THE CLIENT
Porter Family Vineyards: A family owned and operated boutique vineyard and in-cave winery located in Napa Valley.

“What distinguishes Ringling College students is the level of passion, dedication and spirit they bring to their work.”

TOM PORTER
FOCUS: Design

THE CHALLENGE: Develop a complete product image for a new Porter Family Vineyards wine that utilizes the ‘solera process’ which uses fractional blending in such a way that the finished product is a mixture of ages. Students were asked to combine elements of Porter family history with an eye-catching innovative design concept.

PROPOSED SOLUTION: Students would learn about the history of the Porter family, choose a specific aspect of that story to create concept art inspired by Porter’s family history, and submit the image for review in a competition at the vineyard. The design would be formatted for use on a wine bottle.

THE OUTCOME: Porter Family Vineyards chose three labels for 1st, 2nd, and 3rd prizes and awarded cash prizes for the artwork.