

GROUP 6

POSTER



INFOGRAPHIC



1. RESEARCH & DATA SELECTION

Concept Overview:

For our infographic project, we are working with the main concept of cocktails. To make the infographic more engaging and story-driven, we are combining this concept with the series Gossip Girl.

Characters & Selection:

Each member of our group (6 people) has chosen one character: Blair Waldorf, Serena van der Woodsen, Dan Humphrey, Chuck Bass, Vanessa Abrams and Jenny Humphrey.

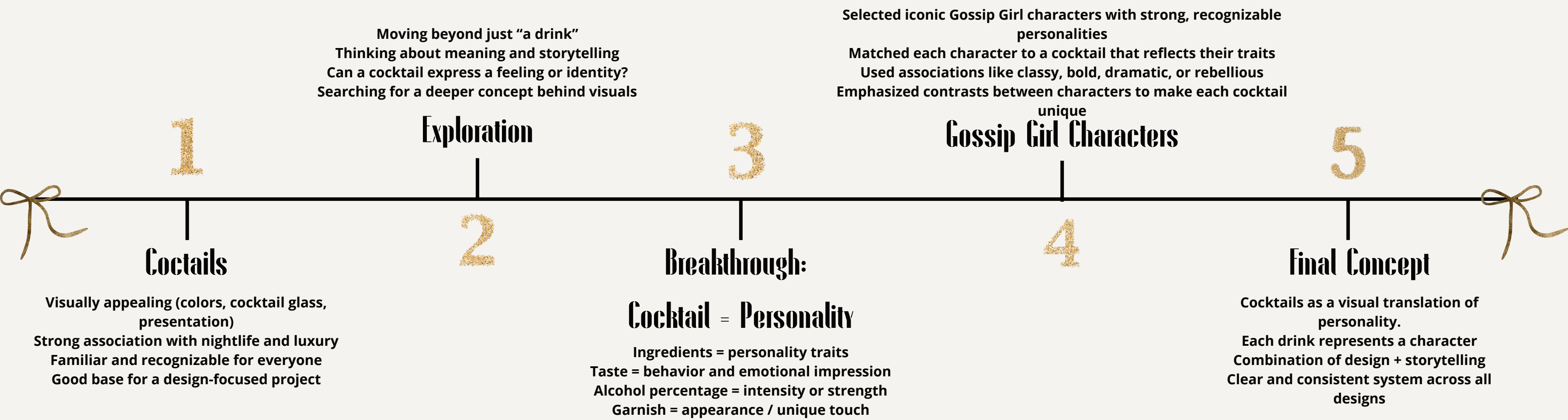
Cocktail Paring:

Every character will be matched with a cocktail that reflects their personality, style, and overall vibe. This creates a creative and visually appealing infographic where flavors and characters come together.





2. BRAINSTORMING & IDEATION

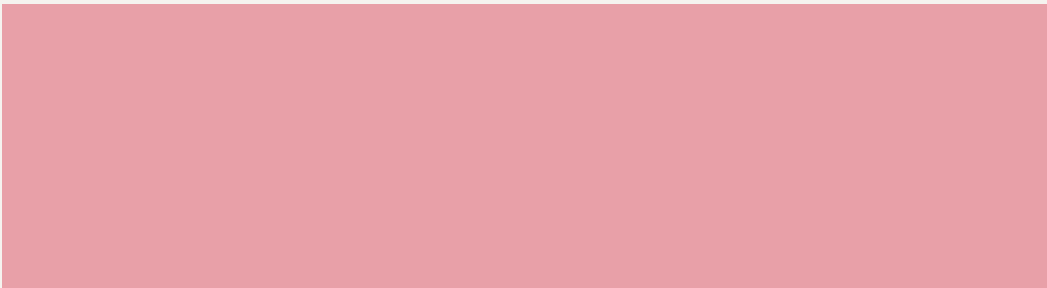
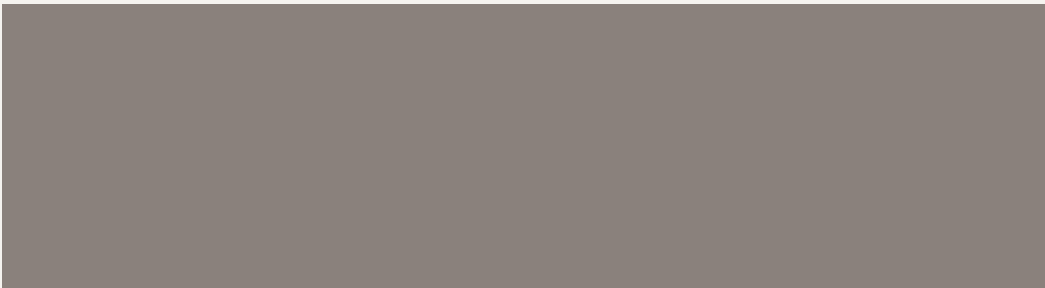
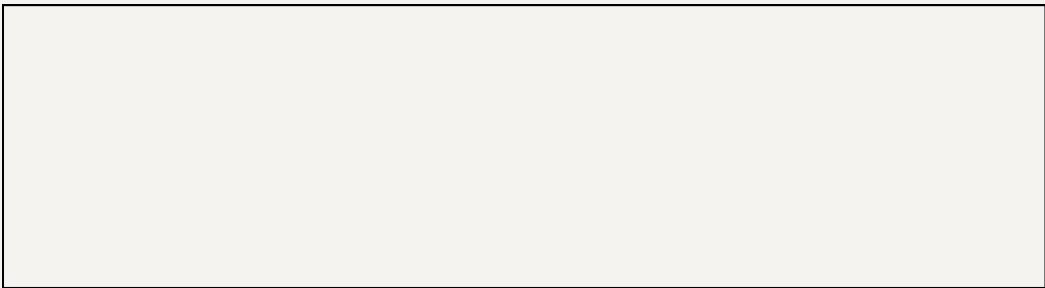


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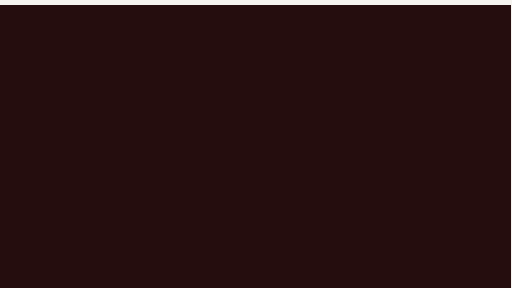
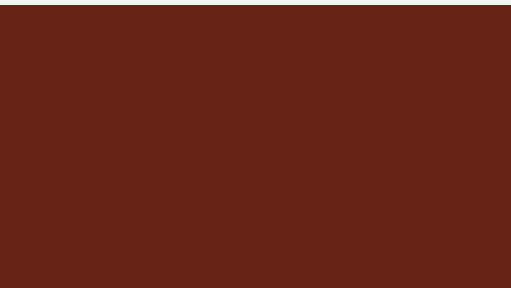
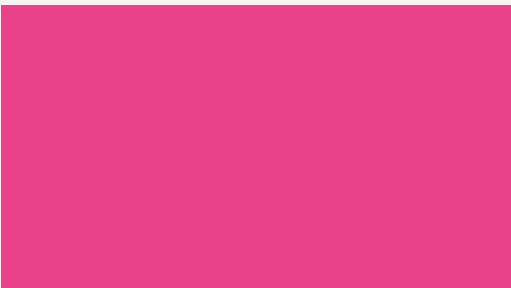
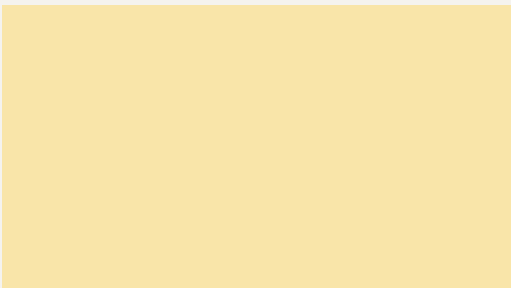
3. DRAFTING & SKETCHING



Colour palette



Cocktails palette



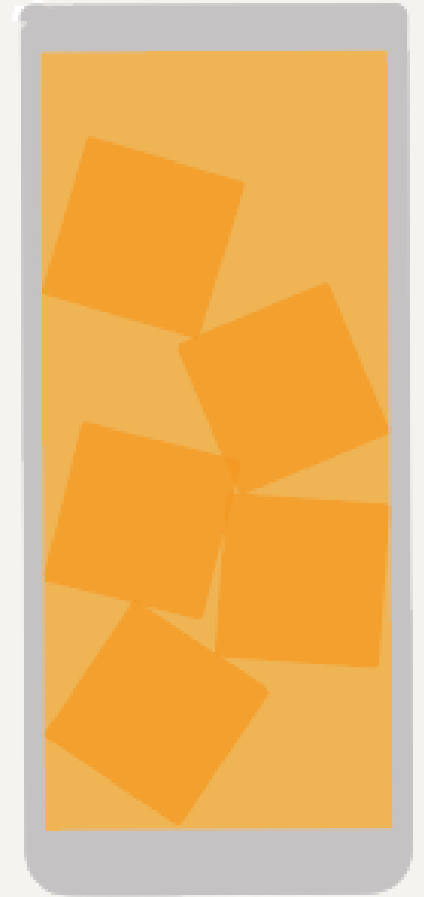
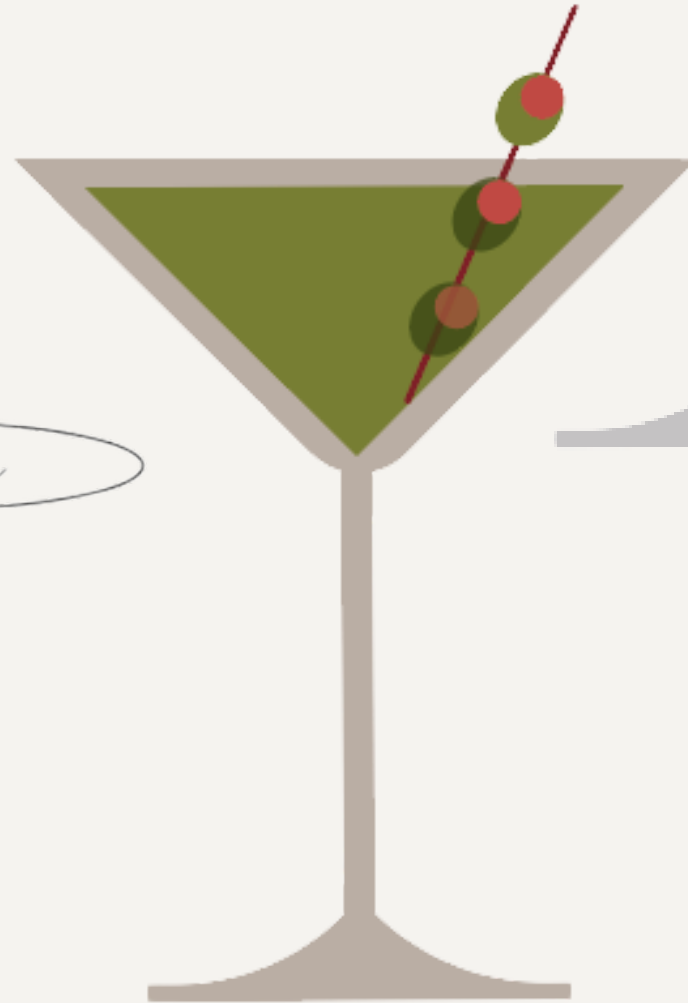


HEADLINES

SUBTITLES

BODYTEXT

Sketching





VISUAL STYLE





4. TETSING & REFINEMENTS



DIRTY MARTINI

Serena van der Woodsen

Effortlessly Iconic:
The life of every party

Magnetic & Untouchable:
Golden, intoxicating, and impossible to ignore

How to serve?

- Served up (no ice)
- In a chilled martini glass
- Garnished with olives

Taste Profile

Sweet

Salty

Strong

60 ml

10-15 ml

10-15 ml

xoxo, gossip girl

DIRTY MARTINI

Serena Approved

- Effortless
- Always noticed
- Unpredictable
- Never planned

Garnish

Olives, a twist with a bold finish

Ingredients

- 50 ml vodka or gin
- 10 ml dry vermouth
- 10 ml olive brine
- Olives

Alcohol %

28%

Sip with intention

Sip like it's second nature. Stay effortless, a little unpredictable, and never overthink it. This isn't about control, it's about presence.

Characteristics

Effortlessly Iconic:
The life of every party

Magnetic & Untouchable:
Golden, intoxicating, and impossible to ignore

How to serve?

- Served up (no ice)
- In a chilled martini glass
- Strained before serving

When to drink?

Perfect for pre-party drinks, rooftop nights, and late-night gossip

TASTE PROFILE

Sweet

Salty

Strong

SERENA VAN DER WOODSEN

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DIRTY MARTINI

By Isabelle Rijk

Effortless, bold, and always in control. Just like Serena, this drink never tries too hard.

A little unpredictable, a little indulgent – the Dirty Martini is all about presence, not perfection.

SERENA APPROVED

- Effortless
- Always noticed
- Unpredictable
- Never planned

GARNISH

Olives, a twist with a bold finish

ALCOHOL %

28%

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- Olives

CHARACTERISTICS

Effortlessly Iconic:
The life of every party

Magnetic & Untouchable:
Golden, intoxicating, and impossible to ignore

TASTE PROFILE

Sweet

Salty

Strong

SERENA VAN DER WOODSEN

Sources: IBA Official Cocktails / Liquor.com

Improve visual hierarchy

Increase color contrast

Keep a consistent style

Balance layout and reduce clutter

Use more realistic images

Choose stronger typography

5

5. THE FINAL POSTERS

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Salty

Strong

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- Strained before serving

WHEN TO DRINK?

Perfect for pre-party drinks, rooftop nights, and late-night gossip

SERENA VAN DER WOODSEN

Sources: IBA Official Cocktails / Liquor.com

COSMOPOLITAN

By Gloria Sudati

Polished, poised, and perfectly in control. Just like Blair, every detail matters..

The Cosmopolitan is sharp, refined, and unapologetically put together.

BLAIR APPROVED

- Looks innocent
- Never basic
- Always classy
- Hits harder than expected

GARNISH

A fresh lime touch for the perfect finish

ALCOHOL %

20%

INGREDIENTS

- 40 ml vodka
- 15 ml triple sec
- 30 ml cranberry juice
- 10 ml fresh lime juice

SIP WITH INTENTION

Sip slowly and stay composed. Keep your posture perfect, your words intentional, and your presence undeniable. This isn't just a drink, it's a statement.

CHARACTERISTICS

Flirty & Fearless:
A glam cocktail with attitude

Bold & Unapologetic:
Sharp, Juicy and dangerously confident

TASTE PROFILE

Sweet

Sour

Strong

HOW TO SERVE?

- Served up (no ice)
- In a chilled martini glass
- Strained before serving

WHEN TO DRINK?

Perfect for pre-party drinks, rooftop nights, and late-night gossip

BLAIR WALDORF

Sources: IBA Official Cocktails / Difford's Guide

OLD FASHIONED

By Jose Raul Lemus

Bold, controlled, and quietly powerful. Nothing about Chuck is accidental.

The Old Fashioned is strong, timeless, and carries a presence you don't question.

CHUCK APPROVED

- Looks simple
- Always in control
- Never soft
- Stronger than expected

GARNISH

A bold citrus finish with a hint of bitterness

ALCOHOL %

30%

INGREDIENTS

- 50 ml bourbon or rye whiskey
- 1 sugar cube (or 10 ml sugar syrup)
- 2-3 dashes Angostura bitters

SIP WITH INTENTION

Sip slowly and stay in control. Keep your expression unreadable, your moves calculated, and your presence dominant. This isn't just a drink, it's power in a glass.

CHARACTERISTICS

Power & Control
Timeless, rich and unapologetically refined

Dark & Decisive
Strong, smooth and dangerously composed

TASTE PROFILE

Sweet

Bitter

Strong

HOW TO SERVE?

- Served over ice
- In a rocks glass
- Stirred, not shaken

WHEN TO DRINK?

For late nights, quiet deals, and total control

CHUCK BASS

Sources: IBA Official Cocktails / The Spruce Eats

SCREWDRIIVER

By Cassandra Rodriguez

Effortless, real, and a little unconventional.
Nothing about Vanessa feels forced.

The Screwdriver is simple, fresh, and
quietly stands apart from the rest..

VANESSA APPROVED

- Effortless
- Independent
- Real
- Unfiltered

SIP WITH INTENTION

Drink it like you mean it. No
pretending, overthinking, just be
present, be real,
and let things unfold naturally.

CHARACTERISTICS

Unfiltered & Real:
Says what others won't

Independent & Grounded:
Authentic, bold, and unapologetically
herself

TASTE PROFILE

Sweet
Salty
Strong

GARNISH

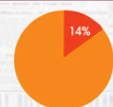
Orange slice: fresh, simple, no extras needed

INGREDIENTS

- 50 ml vodka
- 100 ml orange juice
- Orange slice

Proportions of ingredients

ALCOHOL %



HOW TO SERVE?

- Served up (no ice)
- In a chilled martini glass
- Strained before serving

WHEN TO DRINK?

For easy days, creative moments, and
plans that come naturally

VANESSA ABRAMS

Sources: IBA Official Cocktails / Liquor.com

LONG ISLAND

By Francisca Pimentel

Layered, intense, and a little unpredictable.
There's more going on beneath Dan's surface..

The Long Island blends everything at once ;
complex, bold, and hard to ignore.

DAN APPROVED

- Observant
- Complex
- Unassuming
- Intense

SIP WITH INTENTION

Drink slowly and pay attention.
There's more happening than it seems -
stay aware,
stay sharp, and don't underestimate
anything..

CHARACTERISTICS

Flirty & Fearless:
A smooth illusion with a powerful kick

Bold & Unapologetic:
Sharp, Juicy and dangerously confident

TASTE PROFILE

Sweet
Salty
Strong

DAN HUMPHREY

Sources: IBA Official Cocktails / Difford's Guide

GARNISH

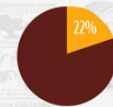
Mint leaf + citrus: a quiet freshness that
balances the chaos

INGREDIENTS

- 15 ml vodka
- 15 ml gin
- 15 ml rum
- 15 ml tequila
- 15 ml triple sec
- 25 ml lemon juice
- 20 ml sugar syrup
- Cola (top up)

Proportions of ingredients

ALCOHOL %



HOW TO SERVE?

- Served over ice
- In a highball glass
- Topped with cola

WHEN TO DRINK?

For nights that seem simple but
turn into something much more

ESPRESSO MARTINI

By Daniela Madaria

Bold, restless, and always evolving.
Jenny is never satisfied with staying the same.

The Espresso Martini is sharp,
intense, and driven by ambition..

JENNY APPROVED

- Ambitious
- Rebellious
- Bold
- Unpredictable

SIP WITH INTENTION

Drink it like you mean it. Be bold, take space,
and don't wait for permission. This isn't subtle,
and neither are you.

CHARACTERISTICS

Dark & Driven:
Rich, intense, and pushing for more

Sweet but Unstable:
Smooth at first, then hits harder than expected

TASTE PROFILE

Bitter
Sweet
Rich

INGREDIENTS

- 40 ml vodka
- 20 ml coffee liqueur
- 30 ml fresh espresso
- 10 ml sugar syrup

Proportions of ingredients

ALCOHOL %



HOW TO SERVE?

- Served cold
- In a martini glass
- Shaken for a creamy foam

WHEN TO DRINK?

For late nights, bold moves, and
moments that change everything

JENNY HUMPHREY

Sources: IBA Official Cocktails / Liquor.com

THANK YOU

