

Taylor Hayes

ART466

Professor Ryan Smith

April 21<sup>st</sup>, 2026

### Final Project Proposal

I am currently taking ART483 Package Design this semester and would like to make a website about one of the projects I've worked on this semester. For our first project, we created a series of three drinks and a brand associated with it. I created "Neo Brew" an artisanal style craft brewery offering a limited-edition beer set.

For the website, I will create pages including the story behind it, the history associated with the brand design, and the beers themselves. I will attach an informal image of my finished project below so you can get an idea of the brand design. I will use the same colors in my designs on the website to ensure cohesiveness.

The design was heavily inspired by neo gothic architecture and cathedrals of the Art Nouveau period.

