

DES 133 Assignment 1: Ready-to-Drink Coffee Line Packaging, Due date: Week 4 @ 9:00AM

The Brief:

Create a ready to drink coffee offering for a bagged-coffee brand.

Create a ready-to-drink (RTD) coffee offering for a coffee brand that currently only exists as ground or bean coffee. This new sub-brand or product line should feature the master brand logo but have its own identity as either a product line or sub-brand.

Coffee brand _____ currently offers only bagged product (grounds and beans). With more and more people on the go, and higher out-of-home coffee consumption, _____ is looking to expand and connect with consumers in the on-the-go context by launching a single-serve RTD iced coffee offering.

Background:

The target market is male and female coffee drinkers in the demand space of on-the-go. The top brands in the single-serve space are currently Starbucks and Stok. This drink would be sold in coolers at gas stations/convenience, supermarkets (check-out lines, drink aisles), and bodegas.

Scope:

12-oz Bottle or can with front and back (or wrap) label for one variant (flavor) offering.

Requirements:

Design must contain the original parent logo and other brand assets as appropriate.

Design must contain a newly developed sub-brand or product line visual identity : “iced” or “brewed”

Mandatory components:

- Master brand logo
- Sub-Brand or product line identity
- Product name and variant (considering potential extensions)
- Brand’s address & web address
- Copyright Icon and date
- Legal info (illustrator file)
 - Ingredients List
 - Nutrition Facts Panel
 - Bar Code
 - Caffeine Statement
 - Calorie “Key”
 - “Keep Refrigerated”

Notes on process:

Gather inspiration anywhere you can. Stores aren’t very accessible right now, so use the internet or your limited grocery trips to observe the category of chilled RTD drinks. Familiarize yourself with your chosen brand.

Choose your bottle structure or can thoughtfully. You can use a stock option or a custom design, but you'll want to consider your brand and positioning while choosing. In all scenarios, the label dieline you generate will need to have considered the bottle form.

While exploring your concepts, you need to juggle typefaces, colors, imagery, dimensions and content in order to ensure that all elements work together.

Remember: A great design can be killed by bad type, so don't disregard it until the end. Consider the use of your colors. Can tints of your colors be used to extend the design possibilities? What about reversal of color? If you are using images, are your colors complimentary to the hues in the image? Explore lots of possibilities and gradually rule out design options.

Final Deliverable:

1. **3-page PDF**
 - a. Page 1: Brand one-pager
 - b. Page 2: Moodboard
 - c. Page 3: Rendering of bottle or can with label (front and back views)

SCHEDULE

Week 1: Lecture on product lines, Project assigned

Due Next Week:

Define: Choose your coffee company. **(In Class)**

Research: Research the brand and the RTD coffee space. Create a brand 1-pager **(1hr)**

Ideate: Create 3 distinctly different moodboards for your brand's RTD line **(3hrs)**

Prepare: Paste: 4 pages for crit: Brand 1-pager, 3 moodboards. Be prepared to share and make a recommendation. **(1 hr)**

Week 2: Lecture on dielines, Exercise, Small groups crits, Work time

There will be a short lecture on dielines. We will have small group critiques on homework, during which you will complete an in-class assignment. Then there is work time.

Due Next Week:

Define: Choose 1-2 structures to work on. Create dielines **(in class)**

Create base renderings **(1 hr)**

Generate: 3 distinctly different branding/graphic concepts **(3 hrs)**

Prepare: Paste: Brand 1-pager, 1-2 pages of sketches, 1 page with lineup of 3 graphic concepts **(1 hr)**

Week 3: Lecture, Exercise, Small groups crits, Work time

There will be a short lecture. We will have small group critiques on homework while doing an in-class exercise. Then, time is given to work on assignments.

Due Next Week:

Refine: Finalize concept and rendering. **(4 hrs)**

Prepare: 3-Page PDF: Brand one-pager, Moodboard, and Final renderings of bottle/can with graphics. Front and back. **(1 hr)**

Week 4: **Final deliverable due by 9:00 AM.**