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Digital Portfolio

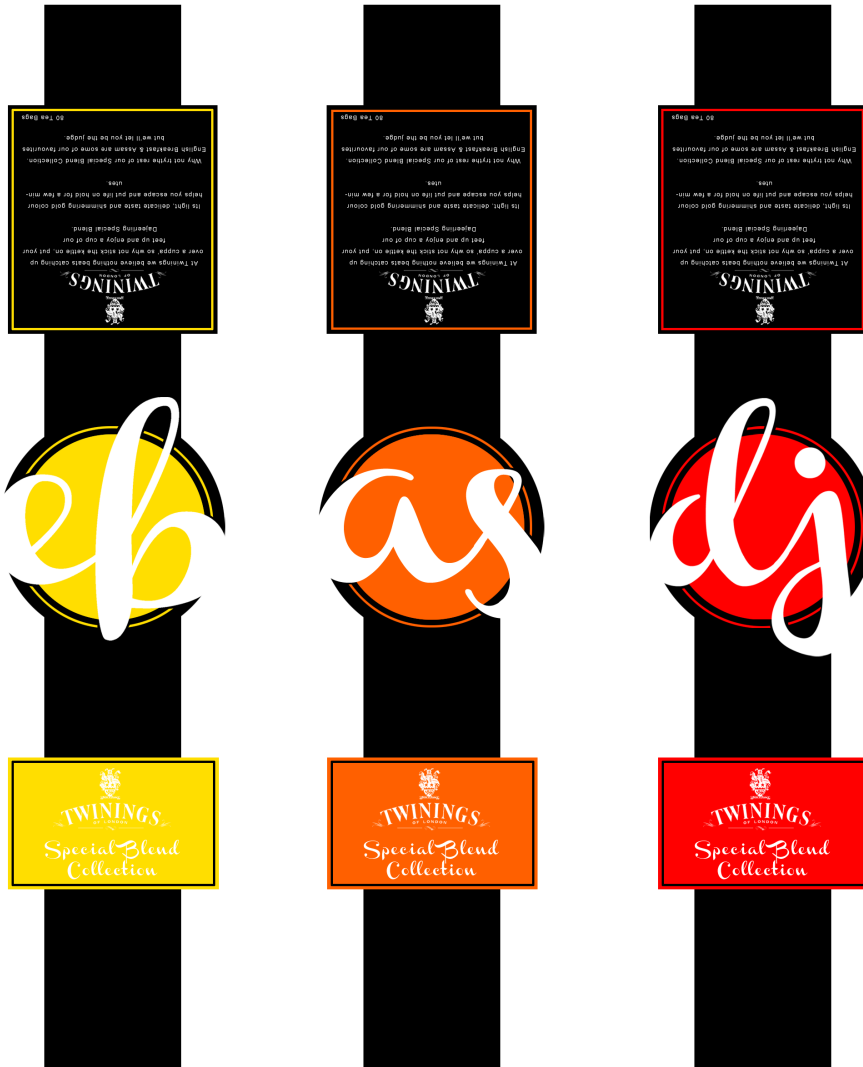


eb as dj

#FFDE00

#FD6126

#FF0000





Over the next few pages, I will present my final assembled packaging including group shots, single shots and close ups.









Here is a self initiated project to design, create and assemble a new range of milk packaging.

The name 'GOT MILK' seemed only right if not obvious for a milk brand. Its a common question asked by many if not all. When making the infamous cup of tea or coffee, 'Got any milk?'

To distinguish between the three different milks Ive designed a colour coded system that works by a light weighted ring sitting inside the 'O' of the name 'GOT MILK'. This simple and effective method works especially well with the monochrome look of the logo.

Ive chosen the three most commonly associated colours to use on the milk packaging. Red for Skimmed, Blue for Whole and Green for Semi Skimmed.



Here is part of the new packaging. This shows the front and the side view of a net. I've continued the GOT MILK theme across the entire packaging including a measuring system which relies on plimsol lines and a clear strip indicator. To further help the consumer I've added a coloured block to indicate the type of milk onto the neck of the carton.

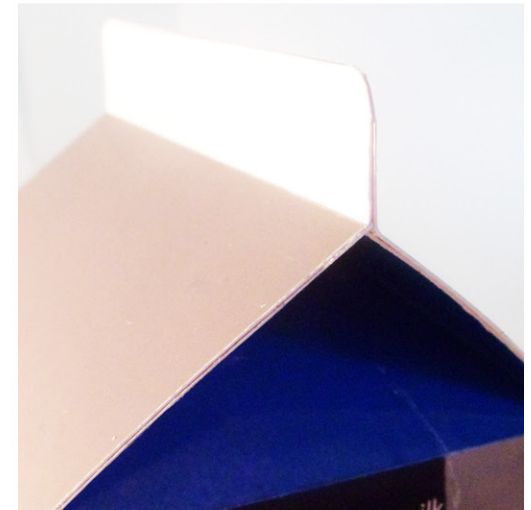
I wanted the packaging to be minimal with maximum impact. It needed to stand out from the rest of the boring and over complicated milk packaging in the chiller aisles. After extensive research I found that most of the current milk packaging is very complicated. I thought to myself, this is milk, why does it need to be complicated. This is why I stripped the packaging down to its bare bones.

I used the old style milk bottle outline to create some interest but to also suggest that this is just milk, no fancy additions, nothing extra that a consumer would normally overlook. This is what the old style glass bottles were, they were plain and packageless.



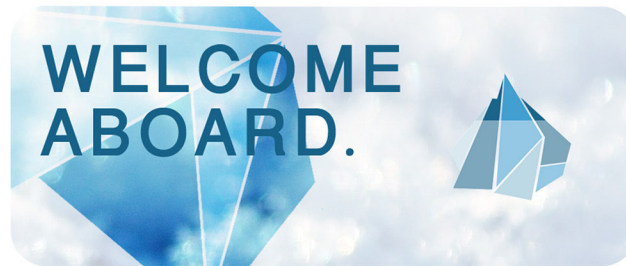
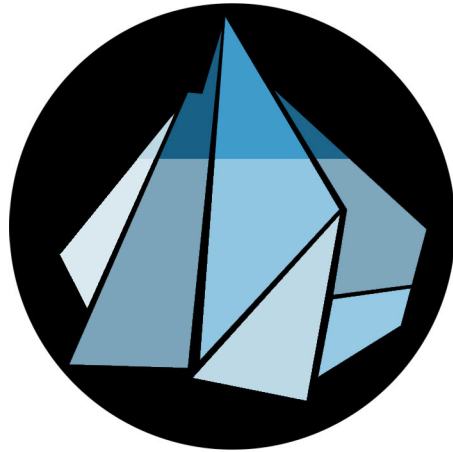


All three back and side views.



Photos of final assembled packaging.

The packaging would be made from sugarcane molded pulp paper, which would be coated inside, and printed with vegetable based inks. The sugarcane pulp paper is a renewable plant source and is compostable and highly recyclable. Because this printing method and packaging solution doesn't rely on oil extraction it also minimises green house gasses. I believe the food industry as a whole has a lot to learn about these new renewable resources that we have to offer and use.

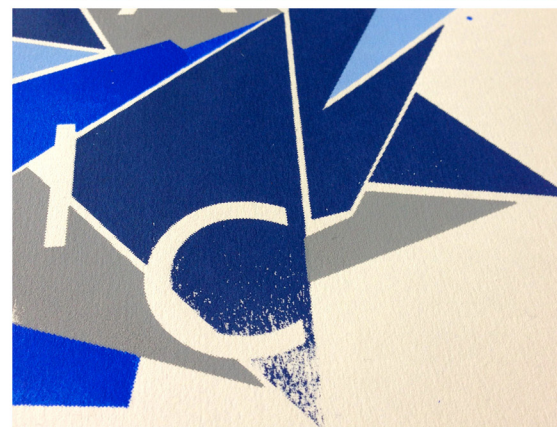
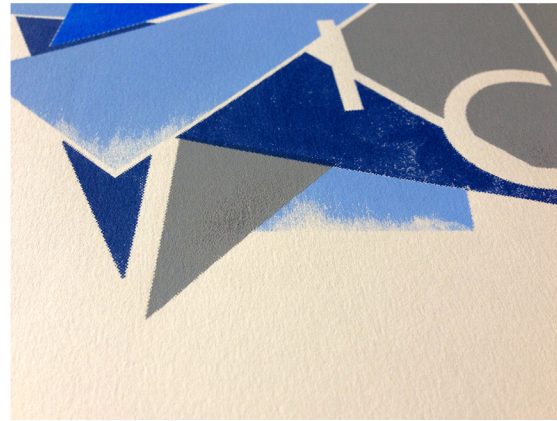


This sheet shows a range of items that would be used for the Titanic, including luggage tags and tickets that I would have had to have spot varnished if I had the time and money but with this type of printing being so expensive the possibility of such a short run wouldnt have been cost effective. Both designs carry the same water effect texture as the posters tying in all the of the paraphernalia.



The above poster makes a light hearted joke about the Titanics first failures but ensuring that the new ship wont follow the same fate.

The same poster with added water effects and textures to create more interest and depth like my screen prints created.



The screen prints of my designed poster came out a little short sometimes, however, this turned out for the better and allowed me to experiment further with different textures and layers on the digital versions.

The miss alignment and limited ink gave the look of ice and washed up broken metal with a rust like finish which I felt sat nicely within the whole theme of the project.

NEARE
R.MY.G
OD.TO.T
HEE.



Nearer My God To Thee.

This was the song that was last played as the Titanic sank to the bottom of the ocean. I feel this strikes the right balance to the tongue in cheek attitude I am taking with this project.

LIGHTNI
NG.NEV
ER.STRI
KES.TW
ICE.



Lightning Never Strikes Twice.

The saying 'Lightning never strikes twice' is one of the more comical of the posters, by not drawing too much information from the Titanic itself but by using a common phrase that should engage with the audience.

REARRA
NGE.TH
E.DECK.
CHAIRS.



Rearrange The Deck Chairs.

A phrase and saying that is highly linked with the Titanic meaning to do something pointless or insignificant that that contributes nothing to the solution of the current problem. By partaking in such a mundane task as such, it is simply allowing the mind to think of something else rather than the Titanic's inevitable sinking.

COCKTA
ILS.AT.
23:40.



Cocktails at 23:40.

This was the time when the Titanic finally sank. By advertising cocktails at this time, it could be seen as tempting fate.

BREAK.
THE.ICE.



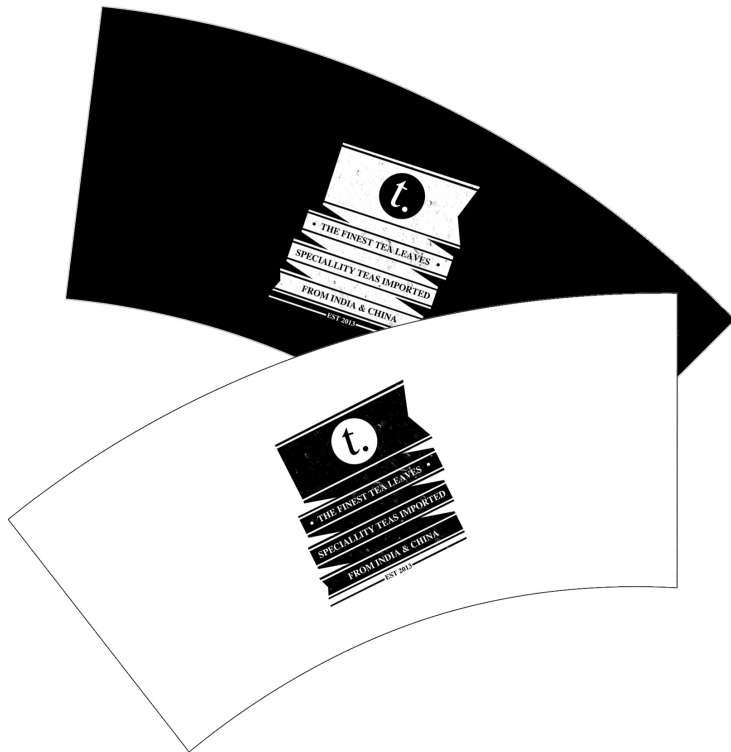
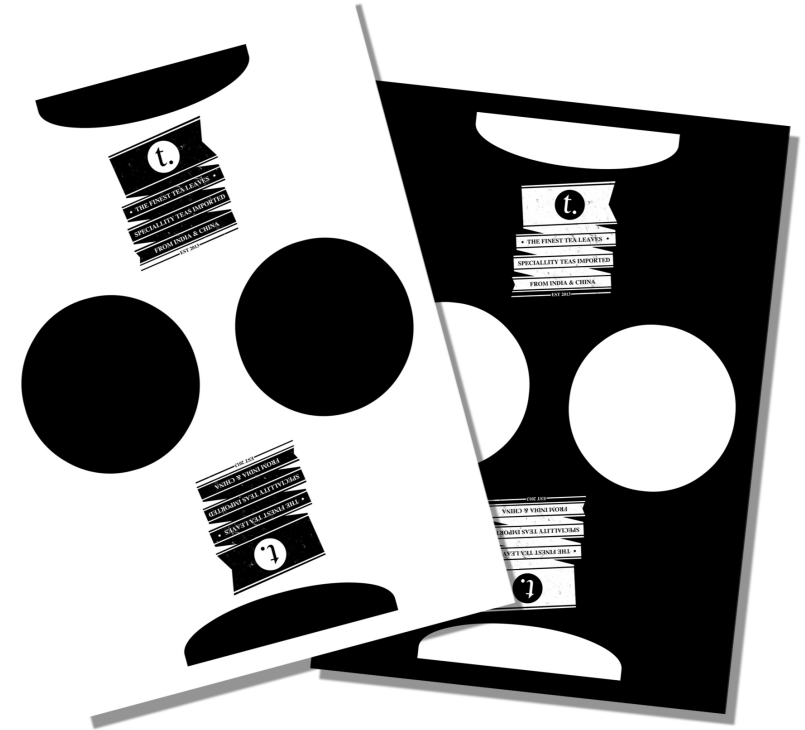
Break The Ice.

This is another comical poster, by using the well used phrase 'break the ice' I am trying to break the stigma attached to the Titanic but by also referencing the cause of the Titanic's failure when hitting an iceberg.

A sentence is read by relying entirely on the punctuation. By using a full stop in between each word the reader will read it word, by word as a broken sentence, eventually piecing together the sentence drawing similarities into how I am piecing and the broken Titanic and its marketing campaign.



These designs have been adapted slightly to fit in the purposed space. I decided to keep them simple and thought provoking by not mentioning the word Titanic. This would be the initial phase of the marketing campaign followed by a more in depth campaign that would then mention the Titanic, including websites and other forms of information.

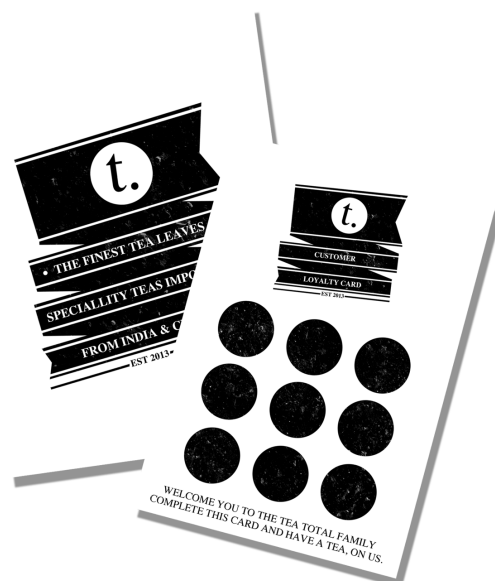
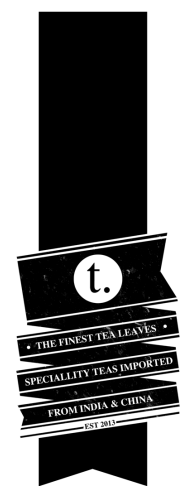


These are the designs for all the cups and mugs that would be used in the tearoom. There are two variations of each; one black and one white, to keep a unified look across the brand inside and takeaway cups.

I have also designed a cup holder that allows a customer to carry two cups at once with ease. This too, also carries the same identity as the cups and mugs.



English Breakfast <i>Bright, full bodied and full of flavour.</i>	£1.69
Assam <i>A strong Indian tea with malty character.</i>	£1.69
Dajeerling <i>Light, distinctive and caffeine free.</i>	£1.69
Early Grey <i>Scented with bergamot flavour.</i>	£1.89
Lapsang <i>Tea with a distinct smokey taste.</i>	£1.89
Jasmine <i>A light tea, gently fermented and flavoured with young jasmine blossom.</i>	£1.99
Green <i>Rich, strong and full bodied.</i>	£1.49
Chai <i>Infused with Indian spices, including cinnamon, cloves and ginger.</i>	£1.99
Lemon <i>Delicate taste of green tea with a hint of lemon.</i>	£1.49



From left to right I've designed different aspects of the brand identity Tea Total. Starting with dell papers that have been designed to fit in completely with the brand by using the logo as a repeat pattern. I was cautious when designing this, as the logo is quite busy and was worried it may be overpowering but I feel I have created something that works well with the rest of the brand identity.

Next I have designed a simple menu that would sit on the neatly on the table for a customer to pick up. The menu is purposely simple and clean looking to allow them to choose something that suits them. I've noticed a lot of menu's include a lot of unnecessary information and details that distract from its main purpose.

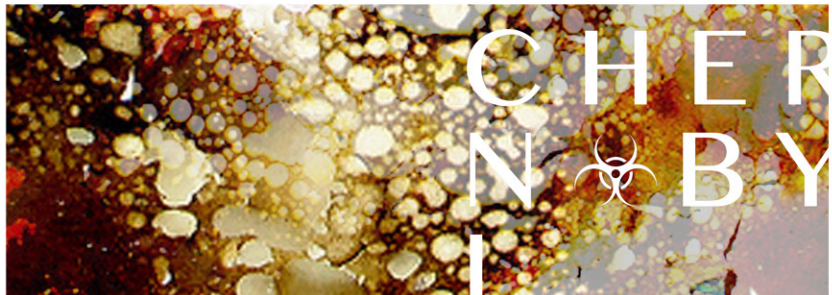
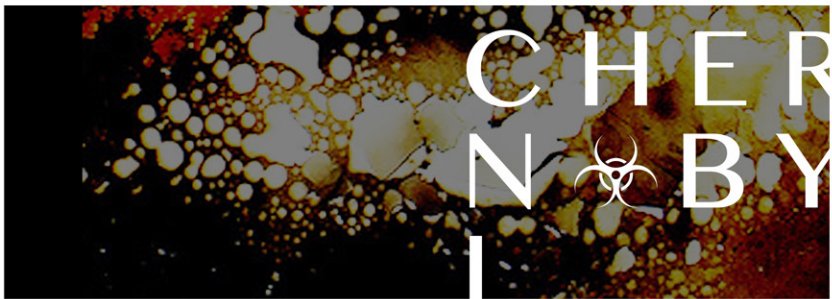
I have also gone on to design takeaway bags, and sticker seals that would be used to close the bags.

Finally, I've designed a loyalty card, rewarding customers with a free drink. I have noticed a lot of existing coffee/tea shops and cafes have implemented this.





C H E R
N  B Y
I



AIRCRAFT
BOEING 767
PASSENGER
MARK SMITH
FLIGHT
CHER2013
DATE
01012013
FROM TO
LONDON CHERNOBYL
STANDARD CLASS
SEAT 17A

AIRCRAFT
BOEING 767
PASSENGER
MARK SMITH
STANDARD CLASS
SEAT 17A

FLIGHT
CHER2013
DATE
01012013
FROM TO
LONDON CHERNOBYL



I've created a logo for Chernobyl that can be used across all the advertising pieces and other paraphernalia. The idea behind the logo was to create something that portrayed destruction and decay and by leading the text over the edge and disappearing over the side I feel it has done this well. With the added burn textures and patterns it only add depth to the logo and give it a more powerful message.

As this is part of the Impossible Marketing project, I have used the same designed tags and tickets but applied the Chernobyl theming to them. Giving them individual places but also allowing it to be seen as a body of work.

The theming for this project I feel is very strong, but with being very simple and considerate.



As with the Titanic marketing campaign I have super imposed the poster designs for the Chernobyl project onto various advertising methods. Above are four variations of my poster designs each slightly different. I've kept the campaign simple and fresh without losing too much tongue in cheek, I have used the phrase 'it will give you wings' referring to the red bull campaign but also to the radiation and mutilations found in Chernobyl.

This was a difficult task to complete and I don't think it works as well as the Titanic campaign mainly due to the nature of Chernobyl and it still being a very recent disaster.

Striking the right balance between comical and sensitive issues in advertising will always be an issue as someone will always take offence, but it is my job as a designer to limit offence and ensure the audience that is very light hearted.



Keeping the same theme as the rest of the marketing campaign but adapting it to the different purposed places I have created three new designs for the billboard advertising part of the campaign. I feel these are strong images and create maximum impact without alot of needing to be said just like the rest of the materials.



The brief from GOJI was to create and all over pattern that could be placed over and on to a variety of computer and personal peripherals. The pattern must be so versatile that whatever it may be placed on it will suit without too much edit. I feel i have achieved this with this abstract and geometric repeat pattern. I have chosen to apply it in four different colours, which I feel represent both male and females. This was a conscious choice so as to reach the broadest of audiences.



I have decided to keep the iPad cases to a minimum. Choosing to just have the middle logo on the case. I feel this is still a strong product line even with the reduced variations.



Using the same design scheme as the iPhone and iPad cases, I have been able to continue a trend throughout the whole range of accessories. Again allowing the customer to choose between the variation of black and white.



When designing the headphones the most obvious decision would be to place a small disk on the side of the pad and cover it with the said pattern. However, this is seen a lot on current headphone designs and I wanted this range to stand from its competition. I have added a slight layer style to the pattern to give a chrome looking finish.

I have also kept the packaging to a bare minimum so as not to draw attention away from the design of the headphones.



I've decided to design a limited edition range of headphones that would launch along side the other products. These would be sold in limited numbers and be used to create a buzz around the new product range.