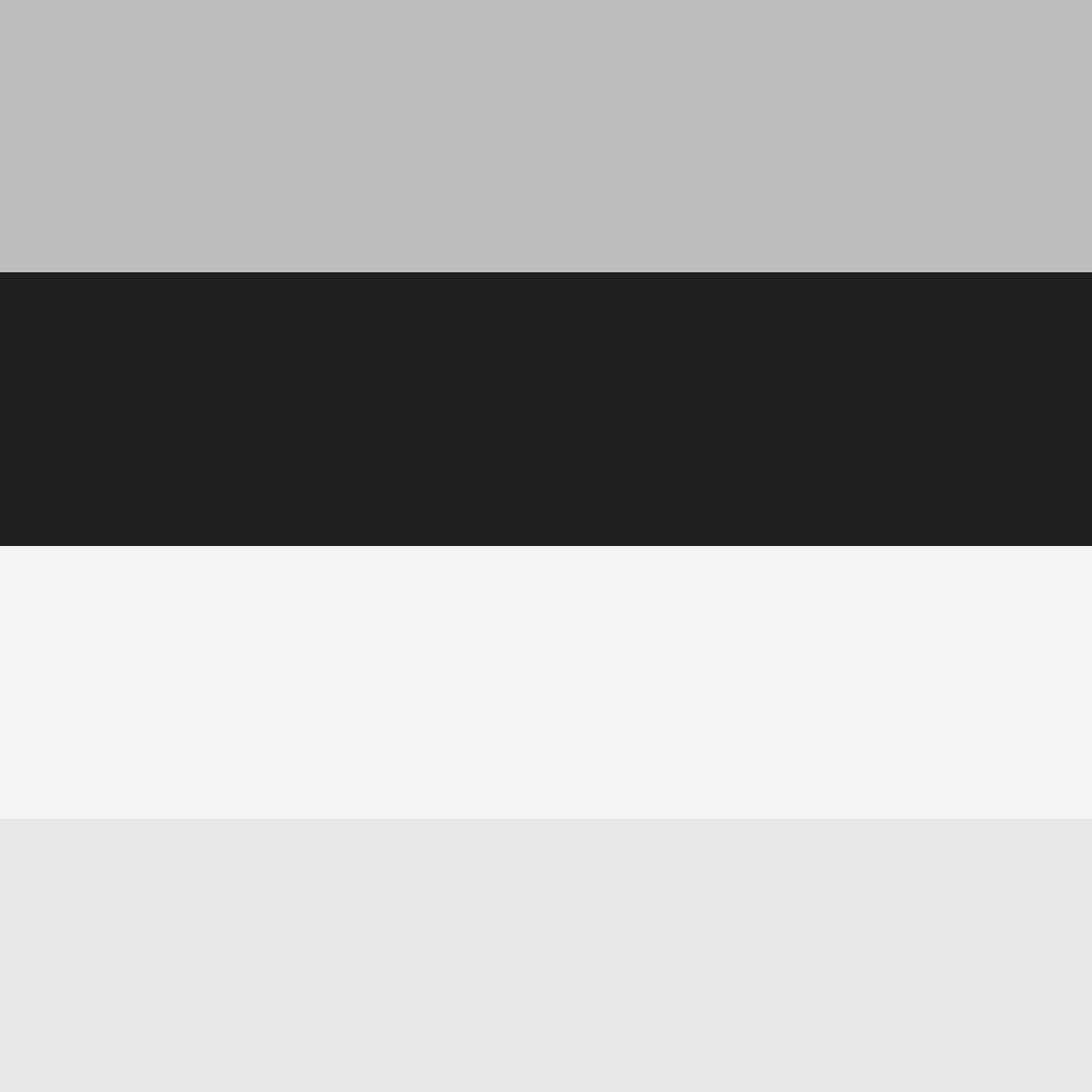


SHAUN HEINTZ // 3D DESIGN // FALL 2020 // TRACY ZUNIGA





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A large black arrow pointing to the right, with the word "Research" written in white, bold, sans-serif font in the center. The arrow has a jagged, sawtooth-like edge on its left side, with three prominent peaks and three valleys. The background is white.

**Research**

For this project, I was assigned the task of creating two different cans. One that could potentially be found on a shelf and another that was limited edition.

With many people seeking a more personal touch to the products they purchase, pairing a small batch coffee company with a big name in fashion to produce a limited edition item seemed to check off all boxes.

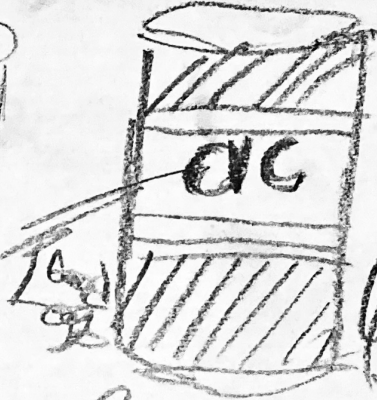
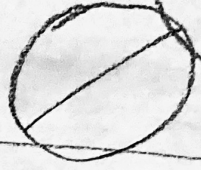
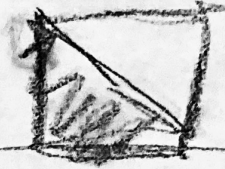
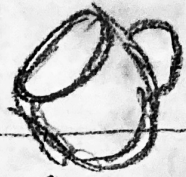
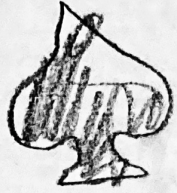
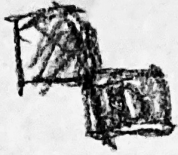
More than 300 shows involving designers big and small take place during New York fashion week. The event is attended by roughly 230,000 visitors.

Pairing the Kate Spade brand with Art Club Coffee allows for cross promotion of an established brand and an up and coming local business which is something New Yorkers especially take pride in.



**Roughs**

KATE SPADE X ART CLUB



Icons  
Grid



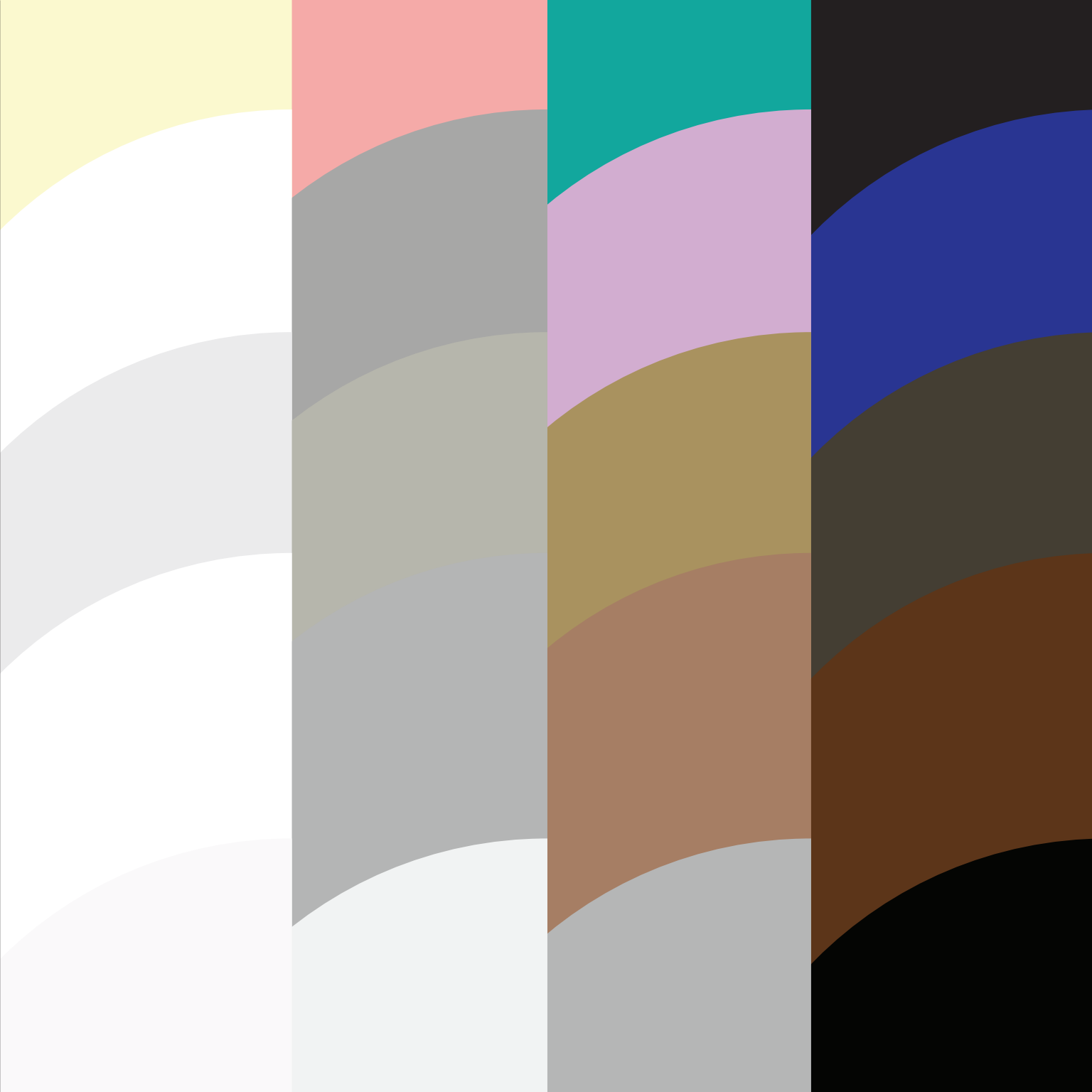
Personage?

Material  
Favorite  
style

# Color

I originally had the idea to take inspiration from *Mary Blair* color palettes. Seeing as how the surface graphics are geometric and it has a modern appearance it initially made sense. However, after thinking more in terms of branding, I thought it would be best to use more earthy tones that are much more commonly found in the coffee world.





# Logo

For a logo, I wanted to keep with the geometric look of the rest of the project. Though the logo is a simple letter mark, it is by design that it looks like a stencil. A nod to the brand's core ideals of artistry.



**ART CLUB**

# Type

I chose Futura as it's probably my favorite typeface but I also chose it again because of its geometric characteristics. I think the typeface complements the tidiness of the artwork as well.

**ART CLUB**

FUTURA

**ART CLUB**

AVENIR

**ART CLUB**

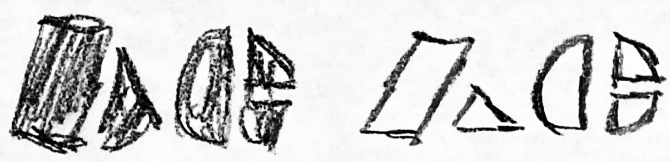
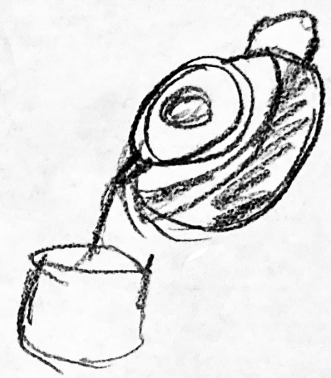
HELVETICA

**ART CLUB**

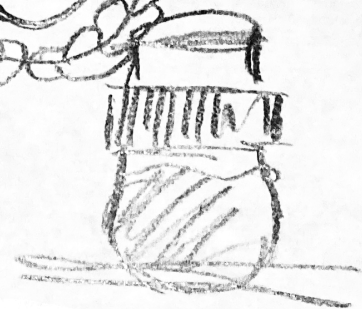
GILL SANS

AC  
a c  
COLD BREW  
COFFEE

A C A Java



Small  
batch



Artisan

art club  
Art Club  
ART CLUB

altermate?

# Surface Graphics

	% Daily Value*
<b>Total Fat</b> 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	0%
<b>Cholesterol</b> 0mg	0%
<b>Sodium</b> 0mg	0%
<b>Total Carbohydrate</b> 3g	3%
Dietary Fiber 1g	1%
Sugars 7g	
<b>Protein</b> 3g	
Vitamin A	0%
Vitamin C	0%
Calcium	0%
Iron	0%

\*Percent Daily Values are based on a diet of 2,000 calories. Your Daily Values may be higher or lower depending on your calorie needs.

ART CLUB COLD BREW BOTTLED AND BREWED IN BROOKLYN  
BY ARTISTS, FOR EVERYONE.

**AC**  
ART CLUB  
COLD BREW  
BLACK

12OZ

## Nutrition Facts

Serving Size	6oz
Servings Per Container	2
<b>Amount Per Serving</b>	
<b>Calories</b> 10	Calories from Fat 0
	% Daily Value*
<b>Total Fat</b> 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	0%
<b>Cholesterol</b> 0mg	0%
<b>Sodium</b> 0mg	0%
<b>Total Carbohydrate</b> 3g	3%
Dietary Fiber 1g	1%
Sugars 7g	
<b>Protein</b> 3g	
Vitamin A	0%
Vitamin C	0%
Calcium	0%
Iron	0%

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ART CLUB COLD BREW BOTTLED AND BREWED IN BROOKLYN  
BY ARTISTS, FOR EVERYONE.

**AC**  
ART CLUB  
COLD BREW  
MOCHA

12OZ

## Nutrition Facts

Serving Size	6oz
Servings Per Container	2
<b>Amount Per Serving</b>	
<b>Calories</b> 10	Calories from Fat 0
	% Daily Value*
<b>Total Fat</b> 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	0%
<b>Cholesterol</b> 0mg	0%
<b>Sodium</b> 0mg	0%
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ART CLUB COLD BREW BOTTLED AND BREWED IN BROOKLYN  
BY ARTISTS, FOR EVERYONE.

**AC**  
ART CLUB  
COLD BREW  
VANILLA



**KATE SPADE X ART CLUB**

NYC FASHION WEEK 2020

**LIMITED EDITION**

SMALL BATCH COLD BREW

Special edition **cold pressed espresso** brewed exclusively for New York Fashion Week 2020.

FASHION WEEK 2020

**Nutrition Facts**

Serving Size 6oz  
Servings Per Container 2

**Amount Per Serving**

**Calories 10**      Calories from Fat 0

**Total Fat** 0g      0%

Saturated Fat 0g      0%

Trans Fat 0g

**Cholesterol** 0mg      0%

**Sodium** 0mg      0%

**Total Carbohydrate** 3g      3%

Dietary Fiber 1g      1%

Sugars 7g

**Protein** 3g

Vitamin A 0%

Vitamin C 0%

Calcium 0%

Iron 0%

\*Percent Daily Values are based on a diet of 2,000 calories.

Your daily values may be higher or lower depending on your calorie needs.

**ART CLUB COLD BREW**

BOTTLED AND BREWED IN BROOKLYN BY

ARTISTS. FOR EVERYONE.



**KATE SPADE X ART CLUB**

NYC FASHION WEEK 2020

**LIMITED EDITION**

SMALL BATCH COLD BREW

Special edition **cold pressed espresso** brewed exclusively for New York Fashion Week 2020.

# Surface Graphics



Keeping with the branding, I used geometric shapes and patterns to create a clean design for the shelf can.

For the special edition can, I chose to do a clean and highly stylized illustration with pops of color similar to those that can be found in the Kate Spade brand.



ART CLUB  
COLD BREW  
BLACK

ART CLUB  
COLD BREW  
BLACK

ART CLUB  
COLD BREW  
BLACK

ART CLUB  
COLD BREW  
BLACK

ART CLUB  
COLD BREW  
BLACK

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ART CLUB  
COLD BREW  
BLACK

ART CLUB  
COLD BREW  
BLACK

ART CLUB  
COLD BREW  
BLACK

12OZ

12OZ

12OZ

12OZ

12OZ

12OZ



AC  
ART CLUB  
COLD BREW  
MOCHA

AC  
ART CLUB  
COLD BREW  
MOCHA

AC  
ART CLUB  
COLD BREW  
MOCHA

AC  
ART CLUB  
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AC  
ART CLUB  
COLD BREW  
MOCHA

AC  
ART CLUB  
COLD BREW  
MOCHA

12oz

12oz

12oz

12oz

12oz

12oz

12oz

12oz







**KATE SPADE X ART CLUB**  
NYC FASHION WEEK 2020  
**LIMITED EDITION**  
SMALL BATCH COLD BREW

Special edition **cold pressed**  
**espresso** brewed exclusively for  
New York Fashion Week 2020.



KATE SPADE X ART CLUB

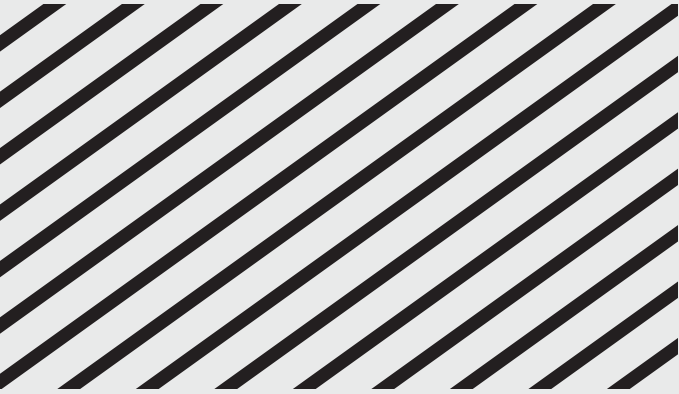
NYC FASHION WEEK 2020

LIMITED EDITION

SMALL BATCH COLD BREW

Special edition **cold pressed espresso** brewed exclusively for New York Fashion Week 2020.





# **Final Thoughts**

I did a lot of brainstorming for this project on the branding side.

Working in Illustrator and Dimensions was quite the task. Similar to designing physical 3D objects, you have to play around quite a bit with how the label sits on the can. I really enjoyed creating patterns and working with illustration to get it just right.

