

ONE OF THREE

Project Number Four | March 20 - April 05

WORTH 100 POINTS

SPRING 2006

**SPECIAL TOPICS : PACKAGING
NORTHERN KENTUCKY UNIVERSITY**

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CHOOSE WISELY { *The intent of this project is to allow for variety, and enables students to select a project based on interest, portfolio needs and experimentation. Students may choose from the three project options listed.*

01 **ASSIGNMENT : ONE OF THREE**

With the limited amount of time this semester, not every type of packaging project could be assigned. For this project, students will have the option to choose from three project variations. Each project is unique in its intent, and students should make their selection based on professional goals, portfolio needs, or for the sake of experimentation / design variety. The project options are as follows:

1. *Experimental* : to take an everyday product (such as light bulbs, cereal, compact discs, trash bags, etc...) and through non-traditional formats / materials, create a unique and memorable package that is attention-getting and challenges the conventionalism of the products in that genre / category. Do not be overly concerned with the package's ability to be production friendly.
2. *Social commentary* : use the packaging format to create a project that is social-issue driven (such as hunting, vegetarianism, politics, environmentalism, etc...). The package can be satirical, funny, confrontational, etc...It should engage the viewer and upon initial glance appear to be an actual product.
3. *Branding* : to design a family of products (between 3 – 7 packages) that show branding consistency, professionalism and how the line-up will progress over the course of several products (showing name, color and graphic variations).

NOTE : *projects can use actual existing product names, or can be created by student.*

02 **PROJECT TIMELINE : DUE DATES**

- **March 20** : Project introduction and presentation, Product research, Brainstorm
Brainstorming & Product research - *Determine project choice and concept, research existing packaging...then formulate project style (including design, positioning and color palette).*
- **March 22** : Discuss project selection / outline, Individual meetings, studio
Discuss outlines - *Be able to discuss your project intent, selection & outline*
- **March 27** : Individual meetings, studio
Individual meetings - *Present initial sketch layouts / overall design style*
- **March 29** : Intermediate Critique
Intermediate critique - *Present project to class for feedback*
- **April 03** : Individual meetings, Production issues, studio
Individual meetings - *Present progress and finalize revisions*
- **April 05** : Project #4 Due, Critique
Project #4 Due, Critique - *Present final project to class for critique*

03 **PRESENTATION : GUIDELINES**

One fully-completed package for each designed product.
Photo documentation of final product.

04 **GRADING : A B C D F**

Project worth : *100 total points*

Sketches & Research :	<i>10 points</i>
Outline :	<i>5 points</i>
Concept :	<i>25 points</i>
Package Layout :	<i>50 points</i>
Presentation & Craft :	<i>10 points</i>