

project 03 package design *art2210*

You will create a ready-to-use package using the brand created in the previous exercise.

You are responsible for research, design and production.

NOTE: This project requires a heavy-weight paper and double sided tape for completion. Purchase this ASAP as there will be no exceptions to these craft mistakes.

Cardstock is acceptable - make sure it is appropriate to run through the laserjet printer and consider your print job accordingly.

I recommend Scotch brand permanent double sided. It can be purchased in most stores and online. Look for the yellow package.

STUDENTS WILL

- demonstrate ability to work with type, color, image, contrast, and space
- develop knowledge of/empathy for specified demographics
- consider visual hierarchy and application within text, image and box sides
- demonstrate fine craft skills including cutting and adhesives
- consider the bigger picture of package design: where/how does it go next?

PROJECT DETAILS/GETTING STARTED

Consider the tone of your package before moving forward. The aesthetic and the demographic will be taken from or at least inspired from the previous project. Should your package look like the others on the shelf or stand out? Is it geared towards children or adults? Is it better suited for a corporate appearance or playful?

STEP 1

Collect content that your package will require. Remember: less is more. Every package needs a barcode. If you are packaging a food product, you will need nutrition facts and ingredients. Does your package require an expiration date? Or any certification symbols such as organic or BPA free? Net weight? Research similar packages online or at a store (take photos) and make sure you have all necessary information.

STEP 2

Research great packaging online or at a store (take photos). Is there something clever that stands out? Print, cut and fold your digitized dielines 3 times. Do not tape. Update your design file as needed. Consider the extra width cardstock will add compared to copy paper.

STEP 3

Sketch 3 different package layouts on the semi-assembled die-cuts from step 2. Consider trying portrait vs. landscape and how/where elements will fall. What appears on the top/bottom/side panels along with the primary (front) panel? Do elements wrap around or are they all contained within their panels?

STEP 4

Select 1 approach to move forward with and digitize. No lorem ipsum, all content should be real.

STEP 5

Print and assemble your package. Tape together - your package should be 3D.

STEP 6

Digitized revisions based on feedback.

STEP 7

Print and assemble your package, make final edits based on feedback. Prepare your final package.

SCHEDULE

m 3/25	box assignment given	m 4/15	step 6 due
w 3/27	final trademark due, step 1 due	w 4/17	step 7 due
m 4/1	step 2 due	m 4/22	final package & process book due
w 4/3	step 3 due, select 1	w 4/24	reading day/portfolio review
m 4/8	step 4 due	f 4/26	pick up final + portfolio
w 4/10	step 5 due		