

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:

1. Scan your image at 300 dpi.
Following the demo in class, create a new Illustrator file 8" tall x 6" wide.
2. Re-title the opening layer "scan" and paste your image into the new Illustrator file. **DO NOT WORK OFF THE ORIGINAL SCAN.**
Lock layer in place.
3. Create a new layer and begin process of recreating your label in layers.
Open **WINDOWS > SWATCH LIBRARIES > PANTONE PROCESS COATED.**
Fill in background layers with a scheme of colors, building shapes based on the abstraction of highlights, middle tones, and shadows.
Select a middle-ground tone for the basis of the room, one which compliments your concept.
4. Keep each element of the image on it's own layer.
Appropriately title each new layer.
5. Utilize gradients to soften shades and increase light features. Experiment with different light to dark formulas until you find a satisfactory arrangement.

Keep in mind, changing the levels of Transparency for individual shapes can add a greater sense of depth and also create realistic tones for colors in shadows.

The more layers you develop, the greater the potential for a strong final image.

6. **OBJECT > CROP AREA > MAKE**
7. Save digital file on Transfer Space in folder: 001_gd214.
Delete scan layer(s) from original file and print document.