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ART-466 Web Design II
Professor Ryan Smith
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Final Project: Fizzi Sparkling Water Branding

For my final project, I will be using existing branding that I created during a package design class. The brand is called Fizzi, and it is a fruit-based sparkling water company. There are four sparkling water flavors that will be featured: strawberry lemonade, raspberry kiwi, blueberry peach, and orange lime. The website will feature an about page, a product/flavor page, and a contact page. The about page will contain photos of the drinks that I designed, and the product page will contain illustrations that I made for each flavor.

The audience for Fizzi includes young adults and individuals who are health-conscious. The base color scheme consists of various shades of blue, but there will also be vibrant colors that complement each flavor. There will be two typefaces, Le Havre Rounded and Coconpro, that match the logo and packaging.