Oliver Collins-Cope

2102775@rutc.ac.uk

Learning Aim B & C

Design 2D and 3D digital graphics products to meet  
a client brief & Develop 2D and 3D digital graphics products to meet a  
client brief.

Unit 17 2d And 3D graphics

Assignment 2

Contents

[Introduction 2](#_Toc133225038)

[Design 2](#_Toc133225039)

[2D Design 4](#_Toc133225040)

[3D Design 5](#_Toc133225041)

[Assets used 5](#_Toc133225042)

[Design justification 6](#_Toc133225043)

[Evaluation 6](#_Toc133225044)

[Feedback 6](#_Toc133225045)

[Changes made based on feedback 6](#_Toc133225046)

[Developing graphics 6](#_Toc133225047)

[2D Graphic 6](#_Toc133225048)

[2D Optimisation 6](#_Toc133225049)

[3D Graphic 6](#_Toc133225050)

[3D Optimisation 6](#_Toc133225051)

[Evaluation of Graphics 6](#_Toc133225052)

[2D Evaluation against brief 6](#_Toc133225053)

[3D Evaluation against brief 6](#_Toc133225054)

# Introduction

# Design

Throughout this section I will document the design of the overall graphic and also display the specific section for the 2D Graphic and 3D Graphic.

Table

Description automatically generated with low confidence

This displays the overall beginning of the design, ranging from the drinks name to the graphic requirements, such as 1920x1080 image. This helps to outline the direction that my drink should take in order to be successful from the client brief.

Graphical user interface, application

Description automatically generatedA screenshot of a computer

Description automatically generated with medium confidence

Here is the Moodboard that includes information about the design choices made here in order to ensure that the drink is successful once it is made and launched.

The text is included below:

“I am designing my can in this way to ensure that it draws attention. Bright vibrant colours that pop out at the consumers will help to ensure that people see this can. A hand drawn design for the can title and the advert slogan means that the text will be unique and another selling point for the can. Finally, the themes for this can promote the target audience, pushing the idea that this is a drink for those who play games and want energy, as well as the E-“Style” scene which has been very trendy recently. Vibrance is important as it allows the drink to promote itself simply by existing, and the edginess factor is something that can be modified depending on the results of it. I.e., including or not including specific graphics.”

## 2D Design

Graphical user interface

Description automatically generated

This is the initial design for the can that will be used. This is to be displayed the can and will contain all the nutritional information, while maintaining the colour and vibrant theme of the drink.

## 3D Design

A picture containing text, indoor, screen, screenshot

Description automatically generated

This is the initial 3D design made inside of a 2D image. It displays how the drink is supposed to stand on the table while near a gaming pc, promoting the idea that the drink is supposed to be drunk while playing video games.

## Assets used

Below is the list of assets used to create the 2D and 3D designs:

[marketing back ground mock up](https://pngtree.com/back/down?id=MTIyNjczNA==&type=1&time=1681931483&token=ZTQ5YjY3NzVkMzZjNTdkY2E5ZTY1ZTlkMmU2YjdkOTE=)

[original chibi image logo](https://www.google.com/url?sa=i&url=https%3A%2F%2Fwww.redbubble.com%2Fi%2Fposter%2FChibi-Anime-Girl-Drinking-Boba-Milk-Tea-Kawaii-by-Nymmzi%2F137657908.LVTDI&psig=AOvVaw3WMxFmCnF1xW1EmI0MQHby&ust=1682013907988000&source=images&cd=vfe&ved=0CBAQjRxqFwoTCOiTk57Etv4CFQAAAAAdAAAAABAE)

[background of can image](https://www.freepik.com/free-vector/gradient-pink-green-background_40125037.htm#query=pink%20green%20gradient&position=23&from_view=keyword&track=ais)

[pc original image in mock up](https://www.google.com/url?sa=i&url=https%3A%2F%2Fwww.overclockers.co.uk%2Fwelcome-to-pc-gaming&psig=AOvVaw1Yfcj8OM2Fn1x4U8xMLzdZ&ust=1682018096626000&source=images&cd=vfe&ved=0CBAQjRxqFwoTCIjNvevTtv4CFQAAAAAdAAAAABAF)

[blank can original link](https://www.google.com/url?sa=i&url=https%3A%2F%2Fwww.vecteezy.com%2Fpng%2F12041389-drink-can-blank-mockup&psig=AOvVaw1tocjoUOXPZCRgJVXzyF13&ust=1682018059087000&source=images&cd=vfe&ved=0CBAQjRxqGAoTCNj4wNnTtv4CFQAAAAAdAAAAABCtAg)

[desk image original link](https://www.google.com/url?sa=i&url=https%3A%2F%2Fcougargaming.com%2Fproducts%2Fdesks%2F&psig=AOvVaw0If5jelU0CZVn6GKK7RaN_&ust=1682018507938000&source=images&cd=vfe&ved=0CBAQjRxqFwoTCLiIyq_Vtv4CFQAAAAAdAAAAABAU)

why I used them

file format

copyright

# Design justification

For the 2D design, I ensured that the decisions I made, while developing and creating the designs, were justifiable and helped to provide an effective solution to the client brief.

The vibrant colour scheme that I chose ensures that it will catch the eye of anyone passing by, further enhanced by the custom logo and hand drawn name, making the drink stand out. This is reflected in the 2D graphic that I made, showing all of the aforementioned features, alongside putting into practice the photoshop skills I had developed.

# Evaluation

# Feedback

## Changes made based on feedback

# Developing graphics

## 2D Graphic

### 2D Optimisation

## 3D Graphic

### 3D Optimisation

# Evaluation of Graphics

## 2D Evaluation against brief

## 3D Evaluation against brief