

Quartz Hill Cellar

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I have always enjoyed and appreciated the design of food/beverage labels and associated graphics; I love how they can be playful, sophisticated, and creative. For my second practical project, I decided to develop a set of graphics for a new winery situated on the outskirts of Port Lincoln. My design needed a combination of symbolism and community recognition in order to appeal to a wide demographic by conveying fun and respectable sophistication.

I conducted research into Port Lincoln's current local wineries, analysing the aesthetics and contemporary elements of other graphic designers representing the backstory of the winery, subsequently noting the style, and meaning to explore during the creation of my graphics. During April's Design Trip earlier this year, I visited the studio of *KS Design*, an experienced firm located in Kensington, Adelaide. When formulating ideas for my graphics, I considered existing visual elements such as iridescent vinyl printing and organic forms inspired by the acclaimed work of KSD designer, *Julie Capurso*. During this exploration phase, I examined multiple aesthetics including traditional, abstract and minimalism, which further guided my design processes as I acquired visual/creative influences from these techniques.

During my exploration, I discovered multiple *Herb Lubalin*, an American graphic designer known for his animated typographic logo designs. I acquired influence from his techniques such as tight letter-and-line spacing, extreme kerning, and employing expressive typographic elements. I considered *Lubalin's* individual style which inspired each of my typographic concepts, linking letters and developing suitable typefaces.

Whilst undertaking research on aesthetics and creating a client portfolio, I executed three groups of experimental concepts that each achieved a minimal, eye-catching visage. I drew inspiration from the location and historic meaning of the land chosen for the winery. I implemented the address, 141 Quartz Hill Road, due to the abstract name and symbolism. My second concept was based on Matthew Flinders' original maps naming Port Lincoln's Boston Bay, "*Bay Number 10*". Finally, for my third concept, North Shields was also known for the local Aboriginal dreamtime story of the *Seven Sisters*, which I took influence as a concept. Using *Adobe Illustrator* throughout the development of each concept, I used objective image references to incorporate the visual aspects and freeform techniques to create daring and unique concept pieces.

My final solution was eventually reached, implementing crystalline quartz illustrations and a stylish typeface which achieved symbolism and local recognition. The design process proved elegant and intricate. It was of great importance that the elements represent respectable sophistication as a wine label to attract a wide demographic. I created multiple versions of the label trialling various compositions and colour arrangements, however, selected a light rose ash

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pink label with umber text in representation of a quartz mine. I believe the graphics I produced accomplished a successful and stylish solution to my client portfolio which aptly represented the winery.