

JOB 4-Product Package design

Open Date: _____

Roughs Due: _____

Proofs Due: _____

Final Due Date: _____

This job is concerned with designing, mocking up and photographing a consumer product. You will purchase containers, and or, other items appropriate for your product choice, create labels, etc., mock these up as closely to a real product as possible and shoot a product packaging photo of the completed product. There are strict deadlines for this job. Failure to adhere to these deadlines will seriously affect your final grade.

For this job, you will create an identity and package design for one of the following products:

- Wine - labels (neck, front and back), bottle and gift box
- Energy or Health Drink - drink container and packaging
- Apparel or Gift Shop - tags, boxes and shopping bags
- Children's Bath Products - labels and packaging
- Skin Care and Cosmetic Line - labels and packaging

Through this project you will explore:

- Building branding
- Building templates
- Importance of Typography in product design
- Package/Structural design
- Printing and making mock-ups of your package design
- Photo representation of design for portfolio
- Presenting and Critique

RESEARCH & REFERENCE: You will be responsible for research and reference, turning in examples of the products you choose. You will create concept roughs on paper with pencil to further enhance your knowledge of creating thumbnails, roughs and compositions.

COLOR: Your choice.

DESCRIPTION: The process begins with your research and referencing product packaging design, and will end in you creating a simulated, professional looking, three dimensional comprehensive of the actual product. You will also do a photo shoot of your finished mock up. You can use a digital camera, a 35 mm camera, or you can purchase a disposal 35mm camera cheaply. The job will involve some extra work and expense. If you use a digital camera, make sure it is at least 3 megapixels. Anything less will cause your printout to be pixelated.

As with the latter jobs in this class, Job 4 is definitely geared towards Portfolio. You can use this piece to show your creativity, problem solving, craftsmanship and speed.

Speed is of the essence in graphic design, as is multitasking. I realize this is not your only class, but in the real world, this would not be your only project.

Besides designing and creating your logo/identity, labels, hang tags, or appropriate collateral on the computer, you will also experience transferring the printed materials onto actual containers, either found or created. You will use trim marks in Illustrator when making a hang tags and labels. You can combine Photoshop with Illustrator for the project, if appropriate. **But this is only for textures, and other enhancements which are impossible in Illustrator.** The files will be Illustrator files only. Your typography will be done in Illustrator as well. The door is wide open for this job; your goal is to create a compelling solution for whichever product you choose.

Your responsibilities for this Job are to create:

- ALL: a logo/identity- Symbolic logo and/or typographic logo.
- ALL: one (1) product photo, no smaller than 5"x7" and no larger than 8"x10", arranging your completed comprehensives in a pleasing way, with a suitable backdrop.

- BATH, SKIN CARE/COSMETIC PRODUCT LABELS: Each container must contain a front label and at least one must contain a front and a back label – experiment with a die cut look. You are required to have at least 3 product items (i.e. shampoo, conditioner and soap, or face powder, eye shadow and lip gloss...you are not required to use these exact examples) You also are required to design a package/box for placing your products.
- APPAREL / GIFT SHOP: at least one double sided hang tag for the products that specify a hang tag, dimensions below. - experiment with a die cut look. A shopping bag and a gift box.
- WINE or LIQUOR: a front, back and neck label affixed to the wine bottle, and a gift box design as well. Unlike the other products, the wine **must** have these, but no other items.
- ENERGY/HEALTH DRINK: a set of at least 4 drink containers with labels affixed and a box or carrying device to package the drinks.

TIPS

HANG TAG: You will create a two sided card, with trim marks, register them together on a light table, spray glue them together and trim at the trim marks. Fold if your design requires. You will hole punch the hang tag and choose and attach a suitable material to hang the tag from to your product.

LABELS: You must size your labels accordingly. So, select your containers before you size the labels. Research this on your own. Window shop, look in magazines, design annuals, etc. The products you are choosing from are very different from each other, giving you a broad choice. Each is also fairly common. Each is readily available to you for your research.

Important too, product containers can be easily found or created by you. Here are some tips on how/where to find appropriate containers:

WINE BOTTLE - use an old one, either your own, or from your parents. Soak off the existing label(s) in hot water. Most, if not all of it should come off this way. Residual glue can be removed with a small amount of mineral spirits or Goo Gone. Wash it thoroughly and let it dry completely. Your "gift box" can be nothing more than a two sided mock up, shot at an angle for photo purposes You can use a piece of poster board to make a box, or repropose an existing box. Examples will be shown in class.

ALL: Take a trip to Michael's Crafts, The Pottery Barn, Target, Walmart, etc. There you will find plastic containers in a variety of shapes and colors for the bath products line. You can use a plain glass container as well. Plain boutique type soaps wrapped in cellophane are available many places. You may wish to make an overall container for your products Use your most powerful asset - your imagination in creating these mock ups.

Pay very close attention to details in terms of copy content. Take cue from your research and include details that will add to the realism of your product design.

Consider adding product warnings and scan codes...all details will be considerations in determining your grade.

PROJECT SCHEDULE

Timeline: You must follow this in order to receive ALL points possible

- Intro Job 4, Complete Research and Roughs
- Week 2 - Three rough concepts due, and Five examples of product choice due at beginning of class. Concept choice, logo completed, cut out mock label due - by end of class
- Week 3 - Illustrator 75% completed. Mocking up for photo shoot finalization
- Week 4 - Project Due / mounted and presentation

Grade Sheet

Student Name: _____

Grading Elements

Poss. Pts.

Your Grade

Research, resources and copied examples..... deadline met 15 _____
materials gathered from various sources, such as copies of CD Packages, artwork, examples of styles, packaging, etc. All items turned in with project.

Roughs..... deadline met 10 _____
3 well thought out pencil roughs and 5 examples of product – completed on time and turn in with finished project.

Use of typography and copy writing..... 10 _____
Well thought out use of fonts and placement as per design style.
Proper placement and formatting text/copy
Inclusion of text elements that add to the realism of the products.

Product identity/branding 15 _____
Well thought out concept....with follow-through.

Overall design, details, composition and creativity 20 _____
Design concept pushed beyond the obvious. Truly creative. Balanced. Accessible.
All pieces included.

Technical aspects 10 _____
File organization. Proper use of crop marks, spell check, color, etc...

Mounting and Presentation deadline met 20 _____
Well composed and arranged product shoot. Correct photo size. Presentation and mounting. Attention to details and neatness

Total Possible Grade **100** _____

Notes: