

Category: **Student**

Project: **An Ancient Reptile**

**What was the challenge?**

The plight of endangered native species in New Zealand was the subject of this research project. The aim was to develop a compelling narrative from gathered statistics and information, that aimed to raise awareness and inform the public about a chosen endangered native species of New Zealand being the tuatara. Being able to condense a large amount of information that seeks to guide the viewers through curated information that tells a story in a clear, accurate and easily understood form as well as being informative yet appealing and eye-catching.

**What was the solution?**

An Ancient Reptile is a journey through three distinct elements, the design of beer cans, beer box packaging and coasters. The overall narrative created across all three elements is to express the lifestyle, and characteristics of this rare medium sized reptile who has been around since the dinosaur age. They have been created to be a continuation of each other through the steps of opening the box, getting a drink and putting it on a coaster. The box packaging introduces the tuatara and its lifestyle, including conservation status, reproduction, threats and habitats. The beer cans elaborate on the tuatara and mention all their fascinating and unique characteristics/facts that make these reptiles such an iconic New Zealand species. Lastly, the coasters are an element of informational fun which include multiple choice questions and answers furthering the narrative wider. The coasters can have a use going beyond the beer packaging.

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**What was the effect?**

Bringing awareness of an endangered native species through an interesting, informative way influenced from the natural environment of the tuatara and their characteristics. Visually inspiring the colour choice, typography, visual and text hierarchy allowing the audience to gain a greater understanding and insight into the lifestyle and characteristics of the tuatara, while enjoying a tasty beverage.

