

Que Wright

Design for the WWW II – ART466

<https://tigerweb.towson.edu/qwright2/www/week2/page1.html>

04/14/2026

Project 3: Research Project

For Project 3, I plan to build a website for my existing made-up brand *PHYZZ* that I produced for my Package Design class. My brand *PHYZZ* is an energy drink brand that focuses on boosting energy, mood workout intensity and strength. The brand name is a wordplay on words such as “fizz (or fizzy)”, which is based on the carbonation of the drink, “physical”, and “physique”. For the design, I decided to use FUTURA as the logo typeface and include flavors such as “zour raspberry”, “zour lemon” and “spiked punch”. The logo is a lightning bolt, which was ironically created when kerning both the Z’s together in the logo name – creating the perfect logo for the brand and idea.

In this project, I plan to incorporate fun and bright colors and styles that mirrors the brand and the vibe behind the brand. I want this to be attractive to the target audience, which is adults who are active gym-goers or working and need a pick-me-up beverage – mainly young adults. The slogan for the brand is “NO BREAKS ALLOWED!”, so I would like to emphasize that. My inspiration for the website build-up will come from brands such as Monster energy, STOK cold brew, and Red Bull. I plan to include created mockups and purchase options, as well as nutrition facts, an about page, a contact page, illustrations and slideshows. My goal is to show strong creativity and give this project my all. I would like to top my previous projects and hopefully create a portfolio-worthy site for my final to showcase with my physical mockups and brand package designs.