

**JOHNBREAKEY
STUDIO**

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Presentation & positioning
of branding for a coffee bar start-up;
small space display to accompany
large scale retail messages

Below: calligraphy as personal &
creative exercise to keep me from
throwing things at the computer
screen we all work in front of...



HOW MUCH IS THAT CAPPUCCINO WORTH?
WORTH EVERY PENNY IF IT ADDS TO YOUR BAR.

• They say it takes about \$9 coffee beans to make an espresso.
(Coffee is technically made out of fruit.) The top three most
caffeinated cities: Seattle, Washington, Portland, Oregon and
San Jose, California, with Seattle having the most coffee shops
per capita in the U.S. With about 100 million coffee drinkers,
the average American coffee drinker consumes about 1 cup
of coffee daily. U.S. workers spend about \$10 per week on
coffee, importing apps, \$4 billion worth of coffee a year.

• The top coffee drinking countries in the world? Finland,
Norway & Iceland. World coffee consumption, per day is
about 1.8 billion cups. 1/3 of all coffee in the world comes
from Brazil and other parts of South America, the top most
traded product around the globe.

**IF YOU
YOU
• A**

average small coffee bar, a semi-automatic espresso machine
allows you to decide the dosage and the shot time which you
can adjust to enhance the extraction of different styles of
coffee. You will need to have the timer, counter space and
additional equipment (grinder, scale, etc.). For the in yourself.

• A good espresso machine costs from \$1000. Factor into
that price a stand alone grinder if you buy whole beans.
A good grinder starts at about \$200. This will get you
espresso quality powder on a consistent basis. You'll have
to pull apps. 1000 espresso shots to cover the equipment cost
of \$1400 to hit that mythical .75¢ per drink coffee & milk.

There is less maintenance possible but that consistency
makes up for it. You will save time, space and possibly budget
by having an all-in-one espresso machine. A super
automatic, small scale machine with a steam wand that uses
coffee pods starts at about \$400. Before actual coffee costs are
factored in, you'd have to make about 1300 espresso drinks to
cover the cost of the machine. Are coffee pods any more
expensive than beans you grind yourself? It depends on
how you price your time: the instant cost of pods is, the
circumstance & time consuming made by hand approach of
pulling a shot or two, measuring the milk and cleaning
something up when you are done.

**IF TROUBLE
EXPERIENCE
smaller, less-**

possible pod & automatic machines and a full fledged pump
model is in the extraction of espresso that produces the crema,
a light colored liquid seen in a freshly pulled shot. The pod
machines don't actually produce the emulsified oil and CO2
combination and many people say the flavor from pods isn't a
rich or complex. Darker roasts have more of the burnt natural
oils brought to the surface which can get transferred to the
packaging or the inside of the grinder, resulting in less fat
or oil, producing less crema. First and foremost we want to
see an espresso topped with a thick, dense and velvety foam.
From the color and density reveal the strength and length
of the extraction process.



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MarCom project for DCAD,
at right, view book spreads
presenting the work of the
Wilmington, Delaware based art
& design college.

Below: Letterhead backup for
a Wilmington architectural firm
and a single frame from a
public service campaign
presentation promoting
rider & driver awareness.

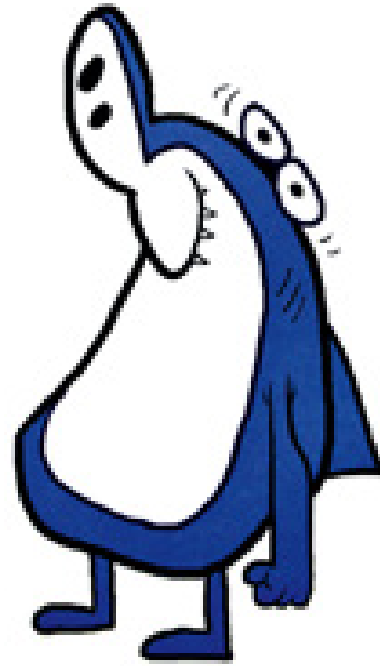
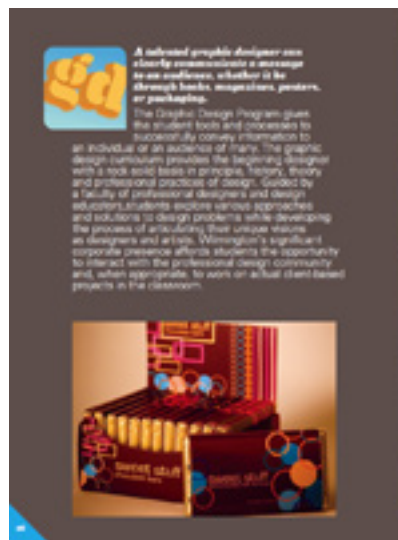


Animation is the blend of motion created either by sequences of images, most notably displayed from the previous frame to repeat themselves.

The Animation program provides students with a foundation of knowledge and skills necessary to be successful in this field and provide employment as well as commercial clients. In class, students explore traditional character animation, stop animation, stop-motion, and computer-generated animation techniques. DCAD's program begins by developing fundamental drawing and design skills. Students study the principles of motion, storytelling and conceptual development and later apply those disciplines to current technology such as using 3D animation software.

ADDITIONAL COURSES:

<ul style="list-style-type: none"> Animation I Drawing for Animation Storyboarding/Visual Development/Storyboarding Art History III Writing and Literature II History of Animation 	<ul style="list-style-type: none"> Animation III General Animation 4-year Drawing Illustration Intro to Computer Animation Storyboarding Academic Student Review
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A talented graphic designer uses a clearly communicated message to an audience, whether it be through books, magazines, posters, or products.

The Graphic Design Program gives the student tools and processes to successfully convey information to an audience of many. The graphic design curriculum provides the beginning designer with a solid solid basis in principle, theory, and professional practice of design. Guided by a faculty of professional designers and design educators, students explore various approaches and solutions to design problems while developing the process of articulating their unique vision as designers and artists. Wilmington's significant corporate presence affords students the opportunity to interact with the professional design community and, when appropriate, to work on actual client-based projects in the classroom.



EARTH-Y DESIGN IS NOT EQUAL TO SUSTAINABLE DESIGN

Mirra



sharethespace.org

SHARE THE SPACE



Space planning, furnishings, materials, color and lighting as well as local environmental resources and building code requirements are explored in the coursework of the Interior Design program.

Combining theoretical exploration and practical experience, students learn how to develop strong design concepts and articulate the skills necessary to transform their ideas into creative and functional designs. Drawing on the rich design resources of the region, the faculty is composed of active, practicing professionals in the interior design field. Graduates from DCAD with the best skills and knowledge to competitively entrance their professional education.



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Information visualizations, at right
for a rider & driver awareness campaign
highlighting NHTSB data.

Below: fundraising status banner
design for the newly renovated
Wilmington Public Library.

