

2017 Culminating Activity: Craft Root Beer

There's nothing quite like a frosty mug of creamy, real, old fashioned root beer. Root beer has been around for hundreds of years. Most historians believe that the invention of an actual root beer recipe happened by pure accident, thanks to an inventive pharmacist, eager to create a miracle drug. In 1870, this unknown pharmacist toying with a handful of roots, berries and herbs, came up with a recipe for root beer which consisted of juniper, wintergreen, spikenard, sarsaparilla, vanilla beans, hops, dog grass, birch bark and licorice. The original drink was medicinal in nature, tasting both bitter and sweet. Even though the pharmacist offered the drink to the public as a cure-all, it was never marketed or well received.

Today, root beer is made from a mixture of flavorings, sweeteners and carbonation. Depending on the brew, bottler and manufacturer, root beer still contains a large number of herbs (burdock root, sarsaparilla root, yellow dock root, ginger root, juniper berries, wild cherry bark, birch bark, etc.), oils (anise, lemon, artificial wintergreen, etc.), sweeteners (sugar, molasses, corn sugar, fructose, aspartame, brown sugar, malt extract, etc.) and carbonation (yeast, artificial, forced carbonation.)

Companies such as A&W, Hires, Barq's and Mugs have been successful at bringing root beer to the masses. Most grocery stores stock these sodas alongside Coke and Pepsi. They are by no means premium but are a nice change from a typical cola.

With the recent success of craft beer, **craft root beer is needed** to satisfy the cravings of hipsters everywhere. Your goal is to create a premium, craft root beer that will sell in liquor stores, restaurants, bars and high-end grocery stores as a non-alcoholic option.

You are to brand this company. You decide the company name/root beer name. You decide the look and feel of the packaging and marketing material. Your target market is 19-40 year old people with excess money who wouldn't mind spending it to buy premium root beer at \$3 a bottle.

Needed Brand Elements:

- 1) *Logo*
- 2) *Bottle Label*
- 3) *Bottle Cap*
- 4) *Coaster*
- 5) *T-shirt*
- 6) *Hat (patch) (Create only if working in pairs)*
- 7) *Packaging/Box- 4 pack (Create only if working in pairs)*
- 8) *Slideshow and Short Presentation on Exam day, June 27th*

Your presentation day is **June 22nd**. I prefer not to mark anything but your presentation on this day. Please get me to mark any needed brand elements as you get them done. Use one rubric per group.

This project is your Culminating Activity and is worth 30% of your mark in this class. This can make or break your semester!!

Things to note: I will print 1 file per group on the colour inkjet printer. Maximum 24" wide. Gang all needed elements in a Photoshop document and then give it to me as a size as, 300 DPI jpg for printing. **I need this file by June 18th or I don't print it.** You can still print after this date using the laser printer or your own printer.

1) Logo

Create a vector logo for your Root Beer company using Adobe Illustrator (CMYK)

Success Criteria: Logos must be full colour and must still look good in Black and White. Logos must look good at all sizes (make sure small type or elements don't get lost) Logos must not include photographic elements, Logos must be self-contained and original.

2) Bottle Label

Create a label for the supplied bottle. The label will be printed and wrapped around the bottle so sizing is up to you. You can design the label in Photoshop or Illustrator but you eventually have to have it in Illustrator with a die line on a new layer in magenta.

Success Criteria: Include your logo, volume of your bottle in ml, ingredients and a barcode. If the file is originally done in Photoshop it must be 300 DPI, CMYK, include bleed. Print it and put on a bottle for demonstration.

3) Bottle Cap

Create a bottle cap for the supplied bottle. The bottle cap will be printed only on top of the cap.

Success Criteria: You can design the cap in Photoshop or Illustrator but you eventually have to have it in Illustrator with a die line on a new layer in magenta for the edge of the bottle cap (if your cap is 50 mm then make a circular die line that is 50 mm) If the file is originally done in Photoshop it must be 300 DPI, CMYK. Print it and put on a cap for demonstration.

4) Coaster

Create a coaster design for the supplied bottle. The coaster will be printed at a suitable size and used for promotional purposes. When someone orders your Root Beer at a restaurant it will be served on your coaster.

Success Criteria: You can design the coaster in Photoshop or Illustrator but you eventually have to have it in Illustrator with a die line on a new layer in magenta. If the file is originally done in Photoshop, it must be 300 DPI, CMYK. Print it.

5) T-shirt

Create a screen printed T-shirt design for your brand.

Success Criteria: The T-shirt design will be printed at a maximum size of 16" by 16" on one side of a shirt and used for promotional purposes. You can use up to 4 printing inks and any colour of shirt. You must design the shirt in Illustrator with a vector T-shirt template on one layer and your design on another. **All colours must be pantone.** Print it and put on a shirt for demonstration.

6) Hat patch (Create only if working in pairs)

Create a hat patch for your brand. The hat patch will be stitched on (embroidered) to a patch size of your choice.

Success Criteria: Embroidery machines only take Pantone, vector files so make sure everything is Vector and Pantone. Also make sure there is a die line in magenta on a separate layer. You are limited to 4 colours. Print it and put on a hat for demonstration.

7) Packaging Box (4 or 6 pack) (Create only if working in pairs)

Create a 4 or 6 pack package for the supplied bottle. The package will be used to transport your root beer to customers and advertise your brand. Be creative.

Success Criteria: You can design the package in Photoshop or Illustrator but you eventually have to have it in Illustrator with a magenta die line on a new layer. If the file is originally done in Photoshop it must be 300 DPI, CMYK. This must be printed at 100% and folded to hold root beer.

8) Slideshow and Short Presentation on Exam day

Create a Powerpoint or Keynote slideshow to display all your Brand's elements.

Success Criteria: Put each element on a separate slide with a short description. Test the slideshow prior to the exam day. Make sure your slide file is on the Teacher Mac computer prior to the exam day. Be creative and compelling in your presentation.

Student(s) _____, _____

2017 Culminating Activity Rubric: Craft Root Beer

		Level 4 Demonstrated a very high understanding of concepts and exceeded expectations	Level 3 Demonstrated a high understanding of concepts and met expectations	Level 2 Demonstrated considerable understanding of concepts, nearing expectations	Level 1 Demonstrated limited understanding of concepts and ideas	Not completed	
1) Logo	<ul style="list-style-type: none"> • Vector Illustrator Logo file, is set up properly • Design Skills/Professionalism • Proper print outs 	5 10 5	4 8 4	3 6 3	2 4 2	0 0 0	___ /20
2) Bottle Label	<ul style="list-style-type: none"> • Files set up properly/Instructions followed • Design Skills/Professionalism • Properly printed out and cut and put on a bottle for demonstration 	5 10 5	4 8 4	3 6 3	2 4 2	0 0 0	___ /20
3) Bottle Cap	<ul style="list-style-type: none"> • Files set up properly/Instructions followed • Design Skills/Professionalism • Properly printed out and cut and put on a cap for demonstration 	5 10 5	4 8 4	3 6 3	2 4 2	0 0 0	___ /20
4) Coaster	<ul style="list-style-type: none"> • Files set up properly/Instructions followed • Design Skills/Professionalism • Properly printed out and cut 	5 10 5	4 8 4	3 6 3	2 4 2	0 0 0	___ /20
5) T-shirt	<ul style="list-style-type: none"> • Files set up properly/Instructions followed • Design Skills/Professionalism • Properly printed out and cut 	5 10 5	4 8 4	3 6 3	2 4 2	0 0 0	___ /20
6) Hat patch*	<ul style="list-style-type: none"> • Files set up properly/Instructions followed • Design Skills/Professionalism • Properly printed out and cut and put on a hat for demonstration 	5 10 5	4 8 4	3 6 3	2 4 2	0 0 0	___ /20
7) Packaging Box*	<ul style="list-style-type: none"> • Files set up properly/Instructions followed • Box will fit and protect your root beer • Properly printed out, cut and folded 	10 10 5	8 8 4	6 6 3	4 4 2	0 0 0	___ /20
8) Slideshow & Short Presentation	<ul style="list-style-type: none"> • All projects marked before presentation date • Created a Professional slideshow with all your Craft Root Beer Brand Elements • Presentation/Professional, prepared, razzle dazzle, audience engagement 	10 10 10	8 8 8	6 6 6	4 4 4	0 0 0	___ /30

Total Mark: /

* Complete only if working in partners.