Creative Portfolio: Wine Label

Why a wine label? Because wine labels are both creative and limited. When you design a wine label, you must consider the shape of the bottle, the colour of the glass and of the wine, and even the texture of the bottle or the label. In addition, you deal with all the elements and principles of design as you meet both marketing problems and government standards. The wine label project will force you to consider type, image, and packaging as you develop both the label and a prototype for your portfolio.

The Portfolio Project: Product Label

PORTFOLIO PROJECT: Wine label. Although this project may seem limited, you might learn that it will allow you to create more product designs for your portfolio as you learn to determine what you *need* to include and, conversely, what you *want* to include in your design. Two main issues here focus on legibility and shelf recognition.

TOOLS: Any software that allows you to create and manipulate typefaces through a "character" and "paragraph" option along with image incorporation. Some examples include Photoshop, QuarkXPress, etc.

WHAT YOU'LL ACCOMPLISH: This task will force you to think about typefaces as applied to an object that is both difficult to read from a distance and that must be incorporated within a limited space. Additionally, you will begin to look at all packaging in a different light as you begin to notice how designers used type, images, and materials to represent a product.

There's so much information to relay to you about packaging in general and about wine labels in particular. So, first I'll give you information about packaging shelf presence across the board; then, I'll focus on the wine as I offer information about government regulations and marketing particulars and how to make this wine label fit into your portfolio both visually and conceptually.

Once those topics are covered, I'll dissect a few wine labels to show you why type and image are so important for this project.

Product Packaging: Shelf Presence

How many times have you looked at the details contained in product labels as you do your grocery shopping? Or, when you purchase goods at a retail store, do you realize how many type items grace the box that contains your purchase? I would suggest, even before you read this article, that you go to your cupboards to look at product labels on your cans, boxes, and bottles. Take a few samples out and set them by your computer so that you can look at them as you read through this tutorial.

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