



ASSIGNMENT #1:

Packaging System for a Beverage Company

This project will serve as a bridge between Graphic Design and the worlds of Industrial Design & Marketing. You'll be creating 3 label designs for a line of beverages of your choice. The bottle labels should be an original concept for a company that exists in your imagination.

Guidelines:

- 3 distinct label variations (usually flavors and colors)
- Real bottles must be used to showcase the labels. The bottles can be glass or plastic, and need to have caps in place.
- Graphics can be designed in any way you are comfortable with: sketching, pen & ink, painting, stamping, screen-printing, vector art, photography, etc.

STEP 1: Idea generation. Look at bottling & labeling in stores, books, and online. Choose a beverage category.

STEP 2: Answer questions in the Design Brief.

STEP 3: Sketch out your rough ideas on paper, and bring these sketches to class Week 2 for small group critique.

STEP 4: Choose a bottle shape for your design, and bring the actual bottle(s) to class for the design critique. It's very important that you have the real item in your hand.

STEP 5: After 1st critique, finalize your label design & bottle choice based on feedback.

STEP 6: Print labels in color and mount on bottle surface for final critique.

Ideas:

Consider label shapes other than a basic rectangle: die-cut edges, windows, neck wraps, seals, tags, etc. can enliven your labeling design.

Looking Ahead:

ASSIGNMENT #2 will be the creation of a bottle holder for your labeled bottles. The graphics for this project #2 should match the label graphics from your bottles. This will form a more complete "package" in terms of a portfolio-worthy design project to photograph.