

TDE 205 Design Process Packet

“Execution is a systematic process of rigorously discussing hows and whats, tenaciously following through, and ensuring accountability.” -Lawrence Bossidy

This packet is designed to facilitate your use of a design process while creating your layouts/designs in the TDE 205 course. Please fully complete each step of the process and use this packet as a space to document the work you do. This includes using full sentences and paragraphs where appropriate. Use as many pages for each step as is necessary to fully complete each step. Please insert documentation of sketches, ideation, brainstorming (physical or digital) etc. into this document and use this as a place to house your work. This could be later used to flesh out a portfolio to show to potential employers.

Select a Topic and Think Through the Requirements

In this step you should select a topic to base your work upon. This may be given to you or you may be given creative license to select your own. When given a topic please document it here. When you are given a choice of topics think through and document multiple ideas and select the best one. Include a short, substantive rationale for your choice. Finally, look over the assignment, break down the requirements, and document them here.

SODA!!



- corny brand name (i.e. Crazy Cola)
- corny flavor names
- cans should be easiest
- using fruit flavors could let you use that fruit & color palette as the cans art
- logo text should maybe be able to change color



bad drawings but yeah

Research

With your topic selected your next task is to conduct an inquiry into the topic you are going forward with. This could include history of the topic, current events, current marketing and branding, statistics surrounding the topic, what competitors are doing and saying etc. See your text for additional avenues for research. Researching is a pivotal step in the design process. Dig into the topic! The more information you have the more avenues for design and creativity you will have later. Should you or someone close to you be the topic, think through pertinent information about yourself or someone else and write it down. Document your research here with links where you found your information, whenever possible.

- look into brands w/ multicolor flavors
↳ bubly?, Mtn dew, etc



- examples of good branding. Especially w/ bubly & la croix; I have never drank them but because they have good design, I am aware of what they are

Includes 1 can of each flavor:



⁹¹
they're also good with it.



- they have multipacks & barely changed the art

Ideate

In this step you will begin to brainstorm ideas for your design. This may include layouts, logos, color schemes, etc. There are many ways to induce creative thought. Tryout different methods and find what works for you. A good reference text is *Thinkertoys: A Handbook of Creative-Thinking Techniques*. A quick internet search will also yield many results for techniques. No matter the source, please choose and document the name of your technique as well as evidence you applied the technique to your assignment. Feel encouraged to use multiple pages for your brainstorming and document your process

thoroughly.

Crazy Cola

Crazy da

crazy cola



Crazy Cola

Full Power

Fren Fist

ez logo



Rain blast

rain blast

RAINBLAST

Rain

Rain



I REALLY like this idea rn

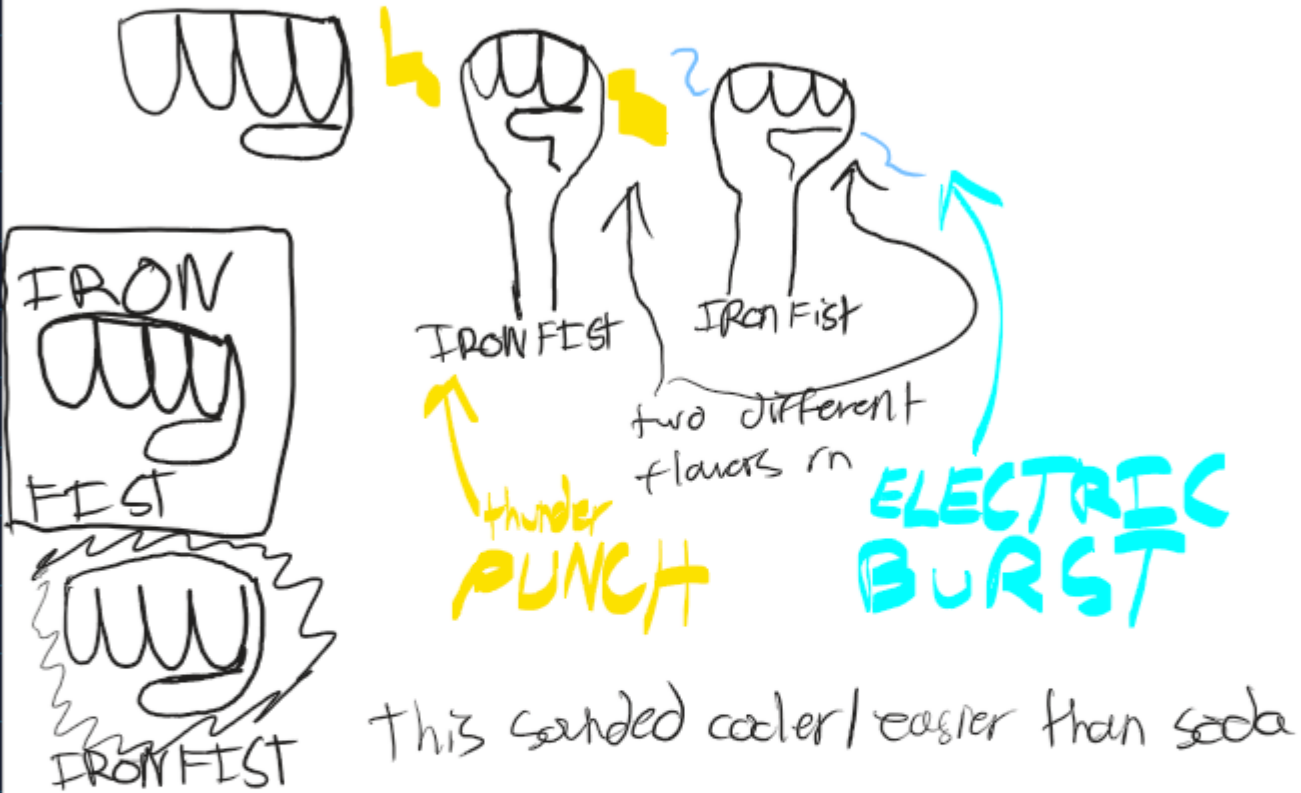


using the fruit as part of the logo



Sketch

Use this space to document the sketching you've completed after ideation. This should include multiple ideas and iterations for each topic and be directly linked to ideation you completed. This is also a space to test out different color schemes with the different ideas you create. Getting several options for each topic is a required aspect of this step and should not be glossed over. Whether done physically or digitally, please be sure to document your sketches here.

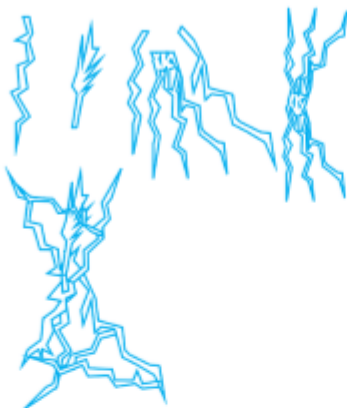


This is the idea I came up with. From here we would build the logo



Here I started trying to add more elements to the logo, so it wasn't bland. I worked using minimal amounts of lines & such, and if the team liked the design, I was going to flesh it out much more.

oh yeah we eventually thought thunder fist sounded cooler



At this point, I gave up on my idea, and we continued to build off Owens logo

-once we decided on "Thunderfist" I said we could either have two flavors or go the easy route & do a "zero sugar" version
-I tried quite a lot of different ideas in order to make an "electric cherry" flavor. Its worth noting that Owen had decided to make a really polished fist, with a hole punch & a lightning bolt. It was hard for me to envision his fist working with my idea of incorporating a shock effect, because his fist was a natural skin colour.

-Owens logo at the time. I put it on a blue can because yellow and blue mix well together. I couldn't get my electric cherry to work well here without changing too much of his logo. In a brand perspective, I felt like minimal changes should be made to the logo.



The fist with the bolt & hole punch would become the final design

Choosing Your Final Design

In this space please complete a few steps. First, identify which of the designs that you sketched out in the previous step is your final design choice. Second, create a final sketch of your design that is clean, neat, and to be used to create your Adobe Creative Cloud file with. There should be refinement of your previous sketch evident in what you document here and should appear as something you could present in a professional setting, such as a pitch meeting. Finally, provide a detailed and thorough rationale as to why you chose this design over others. This should be a few paragraphs in length and discuss how this design is the most successful in communicating to the intended audience. This should include content from the text about good design principles, research you conducted, comparing with alternatives, and more. You need to have a strong rationale for your choice. If you cannot provide a strong rationale based on content from this course than you may need to think more deeply about your design and take a few steps back in the process and try again.



Font
"fighting spirit" found by
corard (I think)

We basically already had a logo. Cans inherently have a min of two "labels", the logo & the nutrition facts. I decided our third label could be a QR code that would be a thunderfist giveaway. I thought it would be cooler than a label that is like "our company" or something boring.

I found a transparent nutrition facts label on the internet, [source](#)

I found a QR code on Google, [source](#)

Nutrition Facts

1 servings per container	
Serving size	1
Amount Per Serving	
Calories	60
<small>% Daily Value*</small>	
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 25mg	8%
Sodium 5mg	0%
Total Carbohydrate 0g	0%
Dietary Fiber 15g	54%
Total Sugars 0g	
Intrinsic Sugars 0g	0%
Sugar Alcohol 0g	
Protein 10g	20%
Vitamin D 11mcg	80%
Calcium 260mg	20%
Iron 5.4mg	30%
Potassium 940mg	20%

*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2 DRS makes a diet a good for general health advice.

INGREDIENTS: CARBONATED WATER, CITRIC ACID, ERYTHRITOL, TAURINE, SODIUM CITRATE, NATURAL & ARTIFICIAL FLAVORS, PANAX GINSENG FLAVOR, L-CARNITINE L-TARTRATE, CAFFEINE, SUCRALOSE, SORBIC ACID (PRESERVATIVE), MONOSODIUM ACID (PRESERVATIVE), NIACINAMIDE (VIT. B3), D-CALCIUM PANTOTHENATE (VIT. B5), ACESULFAME POTASSIUM, INOSITOL, PYRIDOXINE HYDROCHLORIDE (VIT. B6), CYANOCOBALAMIN (VIT. B12)
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THUNDERFIST ENERGY BLEND: TAURINE, L-CARNITINE, CAFFEINE, INOSITOL
CAFFEINE FROM ALL SOURCES: 240MG PER CAN
CONSUME RESPONSIBLY! NOT RECOMMENDED FOR CHILDREN, PEOPLE SENSITIVE TO CAFFEINE, PREGNANT WOMEN OR WOMEN WHO ARE NURSING

CA CRV ME-VT-CT-MA-NY
IA-IL 5¢ MI-OR 10¢

SCAN



FOR A CHANCE TO WIN
FREE THUNDERFIST ENERGY
FOR ONE YEAR!

FULL DETAILS AT THUNDERFISTENERGY.COM

Save your receipt. Limits apply; one award per person per lifetime. Must be redeemed from 01/01/2023-12/31/23. Must be alive to redeem this offer. We are not responsible if you die on your way to scan this code. Why are you still reading this just scan the code already. If you don't scan the code, you will have to live your life knowing that you missed out on this amazing promotion.



Everything in green is almost 90% verbatim from a monster can I found under my bed. I changed few words. not sure how the bottle deposit ended up on the label because WC doesn't have that (at least cell soda I buy down here don't have it).

This text is actually original. I image traced the bar code [barcode source](#)

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Save your receipt. Limits apply; one award per person per lifetime. Must be redeemed from 01/01/2023-12/31/23. Must be alive to redeem this offer. We are not responsible if you die on your way to scan this code. Why are you still reading this just scan the code already. If you don't scan the code, you will have to live your life knowing that you missed out on this amazing promotion.



Nutrition Facts

1 servings per container
Serving size 1

Amount Per Serving
Calories 60

	% Daily Value*
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 25mg	8%
Sodium 5mg	0%
Total Carbohydrate 0g	0%
Dietary Fiber 15g	54%
Total Sugars 0g	
Includes 0g Added Sugars	0%
Sugar Alcohol 9g	
Protein 10g	20%
Vitamin D 11mcg	60%
Calcium 260mg	20%
Iron 5 4mg	20%
Potassium 940mg	20%

*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

INGREDIENTS: CARBONATED WATER, CITRIC ACID, SWEETENED, TAURINE, SODIUM CITRATE, NATURAL ARTIFICIAL FLAVORS, PANAX GINSENG FLAVOR, L-CARNITINE L-TARTRATE, CAFFEINE, SUCRALOSE, SORBIC ACID (PRESERVATIVE), BENZOIC ACID (PRESERVATIVE), NIACINAMIDE (VIT. B3), D-CALCIUM PANTOTHENATE (VIT. B5), ACESULFAME POTASSIUM, INOSITOL, PYRIDOXINE HYDROCHLORIDE (VIT. B6), CYANOCOBALAMIN (VIT. B12)
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THUNDERFIST ENERGY BLEND: TAURINE, L-CARNITINE, CAFFEINE, INOSITOL
CAFFEINE FROM ALL SOURCES: 248MG PER CAN
CONSUME RESPONSIBLY: NOT RECOMMENDED FOR CHILDREN, PEOPLE SENSITIVE TO CAFFEINE, PREGNANT WOMEN OR WOMEN WHO ARE NURSING

CA CRV ME-VT-CT-MA-NY
IA-IL HI 54 MI-OR 100



THUNDERFIST ENERGY

16 FL. OZ. (473mL)

Here's a screenshot of my final label. We learn in chapter 8 about color harmony. Technically, blue & orange are supposed to harmonize, but yellow is right next to orange so it's a minimal change.

Based off of what I said earlier, I felt like we should have had minimal change between the two products. I sent Gerard my label and suggested he change the color, slap "zero sugar" on it, and call it a day. Oh and it's 0 calories.



For the box, I suggested it incorporate both of the colors. Owen didn't really want to do that & since the box was his job, I didn't want to advocate too hard for it. Here was the rough suggestion I made that I showed him

also I made it w/ orange bc I was trying show how you can barely change the color



- something like this, our box is black & yellow, and the drinks are blue. that is kind of a sites to me personally which is why I wanted to include that I thought about this