

Creative Director: Grace Lancaster

Designer: Madeline Montoya

Website topic: coffee drinks

- largely trusting to generate some ideas given the initial direction in the creative brief
- use the aesthetic of trendy coffee shops in NYC and San Francisco as reference and visual inspiration
- work with a modern, trendy, and elegant color and design motifs that feel sophisticated yet warm and cozy (like a warm cup of coffee!)
- curate the material on coffee drink recipes and local coffee shops as you see fit with the design