

WEBM

REPORTS

webm.monikarh.com

Monika Rostad Halsan

GRA1 WEBM 2017

Noroff

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INTRODUCTION

Working on this semester's mandatory assignments was challenging, but most of all the work has taught me a lot. Each assignment has inspired me to understand the graphic design world a whole lot better - and especially the web design world, as I have quickly understood that there is so much to learn about coding.

Each assignment has encouraged me to challenge myself as a designer, and find ways to give the products my own personal touch whilst finding my own design style. Working with websites, photography, and brand identities has helped me open my eyes more to different ways of communicating a message, as well as learning more about programs such as DreamWeaver. I know for sure I will be taking use of the skills learnt from using for example DreamWeaver and WordPress, and these will only make me as a designer stronger.

My interactive portfolio can be found on webm.monikarh.com.

WEBM Design Choices

The portfolio is meant to represent me as a designer, so I decided to base my design on my own logo, which uses the font Mirza, and a light and a dark blue colour. So I used this font for headings, and also used the two colours for most interactive elements as well as headings. I think Myriad Pro is a font that goes well with Mirza, and thus used this for body copy.

My website is a childtheme based on Anders Norén's theme Hitchcock, but with quite a few adjustments to have it suit my needs and design wishes better. The header photo is one I shot in a learning activity from week 22, and since I really liked the way this photo came out I thought it would add something extra to my design. My logo also looks pretty neat inside the tyre, as it encompasses it nicely.

The website should be organised, and easy to navigate through. Because of the minimalistic use of colours, there isn't too much going on, which lets the viewer focus more on the actual assignments - which, of course, is the main purpose of a portfolio. I also let the layout of my reports be inspired by the website, and have displayed each of the individual reports almost as if they were a page on the website itself.

In addition to my reports included here, I also have quite a few personal reflections on monikarhdesign.wordpress.com.

PRODUCT WEBSITE – MANDATORY ASSIGNMENT 05

INTRODUCTION

When making the design for this website I have tried making it as simple and minimalistic as possible, yet still keeping a modern and interesting look and feel. I based the colours of the website on the colours used in the logo I designed, and these again are sampled from some of the product photos I have taken.

The purpose of the website is to display the product and the campaign that will be launched along with it. It should be easy to navigate, and relaxing for the eye, not have more elements or text than needed, and strong imagery.

Interpretation of Task

I understood this assignment as having to design the stand-alone campaign website for a bakery and their latest bakery product. What I chose to do in terms of design for logo, labels, etc. was a lot up to me, but I decided to put some time and thought into this to get a better end result. It's an assignment divided in two parts, and in the first part I needed to make the front-end design for the website, meaning no coding necessary. The second part was to make the back-end design, and was thus the more technical part of the assignment.

Concept and Target Group

For this assignment I have come up with the idea of a bakery in England, called Fit'n'Full, providing healthier snacks. The reason they wish a website is to launch their new product, chocolate balls. With this launch, they have also come up with a campaign, in order to make visitors interested in buying.

The target group for the bakery would be anyone interested in healthier snacks, maybe looking for treats with less calories. I would say the main group would be around 18-35 years of age, and both males and females.

Message/Achieved Action

What I wanted to display in this website were the healthy chocolate balls launched by Fit'n'Full Bakery, as well as their campaign where the lucky winners win five free jars each.

Website URL - <http://monikarh.com/fitnfull/>

Layout/Design - I wanted a minimalistic, modern, healthy and strong design.

Colour - My main colours are dark brown, bright brown, and green, as well as black and paper.

Typography - The font I use on the website is the sans serif font Arial, as well as the Google web font Amatic SC.

Elements - In addition to a slideshow and an interactive map, I have icons linking to Facebook and Twitter pages, and a contact/order form. The logo and menu bar are consistent, and the main content is placed inside a frame.

RESEARCH AND WORK PROCESS

I have looked at other websites (bakery websites in particular) for inspiration, I have watched a few videos on Lynda.com about web design, and I have researched sitemaps, wireframing, and both front-end and back-end design for this assignment. Some of the process has been uploaded to *my blog*, but will also be explained closer throughout this report.

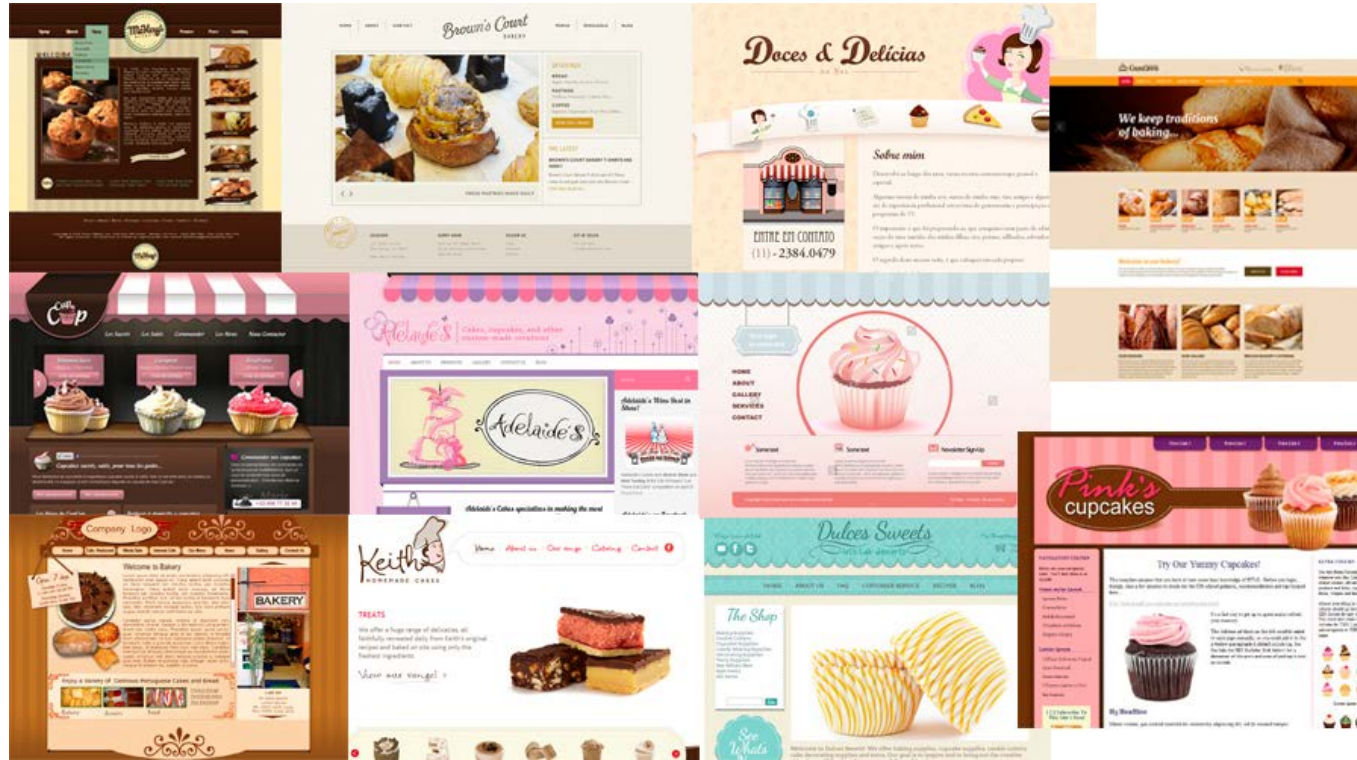
Research and Analysis

Defining Target Group and Concept - Fit'n'Full is a bakery in England, providing healthier snacks. It's a bakery targeting both genders, especially in the age between 18-35. It particularly suits those interested in exercising, and in eating healthy. This is why the bakery is perfect for the target audience, as they offer snacks with lower amounts of calories. To top it all, the products come at a low price, which makes it reach the target audience even better: they're not in the higher educated class, and thus wish to spend less on snacks.

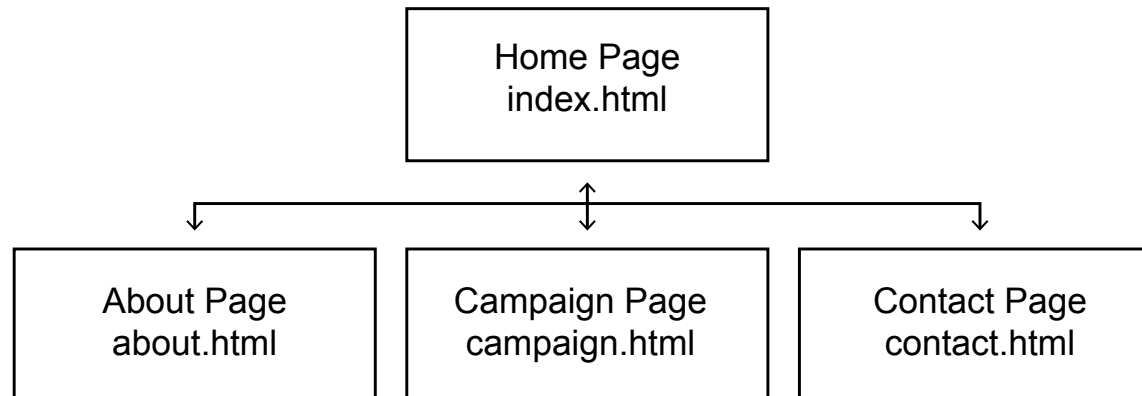
Fit'n'Full recently came up with a new product; chocolate balls, and are running a new campaign with the product launch. In 20 of the jars, there will be a "golden ticket" (like in Charlie and the Chocolate Factory) which give the lucky winners five free glasses each. They wish to launch the whole product and campaign with the website, which will encourage people to come by the bakery. The purpose of the website is to display the product – the visitors thus need good information about the product, and be told how to buy these.

Design - Since this is a bakery targeting a younger audience, the design of the website should be quite modern, and also minimalistic. In addition, it should have a healthy and inspiring look. The goal is to make customers understand it is a serious company providing healthy quality products. Using only a few colours (brown, white, some green, black and white) the atmosphere should hopefully become rather relaxing. The website will consist of 4 pages: an index home page (photo slideshow), an about page (about the product), a campaign page (about the "golden ticket"), and a contact page.

Bakery Websites - What first strikes me when looking at other bakery websites is that the focus usually is very centred towards their products, which indeed it should be. The photos used are usually bright and in high quality. Colour schemes seem to work well between photos and the design. Navigation is easy, and the menu bar is usually either a horizontal menu on the top or a vertical one on the left side of the website.

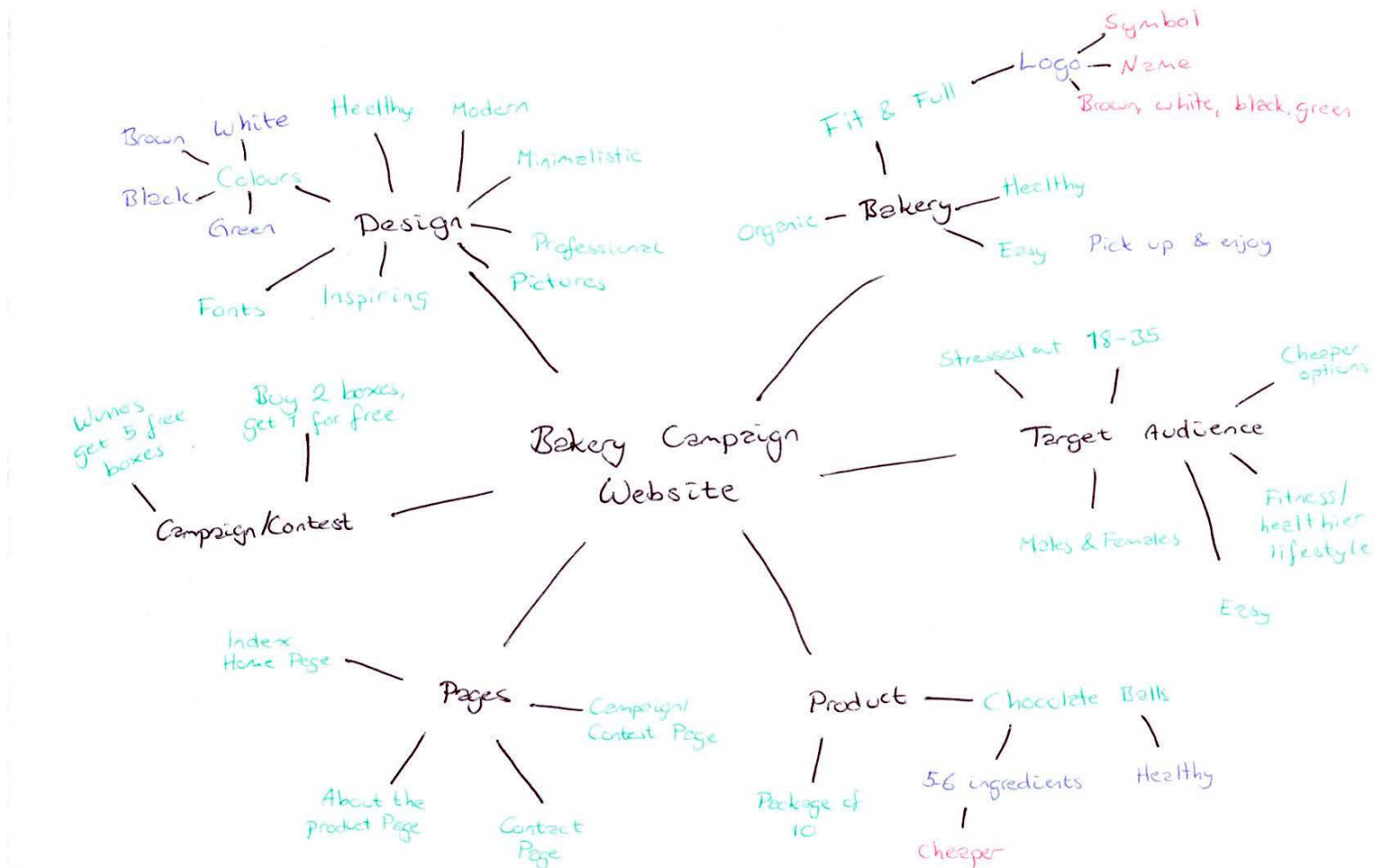


Sitemap - *Graphic Design School* explains that “careful planning will save you considerable time”, and thus “your first step should be to plan your site out in a sitemap. The main purpose of this is to carefully plan out the site’s architecture,” and such a map will suggest what the “website sections, main subsections, and navigation routes between pages” (154) will be. Since this is a fairly small website, the structure isn’t very complicated, but it was still nice to get it down on paper.



Briefing Form - As a Learning Activity we had to create and answer a briefing form with 10 questions. I decided to use Fit'n'Full for this activity. In addition to what I have already explained (target group, design, concept), this form points out that the website should also include contact information, pictures and information about the campaign. The design should be calming and inspiring, and should tell the customers that it's quick and easy to make a purchase at the bakery - so they can always finish their busy day relaxing with their products without feeling "guilty." It should also not be an issue understanding what they wish to display, so the chocolate balls should be the first one sees.

Mind Map - My mind map is fairly straight forward, with everything based on the topics Design, Bakery, Target Audience, Product, Pages and Campaign/Contest. This helped me get all my ideas down, and getting a clearer idea of what I wanted the website to be like.



Moodboard - Since I quickly knew I wanted this to be a healthy bakery, I always had focus on a green, healthy look, so my moodboard was in many ways affected by this. This helped me remember my colour palette, as well as giving me inspiration in relation to the design in general.

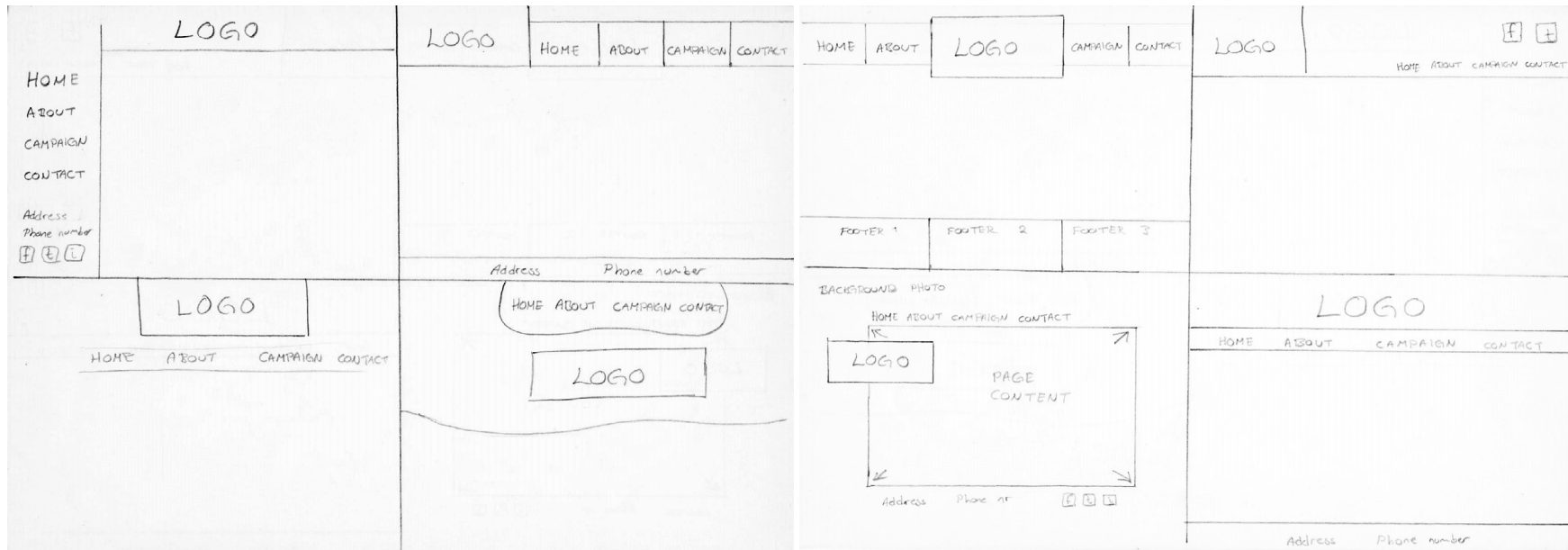


Arial
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Coming Up With Ideas

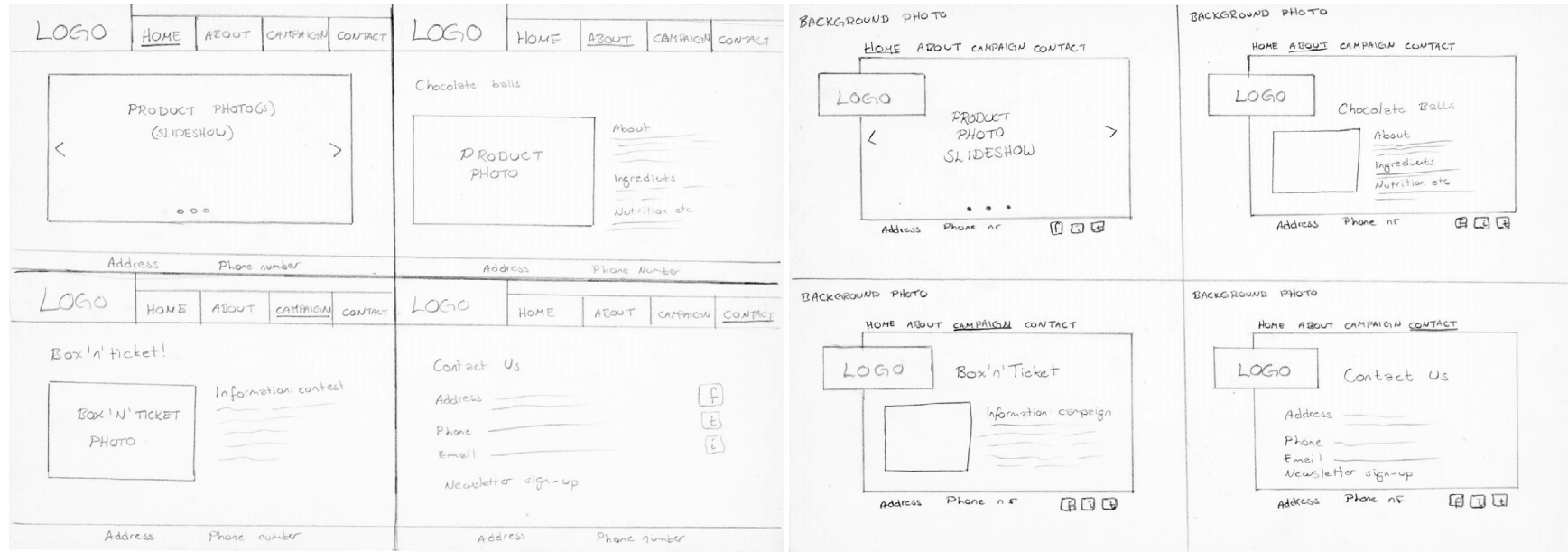
Based on the websites I saw in my research, I tried out a few layout ideas in the first process.

Sketches - Since I prefer doing my initial sketches by hand, this is what I did this time as well. As one can see here, I have tried a few different placements for the menu bar and the logo; mostly with a horizontal menu bar, but also vertical.



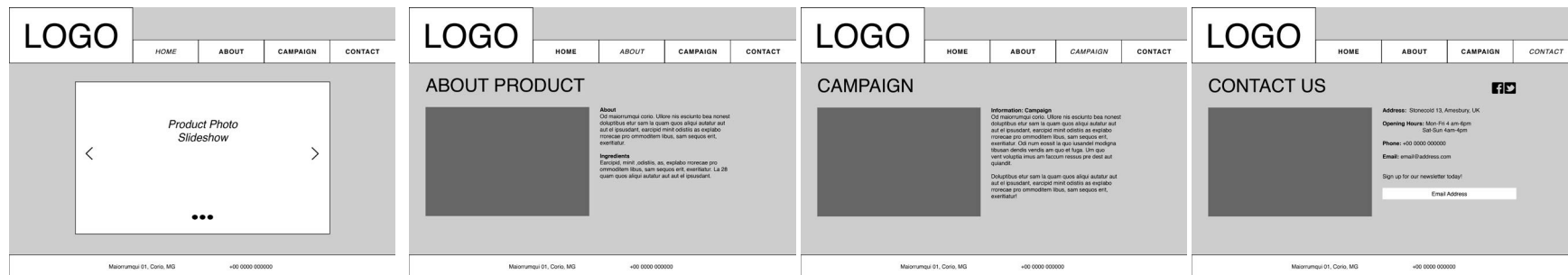
I did, however, quickly realise that I prefer a horizontal menu, as this is what we usually see when entering a website, and thus kind of expect to see. This way I also feel there is more room for the actual content below. I also like having the logo towards the top of the screen, since this should be one of the first things people see when entering the site. This helps establishing whose website it is, and also gives an idea of what to expect from the website.

I then chose two of my favourite ideas from these sketches, and tried out the layout for all four pages I need to make.

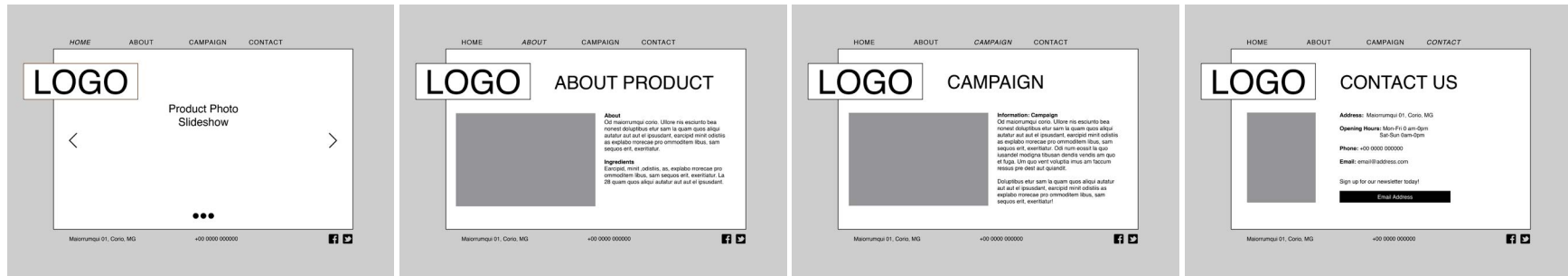


Digital Sketches / Wireframes - I then brought these two ideas with me into InDesign to see what they would look like on screen.

I kind of liked this first idea because it was very minimalistic, and definitely managed to keep the focus on the product and other content of the website. On the home page you would immediately see what product was displayed, and the menu is so easy that it would never be an issue finding your way around.



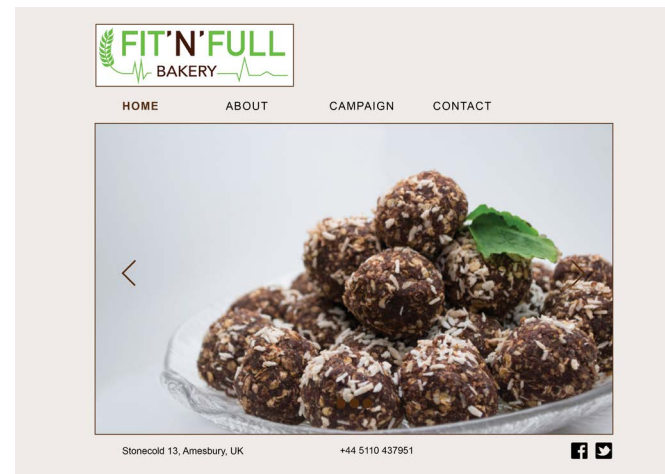
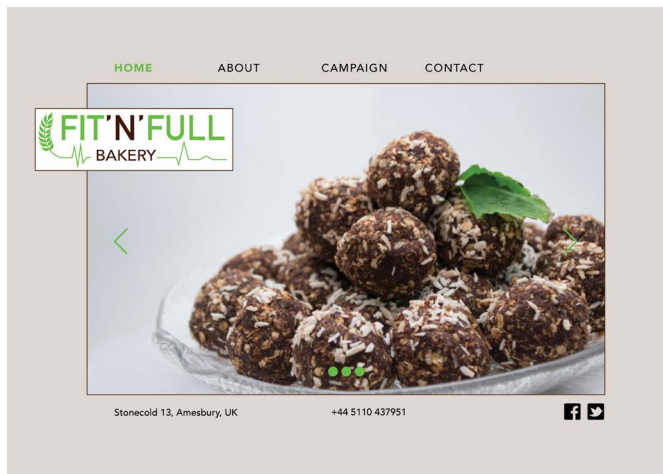
This, however is the idea I ended up working with. In some ways it is a little similar to the other layout I tried, but I think there is even more focus on the main content of each page here, as it is more clearly separated from the menu and footer.




Inserting photos and adding colours, I uploaded this to the forum on Moodle to get some feedback, and I was recommended to make the background a little brighter, as well as making some elements brown rather than green. I was also made aware of maybe running into some issues with the placement of the logo as it was.

The background is based on the brown in the logo, only made brighter - and I made it even brighter after getting my feedback (see below, left to right). I also changed the green elements to brown, and finally tried moving the logo to the top of the page instead. I immediately saw that this helped in several ways: One, it gave me more room to work with the content on each page. And two, it made it a lot easier to actually see the logo first.


I also changed the fonts I worked with after the feedback, and made sure this was a web font, as this wasn't something I had thought of before that. This font works with the font of the logo as well, which I think was very important.



HOME ABOUT CAMPAIGN CONTACT






CHOCOLATE BALLS



About
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Ingredients
 Only 28 kcal per ball
 Rolled oats, Erythritol, Cacao, Butter, Coffee and a very special touch of our secret ingredient.

Stonecold 13, Amesbury, UK +44 5110 437951  





HOME ABOUT CAMPAIGN CONTACT

CHOCOLATE BALLS




About
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HOME ABOUT CAMPAIGN CONTACT






BOX'N'TICKET



Information: Campaign
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Stonecold 13, Amesbury, UK +44 5110 437951  





HOME ABOUT CAMPAIGN CONTACT

BOX'N'TICKET




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Stonecold 13, Amesbury, UK +44 5110 437951  

HOME ABOUT CAMPAIGN CONTACT






CONTACT US



Address: Stonecold 13, Amesbury, UK
Opening Hours: Mon-Fri 4 am-6pm
 Sat-Sun 4am-4pm
Phone: +44 5110 437951
Email: phitness@fitnfull.com


Sign up for our newsletter today!

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Logo - For the website I have created a logo, starting out as sketches by hand, and then moving on to Illustrator to do it digitally.



The logo has a minimalistic look, and uses the two colours brown and green. The fonts used are called *DIN Alternate* and *Avenir*. In addition to the name, there is a heart rate line and grain, emphasising this being a bakery for people interested in health and exercise. The heart rate line symbolises life and exercising - our heart beat going up and down in relation to how and what we eat, as well as our physical activity -, and the grain should make it clear that it is a bakery, and hopefully give people a feeling of healthy products.

Label and Golden Ticket - In addition to a logo I wanted to make a label and the ticket that comes with the campaign. I decided I wanted the chocolate balls to be delivered in jars, and was so lucky when I found some jars that had lids with almost the exact same colour as the green in my logo. Based on this, I made a rectangular label, which I sort of divided in two parts. On the one part I put the logo and the product name - this way the customers will quickly see what it is on the shelf. On the other part is information about the product, as well as a smaller version of the logo. The background colour is the same as on the website, and so is the font used, Arial.



CHOCOLATE BALLS

Our chocolate balls are perfect for a little snack, without feeling your workout at the gym was a waste. The perfect combination of chocolate, coconut and healthiness will leave you satisfied and with a big smile on your face.

Net Weight 200 g

Store in fridge/freezer

Calories 28

Best before See bottom

Ingredients Rolled oats,
Erythriol, Cacao, Butter,
Coffee, Coconut

Distributed by Fit'N'Full,
Stonecold 13, Amesbury,
UK



I made the design for the lid fairly easily, by using the same information as on the “back” of the label.

The “Buy’n’Win” Campaign ticket is in the same size as the label for the lid, as this is where it will be hid. And again, the fonts used are the same as on the labels and on the website, and the logo is placed here as well, to make sure the customers are never unsure of where they bought them. I think that’s a very important part of brand building; using your logo on a variety of items and places, so that there is never any question as to who is behind it.



CONGRATULATIONS!

You are the lucky winner of 5 free jars of chocolate balls - yes, that is 60 just for you! Bring me back to Fit'N'Full and enjoy the next two months with the treat you will never regret.



Even though it wasn't a requirement in the assignment to make all this, I think it only helps me build a better website in doing it. This way I could get photos of the actual product as it would be sold if it were a real project.

PART TWO

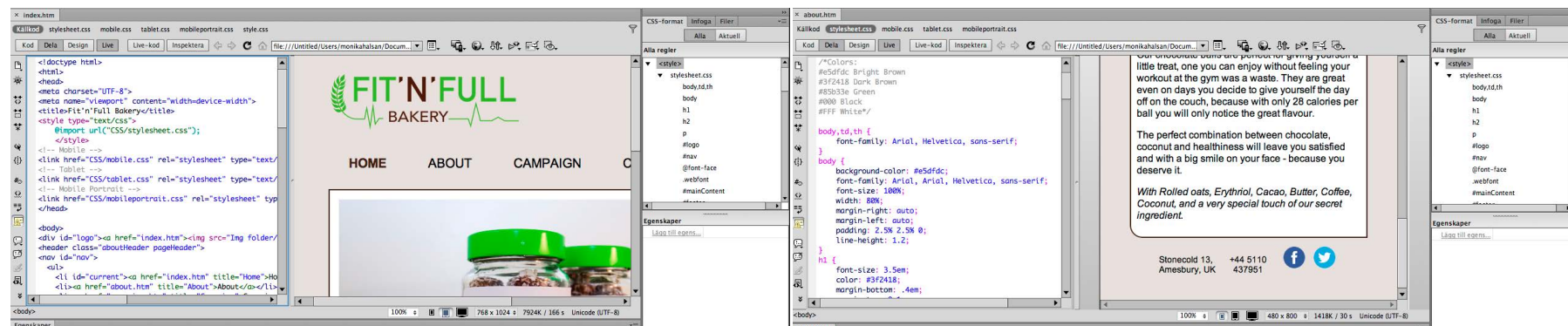
Feedback and Design Updates

In the feedback I received from part one, it was pointed out that the very clean and minimalistic design could possibly be a fault - as 'something too "plain" might be misinterpreted as "cheap" instead of "elegant"'. I was thus recommended to maybe add more contrast and variation by using a second font. As this is something I quickly agreed with, I found the font Amatic SC on Google's Web fonts. This font is kind of funny and also helps give the brand more of a homemade, cosy feeling, which is definitely something I'd like. I also think it works well with Arial used on body copy and the fonts in the logo. I only used this font for headings since it only consists of uppercase letters and it would be hard to read in longer paragraphs.

A second edit I made was to make a small change to the frame around the main content. I decided to make the upper right and bottom left corners rounded, simply to create even more contrast and variation - but one that still doesn't pop out too much.

Coding the Website

Designing my first website from scratch was an interesting challenge. However, with help from several Lynda videos (I wish to especially mention *Creating a First Web Site with Dreamweaver CS6* by Paul Trani) I don't think the process was as hard as I had imagined it might be. I did, however understand why having a wireframe was such a good idea, as this made the process a whole lot quicker. Basically the way I've coded the website has been based on the video by Paul Trani as well as some others mentioned under "Sources and References."



Technical

To create the Social Media icons in the footer I used the code found on *Simplesharebuttons.com*. This was one of the simplest methods I found, and one I think works well. The only problem with this, which I for some reason can't seem to fix is that there is a very small line between the two icons, also linking to Facebook. I can't find this as a mistake in the code, nor does it show up in Dreamweaver, and seems to be a problem that appears when I go online.

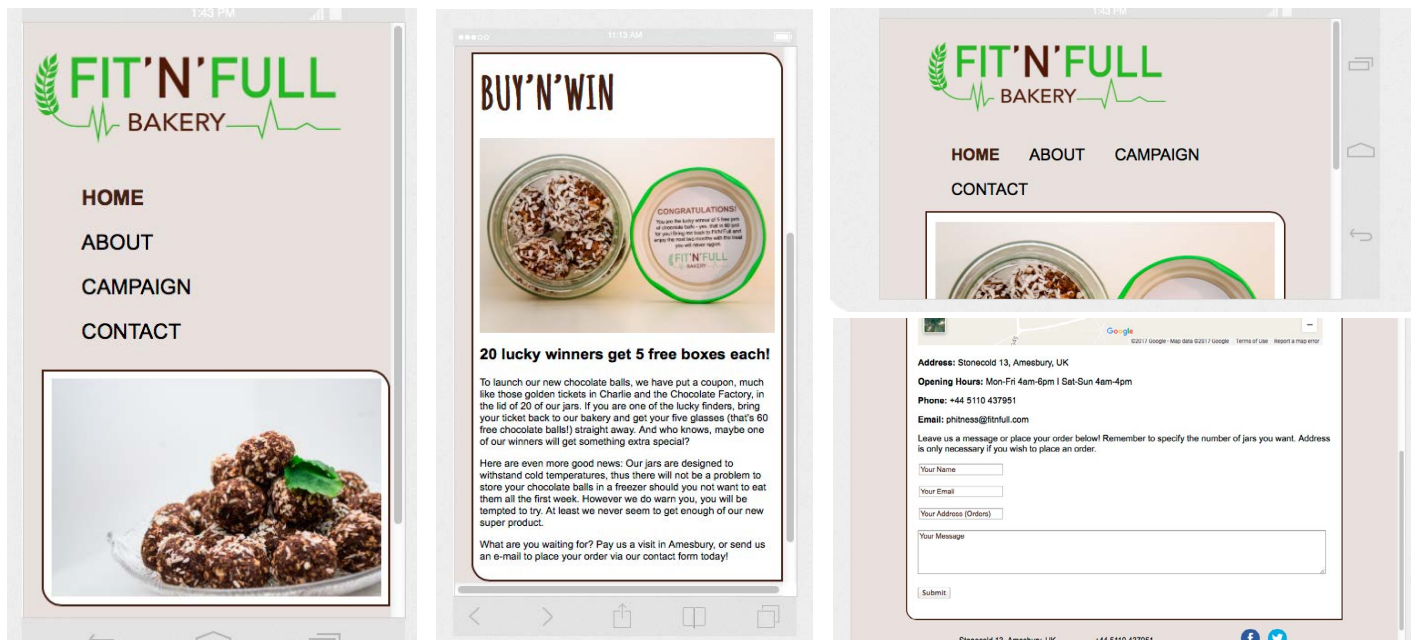
I found an app called *cssSlider* online that helped me create the very simple slideshow used on the front page: this without using JavaScript. I decided to not use a next/previous button as I simply think they're not necessary.

The About and Campaign pages are pretty much the same, but with different text and images. I had originally thought I'd have a small slideshow on the Campaign page, but decided to leave this out as it wasn't really that important to showcase both images here anyway - they're both on the home page, and the one that is now on the Campaign page alone is enough.

Integrating an Interactive Map first seemed a little difficult, but after watching *this video* I realised it was actually pretty easy. Then, making a form based on the way Paul Trani makes one in his video, I think I managed to create a well working form, which then leads to a simple "Thank you" page.

Since the design should also be responsive, most of my sizes have been set to % rather than px. This alone will make the website look a lot better when used on both a mobile phone and a computer. But in addition I have separate CSS files for mobile phone and tablet use. These make sure the menu doesn't disappear into nothing, nor is on top/in front of the main content, the photos and other content fit inside the main content frame, and that generally everything adapts to the screen size. On mobile and tablet the text is no longer next to the photos, and the photos rather take up the whole width of the content, as this looks more appealing on these screens.

Using *Responsinator*, I have tested that the website looks alright on different devices, as well as asking a few friends and checking on multiple computers/browsers, tablets and mobile phones.



Uploading the Website

This part was the one I was dreading the most, as it seemed a lot harder than it should be. Using my hosting company One.com I tried uploading directly from Dreamweaver, but failed several times before downloading Filezilla and using that instead. This did, luckily help me upload the website to my host, and was finally able to view on <http://monikarh.com/fitnfull/>. Had I not read earlier posts on the forum on Moodle though, I probably wouldn't have found this solution. So I was definitely glad when I finally had it up and running and I could access it from other computers as well as my phone.

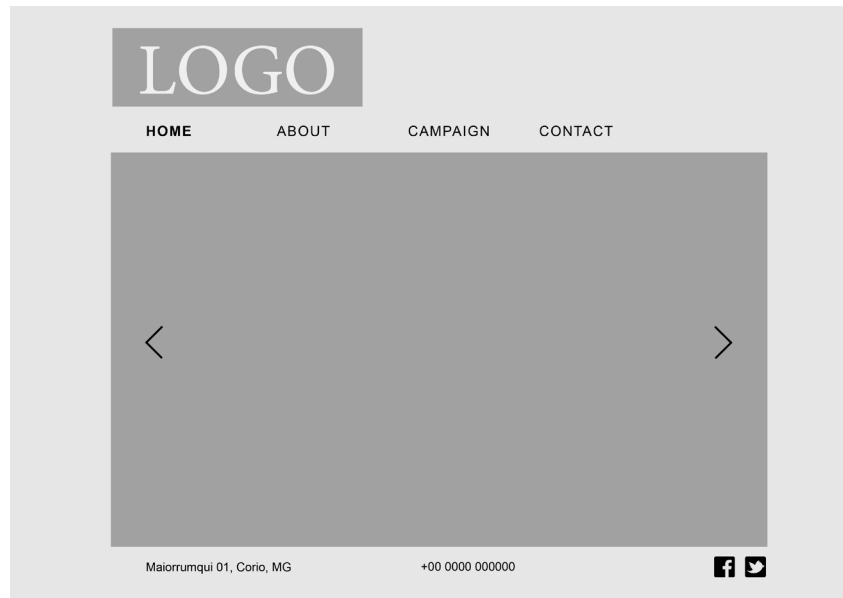
DESIGN CHOICES

Style/Genre

The goal was to create a website with a modern and healthy look. I believe I have accomplished this by using the colours I have used, and having it as minimalistic as possible. The website should give the visitors the impression of this being a healthy bakery.

Layout/Design

The actual layout is consistent over all pages, with the logo on top, a horizontal menu below, the main content inside a frame, and then a footer at the bottom. This makes for a website on which people should be able to find what they expect from page to page based on the other pages. I have aligned the logo with the "content frame", the "Home" button in the menu with the content heading and photo(s), and the Twitter logo is aligned with the right side of the content frame. This way, there is some structure in the layout, that also gives some variation for the eye, which I think is important.



Typography

Even though it seems to be a never-ending debate whether sans or sans serif fonts are best for screen (or if it doesn't matter), I decided to use a sans serif font for the design. I personally do agree that these fonts work very well on web, and since a sans serif font is what I used in the logo, I wished to bring this over to the web design as well.

Webdesigner Depot argues that sans serif fonts are "Modern, Minimalistic, Magnificent," so since I wanted the design of this website to be both modern and minimalistic, I think this was a good choice. I tried out quite a few fonts at first - e.g. Avenir and DIN Alternate which are used in the logo, but let go of this idea. So I later tried having Arial for headings, and Helvetica for body copy - however, as I put these up next to each other I saw just how alike they actually are, and decided to go with Arial only. Arial, 12 pt:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !"#%&/()=?

According to *Fonts.com*, many people believe Arial has its design roots in Helvetica, which explains the similarities between these two typefaces - however, it is in fact based on the typeface Monotype Grotisque. Arial was drawn in 1982 by Robin Nicholas and Patricia Saunders, and is now one of the most widely used fonts. "The overall treatment of curves is softer and fuller than in most industrial style sans serif faces" (*Wikipedia*). The choice of this font was a good one - especially also because it is such a popular font it should always be available on any computer.

As mentioned earlier, though, I later added the second font Amatic SC, by Vernon Adams. *Google Webfonts* describes this font as "a simple but effective hand drawn webfont." As they recommend, I have only used this for titling. Since this is a Google font, it's perfect for a website since "it has been designed to be used freely across the internet by web browsers on desktop computers, laptops and mobile devices." Amatic SC, 18 pt:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !"#%&/()=?

Photography

These are the photos I am using on the website. All photos are displayed in the slideshow on the home page, and will thus show the labels, the jars, the campaign, and the actual chocolate balls - both when done and in the progress of being made, as well as close-up detailed photos. The photo at the bottom left is used on the campaign page and the one above this on the about page.

When taking these photos I considered the light (set up a little "studio" in a shelf, and used natural light through a window) to get bright photos, and made sure the focus was right.

The camera settings I used vary from an aperture of f4.2/5.6, a shutter speed between 1/125-200, and ISO between 125-250. A large aperture keeps the focus where I want it and leaves out any disturbing elements in the background, and lets in more light. The quick shutter helps avoid camera shake and blurriness. And finally, the ISO helps add more light if I need - however, since I had pretty good light I wasn't very dependent on this, and thus had it pretty low to avoid getting any noise in the images - and got clear, bright photos.



Colours

The colours used on the website design are based on those used in the logo, which again are sampled from one of my product photos. The brown is sampled from the cacao colour in the chocolate balls, and the green from one of the leaves. The green also symbolises the healthy part of this bakery, and is thus another reason for why I chose that colour. In doing that, it was of course important for me to have a green with high saturation, backing up the healthy, clean look I wanted it to have. The brighter brown is again based on the dark brown, but is made so much brighter it's almost got a more white look. However, using this in the content frame would have been too dark, and thus I used Paper for this. For type I used black, since this ensures the best readability.

RGB R: 63 G: 36 B: 24 Web #3f2418	CMYK C: 45 % M: 82 % Y: 84 % K: 71 %	RGB R: 229 G: 223 B: 220 Web #e5dfdc	CMYK C: 5 % M: 8 % Y: 9 % K: 7 %	RGB R: 133 G: 179 B: 62 Web #85b33e	CMYK C: 63 % M: 0 % Y: 100 % K: 0%	Black Web #000000	Paper Web #ffffff
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I think these colours are enough; this way we keep the focus on the content and product.

Elements

I have decided to use a slideshow on the Home page. This is to make sure there aren't too many elements or photos on this page, but at the same time I manage to show more photos. The map on the Contact page is interactive, so people can click on it and navigate around (even though the address used isn't a real one). In the footer, I have interactive icons for Facebook and Twitter, which will lead the viewers to the bakery's social media pages (since these don't exist, they only lead to the homepage of said websites).

I have however tried keeping elements to a minimum to create the minimalistic look I wanted.

Contact Information

Phitnness@fitnfull.com - The name Phitnness is obviously a play on the word Fitness.

Stonecold 13, Amesbury, UK - The Stonehenge in Amesbury is a very famous monument in the UK (which is why I thought of it; it doesn't relate to the bakery in any other way), but I played around with this and wrote Stonecold instead, because of wrestler Stone Cold Austin.

+44 5110 437951 - Looking back at the Stonehenge, the digits in this number are the first digits in the Stonehenge's coordinates, and +44 the UK country code.

SELF EVALUATION

Reflection Around Front-End Design

Even though this is only the front-end design of the website, I think I have managed to so far create the look and feel I want. The product and idea of the bakery should be clear through the design, and the photos I have used are in good quality, which of course always is important.

The overall design with its elements, colours and typography looks good, and should manage to engage people. I think I have also thought through what technical issues I might encounter in the coding, and have worked around those to try and eliminate them (such as moving the logo from where I originally placed it).

Reflection Around Back-End Design

After making a couple very slight changes to my design, I believe the look of the website has only been improved and is now as minimalistic, yet interesting as I want it. There is more going on now, more for the eye to look at, and generally easy to navigate.

I also believe I really did manage to get rid off most of the technical issues before doing the coding, which has made my process a lot easier - and thus a lot more fun as well. Google has been one of my best friends in creating the back-end design, as people have discussed HTML and CSS codes before me on countless forums and threads, as well as videos.

Development and Process

The design is in many ways very similar to what I first had in mind from some of my sketches. The changes I have made since then have only improved my design, both in terms of the visual design, and also the technical issues. What has been my biggest challenge probably is to keep it as simple as possible, whilst also making it visually interesting. I have had to consider what elements would draw the attention of the viewer, and have had to work around that. This is something I feel I eventually managed to do with the design as it is.

Working on this assignment has made me realise just how much work actually is behind every website. Since I'm fairly confident in InDesign by now, the front-end design wasn't a technical problem for me, so it was exciting to see how the coding went. I do however think that all the tutorials on Lynda.com etc. did aid me the way I wanted, and let me come up with the result I was aiming for.

I do think this assignment has been interesting. It was a very open assignment where I was able to decide a little myself what I actually made (labels, logo, etc.), and that is something I think has been very fun. This has definitely been an assignment that has taught me a lot, since web design and coding is a fairly new topic to me. I thought I had an alright understanding of it before we got into all the details, and eventually only realised just how much there is to learn. What is good though, is that it's also far from impossible to learn.

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PHOTO ESSAY – MANDATORY ASSIGNMENT 06

INTRODUCTION

In this assignment my plan was to capture emotions. Emotions related to rather unique and different relations. I have done research on other photo essays to get inspiration and to come up with ideas - both for thematic inspiration as well as compositions and ways to portray a person.

I have tried keeping the photos simple and interesting to look at in terms of elements, compositions and variety in between the shots. By trying to consider each image as an individual I think all my images stand strong alone, and also together as a unity.

Interpretation of Task

The way I interpreted this assignment was that I had to portray a person (show who the person is, and give a sense of their personality or character) through a series of photographs. In addition to a cover photo, I needed six more photos that would somehow communicate a story related to this person.

Concept

A girl receiving, reading, philosophizing, and writing letters with prisoners in the United States. Because of the dark topic, I have focused on black and white images with quite a lot of contrast, and details.

Message/Achieved Action

I didn't want this photo essay to use colours or give any sense of a "happy" mood, since the stories of the people behind the letters aren't always exactly cheerful.

Story - Very simply put, the concept of the photo essay is to portray a girl who writes letters with prisoners in the US. Since a lot of people might have prejudice in regards to this topic, I wanted to make it quite dark and emotional. Although living a completely normal day to day life, this girl is also in contact with people who have been, and are going through a reality quite different from hers.

Photos - I have tried choosing photos with detail, where I have gone closer than what one may normally do, and also photos of my subject where she is not smiling. Since photos that don't necessary capture happiness may be more appealing, and more descriptive, I wanted to keep it more natural. This is probably extra important for this topic, since hearing stories from the inside can really move you.

Title - *Between the Lines*. I decided to have a title quite open for interpretation; one people can read what they want in. Whether they think of what is written between the lines in a letter, between the lines of the cell door of an inmate, or the lines in a person's face - it lets more in the essay be up to the individual viewers.

RESEARCH AND WORK PROCESS

Whilst thinking of who I might portray, I did some research on photo essays, portraits, etc. I put some of this research up on *my blog here*, and have also included more throughout this report. I then got in touch with a friend whom I know has quite a few interesting things about her, and when setting up a table of what might be cool to shoot, I thought her writing letters with prisoners is a pretty unique story.

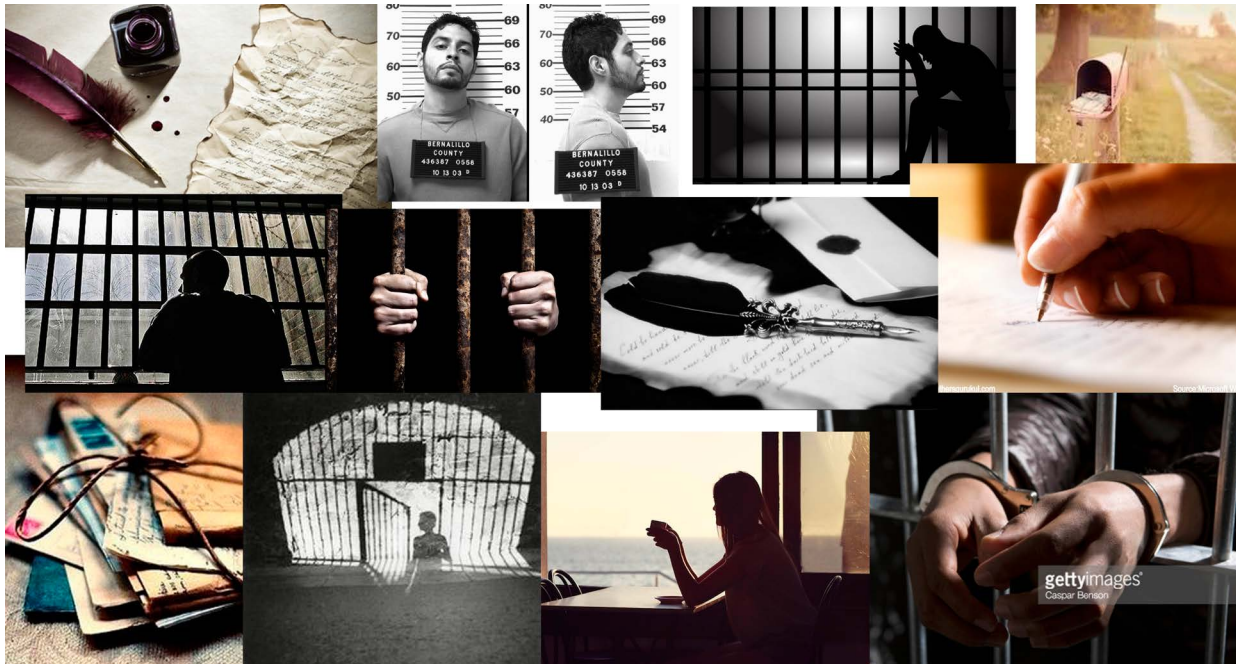
Research and Analysis

Photo Essays - Photo essays are sets or series of photographs related to a specific story. Each photo contributes to the overall story, but should also be strong enough to stand alone (such as being visually interesting to look at, technically good, and tell some kind of a story). A photo essay will allow the photograph to tell more than what can be told with only one image. As with written essays, the elements of photo essays should be structured in a way that easily conveys a story to the viewer.

Mind Map - Instead of making an actual mind map, I made a table with different topics I might use. This table included four different topics (writing letters was one of them), and also ideas for each photo. Then getting the plot, theme, image characteristics, context and conflict written down on, helped me see that this would make for the most interesting essay.

Plot	Receiving, reading, writing, sending letters
Theme	A girl writing prisoners
Image Characteristics	Black and white, pretty depressed mood, emotional photos
Context	At home, in contact with someone far, far away
Conflict	Complicated letters, complicated relations

Moodboard - I made two moodboards for this assignment, the first about photo essays in general to see what other people have done, and the different angles, details etc. they include. The second moodboard is more focused towards prison, prisoners, and letter writing, and gave me a lot of inspiration for my own shots.

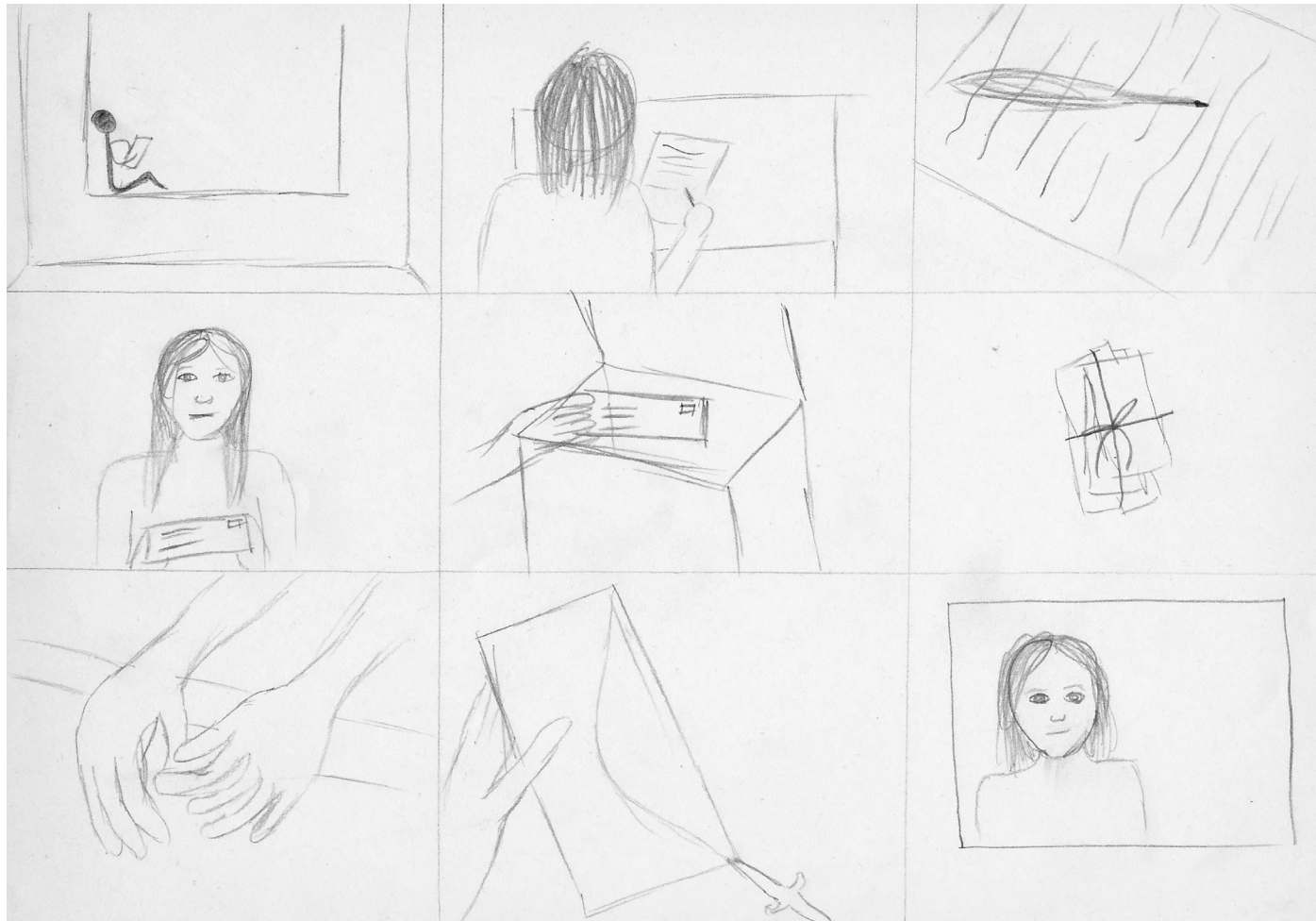


Coming Up With Ideas

Equipment - For this assignment I used a Nikon D7000, and an external flash when necessary. As for lenses, I used a Nikon AS-S Nikkor 18-105 mm 1:3.5-5.6G, and a Nikon AF-S Nikkor 50 mm 1:1.4G.

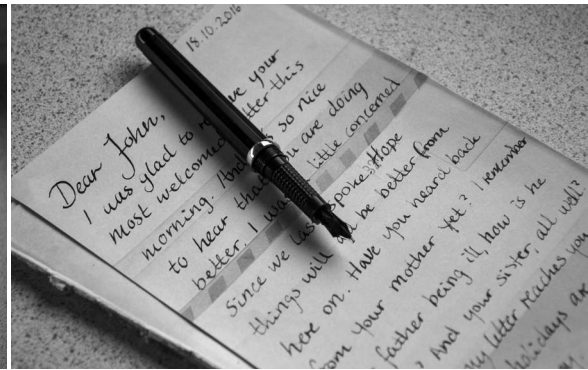
Photos - I wrote down different scenes that could tell the story, both to make sure I would get unique photos, and also so they would be able to tell the story. For the cover photo I quickly knew I wanted to use the letter opener. And for other photos I had things such as portrait, mail box, writing letter, reading letter, hands, sitting in a window...

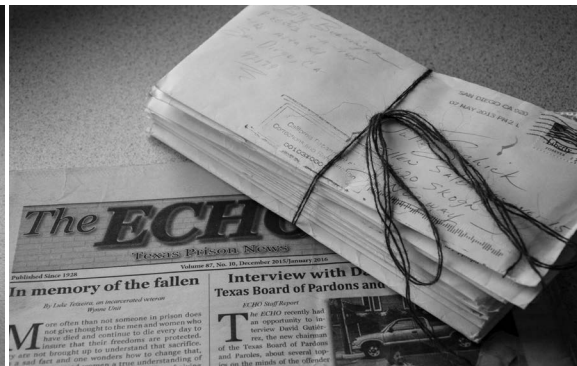
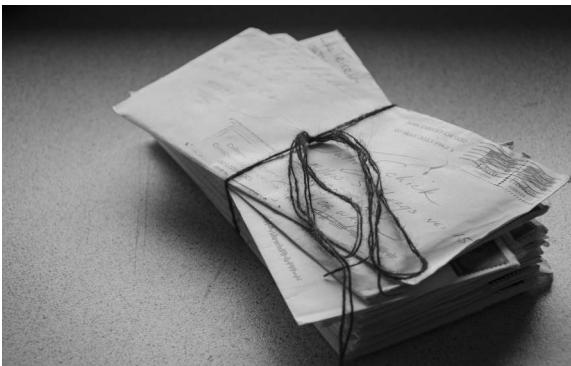
Sketches - Before I went to do the shoot, I also did some very quick sketches.



Other Photos - Over the next pages are only a few of the photos that didn't eventually make it on the photo essay, but having many to choose between helped a lot in creating an interesting essay with different angles, elements and compositions.







Photoshop/Camera RAW

To edit my photos I used Camera RAW and Photoshop CS6. In Camera RAW I converted the photos to black and white, and adjusted the brightness and contrasts. Then opening the photos in Photoshop, I did some very simple retouching and cropping on certain images, and also used Levels and Curves to further pump up the contrasts a little.

DESIGN CHOICES

Photos



Photo 1 - Cover Photo

f7.1 - 1/200 - ISO 100 - Focal Length 50

Studio Lighting (External Flash + LED)

Idea: Since the letter opener is what she uses every time she opens one of her letters, I thought this would suit well as an object closely linked to the person.

Composition: Rule of Thirds



Photo 2 - Philosophizing

f4.8 - 1/125 - ISO 200 - Focal Length 45

Natural Lighting

Idea: Inspired by the way prisoners are often portrayed standing, looking out from their cell, I wanted to do a similar detail photo of my subject.

Composition: Rule of Thirds



Photo 3 - Mail Call

f4.5 - 1/125 - ISO 200 - Focal Length 25

Natural Lighting

Idea: I simply wanted to have a photo of my subject actually reading a letter. We did this outside to contrast the prisoners being inside, and because of good light conditions.

Composition: Rule of Thirds



Photo 4 - Not Just Ink On Paper

f43.5 - 1/100 - ISO 100 - Focal Length 18

Artificial Lighting (External Flash)

Idea: Creating a nice atmospheric photo while she puts some words down for a penpal. Shows of some of the objects related to her writing.

Composition: Rule of Thirds



Photo 5 - From the Iron Curtains

f5 - 1/125 - ISO 200 - Focal Length 50

Natural Lighting (Light through window)

Idea: The light coming through the window at this time was absolutely beautiful and perfectly captured the mood I wanted for this photo showing of some of her letters.

Composition: Works with lines going in different directions



Photo 6 - Dear John

f5 - 1/125 - ISO 200 - Focal Length 50

Natural Lighting (Light through window)

Idea: A shot showing of one of her letters, almost ready to be sent. This is yet another atmospheric image that I think emphasizes the topic very well.

Composition: Rule of Thirds



Photo 7 - Mugshot

f4.5 - 1/200 - ISO 100 - Focal Length 24

Artificial Lighting (External Flash)

Idea: Even though my model hasn't been incarcerated, I thought this would be an interesting way of pointing out that her penpals are in prison. This is thus inspired by mugshots.

Composition: Formal Balance

Style/Genre

For this photo essay I wanted a pretty dark mood. Looking at photos from prison, that's usually the mood they express, as it's not exactly a happy place. Even though the girl portrayed in my photo essay isn't in prison herself, and by no means is in a relationship with any of her penpals, these emotions are often reflected through the letters. At the same time, I wished to create a contrast by also placing her outside on a few of the photos, as this is a freedom she has, whilst her penpals don't.

Colours

There are a few reasons why I wanted my photo essay to be black and white. The first reason is that, since we had to have our cover photo without colours, I wished to keep the rest the same to tie the photos together. Visual coherence is important to give the impression of the images as a whole, rather than individual images thrown together.

A second reason is that I by removing the colours make it easier to focus on the actual elements in the image, and the composition etc. Finally, I also think black and white images focus more on the mood that I wanted for this essay: a bit depressed and emotional.

Elements and Composition

I have tried keeping the amount of elements in each photo to a minimum, to avoid them being too busy, and rather keep the focus on what is important in the frame. The elements range from a letter opener, to my subject, to letters, pens, envelopes... Generally things that play part in the actual story.

The composition of each image obviously depends on what is portrayed. But for the most part I have considered the rule of thirds - a nine frame grid "used as a guide for placing the key elements in the shot" (*Ultimate Photo Tips*). For the final photo, the "mugshot" photo, I used formal, or symmetrical balance, meaning that "each side of the vertical center of the photograph has equal weight or exactly the same elements and principles" (*Andrew Nourse*).

Photo number five, "From the Iron Curtains," plays around with diagonal lines. As *PictureCorrect* explains, "Diagonal lines can convey a sense of action or make an image more dynamic. (...) Their power resides in their ability to grab the attention of the viewer. The viewer's eyes tend to travel back and forth along diagonals." I therefore believe that this is a quite dramatic image because there is a lot going on.

UPDATES

In my feedback I was recommended to either edit, or change three of my photos (to the left below). For the cover photo I was encouraged to try and flip it to see if this could increase the viewer's attention - since we in this part of the world read from left to right and thus look at artwork the same way, the breathing space we first see creates an interesting effect. I did this, and found out I actually liked it a lot better than I first thought I would, and decided to go with this.



Since so much of the composition of this photo was taken up by the wall, I decided to change it. In one way I do like the wall taking up so much space as it makes her seem more trapped, but I changed it to a photo where she looks in the camera to create a more personal look.



This photo came across as a little impersonal as well, so I changed it to one where we could see the model's face while communicating with her penpals. This is another way to make this photo essay be more personal. I like how clean this photo is, as there aren't many disturbing elements neither around the model, nor on the table.



SELF EVALUATION

Reflection Around Finished Product

I believe I managed to choose both a model and a part of her personality that is interesting and makes for a good photo essay. Having penpals in prison isn't something a lot of people are aware of being possible, and many of those who do know are sceptical. So all in all the story is quite unique and one I think can make people curious, and possibly trigger emotions.

The photos I have chosen have balanced compositions, and are tied together because of strong contrasts, the lack of colour, and the elements used. I'm happy with the way each and every photo turned out as single images, and also in unity as an essay.

All photos have obviously been taken with the manual settings of my camera, and I have thus experimented with different shutter speeds, aperture, ISO, and focal lengths. In doing so I have achieved the look and feel I have wanted for each photo, and made sure my main element is always what is in focus. All in all I would say I'm very happy with what I have come up with.

Development and Process

I normally don't do any sketches before I go out and shoot, but since I was taking photos of someone, and had to use also their time for this assignment, I figured it would be smart to have a rather clear idea of what kind of photos I'd want. Then, as we were shooting the different scenes, I moved around and tried out angles and compositions to see which would suit the individual scenes and frames best.

Although I tried getting the exposure, compositions and framing as close to how I actually wanted them while taking photos, some photoshopping also helped me in achieving the mood I was aiming for. I needed the photos to be a little contrasty because I think they really set the atmospheric mood that I wanted. Since I have been using Photoshop regularly for several years now, this wasn't very hard for me to get done, as I know where to find and adjust most things.

The project only run over two weeks, and I ended up spending the first week on research and planning the shoot, but since I got the photos taken in a day, and another day was spent on editing, I never saw time as an issue. However, what I do realise now when looking back at it, is just how much it actually helped having some sketches beforehand. Had I not had those I'm sure the whole shoot would have taken a lot more time because I would have had to think a lot more about which scenes to actually set, rather than experimenting with angles and compositions.

As a lesson learnt from this assignment, I believe I will start putting more time into planning my shoots for the future, particularly when dealing with a model or a story. Of course, sometimes the best images come when you are standing in front of the actual scene, but having at least a few ideas never is a bad thing.

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BRANDING AND PACKAGING – MANDATORY ASSIGNMENT 07

INTRODUCTION

This four week project period has for me been about designing a brand identity for a fun, energetic and organic puppy food brand. A logo, brochure, infographics, brochure, packaging and point of sale elements have been created and designed to give the brand an identity.

Interpretation of Task

I understood this assignment as getting some freedom in deciding what kind of dog food product brand I wanted to work with, and then having to follow certain guidelines to create specific products for the brand.

Concept and Target Group

My food product brand is an all organic brand based in the UK, called Natural Puppiness. The brand targets young people with puppies, and especially people interested in the outdoors. The product I'm focusing on marketing are dry pellets.

Message/Achieved Action

Name - Natural Puppiness.

Typography - Good Dog and Myriad Pro.

Colours - Brown and two shades of green, as well as black and white.

Elements - The elements are all related to dogs and the outdoors.

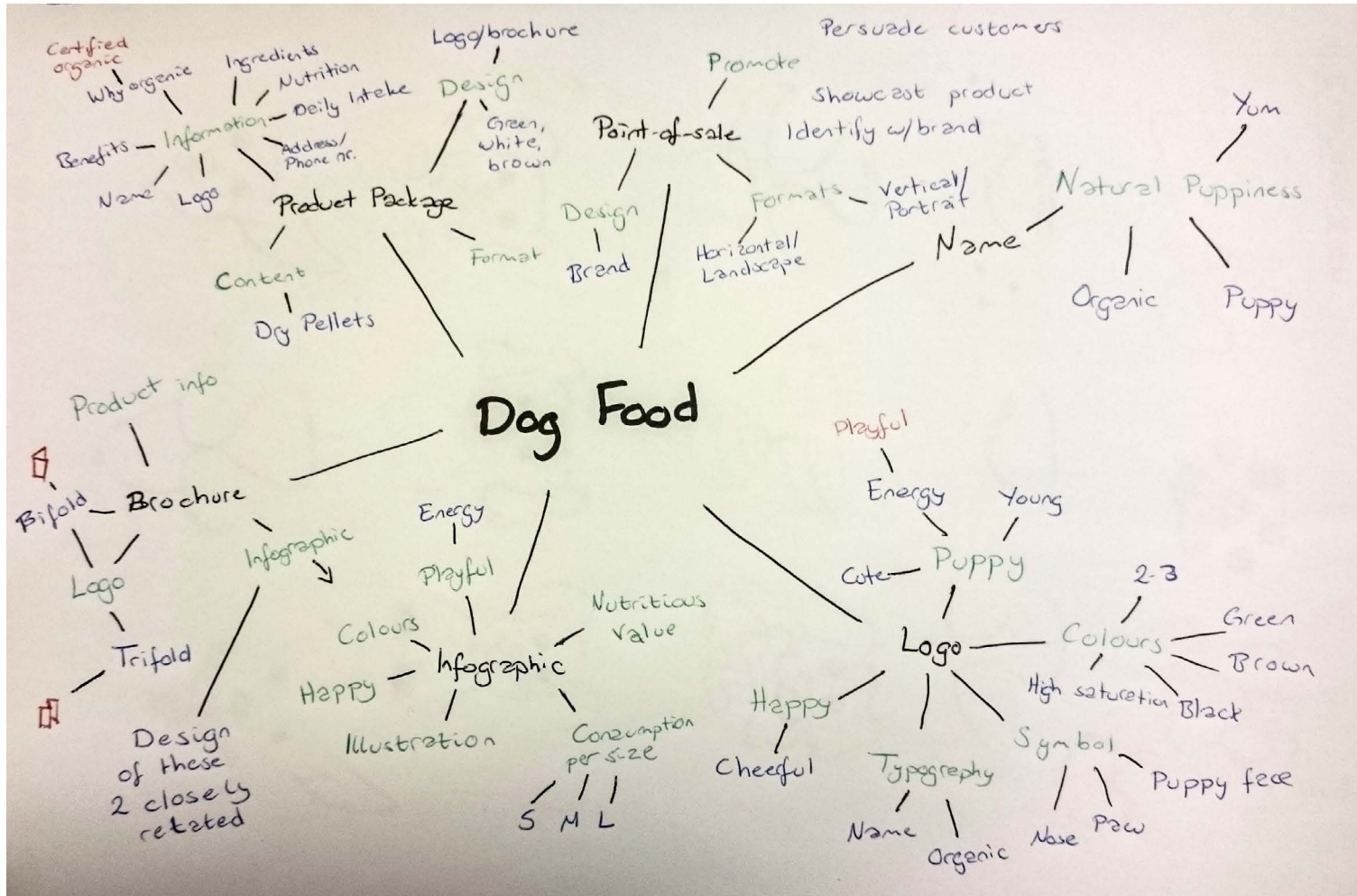
RESEARCH AND WORK PROCESS

Research and Analysis

Name - I called my brand Natural Puppiness. *UrbanDictionary's* defines the word "puppiness": "The feeling of unbearable joy brought on by the appearance of puppies. A fluffy, happy feeling of adorable joy from the undisputed masters of cuteness, puppies..." I also would like to think the word can translate to a puppy "in happiness." Since it's an organic brand, I thought "Natural" fit well.

Defining Target Group - My target group are young people (in their 20's) who just bought their first puppy, and who enjoy taking their puppy outside with them. They are interested in giving their dog the best food; food that gives them energy to play outside, and that will keep them healthy.

Mind Map - I have made a mind map that I have updated every week as we have been given new activities for the assignment.

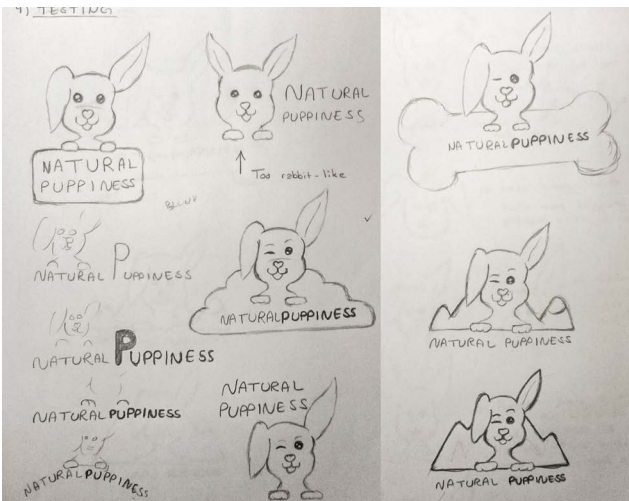
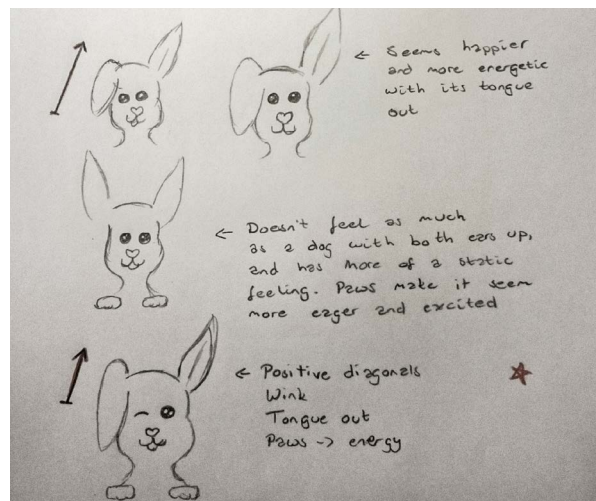
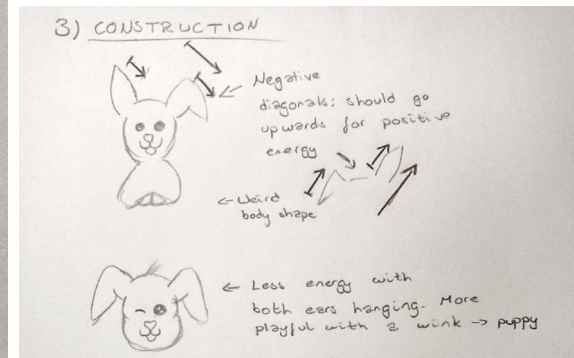
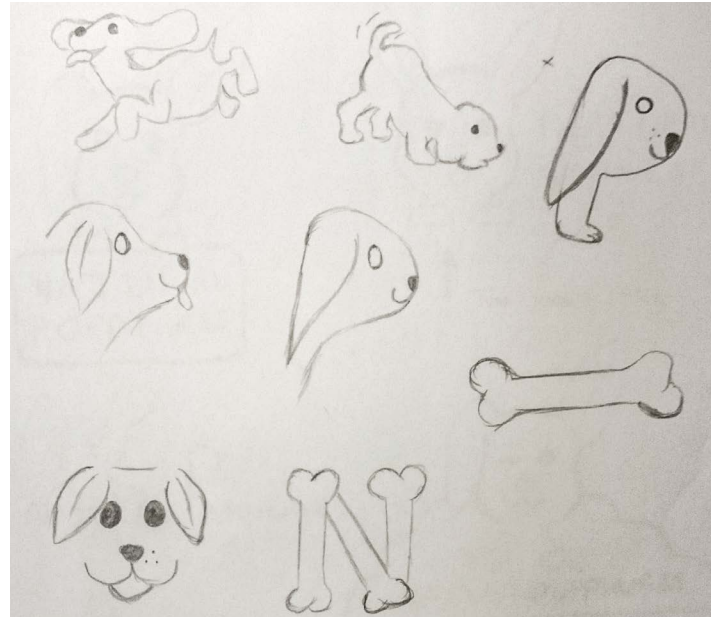
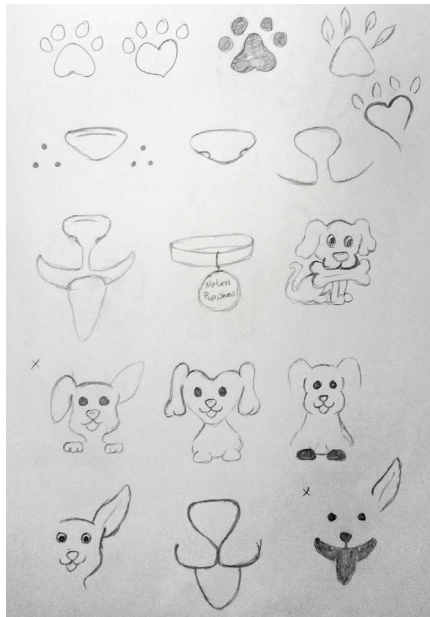


Moodboard - I have several moodboards, that I have made every time a new task has been made available. This is to get inspiration for each of the different products, as the layouts etc. have all been affected by what product it is (even though the design has been related to each other).

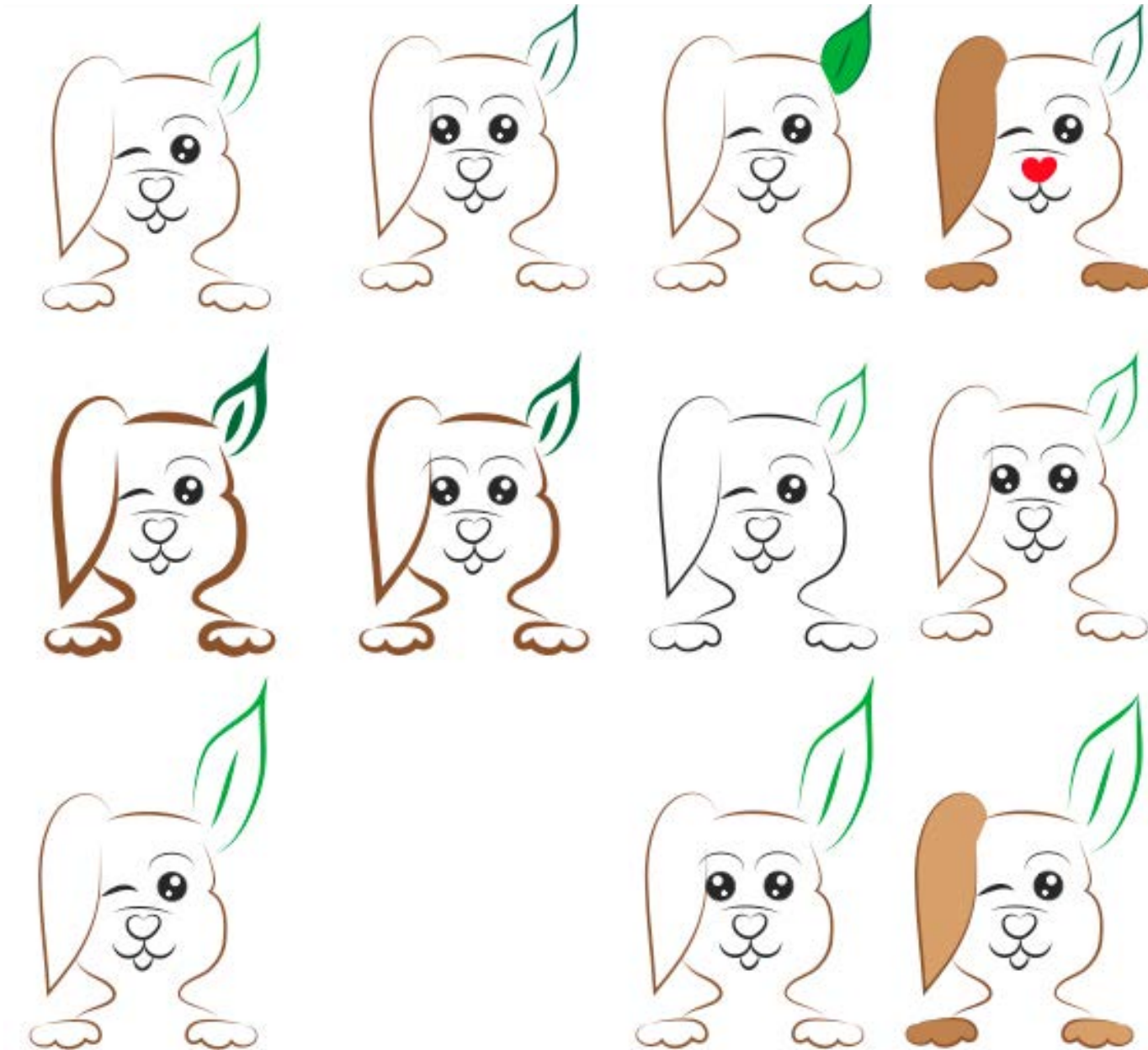


Product Design Processes

Logo - As always I began with analogous sketches. We had to follow a step-by-step guide in this process which I have put in a *PDF file here*. But after choosing the one thumbnail I liked the most, I went on to constructing and testing this until I had a design I was rather happy with.



Moving this idea over to Illustrator I refined it – tried out different widths of the strokes, colours, fonts and text placements. Then, with some feedback from Moodle I ended up with a result that I think really suits my brand.



I kept the logo simple, and with thin, organic lines. I also tried giving the puppy a playful look by having it wink, and one of the ears is meant to represent a leaf to underline the point of it being organic food.

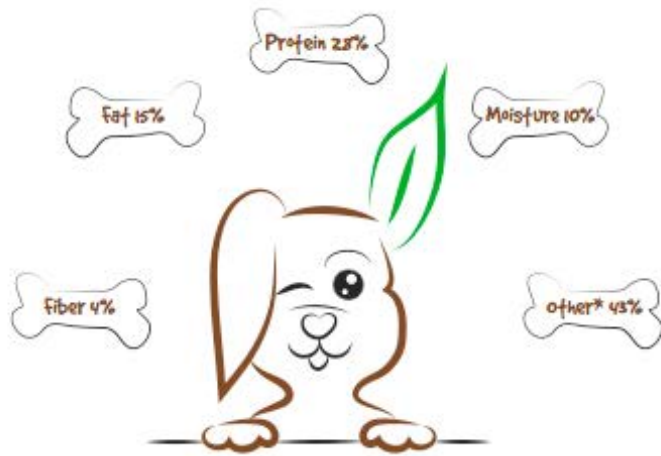
There are two versions of the logo; the primary identity with the text placed on the bottom, and the secondary identity with the text to the right. This is meant to be used in headers for example, or when there is more horizontal than vertical space.



**NATURAL
PUPPINESS**

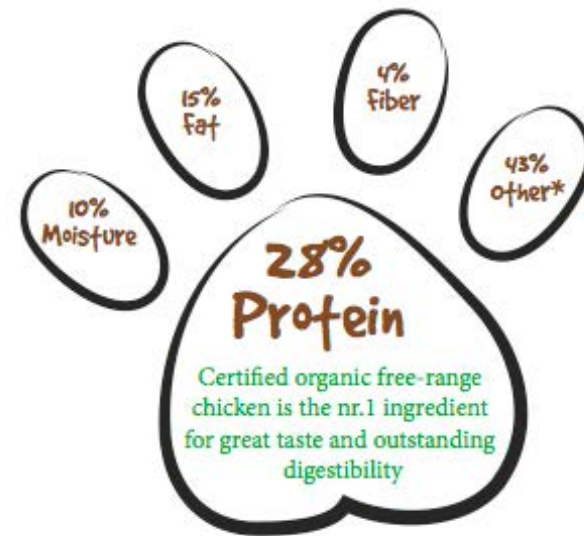


**NATURAL
PUPPINESS**

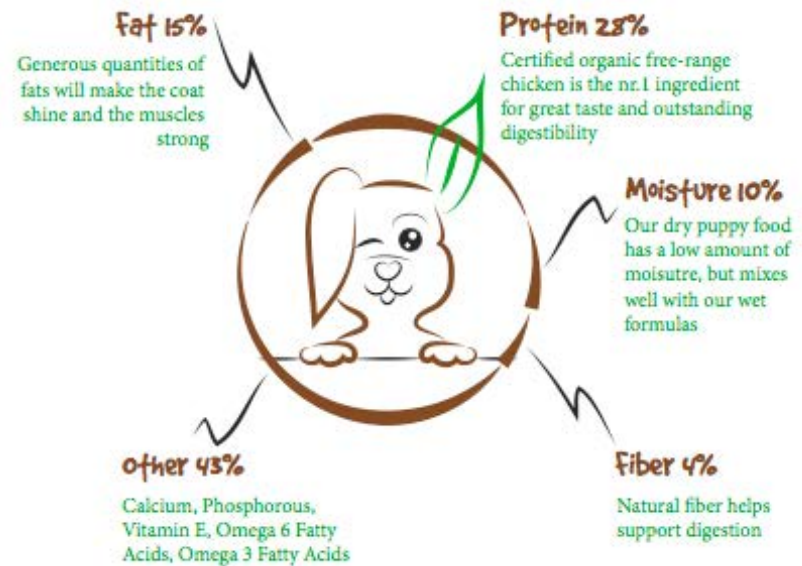
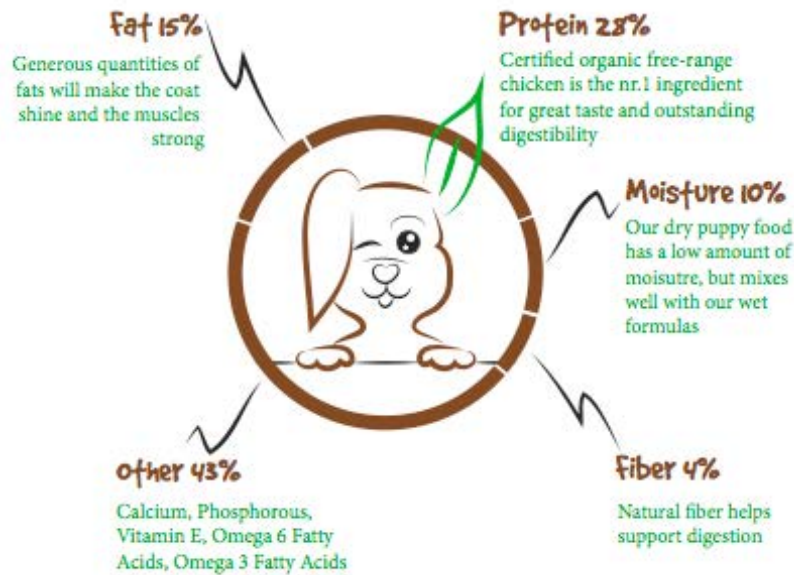


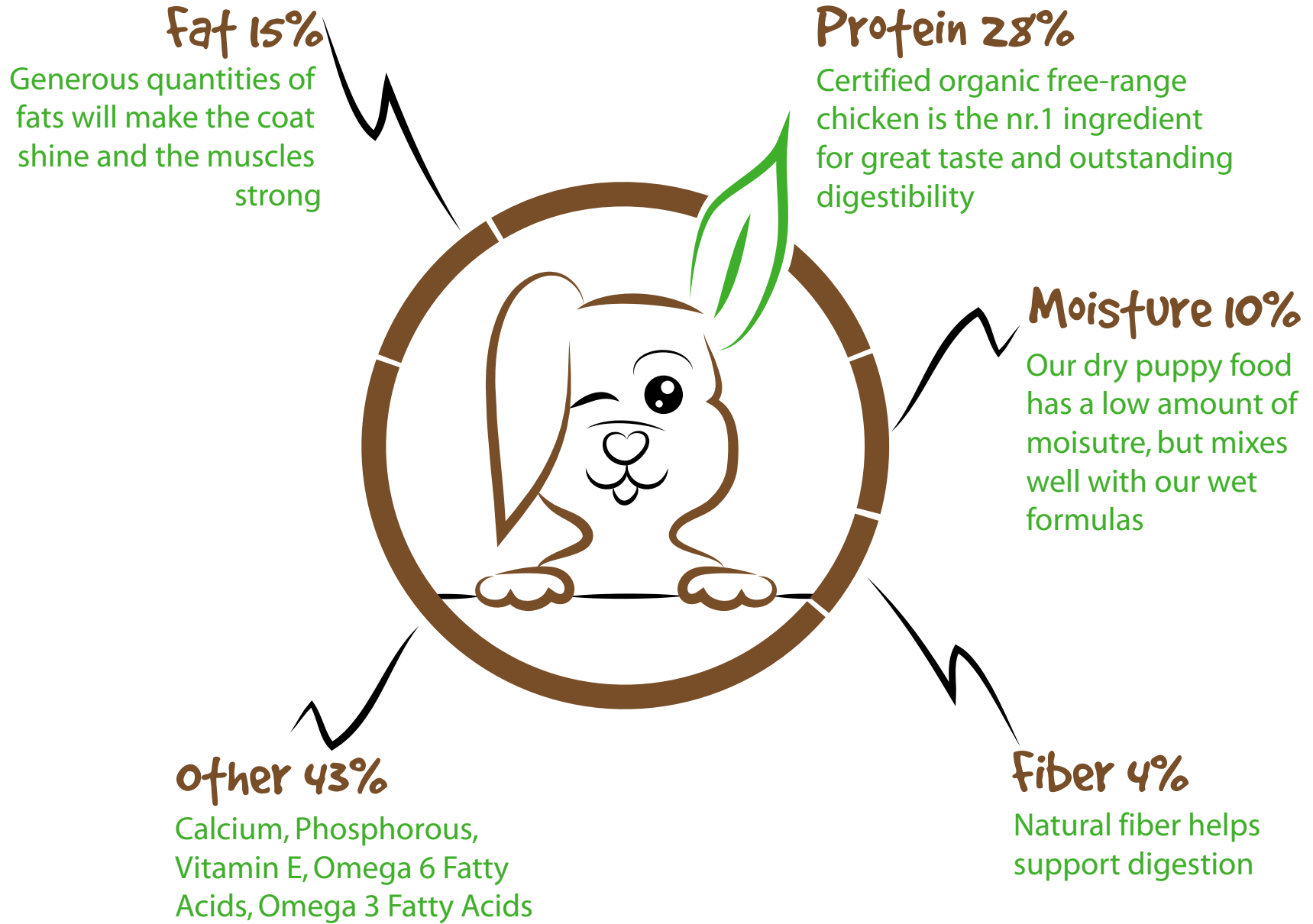
Certified organic free-range chicken is the nr.1 ingredient for great taste and outstanding digestibility

*Calcium, Phosphorous, Vitamin E, Omega 6 Fatty Acids, Omega 3 Fatty Acids




*Calcium, Phosphorous, Vitamin E, Omega 6 Fatty Acids, Omega 3 Fatty Acids






As with the nutritional values, I did analogous sketches when starting my daily intake infographic, and then moved over to Illustrator.

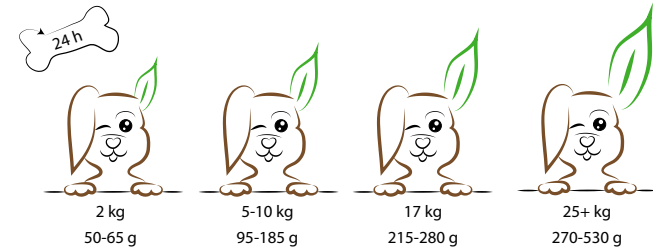






	Body weight	2 months	3 months	4 months	5 months	6 months
Toy	2 kg	50	60	60	60	65
Small	5-10 kg	95-155	110-180	115-195	115-190	110-185
Medium	17 kg	215	265	285	285	280
Large	25+ kg	270-580	350-670	375-685	375-625	370-530



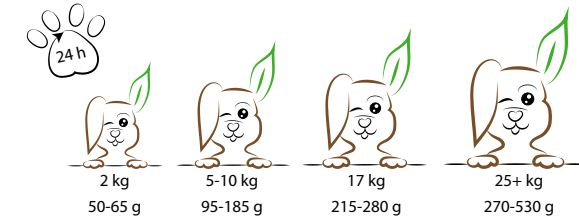

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Small	5-10 kg	95-155	110-180	115-195	115-190	110-185
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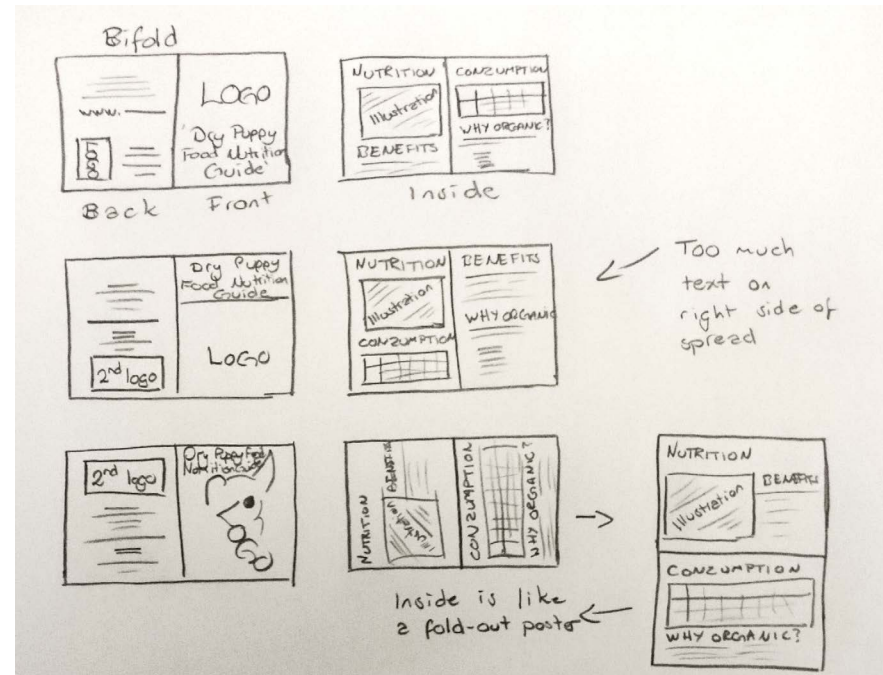



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Small	5-10 kg	95-155	110-180	115-195	115-190	110-185
Medium	17 kg	215	265	285	285	280
Large	25+ kg	270-580	350-670	375-685	375-625	370-530

I decided to go with the graph with a "24 hour" paw to expand the brand a little and use some new elements. I also like how the inside of the paw shapes an arrow.

Brochure - Finally having my infographics done I looked at the brochure and its layout and design. Being recommended to do a bifold brochure, I tried that and a trifold. However, with the trifold I found that the infographics didn't work well, and decided to go with a bifold.

I brought my ideas over to InDesign, found which layout I liked the best, and kept working on this. I then had a look at the design and tried out a few ideas.



LA



NATURAL PUPPINESS

Dry Puppy Food Nutrition Guide



NATURAL PUPPINESS

Natural Puppiness wants you, and most of all your puppy, to be happy. Our natural ingredients will aid you in finding the right diet for your puppy, always making sure he or she is in the best possible shape.

Be sure to check out our other formulas by dropping in at our store in Natural City or visit our website.

www.naturalpuppiness.co.uk

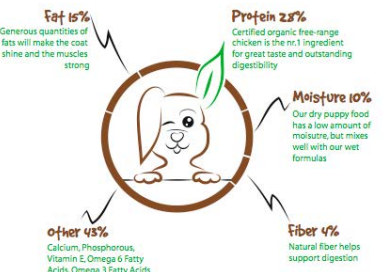
Puppiness Rd 24
Natural City, UK

mail@naturalpuppiness.com

+44 1234 567890

LB

NUTRITIONAL VALUES



Fat 15%
Generous quantities of fats will make the coat shine and the muscles strong

Protein 23%
Certified organic free-range chicken is the nr.1 ingredient for great taste and outstanding digestibility

Moisture 10%
Our dry puppy food has a low amount of moisture, but mixes well with our wet formula

Fiber 4%
Natural fiber helps support digestion

Other 43%
Calcium, Phosphorous, Vitamin E, Omega 6 Fatty Acids, Omega 3 Fatty Acids

BENEFITS

This formula provides your puppy with the nutrition needed to grow up to be strong, healthy and full of energy. Don't ever worry if your puppy is in good enough shape to bring to the mountain – with our 100% complete and balanced nutrition it always will be!

Rich in Omega 3 Fatty Acids the formula will contribute to healthy skin and coat, while the organic barley and brown rice help maintain a healthy intestinal tract.

CONSUMPTION

Daily Intake (g)

Body weight	2 months	3 months	4 months	5 months	6 months
Toy 2 kg	50	60	60	60	65
Small 5-10 kg	95-155	110-180	115-195	115-190	110-185
Medium 17 kg	215	265	285	285	280
Large 25+ kg	270-580	350-670	375-685	375-625	370-530

WHY ORGANIC?

Organic ingredients are produced in the UK without chemical pesticides, synthetic fertilizers, artificial preservatives, added growth hormones or antibiotics.

- Reduction of skin ailments and allergies
- Fewer digestive disorders
- Quality sources of exceptional nutritional value
- Better overall health and stronger immunity
- Quality of Life and Longevity

2A



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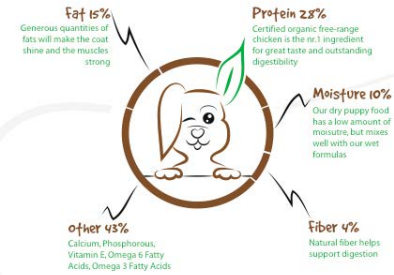
Dry Puppy Food Nutrition Guide



**NATURAL
PUPPINESS**

2B

NUTRITIONAL VALUES



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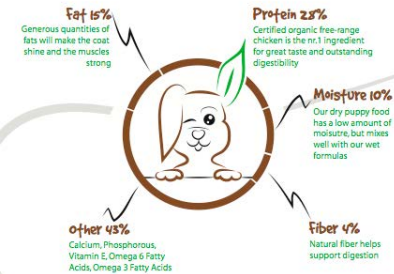
Dry Puppy Food Nutrition Guide



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3B

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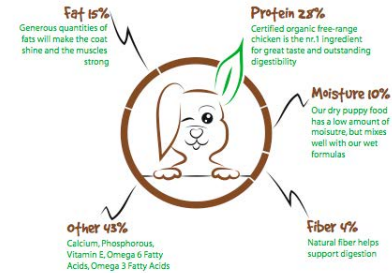
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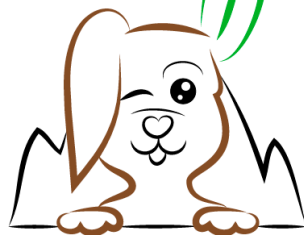
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I asked for feedback on Moodle and got a few tips that I tried out and was really happy with. Having some of the background in green now, I made a few changes to my daily intake graph to make it better visible on the green.

4A



Dry Puppy Food Nutrition Guide



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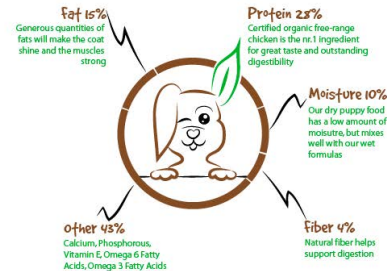
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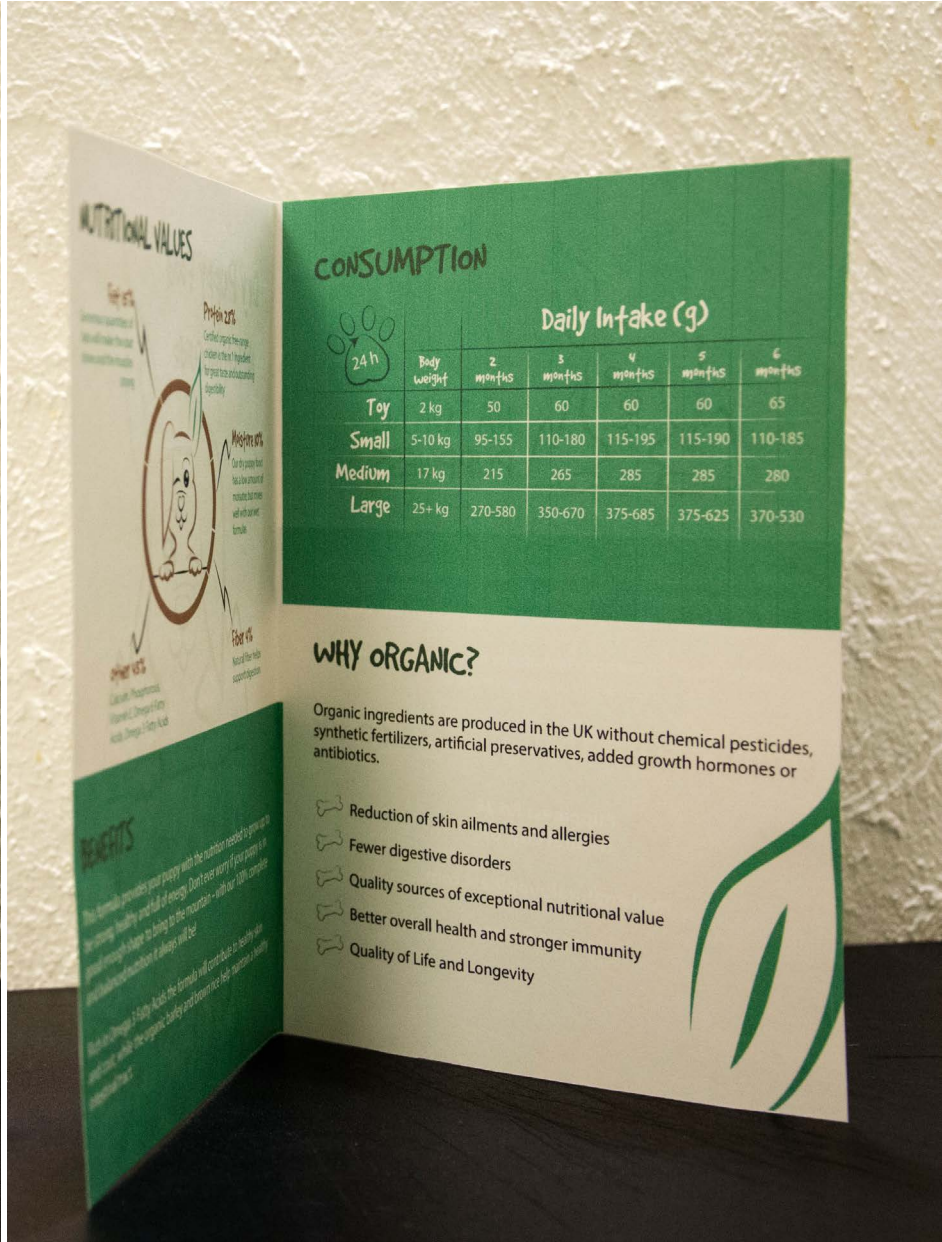
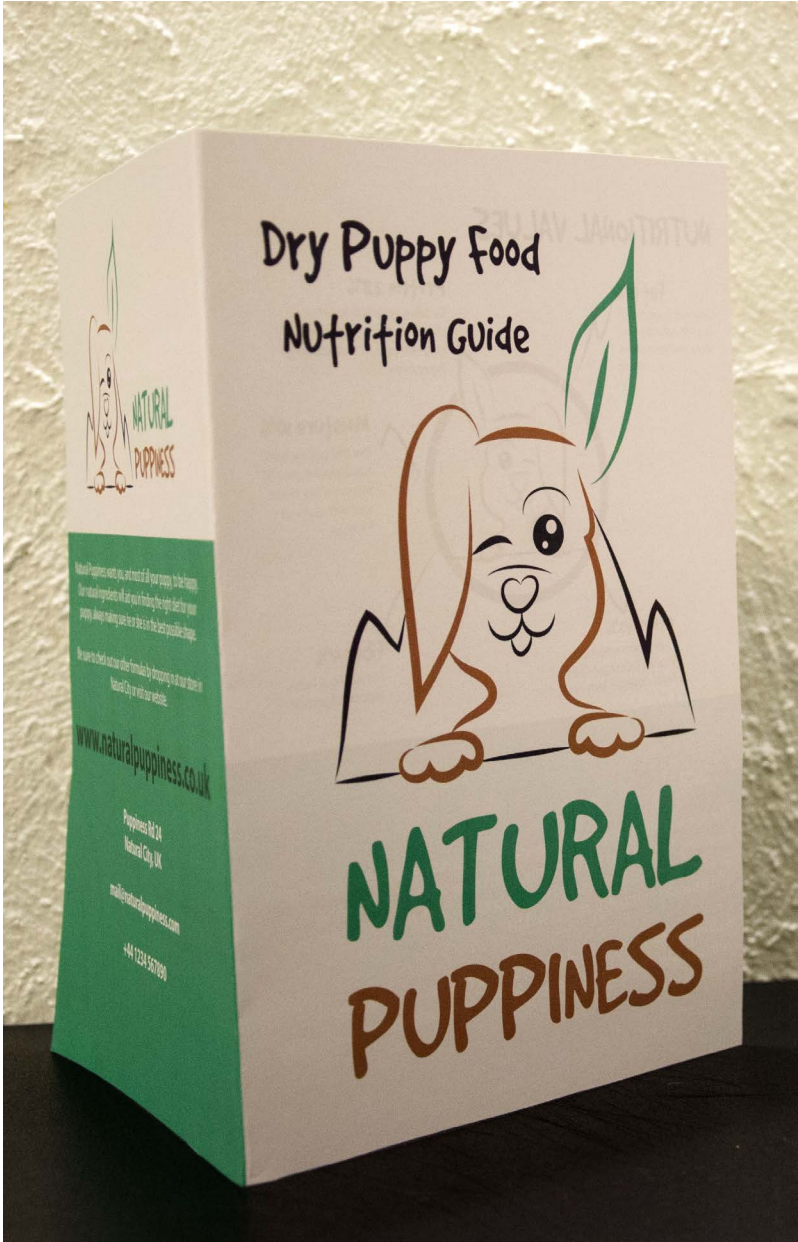
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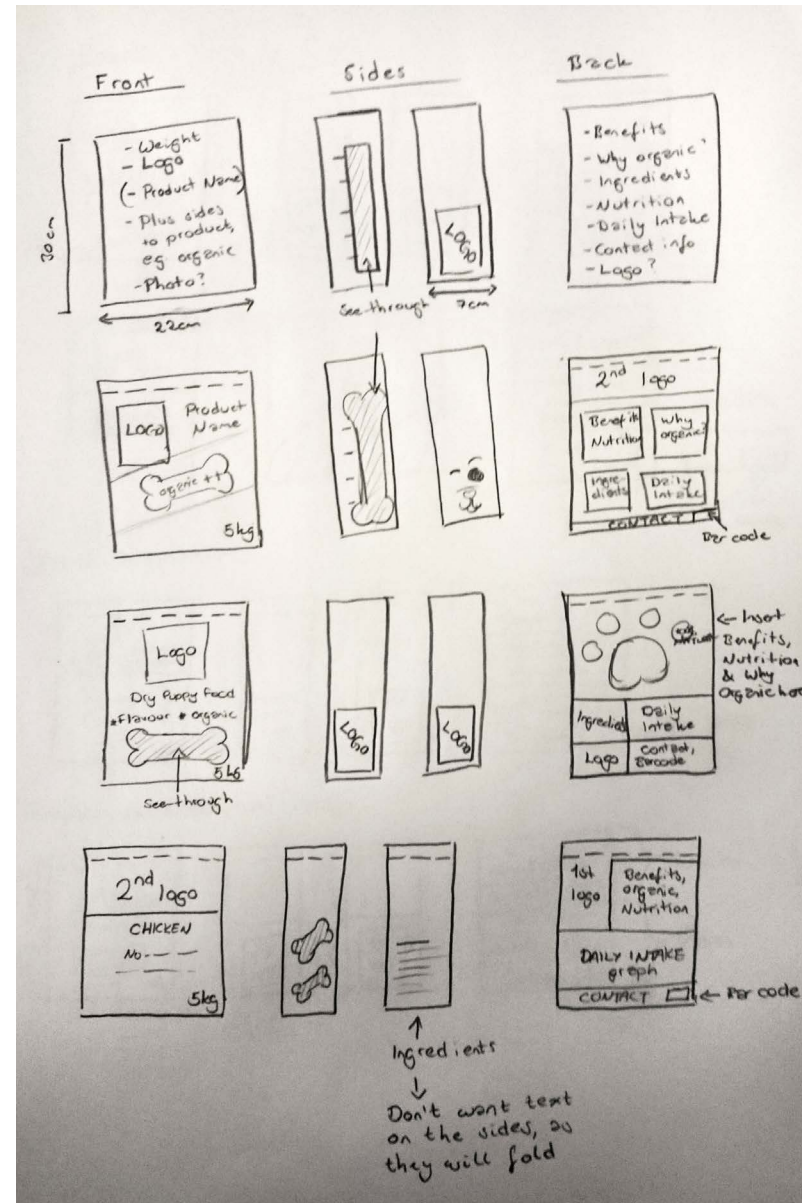
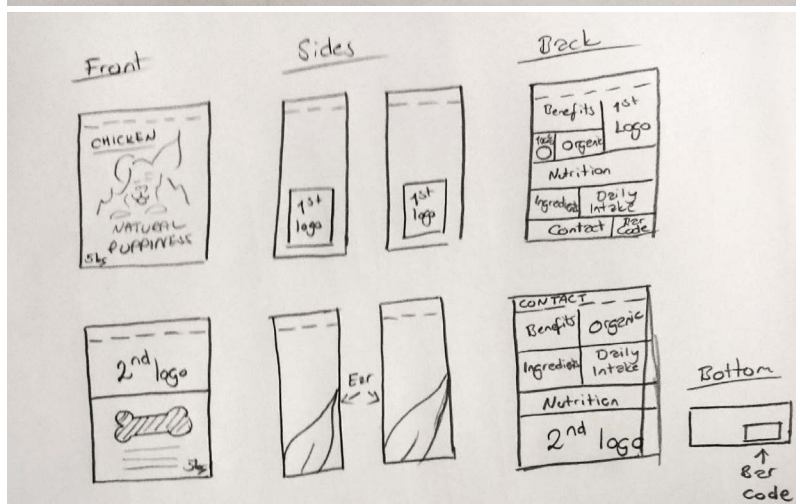
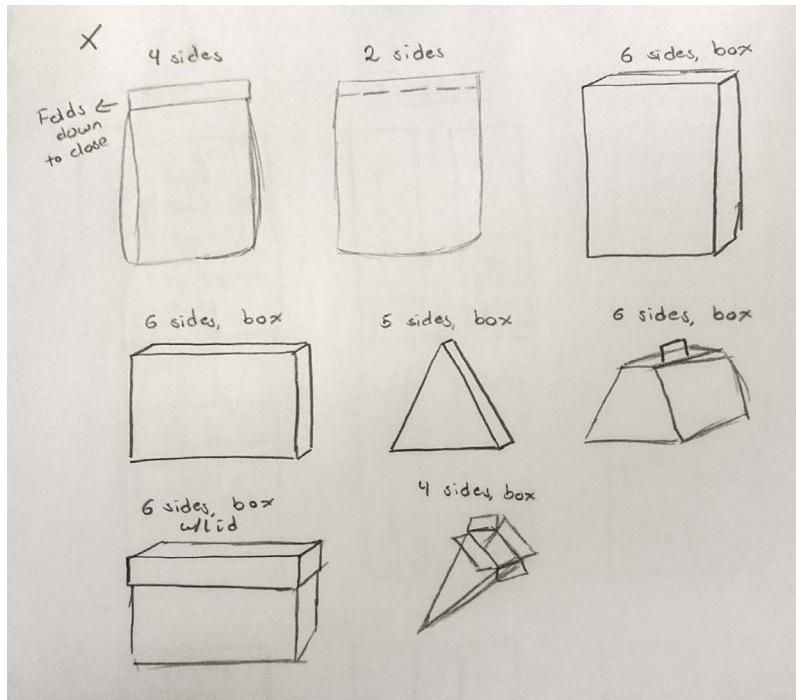
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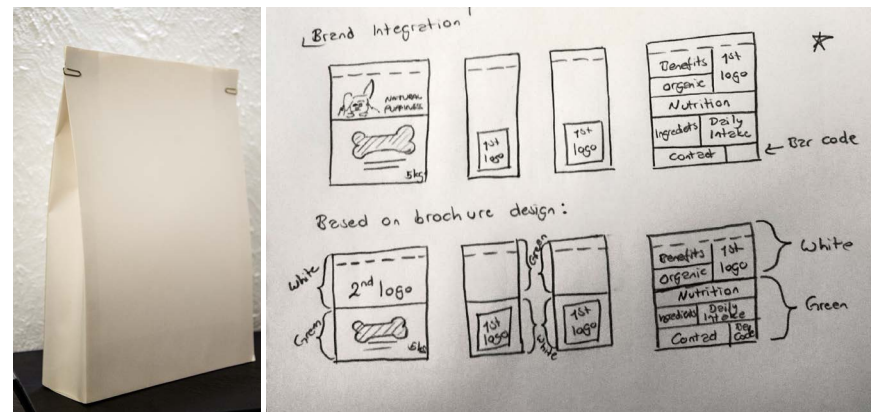
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Packaging - Since I decided my product is dry pellets (solid form), I don't need to make the packaging out of waterproof material. I would however like it to be easy to open and close with a zip lock, since it's meant to last for a little while. It needs to be strong material as I'm thinking it should be about 5 kg. My first approach was to draw thumbnails for different packaging formats, and then the layout when I had chosen the type of packaging I wanted.



Making sure the layout fit with the other elements I had already designed, I was inspired by the way I segmented the different areas in my brochure with blocks of colour. I think this made the design more interesting as there was now more going on, while also helping separating content.



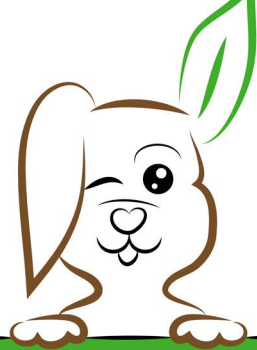
Knowing I would like to integrate some of the illustrations (bone, ear, paw), I brought my favourite idea into Illustrator. The point of having the bone on the front of the packaging is that it is see-through, so one can see the content.



When I felt happy with my design I had it printed and made a mock-up to see what it would look like in real life. I think I managed to bind this well with my other products, and that this integrates with the brand, its design and tone of voice.



With my design from other products in mind, I chose text, layout and elements to work with my point of sale elements. I decided to go with a horizontal and a vertical banner. The horizontal is to be placed on top of shelves or hanging from the roof, with one unique design on both sides. As for the vertical, there are two different layouts: they both have the same front, but unique designs on the other side, with more information. These are meant to hang on the side of a shelf, or in a larger size from the roof.

PROTEIN 28%
Certified organic free-range chicken is the nr.1 ingredient for great taste and outstanding digestibility

FAT 15 %
Generous quantities of fats will make the coat shine and the muscles strong

MOISTURE 10%
Our dry puppy food has a low amount of moisture, but mixes well with our wet formulas

FIBER 4%
Natural fiber helps support digestion

OTHER 43%
Calcium, Phosphorous, Vitamin E, Omega 6 Fatty Acids, Omega 3 Fatty Acids





NATURAL PUPPINESS



Chicken flavour

No corn, wheat or soy
Organic barley and brown rice

WHY ORGANIC?

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DESIGN CHOICES

Style/Genre

My style is quite minimalistic, and I would say it's modern and happy. It's simple in terms of not using too many elements, colours or typefaces, and having a brand identity I feel is consistent over all products.

Typography

I use two fonts: Good Dog and Myriad Pro. *Good Dog* is the font I use in the logo and in headings. This is a font by Fonthead Design, and is a happy font that well represents Natural Puppiness. *Myriad Pro*, which I use for body copy, was released in 1992 and designed by Robert Slimbach and Carol Twombly. This is a sans serif font with a humanistic treatment of letter proportions and design details.

ABCDEFGHIJKLMNopQRSTUVWXYZ

1234567890 !'#\$%&/'()=?`@*'^-.,

ABCDEFGHIJKLMNopQRSTUVWXYZ

1234567890 \$!"#\$%&/'()=?`@*'^-.,

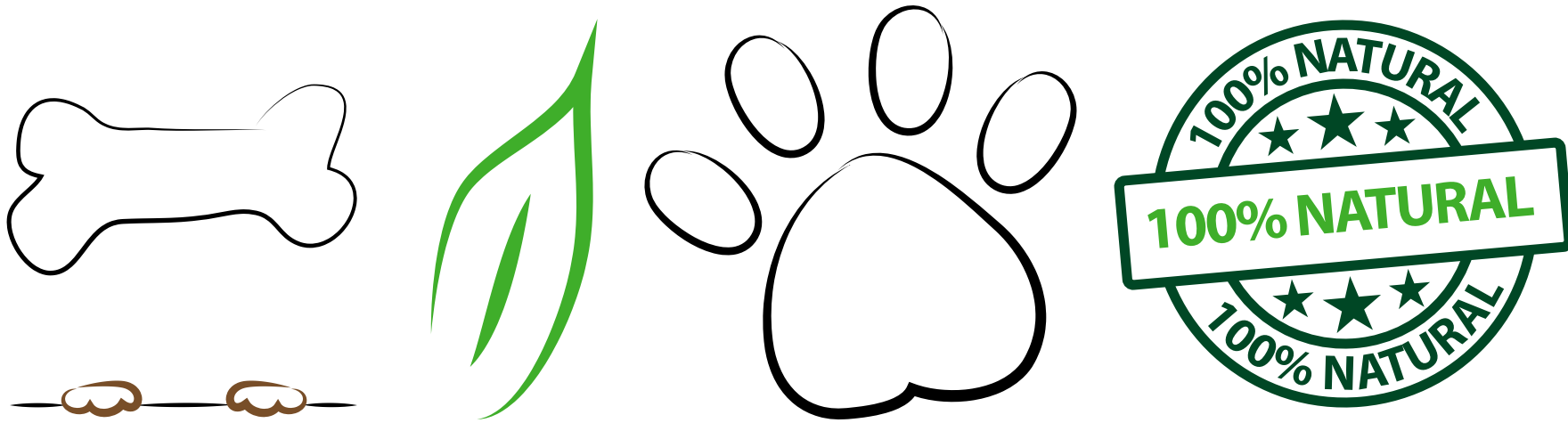
Colours

I have used three colours in addition to black and white. The two main colours are the green and the brown found in my logo, and the third a darker hue of the green. These colours being nature colours I think they represent Natural Puppiness as a brand with love for nature and quality time outdoors, as well as seeming happy.

<p>Pantone 361 C CMYK: C 73% M 0% Y 100% K 0% RGB: R 109 G 172 B 58 Web #6DAC3A</p>	<p>Pantone 463 C CMYK: C 35% M 61% Y 83% K 44% RGB: R 109 G 78 B 46 Web #6D4E2E</p>	<p>Pantone 3435 C CMYK: C 88% M 44% Y 77% K 52% RGB: R 45 G 72 B 55 Web #2D4837</p>
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Elements

My main elements are the bone, the ear, and the paw. These all have something to do with dogs, which obviously is important. When I use lines I also use the same kind of lines used in the logo. The elements all have the same kind of look and feel; being a little rough, and not having closed paths. I also made a "100% Natural" symbol, to help underline that the brand is organic.



UPDATE

Logo - I left out the mountains, since I was told they didn't actually add anything to the logo. And having changed that, I see that "less is more". The black has been made a tad brighter. The leading between the two lines of text is tighter. The line above the nose is removed to simplify more, and finally the text in the horizontal version is larger.



Brochure - I updated the logo and left aligned all the text, rather than having some left aligned and some centred.

The biggest change however is that I made the green blocks in the centre spread meet. In doing this, I swapped places for the benefits and nutritional values. Since the nutrition values look better on white (the brown doesn't work on the green), I made this block white, and thus changed the consumption block too. The good thing about this is that I could now use my original version of the consumption infographic, bringing in the brown again. This colour brings the spread better together, since the eye looks for similar colours: it now goes from the nutritional values and up (positive diagonal) to the consumption, which is great. Finally I have added some very slight natural textures to the spreads. Making the blocks of green meet made a huge change to the layout and look of the brochure, and is definitely one I'm happy with.



Packaging - I updated the logo, and increased the "chicken flavour" text on the front a little. Also removed the logo from the back and added a few smaller headings to avoid having one large area of text, and rather split it into smaller pieces with tid bits or entice the customer.



Point of Sale - I updated the logo, the name of the product is displayed on the top in the “main” horizontal element, and the logo is repeated less by bringing in an infographic.

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SELF EVALUATION

My development and work process have been consistent and thorough throughout the whole project period. It has been a fun and challenging assignment to work with, and extra exciting to be getting parts of the assignment handed out over several weeks.

I'm happy with the products I have designed. The brand is consistent in its design, colours and layouts. I also believe I have created a design that does indeed make the brand seem friendly, healthy and organic.

SOURCES AND REFERENCES

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Moodboard

<https://uk.pinterest.com/moonierh/dog-food/>

Urban Dictionary – Puppiness

<http://www.urbandictionary.com/define.php?term=puppiness>

Good Dog

<http://www.dafont.com/good-dog.font>

Myriad Pro

[https://en.wikipedia.org/wiki/Myriad_\(typeface\)](https://en.wikipedia.org/wiki/Myriad_(typeface))

Pet MD - Puppy Nutrition: What is the Best Puppy Food & More

http://www.petmd.com/dog/puppycenter/nutrition/evr_dg_the_importance_of_proper_nutrition_for_puppies

My Sweet Puppy – Top 20 Best Puppy Food

<http://mysweetpuppy.net/top-20-best-puppy-foods/>

A lot of my information has been borrowed from Castor Pollux Organix and adjusted to fit my product better.

<http://www.castorpolluxpet.com>

https://www.amazon.com/Organix-Chicken-Brown-Recipe-25-Pound/dp/B001BCOZ3E/ref=sr_1_2?s=pet-supplies&ie=UTF8&qid=1479379858&sr=1-2&keywords=Castor+Pollux

<https://www.chewy.com/castor-pollux-organix-puppy-recipe/dp/34968>

https://www.amazon.com/Castor-Pollux-Organix-Grain-Free-Potatoes/dp/B00CGICZFC/ref=sr_1_1?s=pet-supplies&ie=UTF8&qid=1479380217&sr=1-1&keywords=Castor+Pollux&refinements=p_n_feature_eleven_browse-bin%3A6514407011

Photos and Images

Bar Code

http://www.wpclipart.com/signs_symbol/business/barcodes/barcode_UPC-A_T.png

Pellets – Front of Packaging

<http://www.thehonestkitchen.com/blog/the-importance-of-pigments-in-dog-food/>

Pellets – On Presentation of Packaging

http://www.grupobynsa.com/sites/default/files/styles/shadowbox/public/productosDetalle/bynsa1-1-61_croquetas.jpg?itok=_83l8GCh

100% Natural Icon Inspiration

<http://ecoworm.co.uk>

Point of Sale Presentation

<https://fortunedotcom.files.wordpress.com/2014/11/freshpet-chiller-in-store.jpg>

Point of Sale Presentation

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Sketching Techniques, Week 3, Noroff

<https://www.noroff.no/student/fagskole/lc/dmk/1/en/dmk1/GRA102/week03/>

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Typography, Week 5, Noroff

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<https://www.noroff.no/student/fagskole/lc/dmk/1/en/dmk1/GRA110/week26/>

Visual Language, Week 27, Noroff

<https://www.noroff.no/student/fagskole/lc/dmk/1/en/dmk1/GRA110/week27/>

Packaging Design, Week 28, Noroff

<https://www.noroff.no/student/fagskole/lc/dmk/1/en/dmk1/GRA110/week28/>

Point to Sale, Week 29, Noroff

<https://www.noroff.no/student/fagskole/lc/dmk/1/en/dmk1/GRA110/week29/>

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Package Design with Illustrator, by William Everhart

<http://www.lynda.com/Illustrator-tutorials/Package-Design-Illustrator/148421-2.html>

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WEBM



webm.monikarh.com

Monika Rostad Halsan

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