

ΠΤΥΧΙΑΚΗ ΕΡΓΑΣΙΑ ΤΟΥ ΤΜΗΜΑΤΟΣ ΓΡΑΦΙΣΤΙΚΗΣ ΚΑΙ ΟΠΤΙΚΗΣ ΕΠΙΚΟΙΝΩΝΙΑΣ

ΘΕΜΑ:

Πρωθητική καμπάνια της Paravalos winery που παράγει και προωθεί κρασιά δικής της παραγωγής.
Φιλοτέχνηση λογοτύπων, αφισών, καταχωρήσεων, ετικετών, συσκευασιών και δημιουργία διαδικτυακών ιστότοπων και βίντεο σχετικών με τη πρωθητική καμπάνια του προϊόντος .

ΔΗΜΗΤΡΗΣ ΠΑΡΑΒΑΛΟΣ 14033

ΔΗΛΩΣΗ ΣΥΓΓΡΑΦΕΑ ΠΤΥΧΙΑΚΗΣ / ΔΙΠΛΩΜΑΤΙΚΗΣ ΕΡΓΑΣΙΑΣ

Ο/Η κάτωθι υπογεγραμμένος ΠΑΡΑΒΑΛΟΣ ΔΗΜΗΤΡΙΟΣ του ΣΠΥΡΙΔΩΝ, με αριθμό μητρώου 14033 φοιτήτης του Πανεπιστημίου Δυτικής Αττικής της Σχολής Εφαρμοσμένων Τεχνών & Πολιτισμού του Τμήματος Γραφιστικής και Οπτικής Επικοινωνίας, δηλώνω υπεύθυνα ότι:

«Είμαι συγγραφέας αυτής της πτυχιακής/διπλωματικής εργασίας και ότι κάθε βοήθεια την οποία είχα για την προετοιμασία της είναι πλήρως αναγνωρισμένη και αναφέρεται στην εργασία. Επίσης, οι όποιες πηγές από τις οποίες έκανα χρήση δεδομένων, ιδεών ή λέξεων, είτε ακριβώς είτε παραφρασμένες, αναφέρονται στο σύνολό τους, με πλήρη αναφορά στους συγγραφείς, τον εκδοτικό οίκο ή το περιοδικό, συμπεριλαμβανομένων και των πηγών που ενδεχομένως χρησιμοποιήθηκαν από το διαδίκτυο. Επίσης, βεβαιώνω ότι αυτή η εργασία έχει συγγραφεί από μένα αποκλειστικά και αποτελεί προϊόν πνευματικής ιδιοκτησίας τόσο δικής μου, όσο και του Ιδρύματος. Παράβαση της ανωτέρω ακαδημαϊκής μου ευθύνης αποτελεί ουσιώδη λόγο για την ανάκληση του πτυχίου μου».

Ο Δηλών

Ονοματεπώνυμο ΠΑΡΑΒΑΛΟΣ ΔΗΜΗΤΡΙΟΣ

(υπογραφή)



ΕΠΙΒΛΕΠΩΝ ΚΑΘΗΓΗΤΗΣ
ΠΑΠΑΠΟΣΤΟΛΟΥ ΑΠΟΣΤΟΛΟΣ

ΕΠΙΤΡΟΠΗ

ΔΕΒΕΤΖΗ
ΙΩΑΝΝΑ

ΔΕΛΦΙΝΟ
ΙΩΑΝΝΑ

LOGO

Paravalos winery



Arkali
— wines —

Paravalos winery



Arkali
— wines —



Arkali
— wines —



Arkali
— wines —



Arkali
— wines —



Arkali
— wines —



Arkali
— wines —



Arkali
— wines —

Paravalos winery

A graphic of a red liquid splash, resembling wine, positioned below the text. The splash is horizontal and has a textured, wavy appearance.

Paravalos winery

A graphic of a red liquid splash, resembling wine, positioned below the text. The splash is horizontal and has a textured, wavy appearance.

Paravalos winery

A graphic of a yellow liquid splash, resembling wine, positioned below the text. The splash is horizontal and has a textured, wavy appearance.

Paravalos winery

A graphic of a yellow liquid splash, resembling wine, positioned below the text. The splash is horizontal and has a textured, wavy appearance.

Paravalos winery

A graphic of a pink liquid splash, resembling wine, positioned below the text. The splash is horizontal and has a textured, wavy appearance.

Paravalos winery

A graphic of a pink liquid splash, resembling wine, positioned below the text. The splash is horizontal and has a textured, wavy appearance.

LEBEL



Arkali
—wines—

RED

Paravalos winery

Paravalos winery

Red wine is a type of wine made from dark-colored grape varieties. The color of the wine can range from intense violet, typical of young wines, through to brick red for mature wines and brown for older red wines. The juice from most purple grapes is greenish-white, the red color coming from anthocyan pigments present in the skin of the grape. Much of the red wine production process involves extraction of color and flavor components from the grape skin.



Arkali
—wines—

1Ltr

11.6%





Arkali
— wines —

WHITE

Paravalos winery

Paravalos winery

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Arkali
— wines —

1Ltr

11.6%





Arkali
—wines—

ROSE

Paravalos
winery

Paravalos
winery

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Arkali
—wines—

1Ltr

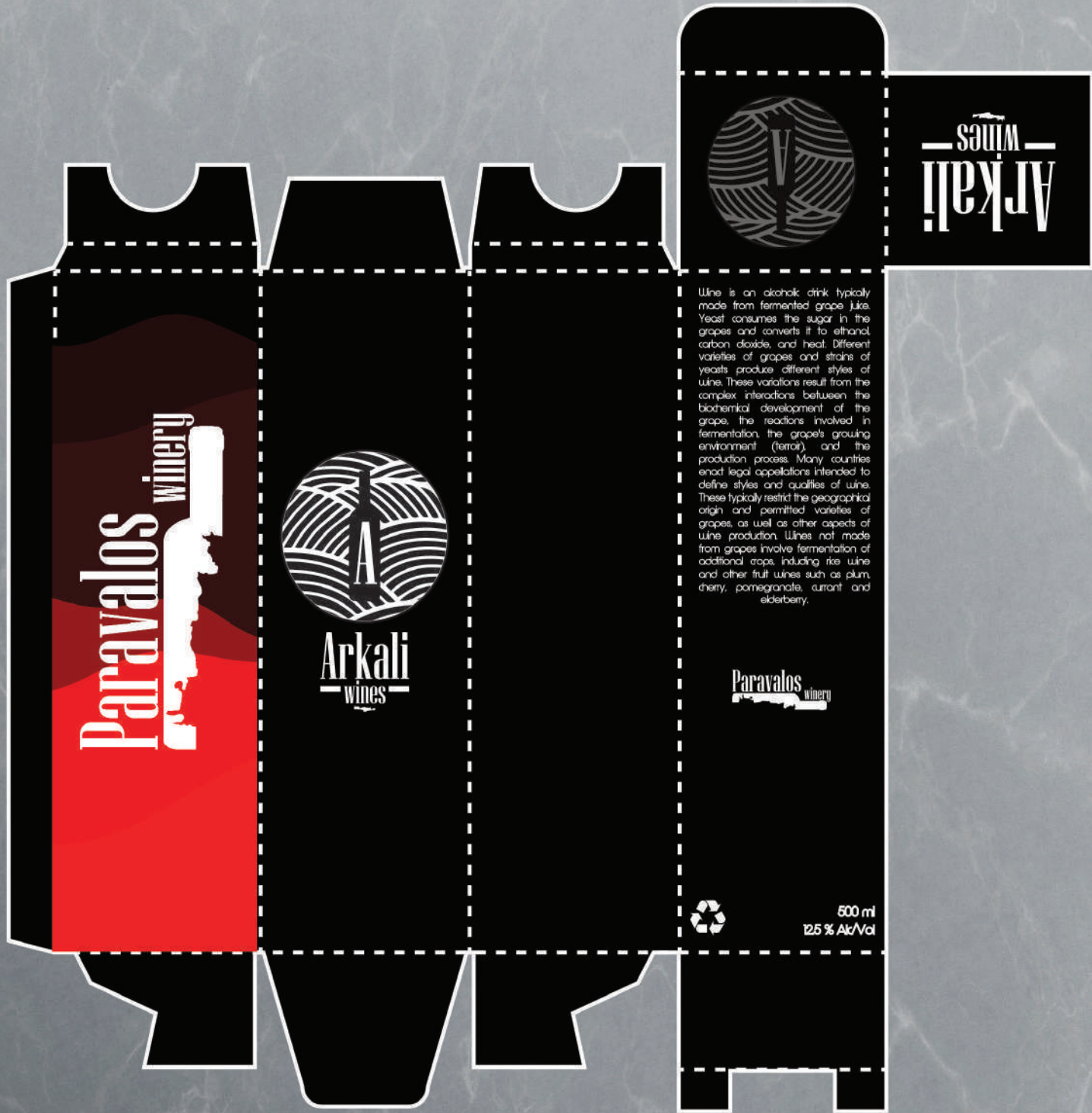
11.6%



PACKAGING



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Paravalos
winery



Arkali
wines



Arkali
Wines

Wine is an alcoholic drink typically made from fermented grape juice. Yeast consumes the sugar in the grapes and converts it to ethanol, carbon dioxide, and heat. Different varieties of grapes and strains of yeasts produce different styles of wine. These variations result from the complex interactions between the biochemical development of the grape, the reactions involved in fermentation, the grape's growing environment (terroir), and the production process. Many countries enact legal appellations intended to define styles and qualities of wine. These typically restrict the geographical origin and permitted varieties of grapes, as well as other aspects of wine production. Wines not made from grapes involve fermentation of additional crops, including rice wine and other fruit wines such as plum, cherry, pomegranate, currant and elderberry.

Paravalos
winery



500 ml
12.5 % Alc/Vol



Paravalos winery



Arkali
wines



Arkali
wines

WHITE

Paravalos winery

Paravalos winery

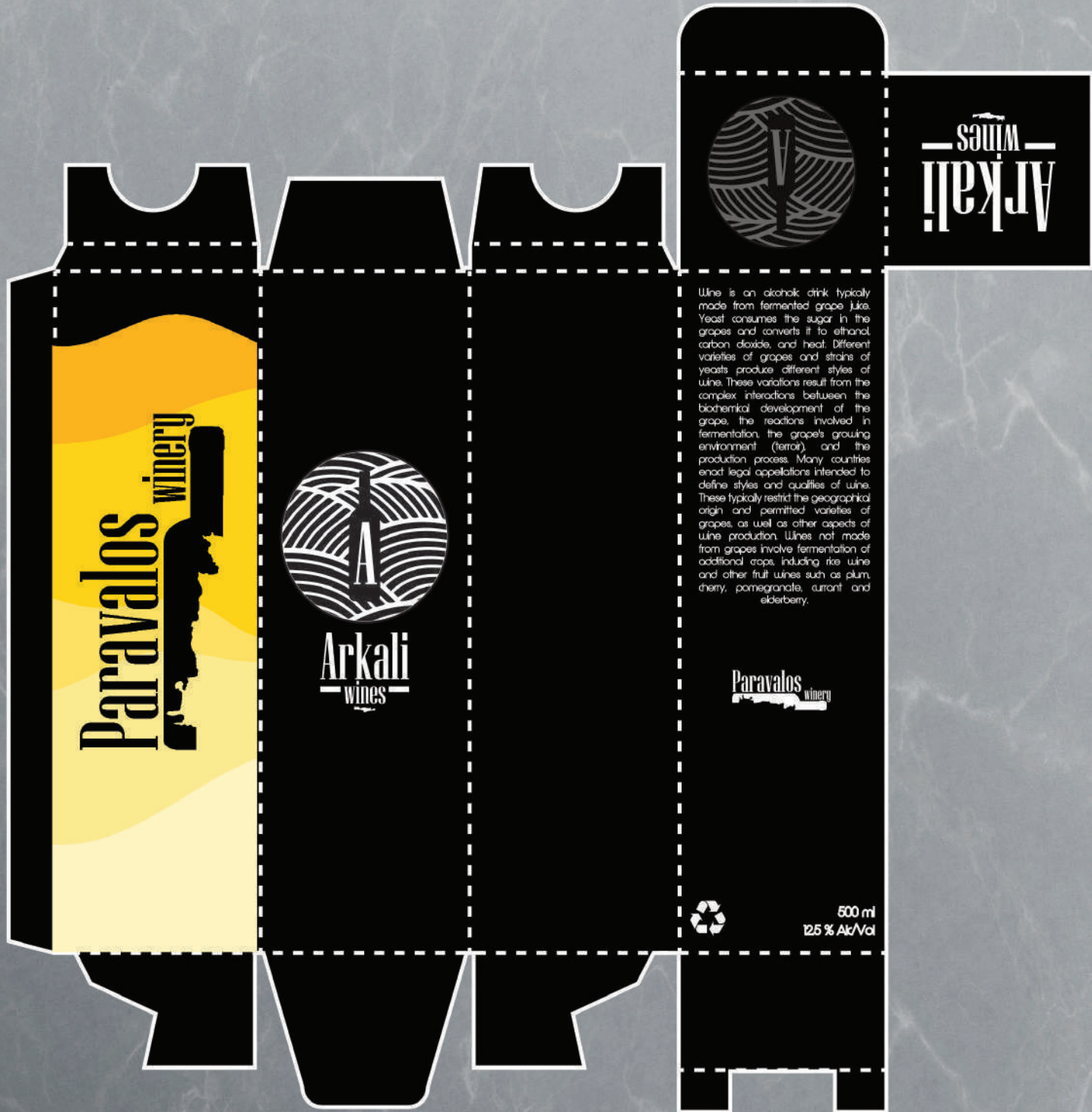
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Arkali
wines

Paravalos winery





Paravalos
winery



Arkali
wines



Arkali
Wines

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Paravalos
winery



500 ml
12.5 % Alc/Vol



Paravalos winery



Arkali
wines



Arkali
wines

ROSE

Paravalos winery

Paravalos winery

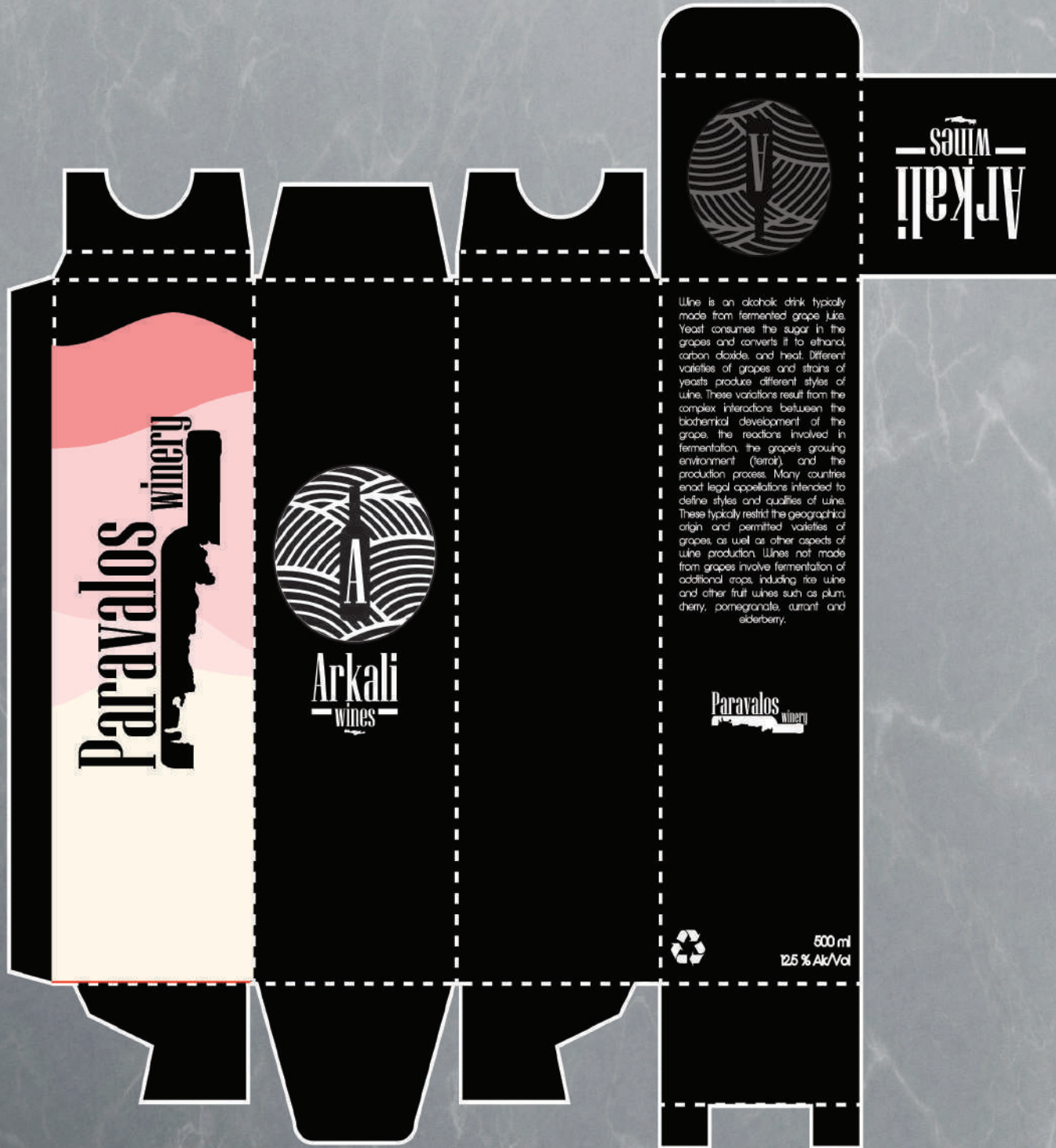
Rosé wine is a type of wine made from dark-colored grape varieties. The color of the wine can range from intense violet, typical of young wines, through to brick red for mature wines and brown for older red wines. The juice from most purple grapes is greenish-white, the red color coming from anthocyanin pigments present in the skin of the grape. Much of the red wine production process involves extraction of color and flavor components from the grape skin.



Arkali
wines

Paravalos winery





Paravalos
winery



Arkali
wines



Arkali
wines

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Paravalos
winery



500 ml
12.5 % Al/Vol

ENTRY



ΟΪVOS.....

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... ο δρόμος ...

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... ΤΩΝ ΑΙΣΘΗΣΕΩΝ.

POSTER



Arkali
wines

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Arkali
wines



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DON'T DRINK AND DRIVE

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wines

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Don't

drink and drive

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**DON'T
DRINK N' DRIVE**

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CATALOGUE



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OUR WINES

Wine has long played an important role in religion. Red wine was associated with blood by the ancient Egyptians and was used by both the Greek cult of Dionysus and the Romans in their Bacchanalia; Judaism also incorporates it in the Kiddush, and Christianity in the Eucharist. Egyptian, Greek, Roman, and Israeli wine cultures are still connected to these ancient roots. Similarly the largest wine regions in Italy, Spain, and France have heritages in connection to sacramental wine, likewise, viticulture traditions in the Southwestern United States started within New Spain as Catholic friars and monks first produced wines in New Mexico and California.

RED



Red wine is a type of wine made from dark-colored grape varieties. The actual color of the wine can range from intense violet, typical of young wines, through to brick red for mature wines and brown for older red wines. The juice from most purple grapes is greenish-white, the red color coming from anthocyan pigments present in the skin of the grape; exceptions are the relatively uncommon teinturier varieties, which produce a red-colored juice.

WHITE



White wines are often used as an apéritif before a meal, with dessert, or as a refreshing drink between meals. White wines are often considered more refreshing, and lighter in both style and taste than the majority of their red wine counterparts. In addition, due to their acidity, aroma, and ability to soften meat and deglaze cooking juices, white wines are often used in cooking.

ROSE



A rosé is a type of wine that incorporates some of the color from the grape skins, but not enough to qualify it as a red wine. It may be the oldest known type of wine, as it is the most straightforward to make with the skin contact method. The pink color can range from a pale "onionskin" orange to a vivid near-purple, depending on the grape varieties used and winemaking techniques. Usually, the wine is labelled rosé in French, Portuguese, rosado in Spanish, or rosato in Italian.

THANK YOU



The quest for vineyard efficiency has produced a bewildering range of systems and techniques in recent years. Due to the often much more fertile New World growing conditions, attention has focussed heavily on managing the vine's more vigorous growth. Innovation in palissage (training of the vine, usually along a trellis, and often referred to as "canopy management") and pruning and thinning methods (which aim to optimize the Leaf Area/Fruit (LA/F) ratio relative to a vineyard's microclimate) have largely replaced more general, traditional concepts like "yield per unit area" in favor of "maximizing yield of desired quality". Many of these new techniques have since been adopted in place of traditional practice in the more progressive of the so-called "Old World" vineyards.





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Paravalos Winery



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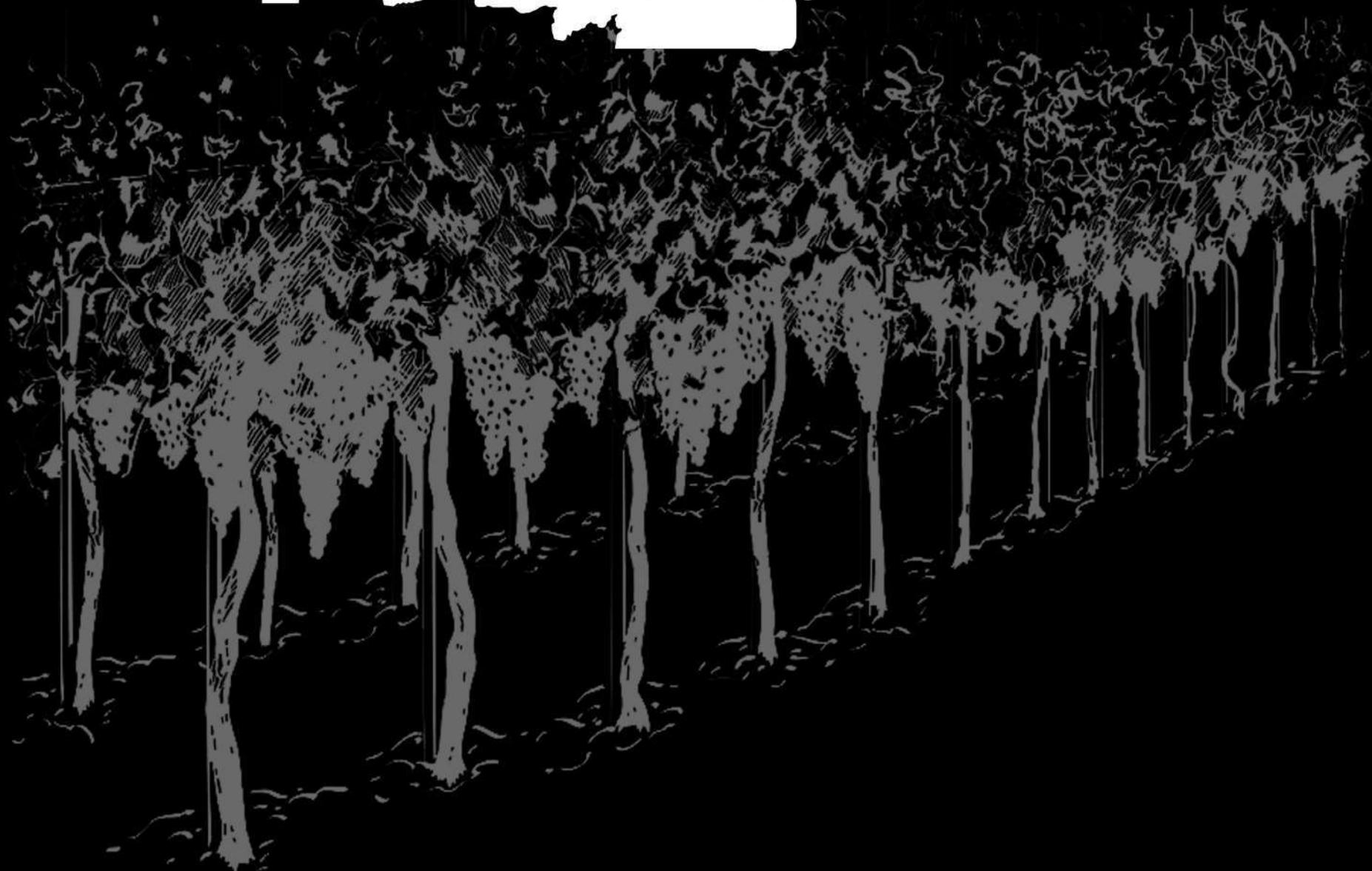
Red wine is a type of wine made from dark-colored grape varieties. The actual color of the wine can range from intense red, typical of pinot noir, through to black, red for mature wines and brown for older red wines. The juice from most purple grapes is greenish-white; the red color coming from anthocyanin pigments present in the skin of the grape, pterostilbene and the related compounds, tannin varieties, which produce a red-colored juice.

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A rose is a type of wine that incorporates some of the color from the grape skins, but not enough to qualify it as a red wine. It may be the most delicate type of wine, as it is the most straightforward to make with the skin's contact period. The pink color also ranges from a pale, "roséon" orange to a red-mauve purple, depending on the grape varieties used and winemaking techniques. Usually, the wine is bottled rose in French, Portuguese, rosado in Spanish, or rosato in Italian.

BROCHURE

Paravalos winery



A photograph of a vineyard at sunset. The rows of grapevines are illuminated by the warm, golden light of the setting sun, creating a rhythmic pattern of light and shadow. In the background, rolling hills are silhouetted against the bright orange and yellow sky. The word "WELCOME" is written in a large, white, serif font across the center of the image, with a thin white horizontal line underneath it.

WELCOME

A landscape of rolling hills and vineyards at sunset. The sun is low on the horizon, casting a warm, golden glow over the scene. The hills are covered in rows of grapevines, and the overall atmosphere is peaceful and serene.

Great wine begins with great grapes

A photograph of a vineyard with rows of grapevines supported by wooden stakes, set against a backdrop of rolling hills and a large tree. The text "ABOUT US" is overlaid in the center in a white serif font.

ABOUT US



A winery is a building or property that produces wine, or a business involved in the production of wine, such as a wine company.[1] Some wine companies own many wineries. Besides wine making equipment, larger wineries may also feature warehouses, bottling lines, laboratories, and large expanses of tanks known as tank farms. Wineries may have existed as long as 8,000 years ago. Wineries typically employ winemakers to produce various wines from grapes by following the winemaking process. This process involves the

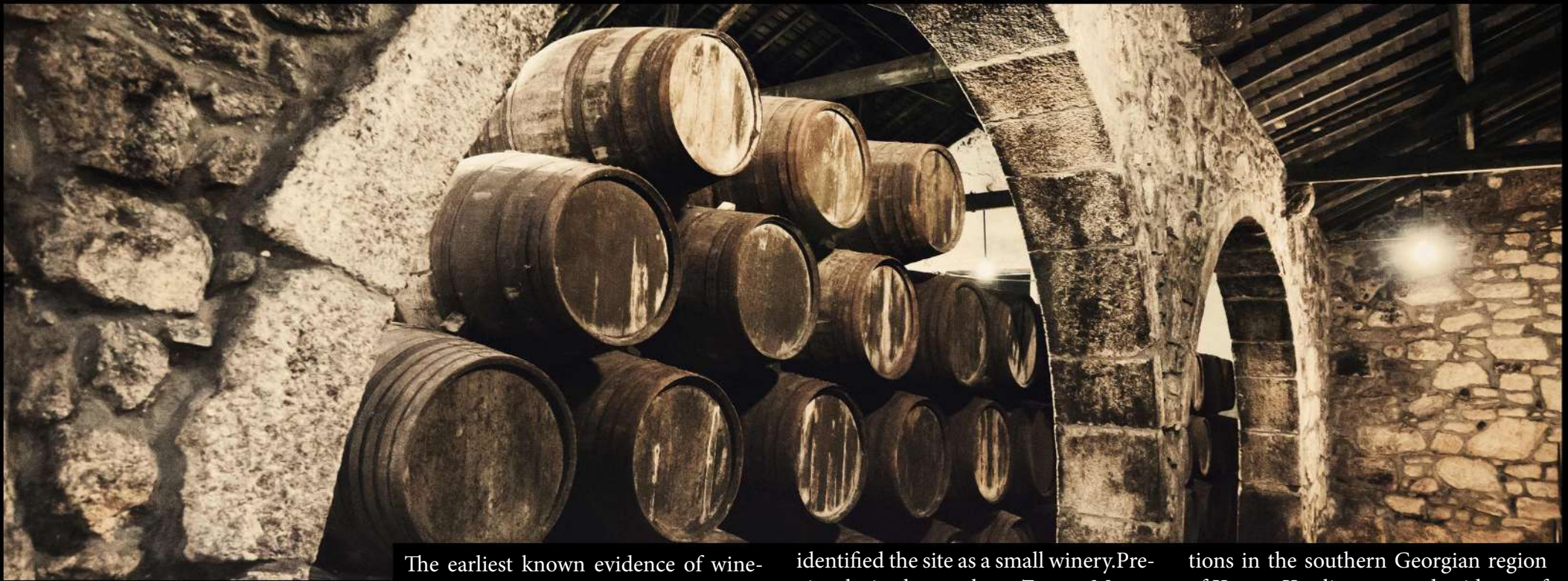
fermentation of fruit, as well as blending and aging of the juice. The grapes may be from vineyards owned by the winery or may be brought in from other locations. Many wineries also give tours and have cellar doors or tasting rooms where customers can taste wines before they make a purchase. Winery architecture is very varied and rich and it is used by wineries as a way to promote their wines and cellar doors. The grapes may be from vineyards owned by the winery or may be

The urban winery is a recent phenomenon whereby a wine producer chooses to locate their winemaking facility in an urban setting within a city rather than in the traditional rural setting near the vineyards.[10] With advances in technology and transportation, it is not a problem for an urban winery to grow their grapes in a remote location and then transport them to the urban facility for crushing, fermentation and aging. Urban wineries have been opened in cities across the United States including San Francisco; Sacramento; Portland, Oregon; Seattle;[11] Frederick, Maryland; New York; Cincinnati; San Diego; and Los Angeles to name a few. Wilridge Winery was the first urban winery in Seattle.





OUR
STORY



The earliest known evidence of wine-making at a relatively large scale, if not evidence of actual wineries, has been found in the Middle East. In 2011 a team of archaeologists discovered a 6000 year old wine press in a cave in the Areni region of Armenia,[and

identified the site as a small winery. Previously, in the northern Zagros Mountains in Iran, jars over 7000 years old were discovered to contain tartaric acid crystals (a chemical marker of wine), providing evidence of winemaking in that region. Archaeological excava-

tions in the southern Georgian region of Kvemo Kartli uncovered evidence of wine-making equipment (containers called qvevri) dating back 8000 years. In 2017 the remnants of an 8000-year-old facility for large-scale production was found 20 miles south of Tbilisi, Georgia





OUR
ESTATE



While some associate wineries with large wine-making regions such as Napa Valley[6] and Sonoma Valley in California, the Barossa Valley in Australia or the legendary wine regions of France (Bordeaux, Burgundy, Champagne) and Italy, wineries can be found nearly everywhere. The east coast of the United States also has winemaking regions like New York's Finger Lakes region, Aquidneck Island, RI and

Long Island, NY and Cape May, NJ. Wineries do not have to be located adjacent to vineyards; grapes can be shipped anywhere. In addition, people make wine out of other fruits and plants (dandelion wine, apple wine, strawberry wine, honey wine), so these specialty wineries tend to pop up where the other substances are grown. For example, a winery in Hawaii produces pineapple wine.





OUR TEAM



A class of winery license known as the farm winery allows farms to produce and sell wines on site. Farm wineries differ from commercial wineries in that the fruit which is the source of the wine is usually produced on the farm, and the final product is also sold on the farm. States such as New York have given a special permit to open a satellite store in a tourist area. New York's passing of the Farm Winery Act of 1976 set an example for other states to pass similar laws.

Farm wineries usually operate at a smaller scale than commercial wineries. Farm wineries are a form of value added marketing, known as agritourism, for farmers who may otherwise struggle to show a profit.



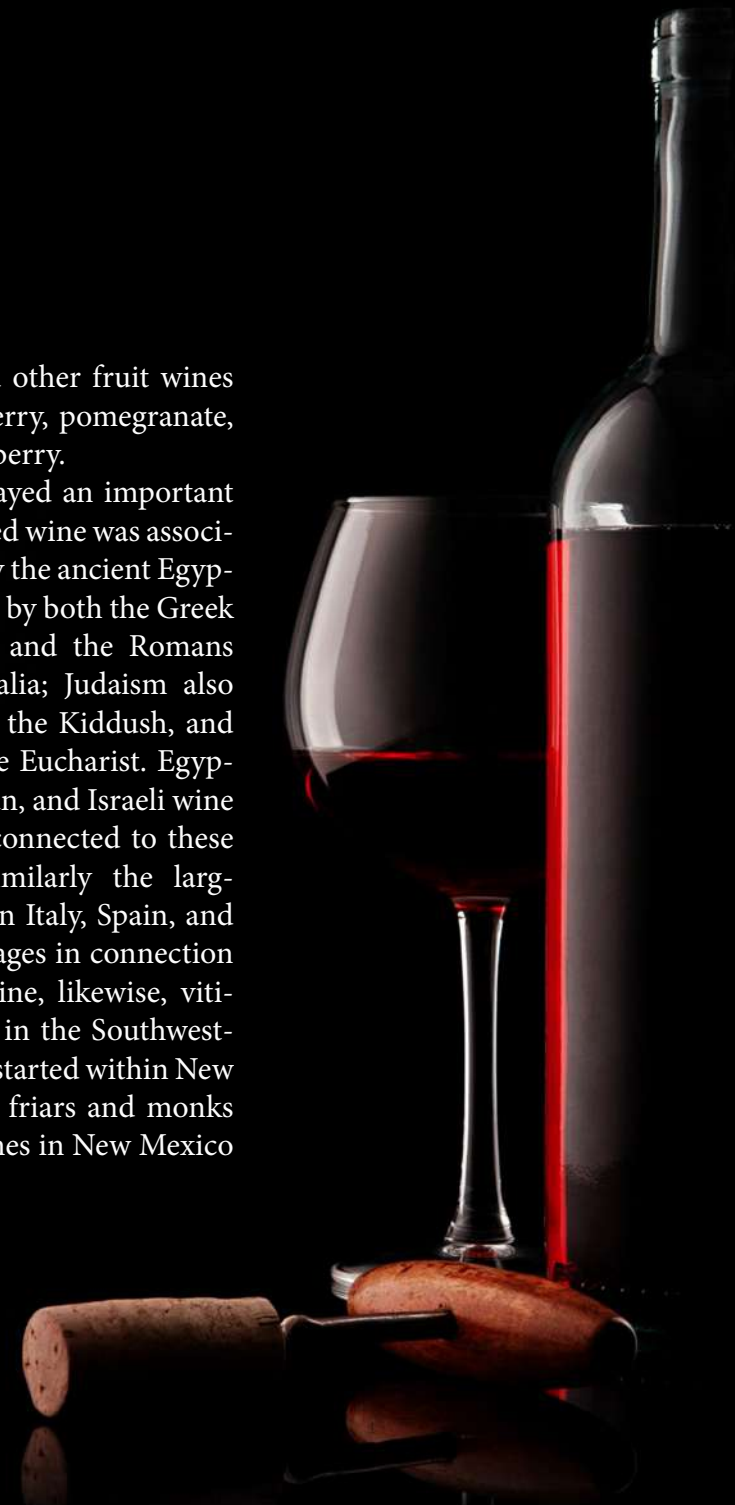
OUR WINES



Wine is an alcoholic drink typically made from fermented grapes. Yeast consumes the sugar in the grapes and converts it to ethanol and carbon dioxide, releasing heat in the process. Different varieties of grapes and strains of yeasts are major factors in different styles of wine. These differences result from the complex interactions between the biochemical development of the grape, the reactions involved in fermentation, the grape's growing environment (terroir), and the wine production process. Many countries enact legal appellations intended to define styles and qualities of wine. These typically restrict the geographical origin and permitted varieties of grapes, as well as other aspects of wine production. Wines not made from grapes involve fermentation of other crops includ-

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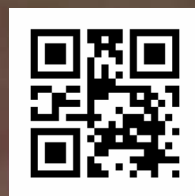
CONTACT

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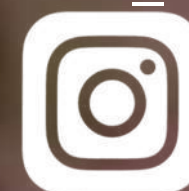
Address : Arkalochori, 70300


Telephone:2891023786

Paravalos winery



Paravalos_winery





Paravalos
winery

THANK
YOU



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SITE



Paravalos winery



Arkali
wines

SCROLL



ABOUT

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HISTORY

Wine cellars protect alcoholic beverages from potentially harmful external influences, providing darkness, constant temperature, and constant humidity. Wine is a natural, perishable food product issued from fermentation of fruit. Left exposed to heat, light, vibration or fluctuations in temperature and humidity, all types of wine can spoil. When properly stored, wines not only maintain their quality but many actually improve in aroma, flavor, and complexity as they mature. Depending on their level of sugar and alcohol, wines are more or less sensitive to temperature variances; wine with higher alcohol and/or sugar content will be less sensitive to temperature



VINEYARDS

The earliest evidence of wine production dates from between 6000 and 5000 BC.[1] Wine making technology improved considerably with the ancient Greeks but it wasn't until the end of the Roman Empire that cultivation techniques as we know them were common throughout Europe. In medieval Europe the Church was a staunch supporter of wine, which was necessary for the celebration of the Mass. During the lengthy instability of the Middle Ages, the monasteries maintained and developed viticultural practices, having the resources, security, stability and interest in improving the quality of their vines. They owned and tended the best vineyards in Europe, and vinum theologium was considered superior to all others.

European vineyards were planted with a wide variety of the Vitis vinifera grape. However, in the late 19th century, the entire species was nearly destroyed by the plant louse phylloxera accidentally introduced to Europe from North America. Native American grapevines include varieties such as Vitis labrusca, which is resistant to the bug. Vitis vinifera varieties were saved by being grafted onto the rootstock of Native American varieties, although there is still no remedy for phylloxera, which remains a danger to any vineyard not planted with grafted rootstock.



WINES

Wine has been produced for thousands of years. The earliest evidence of wine is from ancient China (c.7000 BC), Georgia (6000 BC),[6][7] Persia (5000 BC), and Italy (4000 BC). New World wine has some connection to alcoholic beverages made by the indigenous peoples of the Americas, but is mainly connected to later Spanish traditions in New Spain.[8] Later, as Old World wine further developed viticultural techniques, Europe now encompasses three of the largest wine-producing regions. Today, the five countries with the largest wine-producing regions are in Italy, Spain, France, the United States, and China.



STORE

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[Wines](#)

[Accessories](#)

[Supplies](#)



VISIT

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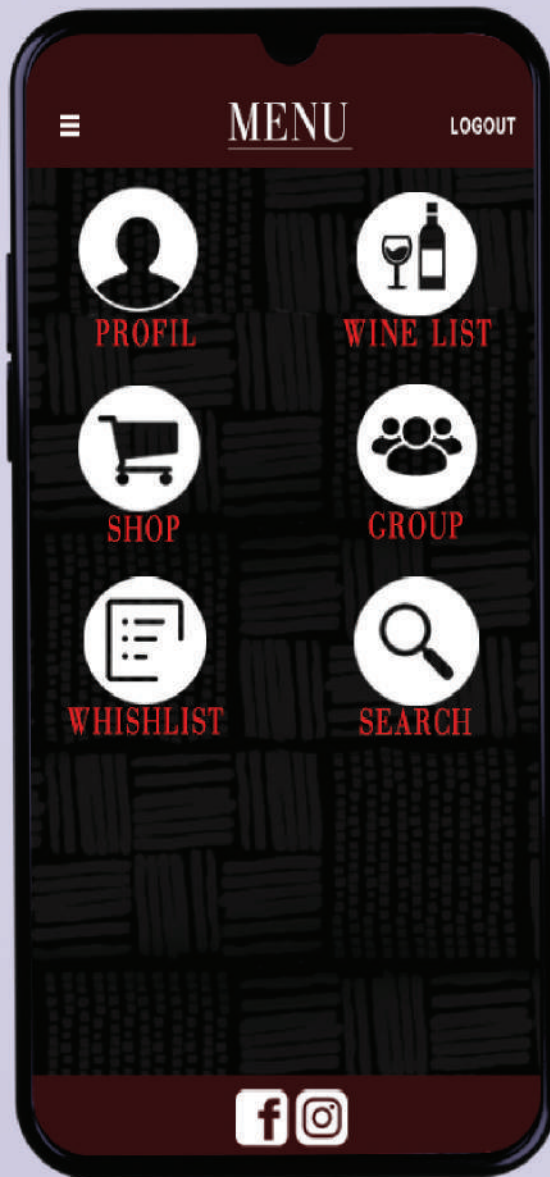
Address : Arkalochori, 70300

Schedule :

- Mon. 12:00pm-21:00pm.
- Tue. 12:00pm-21:00pm.
- Wen. 12:00pm-21:00pm.
- Thu. 12:00pm-21:00pm.
- Fri. 12:00pm-21:00pm.
- Sat. 12:00pm-21:00pm.
- Sun. 12:00pm-21:00pm.

Telephone: 28910 23786

APP



GADGETS







The logo is centered on a circular dark red background with a thin gold border. The word "Paravalos" is written in a large, white, serif font. Below it, the word "winery" is written in a smaller, white, sans-serif font. A white silhouette of a vineyard with rolling hills and a small building is positioned between the two words.

Paravalos
winery



VIDEO