

MAGGIE GLEESON

PORTFOLIO PROCESS BOOK

MGG

## PROJECT BREIF

For this project a visual system will be designed for a substantive imagined brand. The goal is to create a successful system-wide solution through research, analyzation, ideation, and development of deliverables. The design should speak to a targeted audience and should have a strong concept. These deliverables can include logo system, posters, booklets, social media posts, website, packaging, etc. The purpose of project 1 is to explore the key principles of a visual system and design strategies.

# Torche

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## DESIGN CONCEPT

The Torche kit would include BBQ sauce, 2 BBQ rubs, spatula, tongs, meat knife, meat thermometer and hand mitts. The set would be advertised for all people who are new to cooking and grilling. It could be an add-on kit to buying a grill.

With a focus on the raw elements, the design will feature charcoal texture and hand drawn type. Torche is all about simplicity and raw elements when it comes to grilling. Torche hopes to reinvent grilling as not just a male dominated hobby

DESIGN PROCESS

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**TORCHE**  
**TORCHE**

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*Torche*

*Torche*

*Touche*

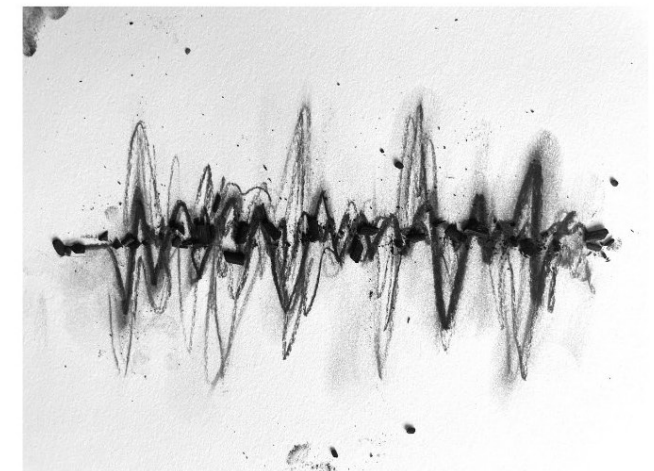
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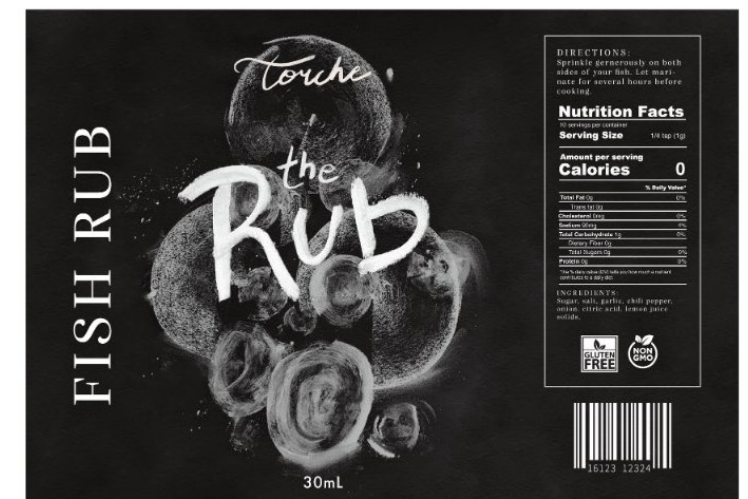
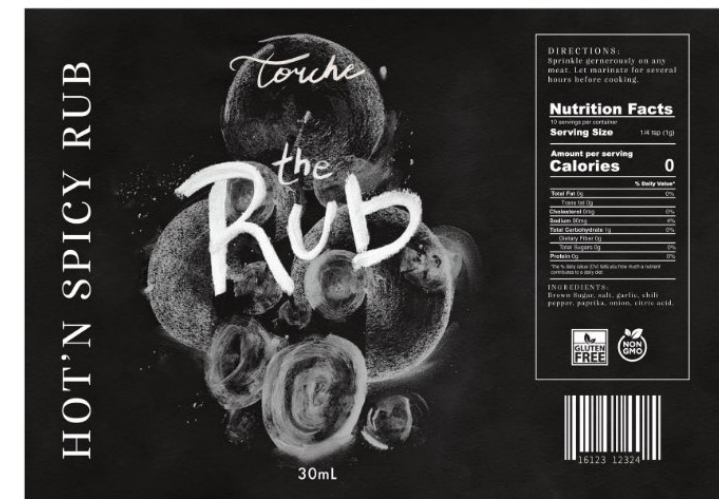
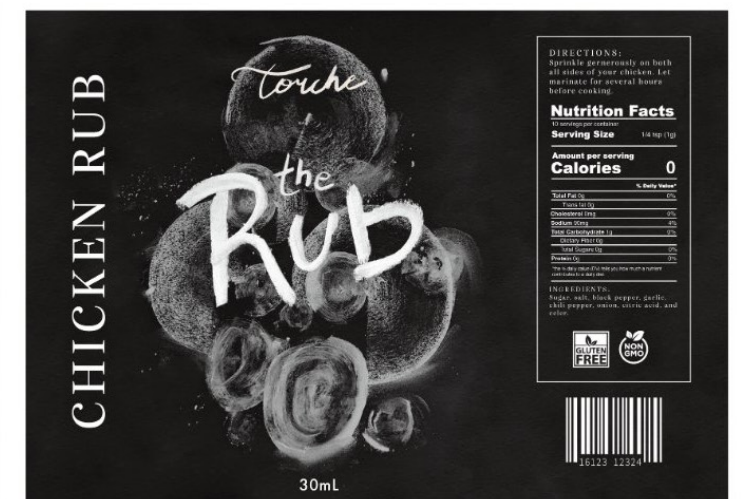
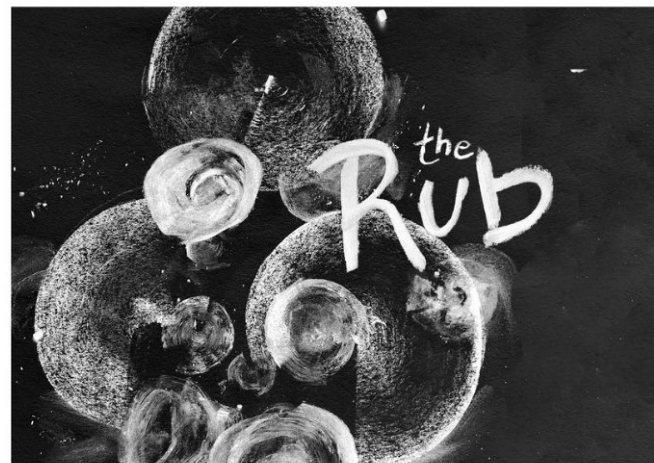
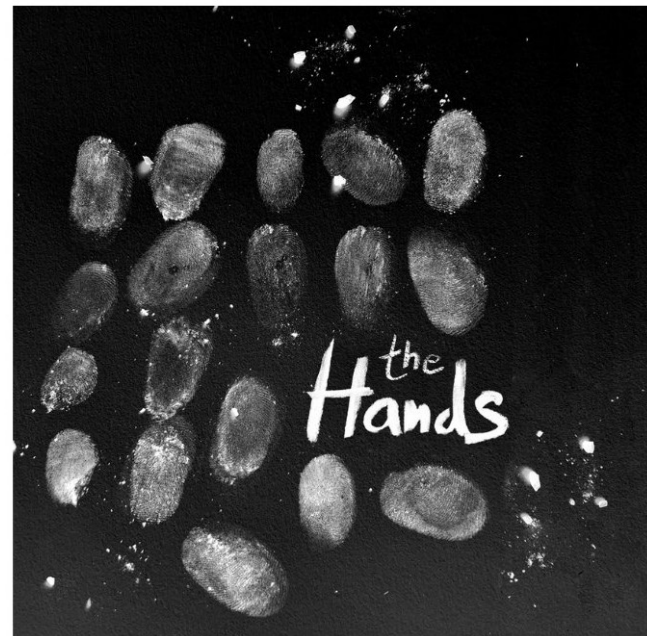
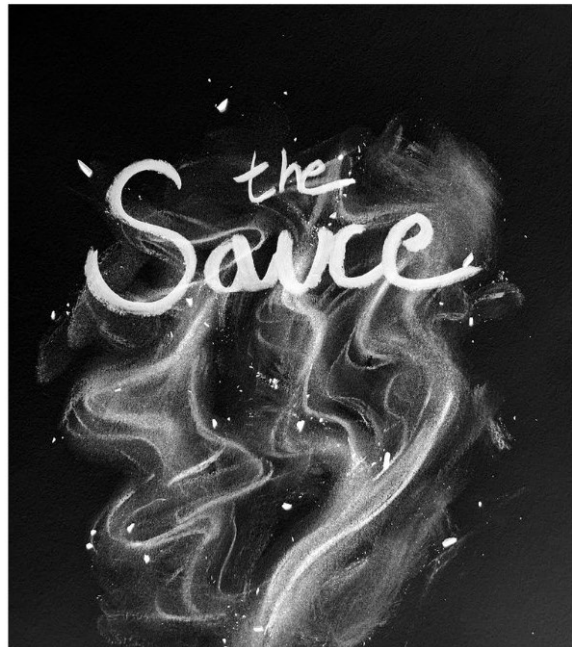
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DESIGN PROCESS



LABEL DESIGN

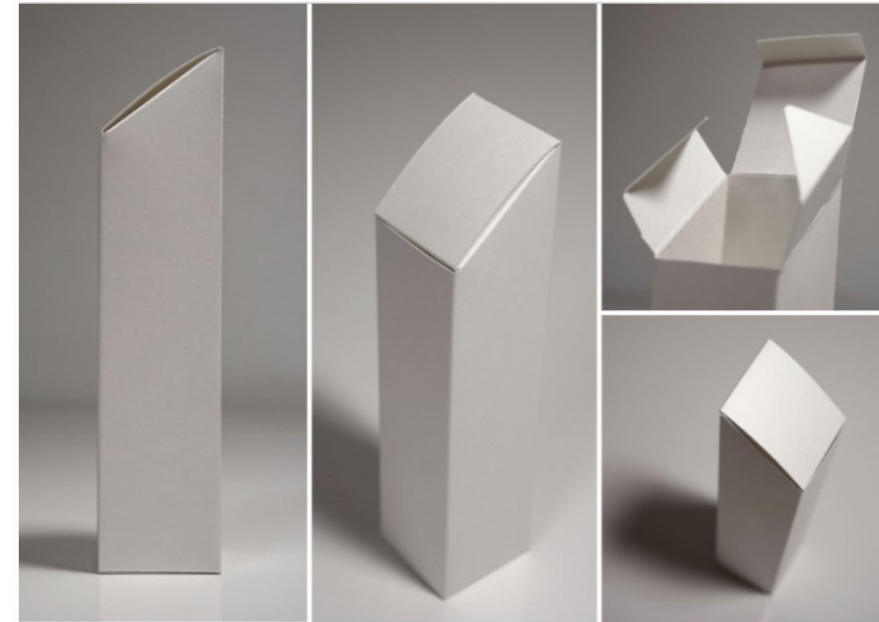
LABEL DESIGN



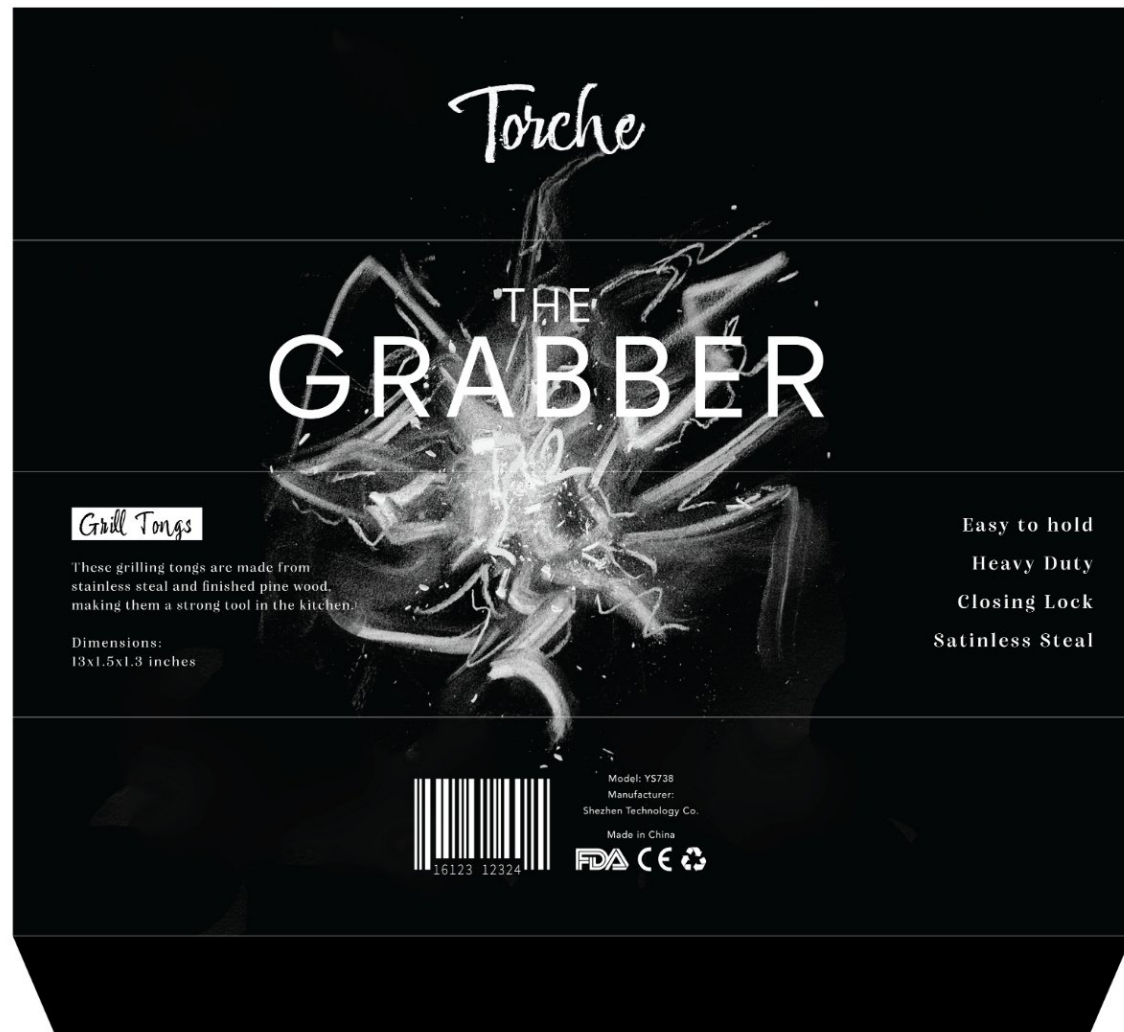
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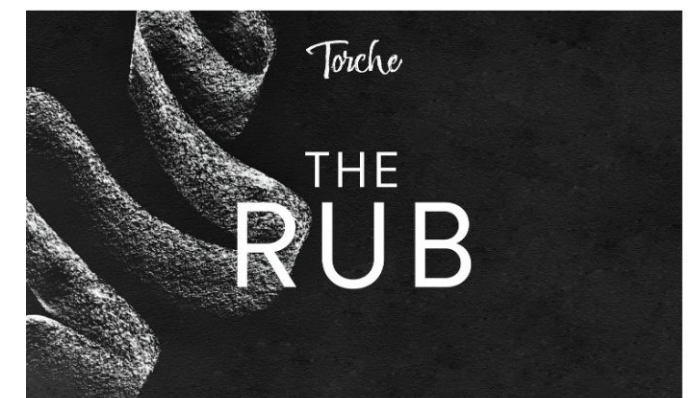
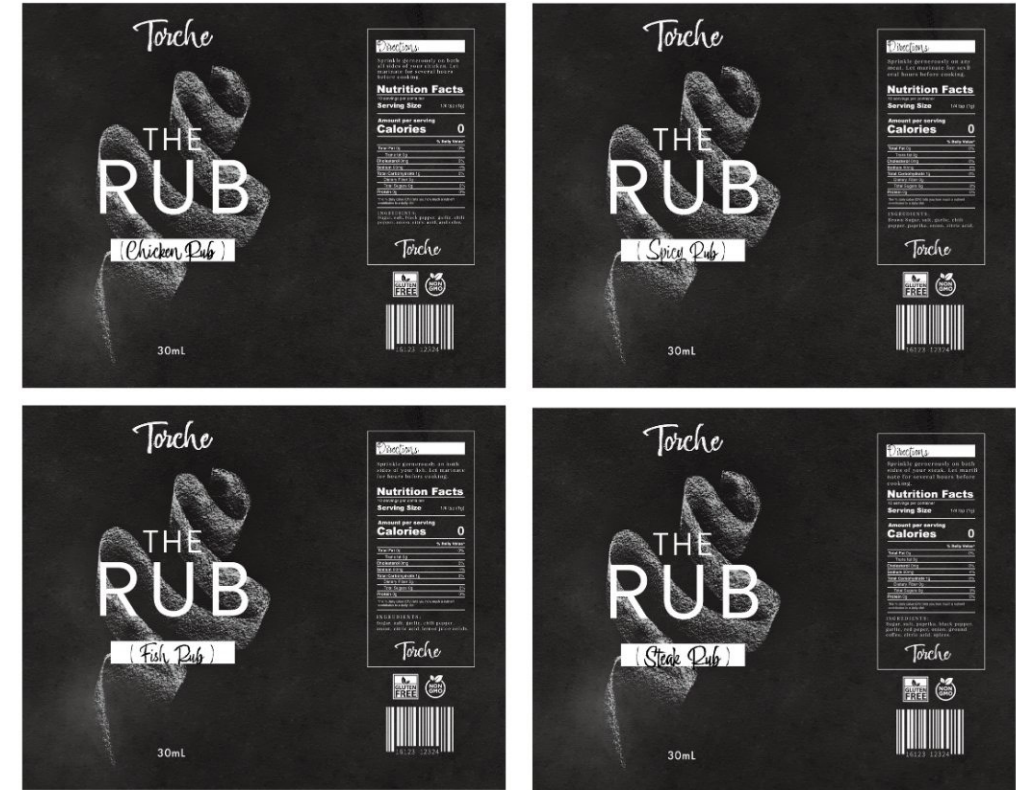
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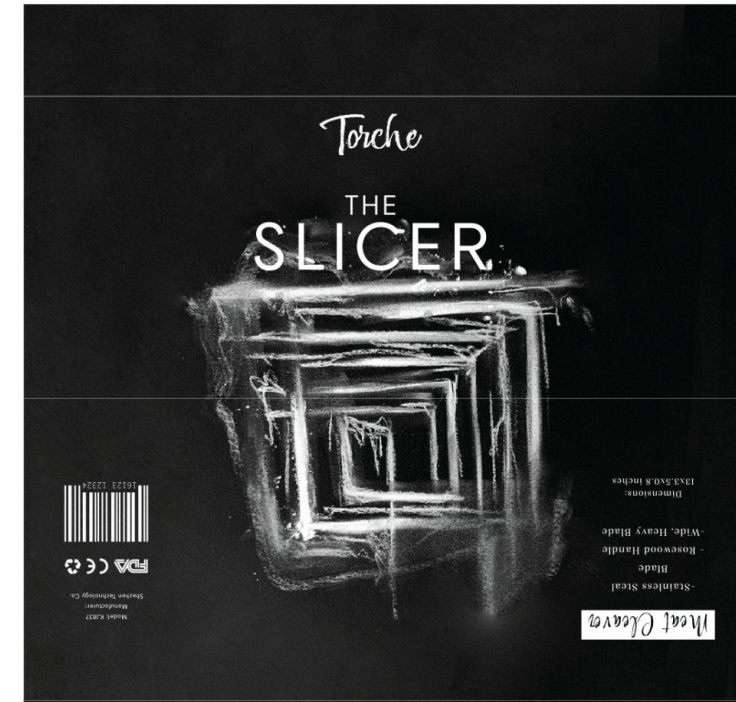


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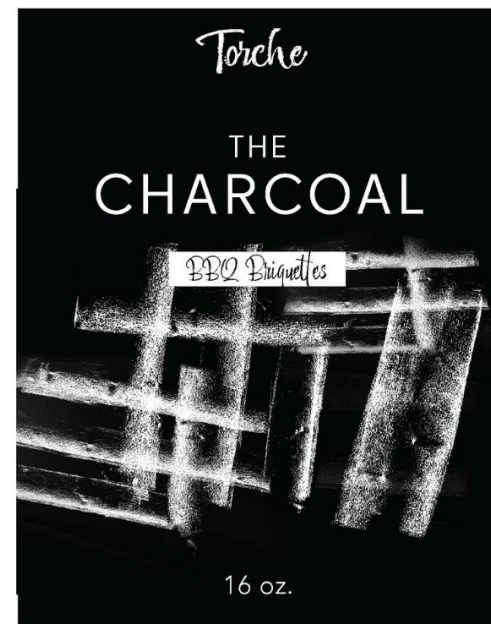


# DESIGN PROCESS



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**WARNING** CARBON MONOXIDE HAZARD  
It may be fatal or cause  
breathlessness if carbon  
monoxide is inhaled.  
NEVER burn charcoal, gas, or  
other fuels in an enclosed  
space.



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