

PROTOTYPE A WINE LABEL DESIGN

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I. Vardeva

Department of Computer systems and technologies,
"Prof. D-r. Asen Zlatarov" University, Burgas, Bulgaria
e-mail: ivardeva@gmail.com, ivardeva@btu.bg

ABSTRACT

Wine labelling is the primary means of communication between the producer and seller on one hand, and the purchaser and consumer on the other. Standards apply to the labeling of all pre-packaged beverages offered as such to the consumer, as well as to some aspects related to their presentation. The article presents the design of a prototype of a wine label, studying the main materials used in this industry. The printing technologies used in the industry are considered. A prototype label has been developed including a frontal variant and a back variant. A mockup of the label was made in order to present a photorealistic visualization of the development.

1. Introduction

The article presents a concept for creating a label for a bottle of wine. Design is a tool that can draw consumers' attention to products and increase sales. The creation process is different for each designer [1, 2].

2. Research

A study has been made of the most popular materials that have been used to create wine labels. A prototype wine label design is designed to withstand the conditions of an ice bucket, as wines are often offered chilled. To begin developing a prototype project like this, we prefer to start with a general constraint. For wine labels, this is usually the shape of the bottle. Bevels and composite curves can be a challenging surface for overturning, so it is chosen to avoid graphs in these areas of the bottle.

3. Results

The look, this is the distinguishing part of the product from the other products on the crowded shelves of supermarkets and helps the brand to remain in the minds of customers long after their purchase.

We will look at tips and tricks to help us ensure that the design of the product label "shines".

We need to make sure that your customer has the following before you start your design:

- Company logo

- Product details: Check if the information provided tells you what the product is, who is likely to buy it and why. Your customer must also tell you if this product is part of a series with an established design style.
- Required file types and sizes: Some customers will provide this information. If this does not happen, you can ask to contact the printer directly.
- Type of packaging: This will help you determine if you need to create a front and back label, whether the label will be waterproof
- Text
- Branding guidelines: Not all customers have, but ask if they do so you can follow the instructions.
- Preferences: Most customers have preferences for the appearance and label of the label, from shapes (square, oval, etc.) to colours. Make the most of your design time and get a clear idea from the start.

Anatomy of label design

There are many factors in the formation of the composition of the label. First, these are certain requirements regulated by law.

As with any print design, the product label must contain the three main components: trim line, bleed area and safety line.

The entire content of the design of your label must fit well in the safety line, **Figure 1** and **2** [2, 3].

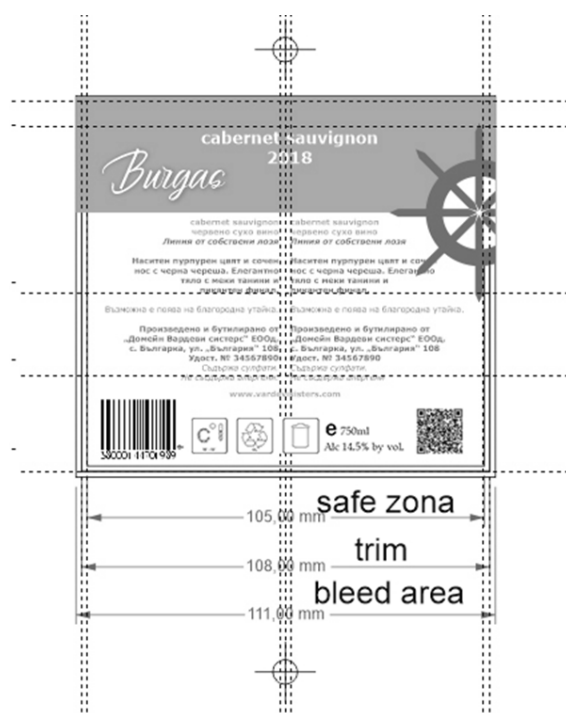
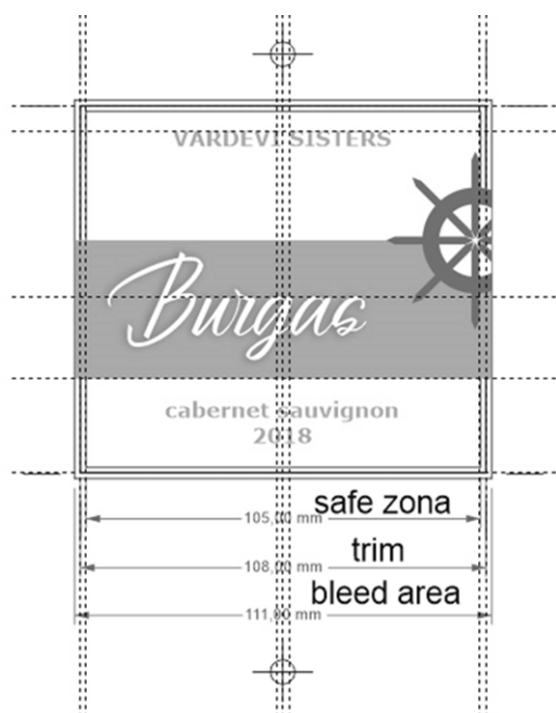


Figure 1 and Figure 2 Label design prototype

The product should always be considered as a whole, including the shape of the bottle, cap and others. Secondly, what is the ultimate goal of the label what and how it should talk about wine. This, in my opinion, determines the appearance of the product: the number of elements and their organization, the choice of fonts, illustrations and if desired by the customer, printing effects. Absolutely everything should correspond to the general idea and convey the dignity of the product to the buyer as much as possible.

The trim line is where the printer cuts your label design. The bleed area is anything that is outside the trim line. Expand the images to this area to avoid unwanted gaps in your final label design.

Design list

Make a presentation, show your design in real life: Imagine what the design of your label will look like in the places it is intended for - think about what it will look like on the supermarket shelf and in customers' homes. Will it stand out or blend in with the other products?

It's all in the details: Check three times that all-important design elements are included in the label. If the product is organic (and your customer has provided proof that it is), then you need to include the "organic" certificate in your label.

Get organized, your client will thank you for this: For the transfer, don't forget to organize your files in an easy way for the client. If you offer label designs for different packages, write them down separately and name them clearly to avoid confusion, **Figure 3**.



Figure 3 Mockup of label design

Submission of projects

Once your client has approved the final design, send him all the design files:

- Editable version of the final design (CDR, AI, PSD, PDF or EPS)
- All images for visualization on the web (JPEG or PNG);
- Link to purchase all fonts used in the design;
- Make sure all files are saved in CMYK colour mode and 300 dpi resolution.

Types of materials

It is important to find out on what pad / type of material your label design will be printed.

- Films or foils thin flexible tape made of plastic or metal
- Release liner: a sheet of plastic-based paper or foil applied during the manufacturing process used to prevent premature sticking to a sticky surface
- Textiles: a flexible material consisting of a network of natural or artificial fibers (yarn or thread)
- Paper: The different types of paper you need to look at can be light, heavy, coated, uncoated, cardboard
- Parchment: a material made of treated animal skin and used for engraving / pressing

Printing techniques

- 4-color offset: Full colour printing for high volume printing
- Digital printing: Great for small runs and short turn times
- Foil ink: A special process that uses metal foil instead of ink
- Spot colour: A colour generated by ink (pure or mixed) printed in a single print.

- The last touches made in your print
- Foil blocking: Metal, foil coatings applied by hot stamping (hot stamping)
- Embossing: Elevated textures applied to the material using heat
- Spot UV: Glossy finish applied to specific areas of the print

4. Conclusion

Packaging and label design have, over the past two centuries, burgeoned in response to an exponential rise in global commercial activity. Though packaging of some description has long been used to contain or protect products, today it is infinitely more sophisticated than at any other time in history. In the modern world, mechanization has accelerated the production of all types of goods, but also affected their packaging. Nowadays, the faster the production, the greater the need to create packaging. Supply can now expect and even exceed demand, so packaging and labels must be attractive as well as functional if products are to survive the competition [3, 4].

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