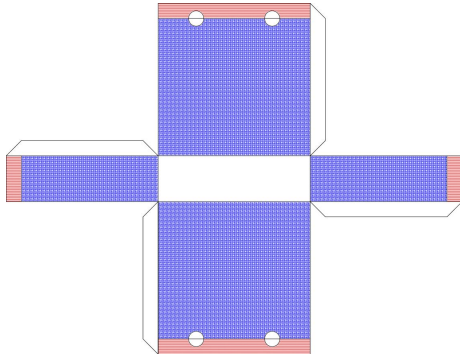
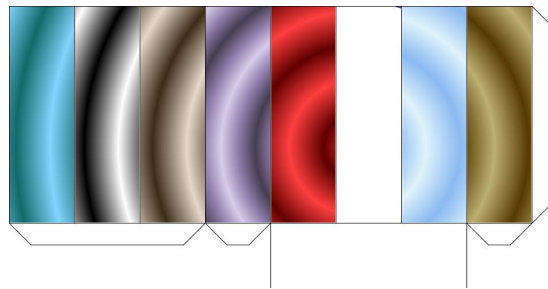


## Gift Bag Development

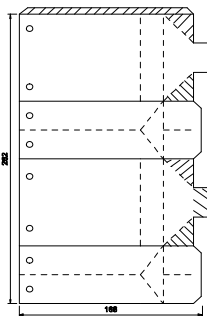


This was my initial design, before adding the logo and image connecting it to the t shirt. However after collecting feedback for it, Sarah said how it was too plain, and quite a simple bag design. She suggested how I should take a gift bag and open it out to reveal a net. Dave also said how plain and simple it was. Chris wasn't too sure about the textured effect I had created.

This was another initial design however; the effect I wanted didn't work. Dave, said how this wasn't suitable for the target audience, 11 to 13, and therefore I decided not to choose this design.



I then took Sarah advice and took apart a net for a wine bag. I decided to take apart this bag because I think it looked aesthetically pleasing and was professional. This reflects in the complexity of my design.



This was my final design and Dave, was impressed with the complexity of the design. I have chosen the bold colour font to appeal to the target audience. Julia, 10 said how appealing the blue coloured gift bag was and liked the way of holding the gift bag. Mrs M said how she liked the assembly of the bag.

