

DIE CREATION & PACKAGE DESIGN

Project Number Two | February 23 - March 21

WORTH 75 POINTS

SPRING 2005

**GRAPHIC DESIGN PRODUCTION
NORTHERN KENTUCKY UNIVERSITY**

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01 ASSIGNMENT : DIE CREATION AND PACKAGE DESIGN

Using individually selected packaging, students are to re-draw (*in Illustrator*) the package's die and fold lines. Upon completion of the die, students are to research, design and assemble one packaging project based on the following options:

Package option 1 :

To improve upon, and re-design (create a completely different brand strategy and visual look) the individually selected packaging, utilizing the same package configuration and die.

Package option 2 :

To create your own product, brand, and visual style. Product can be practical, funny or conceptual, and needs to utilize the original package configuration and die.

Package option 3 :

Create an abstract, and or conceptually based illustration or design piece, using the package die as your framework (canvas).

Application : *Illustrator or InDesign*

Package Size : *Determined on an individual basis*

All other design considerations are open to the individual.

02 PROJECT TIMELINE : DUE DATES

- February 23 : Project introduction, Package Research
- February 28 : BFA Portfolio Review (*NO CLASS*)
- March 02 : Project outline, Preliminary sketches / design
- March 07 & 09 : Spring Break (*NO CLASS*)
- March 14 : Design style and layout established
- March 16 : Final package revisions, Production on files
- March 21 : Project #3 Due - *Final Critique*

03 PRESENTATION : GUIDELINES

Package should be folded and assembled according to the package die...craft is important

04 GRADING : A B C D F

Project worth : *75 total points*

Outline :	<i>5 points</i>
Sketches and Research :	<i>5 points</i>
Production Files :	<i>25 points</i>
Concept and Design :	<i>25 points</i>
Presentation and Craft :	<i>15 points</i>