PUFFS
HOUSE
CUP

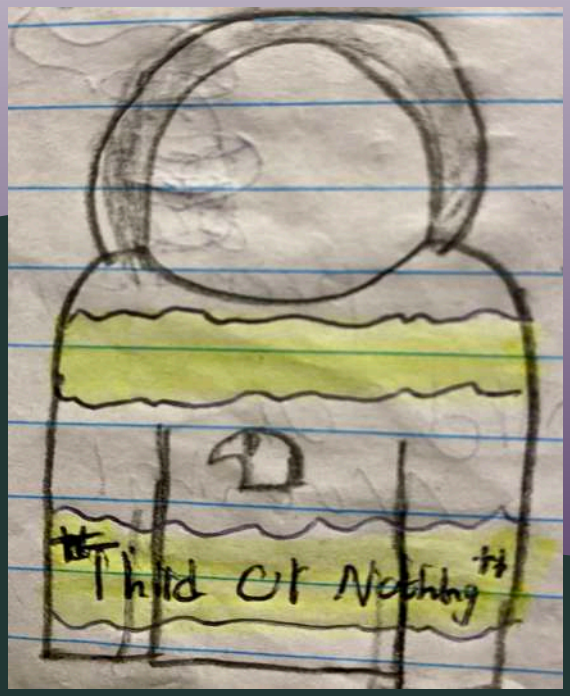
Honorary
PUFF

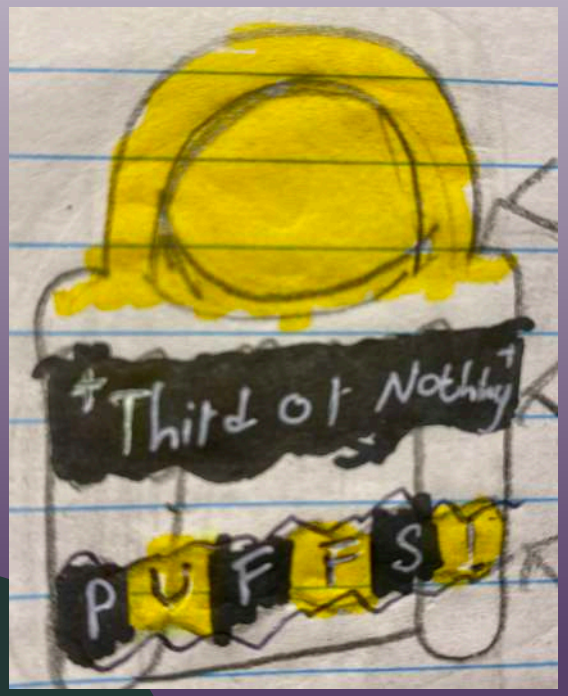
TOTE BAG MOCKUP

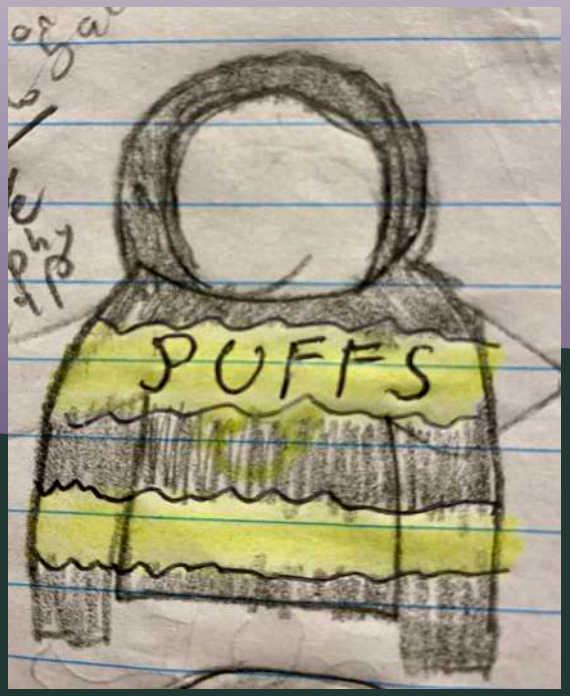
Graphic Design Process Workbook

By Daniel Nganga

Hoodie Concepts





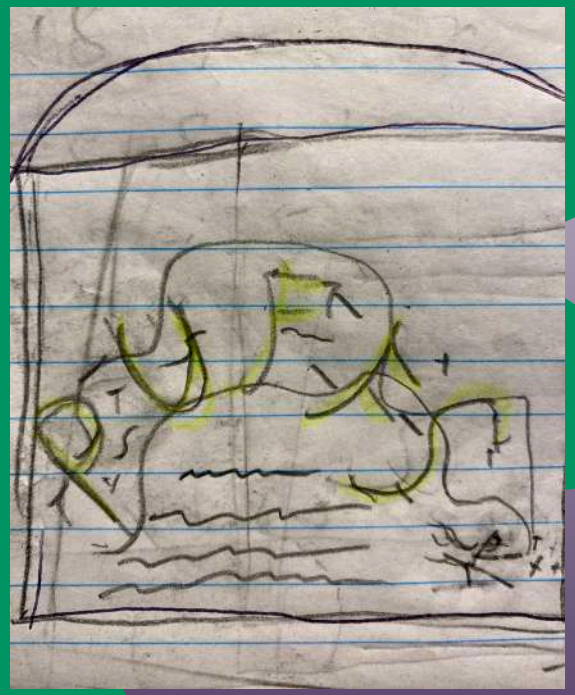


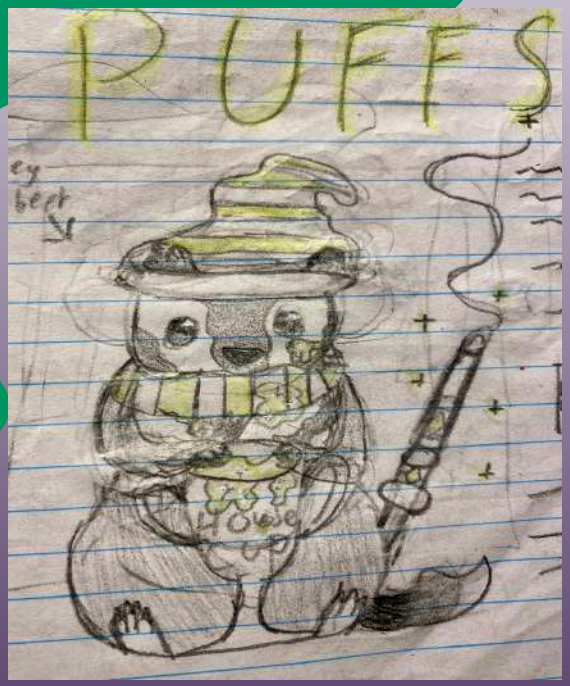
I have created three hoodie concepts above, each with different and similar design elements. One aspect I wanted to include in all of them was a banner or line element across the chest to make the play's title stand out. I struggled with deciding on the design elements to add, and that's where each concept differed. Despite the struggle, these concepts were usefulin helping me figure out what I wanted for my final hoodie design.

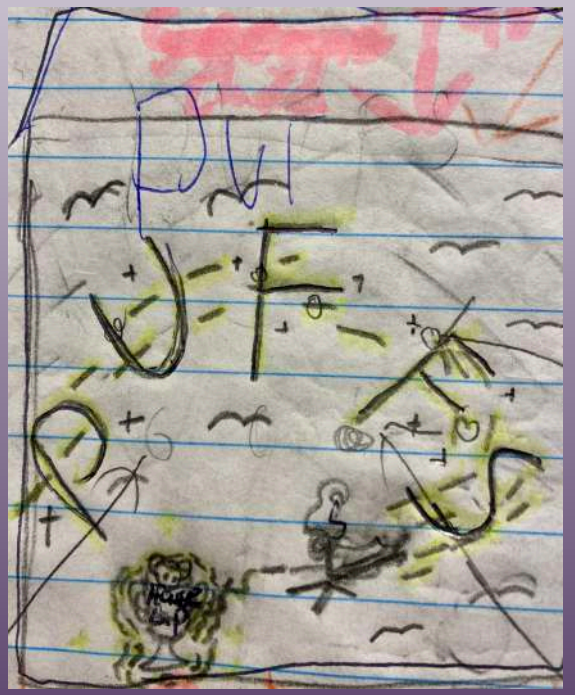
Hoodie Rationale and process

T I created my final hoodie design using a hoodie mockup provided by Hardy in Photoshop. I had been struggling with what design element to put into my hoodie concepts, so I decided to tie this hoodie back to the poster I created for Puffs. To do this, I created an improved version of the badger in a house cup illustration. One of the strengths of my hoodie design is that it looks simple and polished which would appeal to the target buyers of the merchandise who are 14-18 years old. However, one element that I struggled with when creating this hoodie was the banner line design. Because of this, I decided to remove it and instead make different parts of the hoodie black so that they could stand out with the title. This hoodie design is simply polished and visually interesting which is why I believe it would be bought.

Totebag Concepts

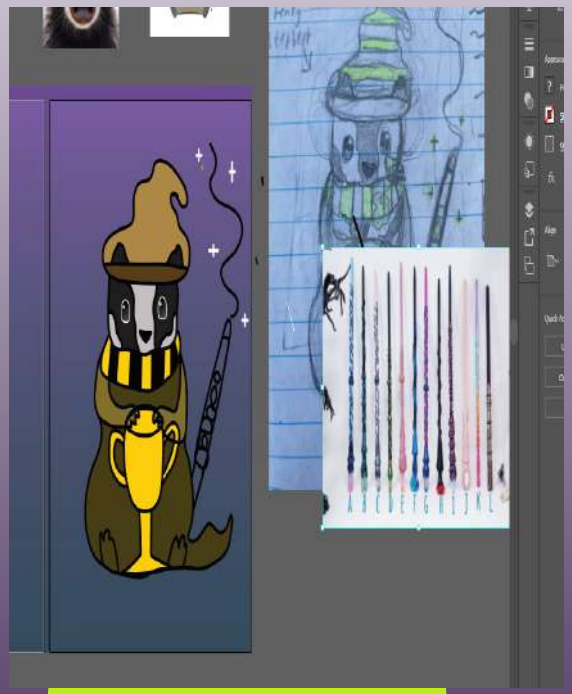






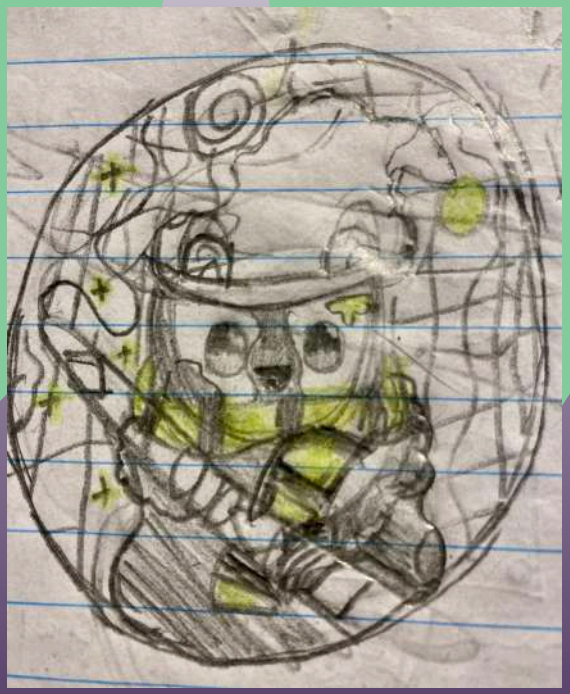
I have developed three concepts for my tote bag design, which you can see above. My goal for the tote bag was to connect it to my poster and either shows a wizard winning the house cup and saving the badger or include a detailed badger illustration. One of the strengths of my tote bag concepts is that they all link back to my other merchandise and poster designs while being unique, which was an important goal for me. However, one weakness is that the desi of my tote bag may be a bit difficult to understand because the badger and house cup would not mean anything to people who would have not seen the play.

Totebag Rationale and process



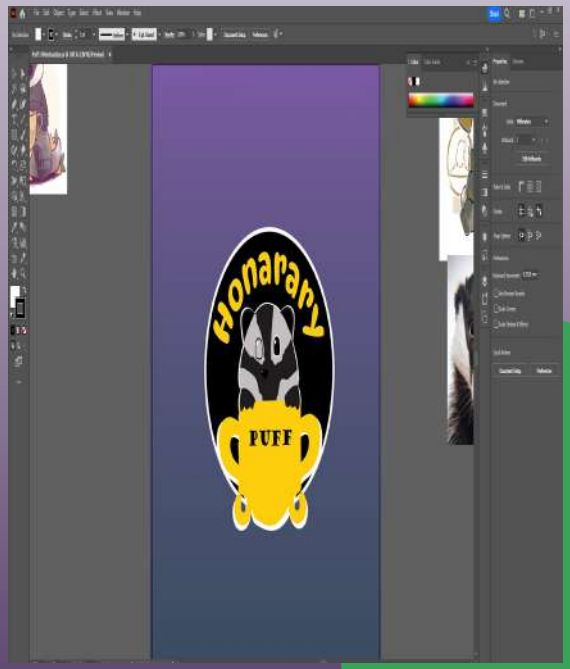
I used all the concepts I had created to help me decide on the design for my final tote bag design. However, I found the second concept was the most visually interesting to put on a tote bag. The detailed illustrations of the badger, wand, and magical elements on the bag made it visually appealing, which is why the other parts of the tote bag could be simple. Instead of printing the name of the play on the tote bag, I decided to use a quote from the play that the Puffs use multiple times. I did this because I believe that the customers interested in buying the tote bag are already familiar with the play and understand its style and other important elements. However, if I were to create this tote bag again, I would improve the typography because it does not look like it fits with the badger element. This tote bag is effective because it appeals to customers who are already familiar with the play, unlike other merchandise. This could bring in a new audience and potentially make the play even more popular.

Badge Concepts



The badge concepts for my design were very unique and different from one another. This is because I know that I wanted to include only the top part of the badger in my design but I didn't know what I wanted around the badger. One interesting design element I created was in Concept 3, which featured the words "Honorary Puff." I ended up incorporating this into my final badge design. However, one weakness of these concepts is that they look a bit busy, so I made sure to changethis in my final design.

Badge Rationale and process



In my final design, I used the phrase "Honorary Puff" because I thought it would attract more customers to buy the badge as a souvenir for attending the play since they would become a Puff just like the characters they watched. I also incorporated the house cup design to link it back to my other merchandise and used the same background as my poster. However, if I were to redesign this badge, I would increase the size of the typography for the word "Puff" and add movement to the badger so it can look like it's scared and jumping out of the cup, or slowly going to sleep, because it currently looks very plain. This badge is still effective because it attracts people who have watched the show or are planning to watch it, and by making the design less busy, it became more visually interesting.