

MULTIMEDIA 12 / MATERIAL + BRAND EXTENSION

After Hours: make a dark label behave like a surface.

Use your completed Fresh Impact file. Create a distinct dark edition while preserving the ZUNO identity, geometry, fruit treatment and editable workflow. This is a **material and brand variation**, not a claim of a different real product formulation.



The dark edition is not a global colour filter over the main ad.

Allow one or two additional 60-minute sessions. Deliver a layered Night PSD, a 1400 × 1800 PNG, a close-up comparison of the two can surfaces, and a short explanation of the material changes. The main guide remains necessary for the underlying construction.

01 · Duplicate the job and define what stays consistent

DOCUMENT: Main ad → separate Night PSD

SELECT: Whole document

TOOLS / ROUTE: Image > Duplicate; Save As

1. Duplicate the completed main with layers intact. Save Lastname_Zuno_Night.psd. Confirm that the original main file is still open with its pale-label direction.
2. Keep ZUNO, the can proportions, the existing cylinder warp, citrus motif and core FRESH IMPACT headline. Change the label's tonal direction and the studio mood.
3. Record three brand constants: name/type hierarchy; citrus ring motif; lime accent. Record two variables: label base tone and studio field. This prevents the variation from becoming an unrelated poster.

WHY

A brand can change its treatment without losing its identity. The rules give the technical edits a communication purpose.

CHECK

The Night file is separate and the unchanged main is recoverable.

FIX

Editing the main is not a variant. Return to the saved original and duplicate before continuing.

02 · Redesign the flat label inside the existing projection

DOCUMENT: Night → Scene master → Can master → Print artwork

SELECT: Label stock, art shapes and live copy

TOOLS / ROUTE: Nested Edit Contents; Shape Fill; Type colour

1. Open the label contents through the same nested route as the main guide. Keep the label canvas at 1000 × 1200. Do not create a new warp.
2. Change Label stock to #172D38, Upper band to #214F5B, Lower sweep to #356772 and Citrus field to #477983.
3. Change citrus rings/diameters to #BFD64D and the divider to #D3EF55. Set all label Type to #F3F5DC. Keep the original sizes and alignment.
4. Replace CITRUS EDITION with AFTER HOURS using the same Type layer. Keep LIME and SPARKLING WATER. Save and close the label, returning to the can contents.

WHY

A dark printed surface needs its own contrast system. Changing the whole photograph would also shift the bare metal and fruit.

CHECK

The label is dark with readable pale wording; the metal rims remain the same source material.

FIX

Only the outside poster changes? You have not entered Print artwork. Follow the object route and target the flat-label layers.

03 · Rebalance the material instead of reusing every setting

DOCUMENT: Night can contents

SELECT: Metal shade and Metal sheen

TOOLS / ROUTE: Layer opacity; Blend If; inspect at 100%

1. On Metal shade, keep Multiply and clipping, but reduce Opacity from 70% to about 35%. Dark label art needs less added shadow before it loses separation.
2. On Metal sheen, keep its This Layer split at 175/242, but start Opacity around 12% instead of 20%. The exact balance depends on your warp and source preparation.
3. Compare the label's centre and dark right side. Preserve visible colour variation, readable ZUNO lettering and small condensation detail. Do not remove all surface lighting to make the graphic look flat again.
4. Save and close Can master. In Scene master inspect both upright and reflected can. They should share the new label and material treatment.

WHY

A pale design and a dark design should not automatically receive identical light/shadow strengths. This is judgement, not a colourway button.

CHECK

The dark label still reads as curved material, with more than one dark value and no washed-out white strip.

FIX

It looks like a flat dark rectangle? Check the shade/sheen stack. It looks bleached? Lower sheen opacity before changing the printed graphic colours.



Dark material target. The reference is an illustrative rendering of the same source and projection.

04 · Change the studio mood locally and preserve product cues

DOCUMENT: Night Scene master, then parent ad

SELECT: 01 STUDIO; then external copy

TOOLS / ROUTE: Gradient Fill colours; local glow; live Type

1. Inside Scene master, change Studio field to top #071D28 and bottom #173746. Change the Back light colour to #335D75, retaining its position. Keep the foreground citrus recognisably lime.
2. Leave front and rear water controls separate. Adjust an individual splash opacity only when the changed background makes it too dominant. Do not flatten or recolour the whole scene.
3. Save and close Scene master. Reopen the Camera Raw Smart Filter only if its earlier finish now pushes the shadows too far. Compare it on and off before changing several settings.
4. Outside the scene, replace LIME. LIGHT. LIVELY. with LIME / AFTER HOURS. Change the edition line to NIGHT / 03. Keep the main headline, action and disclosure coherent.

WHY

The atmosphere changes while the product and identity remain recognizable. Different controls own background, material and typography.

CHECK

Night has a cooler field, a dark label and clear copy. The citrus and water remain source-based elements, not regenerated replacements.

FIX

Changing a global Hue/Saturation layer shifts everything? Remove that shortcut and edit the intended field or object locally.

05 · Evaluate the two directions and deliver the comparison

DOCUMENT: Main + Night

SELECT: Complete ads and two label close-ups

TOOLS / ROUTE: 100% / thumbnail checks; viewer response; PNG export

1. At 100%, compare label curvature, lettering, material highlights and reflection. At 25%, compare the first read and the product emphasis. Neither treatment automatically has to “win”.
2. Ask a viewer what mood each suggests without giving the intended answers first. Record a difference they actually perceived. Explain how one element and one principle contributed.
3. Make one justified refinement to Night: material strength, text value contrast, background glow or a specific water crossing. Do not add a new object merely to make the second image busier.
4. Save the Night PSD and export a 1400 × 1800 PNG. Open it to verify the edition, full copy, reflection and product shape. Submit the two can close-ups and your concise rationale.

WHY

The variation tests transfer: same geometry, new material relationships, controlled communication.

CHECK

You explain why at least one material value changed, and show that editability survived.

FIX

Your explanation only says “I changed the colours”? Name the surface problem, the control you changed and the evidence that it improved.

Technical basis: the same Adobe Smart Object, blending and Cylinder Warp references listed in the main guide. This extension uses a new authored palette and darker-material treatment. It does not introduce a manufacturer-ready label or prove real-world beverage claims.