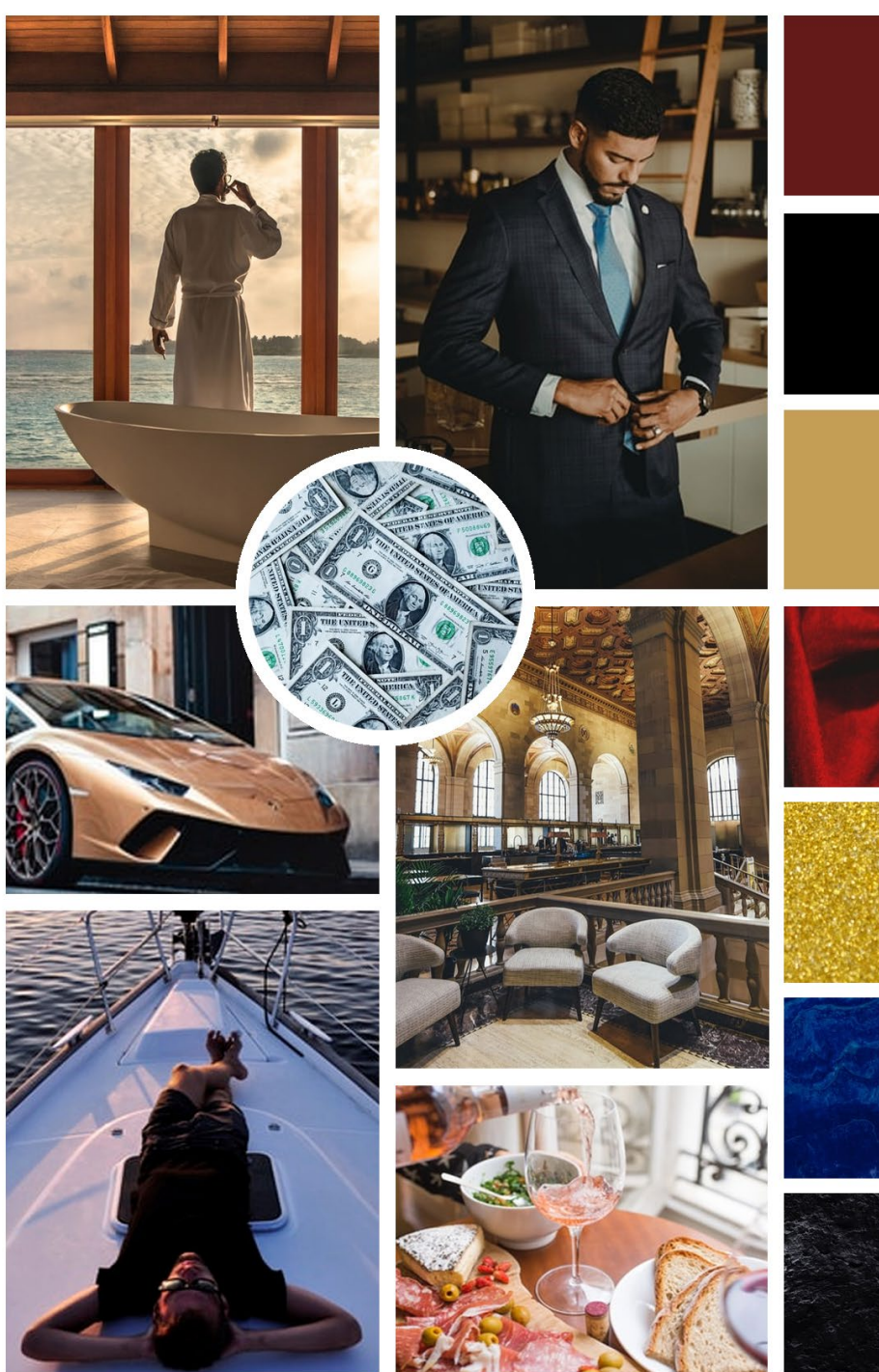Dominic Lewis

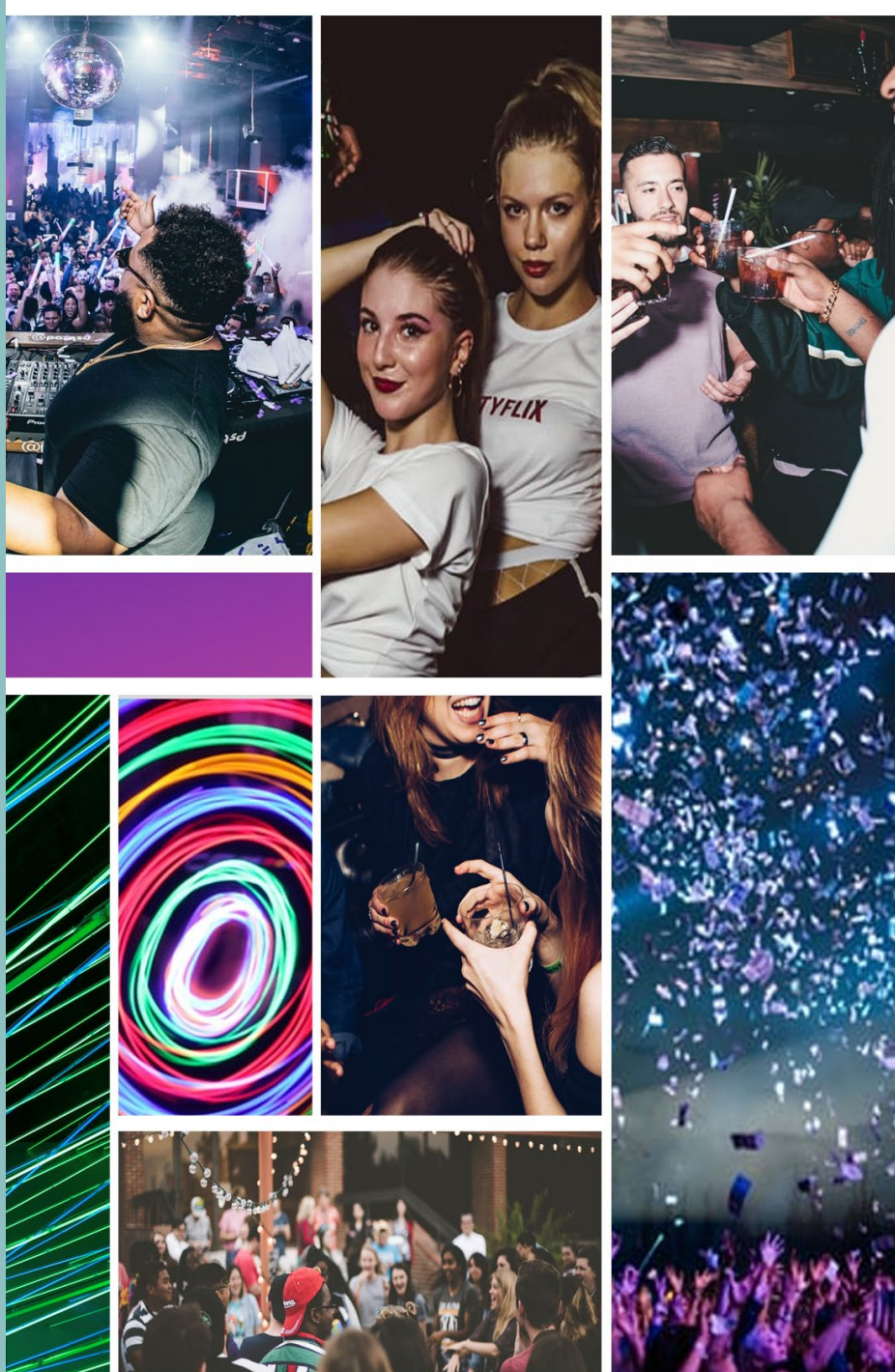# PACKAGING DESIGN 2D Assignment 4

Introduction

- For assignment 4 I chose to a wine brand

- The company I chose to do Is called Barefoot Wine a company in California

- I chose them because I like their initial designs of there label and wanted to add unto them

Mood Board 1

- For Mood board 1 the general feel I wanted to have is luxury and high-end products.

- I showed cars, expensive places and people to portray the customers I wanted to attract with this wine

- The side has all the possible colours and textures I might use for the wine label

Mood Board 2

- For Mood board 2 the general feel I wanted to have is party, fun and entertainment for my audience the youth.

- I displayed people partying and bright colours to show what this wine might have

- I will try to attract them with bright colours and a unique design that will draw them to the wine while partying or in a club with their friends
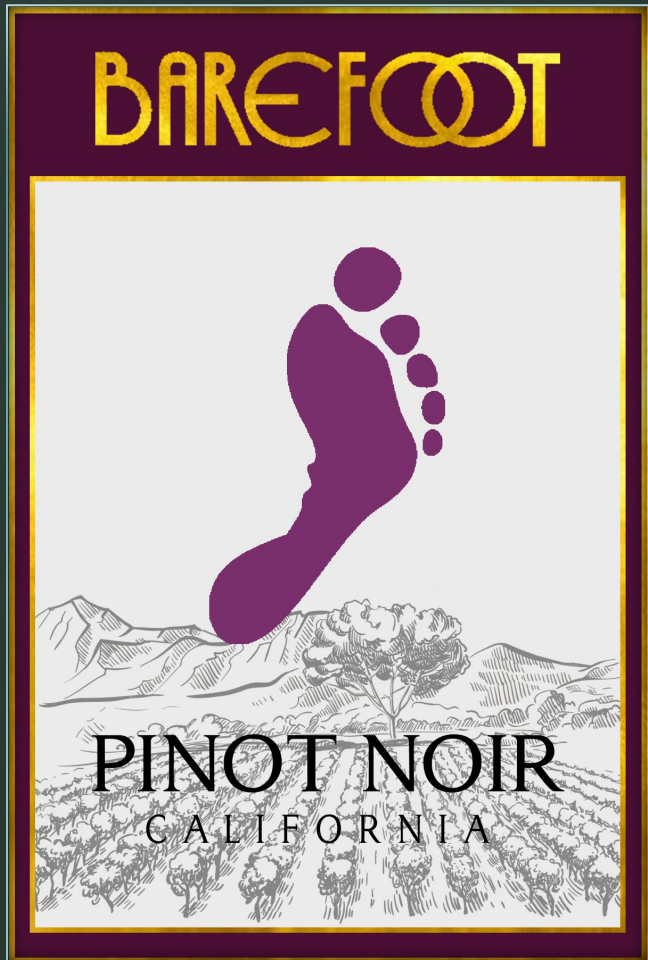
Mood Board 3

- The final mood board I wanted it to be for females

- I wanted this wine to be for females who are going out to party our just having it on their day off at home

- I show women in a different variety of environments, with luxurious items and used colors such as pink and yellow

- This will draw in the females because of the color choices I used and what I will portray

Rough Sketches

- I selected three wines Red Wine, White Wine and Pink Wine

- On the top row is the red wine sketches, I had a different variety defiantly with patterns, but I liked the second one

- In the middle is the white wine sketches, I tried to paly with a different variety of patterns again but looked to complex while putting logo in front

- Finally the bottom row, the pink wine, I tried to bring a different variety of roses into the design since it is called rose and tried to do a accessory pattern in the middle, I decided to do the first one

Red Wine: Pinot Noir

- On the left is the label, I wanted the label to be expensive, so I decided to use the color purple

- In the back is a picture of a winery to show its origins and roots of the brand through its wine

- Beside the label is the bottle, that shows the bottle in real life

White Wine: Moscato

- On the left is the label, the initial feel for the bottle is clubbing, I want people who see it in the club attracted to it right away

- I decided to use a dark teal and black for the label, I also added a wave behind it to attract and brighten up the bottle when seeing

- Beside the label is the bottle, that shows the bottle in real life

Pink Wine: Rose

- On the left is the label, this bottle is for the women who will want a drink in the day or night

- I want to use pink as much as I can and put roses around the bottle to show that it's a rose bottle

- Beside the label is the bottle, that shows the bottle in real life

Thank You