



Amarillo College

An equal opportunity community college

ARTC 2317 Typographic Design

9-2004

Student's Name: _____

Date Due: _____ Time Spent _____ Grade: _____

Assignment: Wine Label

DIRECTIONS:

Your instructor will lecture, show examples and demonstrate this concept of typographic design.

Design a front label for a bottle of wine, any brand or type, using a Postmodern or Contemporary design approach. The label design will contain (almost) no imagery, illustration or photography, with the exception of the logo if you decide to use it, or some graphics such as dingbat or other minimal design elements. Otherwise, use only shapes and typography. Please use the information from an existing wine which includes the company name, brand name, volume, ingredients, etc. Make at least ten sketches first (roughs) before using the computer. Produce in CMYK.

PRESENTATION:

Attach the label to an actual wine bottle that is appropriate in shape for the wine for which the label is made. You are encouraged to use a new, filled and corked bottle, but an empty bottle made be used if absolutely necessary. (The instructor will photograph your bottle and label, and you may make arrangements for a copy for your portfolio.) Fill out this sheet, including hours invested. Turn project in to the instructor on or before the due date.

