

PACKAGE DESIGN

Art 2163

Instructor: Dan May

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Class Time T-TH 11:00 AM

Lab Hours: 8:00 AM-7 PM

Assignment:

Soft Drink Package:

First read:

Chapter 3: "Packaging Sustainability: Marketing and Truth" pp:61-67

Chapter 6: in "Packaging Sustainability: Materials and Process" pp:229-260

Project Purpose:

Understanding sustainable process and what efforts are necessary to create a great looking package without mucking up the planet. Creating a piece using two Package forms namely a bottle and/or carton and the package that they rest in.

Parameters:

Create a Soft Drink logo (must only use spot colors: no process colors allowed.) and the Package that it sits within using a found bottle as the template (Bottle must be glass) or using a designed carton which uses sustainable packaging principles.

The product box must have every available area covered with a graphic treatment, logo and or information related to the product which is necessary for production and YET remains aesthetically pleasing.

The product should be geared towards the youth market.

The interior bottle/cylinder label needs to wrap around the circumference of the bottle/dispenser.

The cap of the bottle needs to have some treatment on the top of it. Logo, watermark etc.

Process:

1) Thursday: Logo concepts and name for product: your choice...must have at least 5. (worth 20 points)

2) Tuesday: Find Bottle or carton template and begin designing in accordance with its structure.

a) Critique layouts/..... must have at least 5 (worth 20 pts)

4) Refinements Thursday.

5) Tuesday: Final Critique (worth 20 points)

6) Thursday Print Cartons:

7) Due beginning of class: Worth 200 points

Time for project:

3 weeks

250 points:

A=(230-250)

B=(208-229)

C=(185-207)

D=(163-184)

F=162 and below

Grading procedure for work: Each assignment has a set of parameters that will be outlined. When minimum requirements are met you receive a "C" grade. You can move up or down from there based on percentage of completion and merits of work which will be evaluated by your proficiency in the medium, style, originality, composition, color, texture, line, et al.

Warnings.....

Pay attention to text. Do not let any text sit too close to the edge.

Product must include name, logo, manufacture, size in ounces, warnings, recycle logo (because we always recycle...), post consumer waste info, city where manufacturer is located.

Ingredients, when applicable, (no price should be included)

Where a graphic wraps around the edges, areas must appear

as if they were actually printed. Close attention must be paid to every detail.