

GDES 315: Dimitri Tasakos
Beverage Packaging Design

Joze

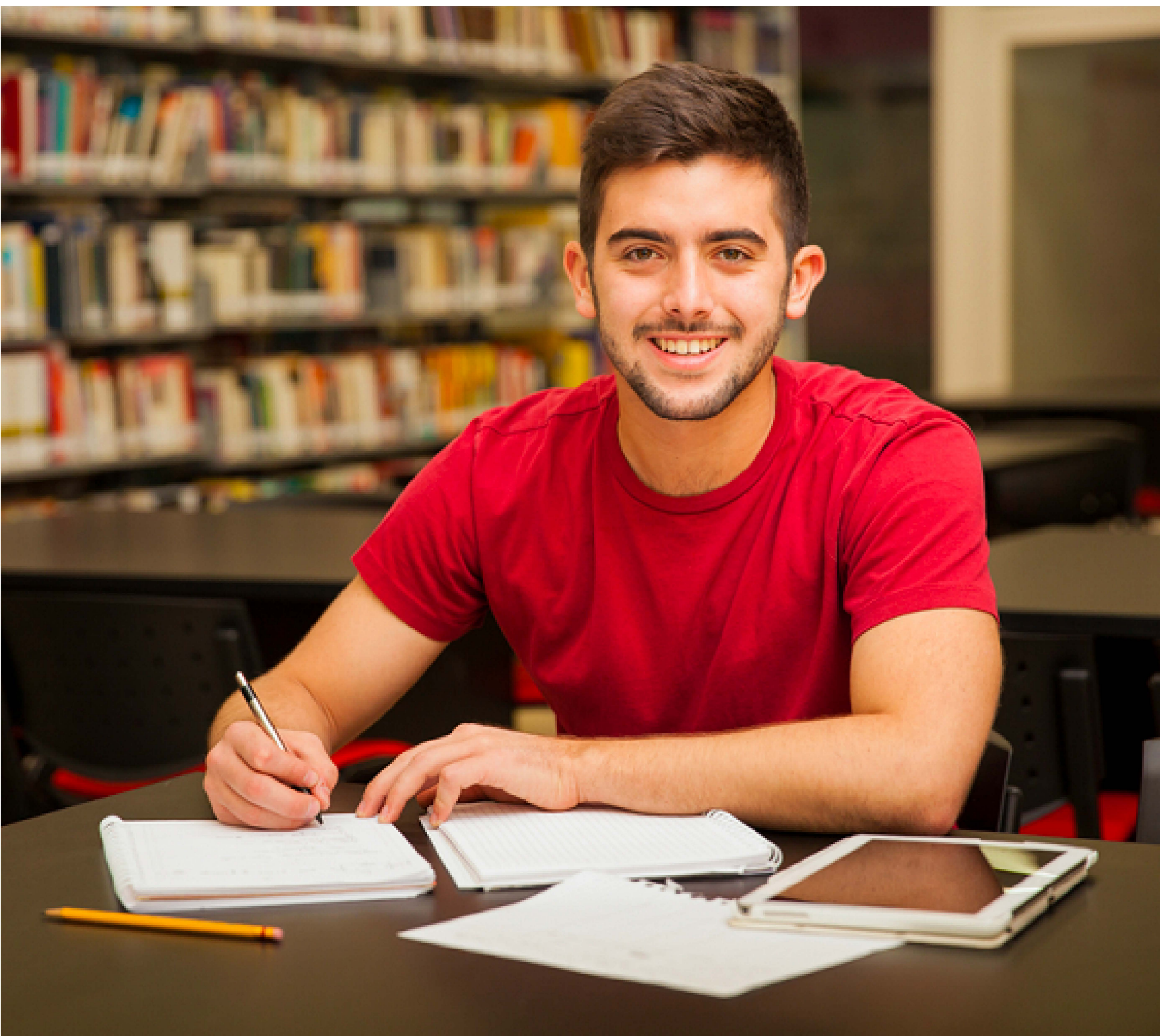
ALCOHOLIC JUICE POUCHES!



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:

1. JooSe

6. JOOSE

11. JooSe

16. JooSe

2. JooSe

7. Jos
Joe

12. JooSe

17. JOSE

3. JooSe

8. Jose

13. JooSe

18. JooSe

4. Jööse

9. JooSe

14. jooSe

19. JooSe

5. JOOSE

10. JooSe

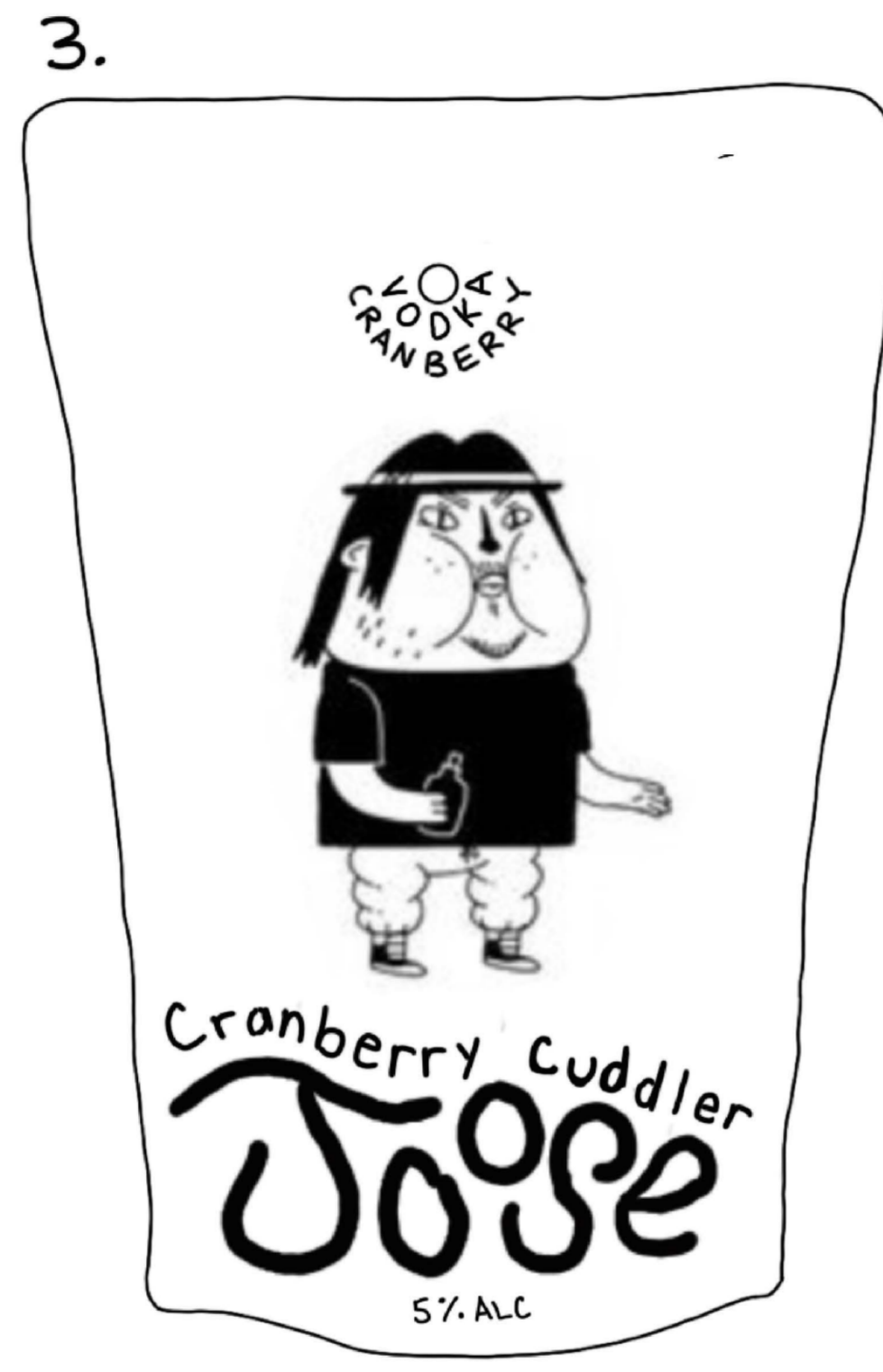
15. JOOSE

20. JooSe

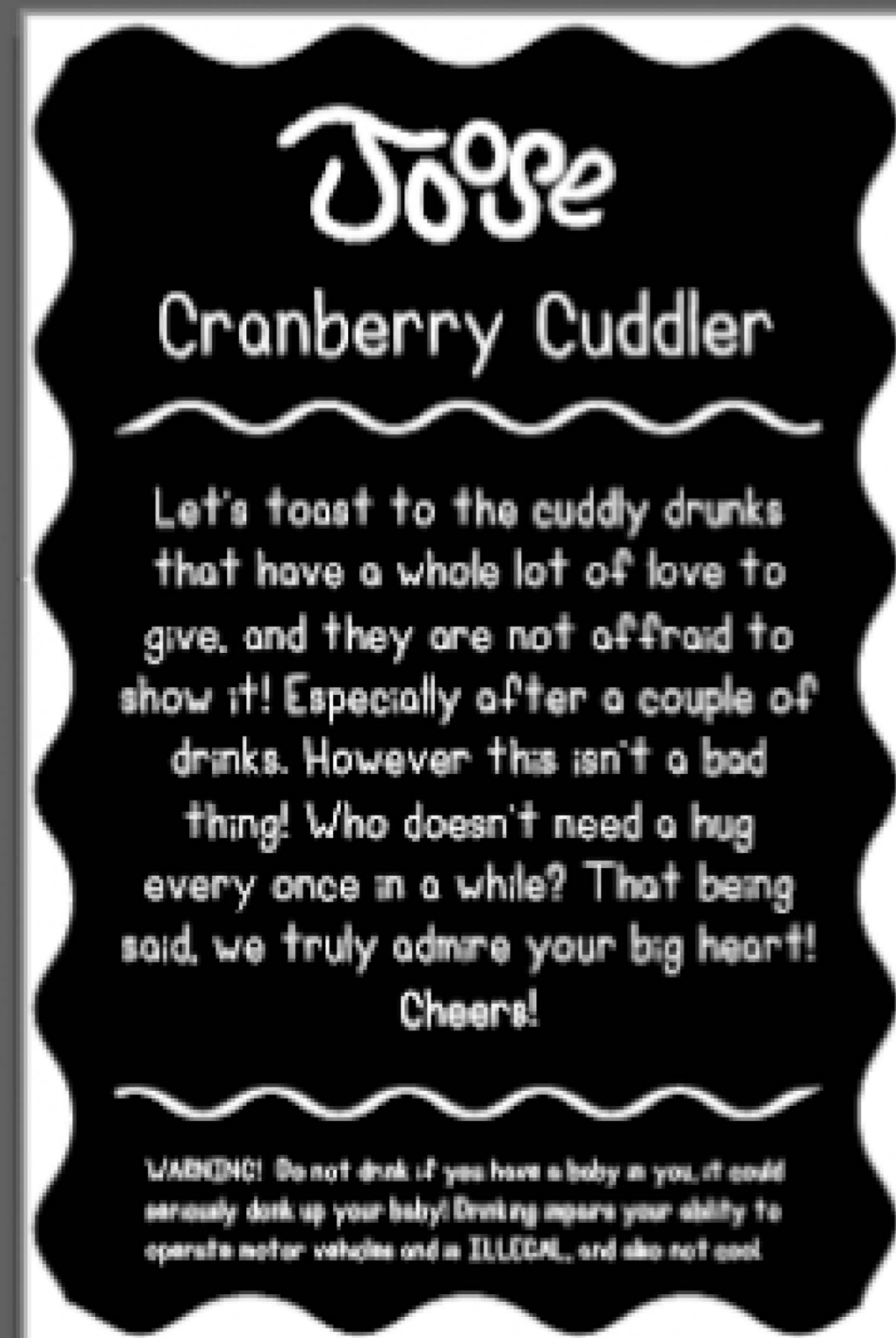
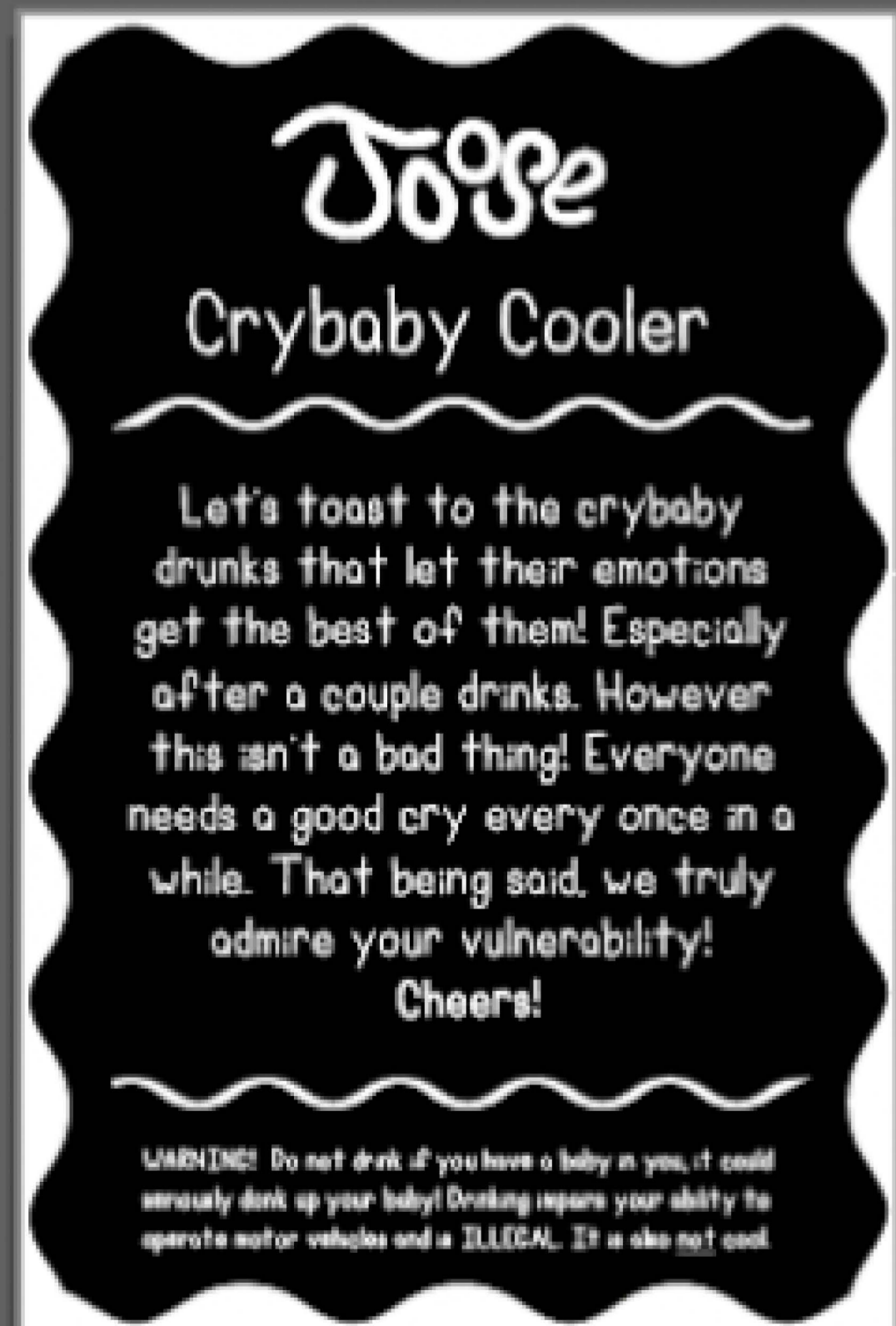
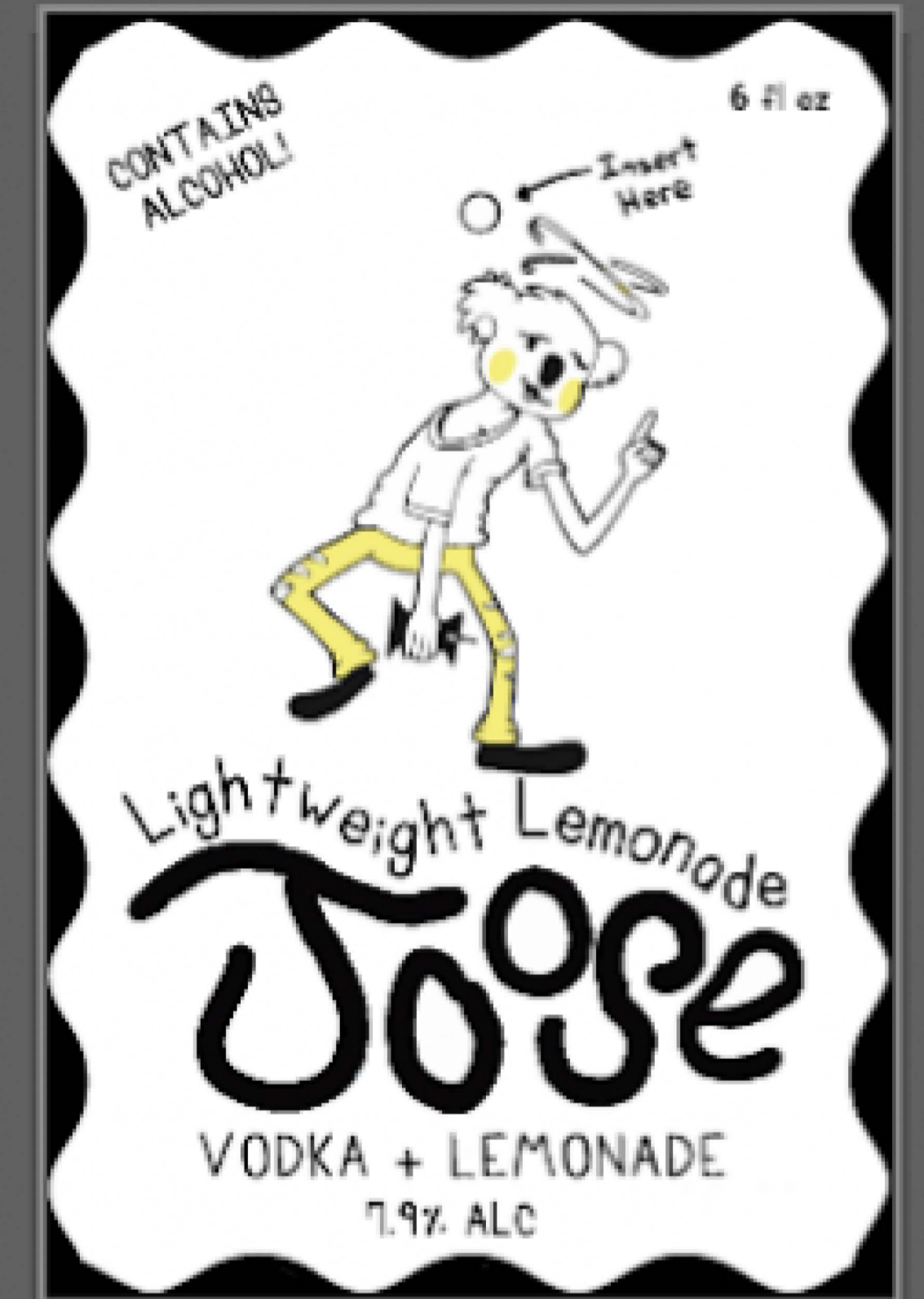


Character Studies:

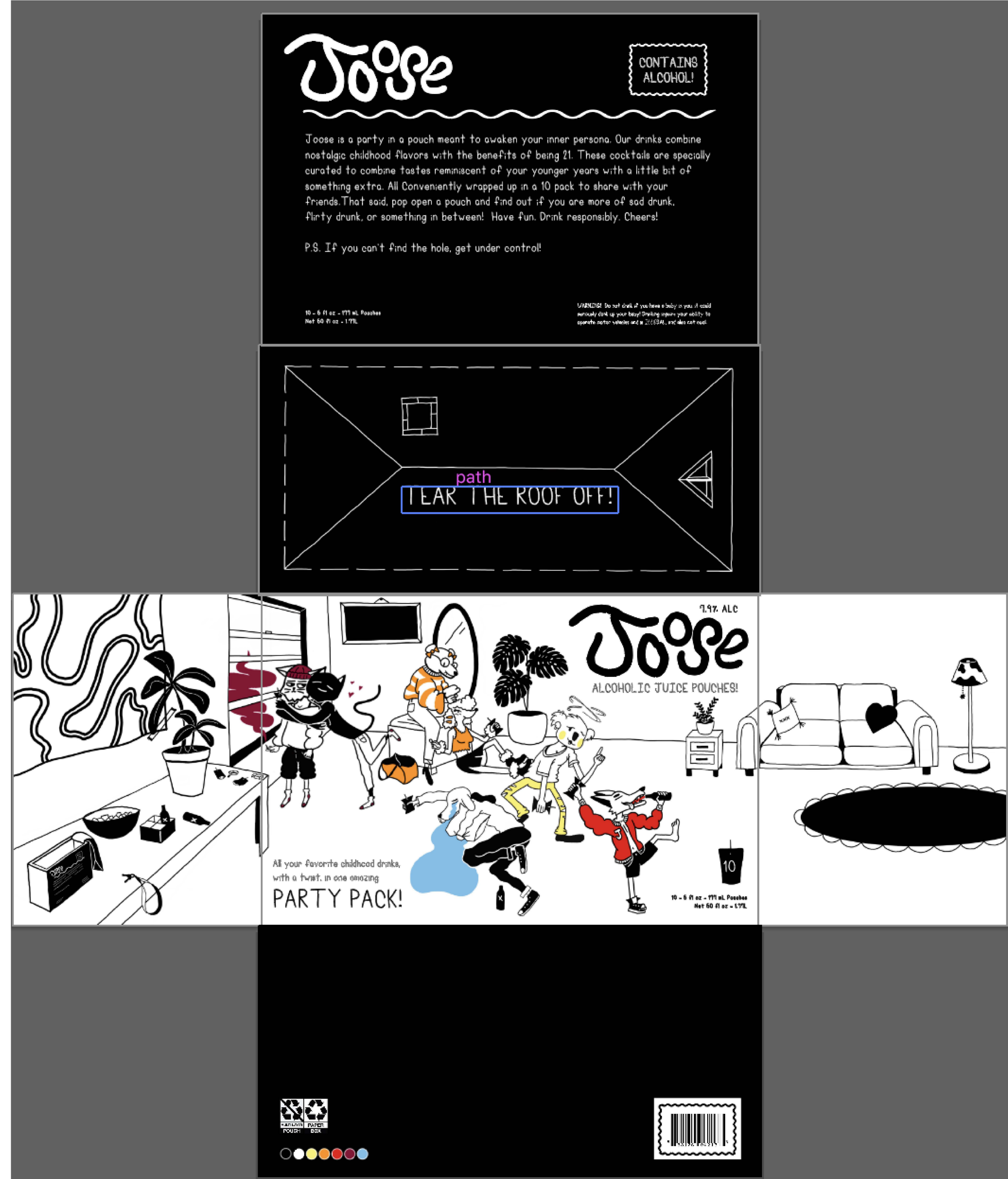
PDP Studies



Final PDP

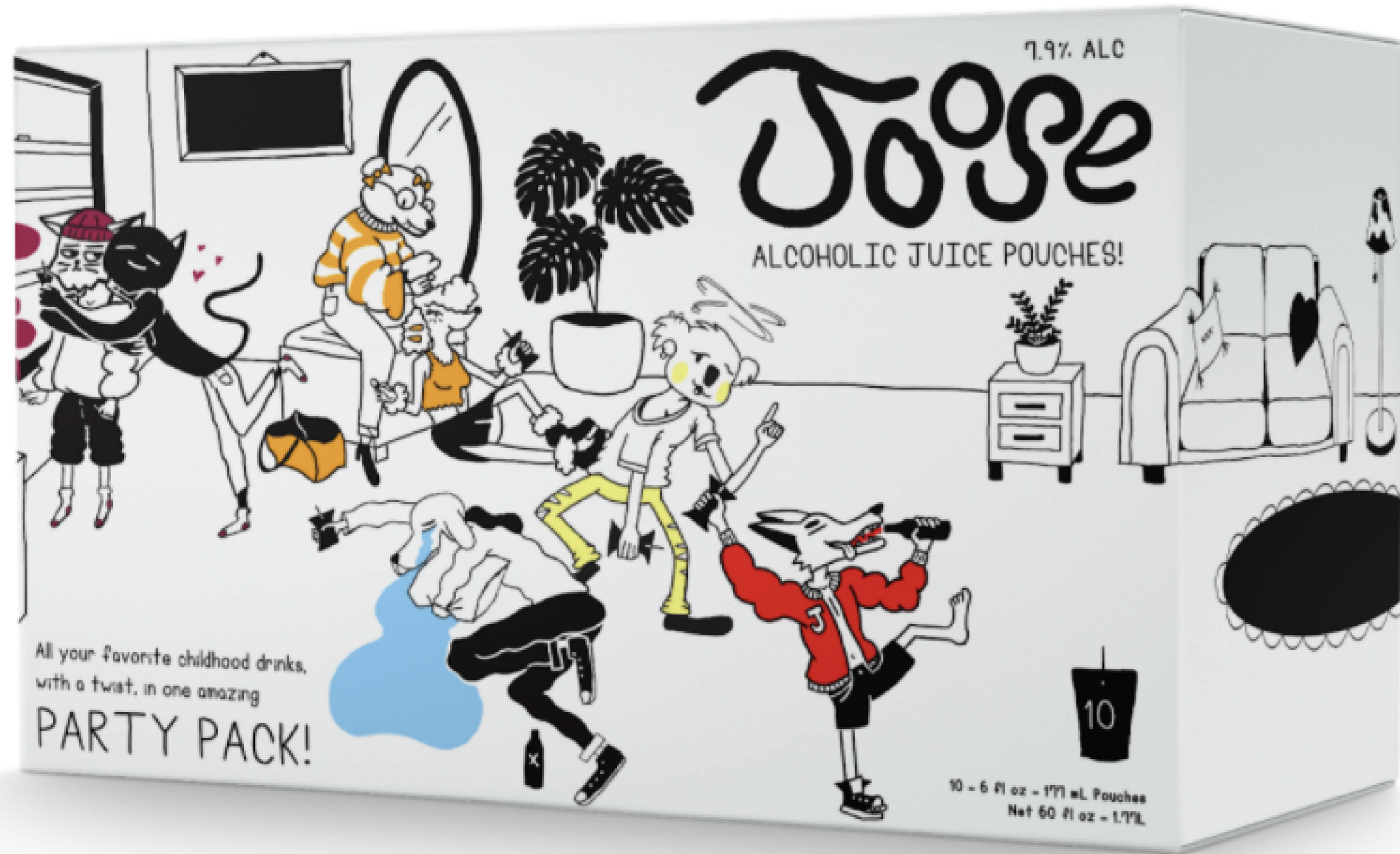


Secondary Packaging Print Layout



Secondary Packaging

Final Mockup



Final Result



Customer Satisfaction

