

# A level Graphic Communication Summer Task

The first Design Brief you will work on in September of year 12 is the following:

**Design Brief: 'Heritage House' packaging brand.**

*The premium British retailer Whittard of Chelsea specialises in high-quality tea and coffee. Whittards are looking for creative branding for a new soon to be launched tea and coffee range including herbal infusions and flavoured chai tea's named Heritage House. The branding should reflect the culture/heritage of the country that the product ingredients originate from.*

*Choose one of the following products to create a logo, packaging and advertising poster for: black tea, fruit herbal infusions, flavoured and chai tea and or coffee.*

Your summer work relates to the research section of this project. It is important that you make good decisions as you will continue and develop your ideas during the first half term of this course.

Summer Tasks: Work to be completed on PowerPoint or Google slides.

If you need access to computers you can use the computers in my room by emailing me [jbrowning8nrp@nsix.org.uk](mailto:jbrowning8nrp@nsix.org.uk) or arrange to use the study centre by emailing Sabrina [swoodhouse4arb@nsix.org.uk](mailto:swoodhouse4arb@nsix.org.uk)

# Summer Tasks

**1. Whittards existing branding:** Explore the Whittards website <https://www.whittard.co.uk/> to gain an understanding of the different beverage products they sell.

- Present examples of Whittards existing products on a slide.
- Analyse Whittards brand style considering how they use imagery, colour and typography.

**Make a decision about which product you will design the packaging and logo for e.g.** black tea, fruit and herbal infusions, flavoured and chai tea or ground coffee etc.

**2. Exiting brand research:** Research other beverage packaging brands. Look for real/existing examples from the internet but also designers work from behance.net (Behance.net is a social media platform owned by Adobe whose main focus is to showcase and discover creative work. If you do not have an account, set one up with a personal email.)

- Select examples with interesting, varied and creative designs and present on a slide.
- Add annotative comments about the designs the strongest/ most appealing design in terms of: colour, imagery and typography.

**3. Background research:** Research where in the world the ingredients in your chosen beverage were grown and cultivated for use in the product and a little general history about the production of the product, For example Black tea is grown/cultivated in China, India, Sri Lanka and Kenya, these countries have tropical or sub-tropical climates with at least 100cm (39 inches) of rain annually and the leaves from the plant *Camellia sinensis* are often picked by hand. The first tea leaves were grown in China 5000 years ago. Use the Whittards website to find the ingredients.

- Present visual examples of the ingredients/plants on a slide.
- Include written notes about the history/background of the ingredients and their cultivation.

**4. Inspirational imagery:** Choose one of the countries that grows the ingredients for your product from your research so far and investigate its culture and heritage: art, architecture, natural landscape, plants, wildlife, well known landmarks, fashion, food, history etc.

- Present the imagery you find on one or two slides.
- Explain how the imagery you've chosen could be used to help you develop ideas for your brand of 'Heritage House' teas or coffee.

**5. Mind Map:** Having completed some research and made decisions about the product your brand will be based on, mind map your ideas for your 'Heritage House Brand'. Your map should include both written and visual ideas; key inspirational imagery, possible colour schemes, typography style ideas, references to the product you are designing e.g. examples of packaging boxes, labels, logo's etc.

**6. Recording Ideas:** Produce an A4 page of small detailed drawings of things that relate to the culture/heritage of the country you have investigated. The drawings need to be shaded or include tonal colour or detail in fineliner.

\* Consider the presentation of your work carefully e.g. Slide titles – typeface styles, slide background colours and arrangement of images.

# Examples of tasks

EXAMPLE

Task 1 Whittards existing branding Whittards



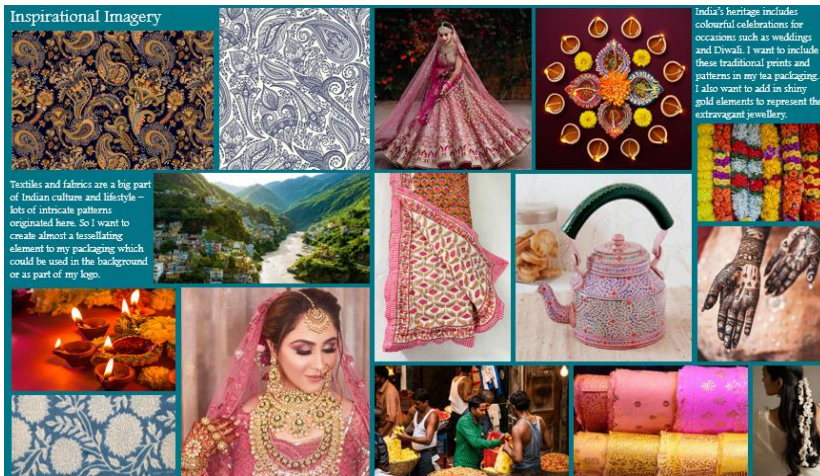
Task 2: Existing brand research



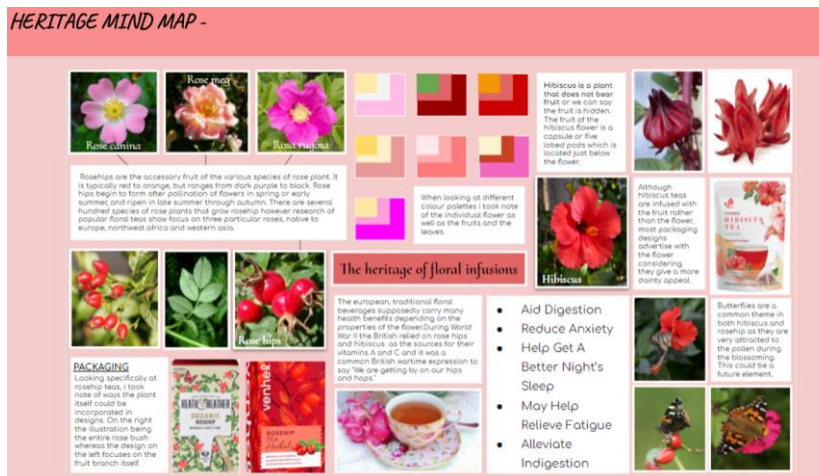
Task 3: Ingredient background research



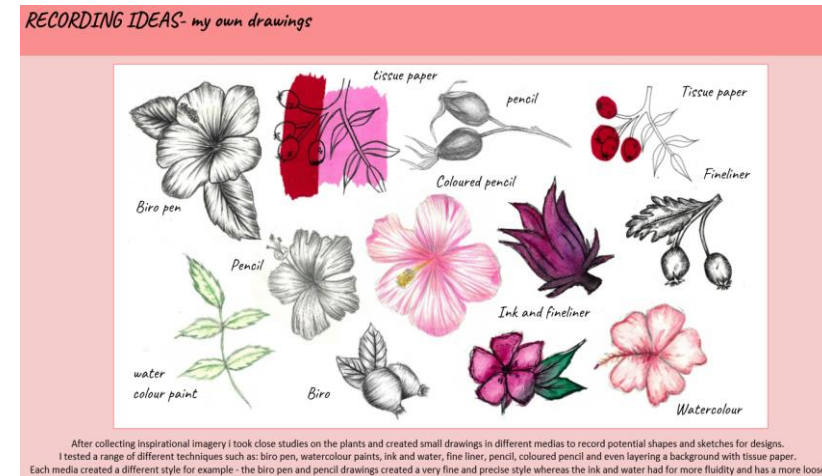
Task 4: Inspirational imagery



Task 5: mind map



Task 6: Recording ideas



# Whittards existing branding

EXAMPLE



# Tea Background

EXAMPLE



Tea is made from tea leaves which come from the common tea plant—*Camellia sinensis* -a species of flowering plant. The first tea leaves were grown in China 5000 years ago but the biggest modern producers of tea are **Kenya, Sri Lanka, India, and China**.

# Coffee Background

EXAMPLE



Coffee beans come from the coffee plant. On these coffee plants, bunches of cherries grow and inside these you'll find two coffee beans, Arabica and Robusta. These are ground to make coffee. Coffee is grown worldwide and can trace its heritage back centuries to the ancient coffee forests on the Ethiopian plateau. There, legend says the goat herder Kaldi first discovered the potential of these beloved beans. Now, Brazil, Vietnam, Colombia, Indonesia, and Ethiopia are the largest producers of coffee.



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Packaging net

Logo







*Experice cultures  
from around the world*

Whittard 1866  
**HERITAGE  
HOUSE**

Final presentation



EXAMPLE



