

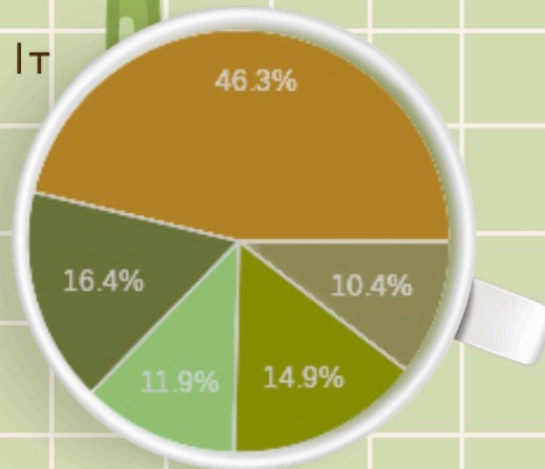
The Matcha CRAZE



"I TRULY CANNOT
ENJOY IT" - PEYTON
LUTZ

"MATCHA IS ONE OF
THE GREATEST THINGS
I'VE TRIED." - NOELLE
LARSON

- HAVEN'T TRIED IT
- LIKED IT
- LOVED IT
- HATED IT
- DISLIKED IT



My inspiration for my matcha infographic was the sudden internet popularity, both positive and negative, and a vacation I took to Japan. Talking with a few of my classmates, I realized many of them had very strong and very contrasting opinions on the drink. I sent out a survey through google forms, collected data, and made a simple pie chart. I then chose two strong quotes from my peers that I felt best represented their side. I started out with a blank page and, using canva, designed this infographic. Canva is often my platform of choice, due to its wide range of tools for creative expression. I chose the colors based on what colors traditional matcha would come in. A final personalized touch was making the pie chart a mug.