

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 or energy drink

- Corny flavor names i.e. "Crazy Cola"
- Generic brand w/ a "zero sugar," "caffeine free," or "Diet"
- Cans = easier box for the products

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.

- Mountain Dew, Bubly, La Croix, Coke & Coke zero, Monster, Rockstar
↳ All of these brands make slight changes that make it so you can tell the products apart, but you know they all belong to the same brand

• Coke has  
red & white

Coke zero has  
red & black

they literally change ONE color & suddenly have a new product

- Red bull, Monster, VPX, Rockstar, Reign.
- All brands gain \$16 billion dollars annual.
- Red bull #1 competitor

Average cost of energy drinks

- o Energy drinks can cost on average \$2 per bottle.
- o Most expensive it can go up to is \$4.50 excluding taxes.
- o One can of monster can cost up to \$3, which is considerably expensive.

Red bull:

- (1) Considered one of the "top" performers when it comes to energy drinks
- (2) Packed with ingredients such as caffeine, Sucralose, Glucose, and Taurine.
- (3) Used by most high performing athletes and professionals.

Monster Energy Zero Ultra considered second best energy drink.

- o Noticeable for its low calories.
- o Sugar free
- o Packed with 370mg of sodium.
- o Mainly used for working out and when body's energy falloff.

Funfact: Red bull was banned in France for 12 years because of the ingredients that red bull puts into their drink. The ingredient was taurine, and the French did not know what consequences it had.

Rockstar Energy Drink

- o Designed for people who has an active lifestyle.
- o Used mostly for pre-workout.
- o Boosts energy levels throughout the day.

IMPORTANT!! THE ENERGY DRINK MUST NOT HAVE THE TAURINE OR ANY ILLEGAL INGREDIENT

Important Ingredients

- Caffeine is the most important ingredients in energy drinks.
- Caffeine should be the number one concern when applying it into energy drinks.
- Daily caffeine intake should be up to 400mg for adults.
- Negative impacts of consuming over would be dizziness, rapid heart rhythm, headaches, and anxiety.

Sugar is another important ingredient for energy drinks.

- Energy drinks thrive on crazy amounts of sugar.
- Maximum daily limit of sugar consumption should be 25g for women and 36g for men.
- High consumption of sugar could lead to weight gain, acne, diabetes, and high blood pressure.

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.

Iron fist
Full Power

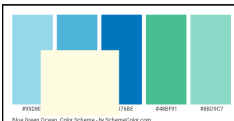
#1



#2



#3



RAINBLAST

RAINBLAST

RAINBLAST
RAINBLAST
RAINBLAST



Owen's ideations for soda "Rainblast"

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.



- Initial idea

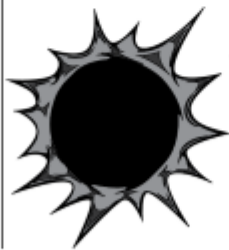


- extending on original idea



- owns more detailed illustration of our ideas

small error that was later fixed



- owns illustration for a hole punch
• this would be the "art" to cover the can and also be a part of the logo

- 2nd label nutrition facts

- 3rd label

- "About us"
- Box of text describing the flavor or telling a story
- QR code label

