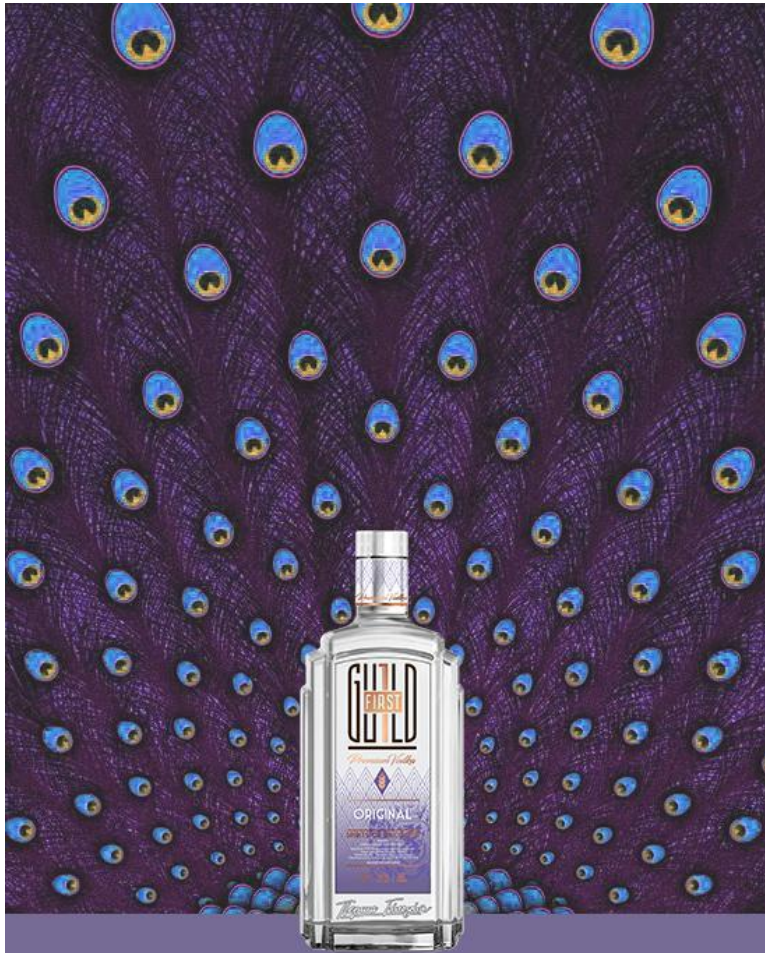


**TASK:**

**To create illustration for image poster  
for 1<sup>st</sup> Guild Vodka**



КОЛИ Є ЧИМ ПИШАТИСЬ

Poster draft to show main idea.

The pattern behind the bottle makes an impression of the peacock tail proudly fluffed up.



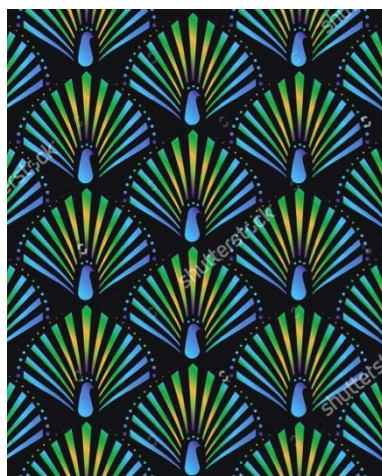
To do:  
We need it recreated in art deco style = linking with the style of the label.  
As peacock is one of the main motives of the art deco age as it was represented in plenty of forms. Please check out peacock motives during art deco age.





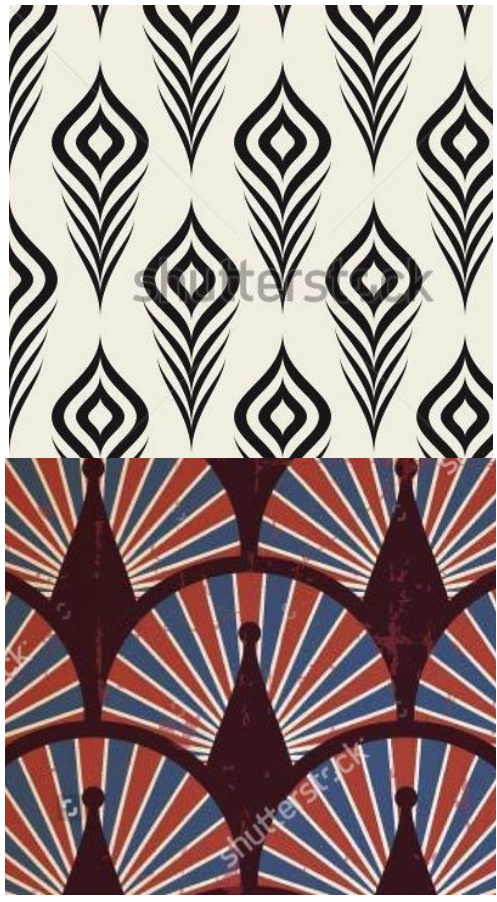
Attributes:

1. It should be obvious peacock tail.



Attributes:

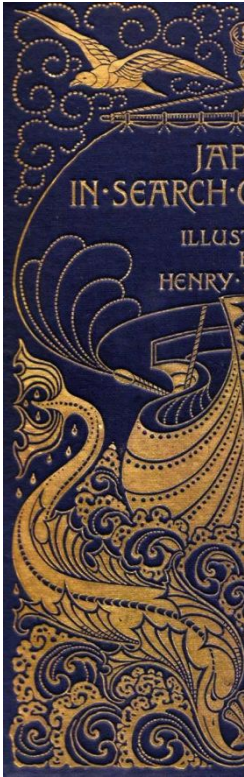
2. It should be enriched with details and interesting elements/rhythms. Real peacock tail and art deco epoch has plenty of inspiration. So please, with love to niceties. We need not complicated, but numerous and detailed shapes / textures / elements to make “crafty” impression.



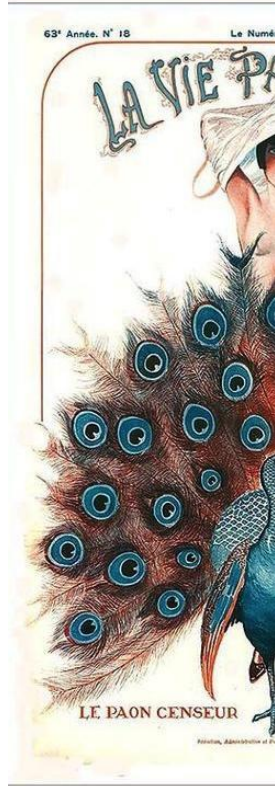
X



X



X



X



Attributes:

- It should not have too wavy or too realistic art nouveau touch.



## ornament center setting

X



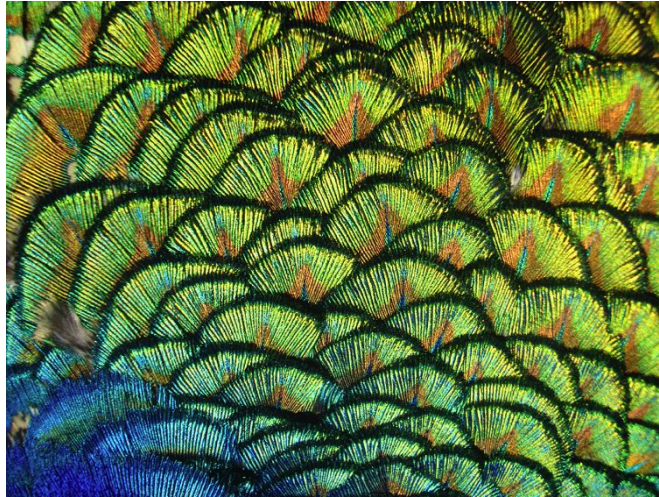
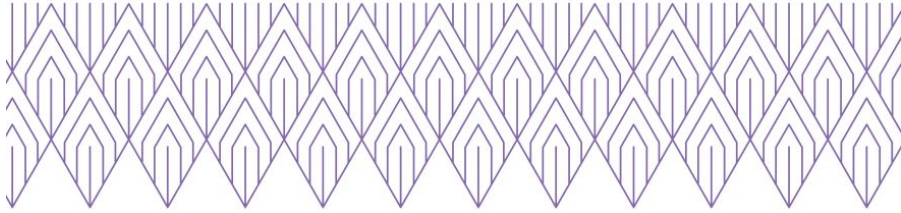
www.shutterstock.com · 370511918

V



Attributes:

4. Ornament is circular but please pay attention how feathers details change their size dependant to their position and misplaced centre – it is needed to keep the peacock tail effect.



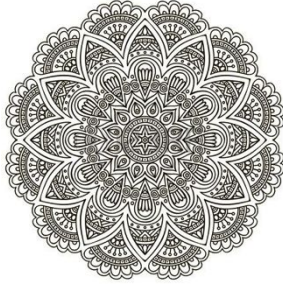
Attributes:

5. The presence of diamond-shaped elements as on the label is desirable (for ex. simulating feather stripes)

X



X



X



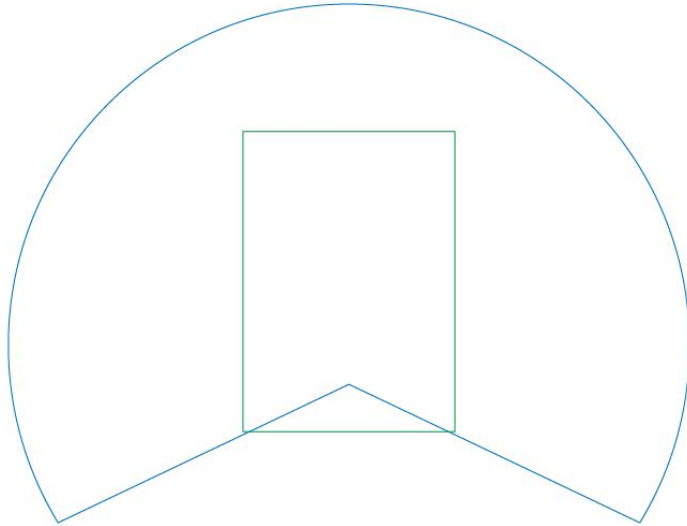
X



X



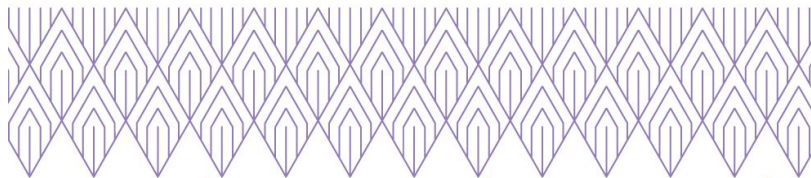
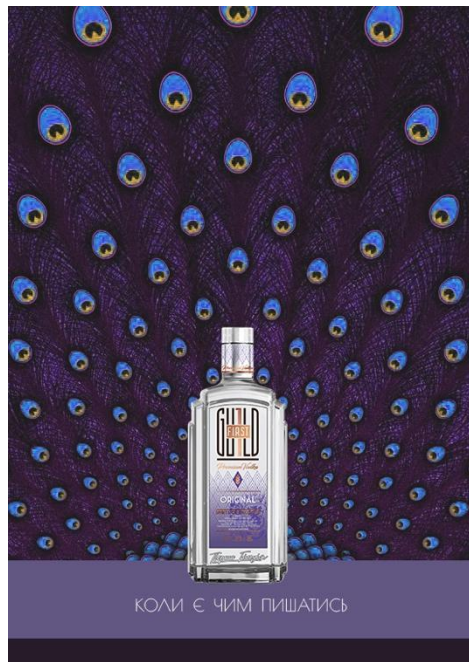
Attributes:  
6. Considering all abovementioned it is important to keep balance and NOT to go to the boho/Indians/oriental patterns, mandalas, etc



#### Technical characteristics:

It is up to you to create pixel or vector based illustration.

1. In both cases we need fully drawn tail with central fragment to fit to A1, hiding rest of the tail for other materials and possible background moving/resizing and considering the smallest caches about 30%. Here is approximate proportions – see the pic (please, don't consider it as an illustration template)
2. In both cases keep in mind main composition, especially using raster image
3. Using raster here are main tech attributes it should be no less then 220 dpi , rgb
4. Using vector it is needed to keep touch of craft and avoid clip art effect.



*Premium Vodka Premium Vodka Premium Vodka*

## Colouring

1. Violet/orange. Violet presence is strict. The common impression of the drawing should be “violet”.
2. Feel free to put some other colours accents /details to enrich pattern, but not to steal common impression of violet. It would be good to implement some real tail colours too (blue, green).
3. Feel free to use shades of one colour of different intensiveness if needed.
4. Colouring links with the bottle palette, combining with and repeating the primary colours of the label.

**Thank you!**