

Creative Brief

Ethan Moses | March 25, 2025

Nata de Coco Article

1. Project overview

This website will provide a broad overview of nata de coco and its usages. It will also focus on how its invention came from a relatively recent innovation in food science, which reduced extra waste products.

2. Sources

My main source will be the Wikipedia article at https://en.wikipedia.org/wiki/Nata_de_coco, along with images I will take of my favorite nata de coco beverage and other sources I find that tell more about the food chemist who created it.

3. Targeted audience

This will be targeted toward anyone wanting to learn more about how innovations in food science result in real change and less food waste, providing plenty of information across the range to interest people of different backgrounds.

4. Main points

This is less emphasized in the Wikipedia article, but I'd love to focus on the impact that nata de coco had on reducing coconut water waste, and the other innovations that Teódula Kalaw África made in food science.

5. Tone

It should be light-hearted and informational without being too simple, targeting college adults onward.

6. Visual hierarchy

Each section should have a diagram or image that is well-positioned and provides a break in the text, if possible, that will distinguish it from other sections. The title and summary at the top will have the highest visual hierarchy, followed by the title and section content of each section that are well separated by margins to delineate between sections.

7. Visual style

I would love more of a semi-modern, worn recipe aesthetic, done so by invoking the look of printed paper and making all other elements than text take on an

appearance as if they were being pasted into a scrapbook. I also want the text and any images or diagrams I add to seamlessly flow and mesh together, providing a cozy feeling. Coconut leaves or the color of coconut hulls could also be taken as inspiration for design elements and color palettes.

