

ID4: INDEPENDENCE DAY

*Project Number Five | April 10 - May 05**

WORTH 100 POINTS

SPRING 2006

**SPECIAL TOPICS : PACKAGING
NORTHERN KENTUCKY UNIVERSITY**

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ON MY OWN { *The intent of this project is to allow students to pursue and design a package (or series) based on personal interest. There will be freedom with this project, but students are encouraged to maintain a personal time line, and to be realistic about the amount of work that can be completed within the allotted time frame. Projects should strive for professionalism and believability.*

01 ASSIGNMENT : INDEPENDENCE DAY

Students are free to explore and create a package (or series) based on personal interest. Students are expected to brainstorm, conceptualize and research their project prior to the design phase. Be prepared to discuss your project idea and your reasoning for pursuing the chosen package subject matter / format. Each student project must be discussed with (and approved by) the instructor.

02 PROJECT TIMELINE : DUE DATES

- April 10 : Individual meetings, Brainstorm, studio
Individual meetings - *Be able to discuss project intent / direction*
- April 12 : Discuss project selection / outline & style board, studio
Discuss outlines & Style board - *Be able to discuss your project intent, selection, outline & style board.*
Style Board - *15 x 20 inch (black illustration board) composed of research images, color swatches, packaging / die possibilities and probable font choices. The style board should convey overall intended project mood.*
- April 17 : Individual meetings, studio
Individual meetings - *Present initial sketch layouts / overall design style*
- April 19 : Intermediate Critique
Intermediate critique - *Present project to class for feedback*
- April 24 : Individual meetings, Production issues, studio
Individual meetings - *Present progress and revisions*
- April 26 : 2nd Intermediate Critique
2nd Intermediate Critique - *Final chance for project feedback (be prepared)*
- Friday, May 05 — 10:00am : Project #5 Due, final exam period

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 & Style board :	<i>10 points</i>
Concept :	<i>25 points</i>
Package Layout :	<i>45 points</i>
Presentation & Craft :	<i>10 points</i>