

# Graphic Design<sup>2</sup>

## PROJECT TWO:

### Package Design

Design and create the three-dimensional mock-ups (maquette) and a digital mock-up for the following product categories. Choose one:

**OPTION 1**

**Point-of-purchase display:** Design the package and point-of-purchase display for a mechanical object (car part, etc.) or tool. Display must be capable of holding multiple units and you must show at least three units.

**OPTION 2**

**Children's toy:** Redesign a package for a new or existing child's toy in such a way that the packaging on the shelf creates a continuous repeating graphic. The item/items contained within the package must have a hang tag designed for it, also!  
Min: Three units plus hang tags

**OPTION 3**

**Snack food line:** Create five packages for a line of snack foods maintaining a consistent look between the different products. Pick from juices, frozen treats, teas, nuts or condiments.

**OPTION 4**

**Graphic Design I project:** Create a series of 3–5 packages based on subject matter from Graphic Design I projects.

**OPTION 5**

**Group decision in class:** NO WINE BOTTLES! \_\_\_\_\_



### Objectives

- ⇒ Understand the purpose and requirements of package design.
- ⇒ Design various components of a package while maintaining visual consistency.
- ⇒ Understand how the form and the function of the package correlate.
- ⇒ Invent a name, make appropriate color choices and work with various materials.

### REQUIRED ELEMENTS:

- Each option listed above requires a minimum of 3 mock-ups each.
- An investigation of and possible inclusion of non-traditional packaging materials.
- A design brief/objectives statement.

#### Required elements:

1. UPC symbol and nutritional facts on all products where applicable.
2. Company name and symbol/logo design
3. Product description and selling points, net weight, manufacturer's address,
4. Appropriate graphics and typography.
5. Refined roughs must include the design created using Illustrator's 3D tool.

### PRESENTATION:

Mock-ups are to be photo-ready quality, meaning I'm going to take full-color photos of each of your projects and they need to look like the "real-thing"!

**See Designnote.org for deadlines.**