

# FULLY CARBONATED

*Project Number Six | November 28 - December 16\**

WORTH 75 POINTS

FALL 2005

INTRO TO GRAPHIC DESIGN  
NORTHERN KENTUCKY UNIVERSITY

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**BEVERAGE APPEAL** { *The intent of this project is to prepare you with the skill and understanding of beverage label design. As you work, be aware of color, marketing demographic, use of typography and design style. Keep in mind that you are attempting to appeal to a consumer's sense of style and taste (literally). Psychology should be apparent in your decisions.*

**01 ASSIGNMENT : FULLY CARBONATED**

In this project you will be creating the label for a new soda (or tea). Students will need to determine the soda name, audience / demographic that it will be marketed towards, color of the liquid and overall design style / appearance. You will also need to design a coaster which could be given away as a promotional piece. Keep in mind that color and style will play a major role in the overall attractiveness of your product.

*Label Size : Determined by student, can be any combination of neck label, front label, back label and / or a single full-wrap label. Shapes and die-cuts are acceptable. Labels should feel size appropriate for bottle selection.*

*Bottle Size / Type : 12 oz. (no larger than 20 oz.). Bottle should be transparent (glass or plastic). Should not have any type of embossing or visible markings on the bottle that you did not put there yourself. Caps must be designed / taken into consideration as well.*

*Coaster : Should be approximately 3.5 x 3.5". Should be adhered to, or created on a thick paper / board stock for authenticity.*

*Medium : Any combination of spray paint, InDesign, Illustrator or Photoshop.*

*Color : Determined by student, this includes the liquid color as well.*

*Text : Product name, Nutrition facts, UPC code.*

**02 PROJECT TIMELINE : DUE DATES**

- November 28 : Project introduction
- November 30 : Project #5 Due, Critique
- December 05 : Discuss bottle visuals, research and layouts  
Individual meetings - *Be prepared to show / discuss your progress*
- December 07 : Intermediate Critique  
Intermediate Critique - *Present bottle and coaster to the class for feedback*
- December 16\* : Project #6 Due, Critique (10:10am)  
Project #6 Due, Critique - *Present final project for critique*

**03 PRESENTATION : GUIDELINES**

At least one 12 oz. bottle fully assembled with labels and pigmented liquid.  
At least one promotional coaster (approx. 3.5 x 3.5").

**04 GRADING : A B C D F**

Project worth : *75 total points*

Sketches :	<i>5 points</i>
Bottle Design :	<i>40 points</i>
Coaster Design :	<i>20 points</i>
Presentation and Craft :	<i>10 points</i>