

coffee shop creation

objective Identity design, consistent visual packaging, and presentation of a design to live throughout multiple pieces of packaging, environmental design, and merchandise reinforce lessons in design consistency and Big Idea thinking. This project also allows the most creative problem-solving from start to finish compared to all previous projects in the course.

problem Students will create a coffee shop, including all information that one would need to successfully create design that answers objectives for a real client. After a summarized marketing background explained by the student, he/she will then design a visual brand for the new cafe expressed in a branding board. Once this look has been established, student will use supplied dielines, as well as create new dielines, to have all the packaging and merchandise to open a new independently-owned coffeeshop.

When finished, student will supply all of the following:

Brand development

- Marketing Research
- Name, logo, tagline for new coffeeshop
- Brand board

To-go coffee cups and wrap

- Flat art to supplied dielines for to-go coffee cups (**4 sizes**) and 1 wrap
- Photoshop rendering of **4** to-go cup sizes **without** wrap
- Photoshop rendering of wrap on a (second) medium size cup
Artwork for lids is optional extra credit; otherwise, use white lid

Cup carrying "package"

- Dielines (created by student) for cup carrying "package"
- Flat art of cup carrying package
- **Prototype of cup carrying package**
- Photoshop rendering of cup carrying package
(not required if prototype photographed well)

Large Bag

- Flat art to supplied dielines of bag
- Photoshop rendering of bag

Paper/Wrap

- Flat art to supplied dielines logoed paper to wrap baked goods, etc.
- Photoshop rendering of paper/wrap in use

Napkin

- Flat art to supplied specs of napkin
- Photoshop rendering of paper/wrap in use
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extra credit Any of the following are extra credit. Though flat art must be supplied for all pieces, prototypes may be Photoshop only.

- *Nametag*
- *Apron*
- *T-shirt to advertise shop*
- *Menu board*
- *Paper menu*
- *Counter card*
- *Straw*
- *Stirrer*
- *Lid*
- *Website - minimum home page comp, preferred working site*
- *More???*

step 1 All great design that will be used for commercial purposes must answer objectives. This project allows students to create to create their individual dream coffee shops. Budget and location are not constraints within one must work. However, student must make informed choices to create the coffee shop. First, research locations and availability of target market. For example, if you wanted to create a coffee shop in a community with a population of 10 because you like really small towns, that just won't work...UNLESS it is also near a "destination" like a fishing lake or ski resort. Continuing this idea, student must also supply the target market, which is not "people who drink coffee". Remember that if you try to reach everyone, you will reach no one. Just because you don't list somebody in your primary (or secondary) target market, does not mean you won't reach them. It just means this "other" segment of the population wasn't targeted.

Research into coffee shops, locations, and target markets. Include printouts and typed or neatly written information taped into sketchbook. If multiple pages of information, student can staple and then attach this into sketchbook.

Also research into what is being done for coffee shops, what catches your eye with packaging, and anything else that makes sense for this project. Keep track of all of this on a Pinterest page that you have created. This is a great page explaining how to create a mood board:

<http://shanicecameron.com/how-to-create-an-awesome-pinterest-mood-board-for-your-blog-designer/>

step 2 **DUE Wed Nov 5, 10am:** Pinterest page; evidence of research in sketchbook. How will this be visually expressed? Logo, tagline, and brand board can be created at the same time, but evidence must be shown in a logical progression. Logo first, though the other two parts can be all around the logo as you create the coffee shop.

step 3 At least 25 Rough thumbnails, color optional. Logo must be in a 2" x 2" square. Do by hand. Support imagery can be shown around the logo to further support your ideas.

Student will pick the 5 best ideas and then create the following for each:

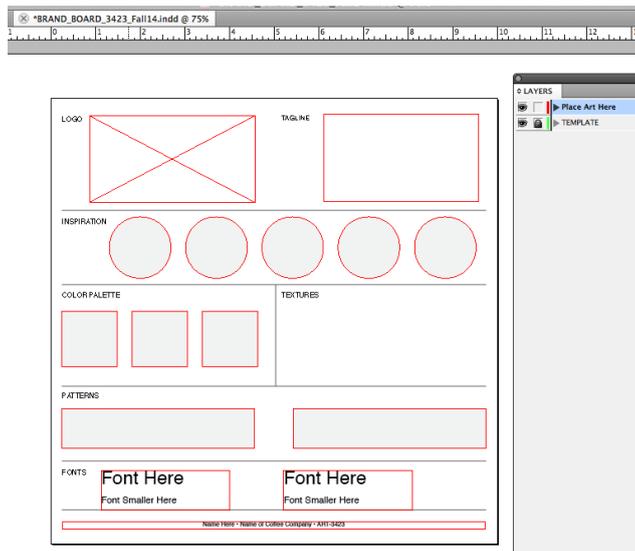
- Using 1 full page in the 3423 sketchbook, execute the logo either in the computer in color or render VERY TIGHTLY with marker or colored pencil.
- The logo must be 3" x 3".
- Also around the logo, supply any visual complements. Think of patterns or handwritten visual texture or solid colors, etc. Think about how this visual brand will be expressed throughout the entire store. If you must do this (at this step) actually on cups, aprons, rough menu boards, or even how the store will look, that is fine; however, something must fill up the rest of that page. Show me YOUR THINKING PROCESS.
- Also supply at least 10 taglines. Some or all may be interchangeable with different logos. Legibly written in sketchbook is fine.

DUE Mon Nov 10, 10am 25 rough thumbnails, 5 tight renderings, 10 taglines.

Note Fri Nov 7, AIGA Student Day in Memphis, no class

step 4 Pick one idea and create a brand board as follows. Read further directions on next page. Remember to constantly be aware of the ending point of this project, as this will guide you through the open-endedness of this step. The InDesign document provided is 10 inches squared. The “Place Art Here” layer has **image and text boxes to place art or type. Do not create new boxes. Use these.**

- See sample for what this is based upon and pull Inspirations from your Pinterest mood board posts.
- For texture, paste actual paper and/or textures that are part of the feel for the visual expression of the brand. You may also paste textures under Patterns if it is more fitting here, but do not repeat the visual.
- For the font, you may include your own handwriting instead. Scan the visual in and place the image instead of using the text box.
- This does not need to be mounted, but must be printed full color on tabloid paper and cut down to size.



DUE Wed Nov 12, 10am: Brand Board and Typed paragraph explaining “Location” and “Target”. Any additional information can be supplied here too, but be brief. Keep this file, as this will be due again at the end of the project.

step 5 Apply this to all forms of packaging and merchandise listed on the first page in whatever order designer wants to take. There will be multiple progressive critiques and student will bring what they have done so far, keeping to his/her own schedule and plan of attack. Remember to think BIG, think consistent, think dynamic, think to your target, think COFFEE. (Hint: But don’t overthink this. Each piece should be designed perfectly, but must not be an individual breaking from the pack. A lot of this begins with designing one piece, then copy-pasting and adjusting. Then going back and adjusting everything to be great.)

DUE Fri Nov 14, 10am: color, very tight sketches. 5 sets.
Each set should take up one full sketchbook page and include (see next page):

PROGRESSIVE CRITIQUE: WED NOV 19, 10AM

step 9 Flatten image and save as JPEG entitled “**your last name_PROJ5.jpg**”.

schedule No class Nov 20 - Dec 2

Available appointments afternoon of Wed Dec 3, time TBD

All DUE at scheduled final time: Mon Dec 8, 10:15am - critique, show JPEGs on TV screens at front of room along with prototype of carrier, original brand board (*NOTE: if using for Portfolio class this semester, you must revise*), revised explanation of location and target market.

final materials due

- Original brand board (even if you have changed elements shown on board)
- **REVISED** typed explanation of location and target market
- Cup Carrier prototype. Can be created out of white card stock with a paper sample.
- The following burned to a CD (provided). Title “**your last name_PROJ5**”.:
 - >> Folder containing all art build to dielines in either Illustrator or Photoshop. This includes Cup Carrier dielines you have created.
 - >> JPEG flattened file of poster to spec. (No Photoshop file.)