

Graphic Design²

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 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 three 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 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"!

Thumbnail Sketches: Prior to Week 8 class via e-mail

Roughs: Week 8 in class

Refined Roughs & Preliminary Critique mock-ups: Week 9 class

Finish: Week 11