

Stormy Eddins

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WWW3 – Final Project

For this project, I've decided to do my project on my project from Package Design class.

Specifically, on my beverage project where we had the option of creating a pack of 4 or 6 beverages with a concept of our choosing, for that project I decided to create a water brand called 'AquaLuxe'. This concept is basically different flavored waters with fruit combos according to their corresponding solstices and equinoxes, with a matching color scheme to fit as well, and lastly each one had a corresponding box design of its own, different enough but with similar elements to tie the set together.

For this project I'm going to be focusing on making the website feel sleek and simple but detailed enough to where they get enough information about the product, such as my process in coming up with the concept and why I chose flavors I chose for the final product. Also wanting to color coat pages to match the theming that I used for the labels and things of that nature, each page managing to follow the same format so that users aren't trying to look in different areas for information. That way things can stay organized while being aesthetically pleasing and easy for the users' eyes.