

ART 292 Computer Graphic Design I

Project 1: Wine, Beer or Cider Label

ASSIGNMENT BRIEF

Your assignment is to design a label for a wine, beer or cider from a fictitious Virginia winery or brewery that will compete in the international marketplace as well as being unique to Virginia.

One of the ways a wine company attracts customers is from the use of graphic design to “brand” their image via their label. Most people purchase wine while shopping in a grocery or wine store and a good design can entice a customer to consider purchasing the wine.

The Virginia Wine Association has information about a number of Virginia wines on their Wineries page. Links go to a number of wineries that show their wine labels. <https://www.virginiawine.org/>

OBJECTIVES

1. Conceptualize and design a label for a Virginia winery or brewery.
2. Utilize visual hierarchy to support the clarity of the message.
3. Analyze and apply the visual elements and the design principles in your composition.

PROCESS

RESEARCH

Begin with research at local stores and online to determine the following:

- Name of your vineyard or brewery
- Region of Virginia
- Type of wine (Chardonnay, Cabernet Sauvignon, Merlot, Sauvignon Blanc, etc.) or type of beer (IPA, ale, lager, stout, porter, etc.)
- Year
- Target audience
- Competitors
- Appropriate bottle choice for your wine, beer or cider.

You must develop your own original imagery and logo. A wine/beer/cider label is not seen flat by customers and is seen more like a sculpture than

a flat ad or book cover. It is important to print and look at your design early to see how the edges curve. You are allowed to use center alignment on this assignment because many labels are center aligned to allow for better visibility.

DESIGN PROCESS

1. Measure labels to determine an appropriate size.
2. Your label must be completed in Illustrator.

TECHNICAL REQUIREMENTS

You must include the following:

- Document bleed
- Logically organized and named layers

SPECIFICATIONS

- *Software:* Illustrator
- *Document size:* To be determined by your design and bottle type.
- *Units & Increments:* inches
- *Bleed:* Your design may bleed. In your new document settings set the Bleed to 0.125.

PRINTING & MOUNTING

- Print your label on the lab printer. The printer in Templin 907 may give better results.
- Trim your print to the actual size of your label and tape it on a bottle that is the appropriate type of bottle for your choice wine for the **class critique**.
- After the critique and your revisions make another print. Trim your print to the actual size of your label and spray-mount it on a bottle.
- **Do not use scissors to trim your work. You must use a X-acto knife and a straight edge for cutting.**

TUTORIALS

It is recommended that each student complete personal research for the assignment. These are strong tutorials from Lynda.com.

Lynda.com tutorials

- Illustrator Insider Training: Drawing without the Pen Tool by Mordy Golding
- Illustrator CC Essential Training (2015) by Justin Seeley

PORTFOLIO STATEMENT

A written Portfolio Statement is required for this assignment. All sections of the Portfolio Statement must be completed with proper sentence structure and the use of design and technical terms.

GRADING SHEET

The criteria for evaluation will be how successful you were in completing the required items for the assignment. The individual parts of the assignment will be graded including your research and scanned sketches. Your compositions will be evaluated based on the principles of design. You are expected to review Lynda.com tutorials as part of this process.

Technical control will be evaluated with an emphasis on well-organized digital documents and the careful and successful use of the software.

Please refer to the posted grading sheet to see specifically how your work will be graded.

REQUIRED ITEMS FOR GRADING

Research about your winery or brewery

- Word document

Illustrator document

- Illustrator document with all linked documents
- PDF

Label spray mounted on an appropriate bottle

Portfolio Statement – *this is the short document about the assignment*

- Microsoft Word

DEADLINE

Please refer to the schedule for deadlines.

LATE PROJECTS

1. Projects that are not shown at the critique will receive a ten-point reduction.
2. Projects may be revised after the critique and submitted one-week after the deadline.
3. Projects will only be graded once.
4. No work will be accepted after the one-week revision period unless there is a valid written medical reason or a family emergency. Work not submitted by this deadline will receive a zero.