**Kiril Vyukhin – Unit 43: 3D Graphics Application**

In this Unit, I was tasked with creating labels for three different flavours for an Ale company called ‘Exmoor Ales’. I began by answering three questions to understand my product. “What is my product?”, “Who is buying the product?” and “How are people buying the product?”. Once I was able to answer these questions, I had a better understanding in the Exmoor Ales brand and what my task ahead was to be.  
I then followed this up by exploring the Exmoor Ales brand that was already out there. This included the labels and the promotional material used by the company. I then decided to improve the logo by attempting a new layout for the font. I decided to stick with the Serif font to keep the upper class, premium feel and style which also could suggest a mature, older brand compared to a Sans Serif font which would suggest a modern approach which would appeal to a younger audience which I believe would not fit the target audience that Exmoor Ales already has. I settled on the original iconography of the stag along with my own choice of typography for the logo to make this improved Exmoor Ale logo.  
I then moved onto my Label Design in which I would come up with the label itself to go onto the Ale bottles. My first label design would be for Exmoor Ales' "Fox" Ale. To begin, I wanted to create a similar label layout for all three Ales and so whatever layout I would choose for the 'Fox' Ale, I would use a similar layout/style for the other two. With this - I began sketching ideas for the label and see which one would look best as the front and back label for the bottle. After settling on an idea, I switched to Adobe Illustrator to make this design real. I began by creating a fox similar to the idea I had on my label layout sketch ideas. I used the idea from my research of ‘Betty Stogs Ale’ as the style which was a simple, watercolour and comic style. Once the fox was sketched, outlined and painted, I moved onto the main label process which was completed in Adobe Photoshop. This meant adding typography to the back of the label with information, the barcode, ALC vol. along with the Ale flavour name which had to stand out. However, upon reflection, I did not like my first attempt at this label and so I went back decided to change a few things such as the name of the company being just the typography and making it much larger meaning it would be easier to read – as well as slightly improving the ‘Fox’ so it would make it look much smoother in style. To finish off, my previous make of the logo with my own font made its way onto the bottle cap which was put on in the program Adobe Dimensions. I used this program to create my mock-ups of each of the bottles and labels to be able to present my work much cleaner and better.  
With the Fox label being completed, I was able to follow the same process for the Ram and Beast labels to create it within the same style and layout to create a consistent brand and style. Using previous colours from the already made Exmoor Ale labels and adding my own twist of style into these newly made labels. Once again, using Adobe Dimensions, to show off the final work with all three Ale bottles side by side.  
I believe my final outcome answers this brief and unit as I was able to create the three labels tasked for the Exmoor Ale’s brand using the Adobe programs Photoshop, Illustrator and Dimensions to create and showcase my work. The final designs were inspired by my research of ‘Betty Stogs Ale’ which inspired the style as well as the colour schemes being inspired by the previously made Exmoor Ale labels. I enjoy my final outcome as it looks very professional and I was able to communicate and display exactly what I wanted to create from the start in my mind when I was coming up with ideas when researching and exploring the brand.  
One thing I would improve would be to explore a possible neck label as a lot of other beer/ale bottles contain which could possibly open up the idea of moving the company logo there and other information which could clean up or even give space for the label which could make things much simpler and cleaner.