

PACKAGE DESIGN

Project Number Two | September 28 - October 21

WORTH 100 POINTS

FALL 2004

INTERMEDIATE GRAPHIC DESIGN
NORTHERN KENTUCKY UNIVERSITY

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WHY PACKAGING? { *Many design studios in this region either specialize in or often create packaging design. This assignment should benefit you greatly once you begin to interview for internships or summer design jobs. Packaging is a unique challenge because of the 3-dimensional quality and multiple panels. Use this project to help further develop your logo / branding experience, while choosing a product that will sustain your interest for several weeks.*

01 ASSIGNMENT : PACKAGE DESIGN

The focus of this project is to comment on the lack of individuality employed by many corporations when it comes to packaging. Society has become very accepting of certain types of products in certain types of packages. Re-invent the way a common product is packaged and marketed for sale. You will need to develop a name, logo and look for the new product / package.....challenge yourself and experiment.

02 PROJECT TIMELINE : DUE DATES

- **September 28 : Project introduction and presentation, Brainstorm / research**
Brainstorm / research - Brainstorm a list that includes the type of product you would like to package. Consider possible names for your product & research similar products for package information, size, color and to compare competitive design and layout.
- **September 30 : Project outline and Style board**
Project outline (One typed page total) - Describe what you are packaging and how you intend to package it. You will need to determine : the product name, the size of the package, what are the pre-existing competitive products, and how do you intend to make your product / package stand-out among this competition?
Style board - 15" x 20" black illustration board (leave a 1.5" all-around border). Style board should indicate the overall mood and visual style of your proposed package. Contents of the board should include considerations such as package research, color palette, fonts, and imagery, as well as any other necessary design elements.
- **October 5 : Initial package thumbnails / Rough sketches**
Initial package thumbnails / Rough sketches - Present approximately TEN rough package sketches (Individual meetings).
- **October 7 : Rough package layouts**
Rough package layouts - Present TWO package layouts.
- **October 12 : Full working layout package / design (Intermediate critique)**
Full working layout package / design - Present final package layout and design for class feedback.
- **October 14 : Final revisions / Production issues / Photography**
Final revisions / Production issues / Photography - All Design, Revision and Production issues need to be addressed; establish how package will be photographed for portfolio.
- **October 19 : Fall break (No Class)**
- **October 21 : Project #2 Due (Final Critique)**
Project #2 Due - Present package and turn in at the end of critique.

03 PRESENTATION : GUIDELINES

Present the product / package in its 3-dimensional form for final critique. Mount an additional version of your design work (package / label) to a 15" x 20" black illustration board to turn in. Photograph the package to show the 3-dimensional quality of your final project.

04 GRADING : A B C D F

Project worth : *100 total points*

Outline :	<i>10 points</i>
Style Board :	<i>10 points</i>
Concept and Design :	<i>60 points</i>
Presentation and Craft :	<i>20 points</i>