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| **CA01: Commercial Banner Design** | |
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| **Assignment Write-up (min 250 words)** |
| **Topic:** Nalgene Water Bottle – Adventure |
| **Overview:**  Nalgene has been making water bottle using recycled materials for the past 70+ years and Nalgene has remains committed to customer, community and planet, by doing their part to reduce waste, improve access to clean water and provide simple, safe and sustainable products for us and our family.  As Nalgene is Made in USA, BPA-Free, Built to last, Leakproof and Dishwasher Safe. Their bottle also comes in different sizes and colours which allows the customer to choose their preferred type, and the bottle are also customizable.  **Made in USA:** Local goods mean local jobs and fewer emission  **BPA-Free:** Drink safer water and taste better  **Built to last:** Made to last a lifetime  **Leakproof:** Continuous, straight shouldered semi-buttress threads keep the bottle sealed tight  **Dishwasher Safe:** Safe to put in the dishwasher and easy to clean.  Nalgene also face many competitors like Tiger and Hydroflask in the market, as the competitors water bottle have even bigger capacity, nicer designs and stainless-steel designs. |
| **Concept:**  For my research, I had search for different types of adventure like travelling overseas, hiking and exploring new places. Then, I will put all my research in the mind map and slowly branch out, for example for hiking I will branch out like the hiking places and the things they will bring to hike.  For my concept, it shows that by using Nalgene water bottle, it can improve the hiking experience as the bottle has large capacity to ensure the hikers remain hydrated during their hike.  As for the design, firstly, I have a photo of my friend hiking inside the bottle to show that the concept is about hiking, so as to connect with the audience who are hikers to have them relate to their experience in hiking.  Secondly, I have a background photo of mountain with fog to show the final destination view that my friend would see while hiking. It is to show that the water bottle is able to sufficiently provide water for hikers to hike long distances and or high elevation.  Thirdly, I place the bottle in the middle since it is the main product that I am trying to advertise. And so, it makes the bottle stand out. I also choose to blend the bottle with Luminosity mode so that it can blend with the background well.  Lastly, I place a photo of me standing on top of the bottle drinking water, it is to show that after we reach the summit, there will still be water left to keep us hydrated. |