

BRANDING DESIGN

Addiction Drink

TAZO TEA

This project is redesign the tea brand package. The brand I choose is called TAZO. Because of people's health is increasingly threatened by caffeine additions, Tazo tea brand create a type of herbal tea that there is non-caffeine inside of the tea. The herbal tea is only use the flower or herbals as the ingredients. It could be a caffeine substitute to reduce people's dependence on caffeine. The benefits of herbal tea has reducing infections, boosting iron in body, promoting flawless skin, smoothing stomach issues and relieving stress.



Inspiration

Addiction

Since 2011, the public understanding and acceptance of addiction as a chronic brain disease and the possibility of remission and recovery have increased. At the same time, there is growing acknowledgment of the roles of prevention and harm reduction in the spectrum of addiction and recovery. People's addiction to coffee, tea, and alcohol mainly comes from their physiological needs and life pressure.



Caffine



Coffee & Tea

Both Coffee and Tea as a drink are has caffeine. Caffeine is a kind of central nervous stimulant, which causes addiction. If excessive intake of caffeine, it will lead to muscle twitching. It will also cause irritability and anxiety.

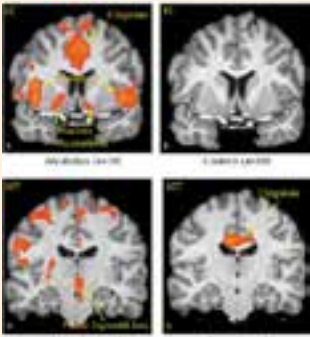
Alcohol



According to the report of WHO in 2004, 2 billion people worldwide drink alcohol, of which 140 million are estimated to be alcohol dependent. Alcohol is the most widely used addictive substance in the world, which permeates daily life, social economy and cultural activities.

Reference

The Effect of Alcohol Addiction

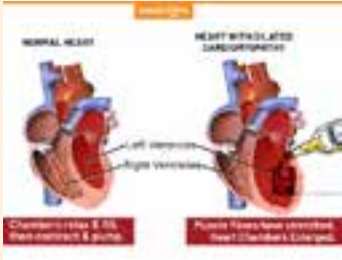


Brain

- Alcohol interferes with the brains communication pathways
- Can shrink the frontal lobes of your brain
- Can make you memory loss.
- Affect your ability to perform well in school or work

Heart

- Leading cause of cardiovascular
- Risk of heart attack
- High blood pressure
- Hypertension, heart failure, Arhythmia

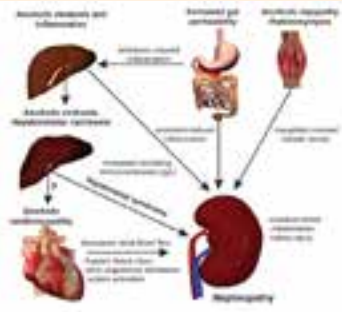


Liver

- increase th erisk for alcohol reduced liver diseaase, include cirrhosis
- takes a toll on the liver
- liver inflammations including: steatories, or fatty liver,fibrosis

Kidney

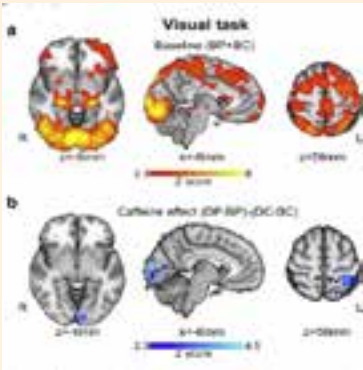
- make them less able to filter blood
- hypoixc tissue injury
- renin angiotensin aldosteron system activation



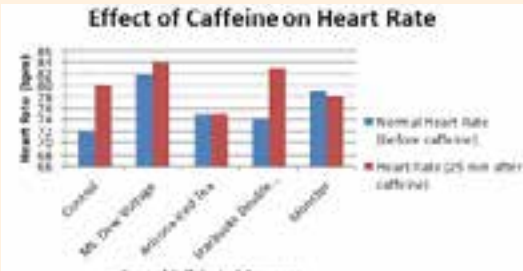
The Effect of Caffine Addiction

Brain

- Can cause headaches and migraines
- Can overstimulate the brain
- You can experience irritability as a symptom of withdraw



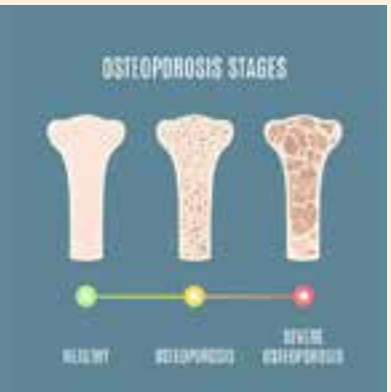
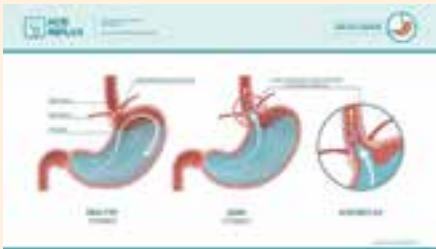
Heart



- Can cause headaches and migraines
- Can overstimulate the brain
- You can experience irritability as a symptom of withdraw

Stomach

- Nausea and vomiting are symptoms of having too much caffeine.
- It could make abdominal pain



Bone

- Prevens calclum absorption in the bones
- Nausea and vomiting are symptoms of having too much caffeine.

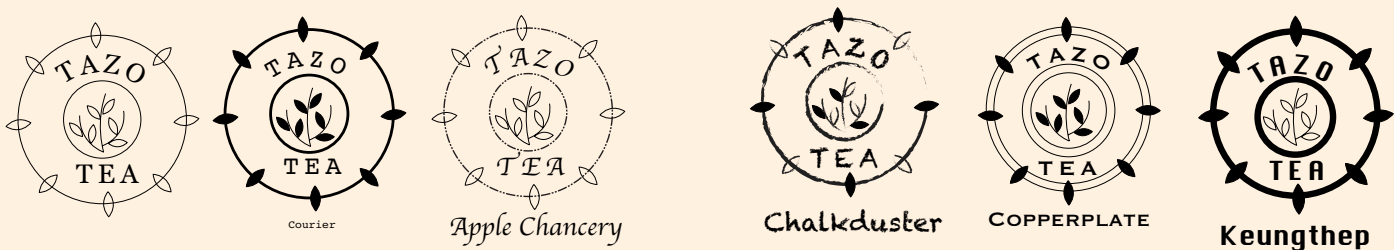
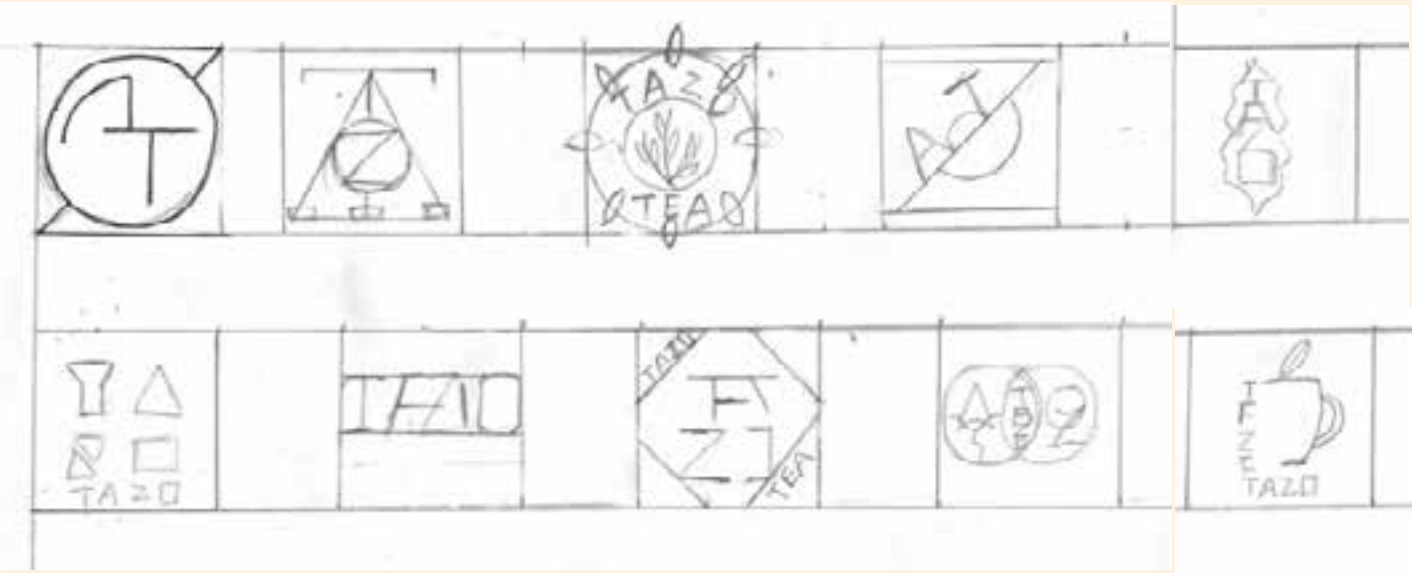
Branding Design



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Logo Design

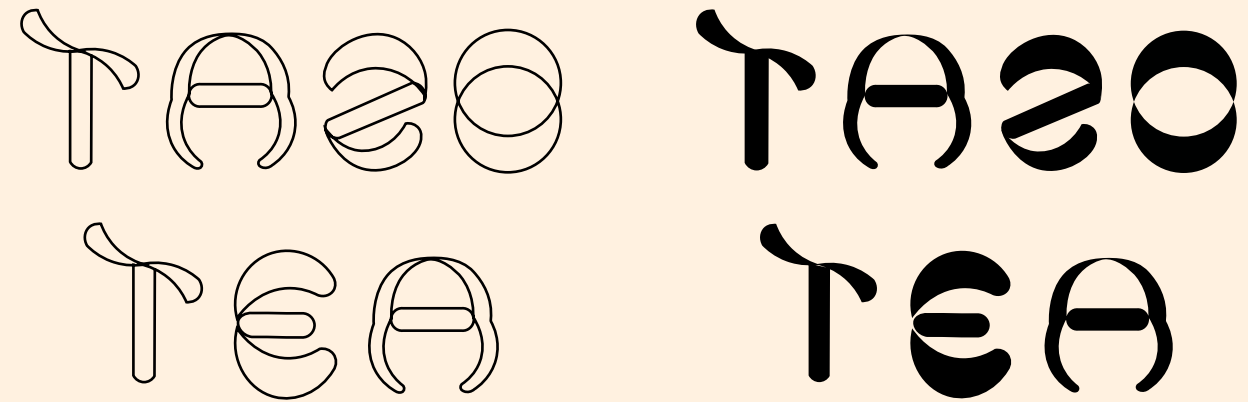
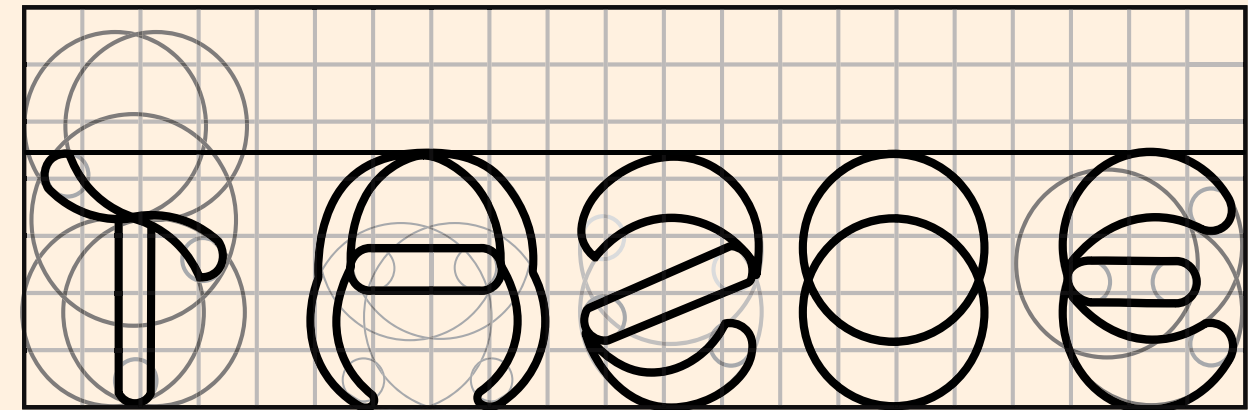
Sketches



Details



Type Design



Color

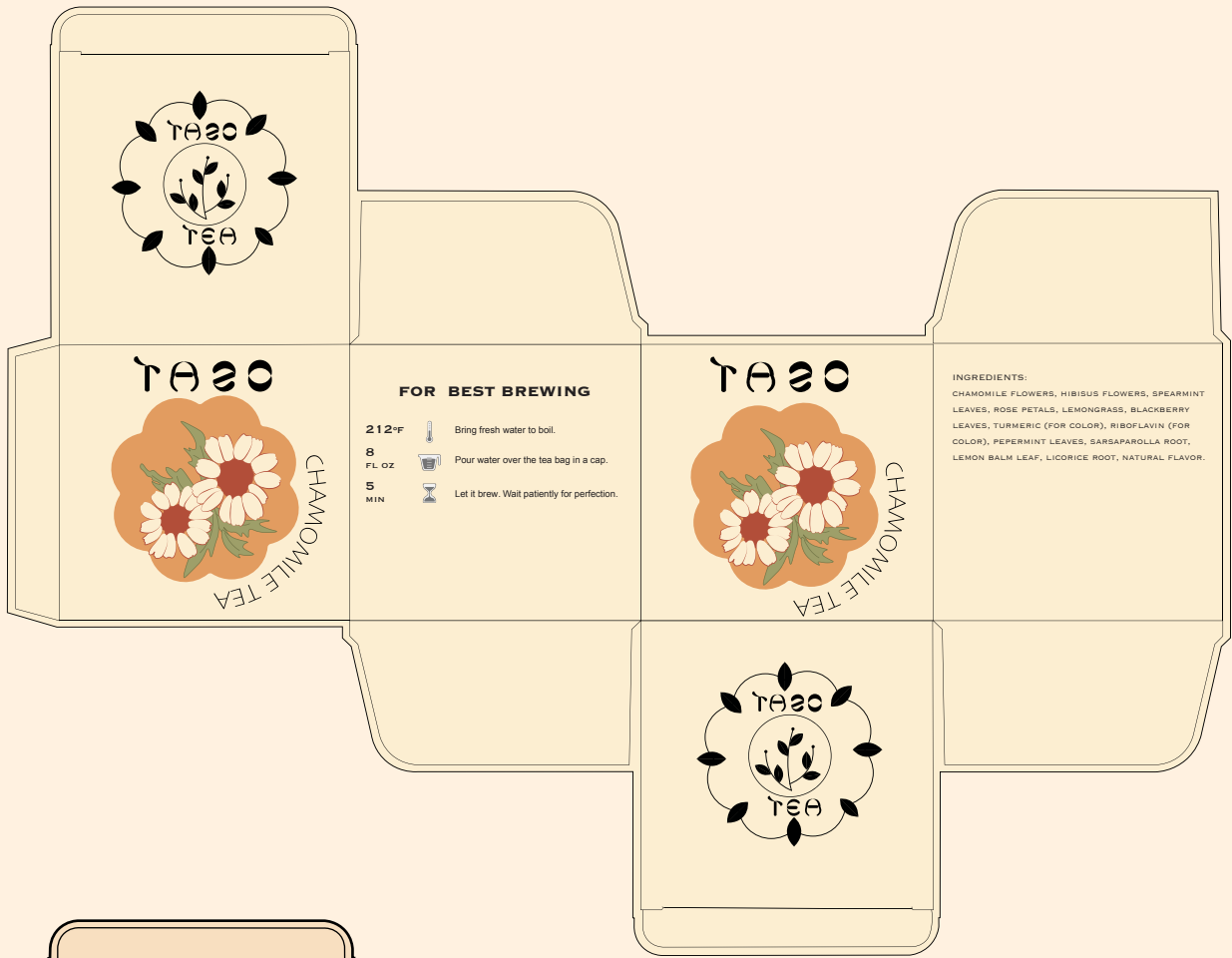
The green color I choose is present the health. And I use warm color red and orange, brown as the flower.

	#f79363 R: 247 G: 146 B: 98 C: 0 M: 52 Y: 65 K: 0		#faedd2 R: 250 G: 237 B: 210 C: 1% M: 5% Y: 19% K: 0%
	#b14d38 R: 177 G: 77 B: 56 C: 22% M: 80% Y: 83% K: 12%		#f8deb f R: 248 G: 222 B: 191 C: 2% M: 12% Y: 25% K: 0%
	#e39c5f R: 227 G: 156 B: 95 C: 10% M: 43% Y: 70% K: 0%		#747747 R: 116 G: 119 B: 71 C: 53% M: 39% Y: 81% K: 19%
	#a96928 R: 169 G: 105 B: 40 C: 27% M: 61% Y: 100% K: 13%		#9fa06a R: 159 G: 160 B: 106 C: 40% M: 28% Y: 69% K: 3%

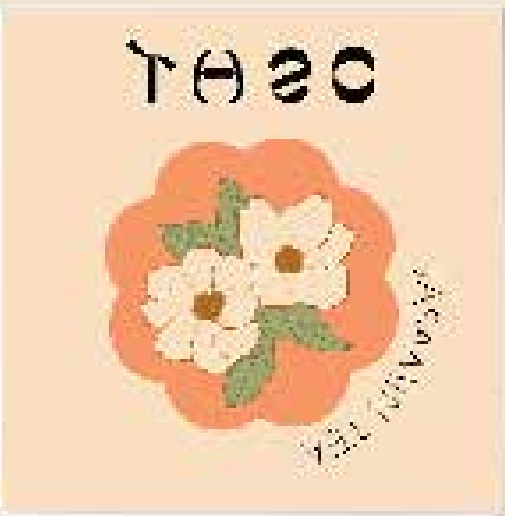
Box Package



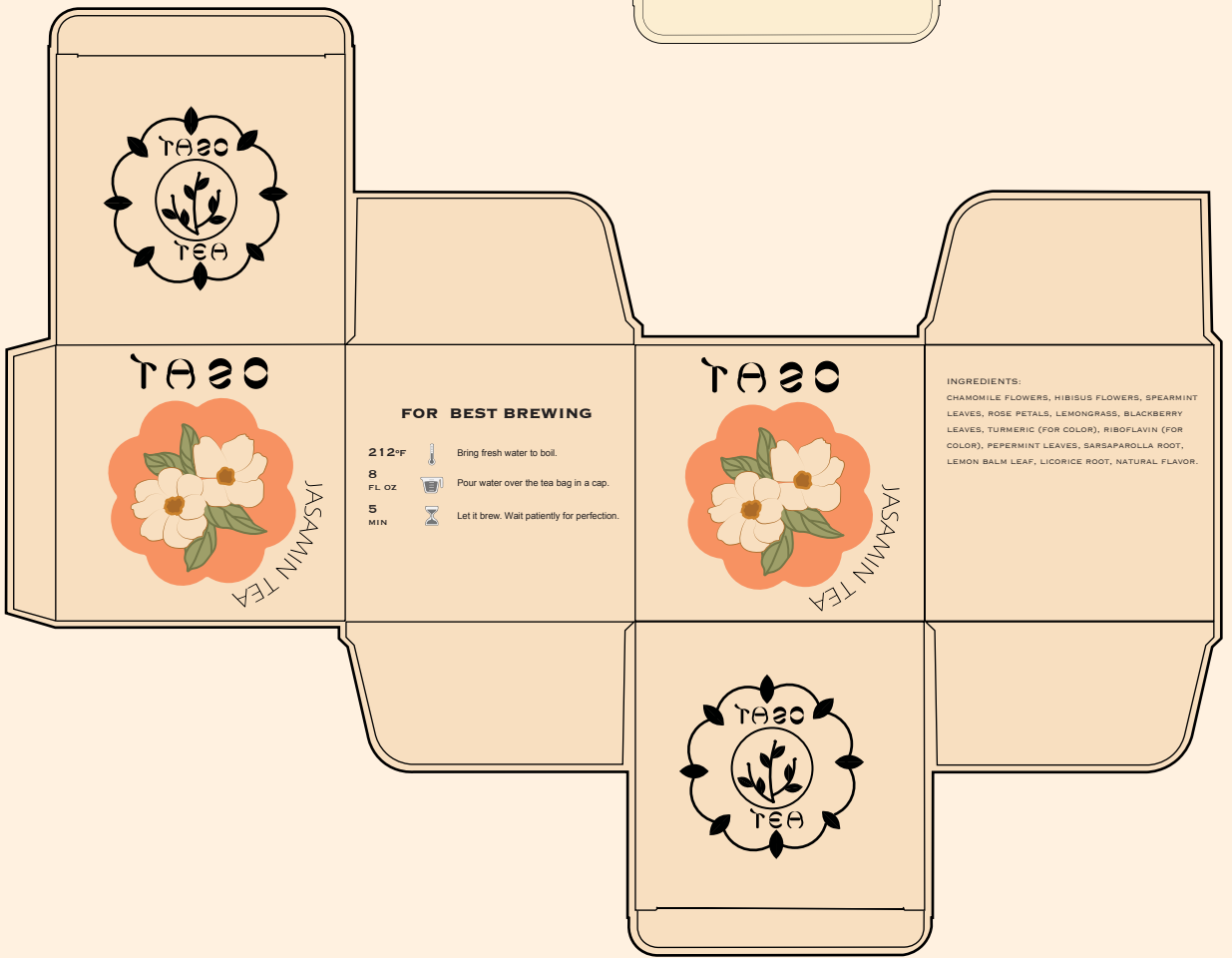
Box Format



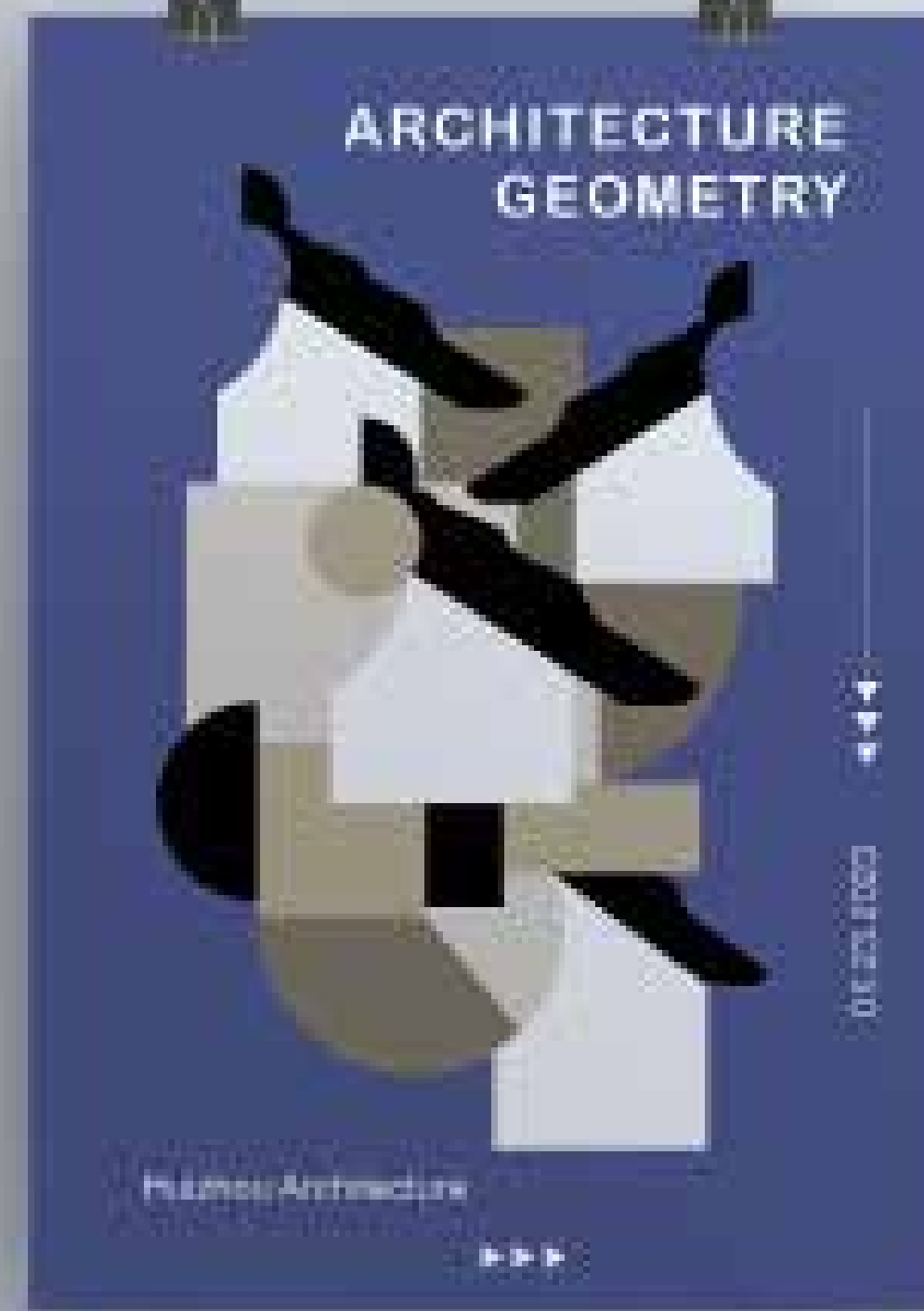
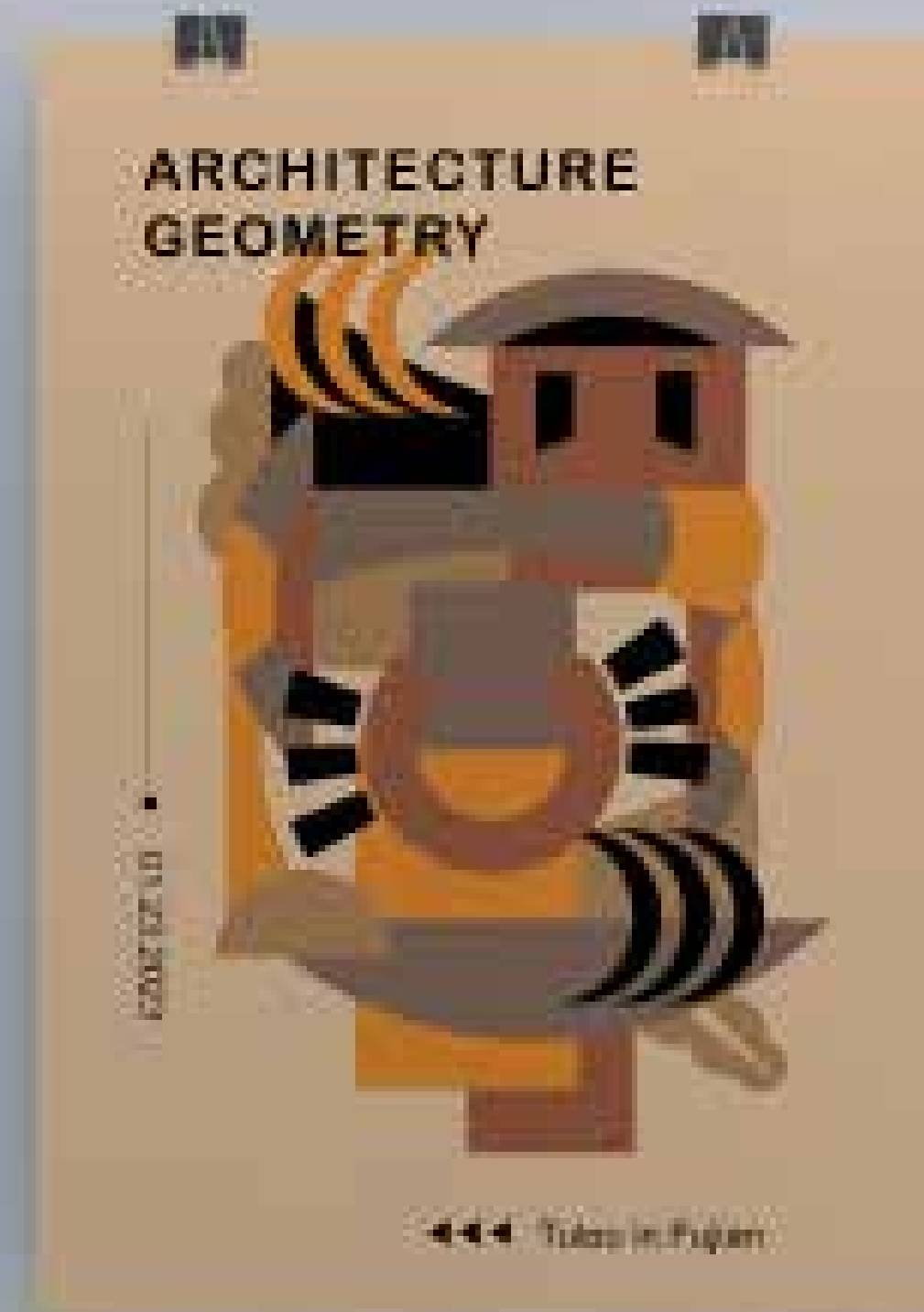
Mockup



Can Package







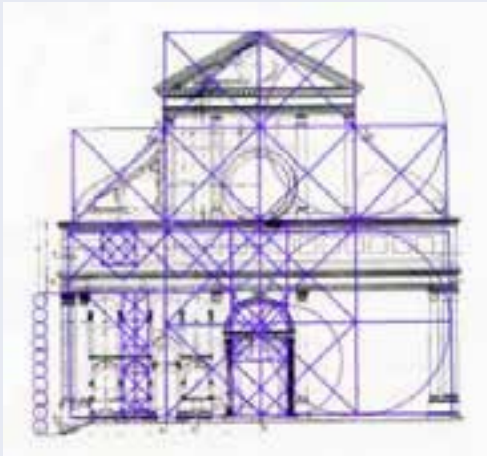
ARCHITECTURE GEOMETRY

Geometric aesthetics in architecture

Geometry and architecture have close connection, from ancient times to now. Geometry and architecture are all regard to space. Architecture construct space, geometry know space. The origin mean of the word of geometry is that measure the earth. With the development of geometry, the form of architecture have a lot of changes. This project is about geometric aesthetics in architecture. Find out the geometry in the building and extract the shape to make the graphic poster. In the art of architectural space, space can be expressed in various geometric forms. I use the plane to show the visual effect of space, use the formal beauty of geometric figures, combine and stack with each other, and combine abstract and concrete images to achieve a sense of visual balance.

Inspiration

Santa Maria Novella, c. 1461-70



The Spedale degli Innocenti, fr. 1419



The structure of architecture in the history

Santa Maria Novella, commissioned by Giovanni Rucellai, the façade of this church, with its white-and-green marble structure, is the only Florentine church façade on a grand scale built during the Renaissance. The introduction of volutes flanking the second story temple solves the problem of masking the sloping roofs of the side aisles – previously met in Italy by adding massive screens. It is a highly original Renaissance solution superimposed on a Gothic structure.



Parthenon Temple of Golden Ratio

There is a relationship between geometry and beautiful architecture, so architects usually combine geometry and art to create attractive functional structures. A typical example of this is to use the principle of Golden Ratio to achieve harmonious proportion. Over the years, many famous artists and architects have applied the Golden Ratio to their works. For example, the Parthenon Temple has been influenced by geometric principles.

Research



Huizhou Architecture

Structure

The structure is much into courtyard type, facing south commonly and surrounded by the river and mountain. The layout is divided symmetrically by the central axis. The central hall locates in the middle, and the rooms are on two sides. The front of the central chamber is called “patio,” which functions for lighting and ventilation. The appearance of residential integrity is solid with closed tall bounding walls, horse head warping, black tiles, and white walls. In adornment respect, mostly use brick, wood, stone carvings craft.



Reason

Huizhou architecture was deeply influenced by the unique historical and geographical environment of Huizhou and humanistic values of people.



Characteristics

The hui-style architecture also widely used brick, wood, stone carving, showing a high level of decorative art. They also has special Horse-head wall with White Walls and Black Tiles. It referred to the wall which was between and higher than the two gable roof walls.



Fujian Tulou

Structure

The layout of Fujian tulou followed the Chinese dwelling trdition of “closed outside, open inside” concept: an enclosure wall with living quarters around the peripheral and a common courtyard at the center.



Reason

With the development of the economy and the improvement of the understanding of the ecological environment, the residents’ requirements for housing are more urgent and higher. On the other hand, due to the growth of the population, in order to safeguard the common interests of the family, iTo adapt to the prosperity of the family and the safety of living. So they built the palace type earth wall building and the square, round and other colorful earth buildings. It is characterized by large scale and diverse types.

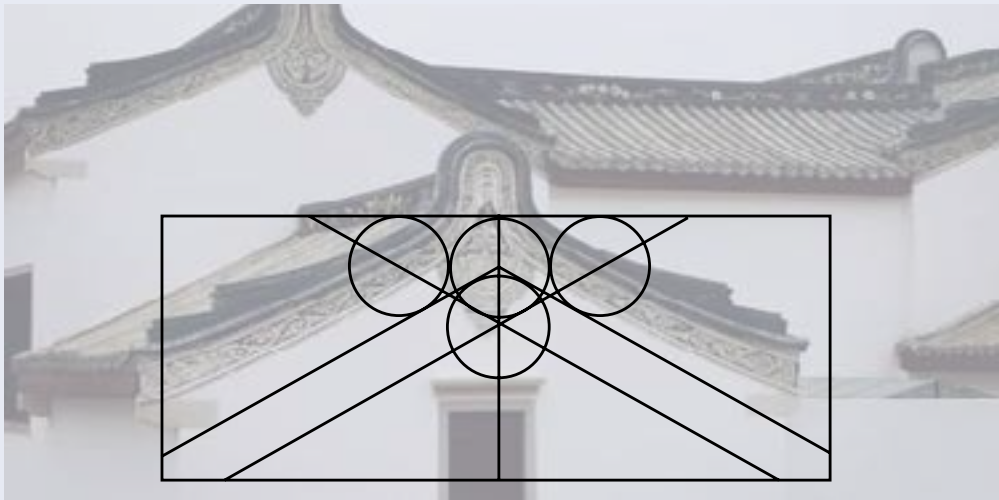


Characteristics

The building materials include earth, sand, bamboo and wood, even brown sugar and protein. The local materials are used to build earth buildings with an outer wall thickness of 1 to 2 meters. They are strong enough to resist the attacks of wild animals or thieves, and also have the functions of fire prevention and earthquake resistance, warm in winter and cool in summer.



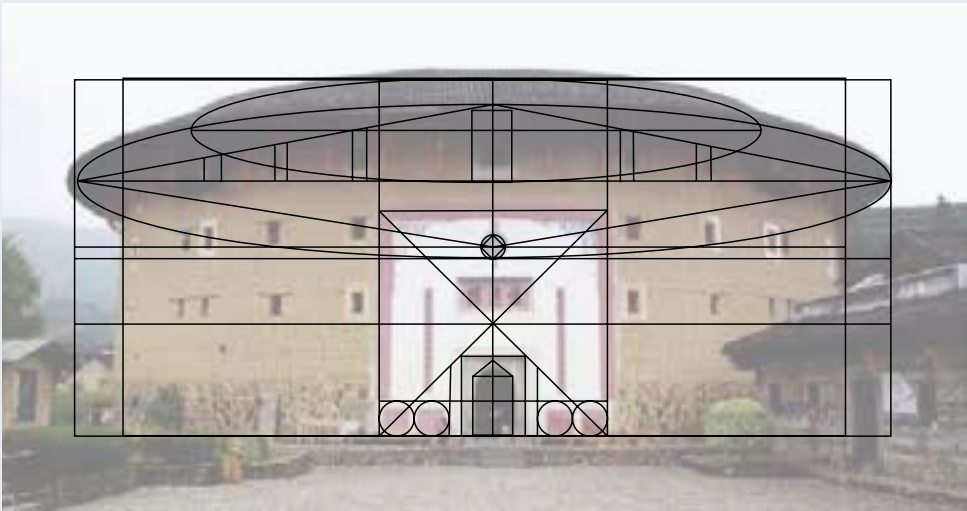
Research



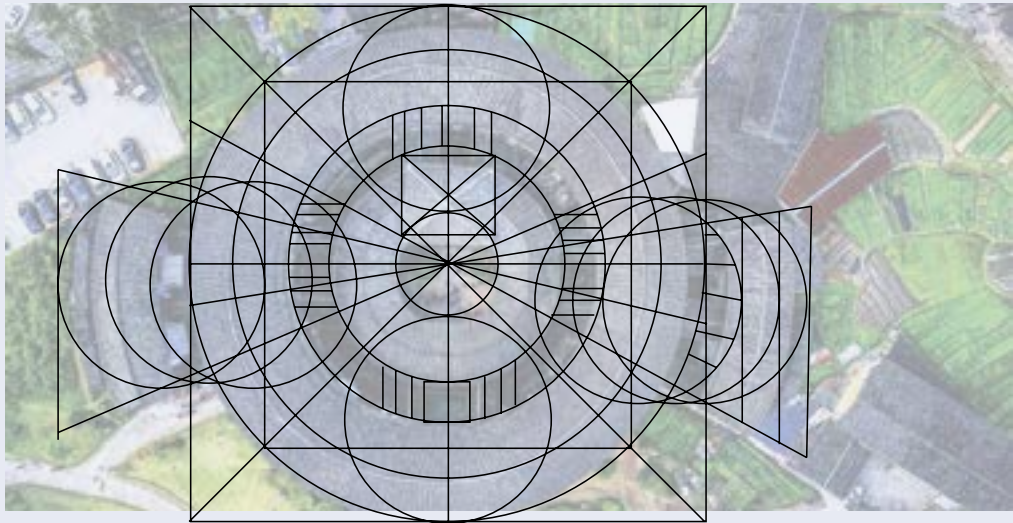
Huizhou Architecture



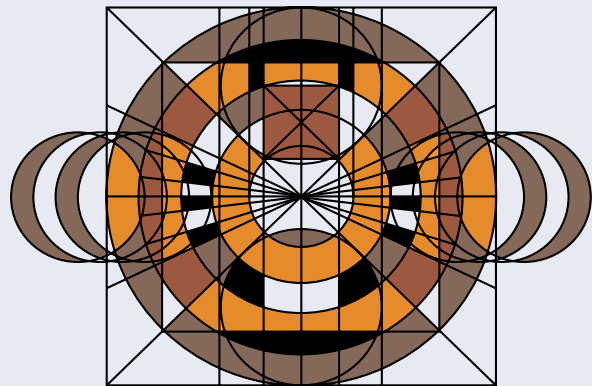
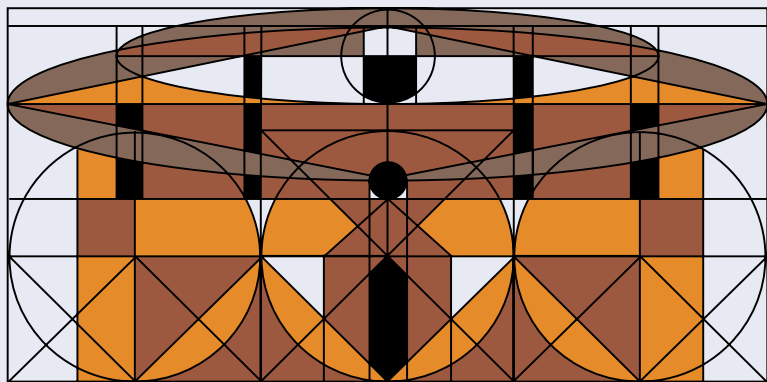
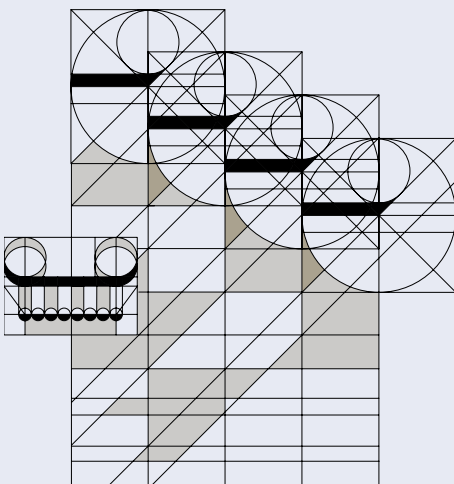
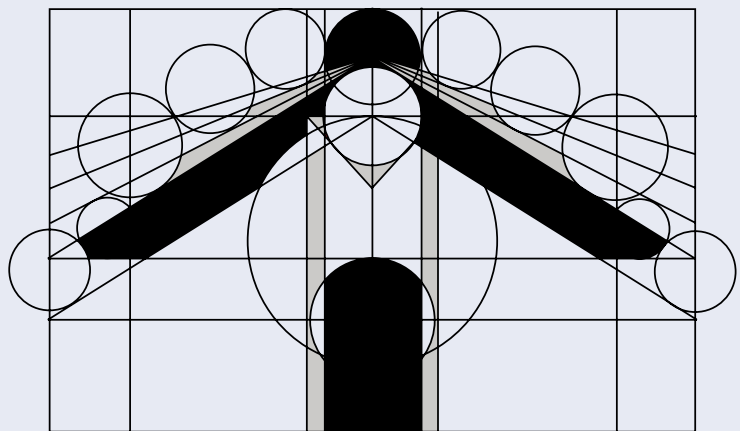
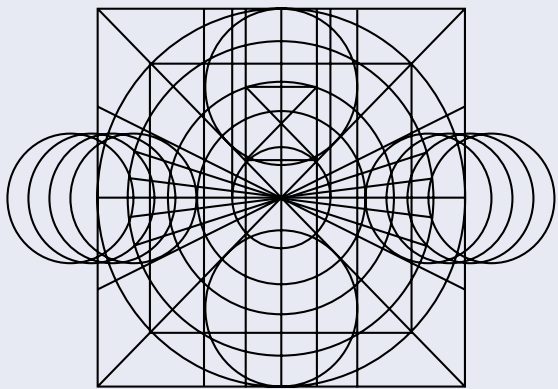
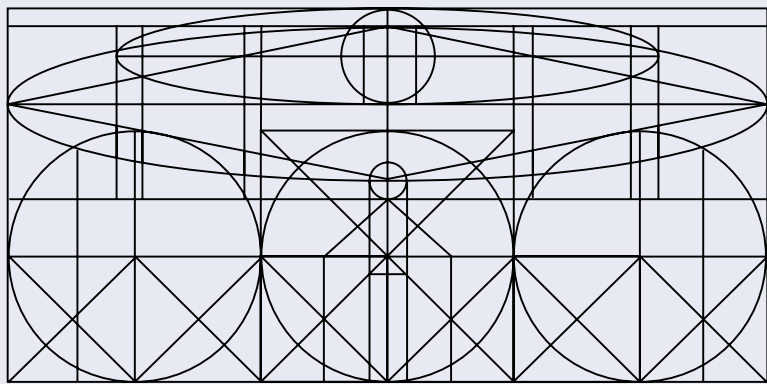
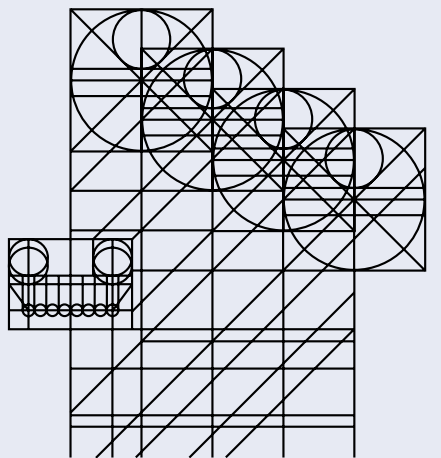
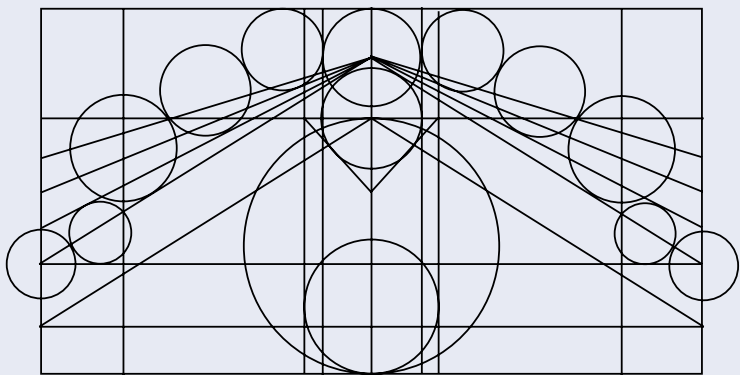
Huizhou Architecture



Fujian Tulou

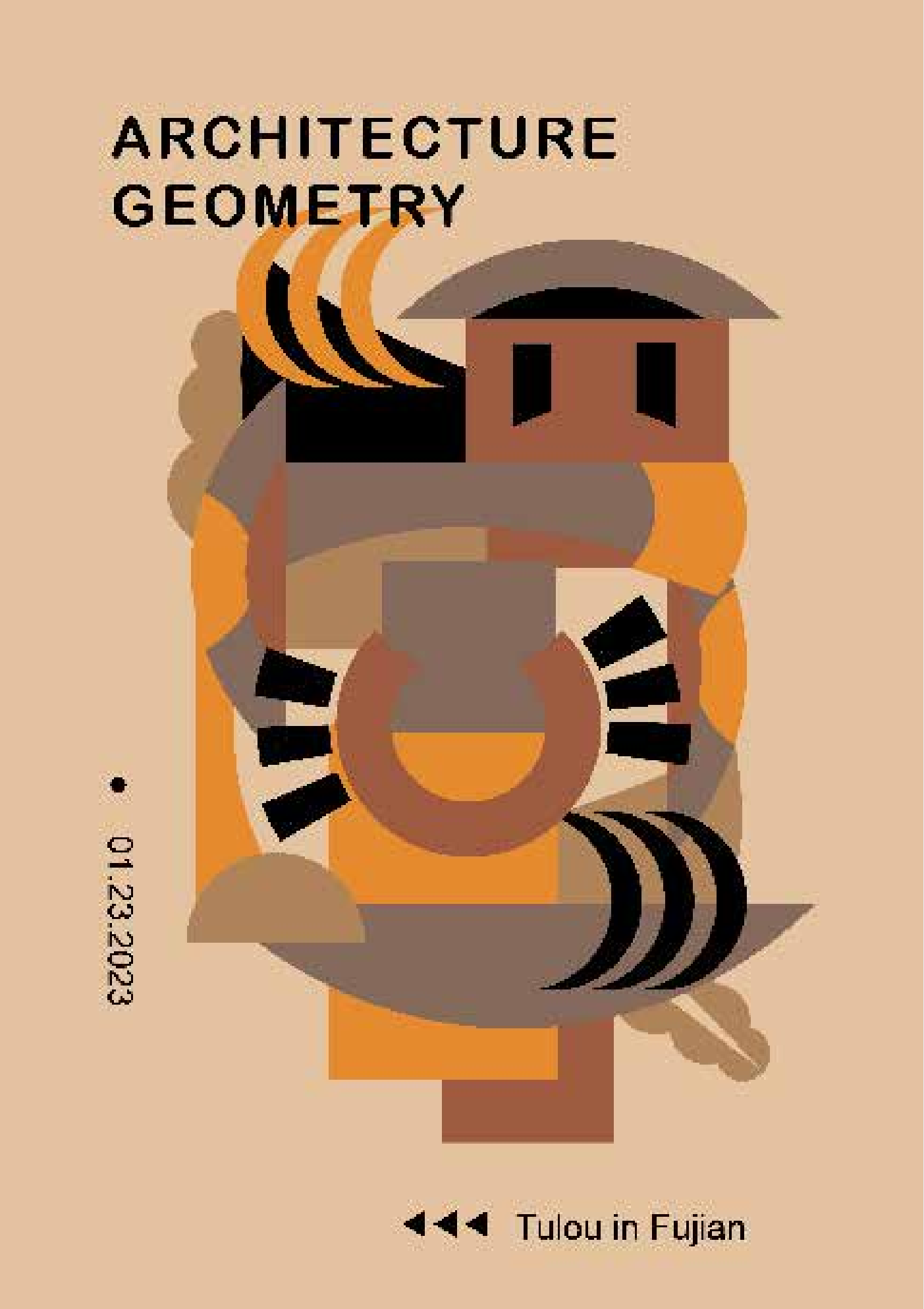


Fujian Tulou



Poster

Architecture is a relatively abstract concept. In the art of architectural space, the sense of space can be expressed in various geometric forms. I combine and stack concrete images and abstractions to create a familiar strangeness in the picture. The difficulty of this project is to grasp the balance of the picture and learn to observe the contrast relationship between the overall weight and the relationship between the fans of the position.



Exhibition

