

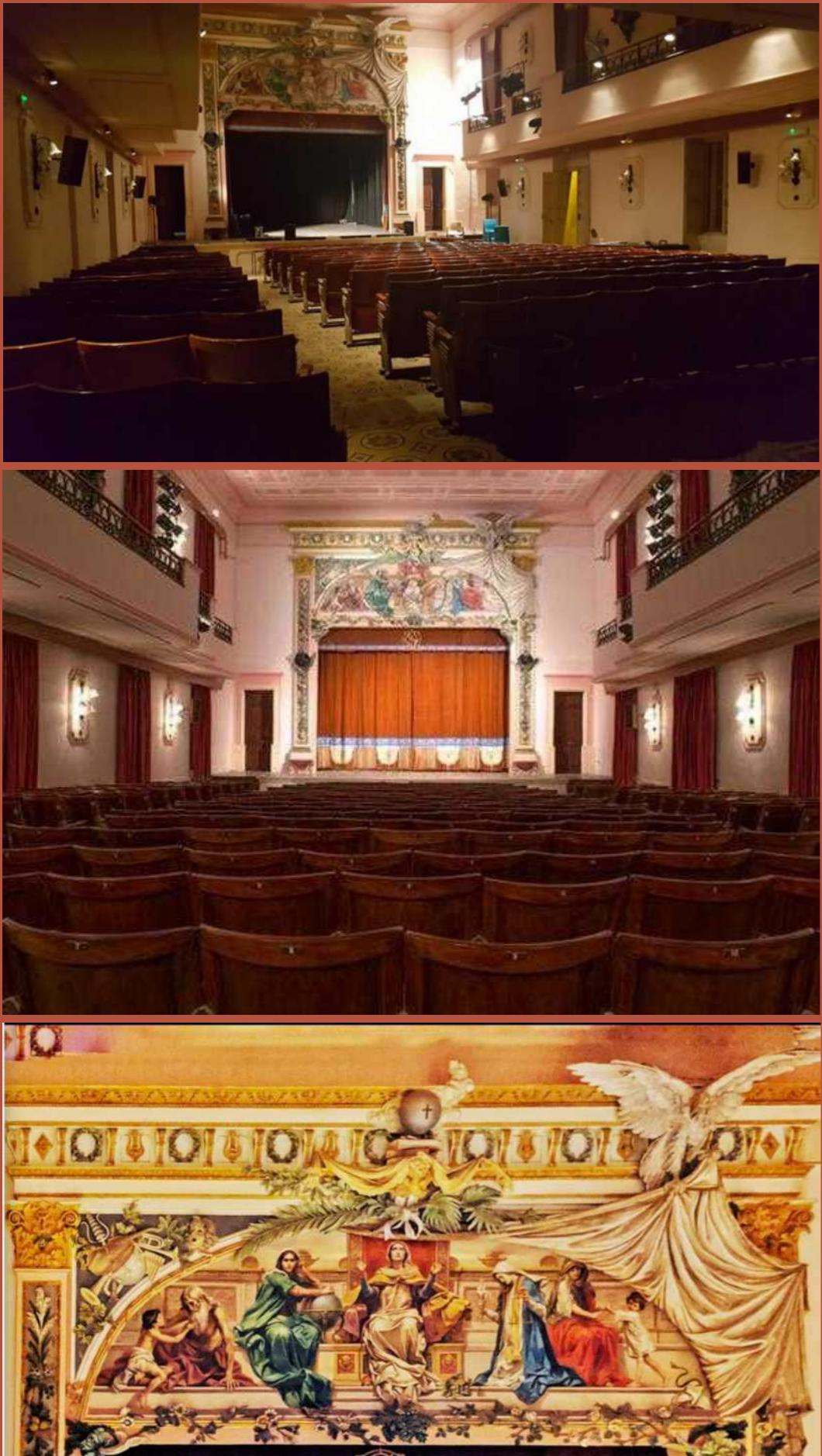


DGA3004: NEGOTIATED PRACTICE

- MERCHANDISING -

Maria Degiorgio, Jerome Micallef, Vincianne Scerri

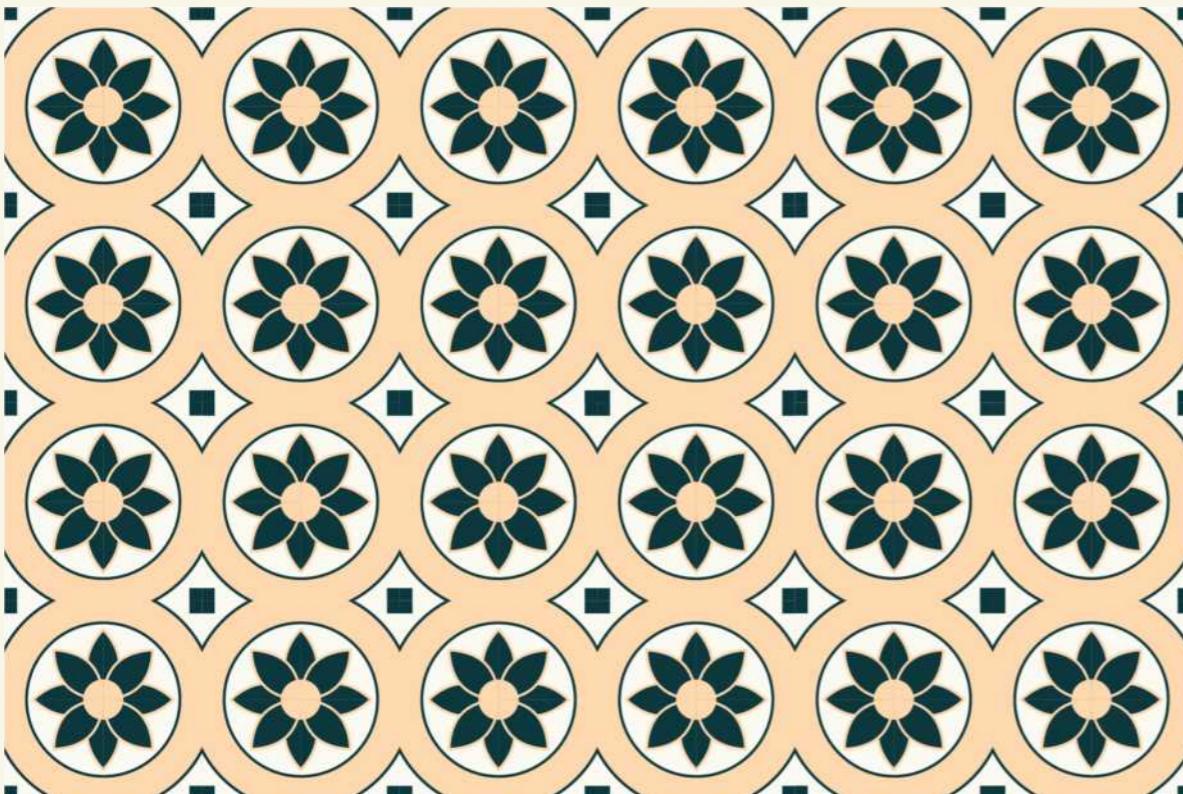
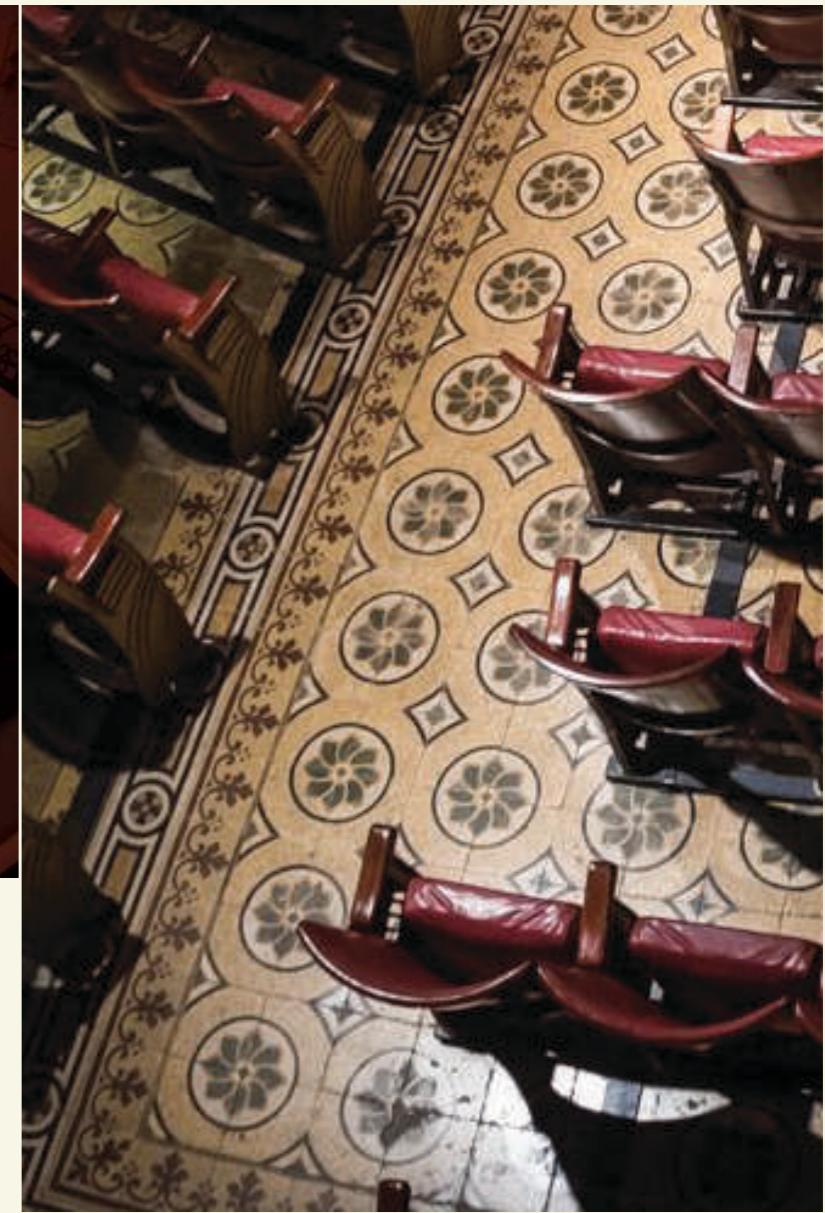
- TEATRU SALESJAN -



IMAGES OF REFERENCE THAT INSPIRED THE DESIGN



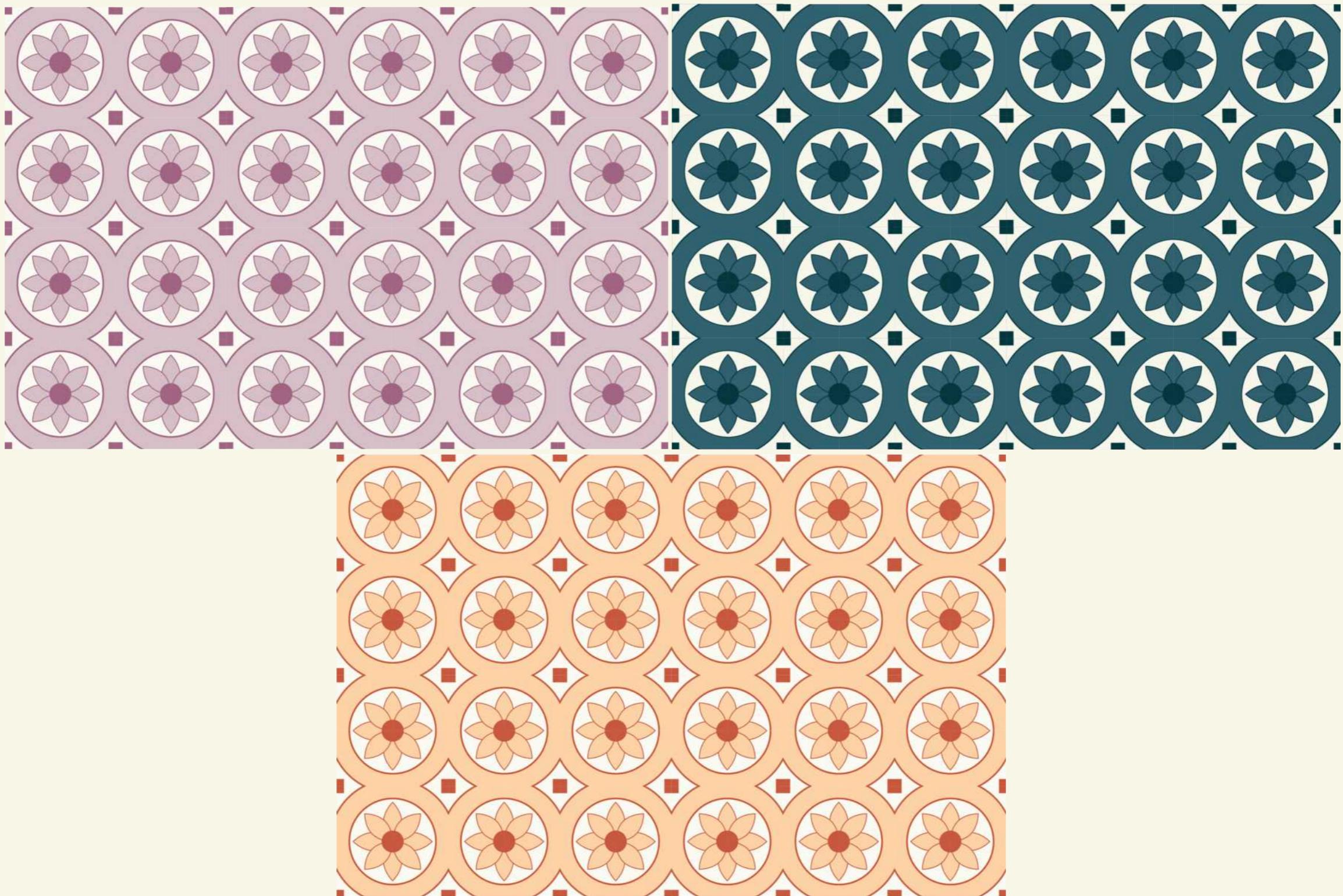
Captures the highly detailed authentic features of the theatre layout in simple vector shapes inspired by art deco.



IMAGES OF REFERENCE THAT INSPIRED THE DESIGN

Art deco tile pattern inspired by the theatres tiles.

TEATRU SALESJAN MERCHANDISE DESIGN



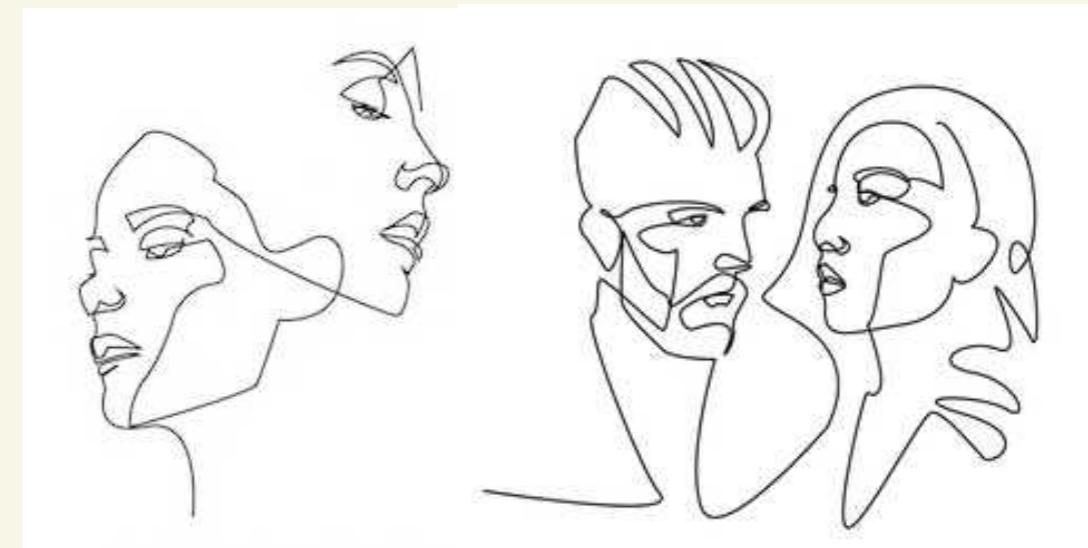
- THE 5 PERFORMANCES -

- COX AND BOX -

COX
&

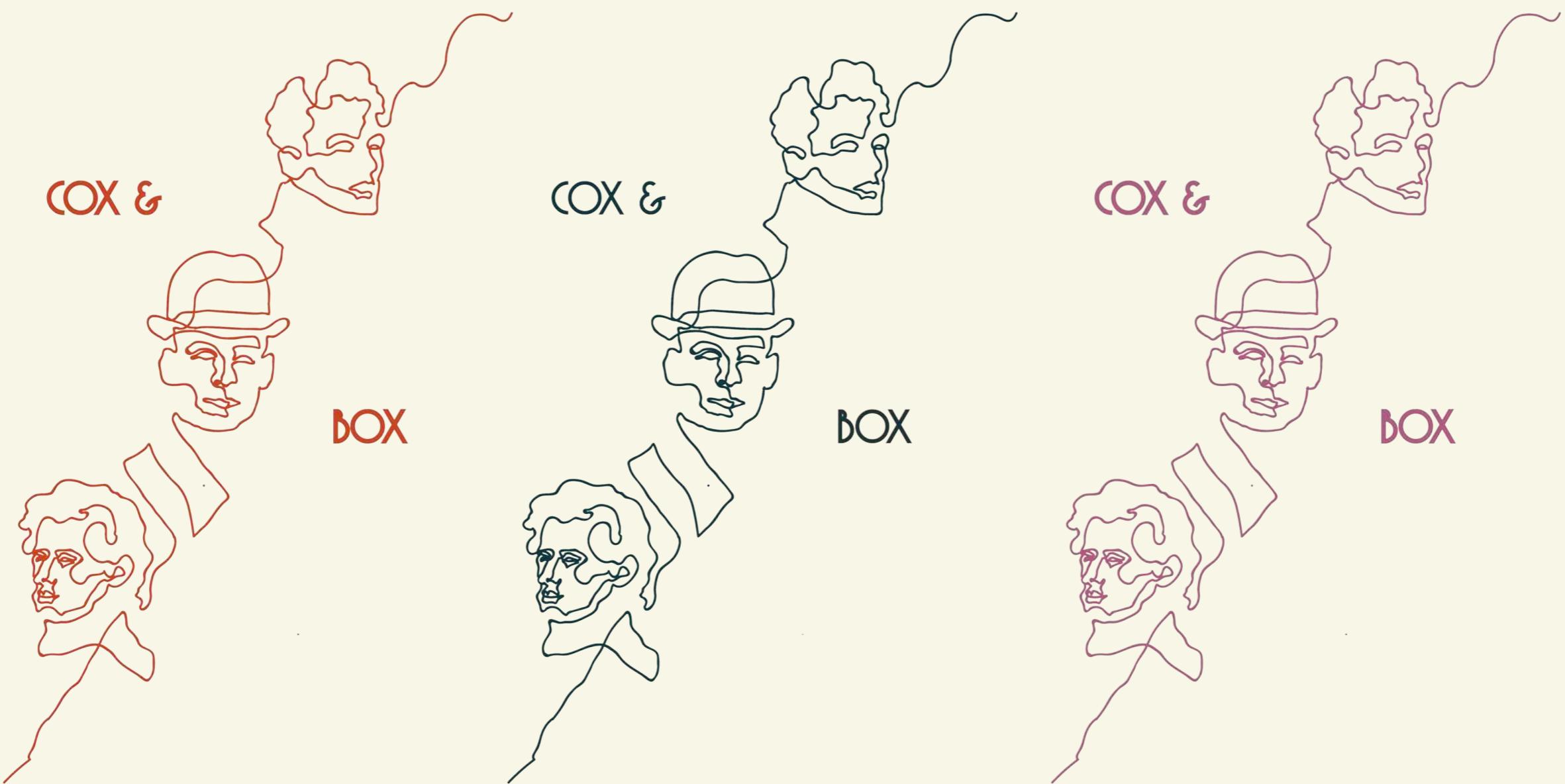


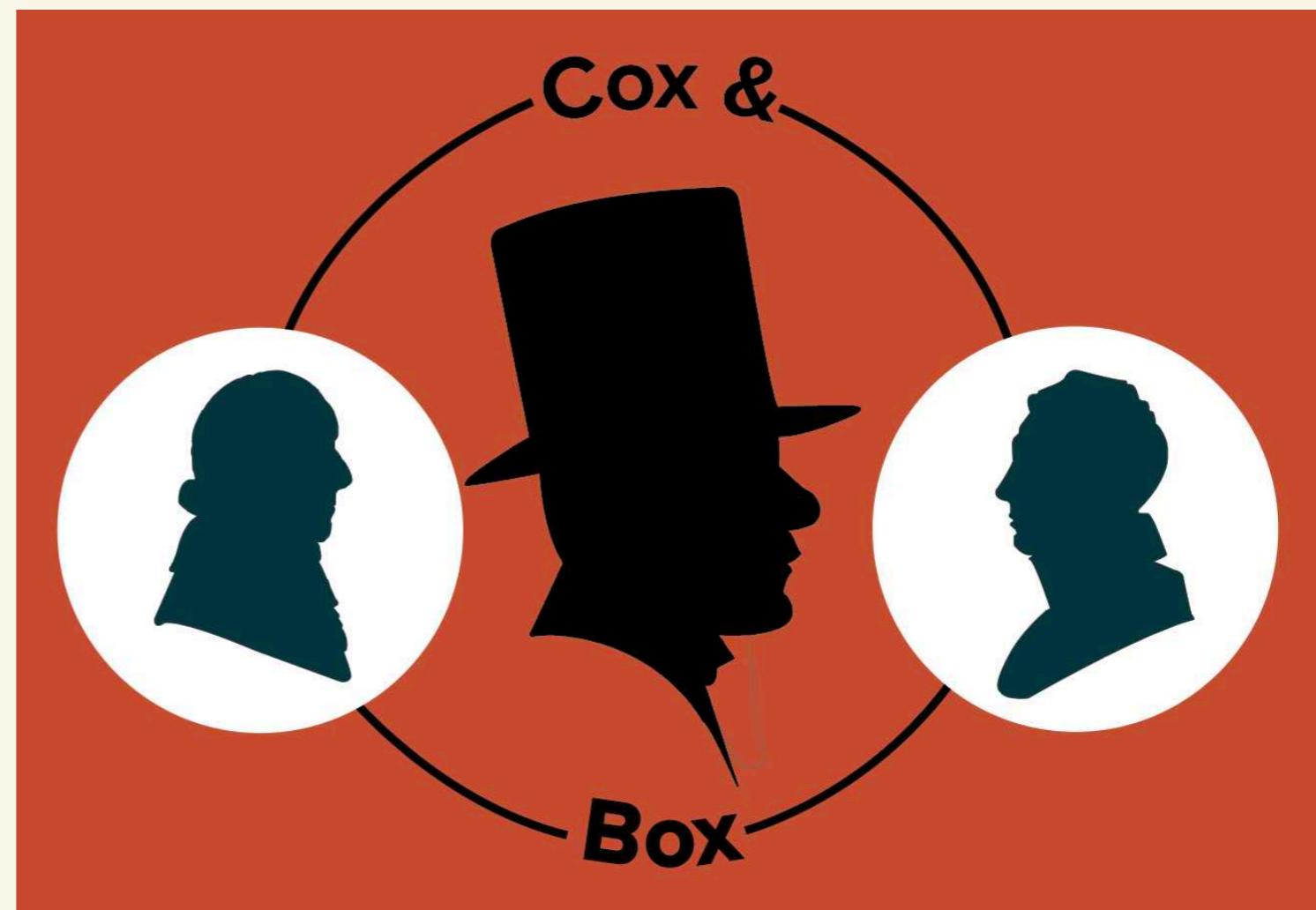
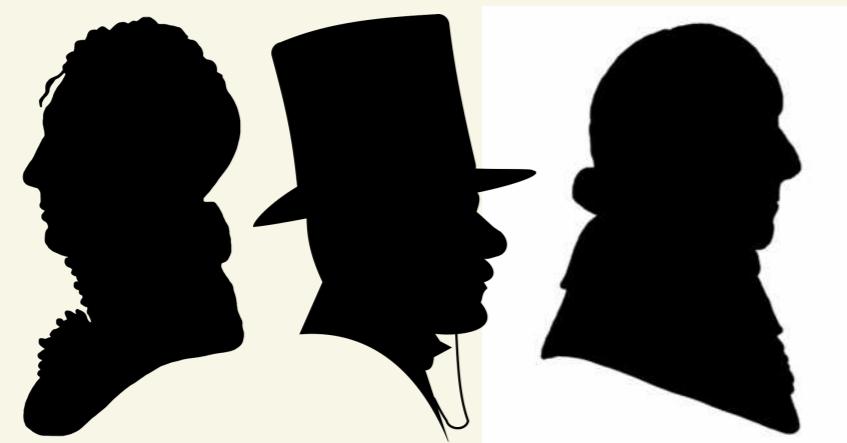
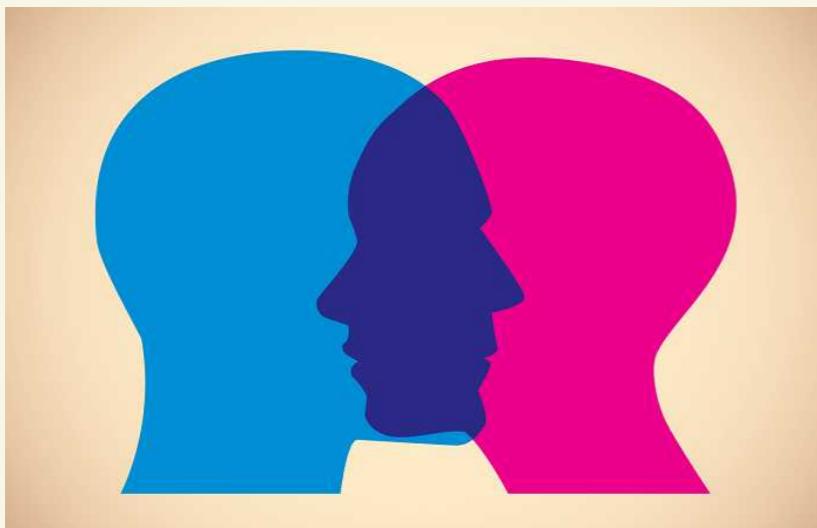
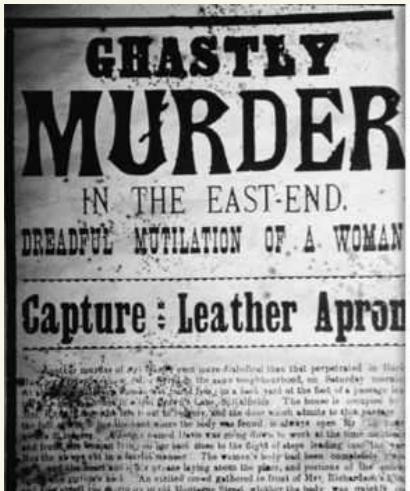
The continuous lines hint the interconnection between these characters symbolised through the ambiguity of the line.



**IMAGES OF REFERENCE THAT INSPIRED
THE DESIGN**

COX AN BOX MERCHANDISE DESIGN OPTION 1:

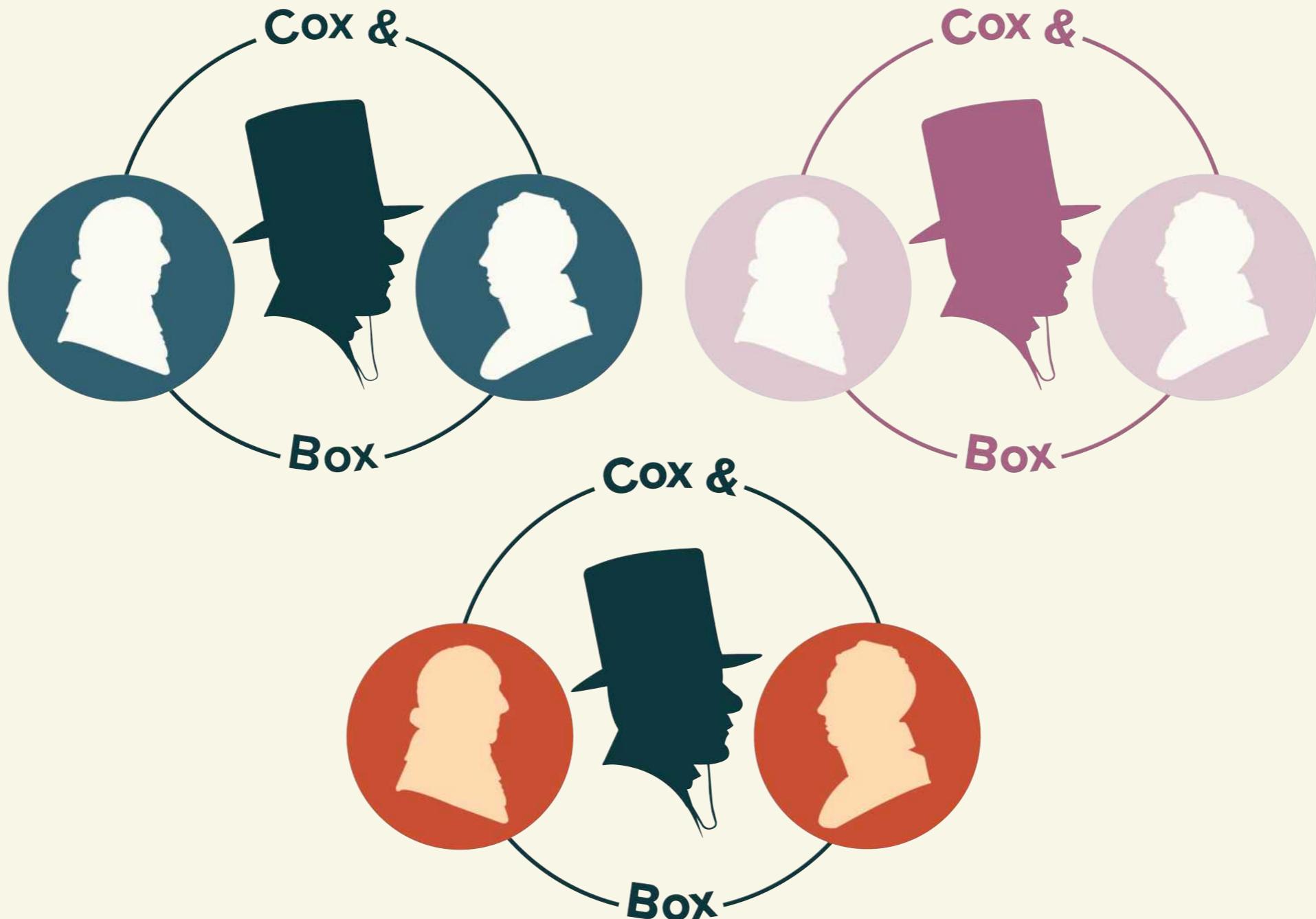




Circles used to illustrate the separate yet connected relationship of the characters and their space.

IMAGES OF REFERENCE THAT INSPIRED THE DESIGN

COX AND BOX MERCHANDISE DESIGN OPTION 2 :



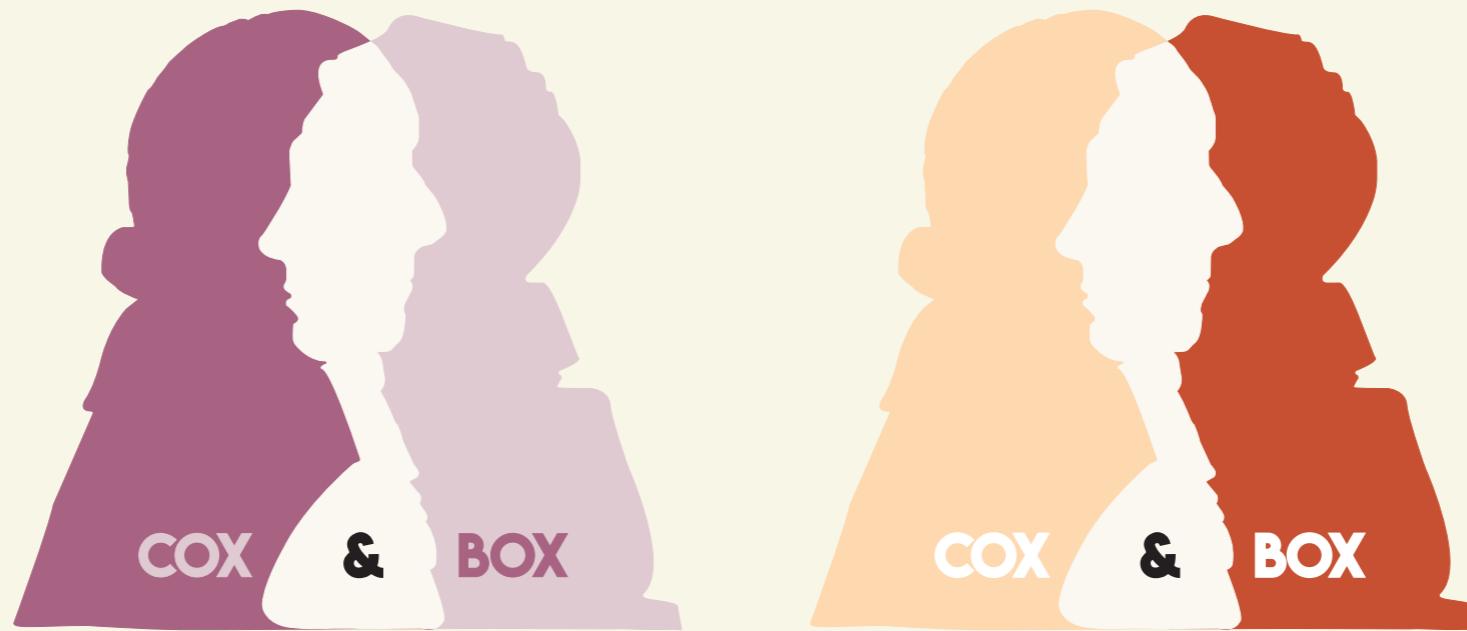


Inspired by Option 2 - The two habitual spaces (homes), reflected through the figure's intertwining and overlapping spaces, further differentiated through colours, creating a middle space of emptiness belonging to no one.

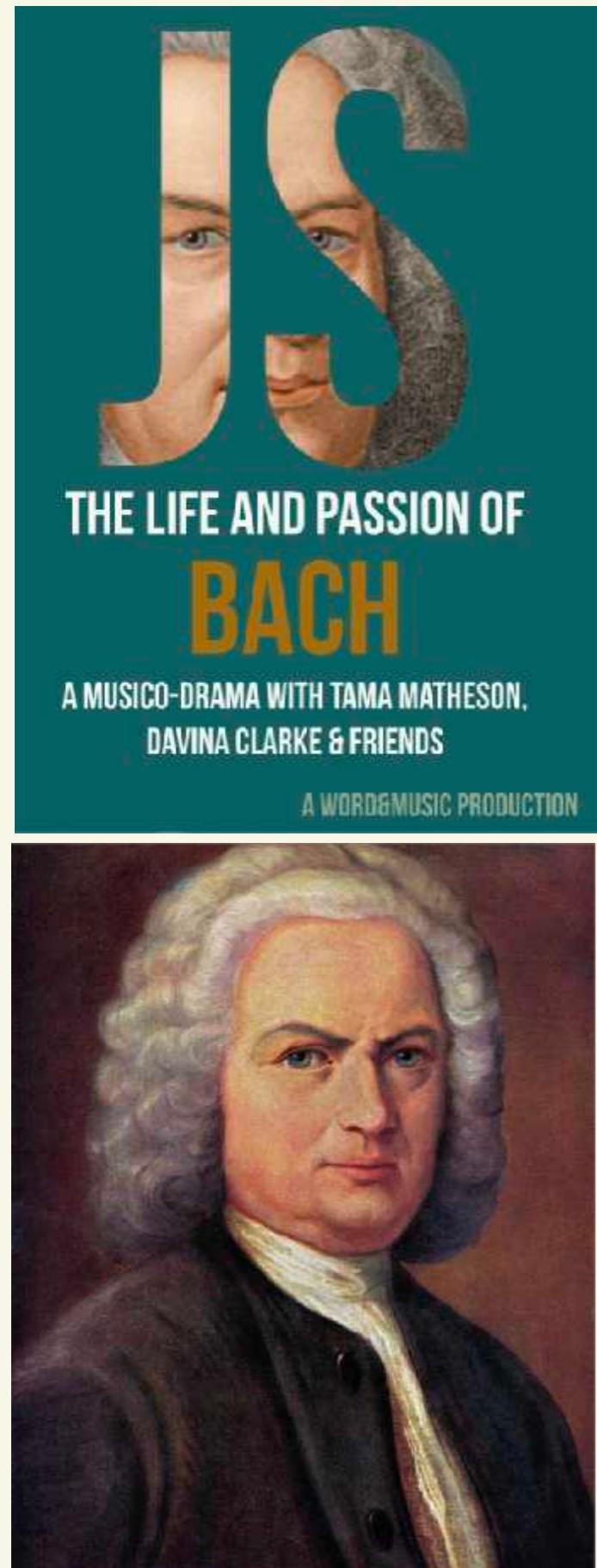
| COX AN BOX MERCHANDISE OPTION 3 :



COX AND BOX MERCHANDISE DESIGN OPTION 3 :



- THE LIFE AND PASSION OF BACH -



IMAGES OF REFERENCE THAT INSPIRED THE DESIGN



THE LIFE AND PASSION OF BACH

Created a clean minimalistic portrait of Bach himself which was inspired by Art Deco.

THE LIFE AND PASSION OF BACH MERCHANDISE DESIGN:



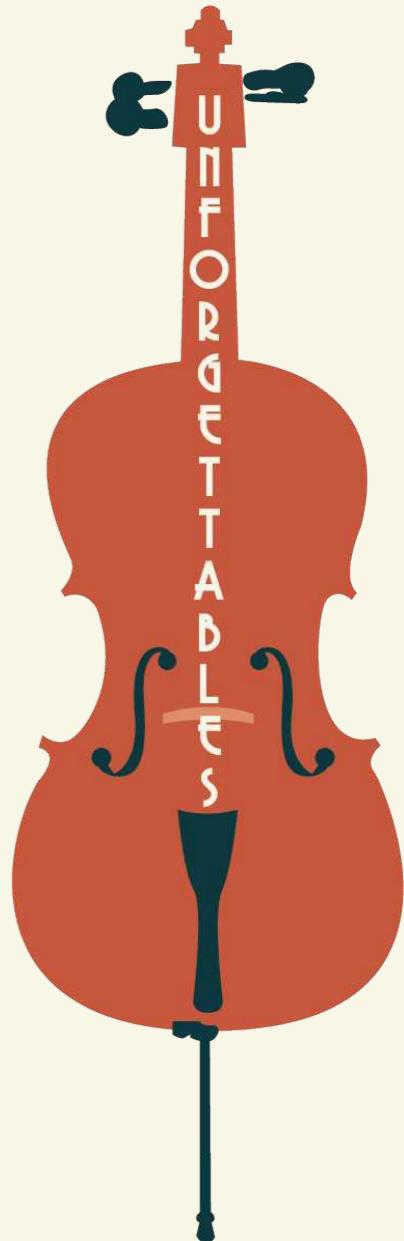
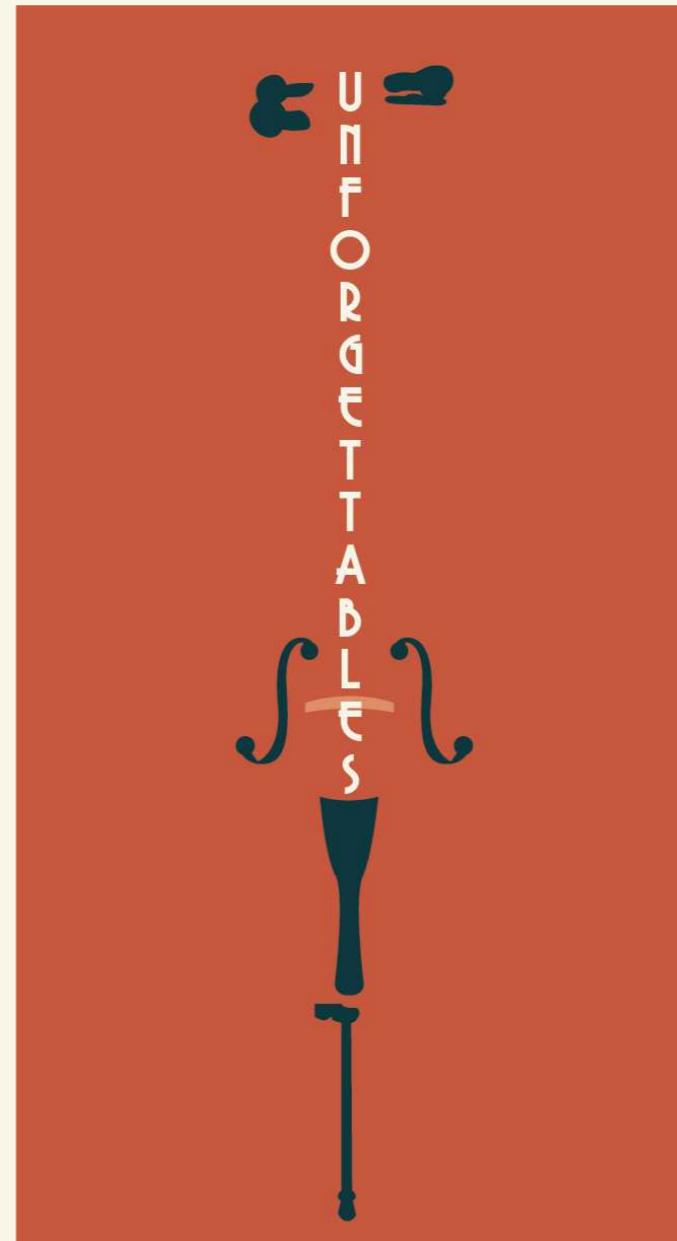
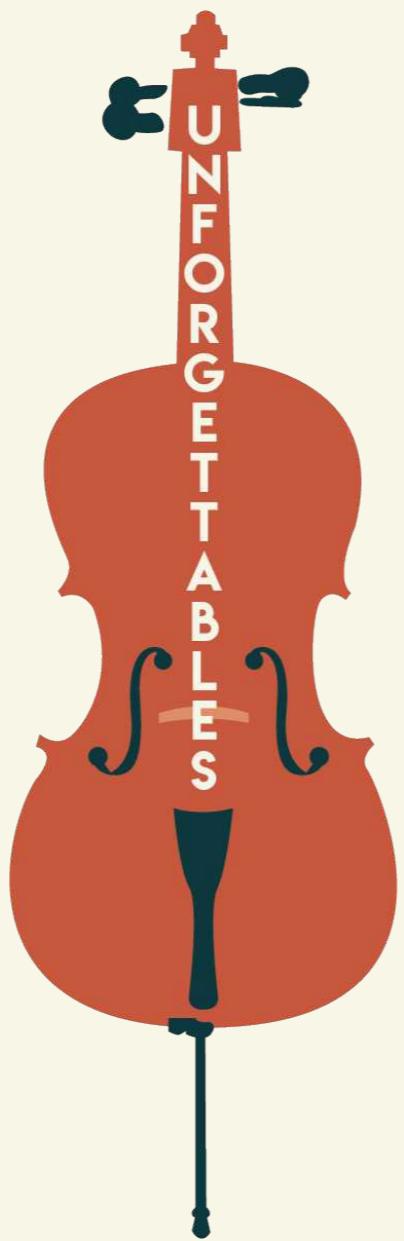
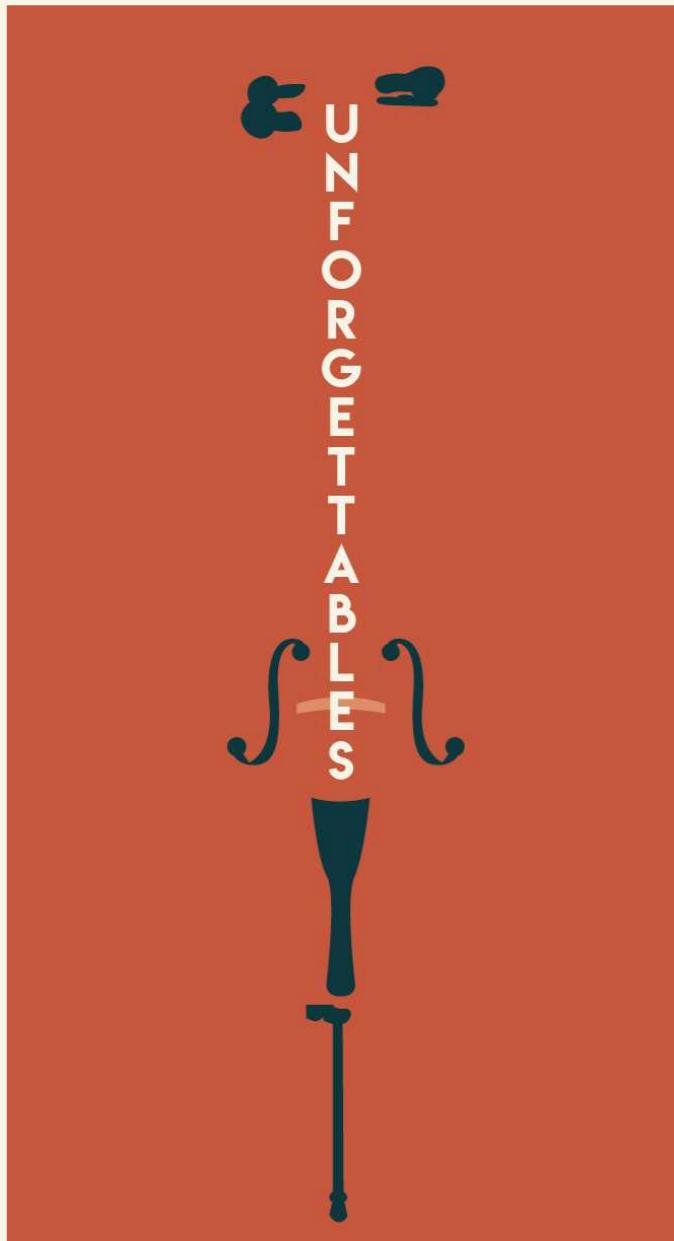
THE LIFE AND PASSION OF BACH



THE LIFE AND PASSION OF BACH

- UNFORGETTABLES -

UNFORGETTABLES MERCHANDISE DESIGN:

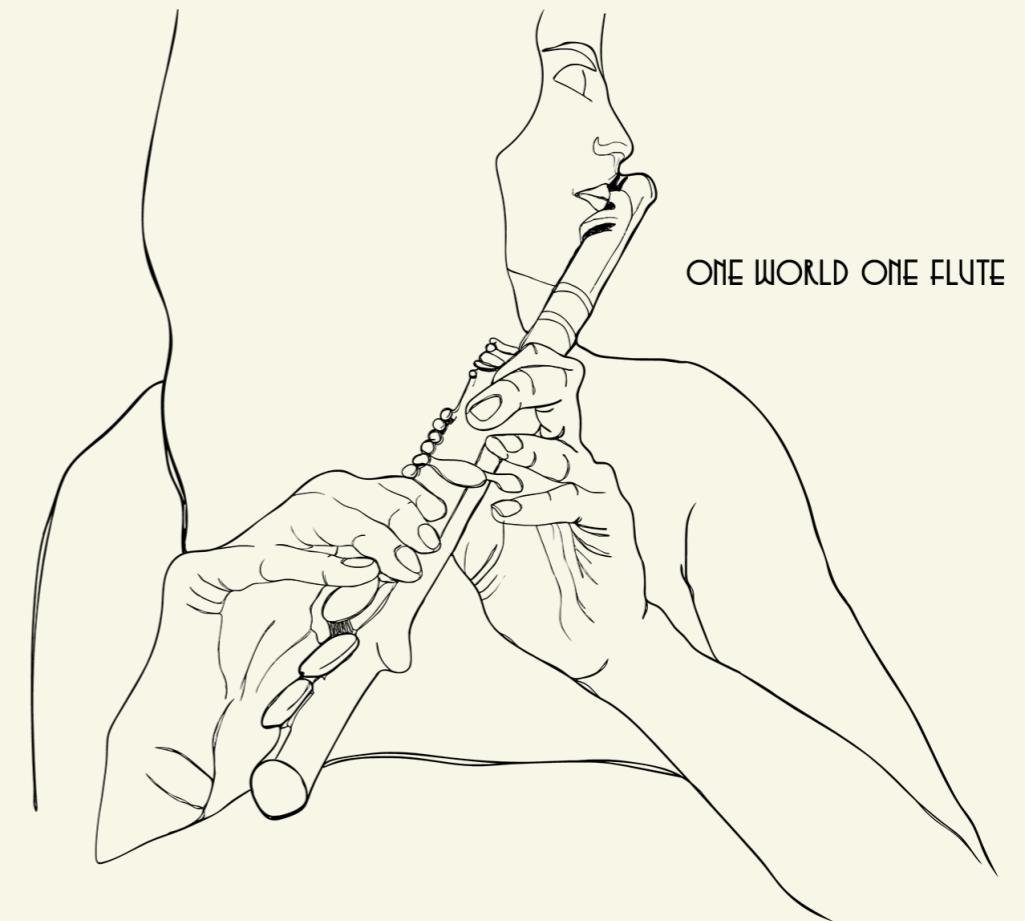
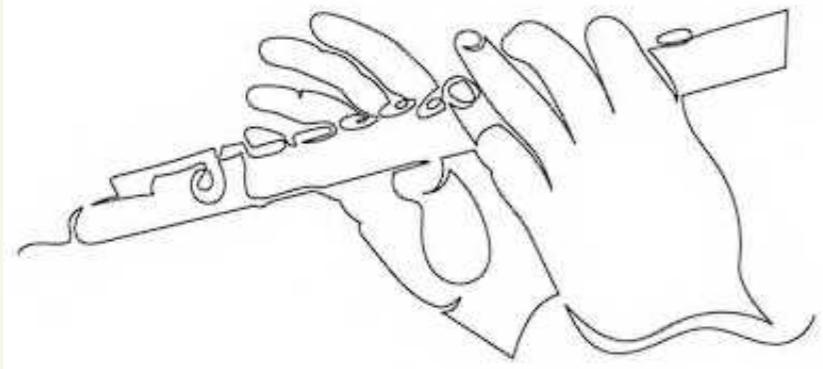


- STAR OF STRAIT STREET -

STAR OF STRAIT STREET MERCHANDISE DESIGN:



- ONE WORLD ONE FLUTE -



IMAGES OF REFERENCE THAT INSPIRED THE DESIGN

Continued on the theme Maria used, the continuous line art, and drew a flute player using this technique to show coherency between the works.

ONE WORLD ONE FLUTE MERCHANDISE DESIGN:



- OVERVIEW OF OPTIONS FOR MERCHANDISE -

AS A STARTING POINT WE CREATED THE FOLLOWING PRICE LIST:

- **BOOKMARK/ KEYCHAIN** - EUR 2
- **MUGS** - EUR 5
- **T-SHIRTS** - EUR 10
- **TOTE BAGS** - EUR 12

PRICES ARE NOT FIXED AND CAN BE CHANGED AS CLIENTS DESIRES.

Disclaimer: The appropriate objects were best chosen to fit the design, therefore we recommend that if the design is not included on the object it would be best to be left out - however we highly recommend that test prints would be conducted.

- BOOKMARKS/KEYCHAINS -

* Can be applied for all design

- Digital Print - A3 papers are mostly standard used in Malta.
- 1 sheet - fits 10 bookmarks
- To reduce costs - No die cut is needed, however there is obviously extra trimming costs.
- Common Twine string can be used to reduce further cost.



Preview of Print Sheets:

















- MUGS -

* highly recommended to be used for the following design only

- Since we had patterns on the mugs, the logo would not have been that readable along the geometrical design so we decided to include it on the bottom of the mug.

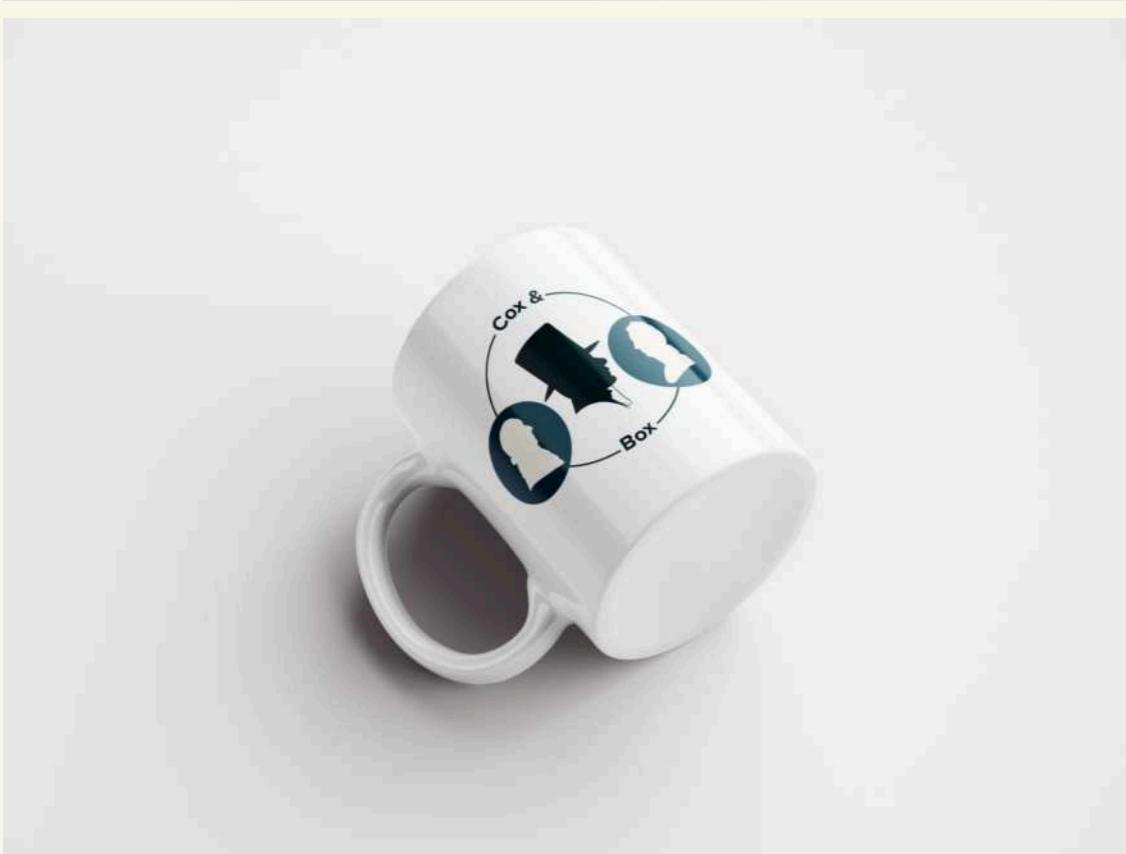


© Designed and produced by the Students of
BFA in Digital Arts at the University of Malta

Mug Bottom

















- T-SHIRTS -

* highly recommended to be used for the following design only

Front



Back



Front



Front



Front



Front



Back



Front



Back







Front



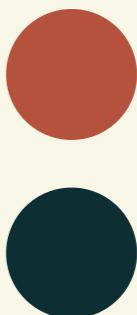
Back



Front



Back





Front



Back

Front



Back



Front



Back



- TOTE BAGS -

* Can be applied for all design

Back



Front



Front



Front



Front



Front



Front



Front



Front





- THANK YOU -