



Process Book

COLLEEN DIES

Packaging Diverse Forms | Packaging | Fall 25/Spring 26

RESEARCH

Dies Colleen | Packaing Diverse Forms | Packaging | *Fall25/Spring26*

CREATIVE BRIEF

Creative Brief: Mixed Media Brewing

The goal of this project was to redesign a brand line across multiple packaging forms while maintaining a cohesive visual identity. I chose to work in the craft beer category because it is a highly competitive space with bold, expressive packaging, making it an ideal testing ground for extending a design system across different sizes and formats.

Mixed Media Brewing was developed as a fictional craft brewery whose identity is rooted in the idea of “craft” in its most literal sense. The concept explores an arts-and-crafts interpretation of craft beer, using different creative mediums as inspiration for individual beers. The challenge was to create a unified brand system that could flex across bottles, a four-pack carrier, and specialty packaging while still allowing each product to feel distinct.

The final solution focuses on strong color, playful illustration, and consistent typography to ensure shelf presence and visual impact across all forms. The design system balances bright, expressive labels with grounding elements, such as natural craft paper and controlled accent colors to maintain cohesion. This project emphasizes adaptability, consistency, and clarity across diverse packaging formats while pushing the category in a more conceptual, design-forward direction

SUBJECT RESEARCH

For the Mixed Media Brewing packaging project, I was drawn to the craft beer space because there is so much exciting design happening there right now. It's one of the few categories where almost anything goes; bold color, illustration, unexpected materials, and lots of personality. That freedom was inspiring, but also a little intimidating, because the possibilities felt wide open.

To find a way in, I started thinking about the term craft beer itself and decided to take it very literally. Instead of following familiar brewery aesthetics, I leaned into an arts-and-crafts interpretation of the word "craft." I hadn't really seen that idea explored before, which made it feel like a fun direction to push. That concept became the foundation for the beer lineup: Sequin Stout, Macramé Märzen, Tie-Dye Triple, and Watercolor Wheat, each inspired by a different craft technique. I am a big fan of alliteration, if you couldn't tell.

Color was a big priority throughout the system. I wanted the bottle labels and four-pack carrier to be bright, playful, and attention-grabbing so they could hold their own on a crowded shelf. The natural craft paper color of the four-pack holder reinforces the handmade theme (thank you, Bob), while teal and dark purple accents help ground all of the color happening on the labels. For the specialty packaging, I went in the opposite direction with a mostly black exterior and white and gold accents to give it a more elevated feel. Opening the package reveals gold glitter and bright color inside, tying everything back together and adding a little "surprise" moment that fits the spirit of the set.

DESIGN RESEARCH



I like this design because it keeps the bottle cradled and leaves space for imagery.



This design leaves the bottle label front and center while it sits on the shelf.



This design is eye catching due to the rounded shape it creates



I love this design because it really features the bottle.



simple and impactful.



fantastic minimalist design



The design on the label is eye catching



I love the illustrated nature of this packaging

DESIGN RESEARCH



I like it when bottles can be lined up to create a larger image or word.



These colors are so eye catching



I like the use of the bottle color with the mostly white package.



I am drawn to how they kept with the asian pear theme with the bottle sleeve.



The irregular shape of the label and the 3d elements elevate this design



The texture created with the cut outs makes me want to touch the bottle.



texture, again. What a unique approach.

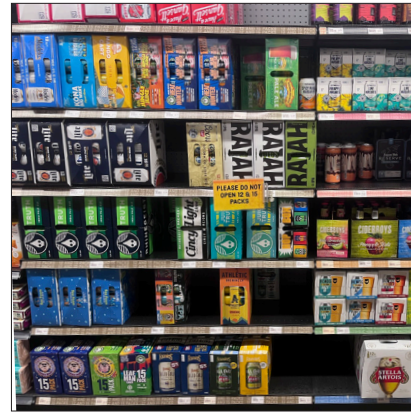


The texture and the shape of the tags and bottle echo each other.

DESIGN RESEARCH



I like the way that 6 pack can packages can command shelf space



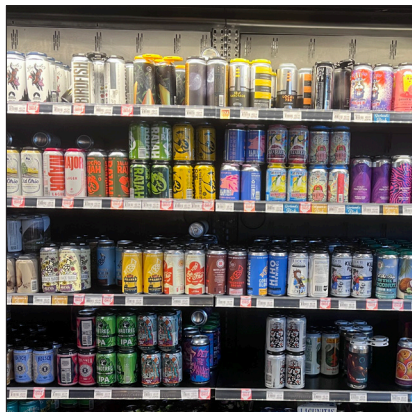
packaging must be able to be placed in any orientation to fit space demands



There is a use of very bright colors in this space



I observed many circular logo marks



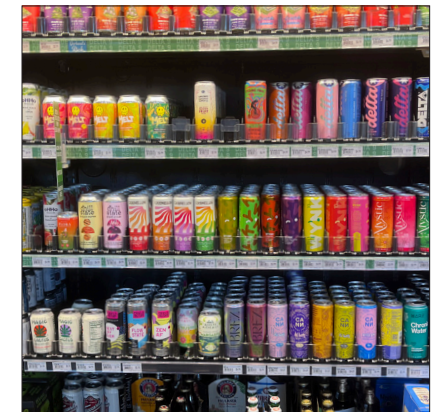
there is a lot of large vertical type



the variety in this space is amazing



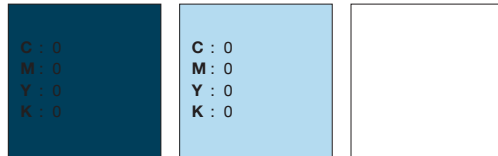
I like the triangles on the side panel of the 6 pack holders.



another similar category is adaptogen beverages.

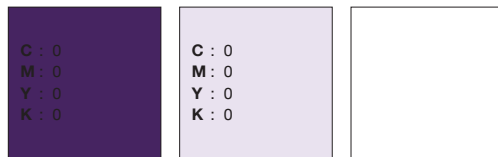
COLOR REFERENCE

Palette 1



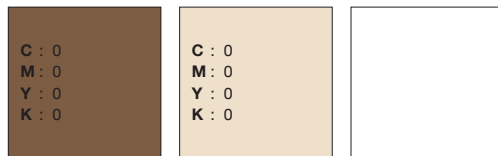
what is the reasoning behind this palette

Palette 2



what is the reasoning behind this palette

Palette 3



what is the reasoning behind this palette

Color Image Reference



I color picked the images I used in the background



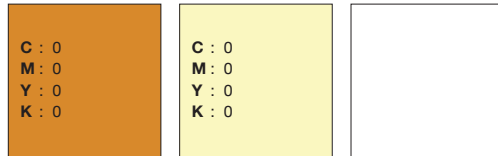
That color was used for the dark background



I used a tint of that color for the words.

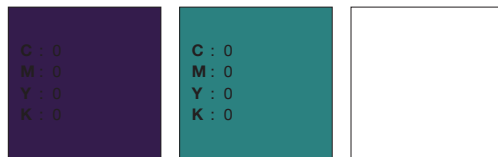
COLOR REFERENCE

Palette 1



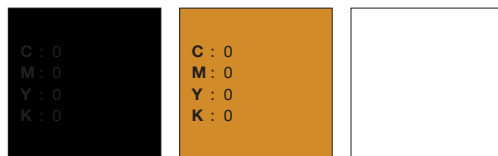
again, i color picked the label image that i used

Palette 2



The teal was a color that complimented the colors that i chose for the labels and the purple almost reads as black, but not quite.

Palette 3

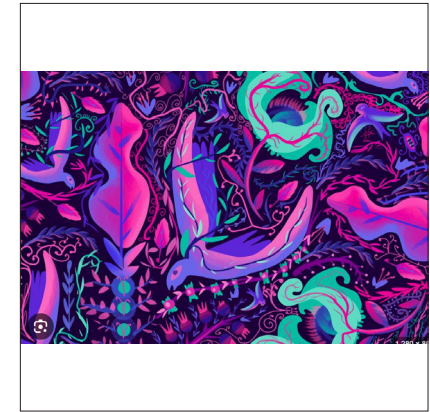


This palette reads as luxury to me, I wanted the outside of the specialty bottle to be special and set apart from the bright colors.

Color Image Reference



golden glitter



strong enough to hold its own

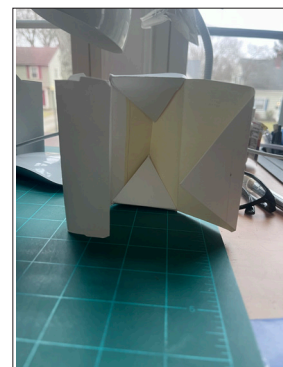
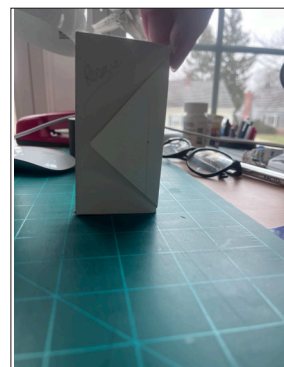
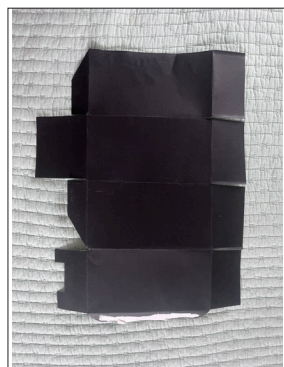
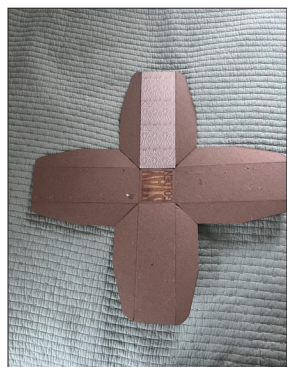
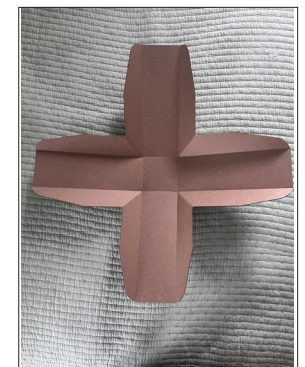
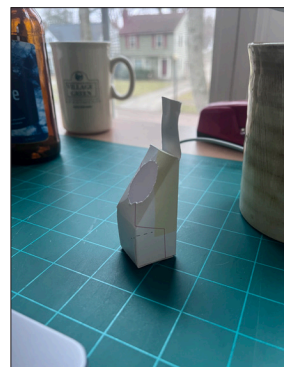
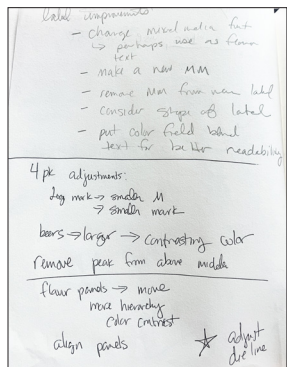
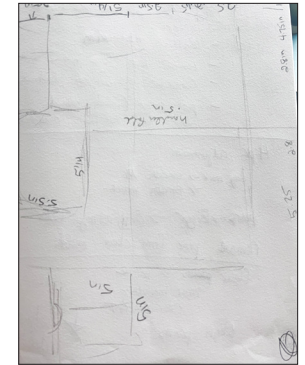
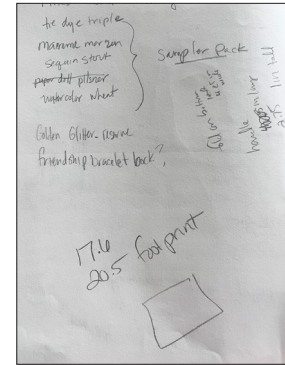
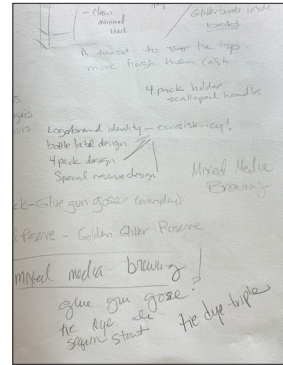
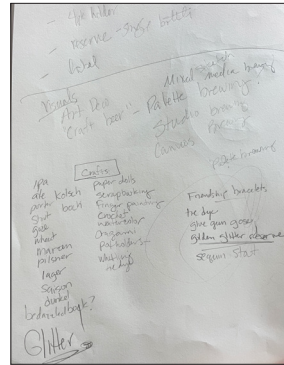
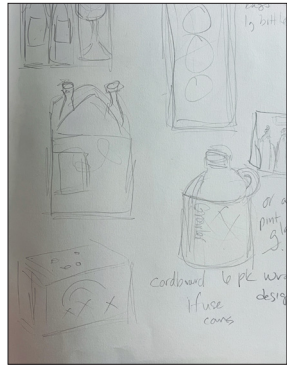


art deco luxury

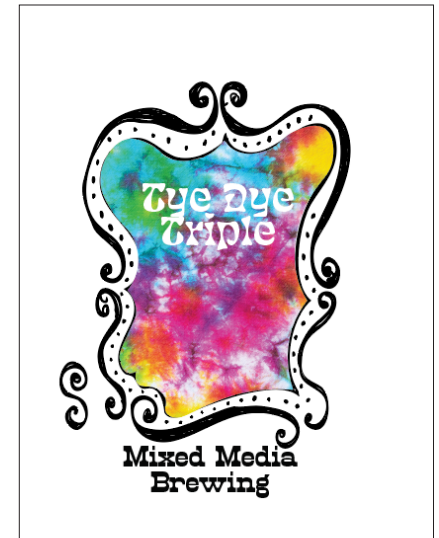
DESIGN EXPLORATIONS

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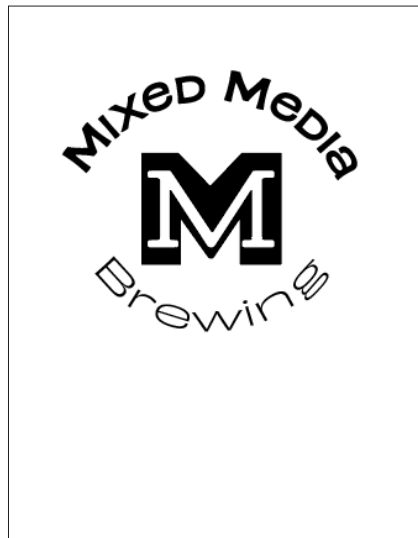
SKETCHES



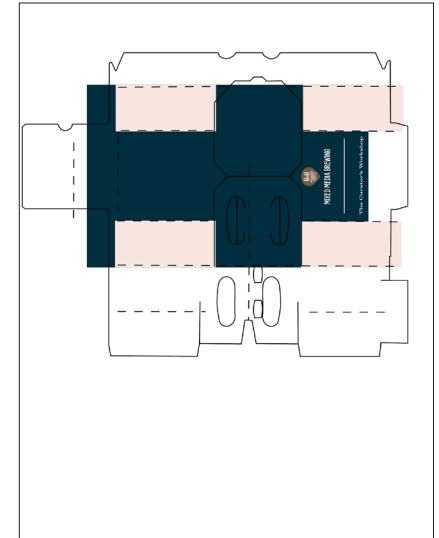
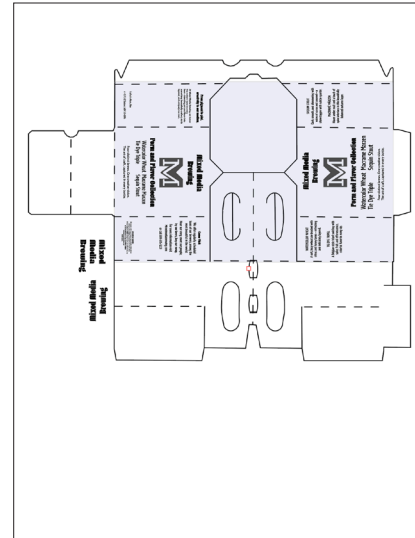
COMPUTER ROUGHS AND EARLY TYPE EXPLORATIONS



COMPUTER ROUGHS



COMPUTER ROUGHS



FINAL LAYOUTS

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FINAL LAYOUTS



FINAL LAYOUTS



FINAL LAYOUTS



FINAL LAYOUTS



FINAL MOCKED UP LAYOUTS



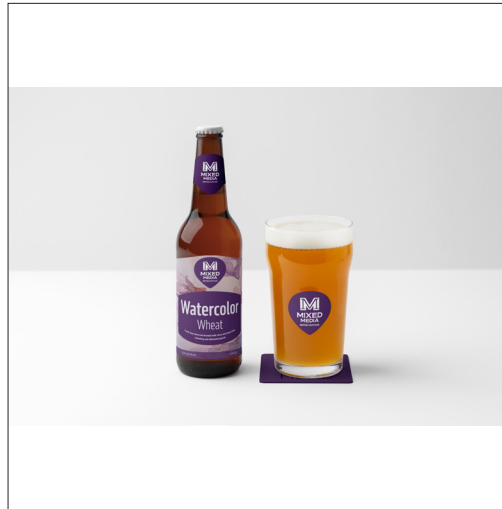
FINAL MOCKED UP LAYOUTS



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