

White	Objective Facts
	<ul style="list-style-type: none"> • Must contain company logo and name in addition to legal specifications such as <ul style="list-style-type: none"> ○ Barcode ○ Volume + E mark ○ Warnings ○ Ingredients • Must be complete by 14/02/19 • Must provide flat mounded labels • Must provide Digital and/or Physical mock up of label on can • Exact copy is not required, and is subject to change
Red	Emotional Thinking
	<ul style="list-style-type: none"> • I'm curious to see what myself and everyone else can create in this project.
Black	Cautious, Point out of weakness
	<ul style="list-style-type: none"> • I'm relatively unexperienced in the beer can market, hence I am rather unaware of current trends and faux pas <ul style="list-style-type: none"> ○ Even with research it is likely that I can't gain a large enough scope of the market to know everything there is to know. • The client could be absentee throughout the entire process
Yellow	Positive Thinking
	<ul style="list-style-type: none"> • It's odd to be working on a live brief, it makes it a bit more interesting to be honest and I'm look forward to further interactions with the client
Green	Creative thinking, new ideas
	<ul style="list-style-type: none"> • Mythology – using the stories within myths to generate imagery in order <ul style="list-style-type: none"> ○ Norse ○ Greco-Roman ○ Hindu ○ Chinese ○ Japanese Shinto <ul style="list-style-type: none"> ▪ Ghost stories ○ Buddhism • Rules of fours <ul style="list-style-type: none"> ○ 4 elements ○ 4 seasons <ul style="list-style-type: none"> ▪ 12 Zodiac signs ○ 4 horsemen • Science Theme <ul style="list-style-type: none"> ○ Chemistry ○ Physics <ul style="list-style-type: none"> ▪ Waves ○ Biology
Blue	Bigger Picture
	<ul style="list-style-type: none"> • The cans are limited edition and must function as a set • They are aimed a