



ASSIGNMENT #2:

Bottle Holder

This project is an extension of the branding & labeling designs you created for Assignment #1. The goal is to create a 3D cardboard holder covered with full-color graphics. This holder will be used to package your bottles.

GUIDELINES:

- Graphics for the beverage holder must match your label designs closely (if not exactly).
- Holder will be created by printing your graphic design(s) on high quality paper, and then mounting the print onto a chipboard or index/card stock backing.

- 1** Choose a beverage holder template. 4-bottle & 6-bottle holder templates will be provided as digital vector files. If you want some other kind of template, you're on your own to find it.
- 2** Template shape can be customized to suit your graphic design approach, or used "as is".
- 3** Use layout software (Illustrator or InDesign) to position your graphics on the template. Remember to include necessary items: ingredients, a bar code, nutrition information, product blurb, contents volume, etc. as needed.
- 4** Print your graphics/template page on high quality paper (matte surface is easiest to photograph—there's no glare). 11" x 17" tabloid-size paper is recommended.
- 5** Use permanent spray-mount to adhere your graphic print to a stiff backing of chipboard or index card stock. 11" x 17" tabloid-size backing is recommended.
- 6** Cut out template, score all fold lines, and glue holder together (carefully).

IDEAS:

Consider holder shapes other than the basic 'straight-edge' model. The generic template can be customized with die-cut edges, windows, or an interesting handle shape to enliven your design.

LOOKING AHEAD:

In the next couple weeks we'll be shooting product photos of your completed bottles, labels, & holders—all aimed at building your portfolio.