

Portfolio

Content

Funkin cocktails project (October 2019)

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Funkin cocktails project research and sketches

PACKAGING PROJECT

Funkin Cocktails are expanding their business model by designing a product for the alcohol mixer market.

You have been asked by the Funkin Cocktails company to research and develop ideas for a new Vodka mixer drink that will be aimed at a target market of between 18yrs to 30yrs.

There are three flavours available at the product launch Cranberry, Orange and Lime. The company see the product placement as more upmarket and therefore require the packaging to reflect this.

The company require the designer to create a Brand for the drink in the form of a name and logo design as well the shape of the bottle or packaging that reflects the product placement.

The Brand design should be at the forefront of the idea with the company logo supporting or on the back of the design.

The design should be in Glass, metal or paper.

The company also require the designer to produce a promotional item for the drinks.

Lo1 Investigate design ideas related to the brief

Complete a sketch book of research and design possibilities. Look at existing market solutions and consider historical and social influences.

Lo2 Develop design concepts from the investigative stage

Once you have completed this you will with the help from your tutor, select your best ideas develop design concepts from your investigations looking at alternative techniques, layouts, font styles, materials etc.

Lo3 Develop and refine the design concept

Select your strongest design and produce the following

A logo for your product design

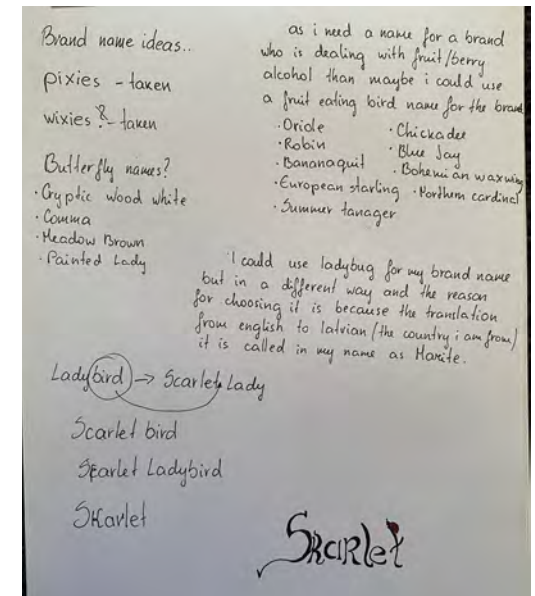
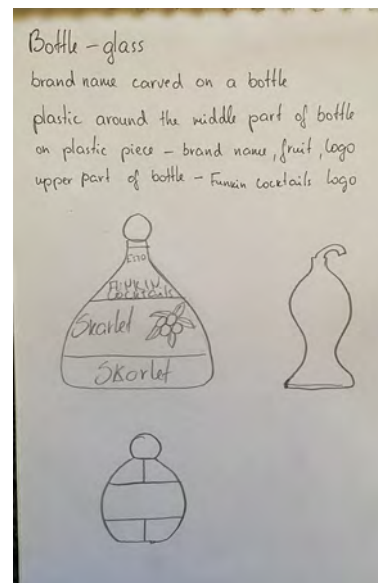
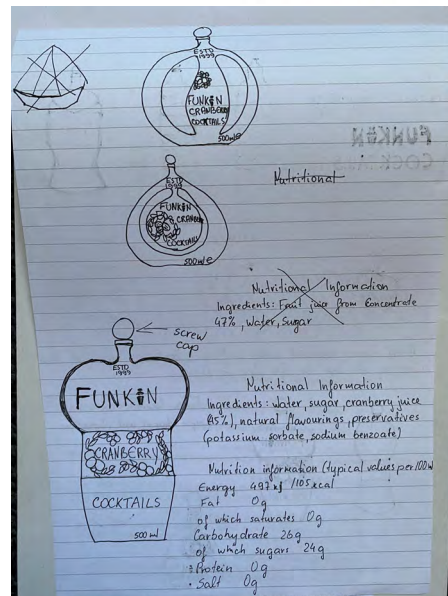
Packaging for the drink

A promotional idea for the product

Your final presentation you will explain the reason for your choices and final design.



funkin
COCKTAILS



Working on other ideas for a logo name, design and the packaging shape. (digital)

SKarlet
SKaRlet

SKaRlet *SKarlet*

SKarlet

Skarlet

Skarlet

Skarlet



Experimenting with different bottle shapes and logos. Most of the shapes didn't work for me and i wasn't pleased with them, so i took a completely different path. Looking back to the brief, Funkin Cocktails company sells alcohol mixer drinks so i tried to work with a bottle shape that would look more like a cocktail shaker.

Finished design (packaging, logo)



Promotional items
 1 bottle - coaster
 5th bottle - cap
 10th bottle - umbrella

1	coaster	6
2	7
3	8
4	9
5	cap	10	umbrella

Coaster

Cap



Umbrella



Went with this design as it felt more elegant and worked really well together with logo design.

Extreme Sports project research and sketches

Brief
Corporate Identity Project

Extreme Sports Travel Company

Target market 21yrs to 35yrs age group

You have been asked by a new travel company to design a corporate identity. The design has to promote the sporting nature of the company which in this case are extreme sports. The company also requires you to provide suggestions for a name for the company incorporated in your design proposals. The company has global destinations and is truly international.

The student will also design 1/3 A4 6pp leaflet for the new corporate ID

Sports include, Wind Surfing or Kite surfing, Scuba Diving, Mountain climbing, Freefall parachuting, Para Gliding, Extreme Kayaking, MX Bike training etc.

LO1 Investigate and research what the competition are doing including design styles.

Complete a sketch book digital and paper of research and design possibilities. Look at existing market solutions and consider social issues like age range etc.

LO2 Develop design concepts from the investigative stage.

Once you have completed your research discuss with your tutor the selection of your best design solutions and concepts from your research looking at Composition, Typography, Colour, Form and Texture etc.

LO3 Develop and refine the design concept.

Select your strongest idea or ideas and produce the following:

A name for the company
A corporate identity design
Stationery designs including Business Card, Commitment Slip and Letter heading
Design a Promotional leaflet for the new company

Final presentations to the class and your lecturer will provide feedback on the design proposals

Extreme other extreme sports companies

Extreme was founded by Alistair Gasking and Tom Hutton in the mid-90s to distribute content magazine and represent the new generation of action and adventure sports athletes and events.

List of extreme sports:

1. Earth
• Skateboarding • Longboarding
• Mountain Biking • Sandboarding
• Drifting • BMX • Motocross
• JUMP • aggressive inline skating
• Mountain Biking • Cycling
• Snowboarding etc.

2. Water
• Surfing • Waterskiing
• Body Boarding • Wakeboarding
• Kitesurfing • Case diving etc.

3. Snow and ice
• Snowboarding • Skiing
• Ice climbing • Spine climbing
• Snow Kiting • Mountaineering
• Snowboarding etc.

4. Air
• Base jumping • Paragliding
• Skydiving • Hang gliding
• Parashooting etc.

Xtreme Gap

Xtreme Gap was founded in 2003 by 2 passionate globe-trailers, Debby and Oliver, who wanted to share their awesome travel experiences. It took £50 and a kitchen table and a really crappy website. But it was enough because their passion and enthusiasm were infectious.

Sports: Diving, Extreme Sports, Kitesurfing, Surfing, Freediving, Martial Arts, Fitness, Bootcamps.

Age Range:

- 17-19
- 20-25
- Career Breakers (under 30)
- 30 Plus

A common misconception about Xtreme Gap year is that we are a company just for people of gap year age. So for the record, you don't have to be in your early 20s or late teens to take a gap year. It might be that we recommend different trip options for you, but we certainly have amazing adventures if you are in the 30+ age category.

The colors really well complement each other

EXTREME SPORTS

really love this style as it's noticeable and the colors really go well together

But these ones are really similar and use the same name - Extreme sports but the styles make them different

Most of the logos have X in them or the word extreme



mountain (snow or ice) + forest trail? para gliding

nature thrills? kite surfing

wind surfing

scuba diving

mountain climbing

freefall parachuting

extreme kayaking

mx bike training

! Global destinations ! nature thrill

earth

extreme sports for adrenaline seekers and risk takers

extreme sports segment accounts for around 5% of the adventure travel market as a whole = 500,000 trips per annum

The extreme sports market segment has been exhibiting rapid growth in popularity over the last decade, though it still has a relatively small participant level. Extreme sports are likely to display increased popularity trends for the foreseeable future.

extreme sports - fashion

gap year students - college or university students

The over 55-age group is another market with growth potential. Some specialist over-55 operators are starting to include extreme activities in their programmes, such as white-water, rafting, bungee and parachuting.

The main age group for extreme sports enthusiasts is 21-35 years, with a predominance of males. In the last few years the level of interest shown by gap year students has grown significantly, and this trend is set to continue.

Extreme sports companies

- skull candy
- volcom - revenue
- gopro - revenue
- red bull - revenue
- Nike

most of the extreme sports include extreme in the logos

- adventure
- sport itself

nature thrill

For my logo I don't want to use extreme in there as it's been used by a lot of companies, so I want mine to be different but also not too complicated

Nature Thrill

INTENSE travel

ULTIMATE travel

A GRAPHIC, TYPOGRAPHY COMBINATION

SUPREME travel

MAX extreme travel

ADRENALINE

EXERT travel

ACTION extreme travel

break Max/travel

Nature Thrill

Nature Thrill

Nature Thrill

earth - green
water - blue
snow - white
air - grey/black/blue

green earth
dark blue water
white snow

Circle for my logo means an earth or world as the company has global destinations

The word extreme for us associates with the colour black or red, as black would be for danger and red - adrenaline

Nature Thrill

Nature Thrill

Font closest to what I had in mind

MAX

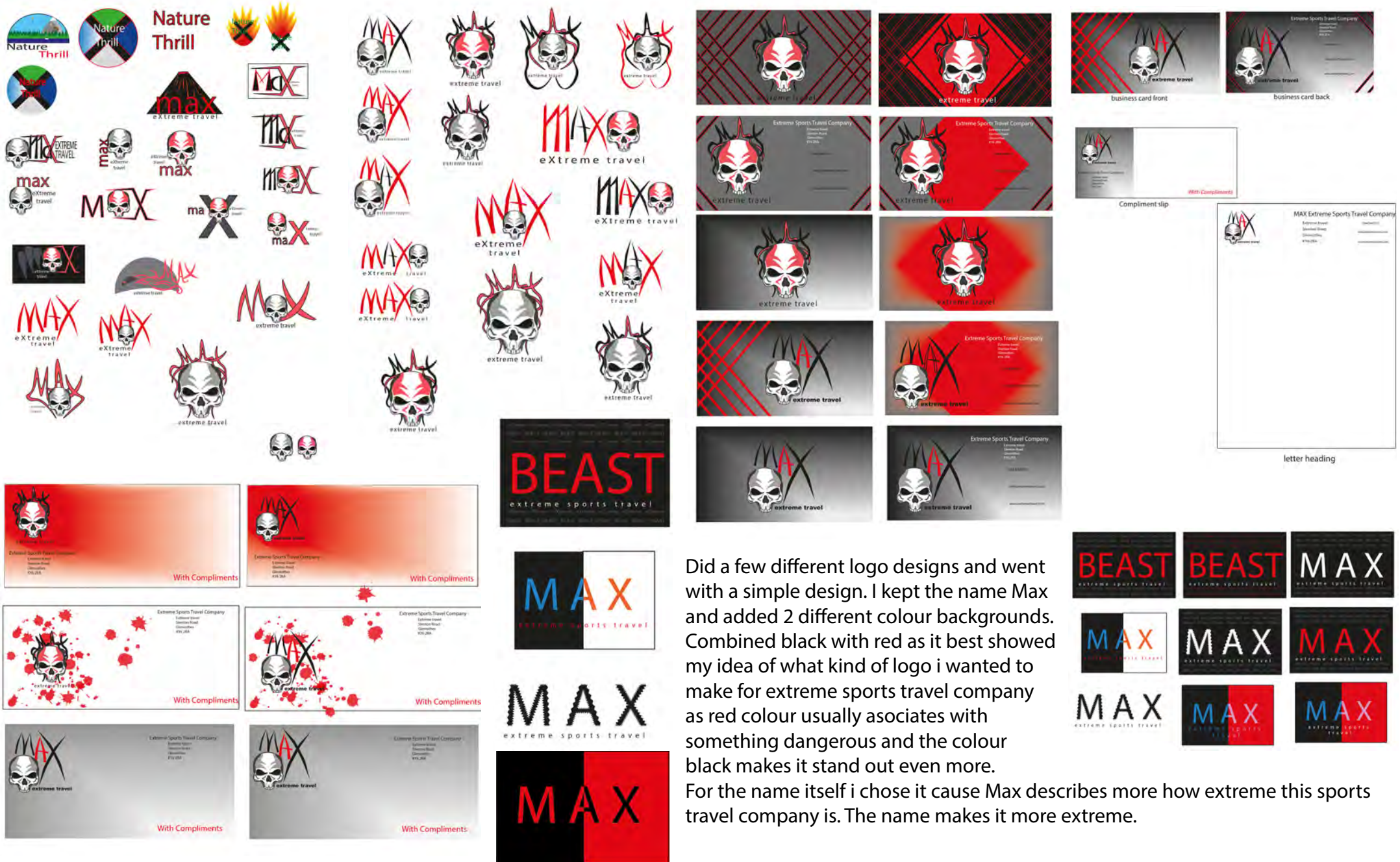
Ma

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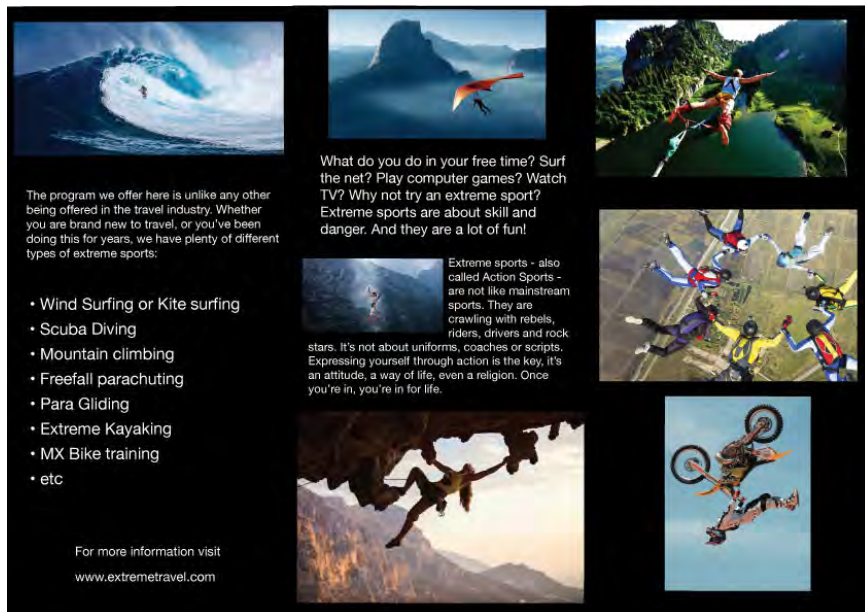
Ma

Working on ideas (digital)



Did a few different logo designs and went with a simple design. I kept the name Max and added 2 different colour backgrounds. Combined black with red as it best showed my idea of what kind of logo i wanted to make for extreme sports travel company as red colour usually associates with something dangerous and the colour black makes it stand out even more. For the name itself i chose it cause Max describes more how extreme this sports travel company is. The name makes it more extreme.

Finished design (logo, leaflet, letter heading, business card, compliment slip).



Letter heading



Compliment slip



Business card



Name, design



front



back

Simple design that stands out really well but still does it job.

ZOO YORK project research and sketches

INFORMATION GRAPHICS
Brief Zoo York Swing tags

Student to design and produce a range of swing tags for New York based hip hop clothing company Zoo York. Client base 14-25 year olds urban culture. Numbering 3 sets of 3.

Each set has to work as a set and each set has to be a different design that fulfils the brief.

A bag design is also required to reflect the final design proposals.

Research the company and how it brands itself to its target market.

You are required to:

1. Research existing hip hop design lines investigating urban culture looking at materials, colour, texture, composition and type styles.
 Collate your research into a sketchbook looking at the relationships involved in the culture and experiment with illustration styles using gel materials and computer graphics colour form and texture.
2. A sketchbook researching existing designer clothes lines and development of your design and techniques including ideas for the swing tag development.
 Using the best of your research and original ideas develop a design style for the hip hop range illustrating a minimum of three swing tags combining text and images using different techniques colour and materials.
3. Final design solutions for presentation produce a minimum of 3 sets of swing tags:
 Consider for your final designs: textured card, tracing paper, acetate, glossy card.
 Consider attachment method for example: buttons, studs, metal chains, string, cord or coloured twine.
 Tag design solutions can be illustration based, vector or bitmap using one, two, three or full colour.
 Be as creative and imaginative as you can.

Present final design solutions using colour printouts plus a sketchbook containing all research, roughs and developmental works and incorporated design analysis sheets

ZOO YORK

New York City. The 1990s. A gang of graffiti-writing skateboarders lead by Mark 'Ali' Edwards started a crew called "The Soul Artists of ZOO YORK". They became respected throughout the Five Boroughs for bombing Subways with spray paint as well as bombing hills on their skateboards.

By 1995, a new generation of New York City kids had taken over. Six of being overlooked by the California-centred skateboard industry and with the blessing of the original ZOO YORK crew, Rodney Smith, Eli Morgan Genzer, and Adam Schatz set out to disrupt skateboarding by making the first skateboard brand to represent for New York City in its very name. Starting with skateboard decks and T-shirts run out of a grimy secret house in lower Manhattan, ZOO YORK quickly grew to be an international streetwear sensation, evolving into one of the most recognizable lifestyle brands to come out of skateboarding.

Low rise cap
 Custom camo pattern
 Six-panel construction
 100% polyester

70% cotton/30% poly
 Heavyweight 350gsm Jersey
 Long sleeve
 Finished felt applique on front chest
 Graphic detail on front chest and sleeve hem
 Front kangaroo pocket
 Drawstring hood

Crew neck, short sleeve
 Graphic detail on front
 100% cotton

100% Maple wood
 Chapman skateboard deck
 Camo pattern

Crew neck, short sleeve
 Graphic detail on front chest and back
 100% Cotton

Southwest T-shirt
 Maritime graphic print on the chest with the founding year of the Zoo York brand - 1991.
 Premium felt round neckline, extra short sleeves with cuffed hems
 Soft and durable fabric

100% Cotton
 Multi-Color
 Graphic pattern
 Short sleeve



Straight Crew
 Tank grey
 Scoop neck
 60% cotton, 40% polyester

Designed by Eli Morgan Genzer
 Constructed from 7-ply maple

Head-made reproduction of the original 1993 Zoo York Tag deck
 Hand spray painted
 Signed by the artist
 100% Maple wood Chapman skateboard deck

Boardshorts Betty Black

Created with fabric Nylon strap



clothing tag shapes

animal shapes?
 skateboard?

ZOO YORK - founded by a graffiti-writing skateboarder Mark 'Ali' Edmund. Sold skateboards, t-shirts and other clothing.
 Style - graffiti
 Colour - colourful (every possible colour)

shopping bag shapes

as the brand name is ZOO YORK, i will look at Zoo animals and use it for the final design
 another thing i will look at is skateboards and graffiti.



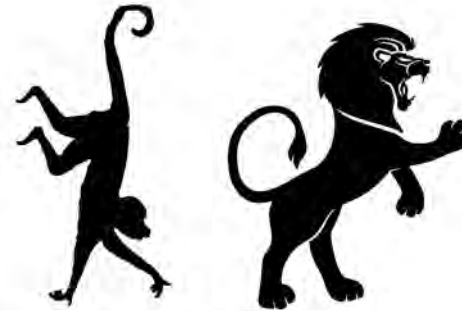
Working on ideas (digital)



ZOO YORK



ZOO YORK



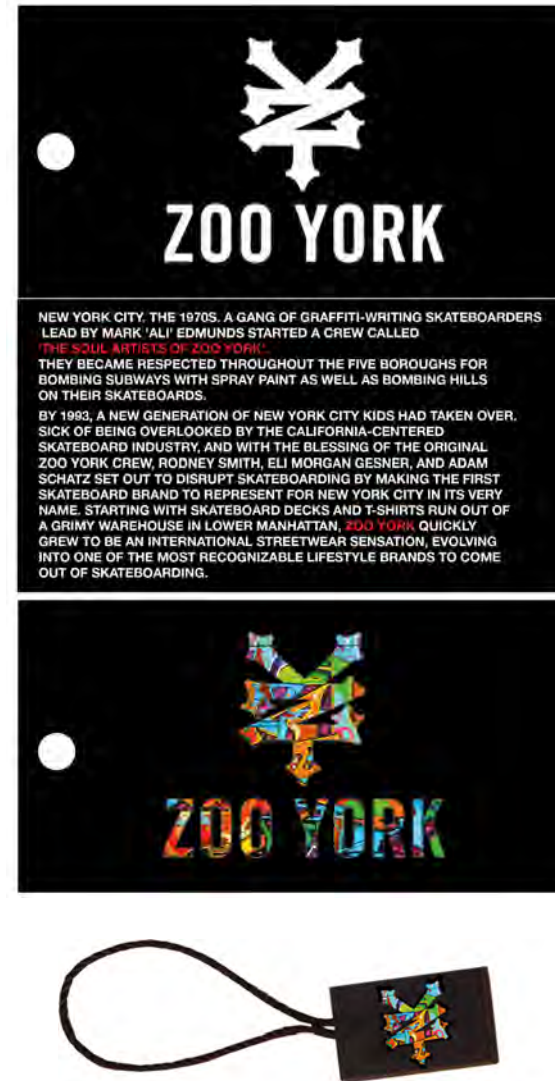
For this project i needed to design a swing tags, so i tried to incorporate elements, such as building, graffiti and animals. As the logo felt more in a graffiti style, i tried to combine the logo with graffiti to see how it would look together and from my point of view it felt like they really well complimented each other. For another design i went with Zoo animals which also looked really well together with the logo itself.

Finished designs (tags, bag)

1. design



2. design



For me i feel like the first design goes really well with the logo and incorporates a lot of features the Zoo York company is known for.

Olive oil project research and sketches

(glamour)
Shiraz
écarlate
(scarlet)
la savour
(glamour)
soleil
(sun)

The Brief - Label Design and Packaging Design
Subject choices Wine, Whisky or Olive oil
Size 100 x 70mm Landscape or Upright

Part 1 Label design proposals
Part 2 Packaging design proposals

- Design three wine labels for a French vineyard based in Bourgogne. This region is known for its Burgundy wine. The vineyard is called La Syrah after the main variety of grape that is used in its wine making. The wine is red in colour and is being launched as a new wine to rival Australia and New Zealand wines in the European market. The student has to create a name for the wine which can be in French or English.
- Design A Wine Box.** Use the label design to influence the design of the wine box.

- Design three whisky labels for the Dalwhinnie Distillery a new 12 year old single malt whisky that is pale in colour. The student has to create a name for the new whisky and the intended market is China.
- Cylinder Packaging.** The label design will also be reflected in the cylinder packaging for the bottle.


- Design three Olive oil labels for the Olive Grove Company. The labels are intended for the British market for upmarket delis and stores. The student has to create a name for the brand. The olive oil is made from green olives, black olives and yellow olives so this reflects in the colour of the oil.
- Box Design.** The designs will also be used in the box packaging for the 3 bottles.

Do not use straight photographs although you can use bitmap images in your final design proposals. The label designs must include vector graphics ie: illustrations plus typography elements. Include all legal requirements in typography volume, alcohol content etc. The final designs could be in limited colour or full colour. Bottle shapes can be traditional or modern depending on the style of label design. Bottle suppliers can provide various shapes from stock or make new styles depending on a client's budget.


Submission date

Olive oil


Olive Grove From website





The Olive Grove offers products from growers in both the Northern and Southern hemispheres throughout the world, ensuring the freshest available oils and vinegars any time of year.



Olive oils are 100% Extra virgin, filtered and cold pressed. Olive oil bottles are dark colored to hide them from light.



Olive oil has three big enemies: heat, light and air and are kept in stainless steel containers until they are purchased and bottled for customers.

Black olives or ripe olives are picked at full maturity when fully ripe, displaying colors of purple, brown or black. To reach the European market, commercial producers use lye, which neutralizes the bitterness of oleuropein, producing a mild flavour and soft texture characteristic of California black olives sold in cans.



Green olives are picked when they have obtained full size, white unripe; they are usually shades of green to yellow, and contain the bitter phytochemical oleuropein.




Semi-ripe or turning-colour olives are picked at the beginning of the ripening cycle, when the colour has begun to change from green to multicolour shades of red to brown. Only the skin is coloured, as the flesh of the fruit lacks pigmentation at this stage, unlike that of ripe olives.










Olive oil brand names

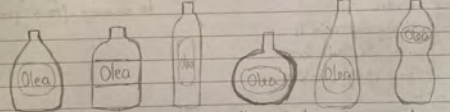
- Filippo Berio
- Extra virgin olive oil
- Voldeza
- Picolas Alziari
- Diliberto
- Odysea

Possible name for my olive oil design

- Olivia
- Pure
- Olive elixir
- Olive Lady
- Olive Life Oil
- Olio
- Olea

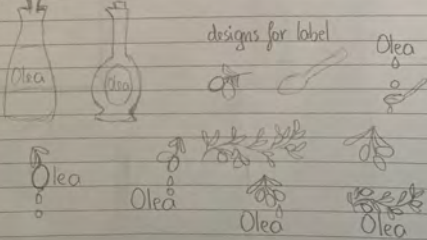
Olea - latin for olive
The production of olive oil has been known to have started before 4000 BC. From that I wanted the name to be something old and original and Olea does that. It combines something old and still sounds pleasant and would be easy to use in designing a label.

Bottle shapes



for the bottle shape I want something that would make it easy to use and hold.

designs for label

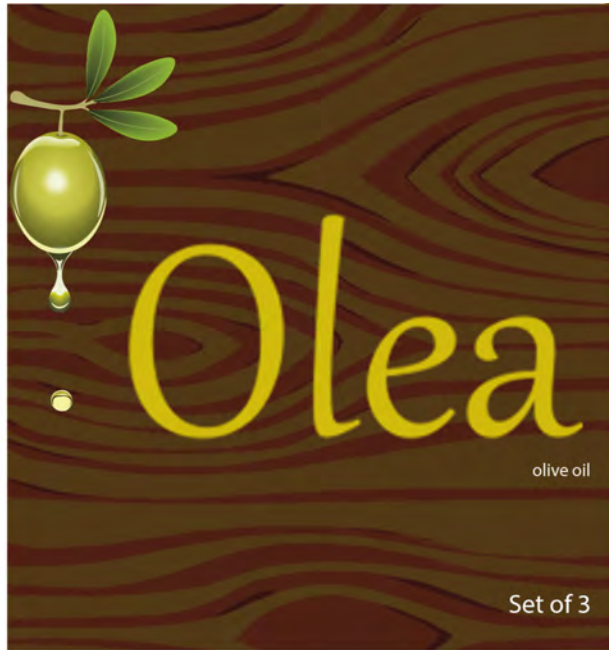


Possible designs for final product (digital)



I went with these type of bottle shapes as it looked more like an olive oil. Here i have a different type of logo designs to see which one would work really well together with the shape of the bottle. From my point of view a couple of designs went really well together.

Finished designs (labels, packaging)



I went with 2 final designs that looked really good.

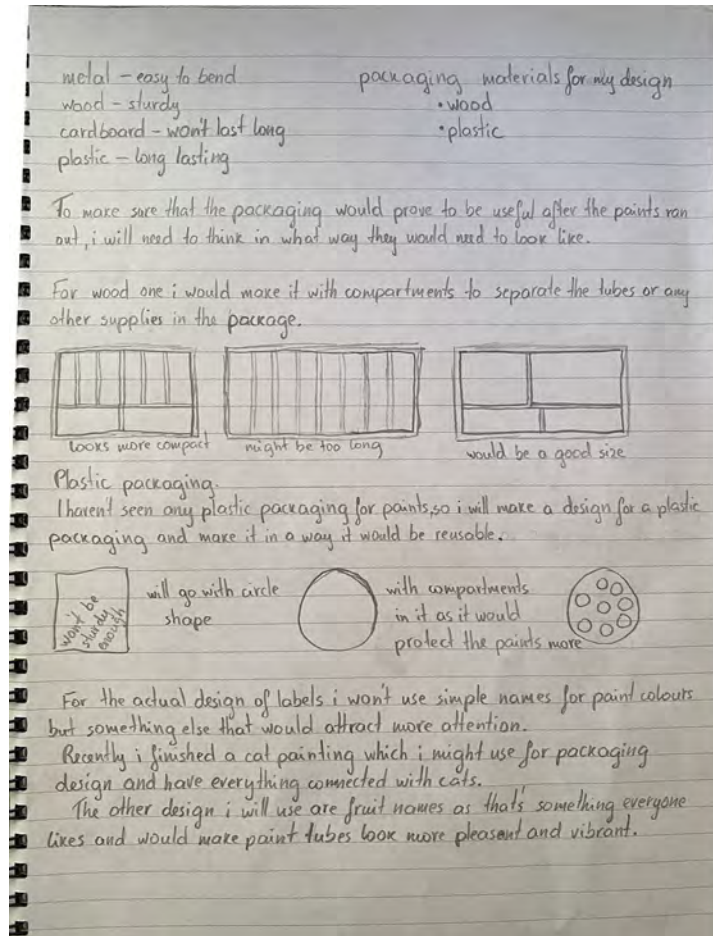
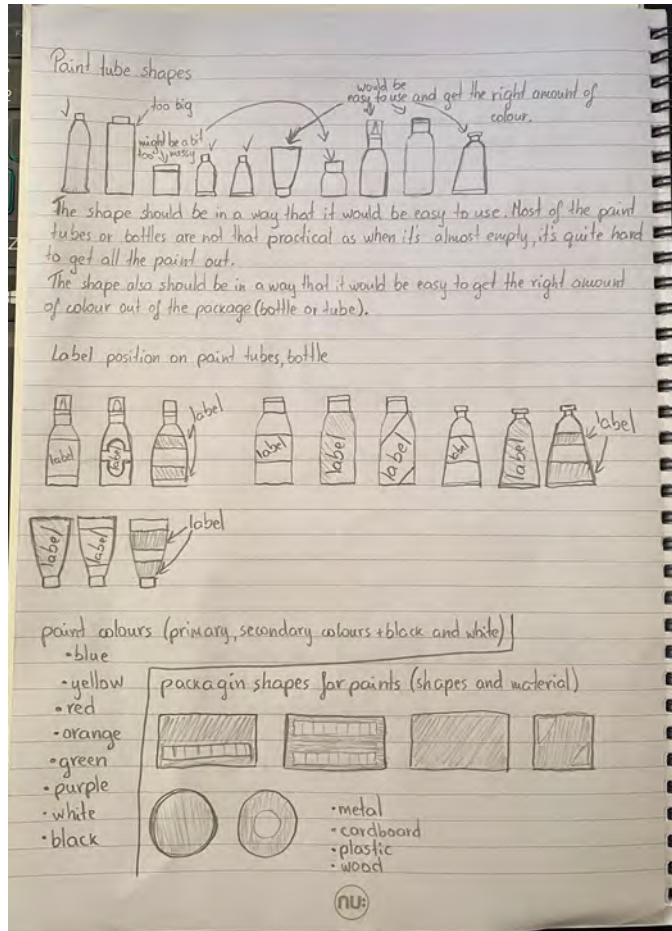
I am really pleased with this outcome as the whole combination of bottle, logo and packaging works really good with each other.

1. design

2. design



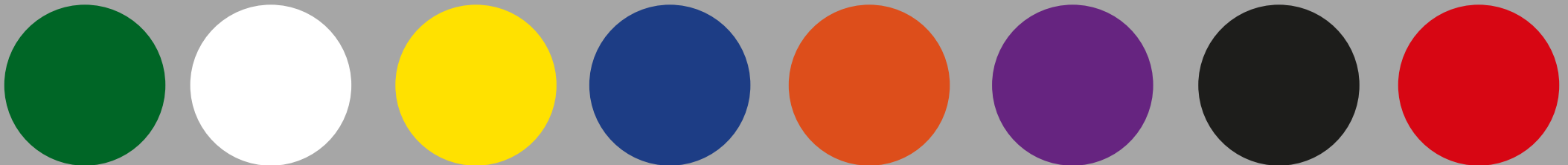
Artique project sketches



My own painting.



Colours for paint tubes



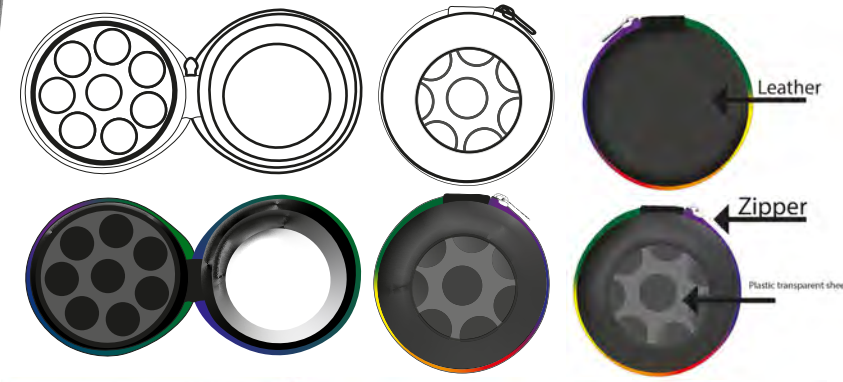
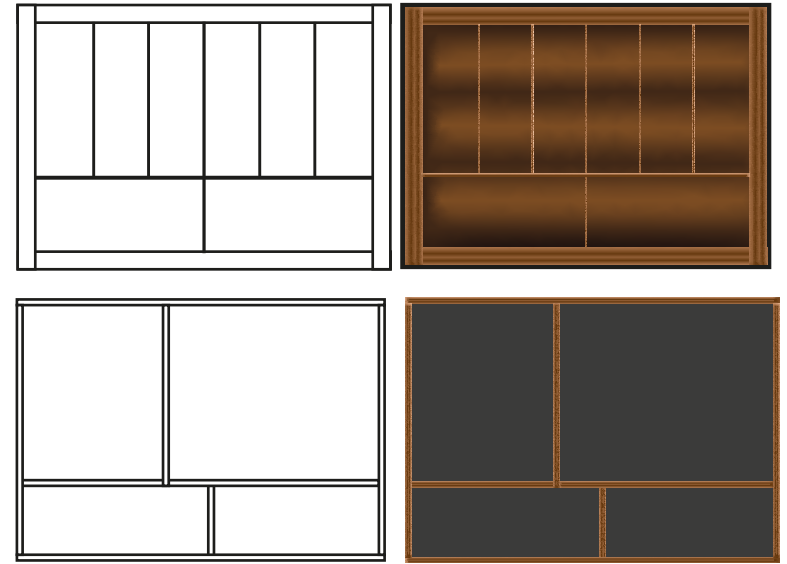
Packaging designs (research), (digital).



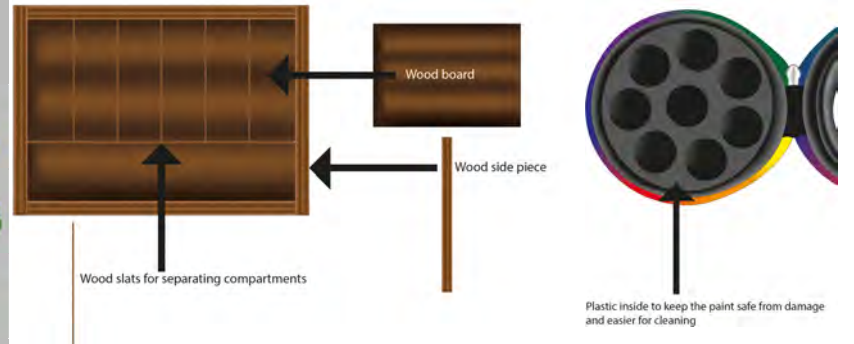
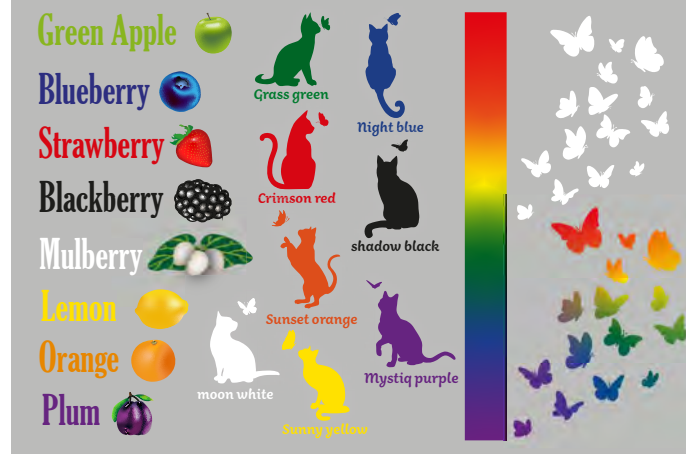
Paint tube shapes and colours i will use.



Packaging designs i will use



I went with with primary and secondary colours + black and white.
 For the packaging design for colour tubes/bottle i went with a shape that would be easy to use.
 For this design i went with bright colours and made it really vibrant and playfull.



Finished designs (packaging)

1. design



1st box



2nd box



2. design



These designs went really well for acrylic paint design. They came out really colourful and vibrant. Every detail for each design has been made in a way that every part of it would go together and look as a complete set.