

# **SULLIVAN'S KOMBUCHA PROCESS BOOK**

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# INTRODUCTION

This project was an exploration into package design, the type of creative work that first made me interested in graphic design. I have always loved to browse shelves lined with beautiful packaging, and being the designer behind the satisfying work has always been a dream of mine. The process consists of three phases: research, ideation, and construction. I chose to develop the packaging design for a canned kombucha brand because of my fondness for the drink and the colorful possibilities that come with the endless available flavors of the drink.

# RESEARCH

After deciding on kombucha as a product, I looked up trendy can designs to see what might spark some creative inspiration. Bright colors and expressive typography stood out to me, two things I knew that I wanted to include in my own design. I found myself most impressed with the cans that utilized deliberate white space and did not fill every bit of the design in clever wording or small illustrations. With my newfound knowledge and inspiration, I began the process of ideation.



# IDEATION

I began my ideation process by playing with the word “kombucha.” I knew that I wanted to stack the word, but the uneven amount of letters caused a roadblock in the form of an unnecessary space. Instead of avoiding this issue I embraced it, using the extra space as the perfect nook for a flavor-related illustration. I noted possible flavors that I might want to use based on my own personal preferences. For color swatches I chose a few bright combinations that reflected the listed flavors. During this portion of the creative process I was listening to Monsters Inc., which inspired the name of Sullivan Kombucha.



# FIRST ROUND

For my first round of work on the Sullivan Kombucha label design I chose the three following flavors: blood red orange, Himalayan pomegranate, and fresh squeezed lemon. I chose a funky, square shaped font to give the design more personality, and fit each flavor's individual illustration into the allotted space. Using three colors for each flavor helped to balance the design and aid in the visual hierarchy. The lightest color was chosen for 'kombucha,' mid tone chosen for background, and darkest color chosen for supporting elements.



## SECOND ROUND

After mostly positive feedback on the first round of critique I was advised to put my designs into a mockup to see what might need to be changed. I included the backside of one of the cans, which fit comfortably. When I looked at the front of the can on the mockup I noticed that the design fit uncomfortably on the tall space of the regular can. Feedback showed me that both the apostrophe in “Sullivan’s” and the overlap of the illustrations and text were distracting. While I was satisfied with the overall feel of the design, I was not confident in the details just yet.



# FINAL WORK

My struggle with the vertical shape of the regular can was fixed by choosing a small can mockup. I changed “Sullivan’s” to “Sullivan” and erased the overlapping areas of the illustrations and lettering. Instead of including the back of a can I designed a can for a new flavor, making a total of four brightly colored cans. The finished product of this project is an eye catching can that reflects current trends while still being a timeless design.

