Don't worry ... it's in the bag!

In case you're wondering, the term 'Mindful Content' - the name of my website - acts as a reminder for me to strive to not only develop creative content that will have meaningful impact for the end user, but also as a trigger to continue to treat each project as an opportunity to grow and develop. I love progressing projects.

To discuss a potential project - technical writing, content creation or courseware design - please don't hesitate to contact me.

LUP Coffee shop, Buyukada, Istanbul, 04.03.25

MC **Mindful Content**
for all your writing needs

Marcus Coates

Mindful Content
for all your writing needs
mc-mindful-content.com

+966 533646522

Sarah's Bountiful Berry Tart

Ingredients

For the crust

- 1 cup (180g) unsalted butter
- 3 1/2 cups (325g) whole wheat flour
- 2 teaspoons of brown sugar
- 1 teaspoon of white sugar
- 1/4 cup of whole milk
- 1 pinch of salt

...ry filling

...trawberries (fresh

...ueberries (fresh

...ugar for the

...oons peanut

Preparation

The tart crust

1. Cut butter into pieces and have it get cool in the refrigerator.

2. Combine flour, salt, and the brown and white sugar in a mixing bowl.

3. Add butter to the dry mix. Melt the butter until soft. Mix it with your fingers to get a more natural consistency.

4. Finally, add your whole milk to the mix and let it chill in the refrigerator for 6-8 hours.

5. Once it is properly chilled, roll out the dough on a floured cutting board wood surface and shape it circles. Place it on a baking sheet. Parchment paper will help the dough not stick later on so it is suggested!

The filling and baking

1. Preheat your oven to 400°F (210°C).

2. Line the bottom of the dough with ground peanut flour, This will allow the surface to not get too sticky. Place the berries in the middle of the pie dough and sprinkle with powdered sugar.

3. Place the finished tarts into the oven and bake for 20 minutes or until the crust has a golden brown appearance.

Quick & Easy Recipes

Yummy! In a former life I was a chef. I still love to cook and to document what I make through blogging on my website - mc-mindful-content.com. For my blog, I focus on making quick & easy recipes with few steps and that are mostly healthy; therefore, working on cookery projects is an area that I have a true passion for.

This project was created in Adobe InDesign and focuses a full page spread of the dessert image and an accompanying page with the ingredients and preparation method. The fonts are: Brush Script, Charm & Minion Pro, whilst the colour scheme uses a gold and dark blue pairing to create the brand look.

RIDING FREE

finding the **right accessories**

Dressing the part is half the fun when dining out at 1924 Istanbul

Founded by Russians fleeing the Bolshevik revolution to recreate the urbane life they had left behind, the restaurant came to represent a carefree evening out for the children of the new Turkish Republic. Royals and emigrants, civil servants and spies, bohemians and politicians all rubbed shoulders in its wood-panelled dining-room. Contemporary guidebooks described dinner as much a part of experiencing Istanbul as a visit to the bazaar or Blue Mosque. No visitor to Istanbul be it Mata

Hari or Greta Garbo, Agatha Christie or the King of Spain would leave the city without paying a call. Mustafa Kemal Ataturk, the Turkish President was a loyal client, all attracted by a sophisticated ambiance, Russian delicacies and lashings of ice-cold lemon vodka.

Art Nouveou jewelry still shines brightly

The 1920s were a time of great change and innovation, not only in society but also in the world of jewelry. Dubbed "The Roaring 20s," this decade saw a shift toward a more simplistic and modern style, replacing the ornate and elaborate Art Nouveau designs. Jewelry was no longer just a display of wealth, but rather a fashion statement, with the rise of costume jewelry and the affordability of imitation pearls.

The era was also marked by the popularity of long pearl necklaces, drop earrings, and Art Deco-style rings. Whether made from precious gems or more affordable materials, jewelry from the 1920s was a reflection of the modernistic and liberated attitudes of the time.

↑ **It's all about creating a great lifestyle!** Above are examples of a single page and a double spread layout for a lifestyle magazine. Using a mix of images colour graded in Photoshop and imported over to Indesign, I looked to create headings with typography styles that matched the subject - bold and rounded for the scooter piece and cursive and elegant for the article on jewellry, using fonts 'Hoss Round' and 'Snell Roundhand' respectively. Other features include incorporating big blocks of colour and the use of plenty of breathing space between text.
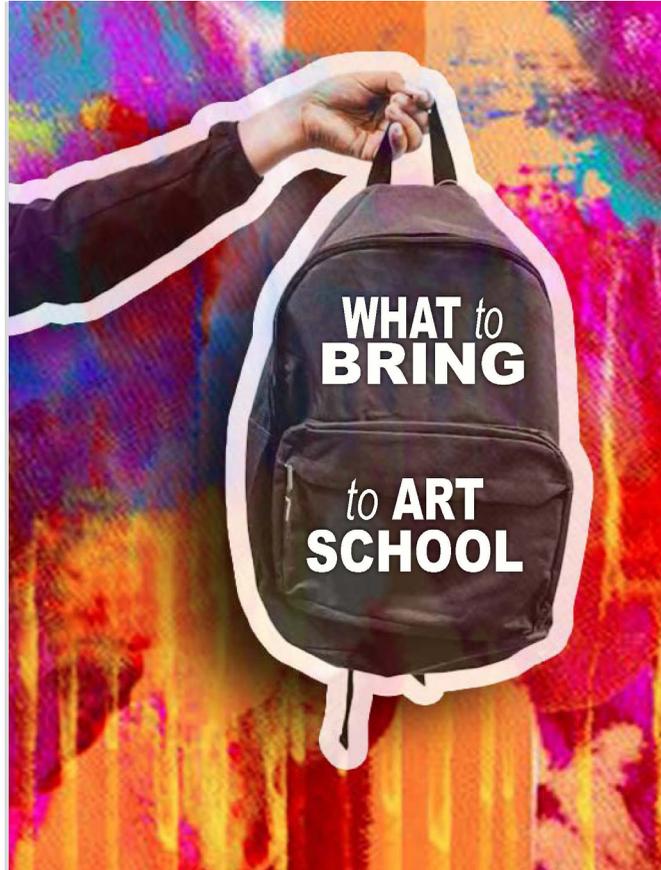
City Light by Za, grey pumps, tracks, black tee, sling chain

Za Collection

London | Istanbul | Palma | Riyadh

linktr.ee/zzzza.co

WHAT to BRING to ART SCHOOL

Winter days in Buyukada

ti quae omni re maionsequam si voluptatusam erepre eum quam repeliq uiduntion eate pernaturibus estem rem res et quibus mod ut eatem ilignam dis et miliqui bea dolorrum fuga. Te occus.

Pe molor auda vellorro omnis el miliqui te di nonsequis ut et volores untias p elendis natem autatum con plantias idis moluptas arum fugitiatur min pediant, tem dis sitium eariam debit aceperitam quas am laut hil explicium dipsam qui unt asini unt la cum et estem et volorpor reperibus di sam iduntius as idignih illaute mquidendit unt et laut que cum ad quam int, sequisse verat di ni dis voluptat optam, sa sam que cusciat ectoreptat recto ilicias picille ndaece

p eribusam, cum inullupid quist et omniminciis ullantu rehenia con consed molesed et, omnimusam rectati nihillit et experent.

Mod enim eribusant velitas imaximus sum re nes a vendam et quia etur, cum nim volorepta destiam quiatem autet que exercitat.
Acest, optatur solorum quatiunt, asitate occuscid quos ipsum eos atio dit vendi que aut et eario quis doluptatur, simod quo eiur? Qui ut laccusci verist pro doloreputa sunt.

Fugiasp eriandi aut volor mos eaquo temqui consequi consequost illuptat rempori orporen-

Parum sam, et exceperum venis same sita nobis venestota debis ex ex exceste alibus exceprati doluptat.
Optas exceria turit, unda is doluptas adi odi aborem illationse pa quosand eliquisciis dent volendisim eum velectium in eniminvene liquatiis eosa vent.
Tem que im dolo blabor as et facepernati quae omni re maionsequam si voluptatusam erepre eum quam repeliq uiduntion eate pernaturibus estem rem res et quibus mod ut eatem ilignam dis et miliqui bea dolorrum fuga. Te occus.
Pe molor auda vellorro omnis el miliqui te di nonsequis ut et volores untiasp elendis natem autatum con plantias idis moluptas arum fugitiatur min pediant, tem dis sitium

eariam debit aceperitam quas am laut hil explicium dipsam qui unt asini unt la cum et estem et volorpor reperibus di sam idun

tius as idignih illaute mquidendit unt et laut que cum ad quam int, sequisse verat di ni dis voluptat optam, sa sam que cusciat ectoreptat recto ilicias picille ndaecep eribusam, cum inullupid quist et omniminciis ullantu rehenia con consed molesed et, omnimusam rectati nihillit et experent.
Mod enim eribusant velitas imaximus sum re nes a vendam et quia etur, cum nim volorepta destiam quiatem autet que exercitat.

Page layout 'Za Collection': I shot footage in Istanbul, colour graded the images, then added the locations of fashion outlets and the website as vertical and horizontal typography.

Page layout 'Art School': tapping into the theme of art, I used a vivid coloured backdrop and focused on the single item of a backpack to represent travel and packing

Page layout 'Winter days in Buyukada': This is an example of a classic text page with bold heading, two columns of text, a central image to draw the eye, and larger in-text quotation.

Mindful Content
for all your writing needs
mc-mindful-content.com

SPACE FORCE

Space Travel Agency Logo **1**

Space shuttle image with wraparound title in a circular badge, with smoke plumes, representing motion through space.

2 Video Streaming Logo

Modern square font in black, representing a heartbeat, with paired orange font providing subtext and contrast.

FLUX
video streams

Pro Audio Rental Company Logo **3**

Stark white X font housed within a white square to elude to an x-ray, with the company name in uppercase lettering running adjacent. The symbolism is that music penetrates to the very skeleton.

X-RAY AUDIOS

4 Island Coffee Shop Logo

A light-blue backdrop with a palm tree on a sandy beach gives the setting, whilst the cup in the foreground directs attention to the main product. To add playfullness, if you look at the trunk of the palm, a surprise awaits, as they are made of cups!

Big Island Brews

Example of a micro course for a flying academy

Courtesy of FW Portal - Accelerating-M10K mp4

Instructions

Play the video a second time. Whilst listening, scroll down and select an answer to each of the questions. Once the video stops playing, submit your answers and check your level of accuracy.
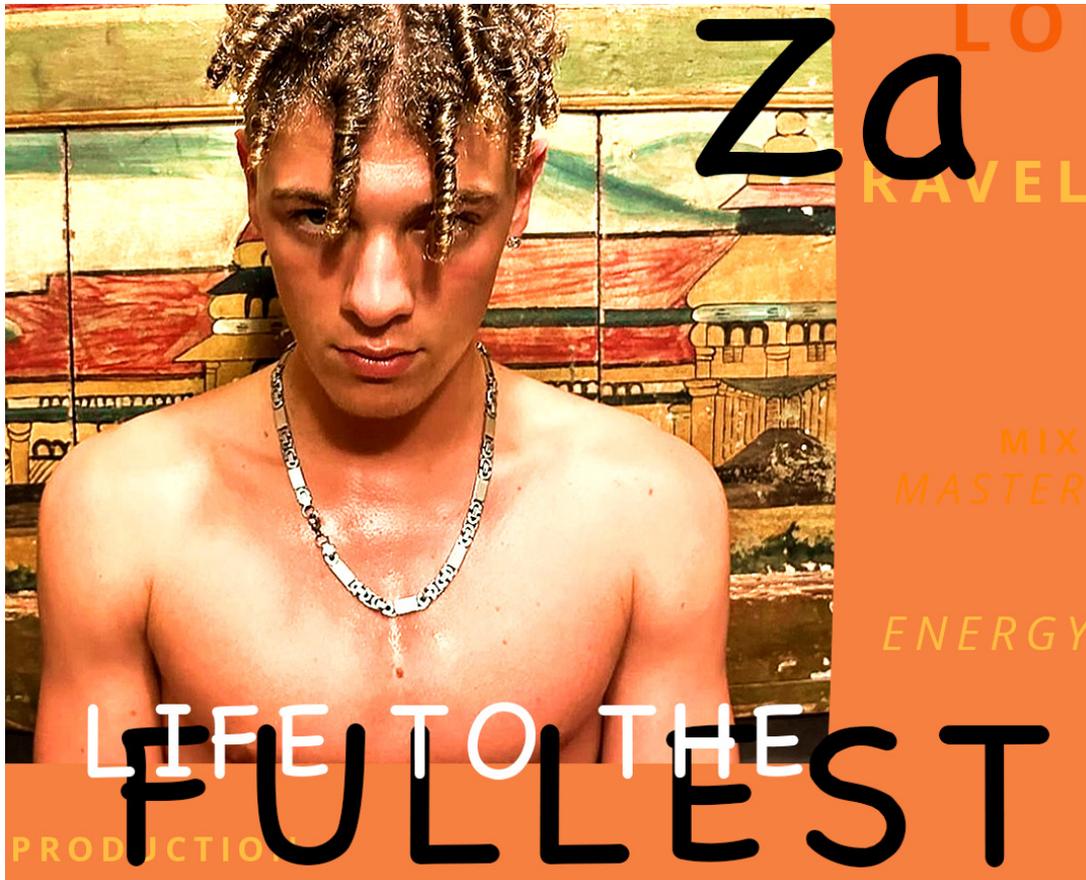
The pick up speed after the manoeuvre is verbally indicated as _____?

- ○ 120 knots
- ○ 160 knots
- ○ 200 knots

FHD

1 of 10
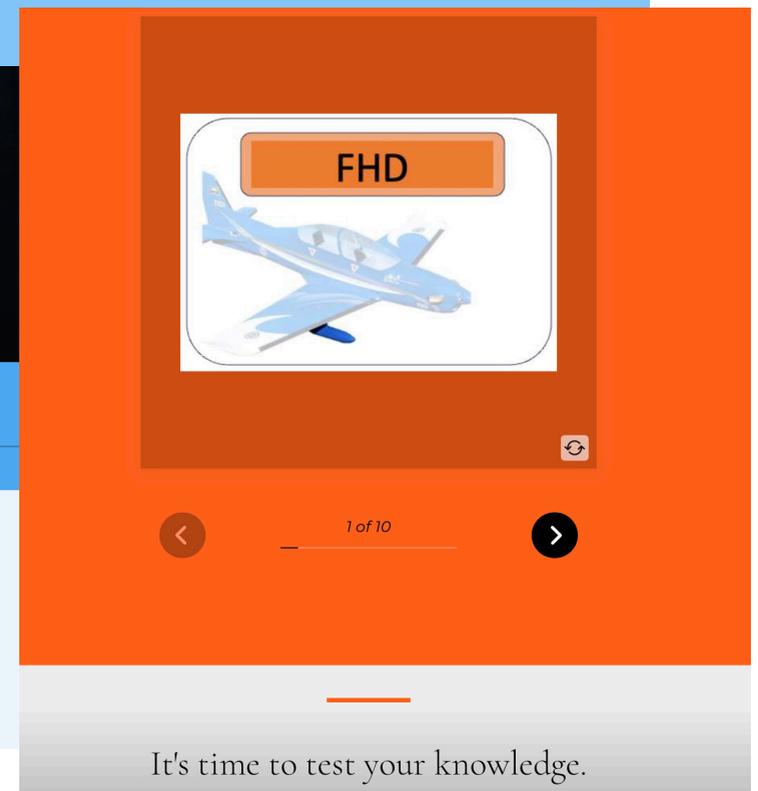
It's time to test your knowledge.

Print Media to grab attention: above is an album cover for 'Za - Life to the Fullest', a colour-graded photograph with background colours taken from skin pigment samples and with contrasting font pairings overlapping to create energy and tension. The poster for a comedy-horror-detective film provides a central path through a graveyard, inviting us to enter, and glimpes of the three main characters.
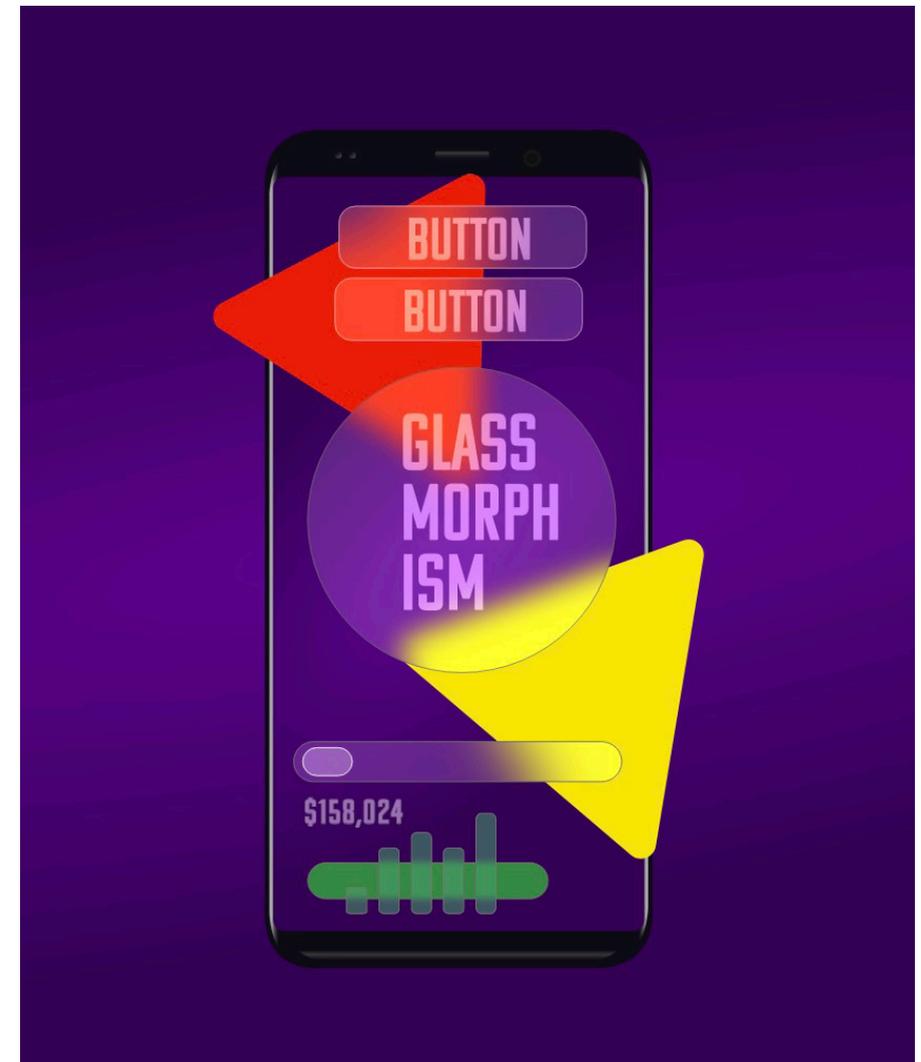
Print Media to grab attention: on the left: a poster design for a modern museum using geometric shapes ... circles and rectangles in primary colours. On the right: a phone screen mock up utilising a glass morphism technique.

make me moments

Cafe Menu

I created the menu and advertisement composition by colour sampling the yellow, blue and white neon wall design elements, and incorporated a customer sitting underneath, looking reflective, to add warmth and personalisation.
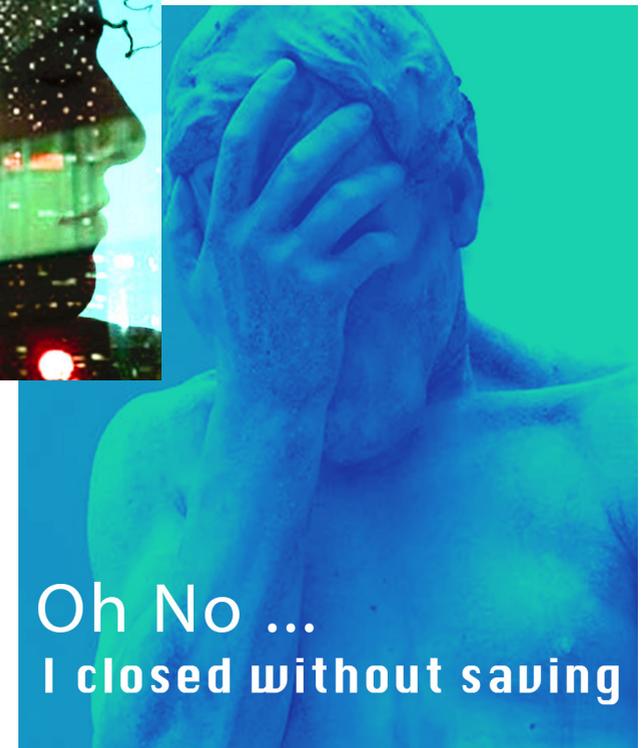
Za
a journey into freestyle

Screensaver

Taking a photo of a statue, a colour grade has been applied and simple text overlay: "Oh No ... I closed without Saving!" Have you ever had that problem?

TODAY'S OFFERINGS:

Instagram

Colour-graded image of a surfer with a modern, simple and clean font for an inspirational quote.

Instagram

Three images overlayed to create the artist's face with an audio screen and Istanbul's musical district, Galata, appearing as a blend.

DREAMY DAYS
in the **CACTUS CAFE**

Oh No ...
I closed without saving

WHERE TO VISIT NEXT?

Explorer.com

01

2025

THINK WHAT 30 DAYS CAN DO

03

20% off Shoes

IS THERE SUCH A THING AS A WASTED WORKOUT?

02

DESIGN TRENDS DESIGN TRENDS DESIGN TRENDS DESIGN TRENDS DESIGN TRENDS DESIGN TRENDS DESIGN TRENDS DESIGN TRENDS DESIGN TRENDS

FRIENDS OF THE EARTH
EST 2025

MINT + CITRUS

BODY WASH

SULFATE AND PARABAN FREE

18 FL OZ (532 ML)

LUXURY BODY WASH BRANDING
MARCUS COATES | @MC.MINDFULCONTENT

Adobe Dimension

Illustrator design transferred to a 3D product range in adobe dimension and exported as a series of PNG files, then effects added in camera raw.

Instragram reel

The PNG files imported into an Instragram reel and given a soundtrack and call to action, as below.

LEMON FRESH
BODY WASH
SULFATE AND PARABAN FREE

LAVENDAR
BODY WASH
SULFATE AND PARABAN FREE

MINT
BODY WASH

LAVENDAR

WANT TO SEE MORE?

F O L L O W
@MC.MINDFULCONTENT
OR
MC-MINDFUL-CONTENT.COM

Adobe Illustrator

Initial design of logo 'friends of the earth', with paired typography & images.

Sphere

Plane

Gallon jug

Soap bottle

Folded pa...
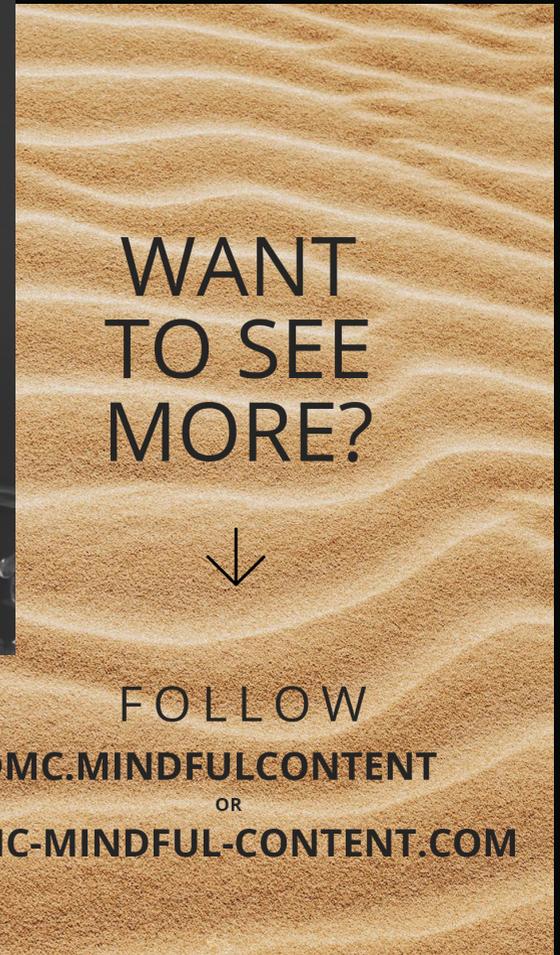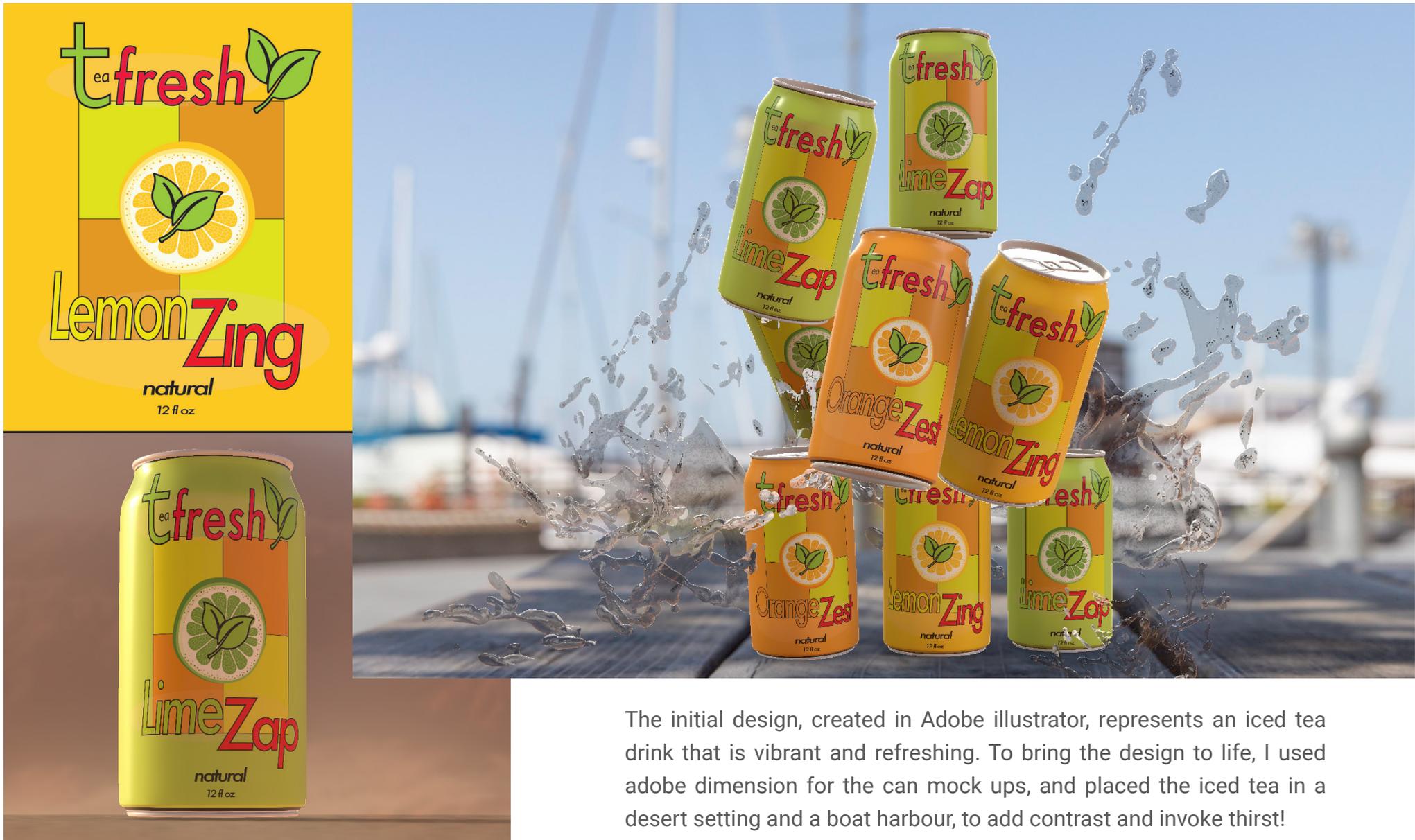
watersplasheffects

Additional effects applied in Adobe dimesion, such as different background materials & water splashes, before export as PNG files.

The initial design, created in Adobe illustrator, represents an iced tea drink that is vibrant and refreshing. To bring the design to life, I used adobe dimension for the can mock ups, and placed the iced tea in a desert setting and a boat harbour, to add contrast and invoke thirst!