



# Mockup 3D

akira spring 24

# concept note

I chose to make a label for a fictional brand based on an album i liked. i took inspiration from the album cover to create the colourscheme and the star imagery.

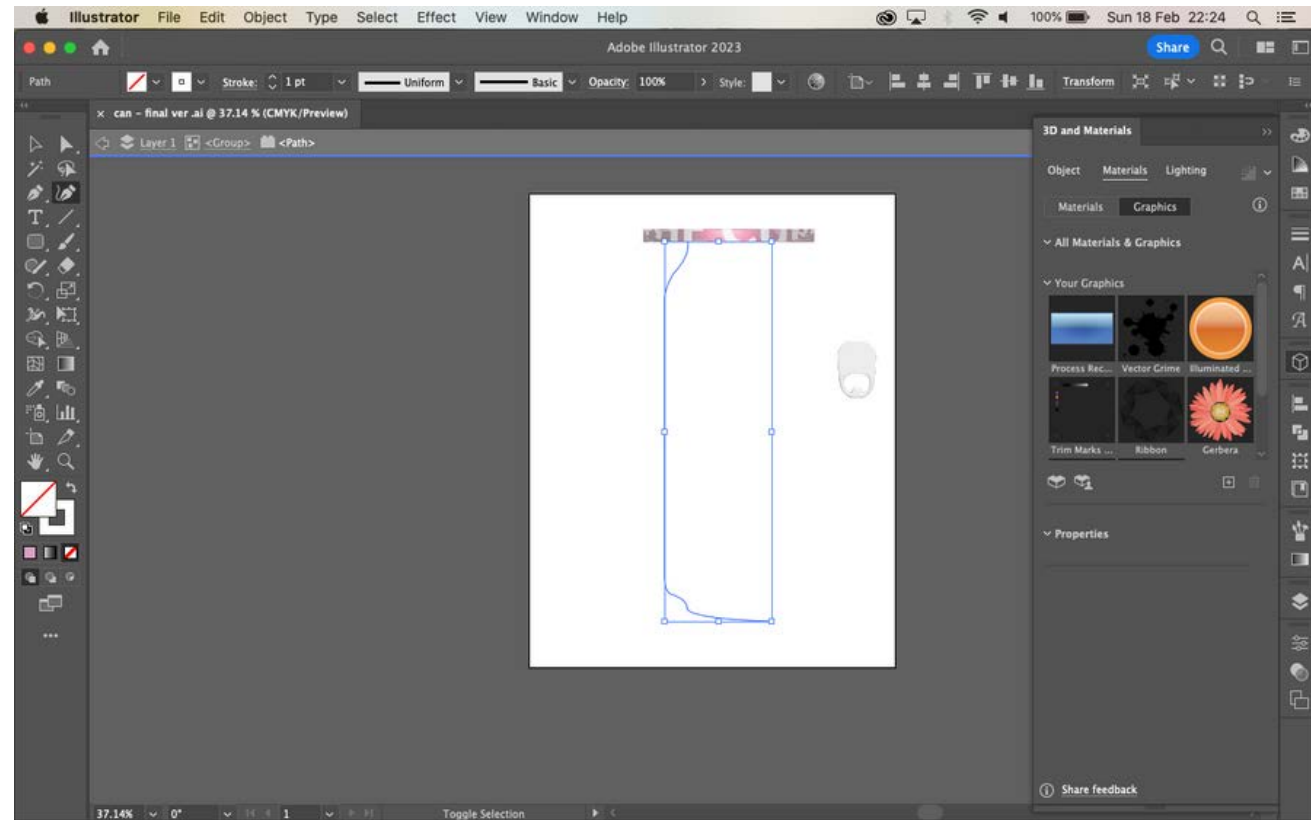
for the can label itself i wanted it to be for a tropical drink energy drink.

# label

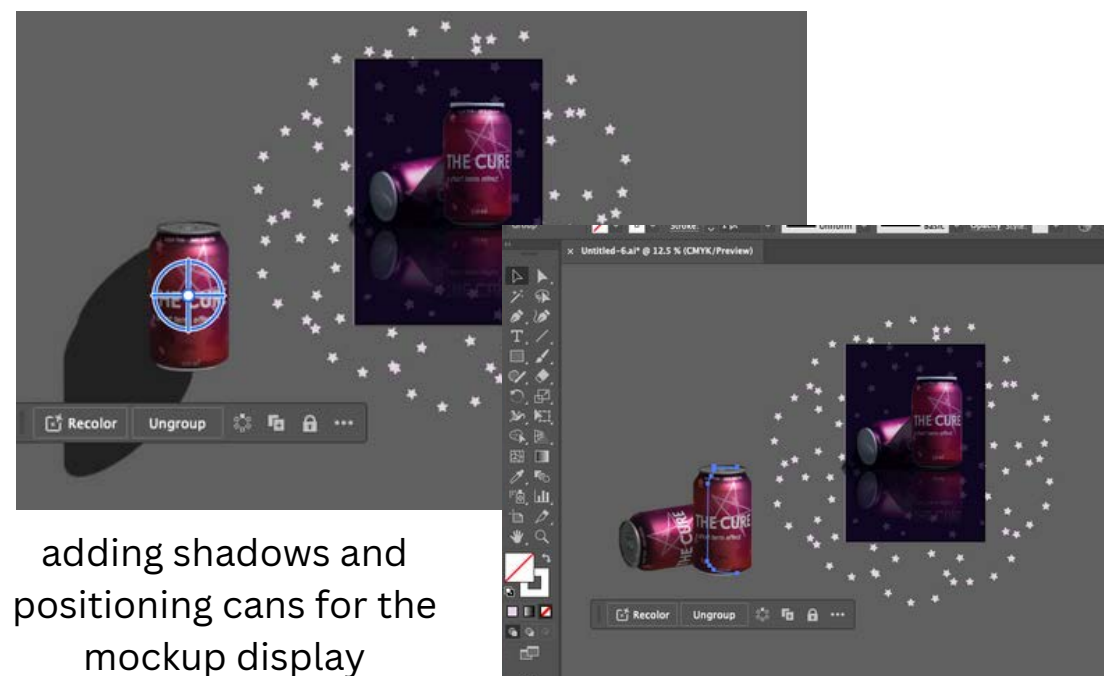




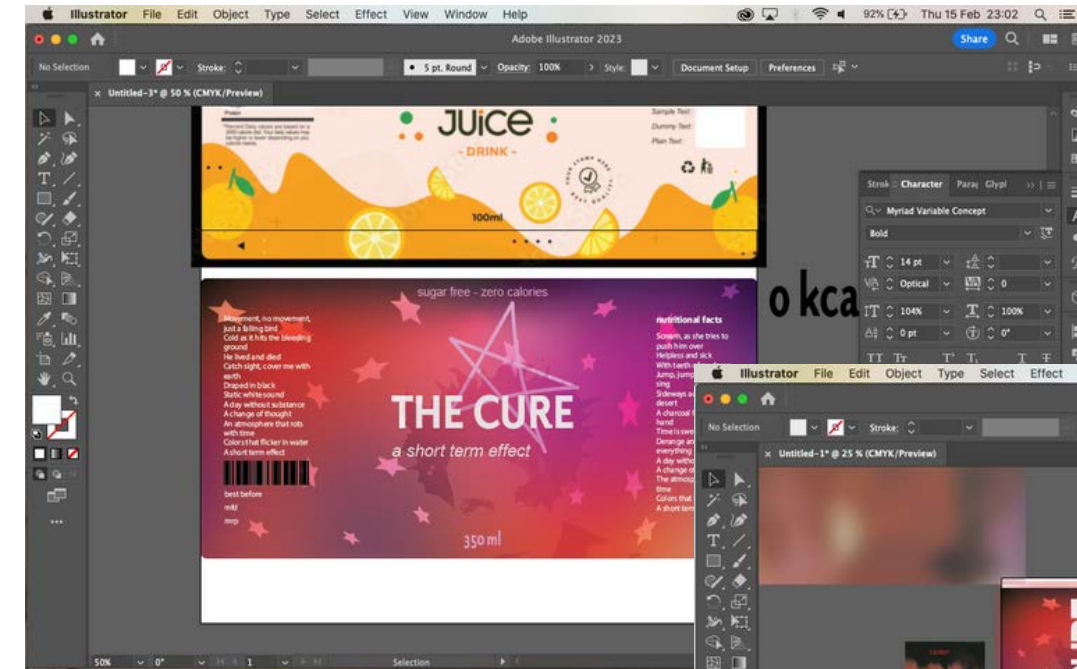
# process



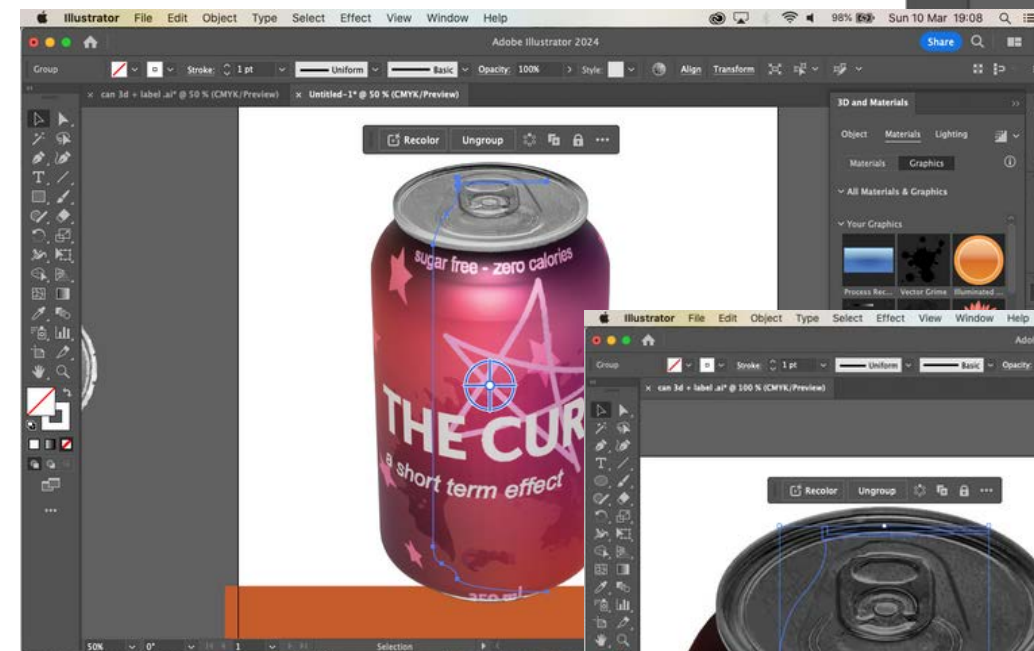
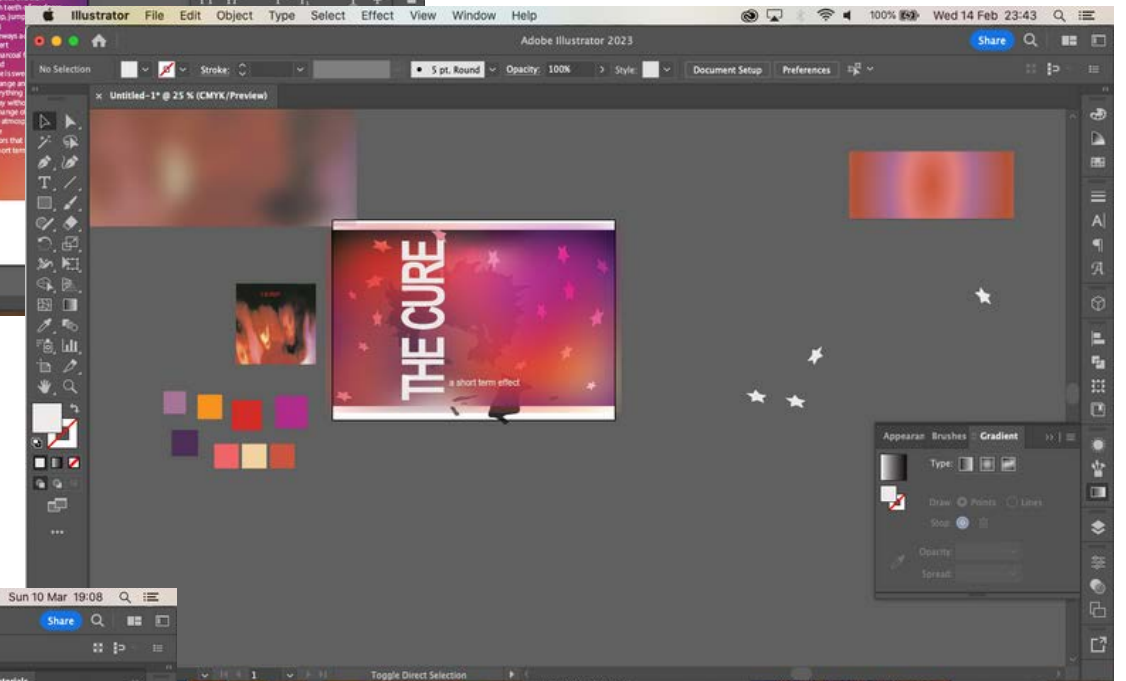
creating the can using pen tool and 3d tools (revolve)



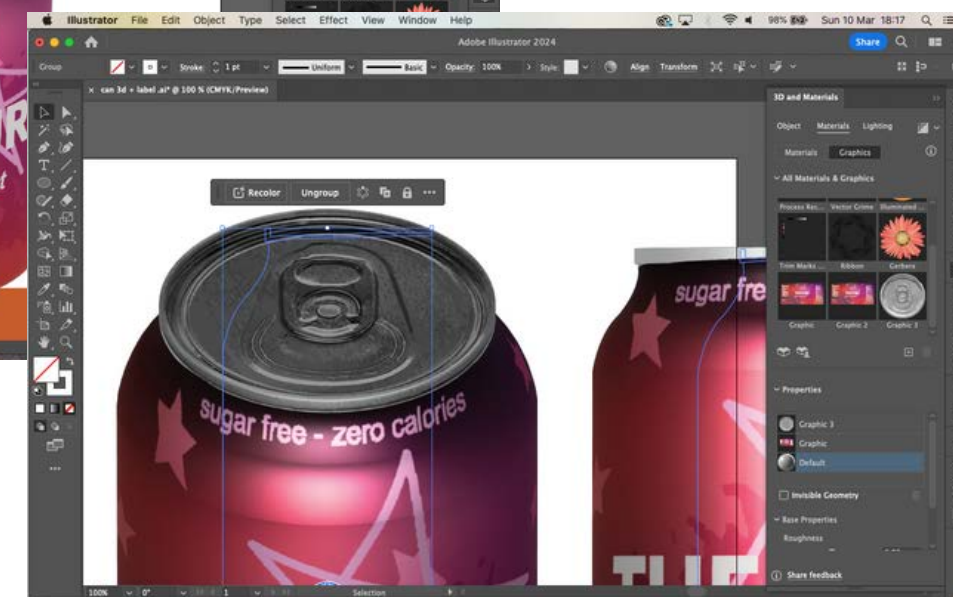
adding shadows and positioning cans for the mockup display

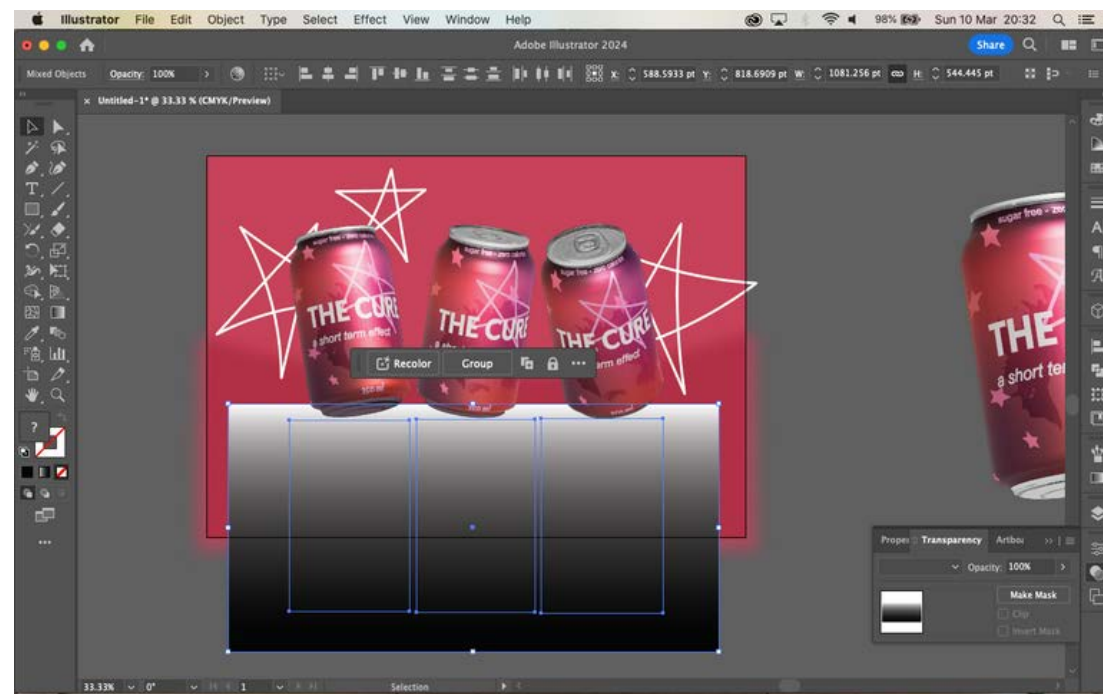


making the label- gradient tool, text tool, brush tool, shape tool etc

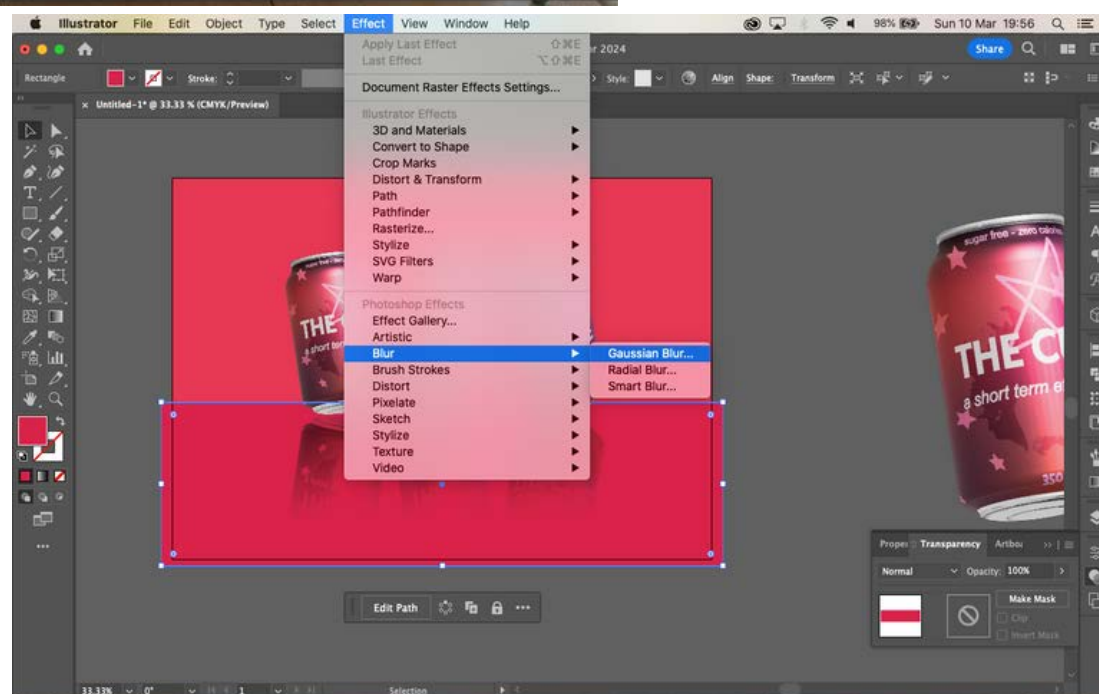


lighting and shadows in the properties and graphics panel

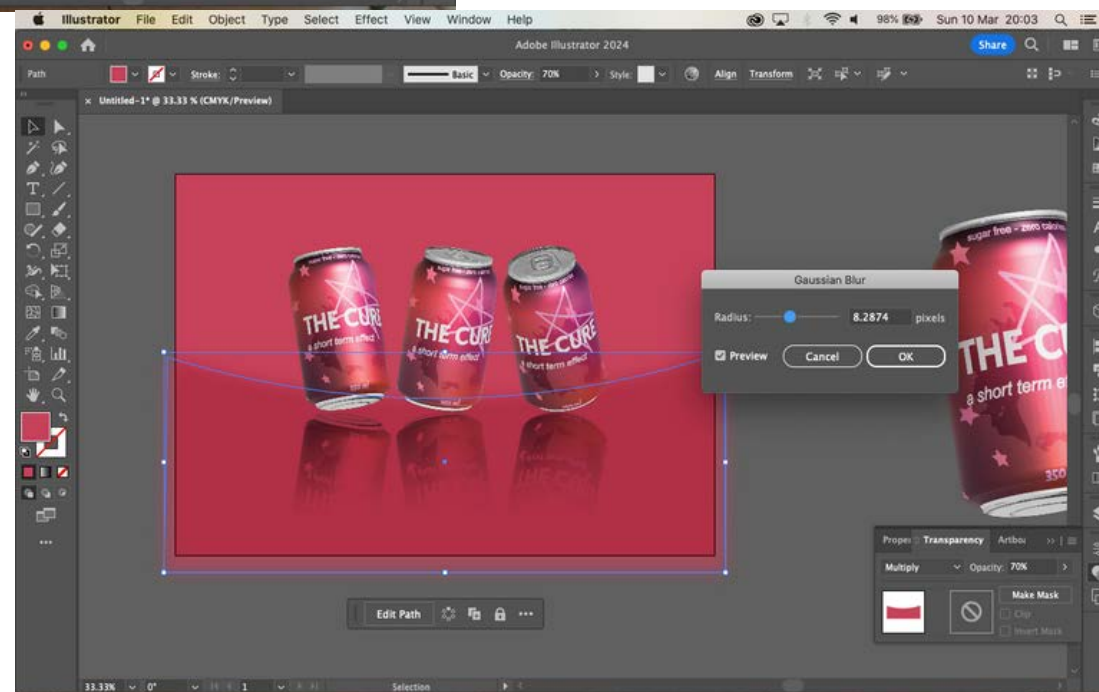




adding the reflection using  
masks, gradients and blending  
modes



added background with brush  
tool and gaussian blur



thank you