

Microbrewery Beer Label

A local microbeer company **Dragonfly Blue** wants to strengthen their presence in the Atlanta area. They have hired you as the freelance illustrator to develop an image for their newest **Winter Ale** label. Your proposal should represent the company with strong visuals, vibrant colors — and promote the newest product. As a new product in a very competitive industry, they are looking for designs which are unusual and do not represent the expected.

Requirements:

During the first hour, develop 6 quick drawings brainstorming possible proposals. Begin with practical, expected ideas, then slowly develop unexpected concepts.

- Neatly divide sketchbook page into 6 squares 3" wide x 4" tall, with an equal margin between all squares. See example below.
- Sketch out quick ideas of various scenes. They should be legible, but avoid excessive details or shading. Do not get bogged down with minor items.

Next, on a second sheet of paper, take your best idea and recreate it in pencil with elaborate details: 8" tall x 6" wide.

After approval, ink in the elements using a heavy pen or brush-pen. Avoid inking textures, shading, and small details. Turn in both sheets of drawings.

