Project 3

**Revive Smoothie Bar –**

**Class:** Design Bureau

**Professor:** David Stairs

**Programs:** Adobe Illustrator

**Explain:** This project was to simply create a paper bag design and brand it. I chose to create a smoothie brand called Revive Smoothie Bar. My goal was to design a bag that was spacious enough to fit a variety of menu items without being too bulky. I opted for a rectangular shape with a wide base and shorter height to ensure easy access to the contents. To keep smoothies or acai bowls secure, I added a custom holder that prevents them from tipping over. The holder is designed to occupy only part of the bottom, leaving room for other food items a customer might want to carry. The overall design incorporates vibrant, fun elements to reflect the energetic and fresh vibe of the brand.