

*Vino Vista*

## **Zac Sharman**

As a graphic designer specializing in branding, I approach the challenge of crafting a distinctive concept for a new winery in the Adelaide Hills with a focus on modernity and a touch of vintage retro flair. The objective is clear: to break away from the commonplace designs prevalent in the winery scene and establish a visual identity that demands attention.

This project revolves around creating essential elements for the winery's brand presence. The basics include a logo, wine bottle designs, aprons for a cohesive uniform, an impactful banner, and collateral such as a menu and business cards. These components are not just individual pieces but integral parts of a comprehensive strategy to position the winery as a modern yet nostalgically appealing destination for day trips.

My commitment extends beyond aesthetics to a practical emphasis on skill development. This project serves as an opportunity to expand my proficiency in Adobe apps, incorporating new tools to enhance efficiency in the design process. Moreover, it doubles as a platform to explore the intersection of graphic design and business marketing, recognizing the role of design in strategic brand positioning.

In summary, this venture is a testament to my dedication to innovation and growth as a graphic designer. The resulting folio will showcase not only my creative abilities but also my adaptability in utilizing new tools and strategies. Ultimately, the goal is to contribute to the winery's success by transforming its visual identity into a key asset that resonates with the target audience and sets it apart in a competitive market.

In developing my folio for the winery branding project, I drew inspiration from diverse sources within the graphic design community, each influencing my creative process in distinct ways.

Backbone Branding's approach to modern design has significantly impacted my vision for the winery's identity. Their expertise for reimagining traditional concepts and injecting a contemporary twist resonates with my goal of steering clear of commonplace winery aesthetics. The fish wine design, with its striking uniqueness and a minimalist grey-toned backdrop, inspired me to cultivate a modern and sophisticated visual language that sets the winery apart.

Lukasz Drozd's commitment to simplicity and elegance designs gave me great inspiration. The transparent grey background in his business card design prompted me to explore subtle yet refined backgrounds for the winery's. Lukasz's strategic use of colors in packaging, conveying information seamlessly, influenced my strategy for designing impactful wine bottles. The structured layouts in his designs motivated me to ensure clarity and coherence in my own creations.

Tegusu Inc.'s emphasis on simplicity and straightforwardness guided my exploration of a soft and inviting color palette for the winery's brand. The light and pastel colors in their designs set the tone for creating visually appealing wine bottle designs that convey

information with clarity. Their minimalist approach provided a valuable framework for developing a brand identity that is both approachable and aesthetically pleasing.

Lama Almutairi's modern designs incorporating diverse materials infusing creativity into the winery's visual elements. The use of blues and floral elements in her drink design inspired me to explore a nuanced floral touch for the winery's branding. Lama's strategic use of colors and effects, such as sand, influenced my decision-making process, steering the brand towards a modern and impactful visual identity.

These influences have shaped my design approach for the winery project, guiding my choices in color palettes, layouts, and the overall aesthetic. As a graphic designer, these various influences is a testament to the dynamic nature of the field and its continuous evolution, allowing me to craft a brand identity that is not only visually compelling but also strategically aligned with the winery's unique character.

The design work aligns with the brief, embodying a sophisticated and versatile brand identity for Vino Vista. The initial logo concepts effortlessly convey sophistication, incorporating creative elements like shadows and sketched-in designs. Menu designs showcase adaptability, from intentional minimalism to timeless black and white schemes, ensuring a visually appealing presentation. Business card designs offer various personalized options, integrating logos and thoughtful 3D effects.

Apron designs cater to different preferences, from sleek and sophisticated to vibrant and eye-catching, with personalized touches adding uniqueness. Packaging concepts exude classic sophistication, incorporating vintage elements and cohesive design elements.

Banner concepts effectively convey the brand's identity with dynamic compositions and varied color schemes. Application techniques, including a special printer and careful material considerations, showcase a cost-effective and efficient approach.

Reflecting on technique, there's a keen awareness of improvement opportunities, especially in considering higher quality methods like embroidery. Overall, the design work consistently meets the brief's objectives, presenting a cohesive and visually appealing representation of the Vino Vista brand.

Overall, the conclusion of the Vino Vista design journey is a testament to the fusion of creativity, adaptability, and a defined design belief. The diverse logo concepts, ranging from sophisticated wine bottle integrations to playful aesthetics, highlighting the adaptability for meeting the multifaceted goals outlined in the design brief. The menus and business cards reflect a subtle approach, balancing intentional minimalism with strategic color schemes, showcasing a keen understanding of visual aesthetics and brand identity. The apron designs, packaging concepts, and banners contribute to a cohesive brand, reflecting a versatile and comprehensive design language.

In my design style, as seen in the Vino Vista folio, I focus on being versatile, making designs that are both purposeful and visually appealing. Whether it's creating logos with wine bottles or creating banners. Simple menus and 3D business card effects show that I care about making designs that have a purpose beyond just looking good. Personal touches on aprons are about making a real connection. Meanwhile, in things like packaging and banners, I aim for a classic and artistic feel. Thinking about using embroidery for better

quality is part of my commitment to always improving. Altogether, these elements make up my unique design style.

In the apron designs, I aim for a hands-on connection with the audience, infusing a philosophy that values tangible experiences. The packaging leans into classic sophistication, reflecting a strong belief in timeless design principles. Dynamic compositions in banners highlight my appreciation for expressing artistry through design. Embracing a continuous improvement mindset, I explore techniques like embroidery for elevated quality, emphasizing a commitment to excellence and ongoing growth in my design approach.