A cosmetics brand is releasing a new perfume fragrance. I am to design a perfume logo and imagery that will be applied to a new bottle design along with associated packaging. The perfume will be sold in high class department stores, therefore it should include a classy and classic style. The fragrance package should include a unique logo or symbol which will be applied to both the perfume bottle and its packaging.

The new perfume fragrance is to be targeted at women aged 16-30 who are wanting to purchase quality products in the cosmetic industry that stand out from existing brands.

The packaging of the perfume should appear to be of a sophisticated look with a fun and fashionable theme. It may incorporate any forms of illustration, collage or photography in order to make the package eye catching in a competitive target market.

A point of sale sign and advertisement for a popular magazine should also be presented to make readers aware of the new product.

Knowledge and Understanding
Appropriate understanding of aesthetic and/or functional qualities in different works of art or design.

Considered knowledge and understanding of visual arts in different cultural, social, and/or historical contexts.
Analysis and Synthesis
Restricted use of visual arts language to interpret, respond to, and describe thoughts on visual arts, including issues or questions.
Analysis and Synthesis
Competent use of visual arts language to interpret, respond to, and synthesise thoughts on visual arts, including issues and questions.

Competent and appropriate evaluation of, and conclusions about, visual arts learning.
Knowledge and Understanding
Appropriate knowledge of selected visual arts concepts, forms, styles, and conventions, and some understanding of their practical application.

Appropriate understanding of aesthetic and/or functional qualities in different works of art or design.

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Research - inspiration: possible poses for advertisement.

- darker, richer colours used for night time.
- probably a pose for night-time.
- bright colour used for day time.
- flattering effect.
- bright colour used for day time.
- exposed neck indicates that perfume has been sprayed and is wanting to be recognised.

Brainstorm

- Exotica
- Heat
- Oasis
- Tropic
- Lush
- Keiki
- Exposed
- Aloha
- Haze
- Lychee
- Cyclone
- Edge
- Spice
- Cruise
- Goddess
- Holiday
- Break

- Ocean
- Affair
- Blass
- Vacation
- Hubiscus
- Azul
- Lei
- Foreign
- Luxury
- Surrounded
- Freedom
- Base
- Reef
- Guava
- Enhance

KEIKI - bouquet of flowers

Practical Application
Organised documentation of creative visual thinking and/or problem-solving processes.
Practical Application
Organised documentation of creative visual thinking and/or problem-solving processes.

- **BrAInSTORM** - slogan /catch" phrases

- The new ‘must have’ fragrance
- Feminine. Floral. Flirty
- It’s a female thing...
- Scent from the tropics.
- Keiki. Carefree. Courageous
- The scent that seduces.
- Where will it take you...?
- Bring out the woman in you.
Practical Application
Considered conceptualisation and development of imaginative or personally relevant visual ideas.
Competent exploration to refine technical skills and use media, materials, and technologies.
Practical Application
Considered conceptualisation and development of imaginative or personally relevant visual ideas.

Disjointed or partial documentation of creative visual thinking and/or problem-solving processes.
Practical Application
Considered conceptualisation and development of imaginative or personally relevant visual ideas.

Competent exploration to refine technical skills and use media, materials, and technologies.

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Organised documentation of creative visual thinking and/or problem-solving processes.
Practical Application
Disjointed or partial documentation of creative visual thinking and/or problem-solving processes.

I like the background of 1, however the text in 2, therefore I put the two together to create 3.

exotic, sunset colours.
Practical Application
Considered conceptualisation and development of imaginative or personally relevant visual ideas.

Competent exploration to refine technical skills and use media, materials, and technologies.

Disjointed or partial documentation of creative visual thinking and/or problem-solving processes.
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Organised documentation of creative visual thinking and/or problem-solving processes.
Practical Application
Competent exploration to refine technical skills and use media, materials, and technologies.

ideation
FINAL BOTTLE DESIGN.

keiki
Practical Application
Considered conceptualisation and development of imaginative or personally relevant visual ideas.

"Ideation" on plain background designs.

- The colour palette is very bright and summery.
- The colours work well together, however look rather masculine.
- I like the shades utilised in this design, the orange stands out due to its eye-catching effect, however it is not too overpowering.
- Not sure about the army green, doesn't quite match.
- The colours look nice together, although I don't think it would suit the brief.
- I like these colours, the apple green is bold, I'm not sure about the larger chunk of blue, it makes the design look a bit too masculine.

"Ideation"
Considered conceptualisation and development of imaginative or personally relevant visual ideas.
Practical Application

Considered conceptualisation and development of imaginative or personally relevant visual ideas.

Competent exploration to refine technical skills and use media, materials, and technologies.
Practical Application
Considered conceptualisation and development of imaginative or personally relevant visual ideas.

Competent exploration to refine technical skills and use media, materials, and technologies.
Practical Application
Disjointed or partial documentation of creative visual thinking and/or problem-solving processes.
PHOTOS

Scene shots, not very useful.

Photoshoot, could be good if added with a sunset shot.

Flash = X

Cute, but too much sand and not enough sea in photo though.
Practical Application
Considered conceptualisation and development of imaginative or personally relevant visual ideas.

Competent exploration to refine technical skills and use media, materials, and technologies.

Organised documentation of creative visual thinking and/or problem-solving processes.
Idealisation - Finalising Poster.

Keiki

I like the contrast used here.

The bottle should be repositioned here.

Something doesn't work here; need to fix up how it is positioned on the poster.

Keiki

Needs to match the logo on perfume bottle.

Where will it take you?

The latest fragrance, in stores now.
Practical Application
Competent exploration to refine technical skills and use media, materials, and technologies.

Organised documentation of creative visual thinking and/or problem-solving processes.
Practical Application
Considered conceptualisation and development of imaginative or personally relevant visual ideas.

Competent exploration to refine technical skills and use media, materials, and technologies.
Practical Application
Disjointed or partial documentation of creative visual thinking and/or problem-solving processes.
<table>
<thead>
<tr>
<th>Practical Application</th>
<th>Knowledge and Understanding</th>
<th>Analysis and Synthesis</th>
<th>Inquiry and Exploration</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>A</strong></td>
<td>Initiation of complex or challenging and well-planned conceptualisation and development of innovative, imaginative, or personally relevant visual ideas.</td>
<td>In-depth knowledge of selected visual arts concepts, forms, styles, and conventions, and a clear understanding of their practical application.</td>
<td>Highly perceptive critical analysis and interpretation of a variety of works of art or design from different contexts.</td>
</tr>
<tr>
<td></td>
<td>Comprehensive exploration to refine technical skills and use different media, materials, and technologies.</td>
<td>In-depth knowledge and understanding of visual arts in different cultural, social, and/or historical contexts.</td>
<td>Extensive and sophisticated use of visual arts language to interpret, respond to, and synthesise thoughts on visual arts, including issues and/or questions.</td>
</tr>
<tr>
<td></td>
<td>Insightful and thorough documentation of creative visual thinking and problem-solving processes.</td>
<td>Insightful and discerning understanding of aesthetic and/or functional qualities in a variety of works of art or design.</td>
<td>Discerning evaluation of own work and connections or comparisons with other practitioners’ work.</td>
</tr>
<tr>
<td></td>
<td>Highly effective application of refined technical skills and sensitive use of media, materials, and technologies to communicate visual ideas in resolved work(s) of art or design.</td>
<td></td>
<td>Insightful evaluation of, and conclusions about, visual arts learning.</td>
</tr>
<tr>
<td><strong>B</strong></td>
<td>Thoughtful and well-planned conceptualisation and development of imaginative or personally relevant visual ideas.</td>
<td>Some depth of knowledge of selected visual arts concepts, forms, styles, and conventions, and a sound understanding of their practical application.</td>
<td>Well-informed and well-considered critical analysis and interpretation of several works of art or design from different contexts.</td>
</tr>
<tr>
<td></td>
<td>Thorough exploration to refine technical skills and use media, materials, and technologies.</td>
<td>Some depth of knowledge and understanding of visual arts in different cultural, social, and/or historical contexts.</td>
<td>Proficient use of visual arts language to interpret, respond to, and synthesise thoughts on visual arts, including issues and questions.</td>
</tr>
<tr>
<td></td>
<td>Thoughtful and organised documentation of creative visual thinking and/or problem-solving processes.</td>
<td>Clear understanding of aesthetic and/or functional qualities in several different works of art or design.</td>
<td>Thoughtful evaluation of own work, and connections or comparisons with other practitioners’ work.</td>
</tr>
<tr>
<td></td>
<td>Effective application of some refined technical skills and some sensitive use of media, materials, and technologies to communicate visual ideas in resolved work(s) of art or design.</td>
<td></td>
<td>Thoughtful and well-explained evaluation of, and conclusions about, visual arts learning.</td>
</tr>
<tr>
<td><strong>C</strong></td>
<td>Considered conceptualisation and development of imaginative or personally relevant visual ideas.</td>
<td>Appropriate knowledge of selected visual arts concepts, forms, styles, and conventions, and some understanding of their practical application.</td>
<td>Informed and considered critical analysis and interpretation of two or more works of art or design from different contexts.</td>
</tr>
<tr>
<td></td>
<td>Competent exploration to refine technical skills and use media, materials, and technologies.</td>
<td>Considered knowledge and understanding of visual arts in different cultural, social, and/or historical contexts.</td>
<td>Competent use of visual arts language to interpret, respond to, and synthesise thoughts on visual arts, including issues and questions.</td>
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<td>Organised documentation of creative visual thinking and/or problem-solving processes.</td>
<td>Appropriate understanding of aesthetic and/or functional qualities in different works of art or design.</td>
<td>Considered evaluation of own work and connections or comparisons with other practitioners’ work.</td>
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<td></td>
<td>Competent application of technical skills and elements of sensitivity in the use of media, materials, and technologies to communicate visual ideas in resolved work(s) of art or design.</td>
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<td>Competent and appropriate evaluation of, and conclusions about, visual arts learning.</td>
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</table>
| D  
Elements of conceptualisation and some development of visual ideas. 
Some exploration of technical skills using media, materials, and technologies. 
Disjointed or partial documentation of creative visual thinking and/or problem-solving processes. 
Partial application of technical skills and some use of media, materials, or technologies in developing a work of art or design. | Some basic knowledge of selected visual arts concepts, forms, conventions, and styles, and an emerging understanding of their practical application. 
Some reference to knowledge or understanding of visual arts in a cultural, social, or historical context. 
A superficial understanding of aesthetic or functional qualities in works of art or design. | Some basic consideration and interpretation of at least one work of art or design with superficial reference to their context. 
Restricted use of visual arts language to interpret, respond to, and describe thoughts on visual arts, including issues or questions. 
Some description of own and others' works, with some tenuous connections or comparisons. 
Some basic summary and description of visual arts learning, with elements of evaluation. | Some use of basic research skills and awareness of inquiry methods to locate one or more sources (with attempted acknowledgment), explore, and experiment. 
Superficial recognition of the role of visual arts in personal development. |
| E  
Emerging skills in the conceptualisation and development of visual ideas. 
Attempted exploration of technical skills using media, materials, or technologies. 
Limited documentation of creative visual thinking or problem-solving processes. 
Attempted application of technical skills to develop a work of art or design. | Limited knowledge or understanding of concepts, forms, or styles in visual arts. 
Emerging awareness of different visual arts contexts. 
Some awareness of the need to understand aesthetic or functional qualities in works of art or design. | Emerging awareness of connections between at least one work of art or design and the context. 
Limited use of visual arts language for interpretation or response in the visual arts. 
Attempted description of own and others' work. 
Attempted description of aspects of visual arts learning. | Attempted engagement in a directed research process. 
Emerging awareness of the role of visual arts in personal development. |