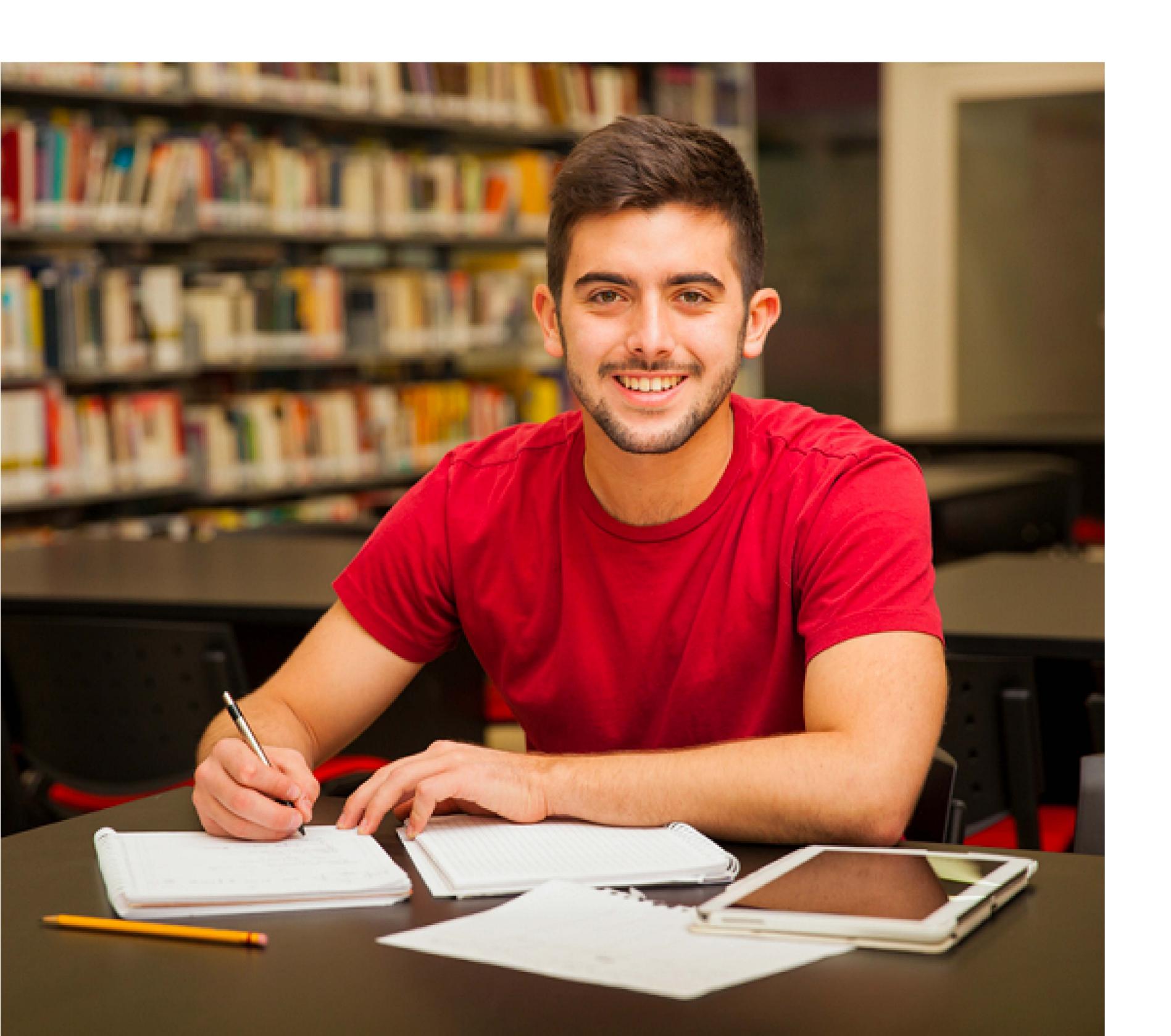
GDES 315: Dimitri Tasakos

Beverage Packaging Design





Target Audience: Derek Demotopolis



Derek is a 4th year college student with active involvement with his school environment. Derek takes full advantage of the college experience by going to parties on his downtime. He enjoys hanging with his friends, music, art, and animals.





Logo Process:

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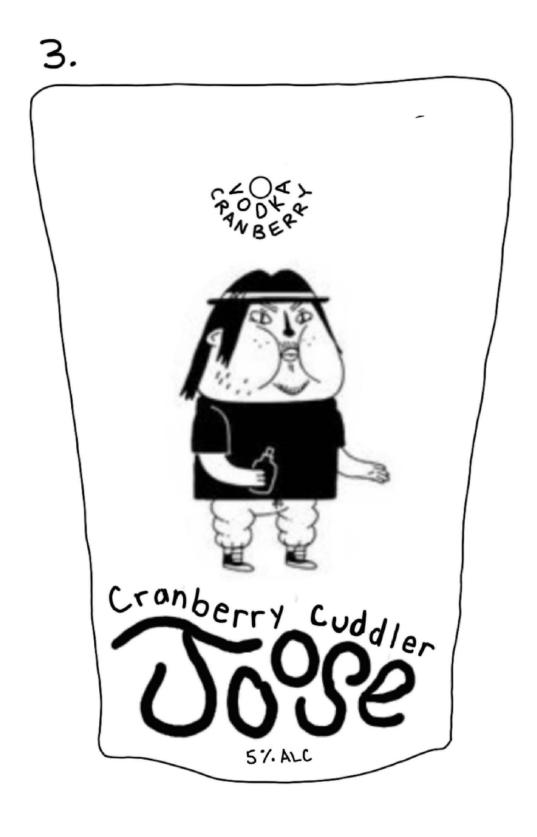


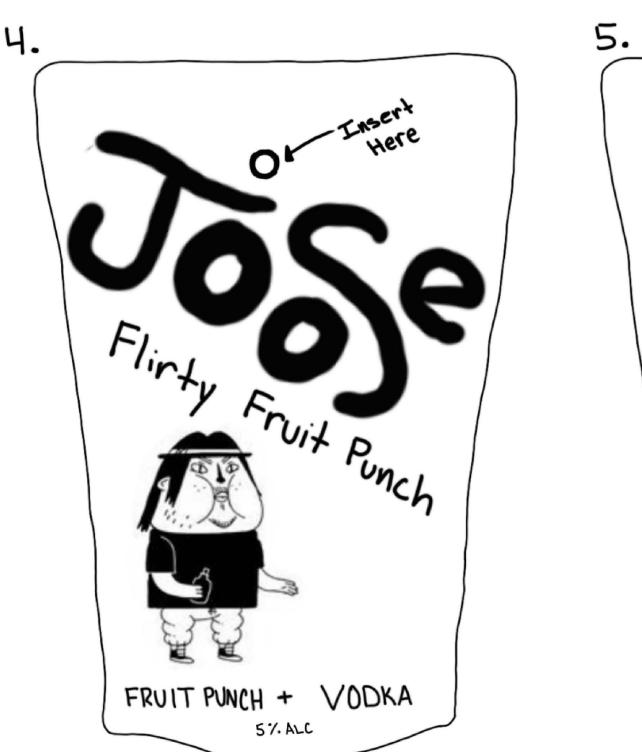
Character Studies:

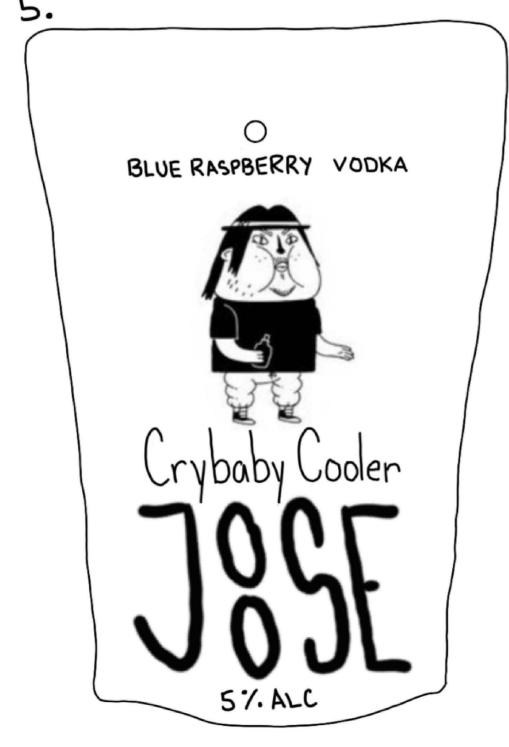
PDP Studies







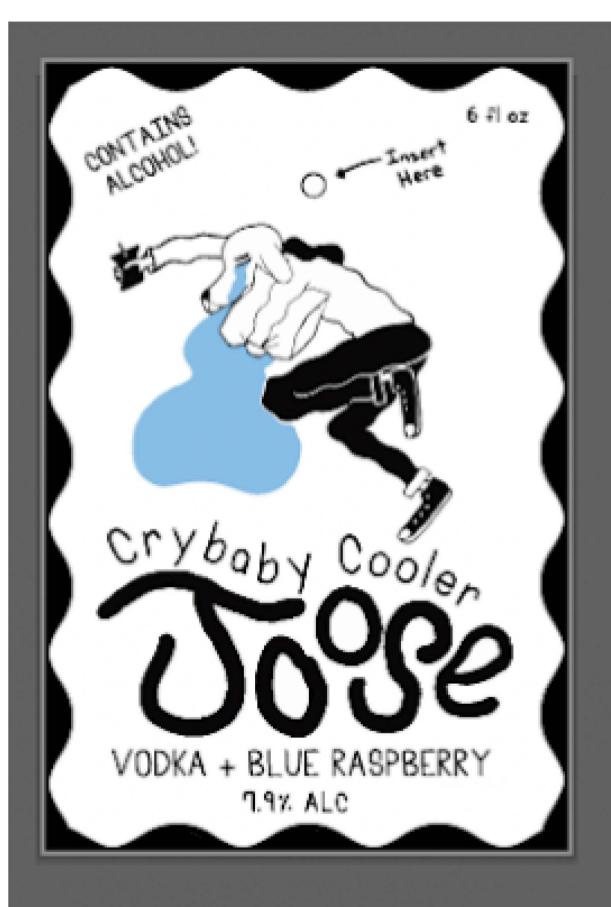


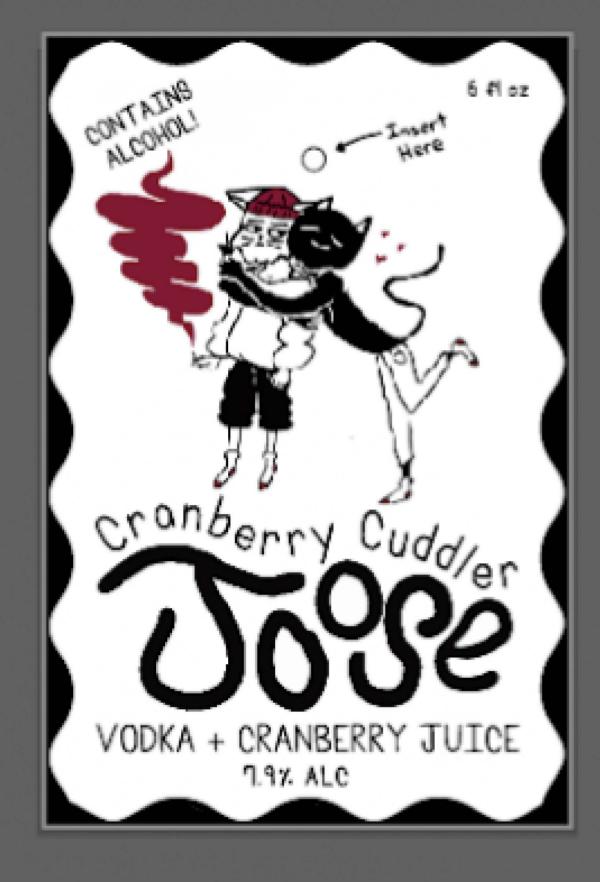


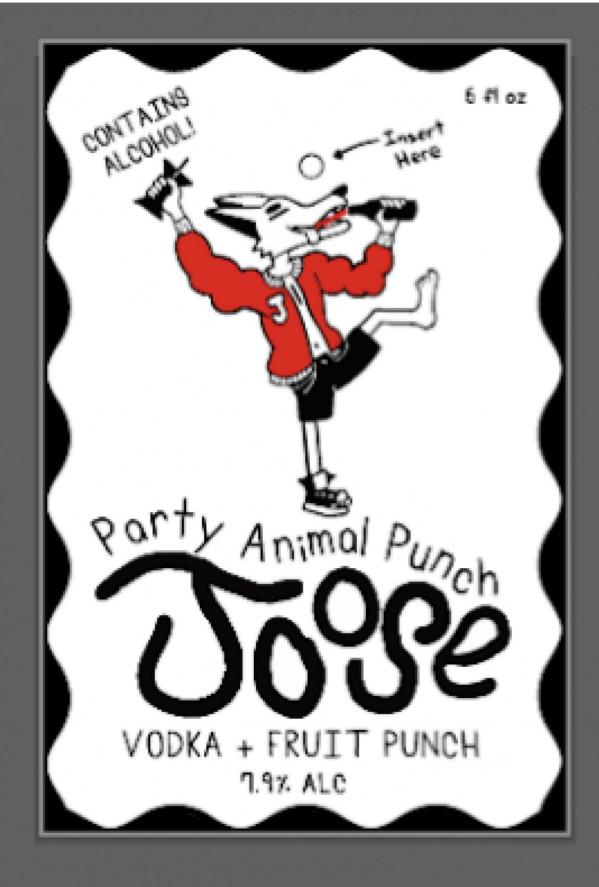




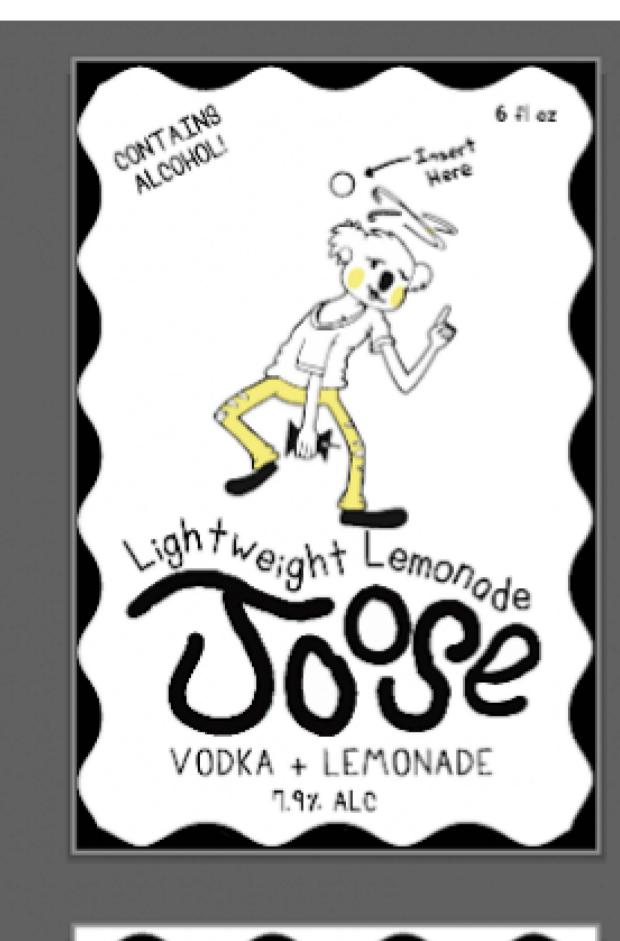
Final PDP











Crybaby Cooler

Let's toast to the crybaby
drunks that let their emotions
get the best of them! Especially
after a couple drinks. However
this isn't a bad thing! Everyone
needs a good cry every once in a
while. That being said, we truly
admire your vulnerability!
Cheers!

WARNING! Do not drank of you have a beby as you, it could senously dank up your beby! Dranking separa your ability to operate motor vehicles and is ILLEGAL. It is also not cook.

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Cranberry Cuddler

Let's toast to the cuddly drunks
that have a whole lot of love to
give, and they are not affraid to
show it! Especially after a couple of
drinks. However this isn't a bad
thing! Who doesn't need a hug
every once in a while? That being
said, we truly admire your big heart!
Cheers!

WARNING! Do not drak if you have a boby in you, it could seriously dork up your baby! Drinking impairs your ability to operate motor vehicles and in TILLEGAL, and ske not cool.

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Party Animal Punch

Let's toast to the party drunks
that have a whole lot of energy.
and aren't shy about it! Especially
after a couple of drinks. However
this isn't a bad thing! Who doesn't
appreciate some good vibes once in
a while? That being said, we truly
admire all that spunk!
Cheers!

LIMINING! Do not drark of you have a baby in you, it could seriously dank up your baby! Dranking impairs your ability to operate motor websites and is ILLEGAL, and also not coal.

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Motherly Mango

Let's toast to the motherly drunks
that are responsible, and are always
prepared. Even after only one drink.
However this isn't a bad thing! Who
doesn't appreciate someone looking
after them once in a while? That
being said, we truly admire your
kindness and generosity!

Cheers!

WARNING! Do not drank of you have a buby at you, it could seriously dork up your baby! Dranking aspers your ability to operate motor vehicles and as ILLECAL, and sho not cool.

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Lightweight Lemonade

Let's toast to the sloppy drunks
that are already tipsy, and knocking
things over. After only half a drink.
However this isn't a bad thing! Who
doesn't appreciate a good laugh
once in a while? That being said,
we truly admire your misguided
confidence and can do attitude!
Cheers!

WARNING! Do not drak of you have a baby in you, it could seriously dank up your baby! Drinking impairs your ability to operate mater vehicles and is ILLECAL, and also not cool. GDES 315: Dimitri Tasakos Beverage Packaging Design

Secondary Packaging Print Layout







GDES 315: Dimitri Tasakos Beverage Packaging Design

Secondary Packaging Final Mockup





Final Result









Customer Satisfaction



