

Inside Illustration: Branding

“Illustrative food branding” w/ Kate Larsen: 18 October 2022

We encourage you to select one of the following briefs and produce up to three roughs prior to this *Inside Illustration* course session. Towards the end of the session there will be an opportunity to receive and provide constructive feedback on the roughs in small breakout groups with other attendees.

After the session, should you choose to take a rough through to final artwork, please upload it to your AOI Folio and let us know via email: derek@theaoi.com

Deadline for final artwork: 18 November 2022

We will feature a selection of finished artworks in a curated Folio, which the AOI will showcase via our socials and newsletter.

Feel free to also tag [@theaoi](https://twitter.com/theaoi) into roughs and/or final artwork posts on your socials.

We're looking forward to seeing what you create!

Briefs set by illustrator [Kate Larsen](#). Please watch the briefing video [here](#).

Please find templates, relating to these briefs [here](#).

Brief 1:

Create packaging illustrations for 2 chocolate bars for Melt Chocolate, an artisan producer using coco from independent producers in Cote d'Ivoire. The bars are aimed at adult consumers who are likely to select a more unusual product, and sold in independent grocers and health shops with a £5.50 price point, and each bar has 2 main flavour ingredients:

Rosemary & Spiced Plum
Blackcurrant & Burnt Cinnamon

The illustrations should reflect the ingredients and the quality of the product..

Brief 2:

To create a packaging illustration for a new brand of crisps, called Beety, made from UK grown beetroot aimed at children/youth to encourage selection of an alternative to potato crisps. The crisps have a lower salt level than typical crisps, and are sold in higher end supermarkets and independent shops.

The illustration will cover the entire front of the pack, and need to incorporate the Beety logo and the strap line Hand cooked with UK beetroot