

Dogfish Head: American Beauty Process Book



Henry Zeng
Illustration 1
Project 1: Product Design

Original Design

Dimensions: 3.5in x 5.5in

Dogfish Head
Craft Brewed Ales

AMERICAN BEAUTY

An Imperial Pale Ale brewed with granola & all-American hops.
8% ALC. BY VOL. 1 PINT 9.4 FL. OZ.

CA-ME-VI-MA-NY-OR-IA 5¢ / MI 10¢ REF. CASCADIA BLEND

Brewed & Bottled by Dogfish Head Craft Brewery, Inc.
Milton, DE • 18888SDOGFISH • www.dogfish.com

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Inside this bottle, your miracle ticket awaits.
It's called American Beauty, an Imperial Pale Ale inspired by the Grateful Dead. The best way to capture 30 years, more than 100 live albums, 2,300 shows? Let the loyal fans drive the recipe. Among thousands of suggestions, granola was tops. It was the main course in millions of parking lot meals and is a sweet and toasty complement to the all-American hops and barley. There is something different about a Dead show. Whether you've seen one or 100, you've felt it.
If only you could bottle it ...

BEERPULSE.COM



50

CELEBRATING 50 YEARS OF

GRATEFUL DEAD AMERICAN BEAUTY

1965 IMPERIAL PALE ALE 2015

1 PINT 9.4 FL. OZ. 9% ALC. BY VOL.

CA-ME-VI-MA-NY-OR-IA 5¢ / MI 10¢ REF. CASCADIA BLEND

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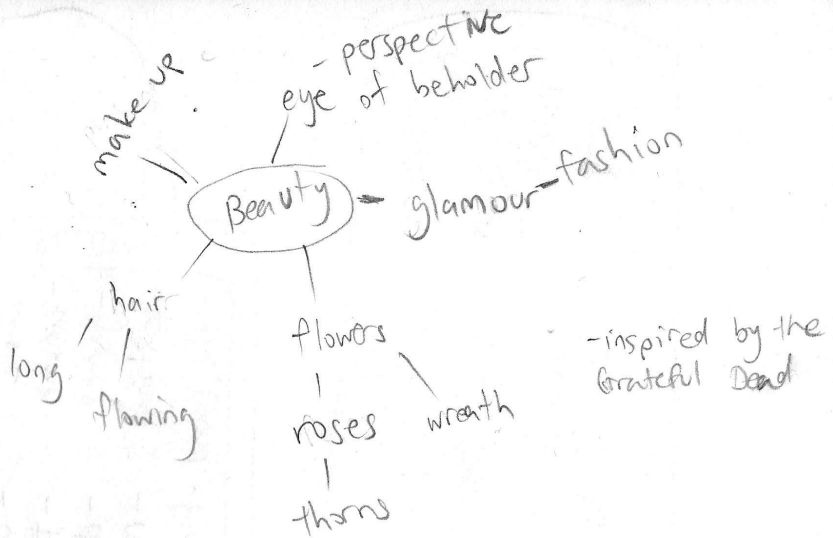
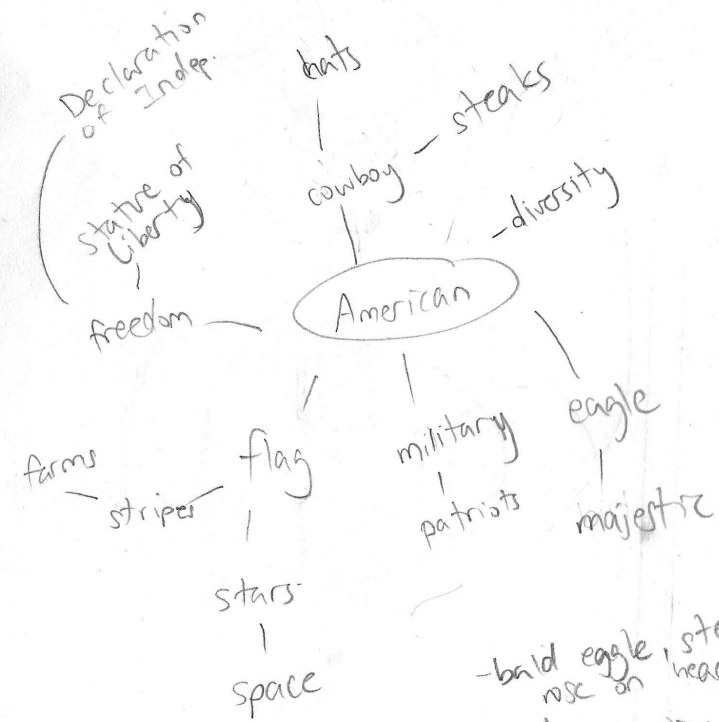
GOVERNMENT WARNING: (1) ACCORDING TO THE SURGEON GENERAL, WOMEN SHOULD NOT DRINK ALCOHOLIC BEVERAGES DURING PREGNANCY BECAUSE OF THE RISK OF BIRTH DEFECTS. (2) CONSUMPTION OF ALCOHOLIC BEVERAGES IMPAIRS YOUR ABILITY TO DRIVE A CAR OR OPERATE MACHINERY, AND MAY CAUSE HEALTH PROBLEMS.

An imperial Pale Ale brewed with almond honey granola & all-American hops.

It's called American Beauty, an Imperial Pale Ale inspired by the Grateful Dead. The best way to capture 30 years, more than 100 live albums, 2,300 shows? Let the loyal fans drive the recipe. Among thousands of suggestions, granola was tops. It was the main course in millions of parking lot meals and is a sweet and toasty complement to the all-American hops and barley. There was something different about a Dead show. Whether you saw one or 100, you felt it. If only you could have bottled it ...

Brainstorm

Dog head American Beauty



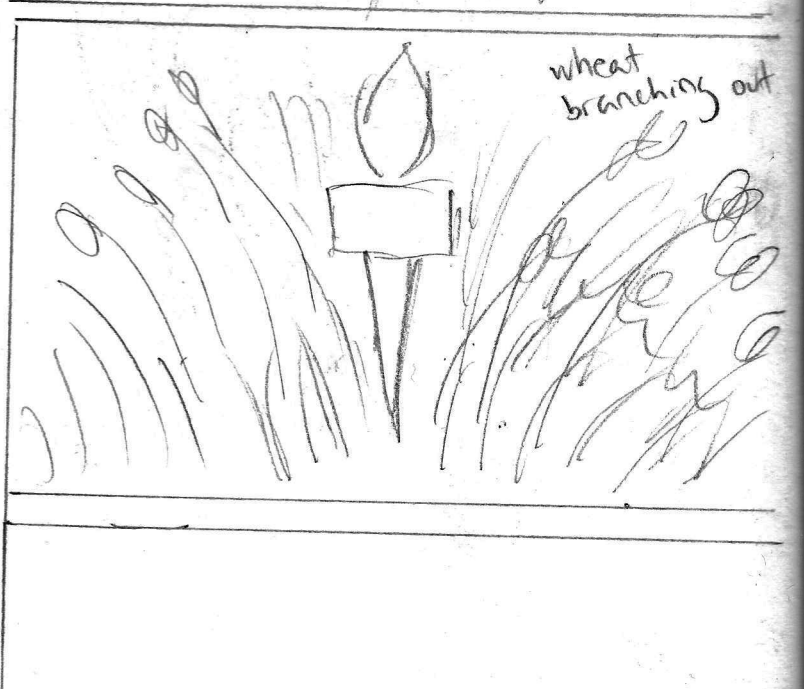
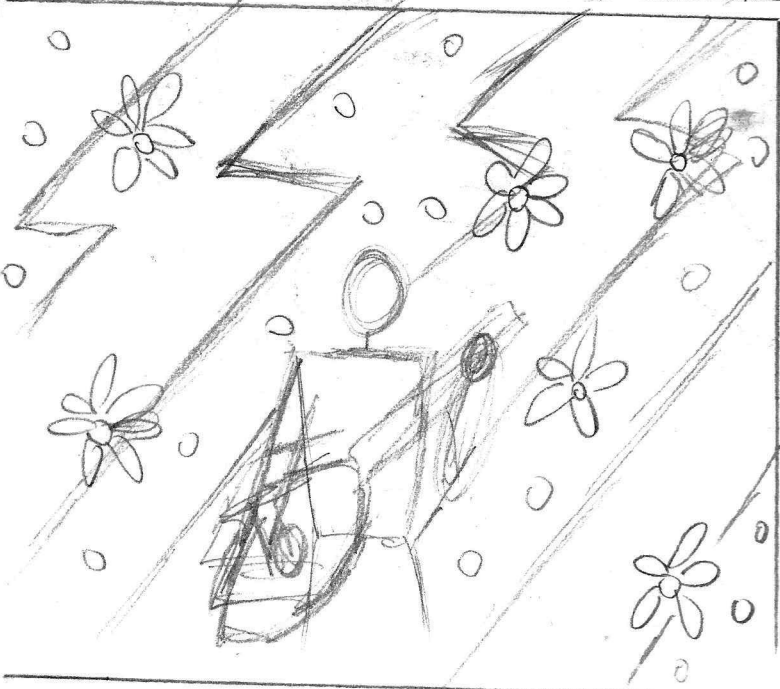
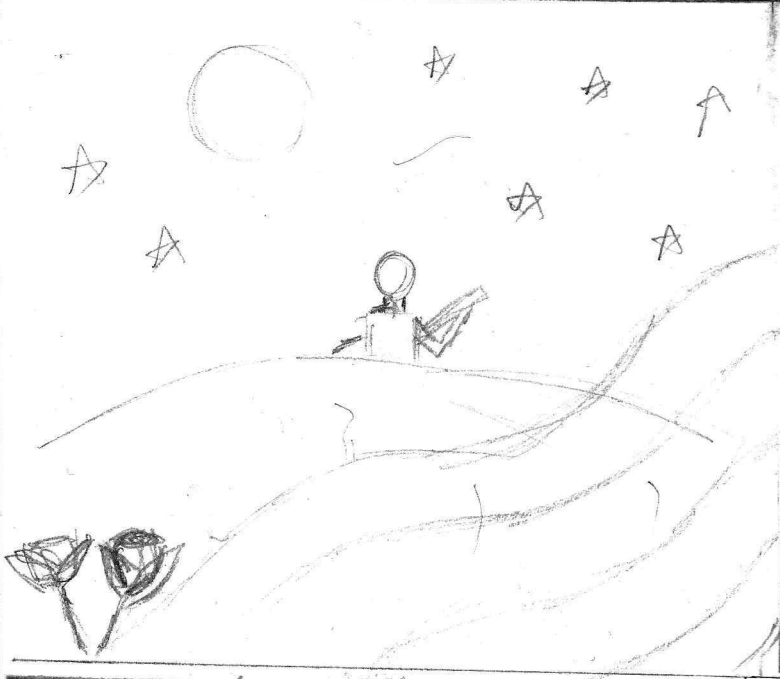
- American gangster with skull head
- bald eagle with rose petals for a body
- bald eagle with mohawk ~~thorns~~ thorns

- bald eagle, stern look, rose on head
- eagle soaring through flower petals
- goofy face with nose behind, petals blossom outwards

- rockstar with long hair in a wheatfield with a cowboy hat
- statue of liberty with a flower wreath, hair that flows all over
- female floating through space,
- female sitting, flowers, flag behind (pin up style)

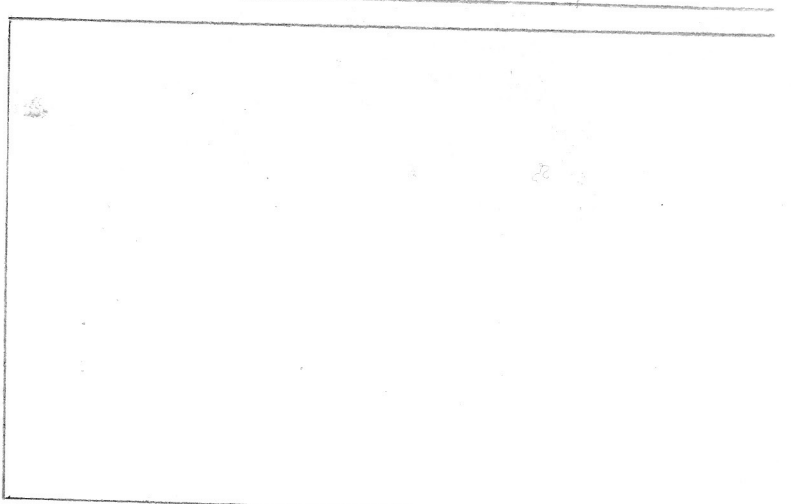
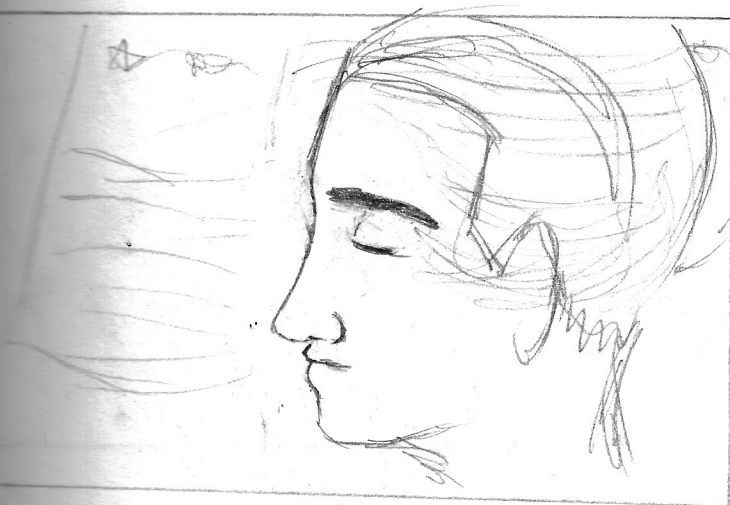
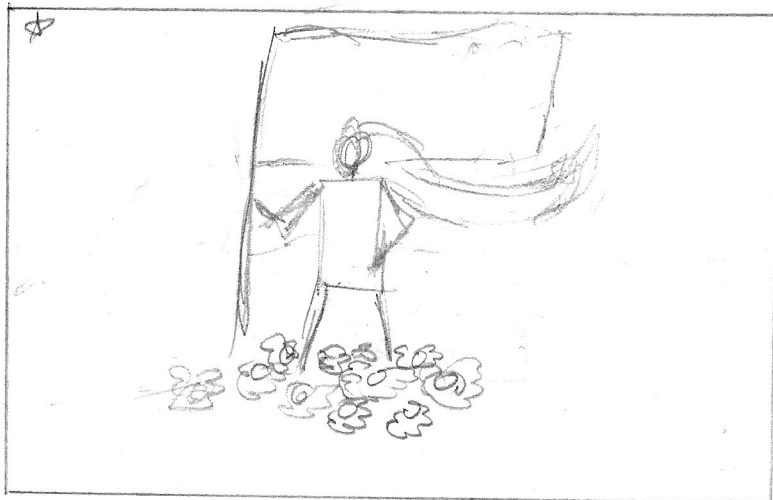
Thumbnail sketches

American Beauty Concept 1



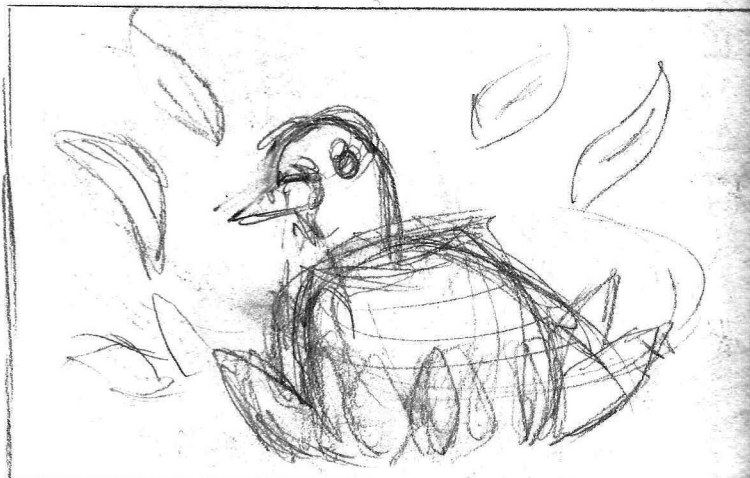
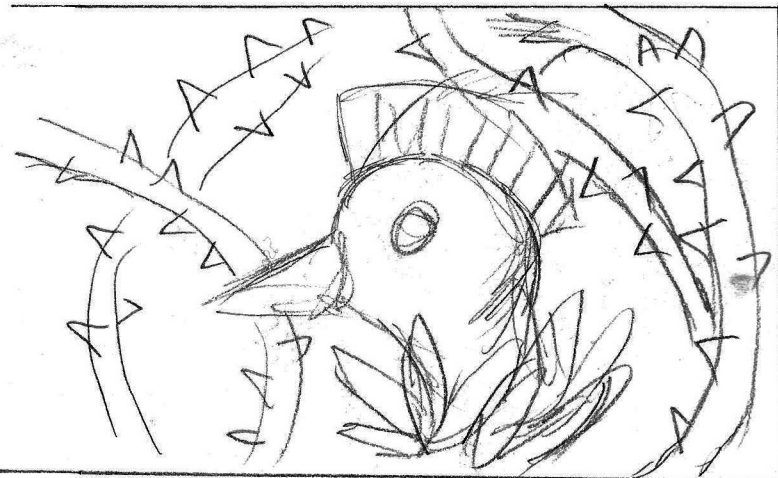
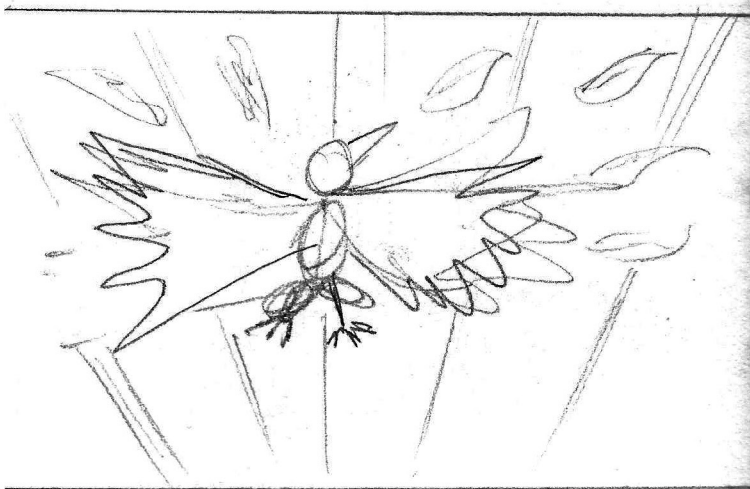
Thumbnail sketches

Concept 2



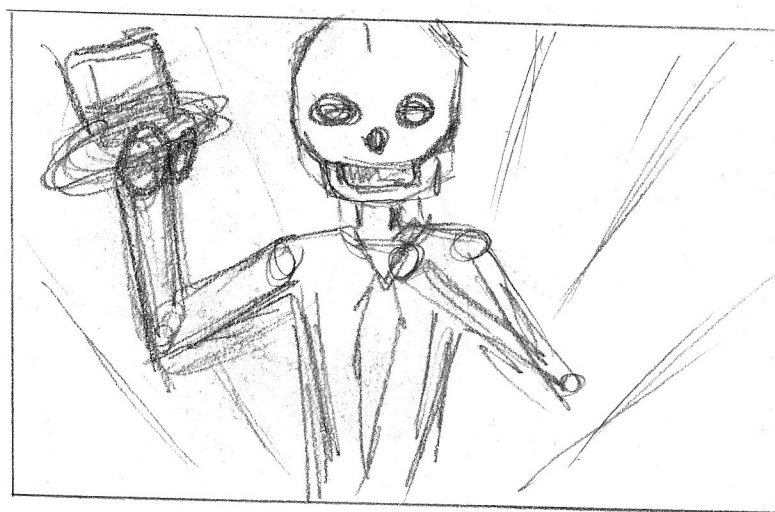
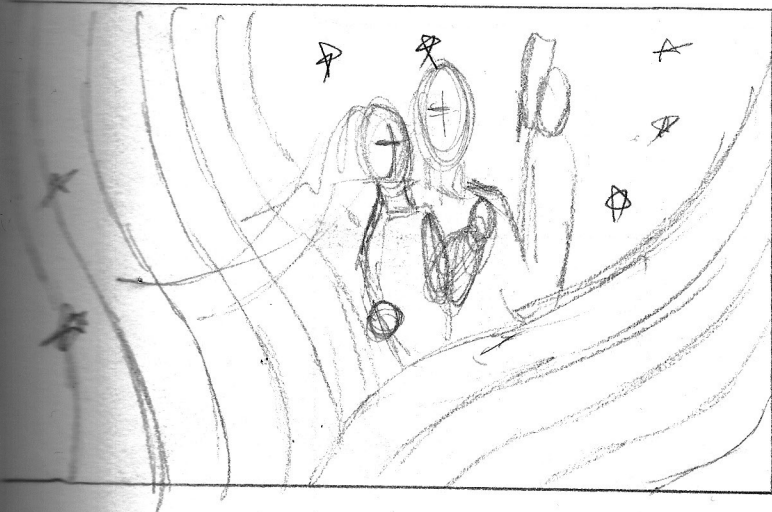
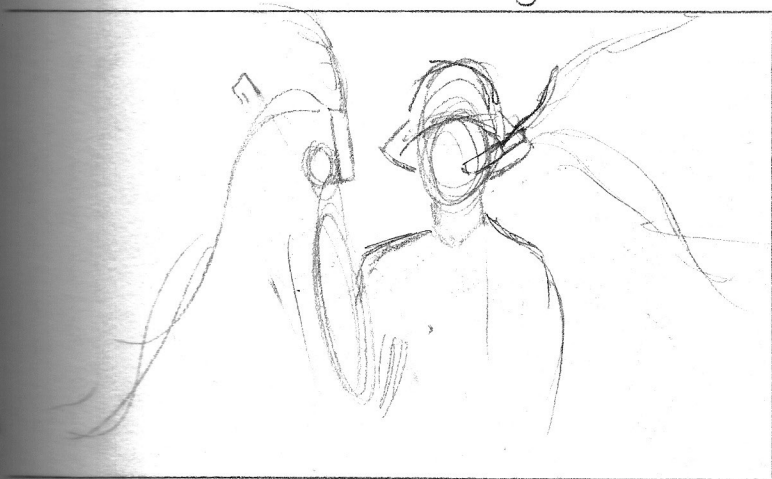
Thumbnail sketches

Eagle

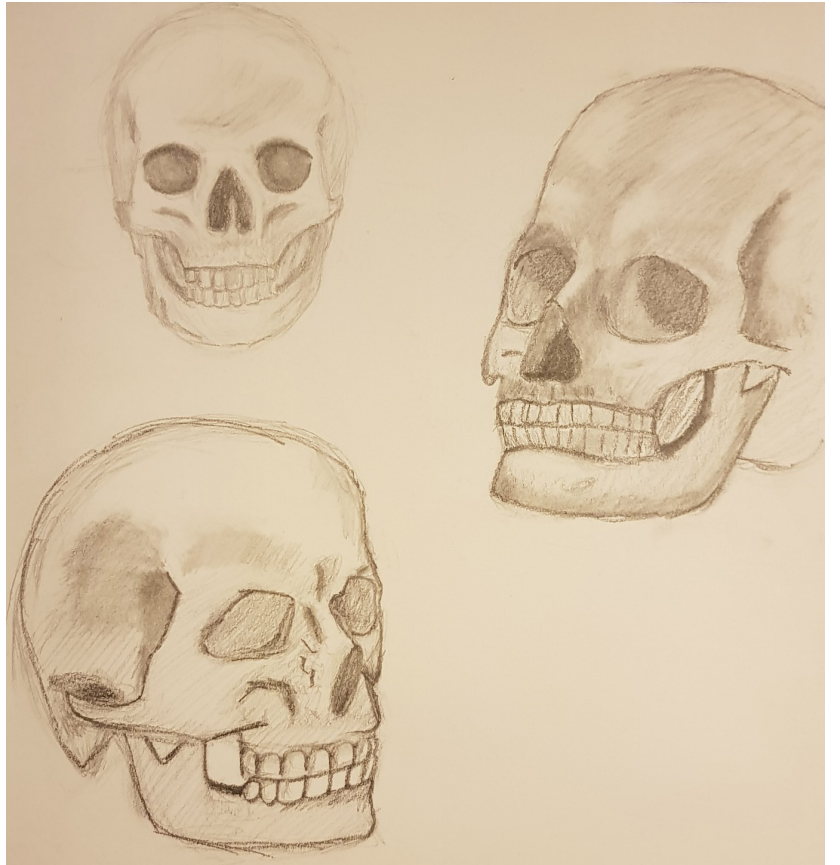


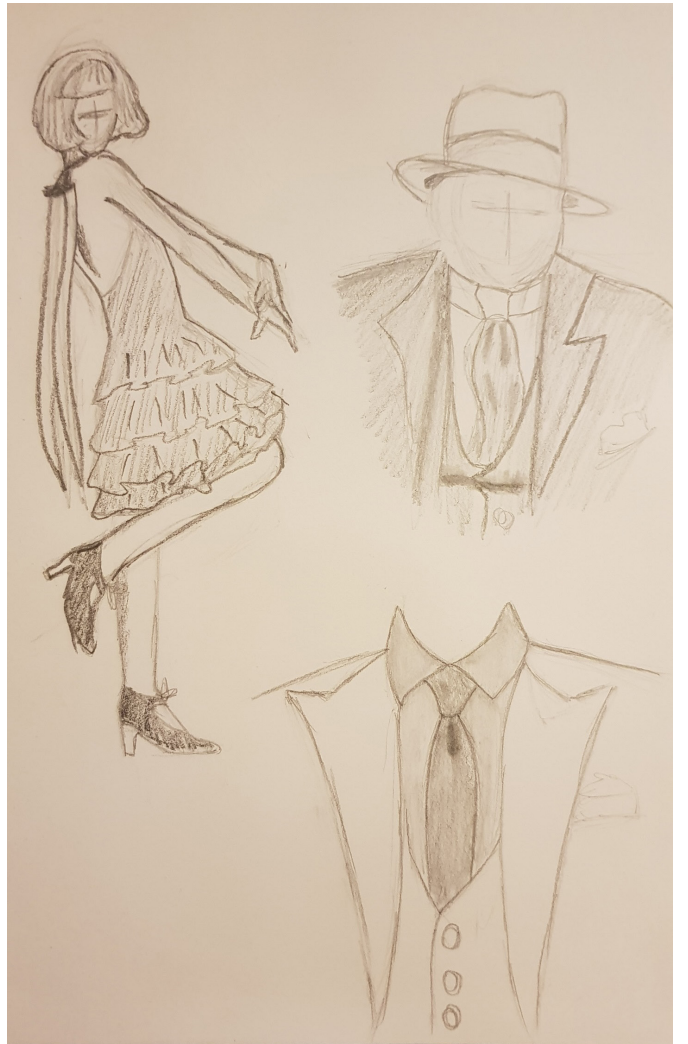
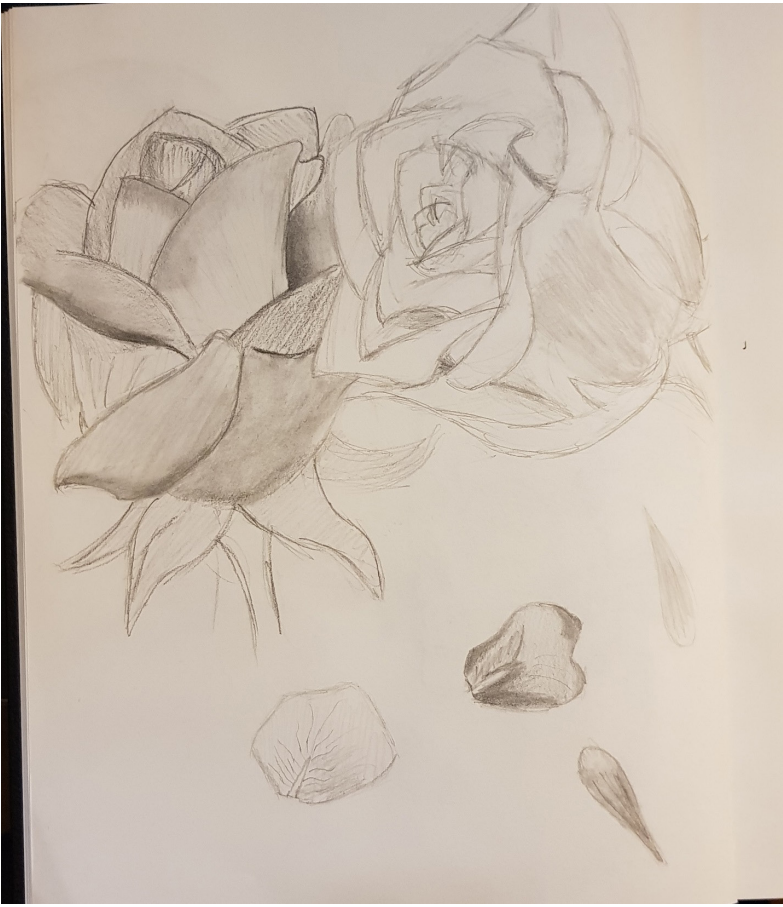
Thumbnail sketches

Concept D - Gangster, Noire, 1920s



Reference Sketches





Final Three Concepts



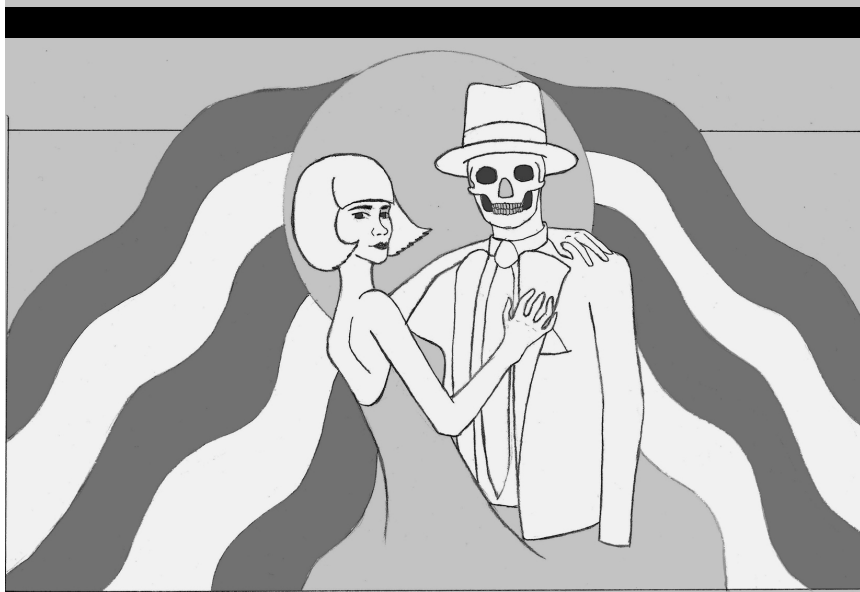
Initial Pencil



Final Pencil



Value Studies



Final Ink

