

# Mock-up

담당교수 : 전윤희



## 04 LEAFLET

2018 서울 디자인 페스티벌



## DESCRIPTION

1st INSPIER Award 스테이세너디자인 부문으로 참가한 리플렛이다. 자유주제 공모로 서울 디자인 페스티벌 전시장 리플렛을 디자인하였다.

## DESIGN CONCEPT

서울 디자인 페스티벌의 로고색인 '레드'를 Key color로 적용하여 리플렛에 재미있는 느낌을 더했다. 디자인 전시장 리플렛의 느낌에 맞게 독특한 그래픽들을 담아내었다.



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## Mer Calme

브랜드

기타도 ★★★★★  
소재질 의 제작 등

## Design Concept

바다가 있고 나무가 많은 카페 주변 경관과 카페 건축물의  
모던한 분위기에 맞추어 제작한 로고이다. Mer Calme은 '진  
정한 바다'라는 뜻의 불어이다. 카페에 따라 심플하고 정적인  
분위기로 작업하였으며, 원형과 곡선으로 약간의 움직임을  
부여하여 균형을 맞추었다.

## PANTONE Color



179-16C

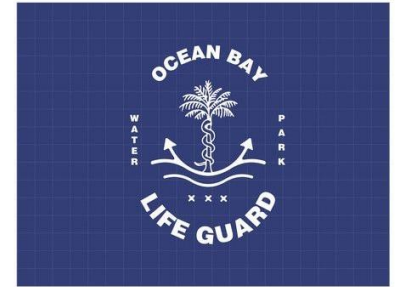


## 로고 디자인 LOGO

기존의 닷에 로프가 감겨있는 이미지 로고를 아자수로  
나타내고 닷의 이미지를 그대로 사용하여 오션베이에  
서 바다와 휴양지의 분위기를 느낄 수 있도록 디자인  
하였다.



SIMPLE LOGO



MAIN LOGO

## 적용 이미지 APPLIED IMAGE

구조대원 유니폼



## Editorial Design

### 싱글라이프 단행본 디자인

Size 106 x 145 (mm)

#### Concept

술기로운 싱글라이프

#### Explanation

화려한 싱글라이프를 꿈꾸는 독선주의자들의 술기로운 싱글라이프를 주제로 한 작은 사이즈의 단행본입니다. 주제에 맞는 감성적인 사진과 얇은 필기체 타이포와 명조와 고딕을 사용하여 깔끔하게 디자인하였습니다.



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# 목업 디자인

## Mock-up

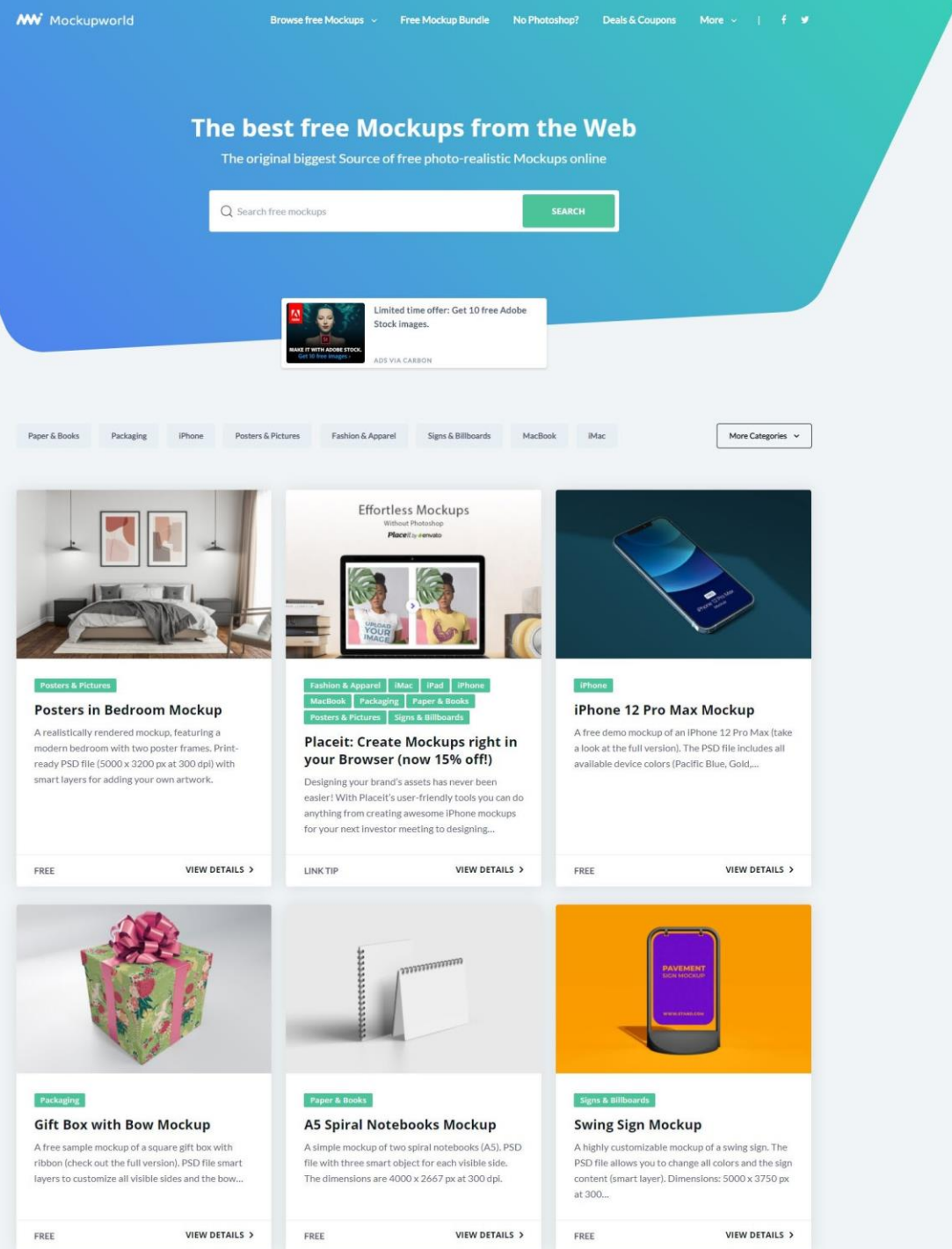
실제품을 만들어보기전, 디자인의검토를위해 실  
물과비슷하게시제품을제작하는  
작업의프로세스, 결과물을통칭한다.



# 01

## 디자인 팁 - 목업

<https://www.mockupworld.co/>





## Zip Bag Mockup



A photorealistic mockup of a standing zip bag. Layered PSD file with a smart object for customizing the branding. The dimensions are 4585 x 3182 px at 300 dpi.

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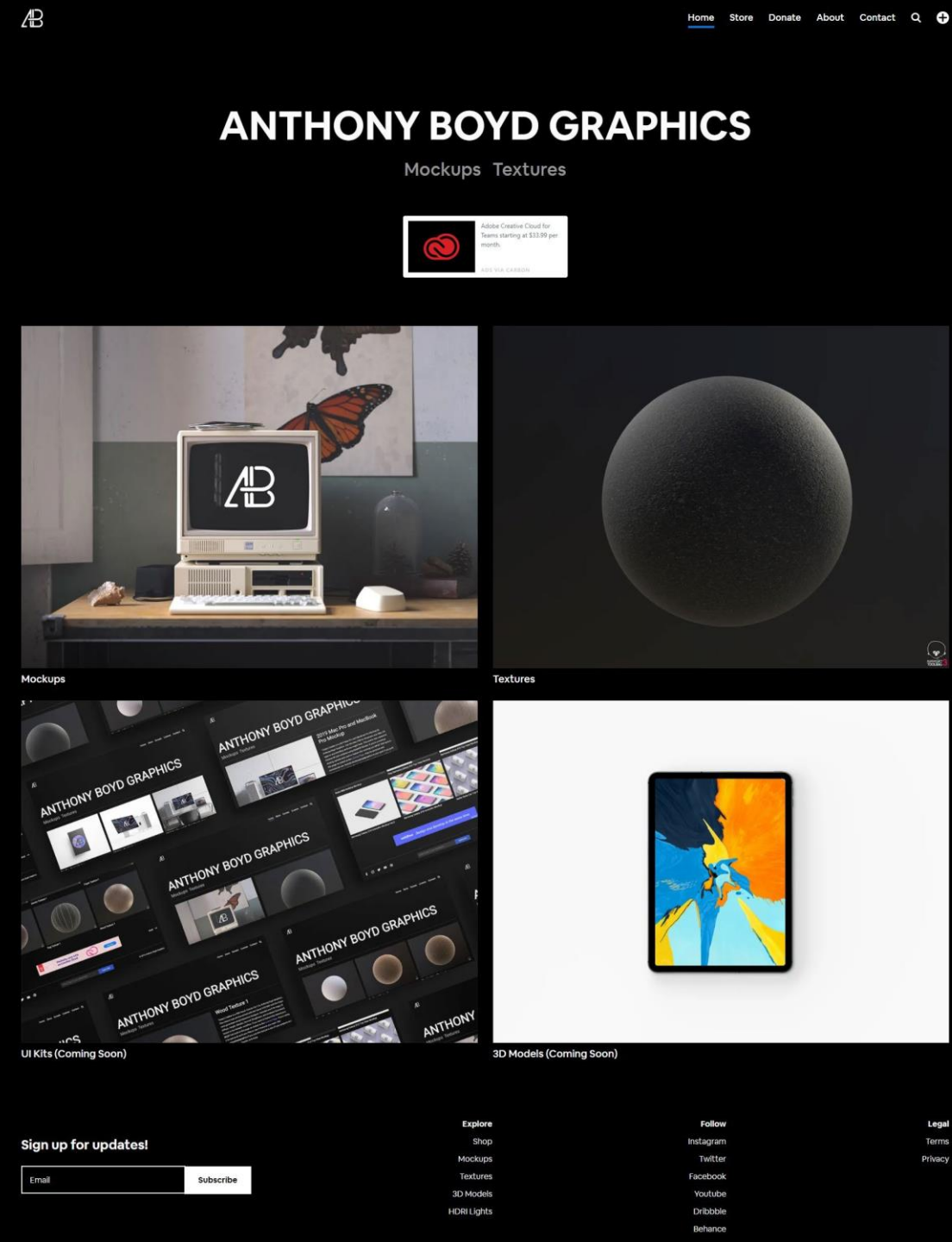
f t

<p><b>Packaging</b></p> <p><b>Small Square Boxes Mockup</b></p> <p>A rendered scene showing two small square boxes. PSD file with two smart layers for changing each box design. Dimensions: 5800 x 4400 px at 300 dpi.</p> <p>FREE VIEW DETAILS &gt;</p>	<p><b>Packaging</b></p> <p><b>Paper Bags and a Box Mockup</b></p> <p>A mockup showing paper bags and a box. Organized PSD file (move or remove each visible item) with smart layers for quickly adding customized branding. Dimensions: 3000 x 2000 px.</p> <p>FREE VIEW DETAILS &gt;</p>	<p>Get your free Mockup Bundle!</p> <p>12 photo-based Mockups</p> <p>Fashion &amp; Apparel iMac iPad iPhone</p> <p>Packaging Paper &amp; Books Posters &amp; Pictures</p> <p>Signs &amp; Billboards</p> <p><b>Download the free Mockup World Bundle!</b></p> <p>Join tens of thousands other designers and become part of the Mockup World community! You'll receive the weekly newsletter: Packed with new mockups, exclusive subscriber items and the hottest free...</p> <p>LINK TIP VIEW DETAILS &gt;</p>
<p><b>Packaging</b></p> <p><b>Black Boxes Mockup</b></p> <p>This mockup shows two black packaging boxes. Fully customizable PSD file with smart layers for all visible box sides. The dimensions are 2702 x 2027 px.</p> <p>FREE VIEW DETAILS &gt;</p>	<p><b>Food &amp; Beverages Packaging</b></p> <p><b>Zip Bag Mockup</b></p> <p>A photorealistic mockup of a standing zip bag. Layered PSD file with a smart object for customizing the branding. The dimensions are 4585 x 3182 px at 300 dpi.</p> <p>FREE VIEW DETAILS &gt;</p>	<p><b>Packaging</b></p> <p><b>Three Cardboard Boxes Mockup</b></p> <p>This mockup shows three cardboard boxes of different sizes. The PSD file is fully layered and allows you to move and remove all visible items. Dimensions: 4560 x 3420 px...</p> <p>FREE VIEW DETAILS &gt;</p>

01

## 디자인 팁 - 목업

<https://www.anthonyboyd.graphics/>







Animated iPad Pro 2018 Mockup



Modern Dark Poster Mockup



iPhone XS Max Mockup



Stacked Magazines Mockup



Cosmetic Bottle Packaging Showcase Mockup



LG OLED 4K TV Mockup



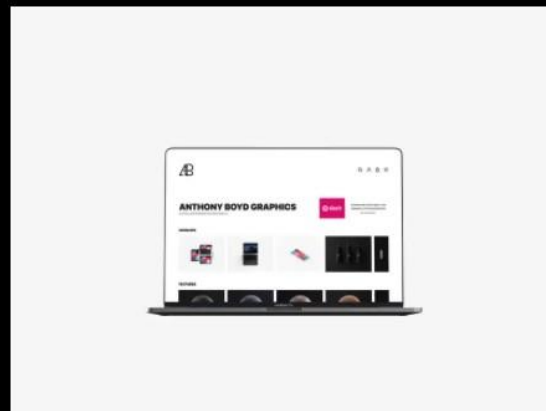
Dropper Bottle Mockup



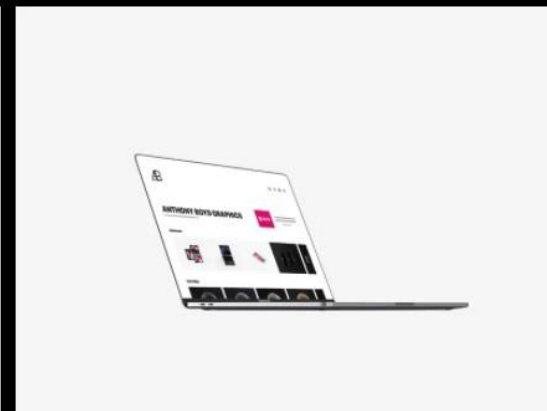
Book Mockup Vol.2



Cosmetics Packaging Mockup Vol.2



Bezel-Less MacBook Pro with Touch Bar Mockup



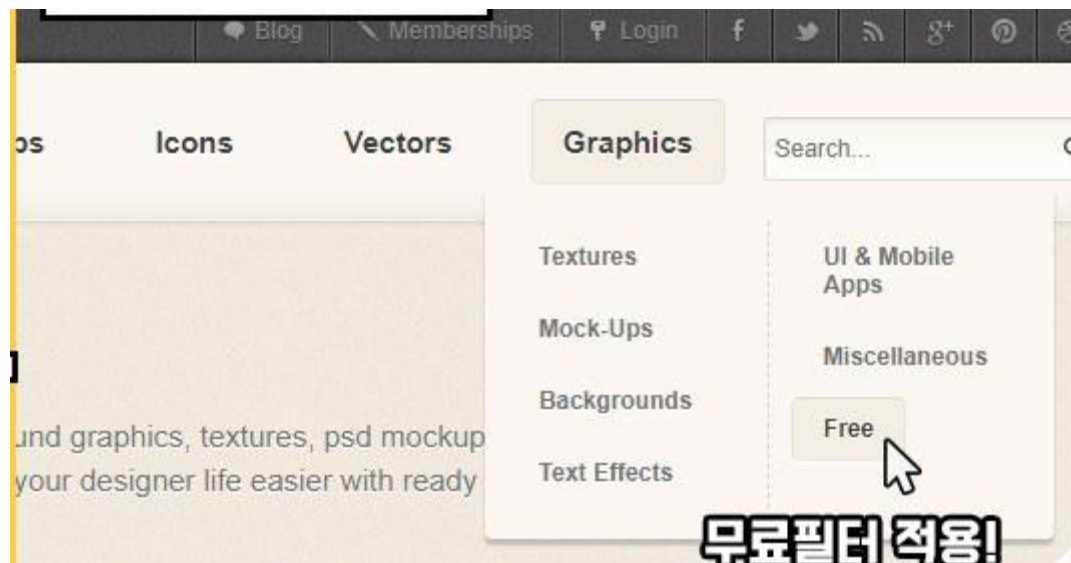
Side View Bezel-Less Macbook Pro with Touch Bar Mockup



Matte White Bottle Mockup

01

## 디자인 팁 - 목업

<https://www.pixeden.com/>


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## Paper Clipboard Psd Mockup Scene

This is an elegant psd clipboard mockup for psd restaurant menu and branding purposes. Easily add any of your own graphics...



## Psd Pillow Mockup Presentation Vol6

A stunning psd pillow mockup to display any designs in style. You can add your graphics with ease using the smart...



## Branding Psd Paper Scene Mockup

An elegant set of psd paper mockup to showcase any brand graphics in style. Easily add your own design thanks to...



## Branding Psd Cosmetic Mockup Set

This is a complete set of different psd cosmetic packaging mockup including shampoo and lotion psd bottles. You can add your...



## Hardcover Psd Book Mockup Scene

An incredible top down hardcover psd book mockup scene with two book and accessories. You can change the book color and...

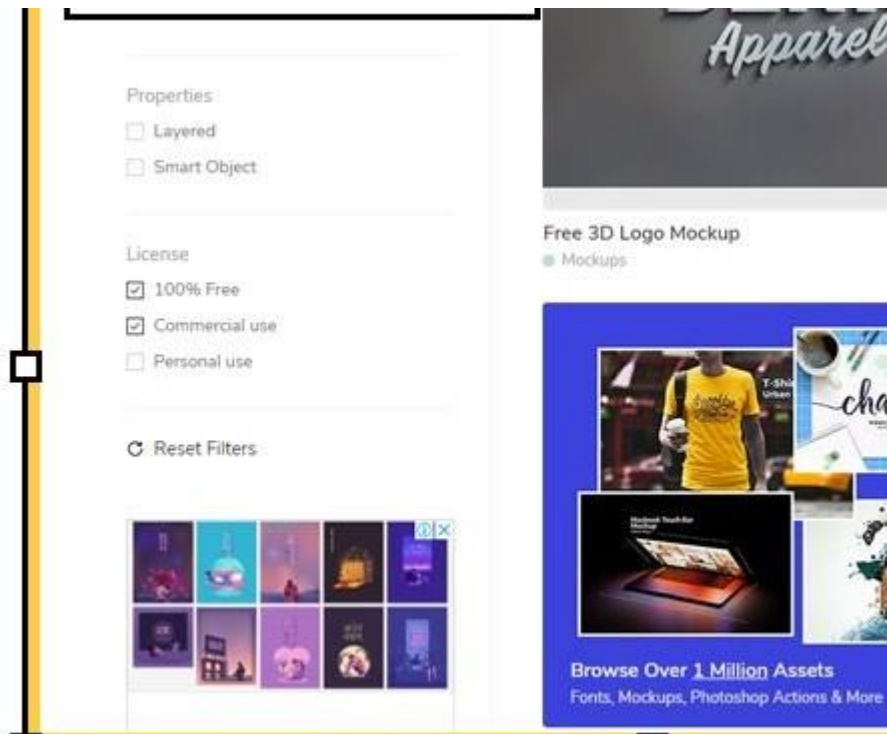


## Invitation Stationery Psd Mockup Iso

This is a perspective isometric view of a set of psd envelope mockup for stationery invitation branding designs. Easily change colours...



<https://freedesignresources.net/>



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● Mockups

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● Mockups



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● UI Kits



Rajawalite Handlettering Script Font  
● Fonts



Kiano Modern & Elegant Serif Font  
● Fonts



Howkins Free Stencil Font  
● Fonts



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Black Arthy Handwritten Font



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<https://goodmockups.com/category/packaging-mockup/>

## PACKAGING MOCKUP



Free Juice Cardboard Box  
Packaging Mockup PSD



Free Stand-up Pouch (Doypack)  
Food Packaging Mockup PSD Set



Free Cosmetic Lipstick & Bronzer  
Packaging Mockup PSD



Free Small Square Boxes  
Packaging Mockup PSD



Make Mockups In Few Seconds  
(No Photoshop Required!)



Free Bifold A4 Brochure Mockup  
PSD Set



Free iPhone 12 Pro Max Mockup  
PSD

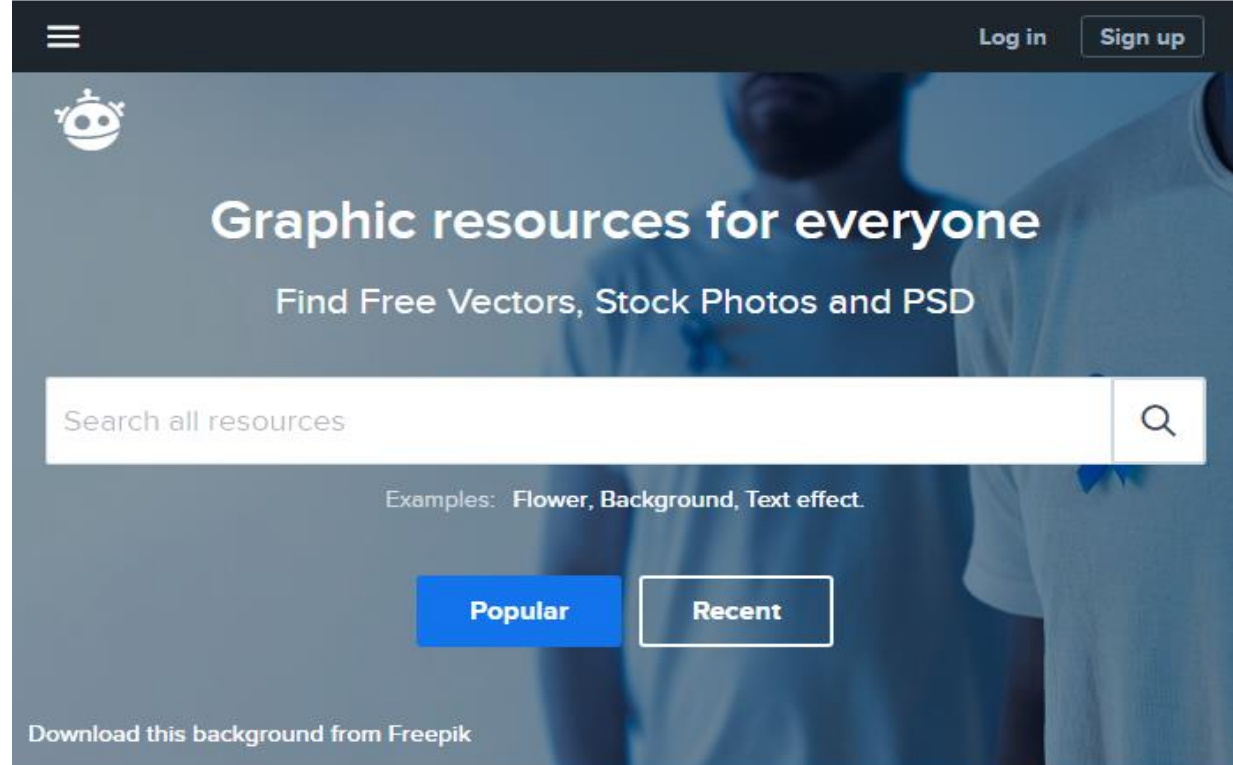




# 01

## 디자인 팁 - 목업

<https://www.freepik.com>

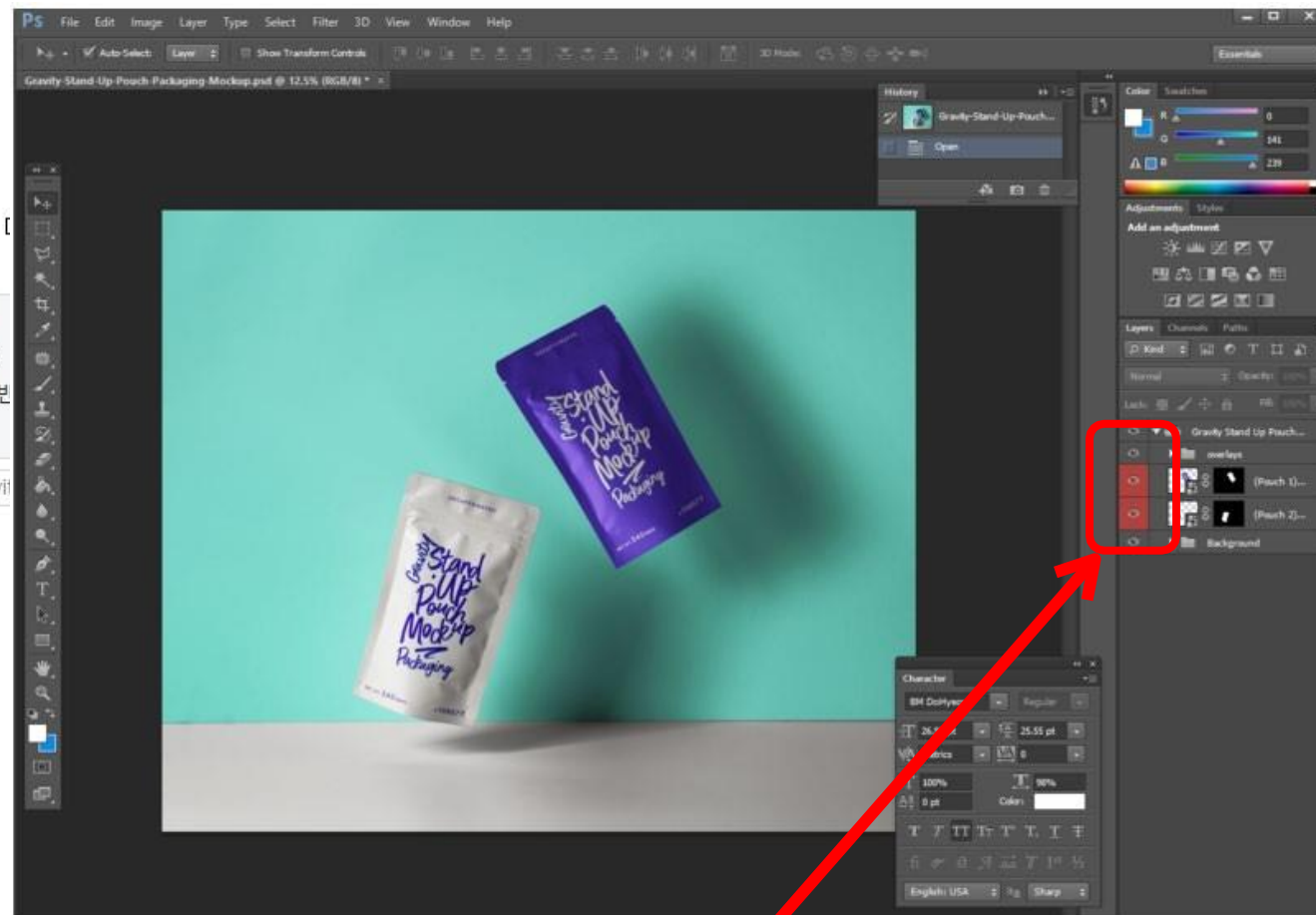
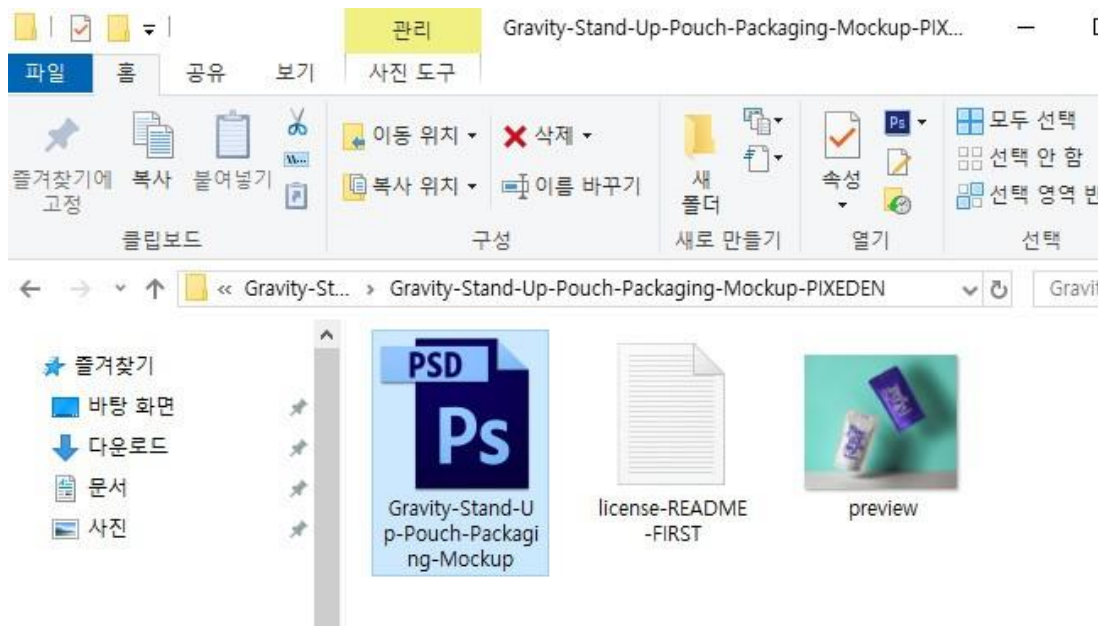


Freepik's Choice Vectors Photos Psds



# 01

## 디자인 팁 - 목업



빨간색레이어가디자인적용레이어



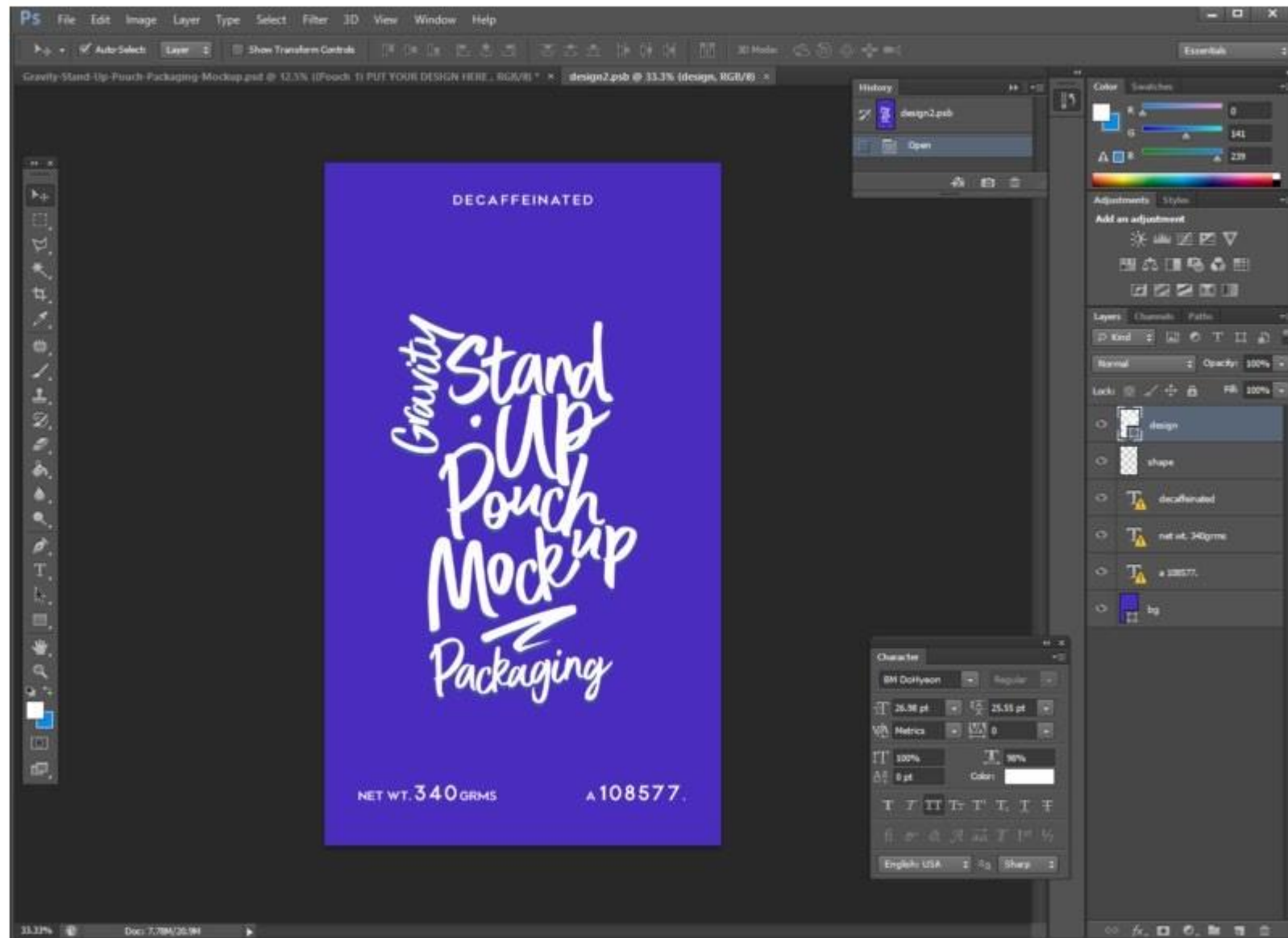
# 01

## 디자인 팁 - 목업

빨간 눈 표시가 되어 있는  
레이어를 두번 클릭해 주면  
새 창이 열리면서 디자인 적용을 할 수 있지요.

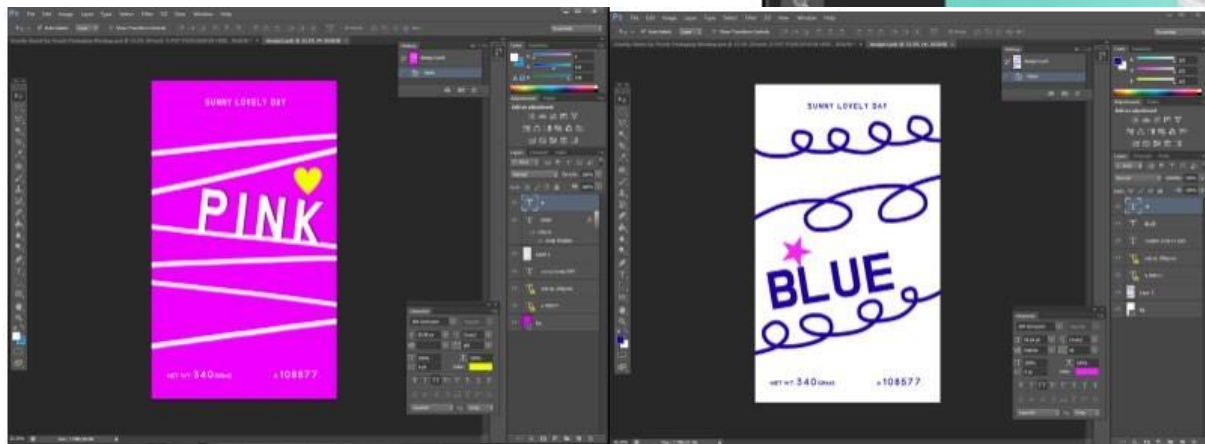
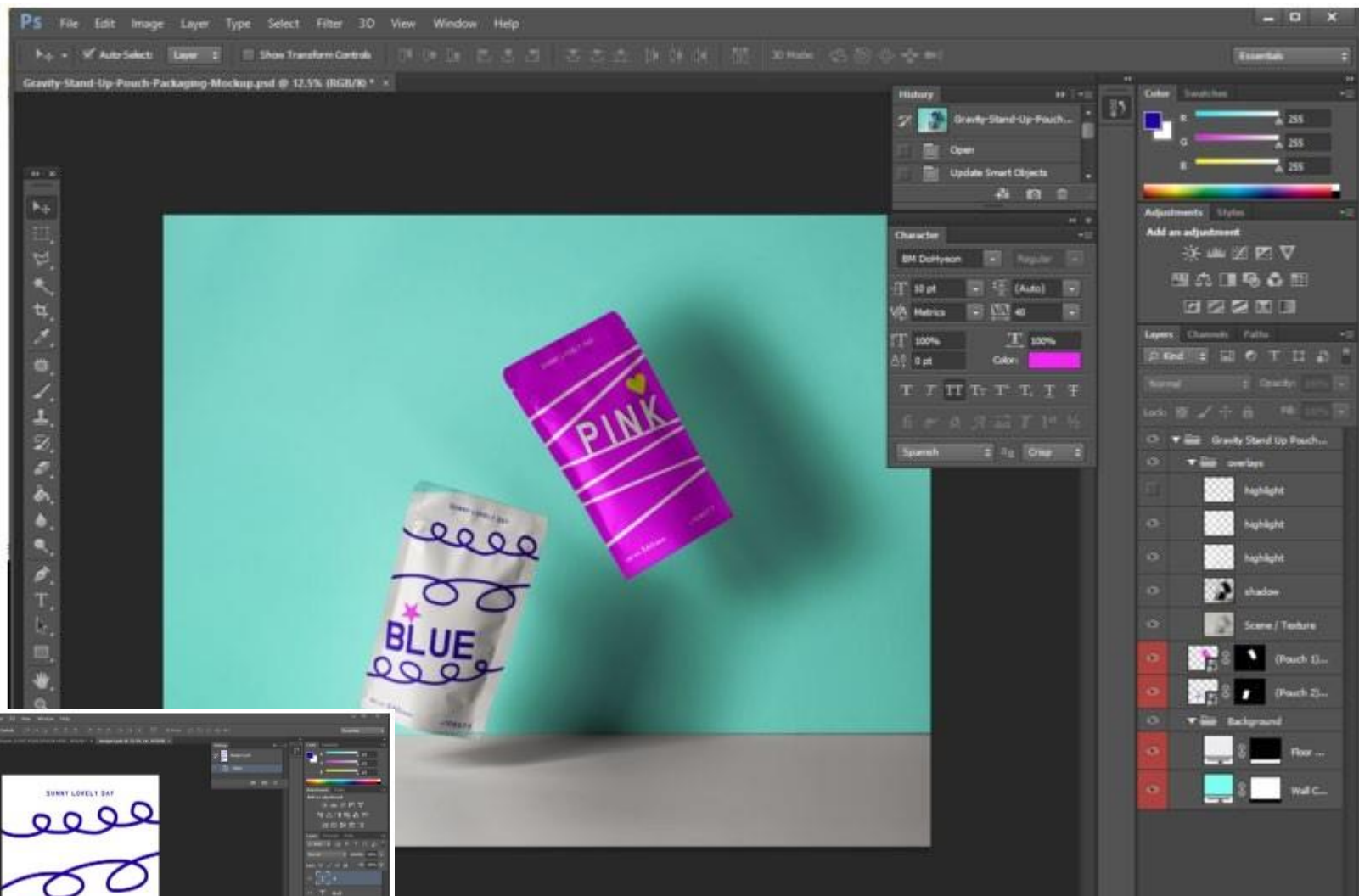
배경 컬러부터, 디자인 소스를  
모두 변경할 수 있기 때문에  
새로운 창작물을 쉽게 만들 수 있습니다.

디자인을 변경후, 컨트롤+s로 저장하고  
열려있던 창은 닫아주면 되요.



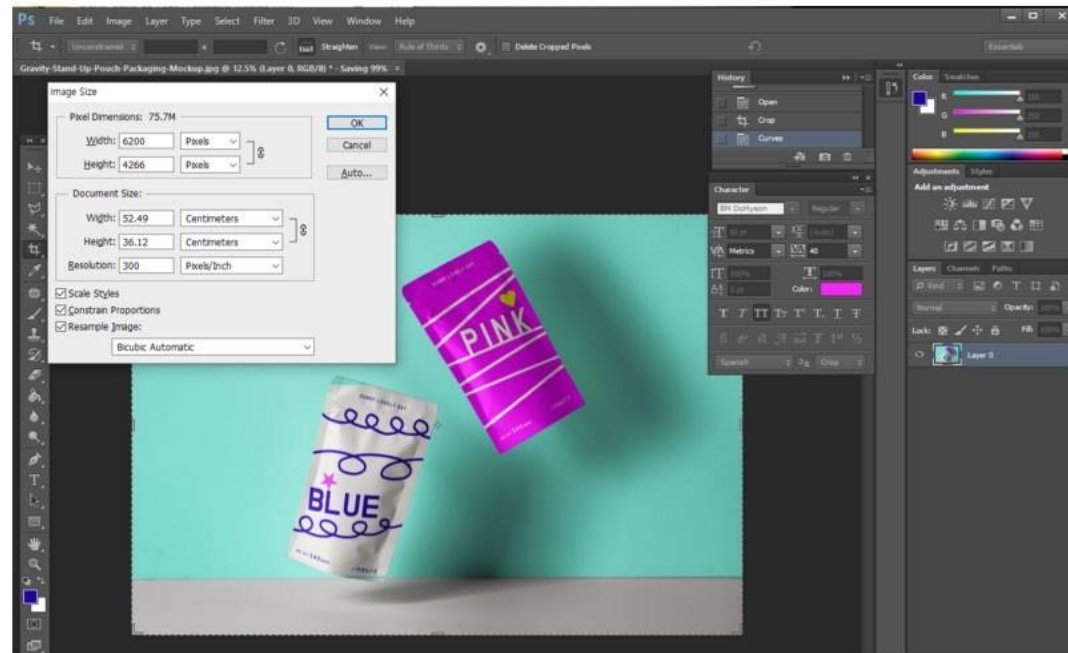
# 01

## 디자인 팁 - 목업



# 01

## 디자인 팁 - 목업



해상도조절하기  
Image> image size

인쇄용: 300dpi  
웹용: 72ppi

Desktop design : 1440\*900px



Phone design : 750\*1334px

