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| Graphic Design |
| **Name:** The E-Drink |
| **Graphic Purpose:**  Promotion  Information |
| **Graphic Target Audience:**  Teens and Young Adults (15-30)  Trendy and Edgy |
| **Graphic Requirements:**  1920 x 1080 px to fit the requirements  Can – Drink label for our can, nutritional information, must stand out  Marketing Image – Can with applied design, 3D props and promoting drink, slogan, bg |

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| Moodboard |
| |  |  |  |  | | --- | --- | --- | --- | | HOT PINK  ##FF69B4 | LIME GREEN  #00FF00 | BLACK  #000000 | WHITE  #FFFFFF |   Font:  Can Label Text – Verdana – 10 px  Can Title/Advert Slogan – Hand Drawn Design  Themes:  Gaming, Energy, Edgy, E-girl/E-boy, Snacks, Vibrance  Influential Images   |  |  |  | | --- | --- | --- | | old painting brushed with light green, hot pink and vivid lime green colors.  dirty color-brushed. use it as wallpaper or graphic element for poster, c  Stock Photo - Alamy |  | D.Va Energy Drinks on Behance | | Lime and hot pink mesh colour  [Here](https://www.google.com/url?sa=i&url=https%3A%2F%2Fwww.alamy.com%2Fold-painting-brushed-with-light-green-hot-pink-and-vivid-lime-green-colors-dirty-color-brushed-use-it-as-wallpaper-or-graphic-element-for-poster-c-image259243127.html&psig=AOvVaw1aCprG6Nk-I66HeF3sMhQ1&ust=1677603203102000&source=images&cd=vfe&ved=0CAwQjRxqFwoTCIit1YqVtv0CFQAAAAAdAAAAABAD) | Lime and pink wallpaper | Game character energy drink |     Gaming desk graphic which will be used for advertising |
| **Description:**  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. |

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| Can Design |
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| **Description:** |

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| Marketing Mock-Up |
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| **Description:** |

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| Assets, Quality, Compression, Compatibility/Usability & Legal |
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