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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:**  The label for this can will contain all of the nutritional information, while the can logo will hold the name of the can alongside the actual image of the logo in handwritten text. The image is saved as a 1920x1080 image as is stated by the requirements of the can design. The font used for the nutritional information is Verdana, while the font for “The E-Drink” is handwritten and adds to the appeal of the can. The logo was made using Procreate and taking a base image which was then expanded upon and redrawn to fit my graphic. |

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| Marketing Mock-Up |
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| **Description:**  This displays the marketing mock up for the drink and how it can be shown to sell in adverts, etc. It is in a vibrant neon lighting environment, alongside a computer that promotes the idea this is the kind of drink you drink while playing games, helping to market to our target audience. The desk and computer help to introduce extra 3D props and the vibrant background is essential for creating a successful final product due to the individuality of the mock up. |



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| Assets, Quality, Compression, Compatibility/Usability & Legal |
| https://pngtree.com/back/down?id=MTIyNjczNA==&type=1&time=1681931483&token=ZTQ5YjY3NzVkMzZjNTdkY2E5ZTY1ZTlkMmU2YjdkOTE= - marketing back ground mock up  <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> – original chibi image logo  <https://www.freepik.com/free-vector/gradient-pink-green-background_40125037.htm#query=pink%20green%20gradient&position=23&from_view=keyword&track=ais> – background of can image  <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> – pc original image in mock up  <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> – blank can 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> – desk image original link |