



I've abstracted the bird shapes to make them complement the ink shapes in the background more. This has a much more developed and elegant finish to it than the original bird vectors which would have just created a block of colour on the print. I'm going to trail both gold paint and foil to see which styles of works best. The introduction of gold into the colour palette is based off of some comments from the focus group who mentioned that they like 'a little bit of sparkle'.