

# DRINK DESIGN

## Worksheet

**First:** *Look and Reflect*

Put some picture examples (3 minimum) of drink designs that you like here:

Q: Visually speaking, what do these designs have in common?

A:

Q: What, *specific visual qualities* do you like about these graphic designs?

A:

Q: What kind of illustration style do you like? Place two examples of that style below:

1. What kind of drink do *you* want to design? (Energy, Organic/Natural, Soda, Water, Health/Nutrition, other?)
2. What audience do you want to target? What age range? Men? Women? Both? What are some of their shopping habits or hobbies? The more you understand your audience, the more focused your design choices will be.
3. Brainstorm 5 - 7 names for your drink (Yes, it can be funny but *not* crude! Try to remain a sense of realism). Stuck?? Try [google translate](#) for foreign words or slang words?
4. Using the 'Explore Tool' in Google docs, place 6 (minimum) images / textures / backgrounds that you could use to help to visually communicate your drink (and drinks in general) in this area:

5. Possible fonts to use (show visual examples):

6. Create a color palette by exploring your keywords on [Adobe Color](#) or [Coolors](#) (choose 'Explore') or [Peculiar](#) color generator. Do not exceed 5 colors. Place a screen shot of the palette in this area (command + shift + 4).

7. Show three favorite examples of how designers have used this palette by using [DesignInspiration](#).