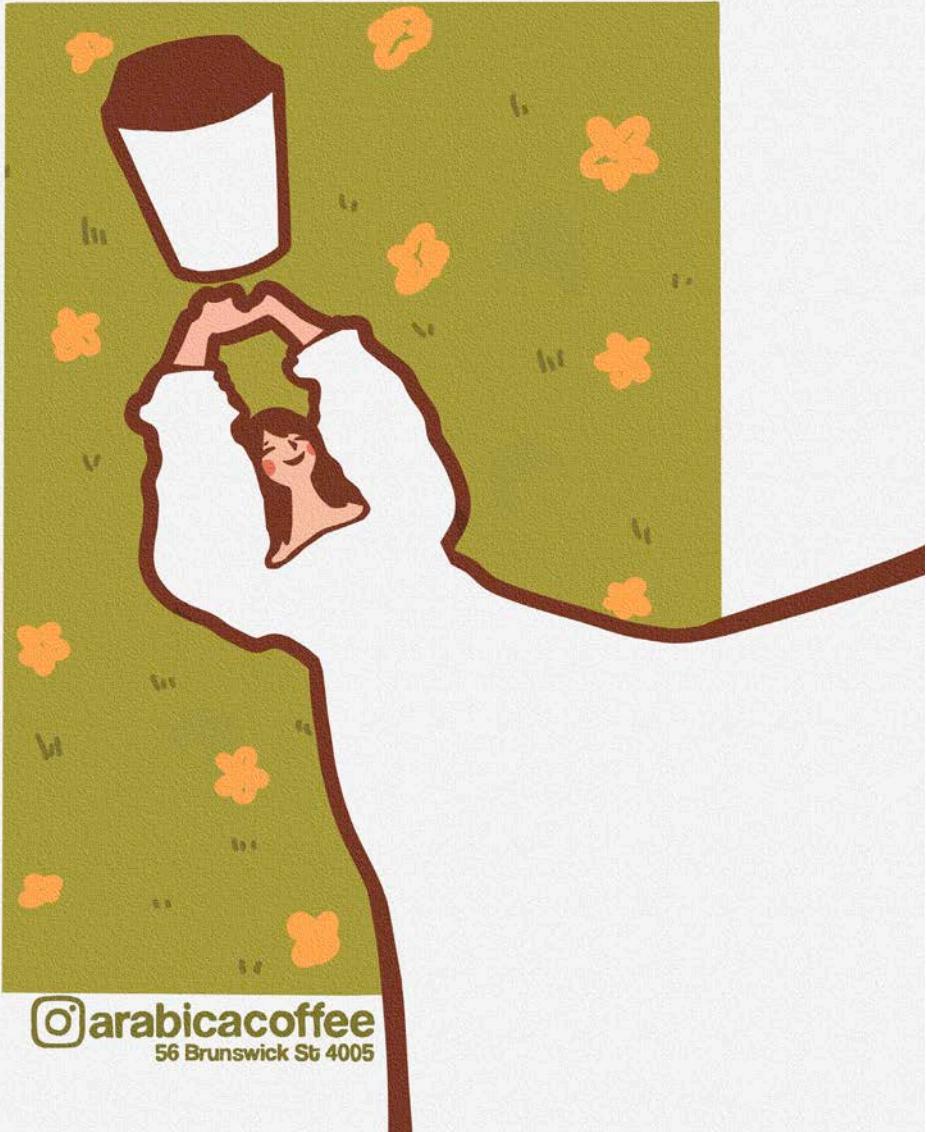
campaign

My second image is about 'escapism'. Arabica Coffee allows the customer to get away from daily life, whether it be a 5 minute break or hour long catch up.

The girl jumps into the air, as if she is being set free. This is a representation of how customers will feel after a visit to the cafe, and viewers should interpret the poster in this way too.



RECHARGE



3

campaign

My third image visually informs the audience that Arabica Coffee is a space where anyone can come to relax or recharge. The girl on the poster is a display of 'relaxation', as she has a positive expression and is laying in the grass surrounded by flowers. Customers should know that if they have a lot on their plate, Arabica Coffee is open to all as a 'safe-space' to revitalise energy levels.

As a whole, this series of images aims to convey the authentic, relaxing, social, and organic attributes of the brand. The observer is visually informed of this through the expressions and positioning of characters, colour scheme, linework and font.

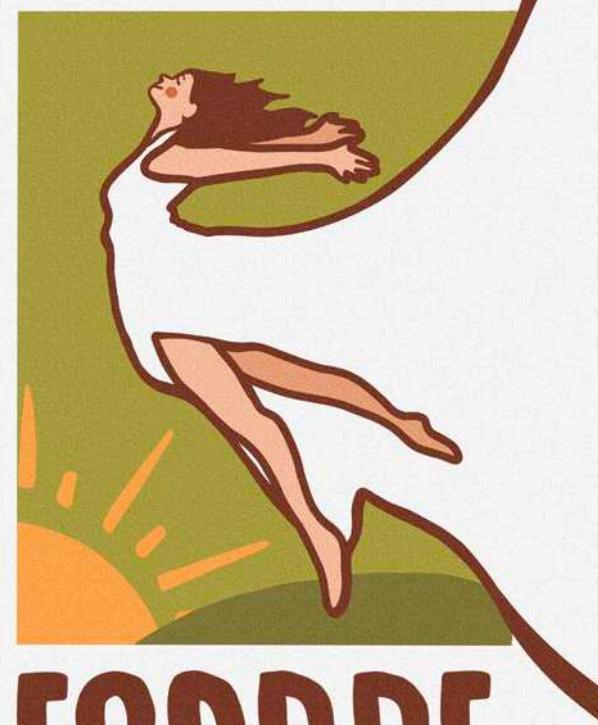


RHE approach

CONNECT



@arabicacoffee
56 Brunswick St 4005



ESCAPE

@arabicacoffee
56 Brunswick St 4005

RECHARGE



@arabicacoffee
56 Brunswick St 4005

The rhetorical approach for my campaign series is 'desire'. The bright, correlating colours, flowing form of characters, and unique illustration style lure in the observer to want to know more about the brand. The aesthetics also match the overall theme of the cafe, meaning the campaign is effective both visually and logically. The campaign is love-based, not fear based- constructing a sense of fear would not be suitable as it goes against the message of the brand. When people see this poster, they will experience positive emotions and feel inclined to discover more, hence the call to action.

DESIGN PRINCIPLES

'Rule of thirds' creates consistency and centres the images shown on the posters.

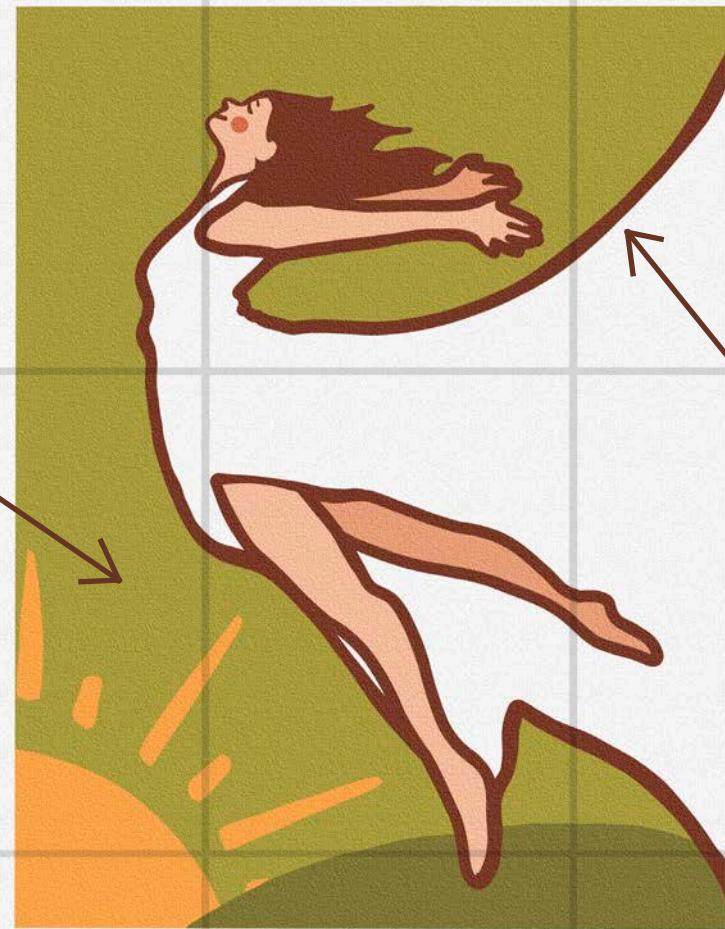
Same colour scheme over all posters- greens, yellows, browns and pinks. This builds a sense of continuity and allows the viewer to recognise the images as a related series.

The earthy colours were chosen to represent nature.



All three of my images are asymmetrical, which creates interest (Chapman, 2018).

The characters are mid-movement, visually creating energy.



I used a consistent type of line work in all three of my posters in order to create a form that appeared to be flowing. The line work is diagonal, generating a sense of dynamism and motion.

The dress merges with negative space making the image 'flow' and have interesting form.

I superimposed a texture over the top of all three posters in order to replicate the rawness of paper, correlating with the authenticity of my brand.



I used consistent typography throughout the campaign. I traced the font on Photoshop to replicate the 'illustrated' theme of the poster.



RECHARGE



CONNECT

ESCAPE



DESIGN PRINCIPLES

I selected this specific font as it communicates a relaxed, chill and welcoming message. This is due to its soft and wavy appearance. I chose a sans-serif font as it appears 'modern' to the eye.



TROUBLE DAWN

A B C D E F G

H I J K L M N

O P Q R S T U

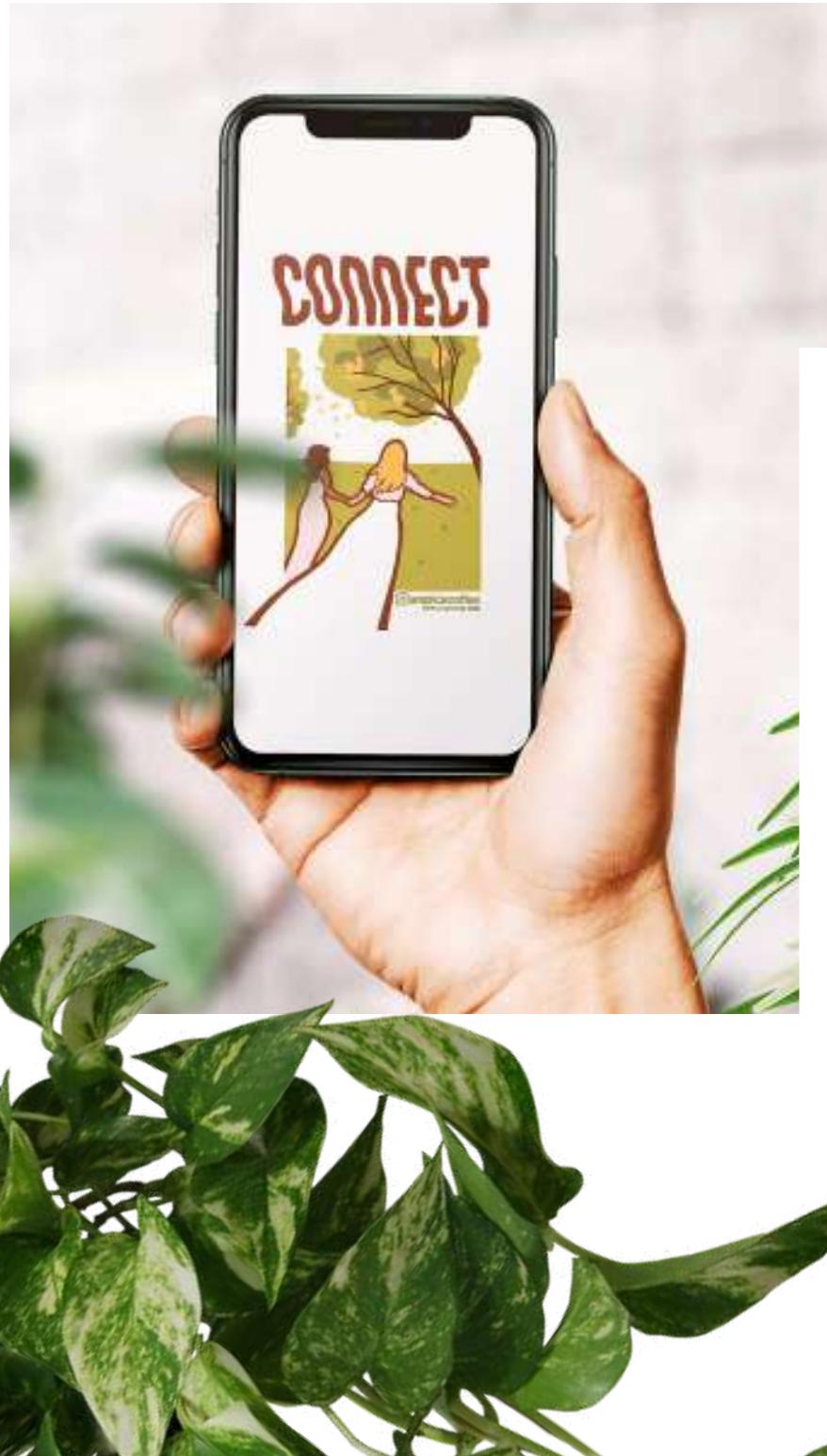
V W X Y Z

'Trouble Dawn' font alphabet which I traced.



campaign CONTEXTS

My campaign series would appear on vertical billboards, such as bus stop billboards, magazines, tote bags and various social media sites. Young adults are likely to see the posters if they are placed in these specific contexts, and therefore establishing the brand's profile. The dimensions of the poster also work best in these contexts.



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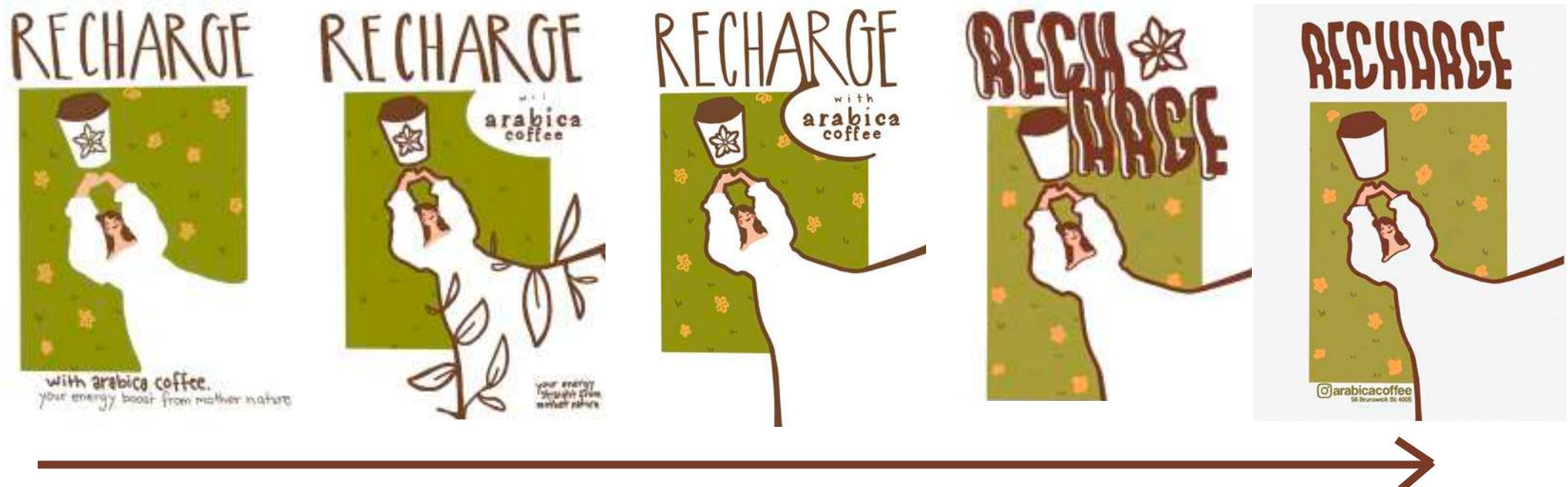
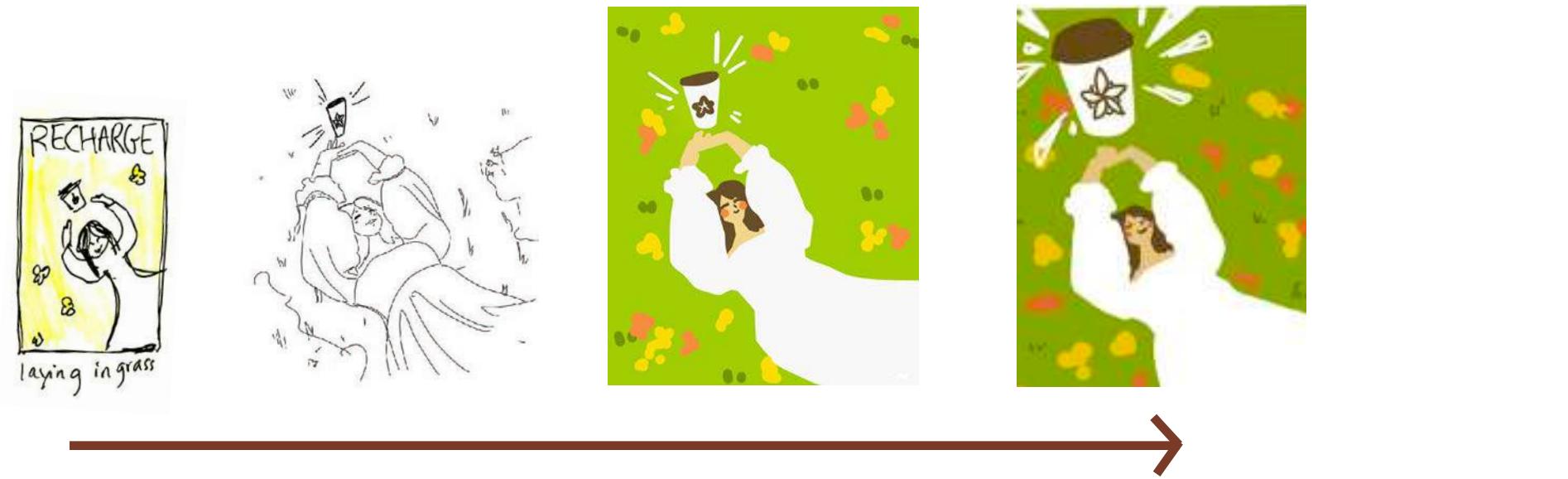
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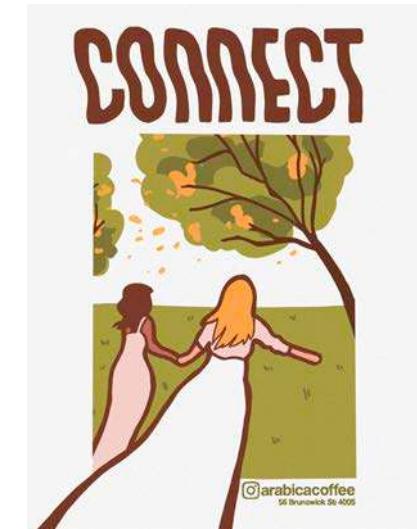
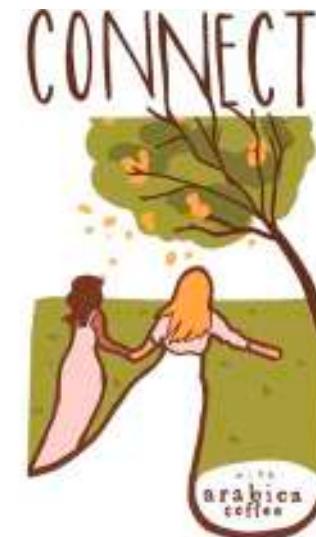
appendix 1 (process documentation)

This was the first poster I developed. I drew all images on Photoshop and Procreate.



appendix 1

This was the second poster I developed. I drew all images on Photoshop and Procreate.



appendix 1

This was the third poster I developed. I drew all images on Photoshop and Procreate.



appendix 2 (task analysis)

1. Write down the Keywords / Identity for your selected brand

(For example: Technological, Organic, Fluffy)

Welcoming, Fresh, Warm, Trendy, Fun, Youthful, Social, Botanical.

2. Context for the Design

The Brand

What is the name of the brand?	Arabica Coffee.
What is it?	A coffee shop/café that is decorated with many different plants in all shapes and sizes.
What is its key purpose?	Its key purpose is to create a space where young adults are able to come and escape and relax, whether it be alone or with a few friends. The mix of coffee and nature create an environment that is enjoyable to be in.
How should the brand communicate its identity – where would be key places a brand such as this could establish its profile (billboards, local publications, online placements)? You may need to research similar brands to identify all possibilities here.	Vertical billboards (bus stops, shopping centres, city mall), magazines, bags/tote bags, social media (Instagram posts, Instagram stories, Facebook, Twitter). This placement will reach the younger demographic.

Who is the key market for this brand?	Young adults and students who love coffee.
Is there more than one target audience (e.g. primary and secondary)?	The primary target audience of the brand consists of young adults between ages 17-25. It is aimed at those who enjoy an environment where they can catch up with friends and enjoy a nice chat. Students are also targeted, as the shop provides a comfortable and eco-friendly space to study and discuss topics with peers.
Briefly profile your audience's demographics – interest, situation etc.?	Creative, social, progressive, carefree, spiritual, positive, student.
Is it a niche audience or a broad audience?	It is fairly broad, considering the amount of young people who enjoy drinking coffee. The friendly and welcoming environment would also appeal to most people.

3. Design Outcomes

Logo / Logo variations:

Visual Design What is the type of representation (Line / Form / Colour)?	Stylised line logo.
Does the design work because it uses a specific style? What is this?	The logo is based on linework. Therefore, it is simpler, and is able to be used in many different contexts. Additionally, it has a lot of opportunity for logo variation.

Communication What is the principle message of the logo?	The main message that I want the logo to convey is that Arabica Coffee is a modern, trendy, organic café. It is homely and welcomes a younger audience.
Is there more than one message? Try to articulate the message/s as clearly as possible.	^

Visual Design

What is the type of representation (style, aesthetics)?

The rhetoric approach for my campaign series is 'desire'. The bright, correlating colours, flowing form, and unique illustration style lure in the observer to want to know more about the brand. The aesthetics also match the overall theme of the cafe, meaning the campaign is effective both visually and logically. The campaign is love-based, not fear based- constructing a sense of fear would not be suitable as it goes against the message of the brand.

What does it do (emotional)?

The colours, expressive characters, text and layout cause the eye to be drawn to the poster. A positive emotional response is produced from the observer. This persuades them to find out more about the brand.

How is it used (lifestyle/context)?

My campaign series would appear on vertical billboards, such as bus stop billboards, magazines, tote bags and various social media sites. Young adults are likely to see the posters if they are placed in these specific contexts, therefore establishing the brand's profile.

Audience

Target persona / type example: Describe a specific audience for the image?

A trendy, young person between the ages of 17-25 who enjoys the simple things in life. They enjoy design, nature, and coffee.

Describe their demographic (Who), interests, skills, background etc.?

Male and female, but mostly female audience. Young people who are in university, or own small businesses. Young people who live in the city. All nationalities are targeted and encouraged to visit the café.

Psychographics - Why will your persona desire this brand?

Those who are interested in nature, spirituality, photography, art, socialising, the outdoors or simply love coffee will gravitate towards the brand. The café provides opportunity to experience, appreciate and talk about these things in a nice setting.

Communication

What is the principle message of the images?

This series of images aims to convey the authenticity, relaxation, and environmental nature of the brand. Customers are visually informed of this through the expressions and actions of characters, colour scheme, linework and relaxed font.

Is there more than one message?

Yes ^

What is the type of rhetorical appeal?

The rhetoric approach for my campaign series is 'desire'. The bright, correlating colours, flowing form, and unique illustration style lure in the observer to want to know more about the brand. The aesthetics also match the overall theme of the cafe, making the campaign visually and logically effective.

How have you used layout to enhance the visual communication?

Yes. I have used a consistent layout over all three posters. This creates continuity, while being aesthetic to the eye.

Zeitgeist / Style

What is the essential zeitgeist of the style (e.g. your style influence / era)?

Cartoon/collage-like illustration.

Have you clarified the style employed and researched specific designers / approaches?

I have researched various Instagram artists that have inspired the illustrated style, for example, @apieceofbella and @holley_jolley_.

Have you developed the style?

Yes, I transformed the style and added various components in order to fit the brand. I did this with the help of colour schemes, line-work and I added more expression.

appendix 2

INDUSTRY RESEARCH



appendix 2

STYLE RESEARCH

