

Plantasia

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The brief required me to design three labels for a kombucha product by the name of Plantasia, with the hope to increase their sales. I was contracted to turn their 1970's inspired, bright, and abstract styled vision, into labels to appeal to a market of 16–25-year-old's.

Throughout my research I found inspiration in artists and creators such as Kissi Ussuki. Her figurative style and abstract use of figures encouraged me to experiment with using animal figures to represent the flavors of my kombucha. Seymour Chwast inspired me to personify these animal characters, as well as experiment with line and pattern, as a technique to highlight aspects of my label. Era's such as the 1970's greatly inspired me, and I made consistent reference to patterns and contrasting colors used within this specific era.

My final concept developed through multiple stages of refinement and advice from peers. I utilised many surveys which helped me refine my images. From feedback, it became clear that the figures, paired with the fruit that represented the flavor (e.g., strawberries for strawberry daquiri), appealed to the target audience. Most agreed that the plants complimented the animals well, connected with the brand name and looked 'prettier'. By using Adobe Photoshop, I was effectively able to experiment with color, shape, and line. By utilising layers, I was able to compare color schemes, as well as plants and fruits that could accompany the animals well. The three core animals, the tiger, giraffe, and crocodile create a fun lively composition that appeal to the consumer. To create my labels, I printed the PDF onto sticky photopaper, which I then transferred it onto the glass bottles.

The purpose of my label design is to entice the audience to want to drink Plantasia Kombucha. Functionally, it needed to fit and suit the shape chosen bottle and be able to stick to the beverage once cold, without withering. By researching successful label sizes, I was able to conclude the appropriate size for the label, to ensure it was large enough to catch the consumer's eye.

The colors used, and the patterns behind the bold animals, was influenced by nostalgic and bright style of the 1970's theme which was a part of my brief. The combination of these elements is important as it creates continuity and engaged the target audience in fun manner. The repetition of the fruits, representing the flavors of the drinks, is not only aesthetically pleasing but has a function; it creates continuity amongst the set, and tells us about the ingredients in the product.

My final design practical is successful as it meets my brief. Through completing this practical I learnt how to use photo shop in more depth and put feedback into practice. Specifically, I learnt about package design and the importance of its appearance to entice the customer. My final label clearly displays to the buyer what the product is, through an effective use of imagery and text.