

# Wikipedia Article Microsite - Initial Zoom Meeting Record

Creative Director: Grace Choi | Designer/Developer: David Liang

## Basic info:

- Infographic
- But interactive so that it's more interesting to read/see
- History, traditions, how it got popularized
- Flavor profiles
- Production, how its made
- How people use it (Trad, modern)

## Design Ideas:

- Muted green, soft warm colors, nature tones
- Wood
- Modern
- One version without a Nav bar? Clicking into it from the home page then backing out.
- Use images from Google

## Nav bar (pages/sections):

- Home (Flavor profiles)
- History
- Production
- How people use it

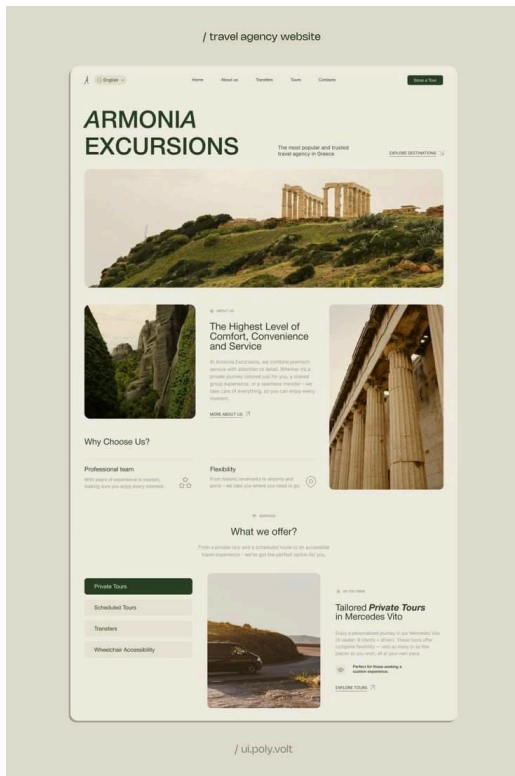
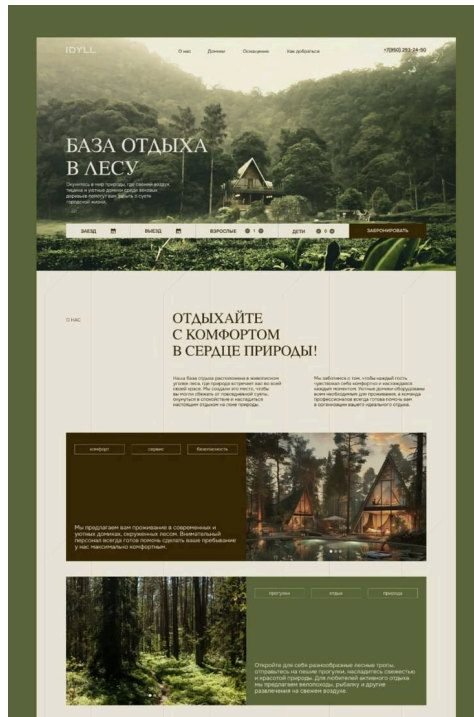
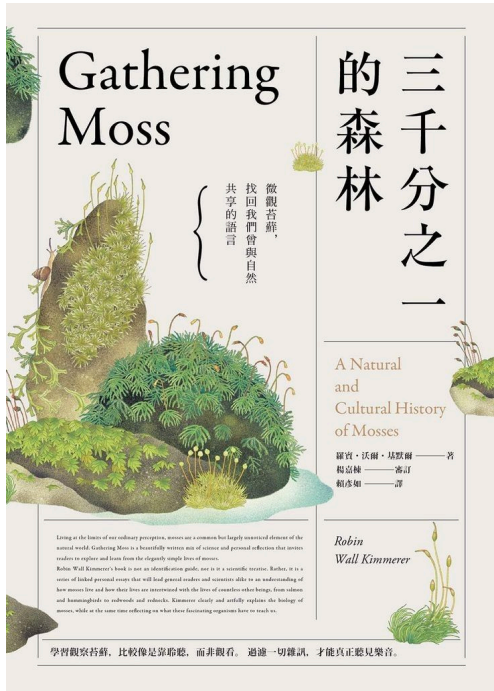
## Purpose:

- Informative, deeper dive into matcha and its origins, traditions

## Target audience:

- For anyone interested in learning more about matcha
- A lot people who like matcha don't know too much about the history and culture behind it, so it would be helpful for them to learn

Inspo Images:





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FUENTES

**Luxiface Text**  
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  
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  
1 2 3 4 5 6 7 8 9 0

**Open Sans Bold**  
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