

*The Art Institute of Dallas
School of Design*

PACKAGE DESIGN PROCESS BOOK

Herbs

*Desiree' Singreen
Spring Quarter 2013*

ASSIGNMENT ***The Objective:***

Utilizing the skills acquired in previous design courses - ideation, type and layout design, image manipulation, digital illustration and hand-skills, each student will select a product category and develop a packaging series for the selected products. The designs for the series should develop and advance the previously mentioned skills and incorporate advanced level conceptual thinking and creative problem-solving. The principle objective is to significantly improve the design of the packaging currently in the market for similar products and create a more conceptual and unique packaging solution.

The packaging series must include the following items:**• Four or more boxed item(s) in a variety of sizes**

The boxes must be of suitable style, materials and size suitable to display the brand name, FDA required information, all relevant product information as well as the design elements consistent with the overall series.

• Four or more labeled containers in a variety of sizes

The containers must be of suitable style, materials and size suitable to display the brand name, FDA required information, all relevant product information as well as the design elements consistent with the overall series.

The Process:

The selection of the product category must come from the brainstorm exercise.

The packaging series must incorporate all of the information that is part of packaging for similar products currently in the market place. Standard sized items should be used --

The selected product category will be re-named and re-branded and the style of the packaging must exhibit a unique and conceptual approach to package design. All of the elements of package design discussed in class should be incorporated into the series - transportation, protection, distribution, display and consumer appeal. Take into consideration the type of product packaging that will be used in this course - tube style, folded paperboard cartons and non-tapered containers. Be sure that the items are of sufficient size to allow for the required information and the design elements. In addition, the items must be of an appropriate weight for the style for packaging to be used.

Each stage of the development of this packaging series will be documented in this process book. You must use the provided templates and InDesign to layout the book. Daily scores will be assigned for each portion of the process book and in-class, on-screen reviews will be conducted using the completed pages.

PRODUCT**SELECTION** ***Selected product category selected from brainstorming sheet:******Herbs and Spices******List items you have chosen to package from the selected product category below:******Boxed item(s): Assorted Box Sets***

1. Baker's Box (Allspice, Pumpkin Spice, Ground Cinnamon, Vanilla Extract, Cloves, Nutmeg)

2. Starter Box (Sea salt, Peppercorns, Garlic powder, Chili powder, Oregano, Paprika)

3. Fish Box (Cajon seasonings, Shrimp & Crab Boil, Cayenne pepper, Lemon pepper, Dill, Chesapeake Bay seasoning)

4. Italian Box (Oregano, Fennel Seeds, Basil, Sage, Cilantro, Parsley)

Labeled item(s): Individual tins (inside boxes) Starter box

1. Sea Salt

2. Peppercorns

3. Garlic Powder

(4. Chili Powder) - If time permits

(5. Oregano) - If time permits

6. Paprika

List (5) existing brands that currently market the selected items.

1. McCormick & Company

2. The Spice House (www.thespicehouse.com)

3. MarxFoods (www.marxfoods.com)

4. Spice & Tea (www.spiceandtea.com)

5. The Great American Spice Company (www.americanspice.com)

PRODUCT SELECTION *Use research about the product you have selected to help form thoughtful and thorough answers to the following questions -- Be specific and provide responses that demonstrate your understanding and awareness of the product category:*

Motivation

Why have you selected this product category?

I love food and cooking and wanted to explore how to make certain items more appealing.

Tone

What is the current nature and personality of the selected product category?

Loving, cozy, inviting, curious, adventurous, healthful, fresh

Purpose

What is the intended purpose of the selected product category?

Box sets (dried): gifts or personal (beginner chefs)

Fresh herbs: For more experienced/adventurous chefs

Price

What is the price point of the selected product category?

Box sets: \$25-40

Fresh herbs: \$2-4

Audience

Who is the primary audience for the selected product category?

Adults 25+

Advantages

What are the existing advantages of the selected product category?

Lots of product choices, economy (more people cooking at home)

Disadvantages

What are the existing disadvantages of the selected product category?

Lots of competition, varied users (hard to target audience)

PRODUCT RESEARCH Go to the store or online and **COMPARE SIMILAR BRANDS** in the same product category you have selected. Count up and tally each item listed below. You should **COMPARE AT LEAST (6-10) BRANDS**

a. **COLORS:** List and tally all the colors used in the brand packaging – include pastels, metallic colors, shades and tones. (Be very specific about the colors used.)

1. Shenandoah Growers: Powder Blue, Lime Green, Cerise (red), Saffron (yellow)
2. McCormick & Company, Inc: Red, Yellow, White, (Blue in logo)
3. Marx Companies, LLC: Khaki, Rust, Beige, Gray
4. The Great American Spice Company: Red, pale yellow, Cerulean blue, Logo: brown, red, yellow, green, white
5. Spice and Tea Exchange: Wood, Silver, Burnt umber, Beige
6. The Spice House: Beige, Chocolate, Black

b. **TYPE FACES:** List and tally all of the typefaces used – san serif, serif, decorative, script faces and different family members with the same face.

1. Shenandoah Growers: Serif, regular, clean
2. McCormick & Company, Inc: Serif, slanted, regular, simple
3. Marx Companies, LLC: Sans serif, regular, bold, clean
4. The Great American Spice Company: Serif, Bold, plain product text
5. Spice and Tea Exchange: Serif, regular, centered
6. The Spice House: Serif, regular, bold, plain

c. **FINISHING TECHNIQUES:** List and tally all of the finishing techniques used – die cutting, embossing, foil stamping, spot varnish, etc.

1. Shenandoah Growers: Plastic boxes and pouches, paper labels
2. McCormick & Company, Inc: Plastic bottles, paper labels, flat printing
3. Marx Companies, LLC: Plastic and vinyl poaches, glass bottles (oils)
4. The Great American Spice Company: Plastic, see-through bottle, paper front label, red tops
5. Spice and Tea Exchange: Wooden box, silver tins, clear lids
6. The Spice House: Clear plastic, paper labels, white cardboard box

d. **IMAGERY:** List and tally all of the imagery used – floral, food, ethnic elements, textures, symbols, etc. AND label each as illustration or photographic, etc.

1. Shenandoah Growers: Various foods associated with herb (photos)
2. McCormick & Company, Inc: Pictures of the herbs or whole items (photos)
3. Marx Companies, LLC: No images, see through packaging
4. The Great American Spice Company:
5. Spice and Tea Exchange: No images, small logo, mostly type
6. The Spice House: No images or photos

e. **STYLE AND PERSONALITY:** List and tally the style and personality of the brand based on the look and feel of the packaging – classic/traditional, contemporary, fun/playful, unique, bold, rugged, quiet, loud, feminine, masculine, etc.

1. Shenandoah Growers: Colorful, healthful, bright, simple, natural
2. McCormick & Company, Inc: Simple, bright, traditional, generic
3. Marx Companies, LLC: Plain, straightforward, lets herbs speak for themselves
4. The Great American Spice Company:
5. Spice and Tea Exchange: Natural, homemade, rustic
6. The Spice House: Plain, to the point, wholesale, homemade, cheap

PRODUCT RESEARCH

List all of the information – Ingredients, directions, warning labels, descriptions, recipes, manufacture name and address, distribution information, UPC code, nutritional label elements, etc. Everything that is included on a similar package must be included on your final package. Gather all of the information and list it in this section.

NO PHOTOGRAPHS OF THE TEXT MAY BE USED**BOXED ITEM #1: BAKER'S BOX (FIVE SPICES)**

1. Ground Allspice: Nutrition Facts: Serving size 1 tbsp (8g), Servings per container (), Amounts per serving: Calories 16, Fat Cal 4, (%DV) Total Fat 1g 1%, Saturated Fat 0g 1% Trans Fat 0g Cholesterol 0mg 0% Sodium 5mg 0%, Total Carb. 4g 1% Dietary Fiber 1g 5% Sugars 0g Protein 0g Vitamin A 1% Vitamin C 4% Calcium 4% Iron 2% *Percent Daily Values (DV) are based on a 2,000 calorie diet Ingredients: Ground Allspice UPC code: 0 123456 789012 0 Umber Fort Worth, Texas 76020-2365 Packed in U.S.A For recipes, visit: www.umberspices.com Questions: 1-800-555-6633 Best by: JUN112014

2. Ground Cinnamon: Nutrition Facts: Serving size 1 tbsp (8g), Servings per container (), Amounts per serving: Calories 19, Fat Cal 1, (%DV) Total Fat 0g 0%, Saturated Fat 0g 0% Trans Fat 0g Cholesterol 0mg 0% Sodium 1mg 0%, Total Carb. 6g 2% Dietary Fiber 4g 16% Sugars 0g Protein 0g Vitamin A 0% Vitamin C 0% Calcium 8% Iron 4% *Percent Daily Values (DV) are based on a 2,000 calorie diet Ingredients: Ground Cinnamon UPC code: 0 123456 789012 0 Umber Fort Worth, Texas 76020-2365 Packed in U.S.A For recipes, visit: www.umberspices.com Questions: 1-800-555-6633 Best by: JUN112014

3. Pumpkin Spice: Nutrition Facts: Serving size 1 tbsp (6g), Servings per container (), Amounts per serving: Calories 19, Fat Cal 6, (%DV) Total Fat 1g 2%, Saturated Fat 0g 2% Trans Fat 0g Cholesterol 0mg 0% Sodium 3mg 0%, Total Carb. 4g 1% Dietary Fiber 1g 3% Sugars 0g Protein 0g Vitamin A 0% Vitamin C 2% Calcium 4% Iron 6% *Percent Daily Values (DV) are based on a 2,000 calorie diet Ingredients: Ground Pumpkin Spice UPC code: 0 123456 789012 0 Umber Fort Worth, Texas 76020-2365 Packed in U.S.A For recipes, visit: www.umberspices.com Questions: 1-800-555-6633 Best by: JUN112014

4. Ground Nutmeg: Nutrition Facts: Serving size 1 tbsp (7g), Servings per container (), Amounts per serving: Calories 37, Fat Cal 21, (%DV) Total Fat 3g 9%, Saturated Fat 2g 9% Trans Fat 0g Cholesterol 0mg 0% Sodium 1mg 0%, Total Carb. 3g 1% Dietary Fiber 1g 6% Sugars 2g Protein 0g Vitamin A 0% Vitamin C 0% Calcium 1% Iron 1% *Percent Daily Values (DV) are based on a 2,000 calorie diet Ingredients: Ground Nutmeg UPC code: 0 123456 789012 0 Umber Fort Worth, Texas 76020-2365 Packed in U.S.A For recipes, visit: www.umberspices.com Questions: 1-800-555-6633 Best by: JUN112014

5. Vanilla Extract: Nutrition Facts: Serving size 1 tbsp (13g), Servings per container (), Amounts per serving: Calories 37, Fat Cal 0 (%DV) Total Fat 0g 0%, Saturated Fat 0g 0% Trans Fat 0g Cholesterol 0mg 0% Sodium 1mg 0%, Total Carb. 2g 1% Dietary Fiber 0g 0% Sugars 2g Protein 0g Vitamin A 0% Vitamin C 0% Calcium 0% Iron 0% *Percent Daily Values (DV) are based on a 2,000 calorie diet Ingredients: Vanilla UPC code: 0 123456 789012 0 Umber Fort Worth, Texas 76020-2365 Packed in U.S.A For recipes, visit: www.umberspices.com Questions: 1-800-555-6633 Best by: JUN112014.

PRODUCT RESEARCH

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NO PHOTOGRAPHS OF THE TEXT MAY BE USED**BOXED ITEM #1: STARTER BOX (FIVE SPICES)**

1. Sea Salt: Nutrition Facts: Serving size 1 dash (0g), Servings per container (), Amounts per serving: Calories 0, Fat Cal 0, (%DV) Total Fat 0g 0%, Saturated Fat 0g 0% Trans Fat 0g Cholesterol 0mg 0% Sodium 97mg 4%, Total Carb. 0g 0% Dietary Fiber 0g 0% Sugars 0g Protein 0g Vitamin A 0% Vitamin C 0% Calcium 0% Iron 0% *Percent Daily Values (DV) are based on a 2,000 calorie diet Ingredients: Sea Salt UPC code: 0 123456 789012 0 Umber Fort Worth, Texas 76020-2365 Packed in U.S.A For recipes, visit: www.umberspices.com Questions: 1-800-555-6633 Best by: JUN112014

2. Black Peppercorns: Nutrition Facts: Serving size 1 tsp (2g), Servings per container (), Amounts per serving: Calories 5, Fat Cal 0, (%DV) Total Fat 0g 0%, Saturated Fat 0g 0% Trans Fat 0g Cholesterol 0mg 0% Sodium 1mg 0%, Total Carb. 1g 2% Dietary Fiber 1g 2% Sugars 0g Protein 0g Vitamin A 0% Vitamin C 0% Calcium 8% Iron 4% *Percent Daily Values (DV) are based on a 2,000 calorie diet Ingredients: Black Peppercorns UPC code: 0 123456 789012 0 Umber Fort Worth, Texas 76020-2365 Packed in U.S.A For recipes, visit: www.umberspices.com Questions: 1-800-555-6633 Best by: JUN112014

3. Garlic Powder: Nutrition Facts: Serving size 1 tbsp (8g), Servings per container (), Amounts per serving: Calories 27, Fat Cal 1, (%DV) Total Fat 0g 0%, Saturated Fat 0g 0% Trans Fat 0g Cholesterol 0mg 0% Sodium 2mg 0%, Total Carb. 6g 2% Dietary Fiber 1g 3% Sugars 2g Protein 1g Vitamin A 0% Vitamin C 2% Calcium 1% Iron 1% *Percent Daily Values (DV) are based on a 2,000 calorie diet Ingredients: Garlic UPC code: 0 123456 789012 0 Umber Fort Worth, Texas 76020-2365 Packed in U.S.A For recipes, visit: www.umberspices.com Questions: 1-800-555-6633 Best by: JUN112014

4. Chili Powder: Nutrition Facts: Serving size 1 tbsp (8g), Servings per container (), Amounts per serving: Calories 24, Fat Cal 11, (%DV) Total Fat 1g 2%, Saturated Fat 0g 1% Trans Fat 0g Cholesterol 0mg 0% Sodium 76mg 3%, Total Carb. 4g 1% Dietary Fiber 3g 10% Sugars 1g Protein 1g Vitamin A 44% Vitamin C 8% Calcium 2% Iron 6% *Percent Daily Values (DV) are based on a 2,000 calorie diet Ingredients: Chili pepper UPC code: 0 123456 789012 0 Umber Fort Worth, Texas 76020-2365 Packed in U.S.A For recipes, visit: www.umberspices.com Questions: 1-800-555-6633 Best by: JUN112014

5. Oregano: Nutrition Facts: Serving size 1 tsp (2g), Servings per container (), Amounts per serving: Calories 5, Fat Cal 2 (%DV) Total Fat 0g 0%, Saturated Fat 0g 0% Trans Fat 0g Cholesterol 0mg 0% Sodium 0mg 0%, Total Carb. 1g 0% Dietary Fiber 1g 0% Sugars 0g Protein 0g Vitamin A 2% Vitamin C 1% Calcium 3% Iron 4% *Percent Daily Values (DV) are based on a 2,000 calorie diet Ingredients: Oregano UPC code: 0 123456 789012 0 Umber Fort Worth, Texas 76020-2365 Packed in U.S.A For recipes, visit: www.umberspices.com Questions: 1-800-555-6633 Best by: JUN112014.

PRODUCT RESEARCH

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NO PHOTOGRAPHS OF THE TEXT MAY BE USED**BOXED ITEM #1: FISH BOX (FIVE SPICES)**

1. Cajun Seasoning: Nutrition Facts: Serving size 1/4 tsp (1.1g), Servings per container (), Amounts per serving: Calories 0, Fat Cal 0, (%DV) Total Fat 0g 0%, Saturated Fat 0g 0% Trans Fat 0g Cholesterol 0mg 0% Sodium 350mg 15%, Total Carb. 0g 0% Dietary Fiber 0g 0% Sugars 0g Protein 0g Vitamin A 0% Vitamin C 0% Calcium 0% Iron 0% *Percent Daily Values (DV) are based on a 2,000 calorie diet Ingredients: Salt, red pepper, black pepper, chili powder, garlic UPC code: 0 123456 789012 0 Umber Fort Worth, Texas 76020-2365 Packed in U.S.A For recipes, visit: www.umberspices.com Questions: 1-800-555-6633 Best by: JUN112014

2. Chesapeake Bay Seasoning: Nutrition Facts: Serving size 1/4 tbsp (8g), Servings per container (), Amounts per serving: Calories 0, Fat Cal 0, (%DV) Total Fat 0g 0%, Saturated Fat 0g 0% Trans Fat 0g Cholesterol 0mg 0% Sodium 800mg 330%, Total Carb. 0g 0% Dietary Fiber 0g 0% Sugars 0g Protein 0g Vitamin A 0% Vitamin C 0% Calcium 0% Iron 0% *Percent Daily Values (DV) are based on a 2,000 calorie diet Ingredients: Celery salt, mustard, red pepper, black pepper, bay leaves, allspice, ginger, paprika UPC code: 0 123456 789012 0 Umber Fort Worth, Texas 76020-2365 Packed in U.S.A For recipes, visit: www.umberspices.com Questions: 1-800-555-6633 Best by: JUN112014

3. Shrimp and Crab Boil: Nutrition Facts: Serving size 1/4 tsp (1g), Servings per container (), Amounts per serving: Calories 3, Fat Cal 0, (%DV) Total Fat 0g 0%, Saturated Fat 0g 0% Trans Fat 0g Cholesterol 0mg 0% Sodium 70mg 3%, Total Carb. 575mg 0% Dietary Fiber 0g 0% Sugars 0.42g Protein 0g Vitamin A 0% Vitamin C 0% Calcium 0% Iron 0% *Percent Daily Values (DV) are based on a 2,000 calorie diet Ingredients: Black pepper, red pepper, thyme, onion, garlic dill, cayenne, lemon, bay, celery UPC code: 0 123456 789012 0 Umber Fort Worth, Texas 76020-2365 Packed in U.S.A For recipes, visit: www.umberspices.com Questions: 1-800-555-6633 Best by: JUN112014

4. Lemon Pepper : Nutrition Facts: Serving size 1/4 tsp (0.7g), Servings per container (), Amounts per serving: Calories 0, Fat Cal 0, (%DV) Total Fat 0g 0%, Saturated Fat 0g 0% Trans Fat 0g Cholesterol 0mg 0% Sodium 0mg 0%, Total Carb. 0g 0% Dietary Fiber 0g 0% Sugars 0g Protein 0g Vitamin A 0% Vitamin C 0% Calcium 0% Iron 0% *Percent Daily Values (DV) are based on a 2,000 calorie diet Ingredients: Lemon, black pepper, onion, oregano, coriander, thyme UPC code: 0 123456 789012 0 Umber Fort Worth, Texas 76020-2365 Packed in U.S.A For recipes, visit: www.umberspices.com Questions: 1-800-555-6633 Best by: JUN112014

5. Dill: Nutrition Facts: Serving size 1 tsp (1g), Servings per container (), Amounts per serving: Calories 3, Fat Cal 0 (%DV) Total Fat 0g 0%, Saturated Fat 0g 0% Trans Fat 0g Cholesterol 0mg 0% Sodium 2mg 0%, Total Carb. 1g 1% Dietary Fiber 0g 1% Sugars 0g Protein 0g Vitamin A 1% Vitamin C 1% Calcium 2% Iron 3% *Percent Daily Values (DV) are based on a 2,000 calorie diet Ingredients: Dill UPC code: 0 123456 789012 0 Umber Fort Worth, Texas 76020-2365 Packed in U.S.A For recipes, visit: www.umberspices.com Questions: 1-800-555-6633 Best by: JUN112014

PRODUCT RESEARCH

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NO PHOTOGRAPHS OF THE TEXT MAY BE USED**BOXED ITEM #1: ITALIAN BOX (FIVE SPICES)**

1. Oregano: Nutrition Facts: Serving size 1/4 tsp (1.1g), Servings per container (), Amounts per serving: Calories 0, Fat Cal 0, (%DV) Total Fat 0g 0%, Saturated Fat 0g 0% Trans Fat 0g Cholesterol 0mg 0% Sodium 350mg 15%, Total Carb. 0g 0% Dietary Fiber 0g 0% Sugars 0g Protein 0g Vitamin A 0% Vitamin C 0% Calcium 0% Iron 0% *Percent Daily Values (DV) are based on a 2,000 calorie diet Ingredients: Salt, red pepper, black pepper, chili powder, garlic UPC code: 0 123456 789012 0 Umber Fort Worth, Texas 76020-2365 Packed in U.S.A For recipes, visit: www.umberspices.com Questions: 1-800-555-6633 Best by: JUN112014

2. Fennel Seeds: Nutrition Facts: Serving size 1/4 tbsp (8g), Servings per container (), Amounts per serving: Calories 0, Fat Cal 0, (%DV) Total Fat 0g 0%, Saturated Fat 0g 0% Trans Fat 0g Cholesterol 0mg 0% Sodium 800mg 330%, Total Carb. 0g 0% Dietary Fiber 0g 0% Sugars 0g Protein 0g Vitamin A 0% Vitamin C 0% Calcium 0% Iron 0% *Percent Daily Values (DV) are based on a 2,000 calorie diet Ingredients: Celery salt, mustard, red pepper, black pepper, bay leaves, allspice, ginger, paprika UPC code: 0 123456 789012 0 Umber Fort Worth, Texas 76020-2365 Packed in U.S.A For recipes, visit: www.umberspices.com Questions: 1-800-555-6633 Best by: JUN112014

3. Rosemary: Nutrition Facts: Serving size 1/4 tsp (1g), Servings per container (), Amounts per serving: Calories 3, Fat Cal 0, (%DV) Total Fat 0g 0%, Saturated Fat 0g 0% Trans Fat 0g Cholesterol 0mg 0% Sodium 70mg 3%, Total Carb. 575mg 0% Dietary Fiber 0g 0% Sugars 0.42g Protein 0g Vitamin A 0% Vitamin C 0% Calcium 0% Iron 0% *Percent Daily Values (DV) are based on a 2,000 calorie diet Ingredients: Black pepper, red pepper, thyme, onion, garlic dill, cayenne, lemon, bay, celery UPC code: 0 123456 789012 0 Umber Fort Worth, Texas 76020-2365 Packed in U.S.A For recipes, visit: www.umberspices.com Questions: 1-800-555-6633 Best by: JUN112014

4. Garlic Powder: Nutrition Facts: Serving size 1/4 tsp (0.7g), Servings per container (), Amounts per serving: Calories 0, Fat Cal 0, (%DV) Total Fat 0g 0%, Saturated Fat 0g 0% Trans Fat 0g Cholesterol 0mg 0% Sodium 0mg 0%, Total Carb. 0g 0% Dietary Fiber 0g 0% Sugars 0g Protein 0g Vitamin A 0% Vitamin C 0% Calcium 0% Iron 0% *Percent Daily Values (DV) are based on a 2,000 calorie diet Ingredients: Lemon, black pepper, onion, oregano, coriander, thyme UPC code: 0 123456 789012 0 Umber Fort Worth, Texas 76020-2365 Packed in U.S.A For recipes, visit: www.umberspices.com Questions: 1-800-555-6633 Best by: JUN112014

5. Parsley Flakes: Nutrition Facts: Serving size 1 tsp (1g), Servings per container (), Amounts per serving: Calories 3, Fat Cal 0 (%DV) Total Fat 0g 0%, Saturated Fat 0g 0% Trans Fat 0g Cholesterol 0mg 0% Sodium 2mg 0%, Total Carb. 1g 1% Dietary Fiber 0g 1% Sugars 0g Protein 0g Vitamin A 1% Vitamin C 1% Calcium 2% Iron 3% *Percent Daily Values (DV) are based on a 2,000 calorie diet Ingredients: Dill UPC code: 0 123456 789012 0 Umber Fort Worth, Texas 76020-2365 Packed in U.S.A For recipes, visit: www.umberspices.com Questions: 1-800-555-6633 Best by: JUN112014

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LABLED ITEM #1 SEA SALT

Sea Salt: Nutrition Facts: Serving size 1 dash (0g), Servings per container (), Amounts per serving: Calories 0, Fat Cal 0, (%DV) Total Fat 0g 0%, Saturated Fat 0g 0% Trans Fat 0g Cholesterol 0mg 0% Sodium 97mg 4%, Total Carb. 0g 0% Dietary Fiber 0g 0% Sugars 0g Protein 0g Vitamin A 0% Vitamin C 0% Calcium 0% Iron 0% *Percent Daily Values (DV) are based on a 2,000 calorie diet Ingredients: Sea Salt UPC code: 0 123456 789012 0 Umber Fort Worth, Texas 76020-2365 Packed in U.S.A For recipes, visit: www.umberspices.com Questions: 1-800-555-6633 Best by: JUN112014

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LABLED ITEM #2 BLACK PEPPERCORNS

Black Peppercorns: Nutrition Facts: Serving size 1 tsp (2g), Servings per container (), Amounts per serving: Calories 5, Fat Cal 0, (%DV) Total Fat 0g 0%, Saturated Fat 0g 0% Trans Fat 0g Cholesterol 0mg 0% Sodium 1mg 0%, Total Carb. 1g 2% Dietary Fiber 1g 2% Sugars 0g Protein 0g Vitamin A 0% Vitamin C 0% Calcium 8% Iron 4% *Percent Daily Values (DV) are based on a 2,000 calorie diet Ingredients: Black Peppercorns UPC code: 0 123456 789012 0 Umber Fort Worth, Texas 76020-2365 Packed in U.S.A For recipes, visit: www.umberspices.com Questions: 1-800-555-6633 Best by: JUN112014

PRODUCT RESEARCH List all of the information – Ingredients, directions, warning labels, descriptions, recipes, manufacture name and address, distribution information, UPC code, nutritional label elements, etc. Everything that is included on a similar package must be included on your final package. Gather all of the information and list it in this section.
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LABLED ITEM #3 GARLIC POWDER

Garlic Powder: Nutrition Facts: Serving size 1 tbsp (8g), Servings per container (), Amounts per serving: Calories 27, Fat Cal 1, (%DV) Total Fat 0g 0%, Saturated Fat 0g 0% Trans Fat 0g Cholesterol 0mg 0% Sodium 2mg 0%, Total Carb. 6g 2% Dietary Fiber 1g 3% Sugars 2g Protein 1g Vitamin A 0% Vitamin C 2% Calcium 1% Iron 1% *Percent Daily Values (DV) are based on a 2,000 calorie diet Ingredients: Garlic UPC code: 0 123456 789012 0 Umber Fort Worth, Texas 76020-2365 Packed in U.S.A For recipes, visit: www.umberspices.com Questions: 1-800-555-6633 Best by: JUN112014

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LABLED ITEM #4 PAPRIKA

Paprika: Nutrition Facts: Serving size 1 tbsp (7g), Servings per container (), Amounts per serving: Calories 20, Fat Cal 7, (%DV) Total Fat 1g 1%, Saturated Fat 0g 1% Trans Fat 0g Cholesterol 0mg 0% Sodium 2mg 0%, Total Carb. 4g 1% Dietary Fiber 3g 10% Sugars 1g Protein 1g Vitamin A 71% Vitamin C 8% Calcium 1% Iron 9% *Percent Daily Values (DV) are based on a 2,000 calorie diet Ingredients: Paprika UPC code: 0 123456 789012 0 Umber Fort Worth, Texas 76020-2365 Packed in U.S.A For recipes, visit: www.umberspices.com Questions: 1-800-555-6633 Best by: JUN112014

PRODUCT NAME **CREATE AND LIST FIVE POTENTIAL NEW BRAND NAMES** for the product you have selected to package this quarter. This will be the name used for the logo and will be featured on each piece of the packaging set. Be creative and imaginative and develop a name that reflects something about the product, its benefits and features, and reflects something about the overall personality of the brand. Select the best of the five names and use that name for the logo thumbnails.

STEP ONE: WORD LIST:

Begin by create a word list of words that relate to the product family. Include a variety of words that may be used in the final product family name. Be creative and imaginative when creating the list. List at least 25 to 50 potential words on this page.

STEP TWO: NEW BRAND NAMES:

Create and list five potential names for the product family you have select to package this quarter. This will be the name used for the logo and will be featured on each piece of the packaging set. Be creative and imaginative and develop a name that reflects something about the product, its benefits and features, and reflects something about the overall personality of the brand.

STEP THREE: SELECT THE BEST NAME:

Select the best of the five names will be use for the logo thumbnails.

- | WORD LIST | 1. Green | 26. Cobblestone |
|------------------|--------------|-----------------|
| | 2. Forest | 27. Lava |
| | 3. Pure | 28. Cosmos |
| | 4. Wild | 29. Terrestrial |
| | 5. Carnal | 30. Divot |
| | 6. Open | 31. Callow |
| | 7. True | 32. Budding |
| | 8. Artful | 33. Buds |
| | 9. Emerald | 34. Bosky |
| | 10. Sea | 35. Sproating |
| | 11. Olive | 36. Supple |
| | 12. Celadon | 37. Verdant |
| | 13. Rustic | 38. Moss |
| | 14. Viridian | 39. Turf |
| | 15. Bistre | 40. Baked |
| | 16. Umber | 41. Midori |
| | 17. Cerise | 42. Plush |
| | 18. Vale | 43. Foxy |
| | 19. Marl | 44. Dazzle |
| | 20. Argil | 45. Dew |
| | 21. Orb | 46. Nips |
| | 22. Burrow | 47. Fledge |
| | 23. Parcel | 48. Kinetic |
| | 24. Quinta | 49. Nifty |
| | 25. Sky | 50. Brazen |

NAME 1. Umber

SELECTION
2. Rustic

3. Nips

4. Bosky

5. Callow

FINAL SELECTED NAME:

1. Umber Spices

Explain why you have selected this name and what you feel it communicates about the product in the space below:

Umber is a rich brown color. It gives a feeling of being in the woods and that the herbs are as close to nature as dried herbs are capable. It gives a feeling of food being slow cooked, homemade or roasted and that's what you should think about when picking out herb blends for yourself and your family.

LOGO *Existing logos:*

STUDY Show examples of existing logos for products in the same product category. Show at least 5 to 10 examples



WHOLE SPICE
NAPA VALLEY



TYPE *Typefaces:*

STUDY Type the selected name in at least (30) different typefaces below. Include a variety of faces - serif, san serif, script and decorative.

You should limit the number of decorative and script faces to no more than (5)-(total) of the (30) faces shown.

1. Umber Spices

2. Umber Spices

3. Umber Spices

4. Umber Spices

5. Umber Spices

6. Umber Spices

7. Umber Spices

8. Umber Spices

9. Umber Spices

10. Umber Spices

11. Umber Spices

12. UMBER SPICES

13. Umber Spices

14. Umber Spices

15. Umber Spices

TYPE *Typefaces:*

STUDY Type the selected name in at least (30) different typefaces below. Include a variety of faces - serif, san serif, script and decorative.

You should limit the number of decorative and script faces to no more than (5)-(total) of the (30) faces shown.

16. **Umber Spices**

17. **UMBER SPICES**

18. Umber Spices

19. **UMBER SPICES**

20. **Umber Spices**

21. *Umber Spices*

22. Umber Spices

23. *Umber Spices*

24. **Umber Spices**

25. Umber Spices

26. Umber Spices

27. **Umber Spices**

28. **Umber Spices**

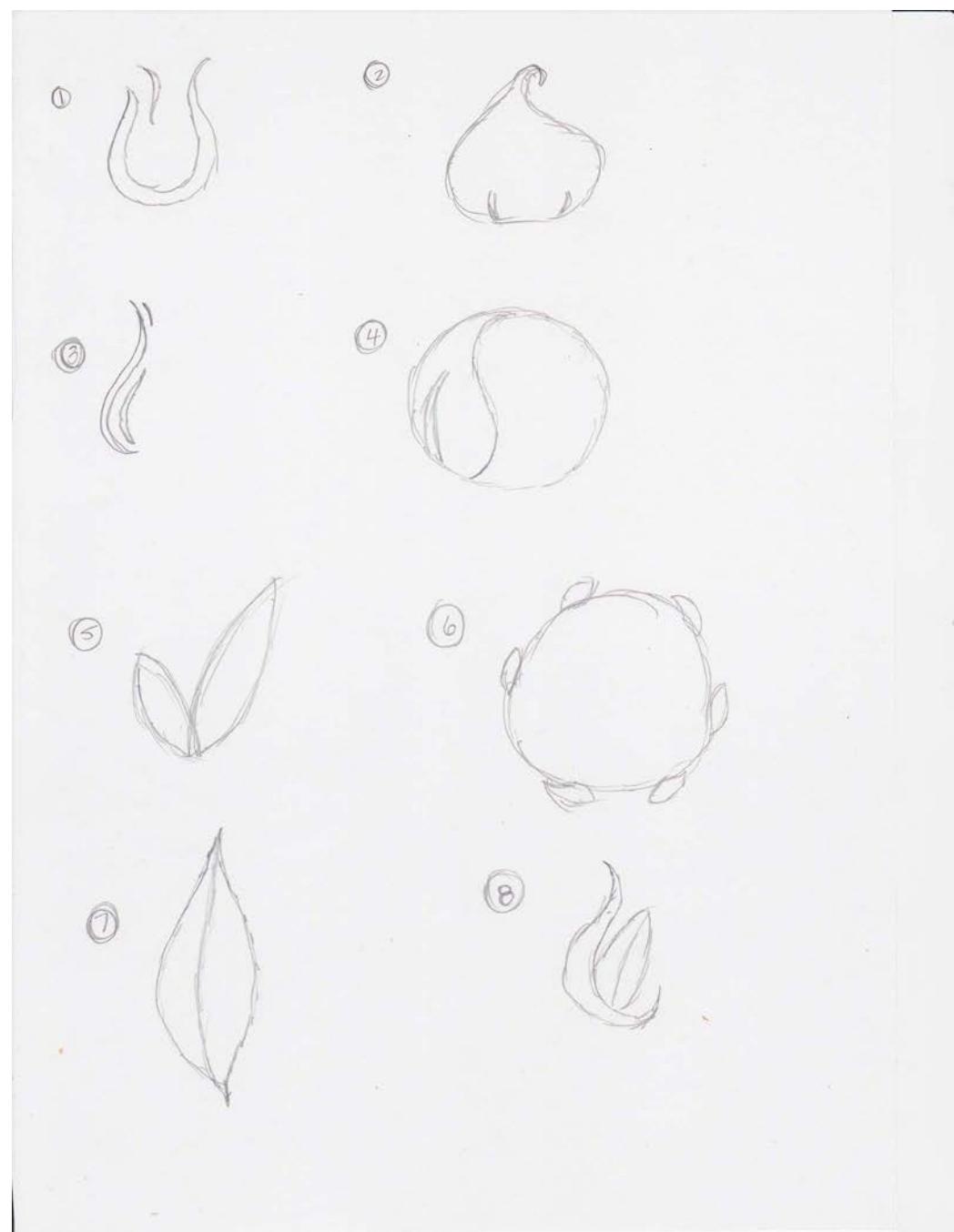
29. *Umber Spices*

30. Umber Spices

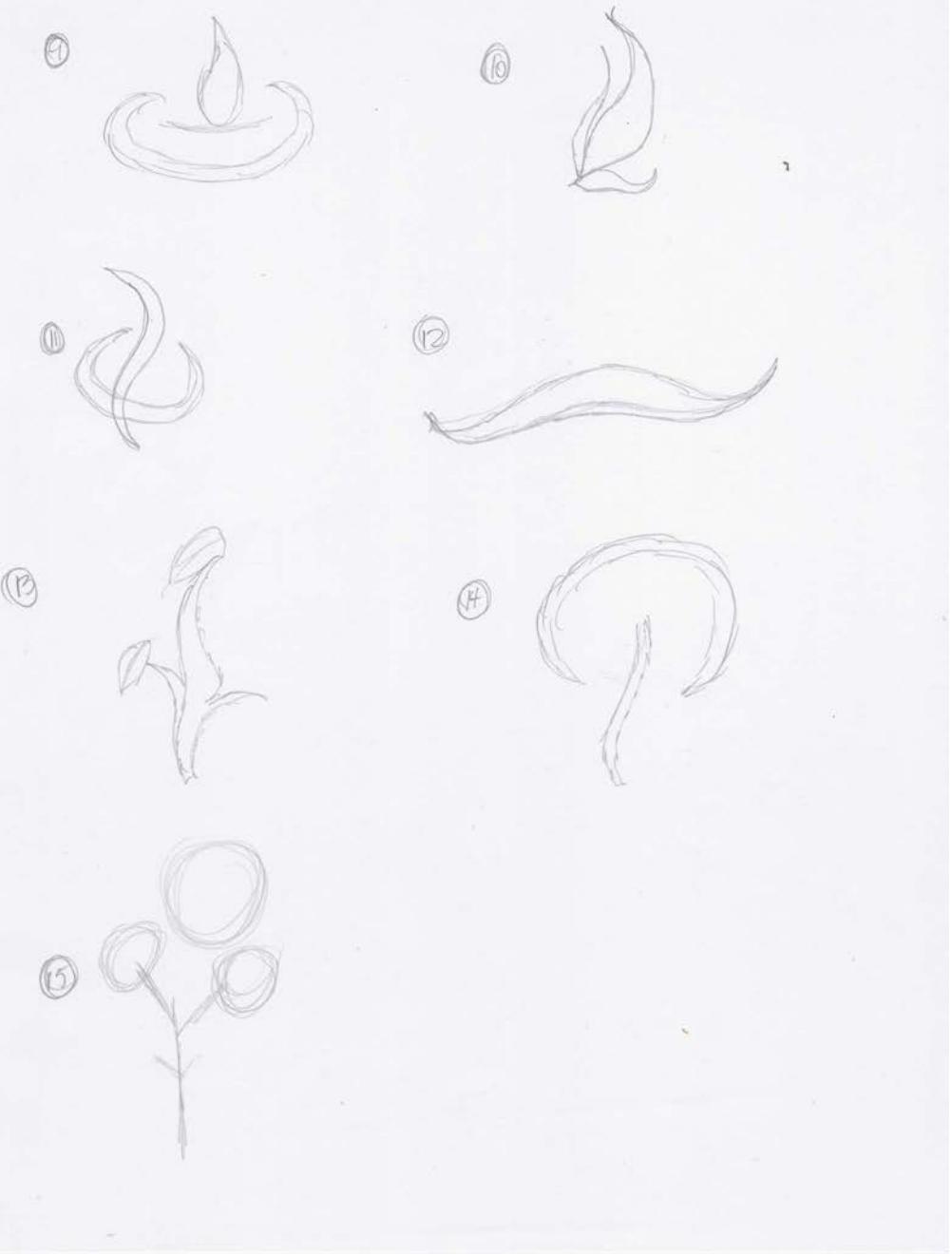
LOGO CONCEPTS *Sketches (thumbnails) - (30) ideas total:*

*Complete (30) thumbnails using the new name for the selected product family.
(Hand-drawn solutions only)*

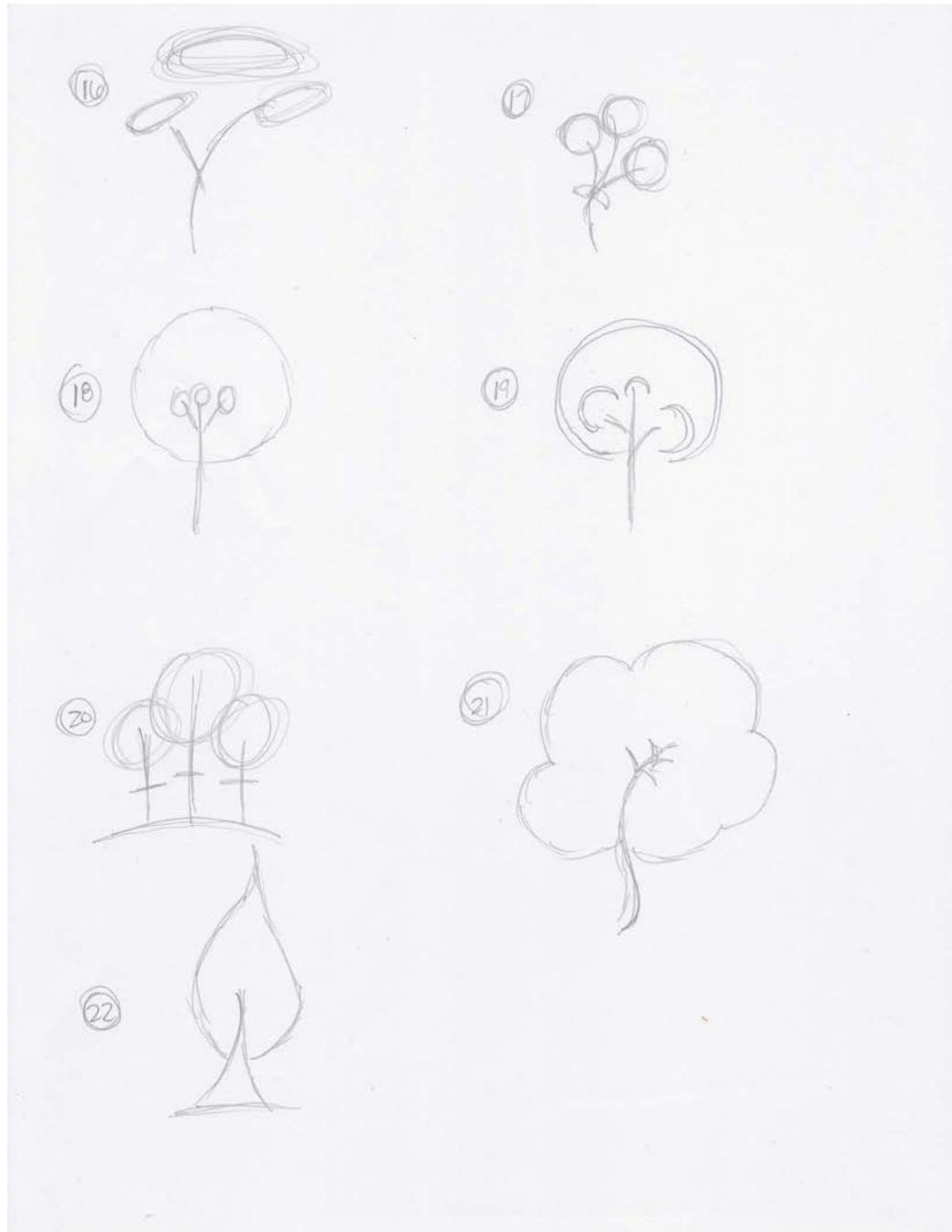
*Scan your pencil drawings and place them in this space.
Be sure to number your solutions.*



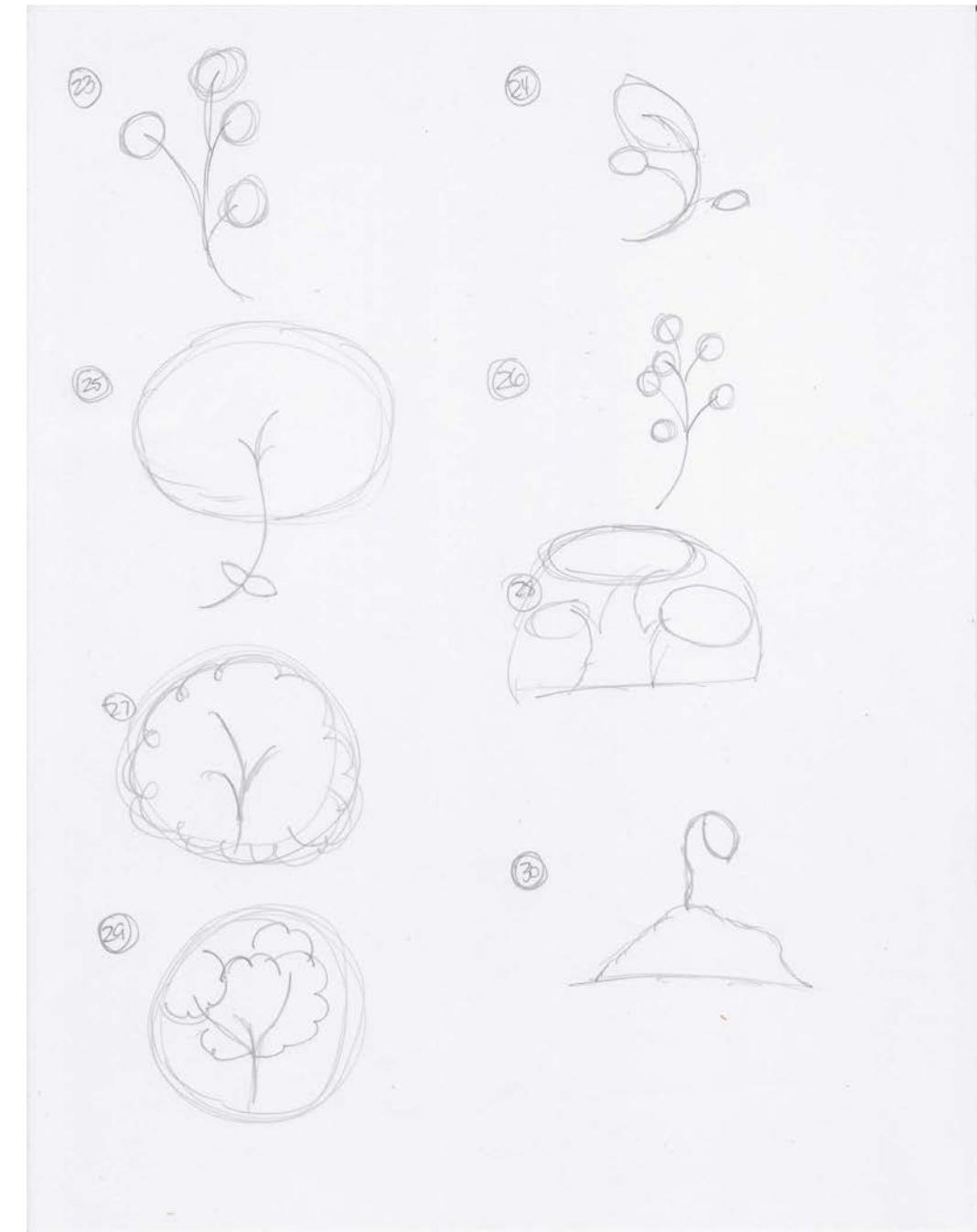
LOGO CONCEPTS *Sketches (thumbnails) - (30) ideas total:*



LOGO Sketches (thumbnails) - (30) ideas total:
CONCEPTS



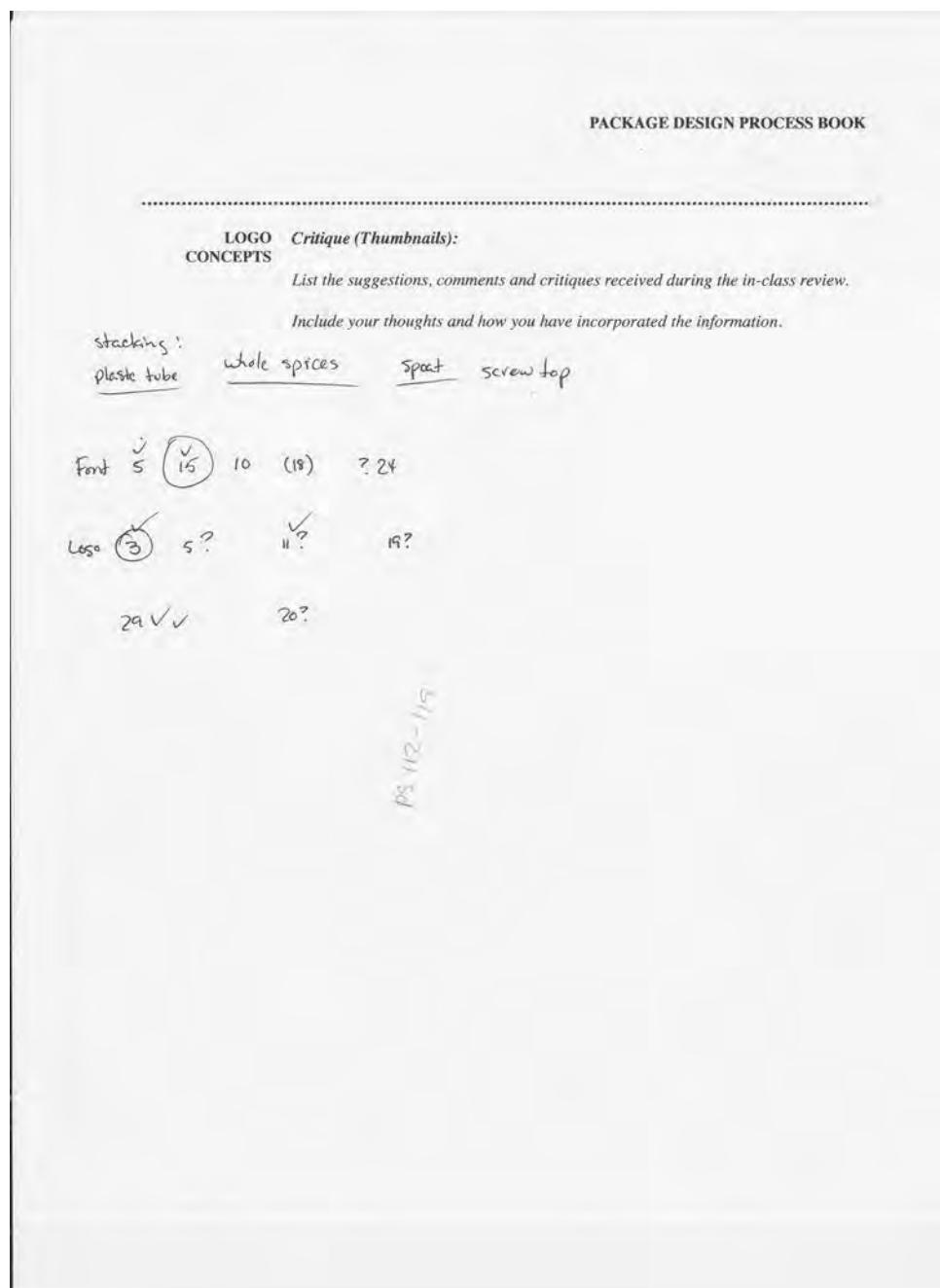
LOGO Sketches (thumbnails) - (30) ideas total:
CONCEPTS



.....
LOGO CONCEPTS *Critique (Thumbnails):*

List the suggestions, comments and critiques received during the in-class review.

Include your thoughts and how you have incorporated the information.



SECTION TWO:

- ***CONTAINER SELECTION***
- ***CONTAINER SELECTION: CRITIQUE ~ SUGGESTIONS & CHANGES***
- ***DIGITAL LOGOS (B&W)***
- ***DIGITAL LOGOS (B&W): CRITIQUE ~ SUGGESTIONS & CHANGES***
- ***UNIQUE LABEL IDEAS***
- ***UNIQUE PACKAGE IDEAS***
- ***PACKAGING CONCEPT BOARDS***
- ***PACKAGING CONCEPT BOARD : CRITIQUE ~ SUGGESTIONS & CHANGES***

CONTAINER SELECTION List suggestions for the type of containers you would like to use. Define the items that will go in the containers and the style, material and size of the container. Explain what value and/or difference the container adds to the products.

In class e-book

READ THE SECTION:

MASTERING THE ART OF PACKAGE DESIGN

Translating goals and vision into form, function and style

(Pages 112-119 focus specifically on container attributes)

Container type and material and what value does it add:

*Small Decorative box that holds the individual herbs inside.
Inside are tins with labels.*

Container type and material and what value does it add:

Small silver tins that hold dried herbs and blends for the gift boxes/combination boxes

Container type and material and what value does it add:

Small plastic containers (box shaped) to hold whole/fresh herbs typically found in the salad section

Container type and material and what value does it add:

Small glass jars to hold herb sauces

CONTAINER SELECTION Final Container Selections:
Place photograph(s) of the selected containers in this area.
(Show image and insert the name of each product that will be in each container)

Individual Spices



Tins Inside Gift Boxes



Fresh Herbs



Sauces

CONTAINER SELECTION *Critique (containers):*

List the suggestions, comments and critiques received during the in-class review.

Include your thoughts and how you have incorporated the information.

PACKAGE DESIGN PROCESS BOOK

CONTAINER SELECTION *Critique (containers):*

List the suggestions, comments and critiques received during the in-class review.

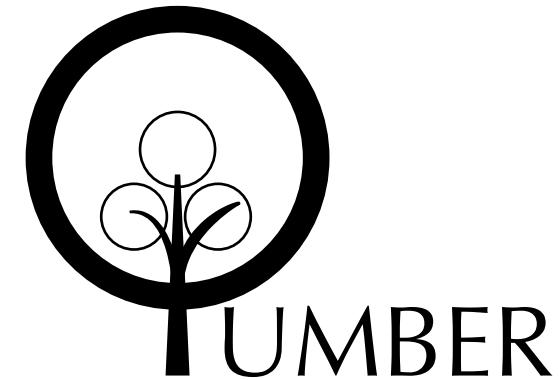
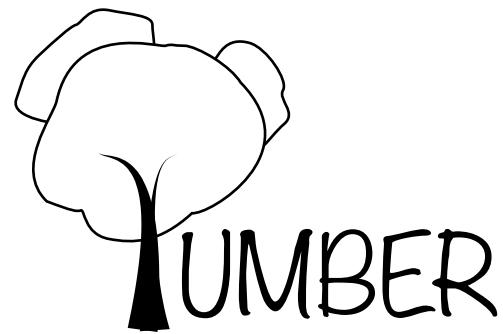
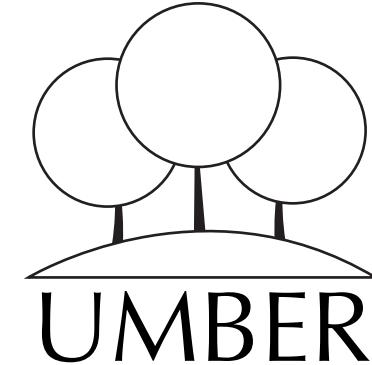
Include your thoughts and how you have incorporated the information.

(Consistency in box styles (containers))
in a set - maybe stick to 1 type
item in different sets (like folding money or something)

DIGITAL LOGO B&W *B&W Logo (digital comps)*

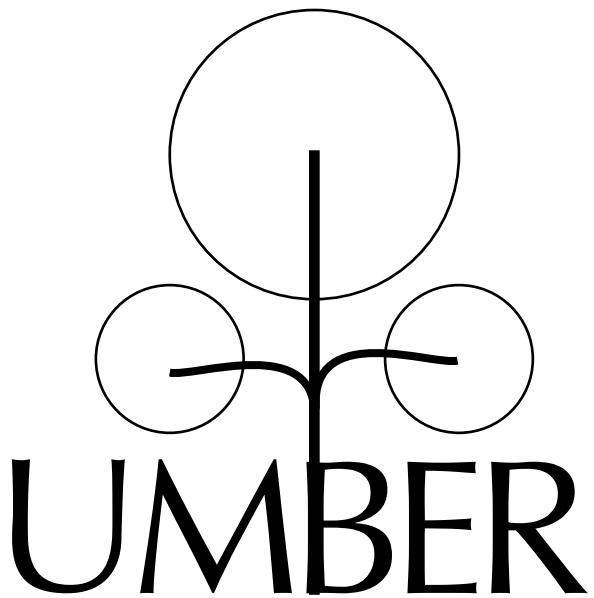
Complete (6) well defined, developed and executed solutions for the product logo.

Place three ideas per page and be sure to number your solutions.



Place (3) logos per page

DIGITAL B&W Logo (digital comps)
LOGO B&W



Place (3) logos per page

DIGITAL Critique B&W Logo (digital comps)
LOGO B&W

List the suggestions, comments and critiques received during the in-class review.

Include your thoughts and how you have incorporated the information.

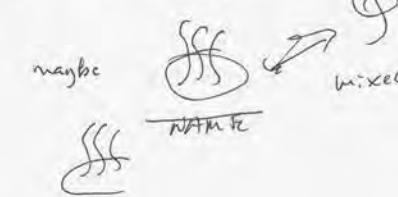
CONTAINER SELECTION Critique (containers):

List the suggestions, comments and critiques received during the in-class review.

Include your thoughts and how you have incorporated the information.

garlic too literal

Font on # 4 is good



PACKAGING CONCEPTS***Unique & Different Table Ideas:***

Using THEDIELINE.COM and other similar resources locate and place images of 6 to 8 table designs you feel are noteworthy and inspirational.

**PACKAGING CONCEPTS*****Unique & Different Table Ideas:***

PACKAGING CONCEPTS***Unique & Different Package Ideas:***

Using THEDIELINE.COM and other similar resources locate and place images of 6 to 8 package designs you feel are noteworthy and inspirational.

**PACKAGING CONCEPTS*****Unique & Different Package Ideas:***

PACKAGING CONCEPTS *Using the provided CONCEPT BOARD template develop and complete a set of concept boards for three ideas for the packaging and label series. Keep in mind the selected containers and the logo ideas when developing the ideas.*

The completed CONCEPT BOARDS should be exported as a PDF file and combined with this document for review next week in-class.

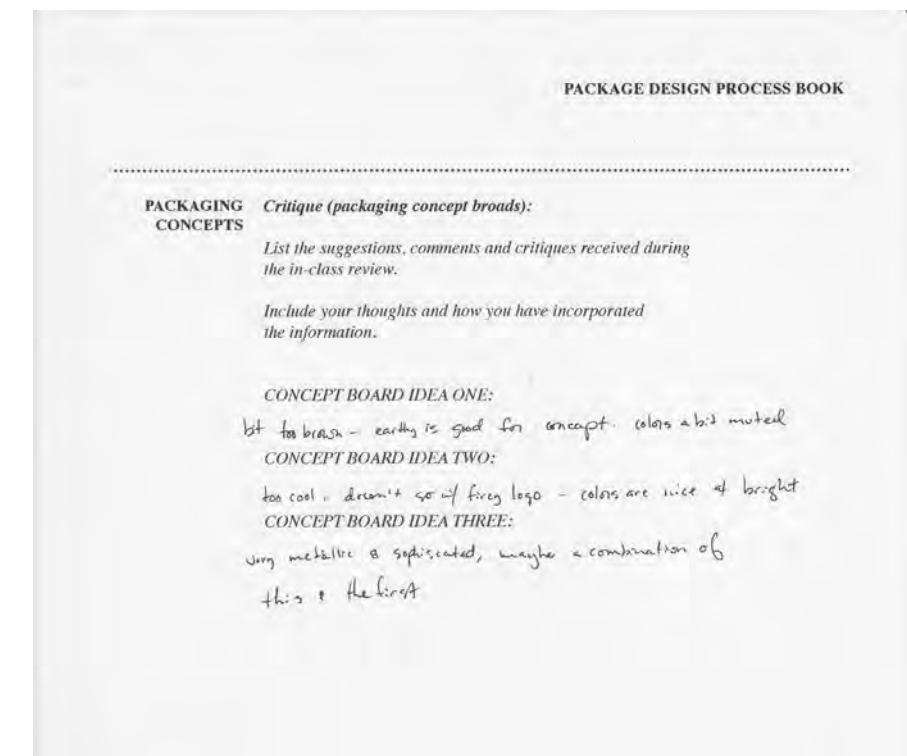
PACKAGING CONCEPTS *Critique (packaging concept boards):*

List the suggestions, comments and critiques received during the in-class review. Include your thoughts and how you have incorporated the information.

CONCEPT BOARD IDEA ONE:

CONCEPT BOARD IDEA TWO:

CONCEPT BOARD IDEA THREE:



NEW PRODUCT CONCEPT & STYLE IDEA ONE

LIST A COLOR FOR EACH PRODUCT IN THE SET



C 1
M 14
Y 47
K 0

PMS#7507



C 62
M 42
Y 100
K 30

PMS#371



C 15
M 91
Y 92
K 5

PMS#180



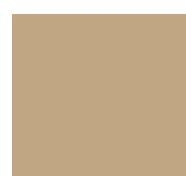
C 39
M 56
Y 71
K 22

PMS#875



C 28
M 99
Y 100
K 33

PMS#7622



C 25
M 32
Y 52
K 1

PMS#4665

STYLE, MOOD, TONE &/OR TEXTURES IMAGES: SELECT IMAGES THAT TELL THE THEME, MESSAGE & STORY:



Southwestern
Bold
Earthy

CREATIVE BRIEF

CONCEPT/NARRATIVE STATEMENT

THEME, MESSAGE & STORY:

What is the principle theme, message &/or the concept -- incorporate an explanation of the colors, textures, backgrounds & surfaces into the statement?

The message is bold, fresh, spicy, full flavored and natural. Imagine you are vacationing in an adobo and eating and drinking at a cantina.

STYLE, MOOD & PERSONALITY

What is the style, mood and personality of the design?

The concept for this design is southwestern. I chose warm, desert colors that make you think of dried herbs and bold flavors. The reds are deep, reminding you of chili peppers with a hint of green (herbs) and brown/beige (earth and sand). I wanted to make you think of home and sunshine and freshness. Rough, knitted, and leather textures. Circular, geometric patterns.

AUDIENCE

Who is the intended audience for the design?

Young adults 22+ getting their first apartment after college or just moving out on their own. They are looking for something that makes them feel independent. Colors work for both men and women. Also, makes good gifts for newlyweds.

WHAT IS THE POINT OF VALUE AND/OR DIFFERENCE?

What point of value and/or difference does the NEW packaging concept add to this everyday product?

To center on the idea that herbs and spices don't have to be intimidating. Experimenting with different flavors can be exciting while the southwestern theme appeals to men looking for their bold, strong taste.

NEW PRODUCT CONCEPT & STYLE IDEA TWO

LIST A COLOR FOR EACH PRODUCT IN THE SET



C 31
M 15
Y 63
K 0
PMS#7492



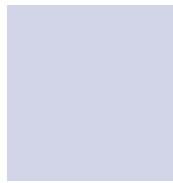
C 22
M 33
Y 0
K 0
PMS#264



C 14
M 64
Y 62
K 1
PMS#7618

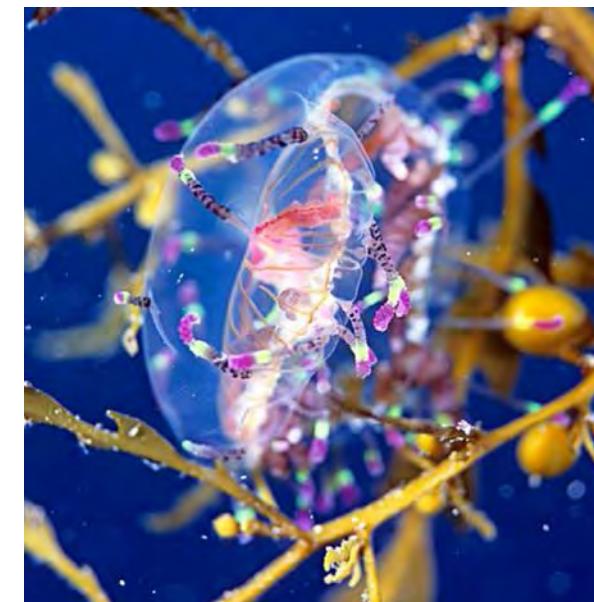


C 15
M 9
Y 29
K 0
PMS#7485



C 16
M 12
Y 2
K 0
PMS#7443

STYLE, MOOD, TONE &/OR TEXTURES IMAGES: SELECT IMAGES THAT TELL THE THEME, MESSAGE & STORY:



TYPE STYLES & FONTS: USE A WORD THAT FITS CONCEPT

Refreshing

Bright

Colorful

CREATIVE BRIEF

CONCEPT/NARRATIVE STATEMENT

THEME, MESSAGE & STORY:

What is the principle theme, message &/or the concept -- incorporate an explanation of the colors, textures, backgrounds & surfaces into the statement?

The theme is under the sea. The ocean is calm, relaxing and refreshing. It's clean and makes you think of fresh air blowing over a beach in the sunshine. The underwater creatures are colorful and vibrant and you can imagine swimming with them in the depths of the ocean. When using this product you can imagine vacationing in the islands and eating the wonderful foods there..

STYLE, MOOD & PERSONALITY

What is the style, mood and personality of the design?

Calm, relaxing, soft textures, bright colors, flowing, airy, beach centered. Vacation feel.

AUDIENCE

Who is the intended audience for the design?

Men and Women (adults), career oriented, first-home buyers, new years resolutioners, non-chefs.

WHAT IS THE POINT OF VALUE AND/OR DIFFERENCE?

What point of value and/or difference does the NEW packaging concept add to this everyday product?

Dried herbs can seem harsh and unnatural. This new color concept adds freshness and airiness to the line without resorting to the typical garden colors. Cooking should be an adventure...a vacation for your senses.

NEW PRODUCT CONCEPT & STYLE IDEA THREE

LIST A COLOR FOR EACH PRODUCT IN THE SET



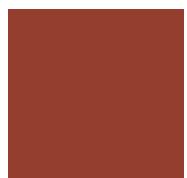
C 13
M 63
Y 80
K 1

PMS#7576



C 10
M 25
Y 62
K 0

PMS#156



C 28
M 83
Y 86
K 25

PMS#7600



C 13
M 15
Y 26
K 0

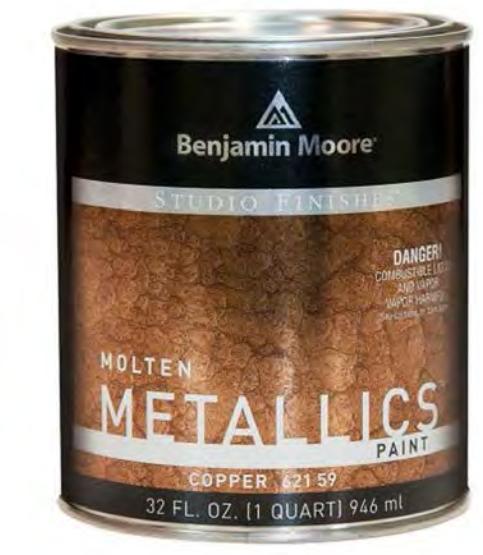
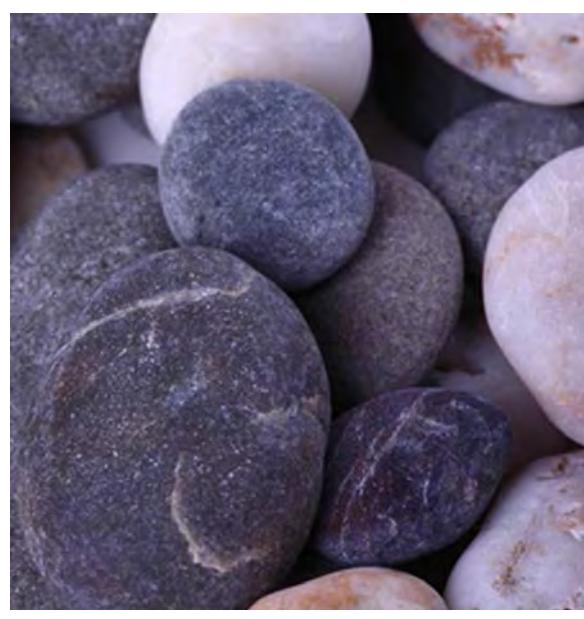
PMS#482



C 65
M 62
Y 58
K 44

PMS#Black 7

STYLE, MOOD, TONE &/OR TEXTURES IMAGES: SELECT IMAGES THAT TELL THE THEME, MESSAGE & STORY:



Sophisticated
Modern
Smooth

CREATIVE BRIEF

CONCEPT/NARRATIVE STATEMENT

THEME, MESSAGE & STORY:

What is the principle theme, message &/or the concept -- incorporate an explanation of the colors, textures, backgrounds & surfaces into the statement?

Modern, minimalist, sophisticated style. Lots of Silver, chrome, gold, glass. Very technical and affluent. Smooth lines and geometric shapes. Lots of curves.

STYLE, MOOD & PERSONALITY

What is the style, mood and personality of the design?

Affluent, clean lines, smooth curves. Very technical. Looks like five star restaurant quality foods. Clear, reflective, intellectual.

AUDIENCE

Who is the intended audience for the design?

Middle class-upper middle class men and women. Foodies. Men and women who care about the quality of their ingredients. Retirement aged men and women who are learning new methods of cooking. Likes to experiment.

WHAT IS THE POINT OF VALUE AND/OR DIFFERENCE?

What point of value and/or difference does the NEW packaging concept add to this everyday product?

This theme gives an impression of quality ingredients. The clean, modern design goes well in homes that give thought to their decor. These can be seen as decorative pieces that you wouldn't be embarrassed to have on your counter while you are hosting a dinner party. These don't have to be hidden in drawers or inside cupboards.

SECTION THREE:

- ***COLOR STUDY: LOGO***
- ***COLOR LOGOS (FINALS)***
- ***COLOR LOGO: CRITIQUE ~ SUGGESTIONS & CHANGES***
- ***PACKAGING DIE SELECTION***
- ***PACKAGING DIE: CRITIQUE ~ SUGGESTIONS & CHANGES***
- ***PACKAGING & LABEL PENCIL COMPS***
- ***PACKAGING & LABEL PENCIL COMPS: CRITIQUE ~ SUGGESTIONS & CHANGES***

LOGO CONCEPTS *Color Study ~ Logo:*

Show all of the color combinations under consideration for the final logo.

Include your thoughts about why each combination is appropriate and what it adds to the logo design.



PMS#7507 C = 1% M = 14% Y = 47% K = 00%



PMS#371 C = 62% M = 42% Y = 100% K = 30%



PMS#180 C = 15% M = 91% Y = 92% K = 5%



PMS#875 C = 39% M = 56% Y = 71% K = 22%



PMS#7622 C = 28% M = 99% Y = 100% K = 33%



PMS#4665 C = 25% M = 32% Y = 52% K = 1%



PMS#7492 C = 31% M = 15% Y = 63% K = 00%



PMS#7618 C = 22% M = 33% Y = 00% K = 00%



PMS#7443 C = 14% M = 64% Y = 62% K = 1%



PMS#264 C = 15% M = 9% Y = 29% K = 00%



PMS#7485 C = 16% M = 12% Y = 2% K = 00%



PMS#7576 C = 13% M = 63% Y = 80% K = 1%



PMS#156 C = 10% M = 25% Y = 62% K = 00%



PMS#7600 C = 28% M = 83% Y = 86% K = 25%



PMS#482 C = 13% M = 15% Y = 26% K = 00%



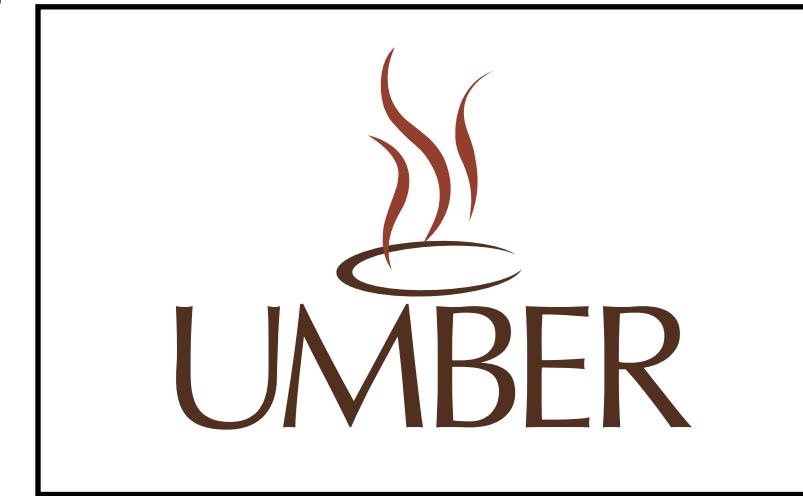
PMS#Black 7 C = 65% M = 62% Y = 58% K = 44%

These colors match the theme of the first concept. All of these colors won't be used but they highlight the feelings we have trying to convey. Bold, Strong, Desert air.

These colors match the second theme. Underwater, fresh, beachiness. Calm, relaxing, and soft. Cool colors with a crisp bite.

These colors are based on the third concept. Modern, metallic, technical. Sophisticated with a bit of color pops to stand out from the other items on the shelf.

LOGO CONCEPTS *Final logo design:*



List all fonts used in the logo:

List PMS number and/or CYMK formula used in the logo:



C = 45%

C = 28%



M = 71%

M = 83%



Y = 81%

Y = 86%



K = 57%

K = 25%

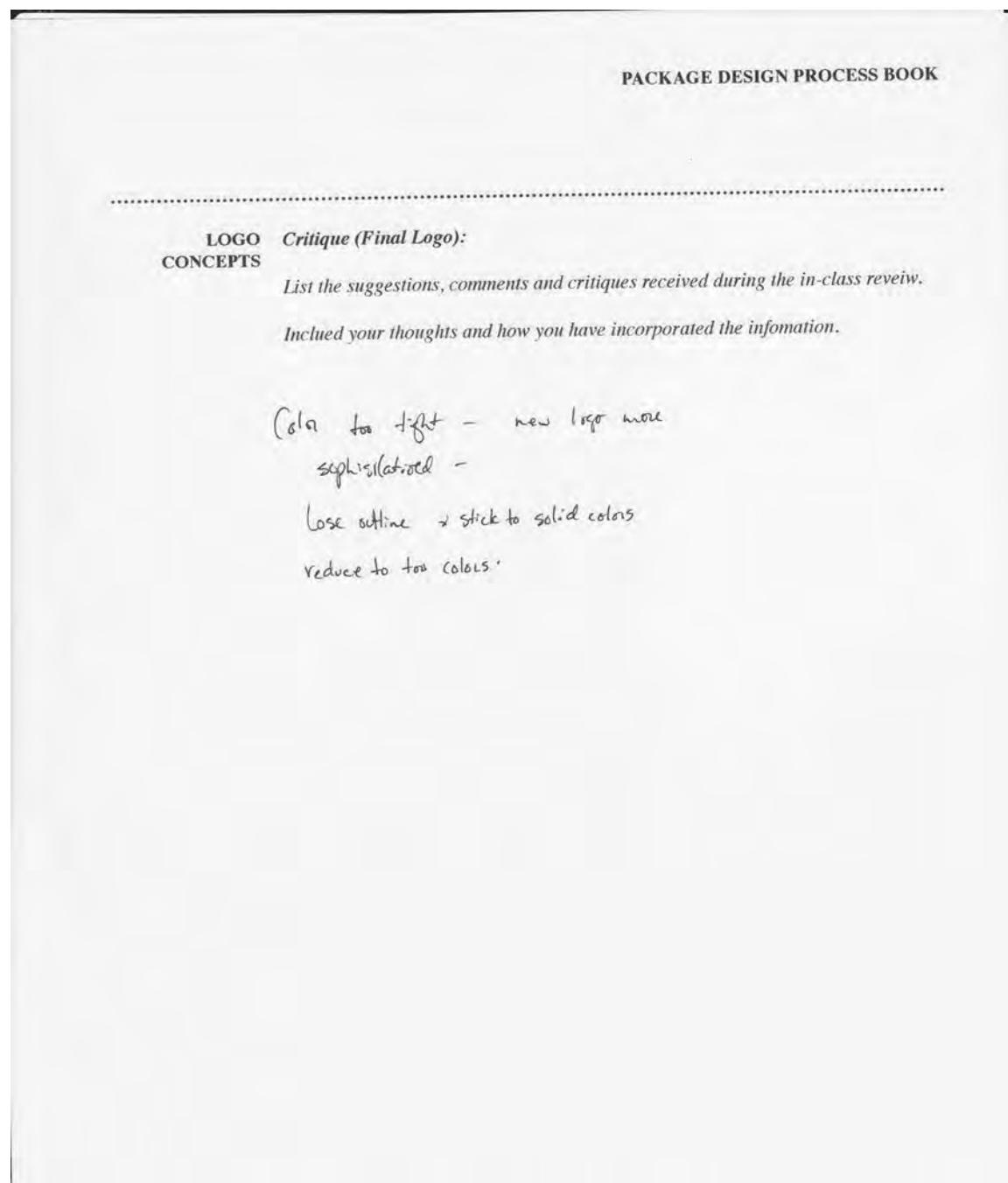
(Minimum size)



LOGO *Critique (Final Logo):*
CONCEPTS

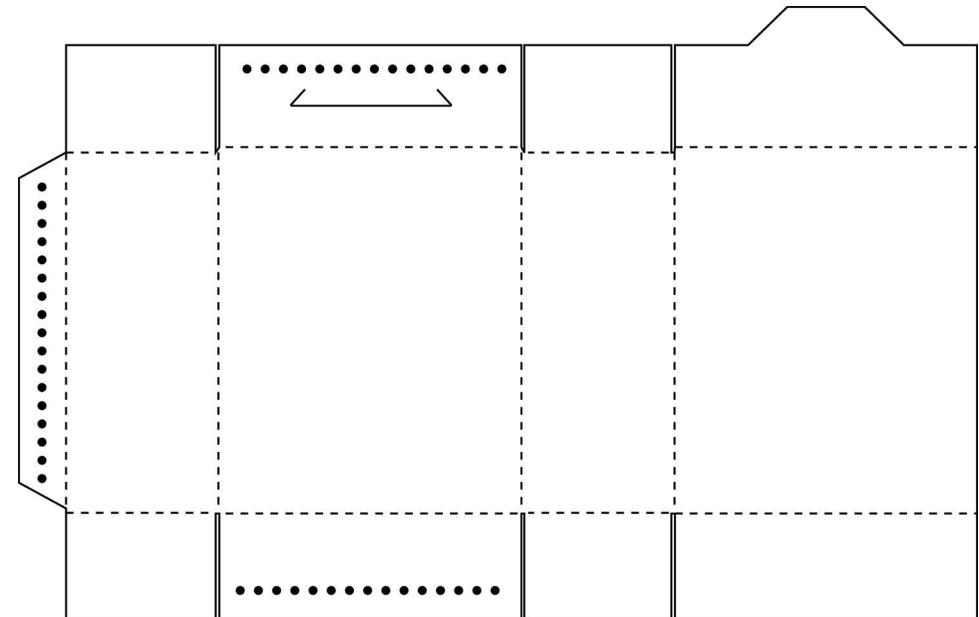
List the suggestions, comments and critiques received during the in-class review.

Include your thoughts and how you have incorporated the information.

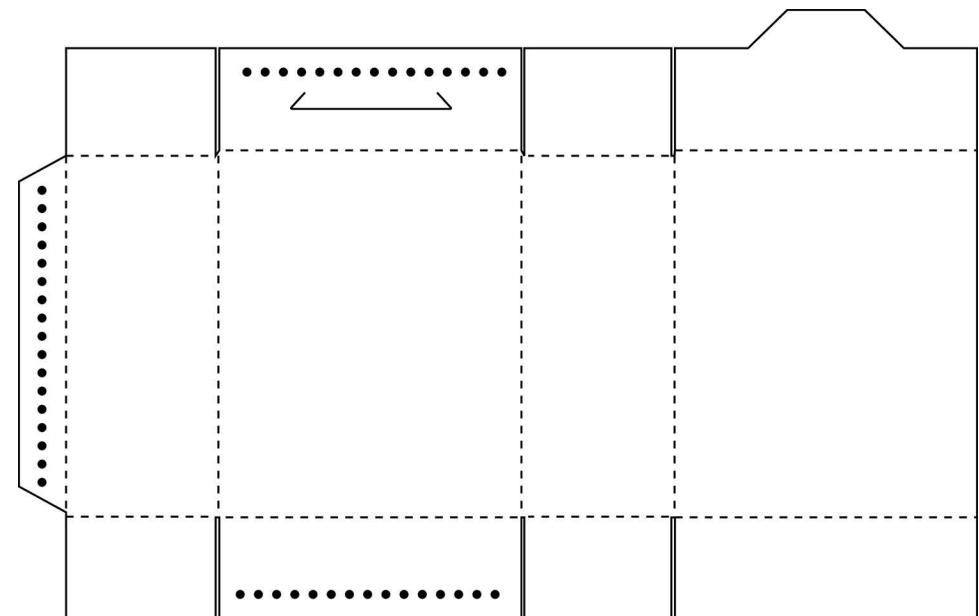


PACKAGING DIE
SELECTION

Box One

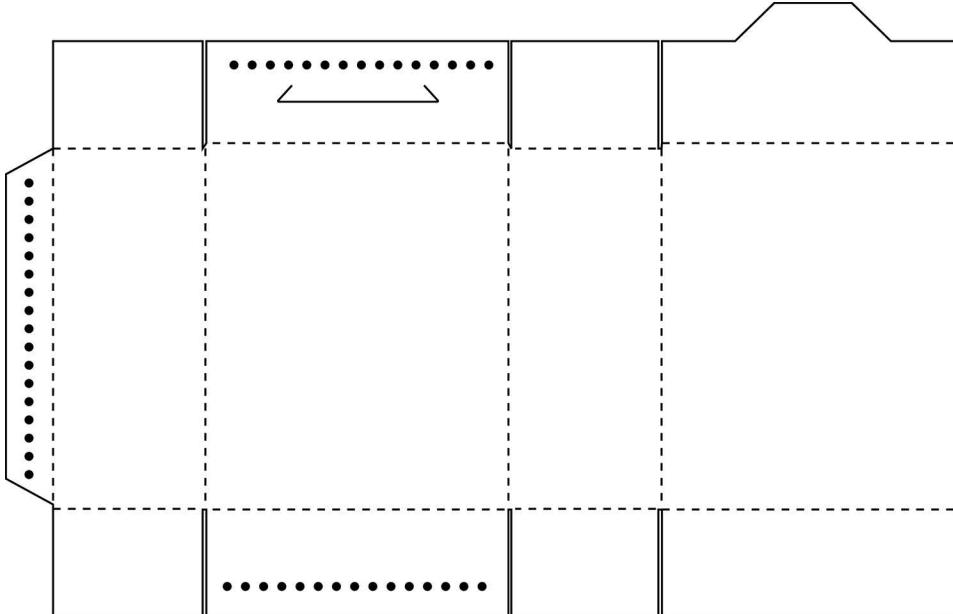


Box Two

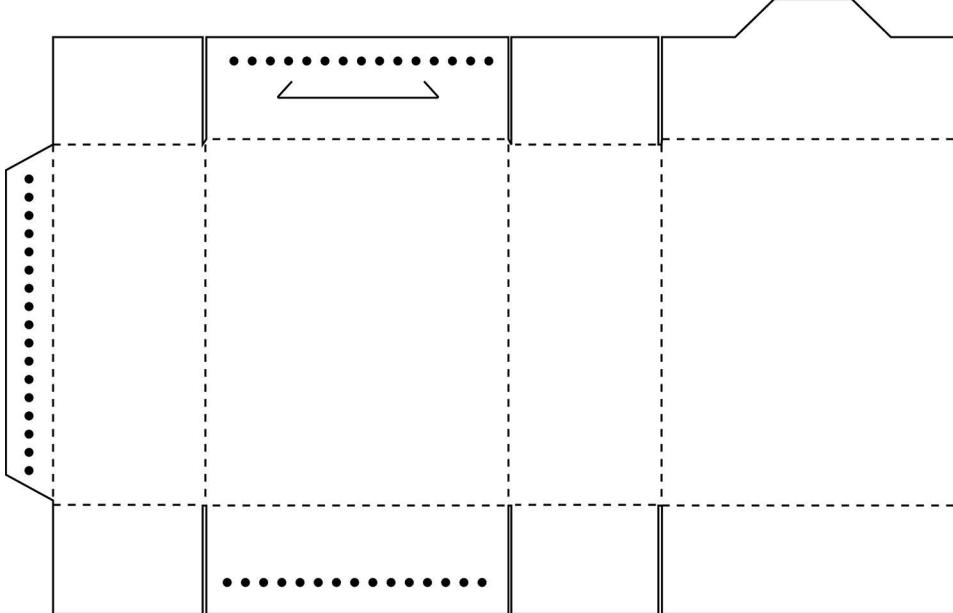


.....
PACKAGING DIE
SELECTION

Box Three

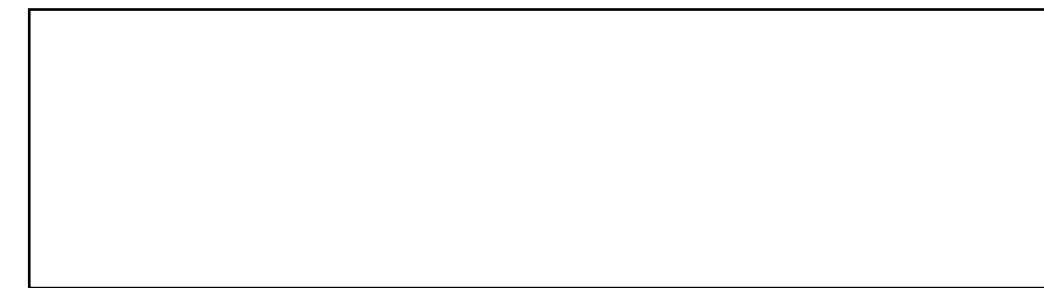


Box Four



.....
LABEL DIE
SELECTION

Label One



Label Two



.....

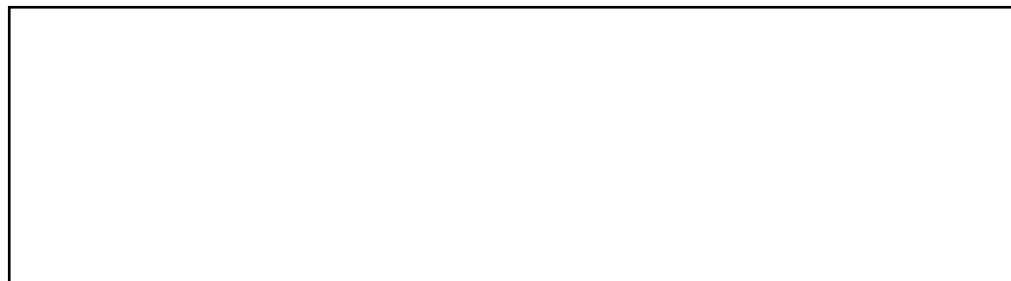
**TABLE DIE
SELECTION**

Place the selected/created table die in this area.

Label Three



Label Four



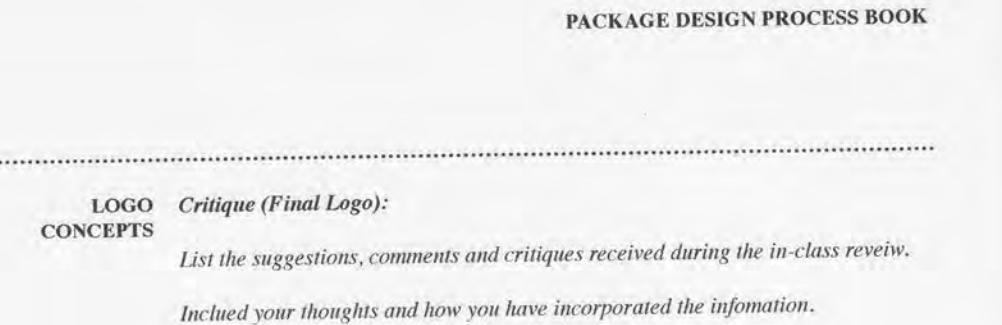
.....

**PACKAGE/LABLE
DIE SELECTION**

Critique (Final Logo):

List the suggestions, comments and critiques received during the in-class review.

Include your thoughts and how you have incorporated the information.



.....

**LOGO
CONCEPTS**

Critique (Final Logo):

List the suggestions, comments and critiques received during the in-class review.

Included your thoughts and how you have incorporated the information.

Color too light - new logo more
sophisticated -
lose outline → stick to solid colors
reduce to two colors.

PACKAGING CONCEPTS *Packaging (Pencil comps):*

Based on the feed back from the in-class review revise the selected packaging concept and draw out tight pencil comps. Draw directly on the selected dies, these comps should be very tight. Indicate the areas for text, logo, labeling and any required information.

Include an idea for each box and lable.

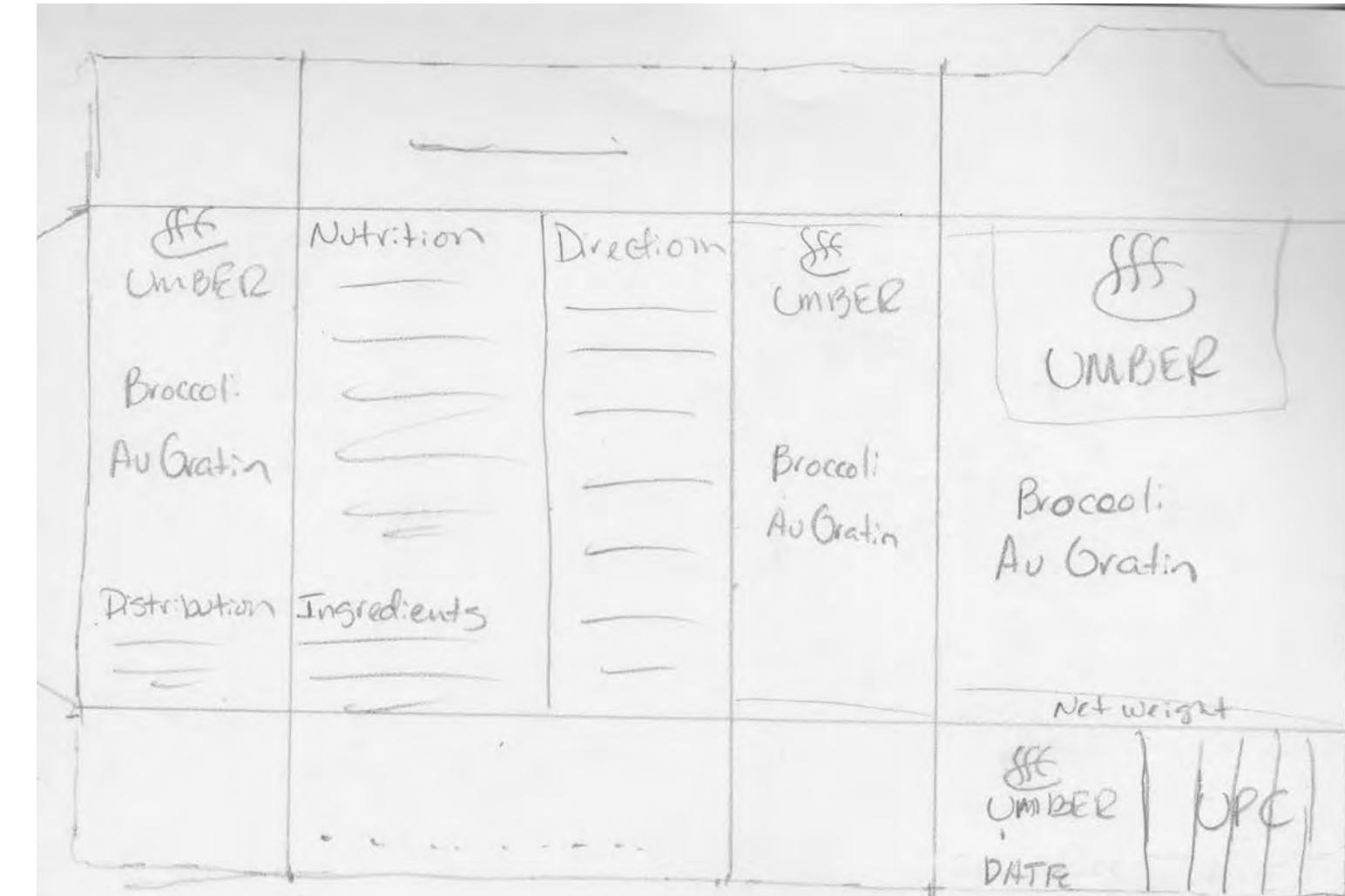
Packaging pencil comps: (Box One)


PACKAGING CONCEPTS *Packaging (Pencil comps):*

Based on the feed back from the in-class review revise the selected packaging concept and draw out tight pencil comps. Draw directly on the selected dies, these comps should be very tight. Indicate the areas for text, logo, labeling and any required information.

Include an idea for each box and lable.

Packaging pencil comps: (Box Two)

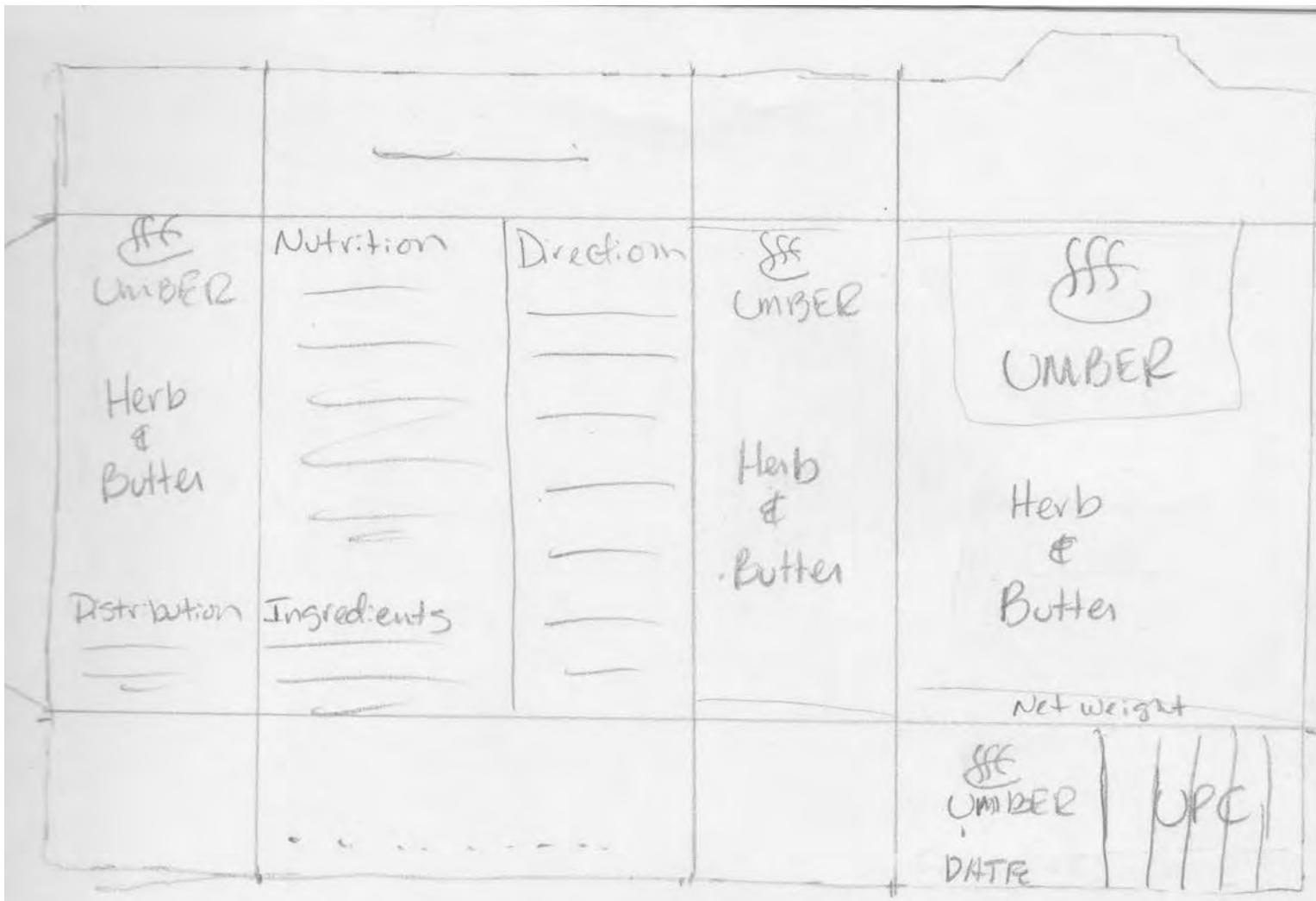


PACKAGING CONCEPTS *Packaging (Pencil comps):*

Based on the feed back from the in-class review revise the selected packaging concept and draw out tight pencil comps. Draw directly on the selected dies, these comps should be very tight. Indicate the areas for text, logo, labeling and any required information.

Include an idea for each box and label.

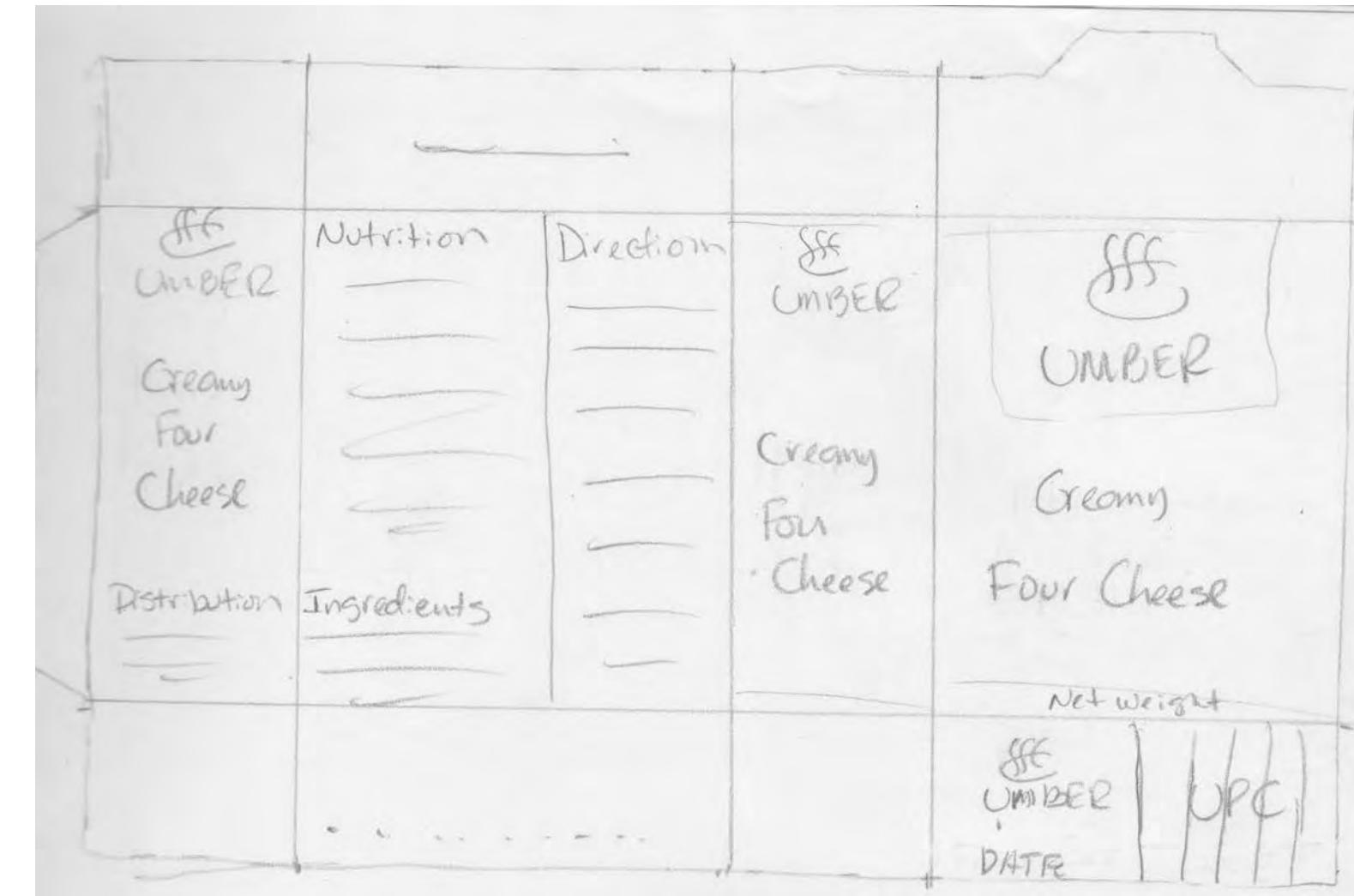
Packaging pencil comps: (Box Three)


PACKAGING CONCEPTS *Packaging (Pencil comps):*

Based on the feed back from the in-class review revise the selected packaging concept and draw out tight pencil comps. Draw directly on the selected dies, these comps should be very tight. Indicate the areas for text, logo, labeling and any required information.

Include an idea for each box and label.

Packaging pencil comps: (Box Four)



PACKAGING CONCEPTS *Packaging (Pencil comps):*

Based on the feed back from the in-class review, revise the selected packaging concepts in this section. Reprint and draw directly on the selected dies, these comps should be very tight. Indicate the areas for text, logo, labeling and any required information.

Include ideas for the box, bag and labels.

Packaging pencil comps: (Label One)

**PACKAGING CONCEPTS** *Packaging (Pencil comps):*

Based on the feed back from the in-class review, revise the selected packaging concepts in this section. Reprint and draw directly on the selected dies, these comps should be very tight. Indicate the areas for text, logo, labeling and any required information.

Include ideas for the box, bag and labels.

Packaging pencil comps: (Label Two)

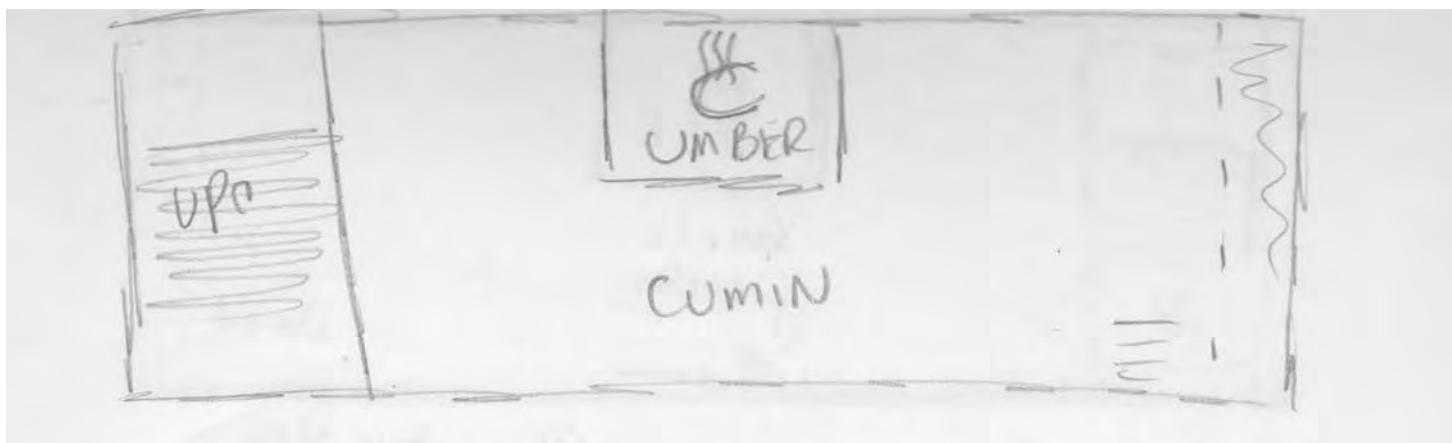


PACKAGING CONCEPTS *Packaging (Pencil comps):*

Based on the feed back from the in-class review, revise the selected packaging concepts in this section. Reprint and draw directly on the selected dies, these comps should be very tight. Indicate the areas for text, logo, labeling and any required information.

Include ideas for the box, bag and labels.

Packaging pencil comps: (Label Three)



PACKAGING CONCEPTS *Packaging (Pencil comps):*

Based on the feed back from the in-class review, revise the selected packaging concepts in this section. Reprint and draw directly on the selected dies, these comps should be very tight. Indicate the areas for text, logo, labeling and any required information.

Include ideas for the box, bag and labels.

Packaging pencil comps: (Label Four)



.....

PACKAGING CONCEPTS *Critique (Pencil comps):*

List the suggestions, comments and critiques received during the in-class review.

Include your thoughts and how you have incorporated the information.

PACKAGE DESIGN PROCESS BOOK

.....

PACKAGING CONCEPTS *Critique (Pencil comps):*

List the suggestions, comments and critiques received during the in-class review.

Included your thoughts and how you have incorporated the information.

Seems too plain -

need to adjust spacing

not enough illustration / design aspects

logo too large

(change up information location)

spacing on labels off

UPC on bottom?

SECTION FOUR:

- ***COLOR STUDY: PACKAGING SERIES***
- ***TYPE STUDY: PACKAGING SERIES***
- ***IMAGE STUDY: PACKAGING SERIES***
- ***PACKAGING CONCEPTS: (COMPUTER COMPS)***
- ***PACKAGING CONCEPTS: CRITIQUE ~ SUGGESTIONS & CHANGES***

PACKAGING CONCEPTS***Color Study ~ Packaging Series:***

Show all of the color combinations under consideration for the final packaging series - box, bag and labels.

Include your thoughts about why each combination is appropriate and what it adds to the packaging design.



PMS#7507 C = 1% M = 14% Y = 47% K = 00%



PMS#371 C = 62% M = 42% Y = 100% K = 30%



PMS#180 C = 15% M = 91% Y = 92% K = 5%



PMS#875 C = 39% M = 56% Y = 71% K = 22%



PMS#7622 C = 28% M = 99% Y = 100% K = 33%



PMS#4665 C = 25% M = 32% Y = 52% K = 1%

Explain what you feel these colors communicate about the brand and /or products.

Each color will represent a different flavor while trying to keep the overall theme the same. The can be more colors added with more products but the tones should remain the same across the brand.

PACKAGING CONCEPTS***Type Study ~ Packaging Series:***

Show all of the typefaces under consideration for the final packaging series.

Include your thoughts about why each typeface is appropriate and what it adds to the packaging design. The selected typefaces will be used for the headers, product statements and all bodycopy.

Show the entire family of each typeface being considered.

A-Z - both upper and lowercase and numbers 1-10 and 5-10 symbols.

Consider showing multiple family members for each typeface.

Typeface A: *Optima*

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890@#\$%^&#!#^()

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890@#\$%^&#!#^()

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890@#\$%^&#!#^()

Explain why you have selected this typeface for the final packaging series AND What you feel this typeface will communicate about the brand and/or products.

Its sophisticated and clean, used in the logo.

Typeface B: *Noteworthy*

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890@#\$%^&#!#^()

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890@#\$%^&#!#^()

Explain why you have selected this typeface for the final packaging series AND What you feel this typeface will communicate about the brand and/or products.

Its stylish and can stand up on its own against soft colors.

PACKAGING CONCEPTS *Image Study ~ Packaging Series:*

In this area place images that you are considering for the final package design series. Gather images of sufficient resolution and similar style. This area should serve as a depository for images that will be used in the creation of the digital comps or as reference for images that you may be creating for the packaging series.

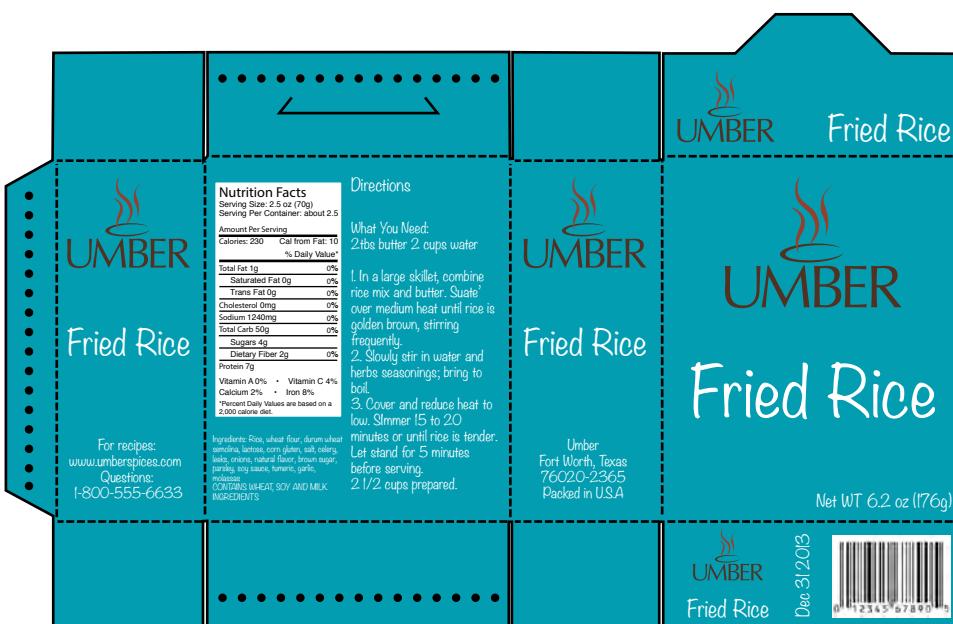


PACKAGING CONCEPTS *Image Study ~ Packaging Series:*

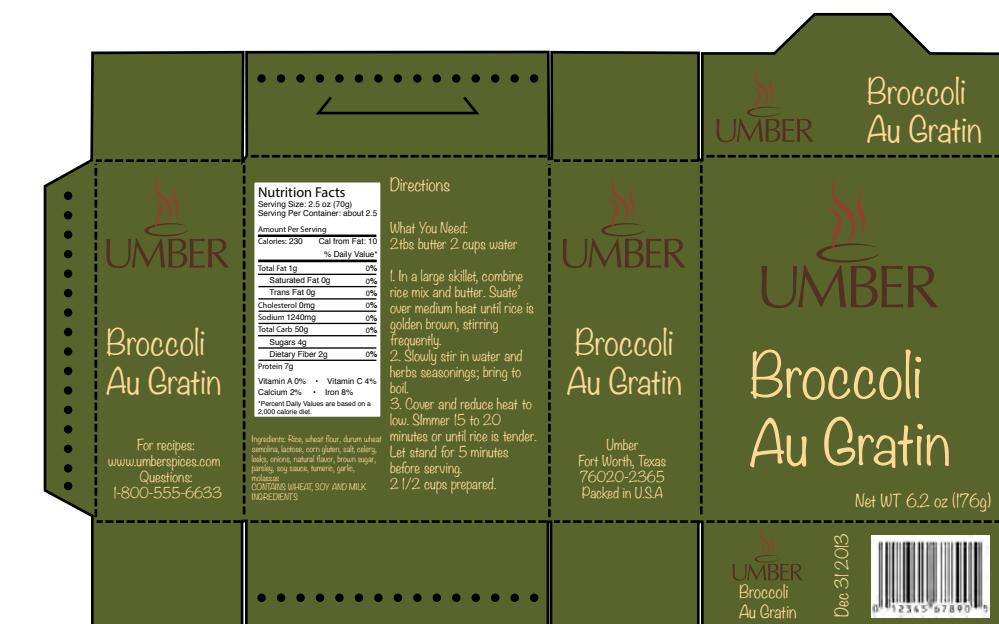
PACKAGING CONCEPTS
Packaging (Computer Comps):

Based on the feed back from the in-class review, revise the selected packaging concepts in this section. Transfer the ideas to a digital format and insert a copy of the designs for the boxes and labels in the spaces provided.

Packaging pencil comps: (Box one)

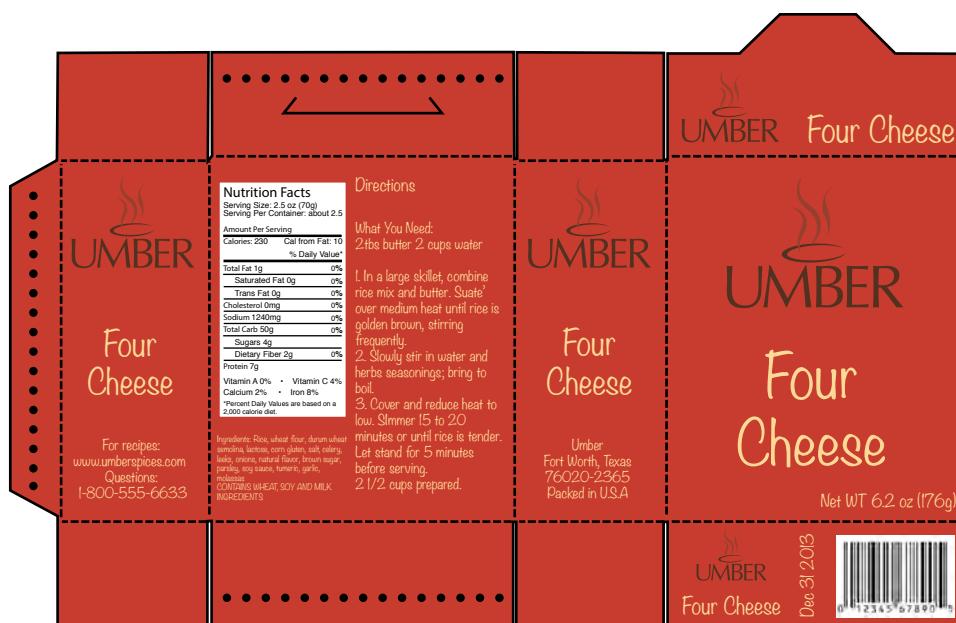

PACKAGING CONCEPTS
Packaging (Computer Comps):

Packaging pencil comps: (Box two)



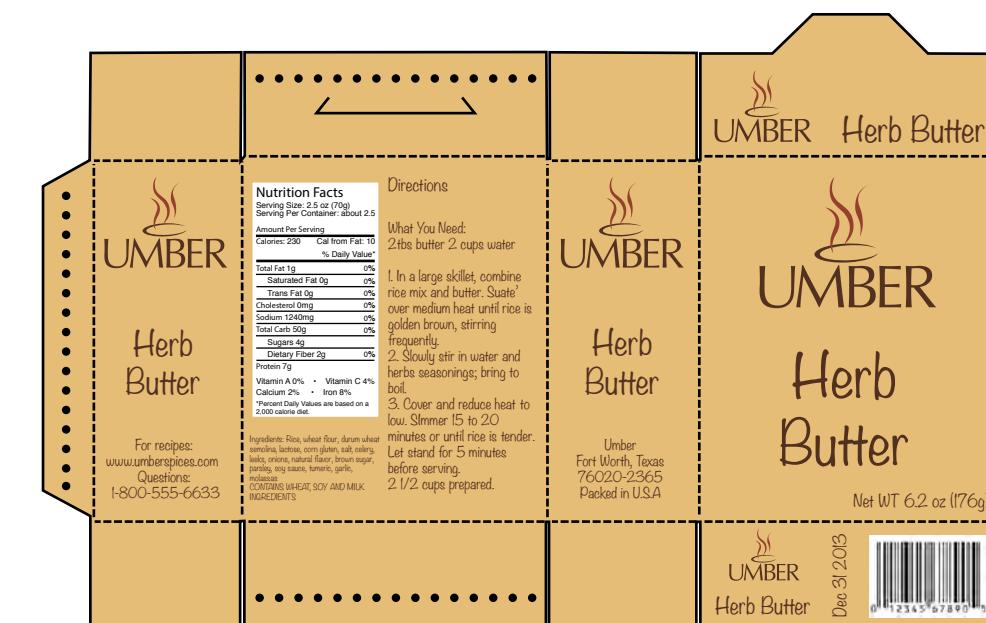
PACKAGING CONCEPTS *Packaging (Computer Comps):*

Packaging pencil comps: (Box three)



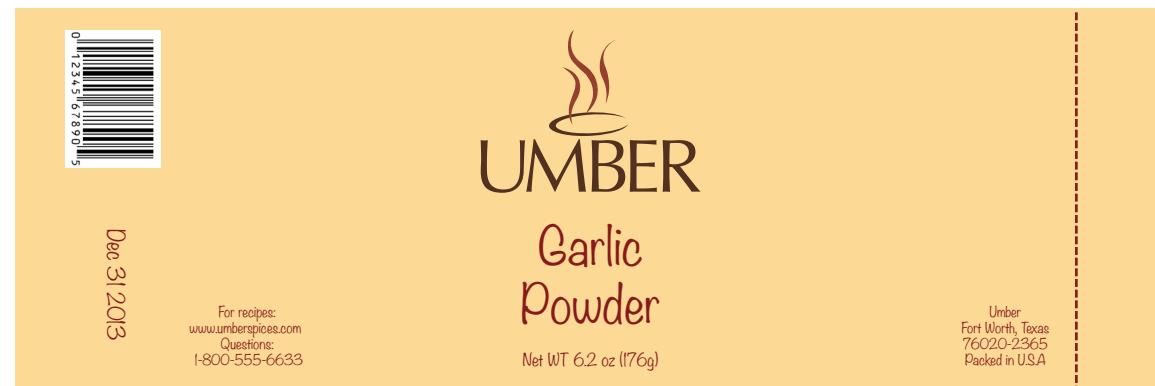
PACKAGING CONCEPTS *Packaging (Computer Comps):*

Packaging pencil comps: (Box four)



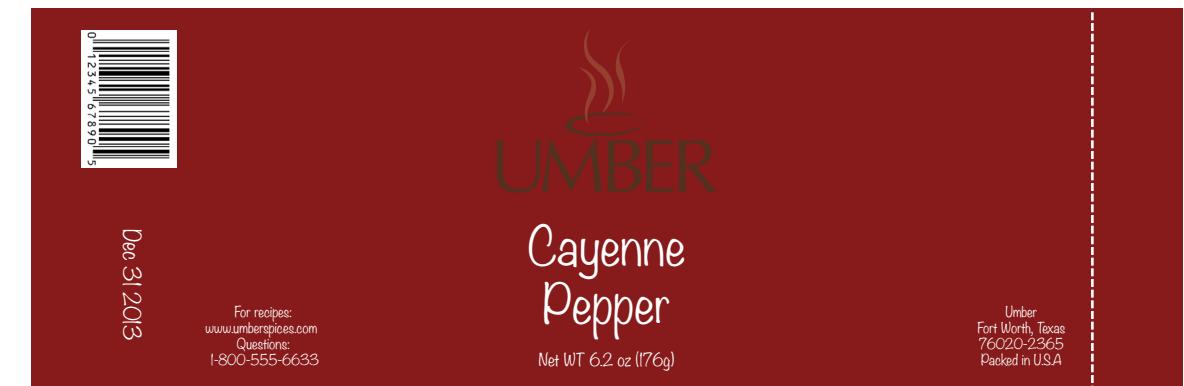
PACKAGING CONCEPTS *Packaging (Computer Comps):*

Packaging pencil comps: (Label one)



PACKAGING CONCEPTS *Packaging (Computer Comps):*

Packaging pencil comps: (Label two)



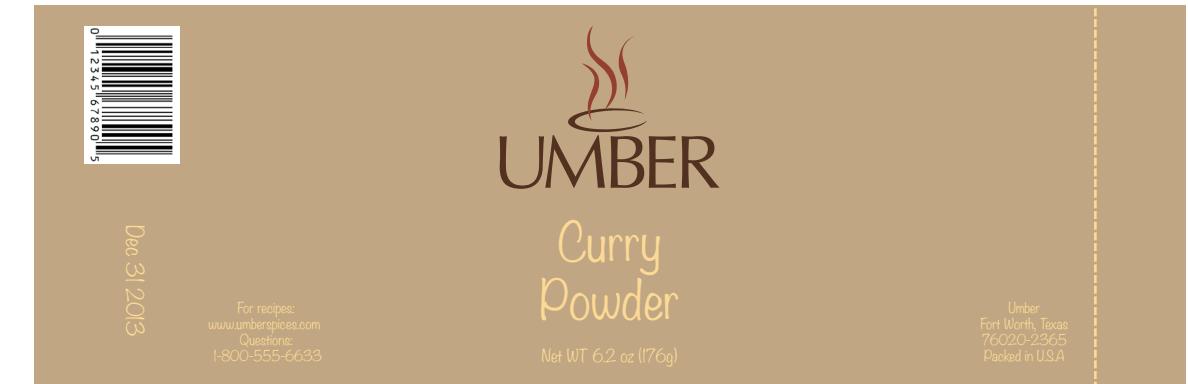
PACKAGING CONCEPTS *Packaging (Computer Comps):*

Packaging pencil comps: (Label three)



PACKAGING CONCEPTS *Packaging (Computer Comps):*

Packaging pencil comps: (Label four)



.....

PACKAGING CONCEPTS *Critique (Computer Comps):*

List the suggestions, comments and critiques received during the in-class review.

Include your thoughts and how you have incorporated the information.

PACKAGE DESIGN PROCESS BOOK

.....

PACKAGING CONCEPTS *Critique (Computer Comps):*

List the suggestions, comments and critiques received during the in-class review.

Include your thoughts and how you have incorporated the information.

(Fls are a bit bright -

Fonts too big in areas

No illustrations

logos h. erasing off

labels need something substantial

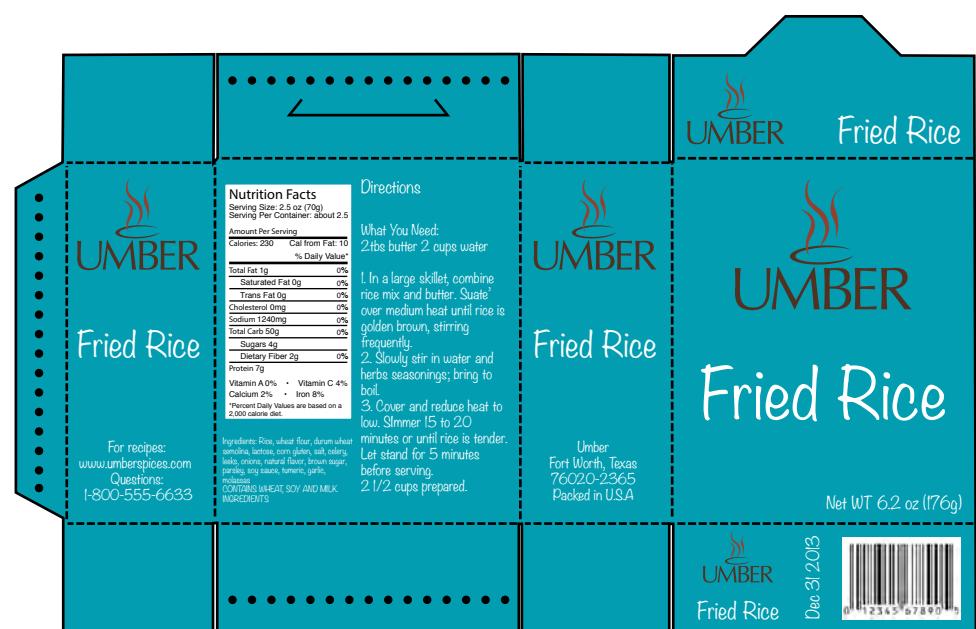
SECTION FIVE:

- ***MOCK-UP ONE: PACKAGING & LABEL SERIES***
- ***MOCK-UP ONE: CRITIQUE ~ SUGGESTIONS & CHANGES***
- ***REVISED COMPS: PACKAGING & LABLE SERIESS***
- ***REVISED COMPS: CRITIQUE ~ SUGGESTIONS & CHANGES***

MOCK-UP ONE *Packaging (Mock-up one):*

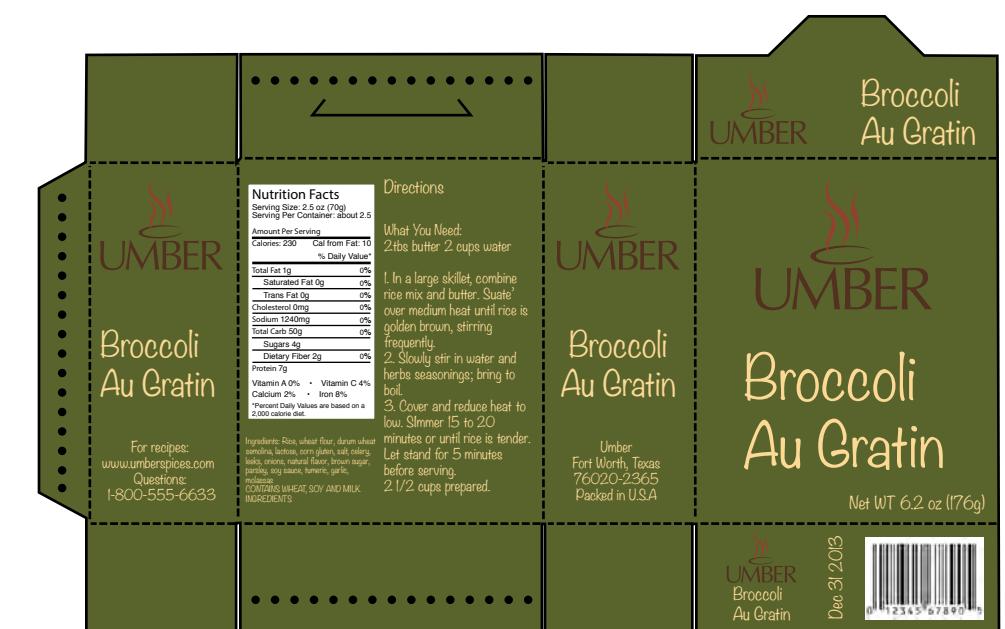
Place the Mockup One files of the package designs on this page. The version should be computer generated and match the set shown for class critique.

(Box One)

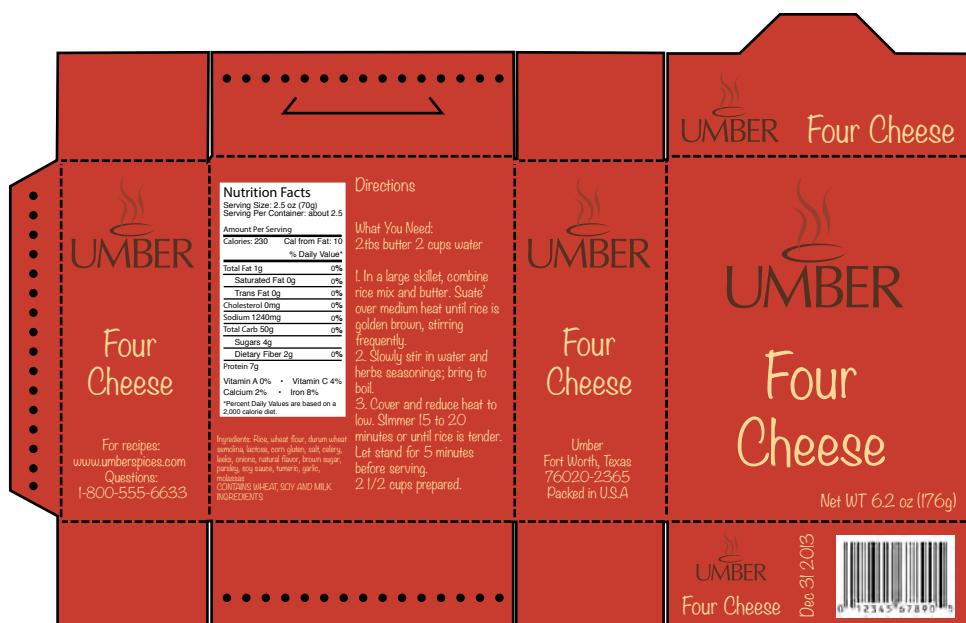


MOCK-UP ONE *Packaging (Mock-up one):*

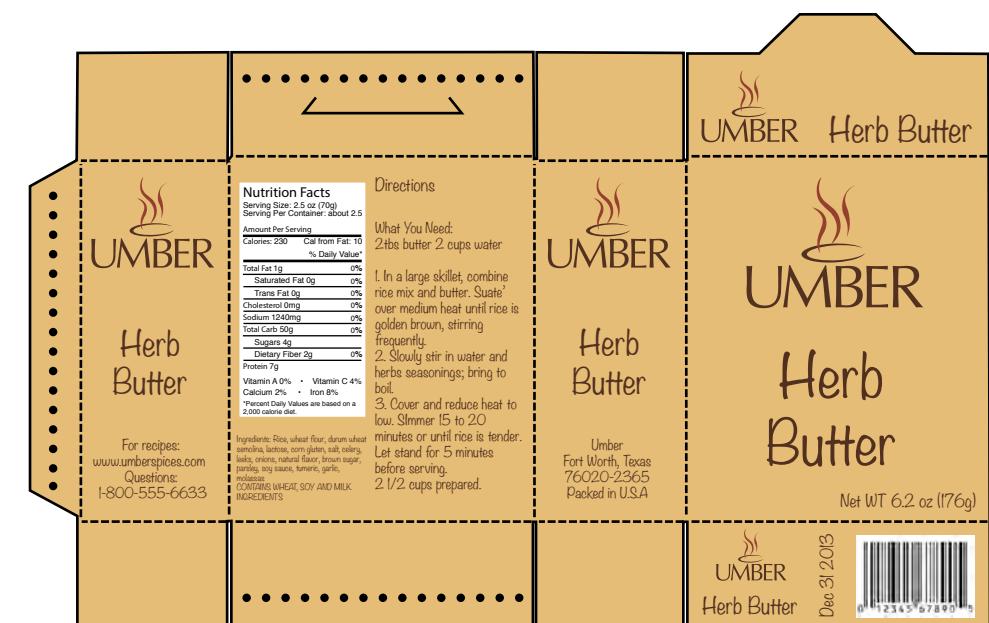
(Box Two)



**MOCK-UP Packaging (Mock-up one):
ONE**
(Box Three)



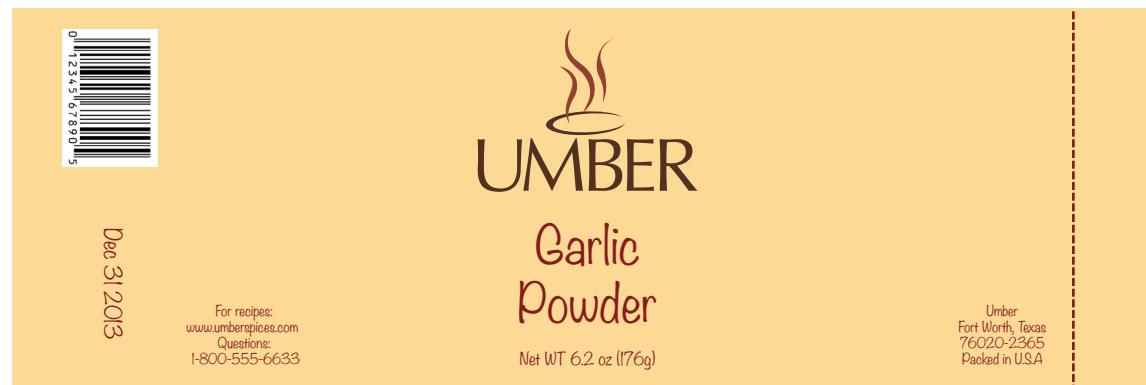
**MOCK-UP Packaging (Mock-up one):
ONE**
(Box Four)



MOCK-UP ONE *Labling (Mock-up one):*

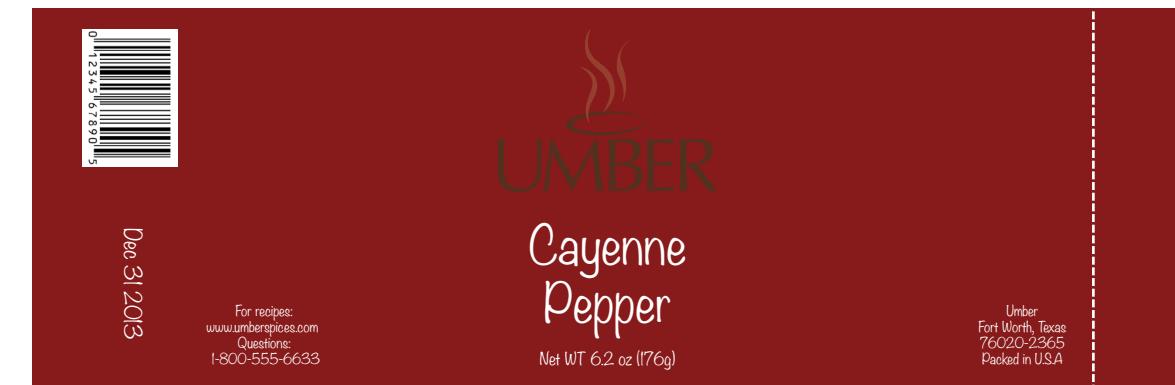
Place the Mockup One files of the label designs on this page. The version should be computer generated and match the set shown for class critique.

(Label One)



MOCK-UP ONE *Labling (Mock-up one):*

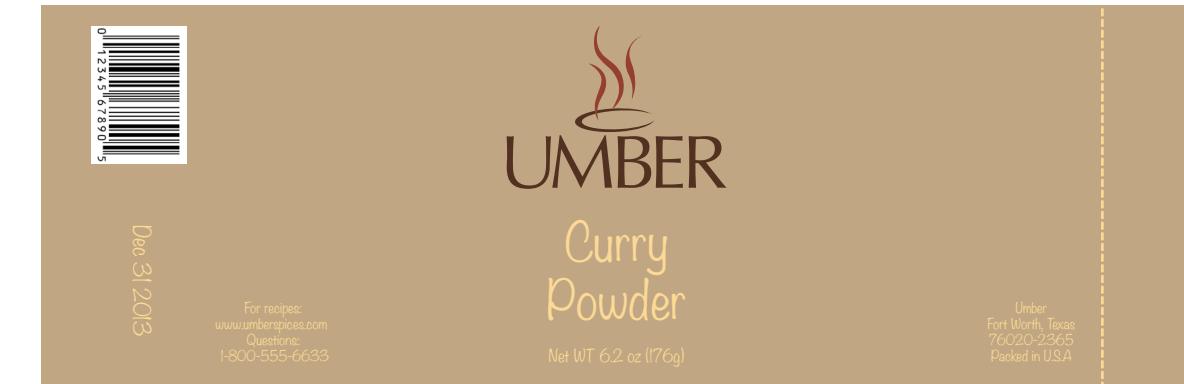
(Label Two)



MOCK-UP **Labling (Mock-up one):**
ONE
(Label Three)



MOCK-UP **Labling (Mock-up one):**
ONE
(Label Four)



MOCK-UP ONE *Critique (Mockup One):*

List the suggestions, comments and critiques received during the in-class review.

Included your thoughts and how you have incorporated the information.

Maybe adding some fun images to the directions. The address is a bit small on the spices. Asymmetrical element placement. Maybe different language for the directions

Everything looks great. One thing that bugs me is the back text. I think leaving some space empty would look good instead of trying to cover it all up. Leave some space

The size of the logo and the size of the product name are competing for attention. In your labels, one is bigger than other which creates balance. I would apply that to the boxes as well. The layout of information in the back is good, but I would add a “try this” recipe on the side and then “for more recipes” info underneath it. On the other side, I would put a little statement about the history of Umber and what their products can do for me. The handwritten font is used too much and would probably be good as just the title font. Break it up by using a different, more traditional font for the body copy. The labels needs ingredients or nutritional label

Prod. is unclear- based on text provided- When you say dinner mix, you mean rice. Why not relate to spice jars-cayenne/cajun. Feels like boxes are too big or you need larger jars for spice blends. Box could contain pre-measured packets of spice blends-might help w/ concept to stay focused on the prod. No real concept on these boxes or labels. They need to reflect something about flavor or the origin of the spices. Type is too large on boxes and typeface conflicts w/ logo.-stick to logo fonts. Watch the edges and the creases- edges rough/creases are off-

If you don't read the box you would never know what was in it. Your color is really good and your boxes and labels are as well. But I think they would look better with a photo or a graphic of what the product is. It needs something even if its small. Overall, it is really good. Can you pls put Herbs & Spices on the box, I couldn't tell what it is?

Your color choices are very natural and fit well with your theme. I think you could add some illustrations or pattern or some sort to add more to your packages. Your typeface for the title of the products I feel like may be a little too playful for your packages

MOCK-UP ONE *Critique (Mockup One):*

Overall: Great use of the colors, they feel real natural. There is a good consistency with the style of the design. The typeface used for all the descriptions are great and playful yet professional at the same time. Layout: The expiration date should say “expiration”. And it would be nice if it was placed on top of the box b/c that's where we read it first.

I love the logo! Think it turned out great. I like the colors you chose. Makes me think of food. I might think of choosing to make the boxes stand out more by making it more yours. Like maybe choosing a pattern for the box? Maybe illustrate some food to resemble what you are showing on the boxes. Ex Rice/show rice Broccoli/show broccoli. On the directions maybe choose a simple font so that it is a little easier to read. I feel like its difficult to read the directions w/ that font. I feel like you are in a good place right now. Good job!

I don't see any ingredients or nutrition on your labels. I'm a fan of the colors you chose! I feel that at the size your box is, there should be more design in the front. Maybe a simple icon or even a full layout illustration, but a simple graphic would add to the overall composition. Love your logo it gets the point across of what the product is.

The set was well put together. Each product looks like they belong. The issues I saw with the design were that all of your boxes were supersized. The type, the logo, the information on the labels. I would suggest minimizing your titles and graphics so you can add more to the designs. I would suggest that you add silhouettes of the main ingredients

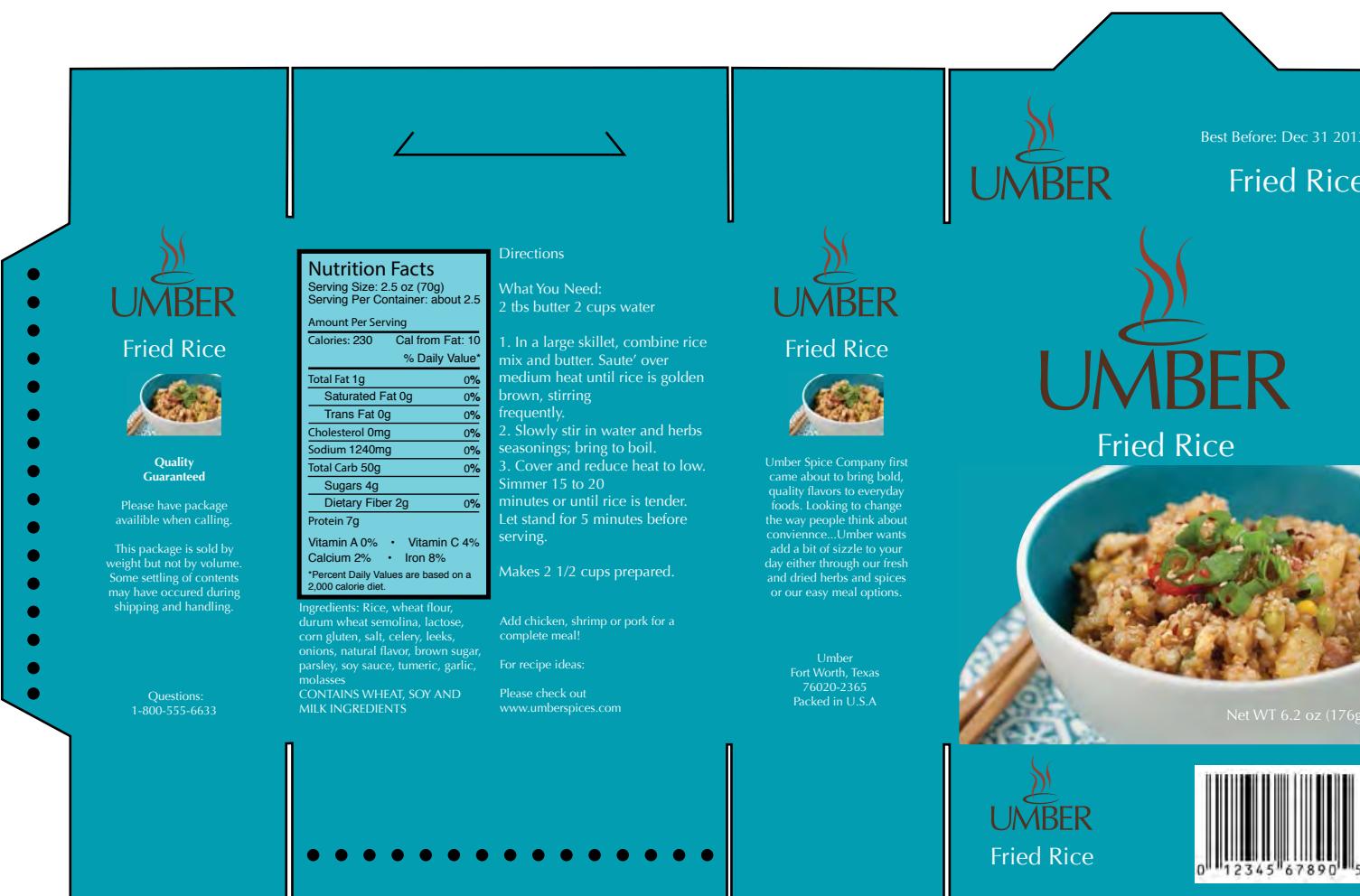
I love the colors and you have a great concept! On the labels..I realize you only have a small one to work with but some of your text is disappearing because the font is too small and thin. Try a bolder type maybe. Also check your spelling! I think molasses has an e at the end not an a. The only other thing I think is on the back the nutrition facts seem to be dominant because of the bright white against your very warm color scheme. I would put an off white color instead so that people are more drawn to your instructions rather than the nutritional information. Great concept!

The text seems too large at point -Address, - Directions. Nut. facts is missing a bounding box. It would be nice to have a graphic or texture. - It seems bare. Nut. Facts missing on the label.

**REVISED Packaging (Revised comps):
COMPS**

Based on the feed back from the in-class review, revise the selected packaging concepts in this section. Place the revised designs on this page.

Revised comps: (Box One)



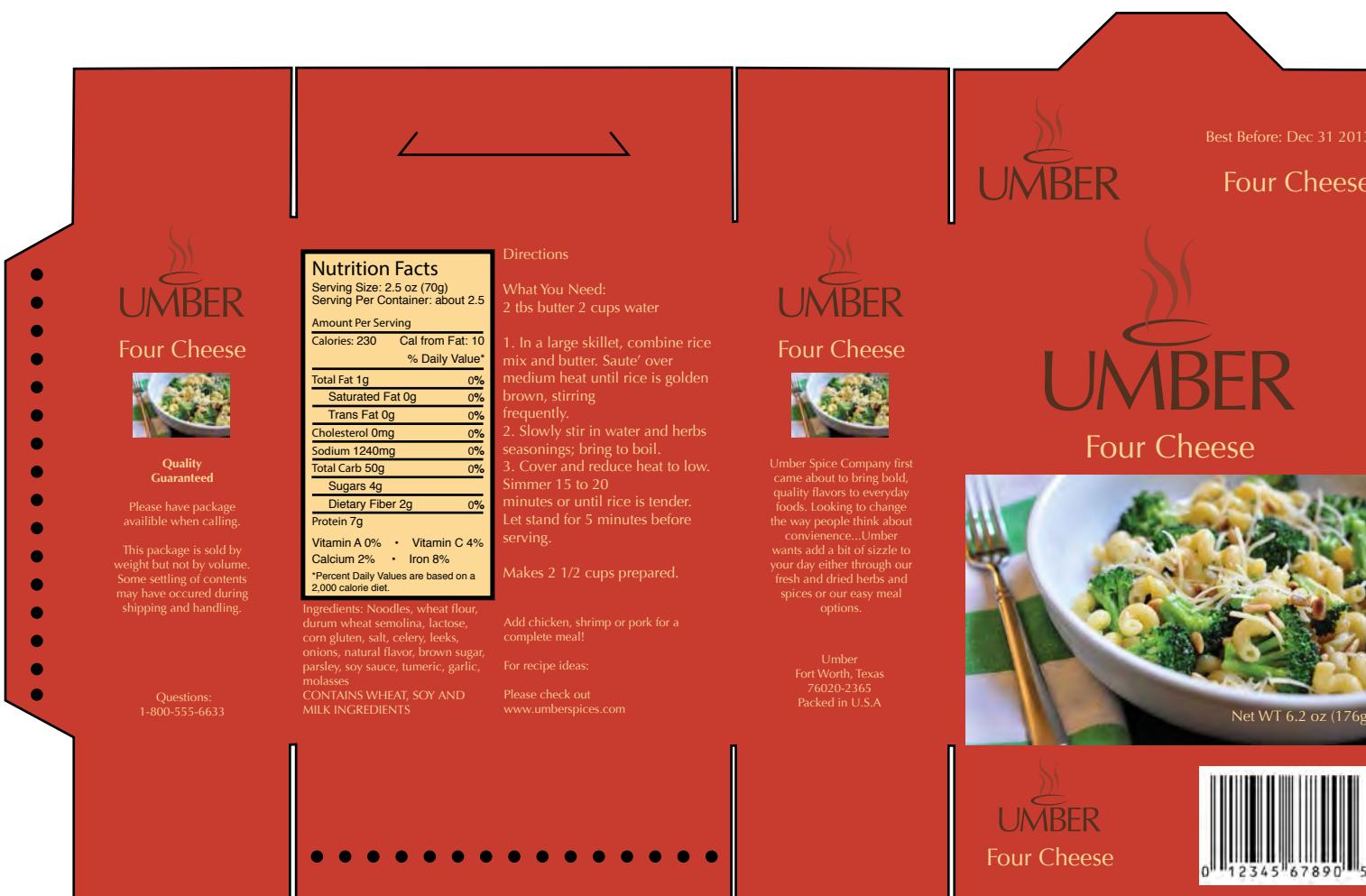
**REVISED Packaging (Revised comps):
COMPS**

Revised comps: (Box Two)



**REVISED Packaging (Revised comps):
COMPS**

Revised comps: (Box Three)



**REVISED Packaging (Revised comps):
COMPS**

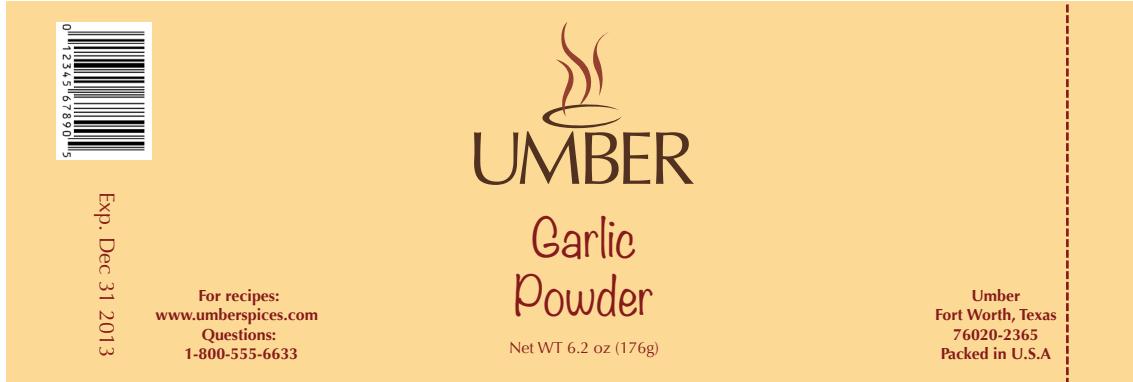
Revised comps: (Box Four)



REVISED COMPS *Packaging (Revised comps):*

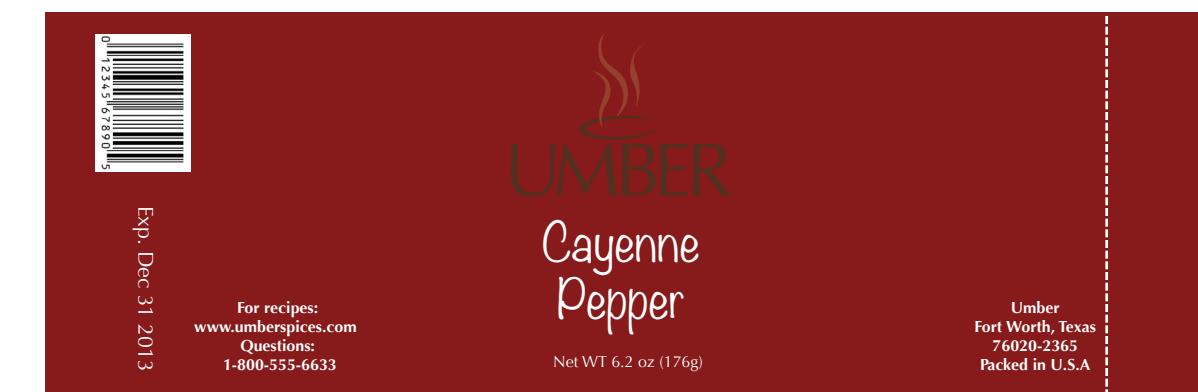
Based on the feed back from the in-class review, revise the selected label concepts in this section. Place the revised designs on this page.

Revised comps: (Label One)



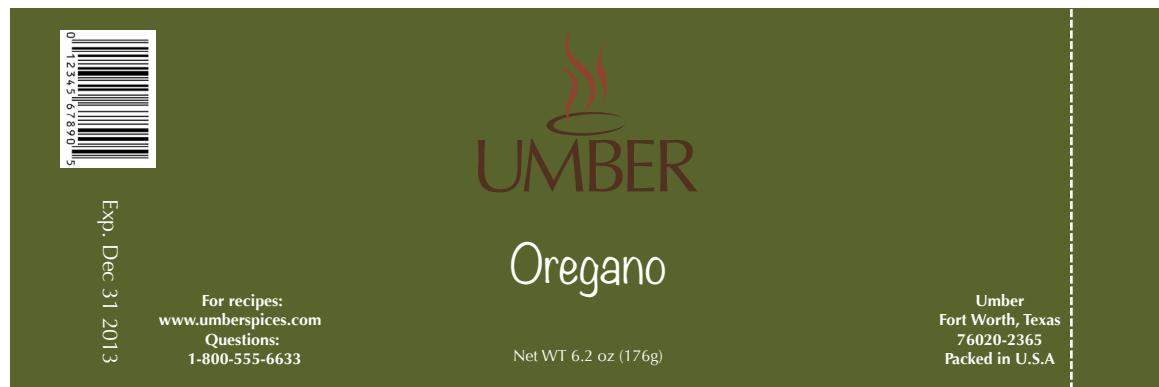
REVISED COMPS *Packaging (Revised comps):*

Revised comps: (Label Two)



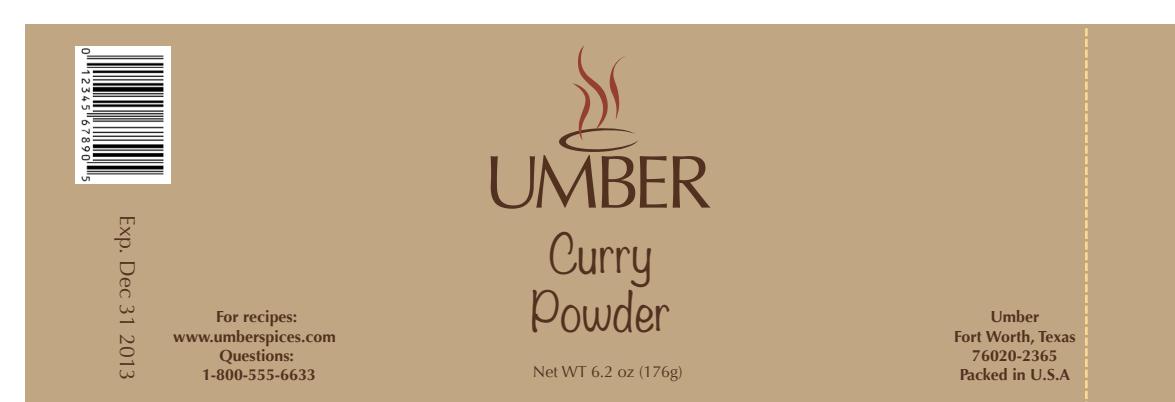
REVISED *Packaging (Revised comps):*
COMPS

Revised comps: (Label Three)



REVISED *Packaging (Revised comps):*
COMPS

Revised comps: (Label Four)

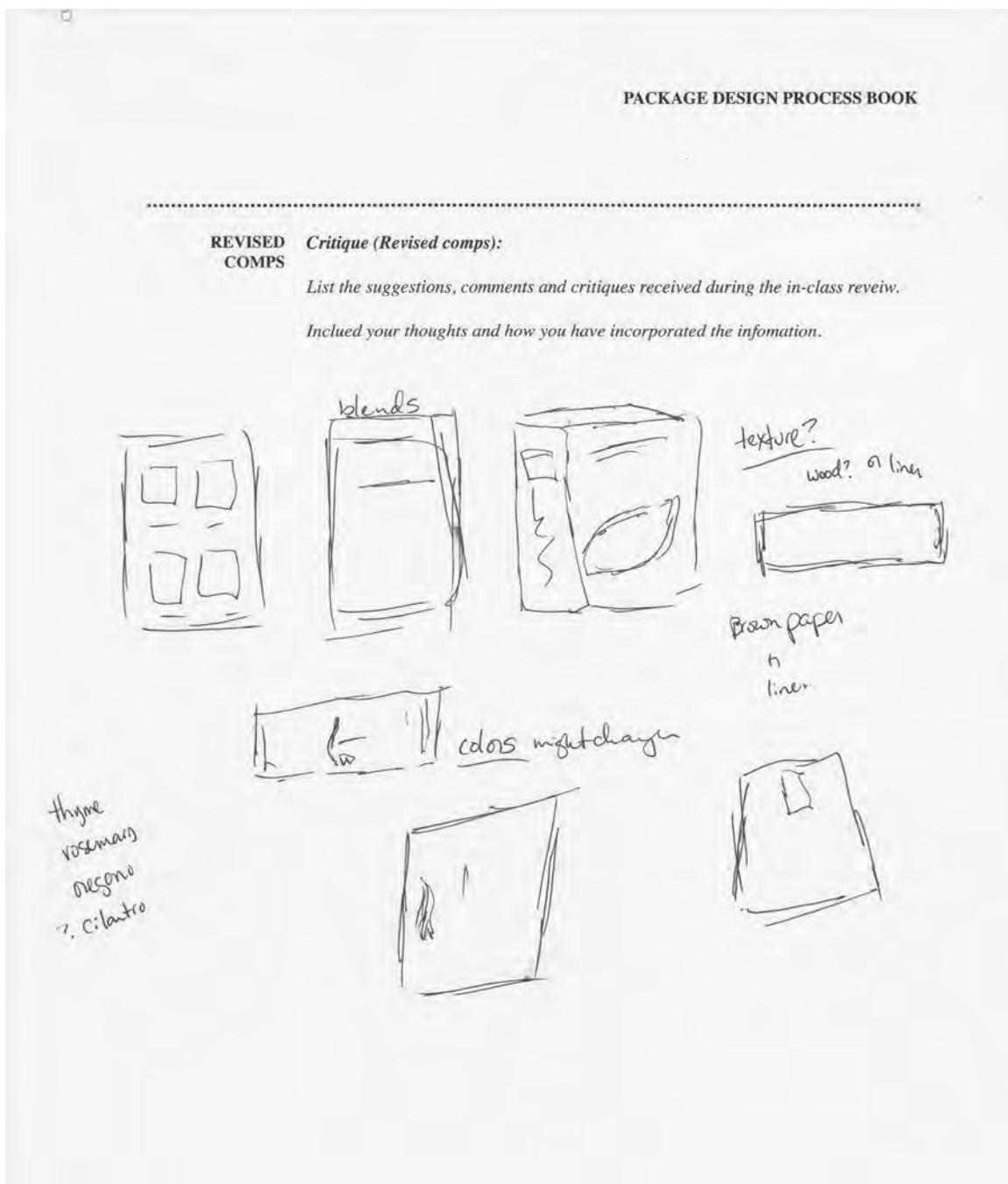


.....

REVISED COMPS *Critique (Revised comps):*

List the suggestions, comments and critiques received during the in-class review.

Include your thoughts and how you have incorporated the information.



SECTION SIX:

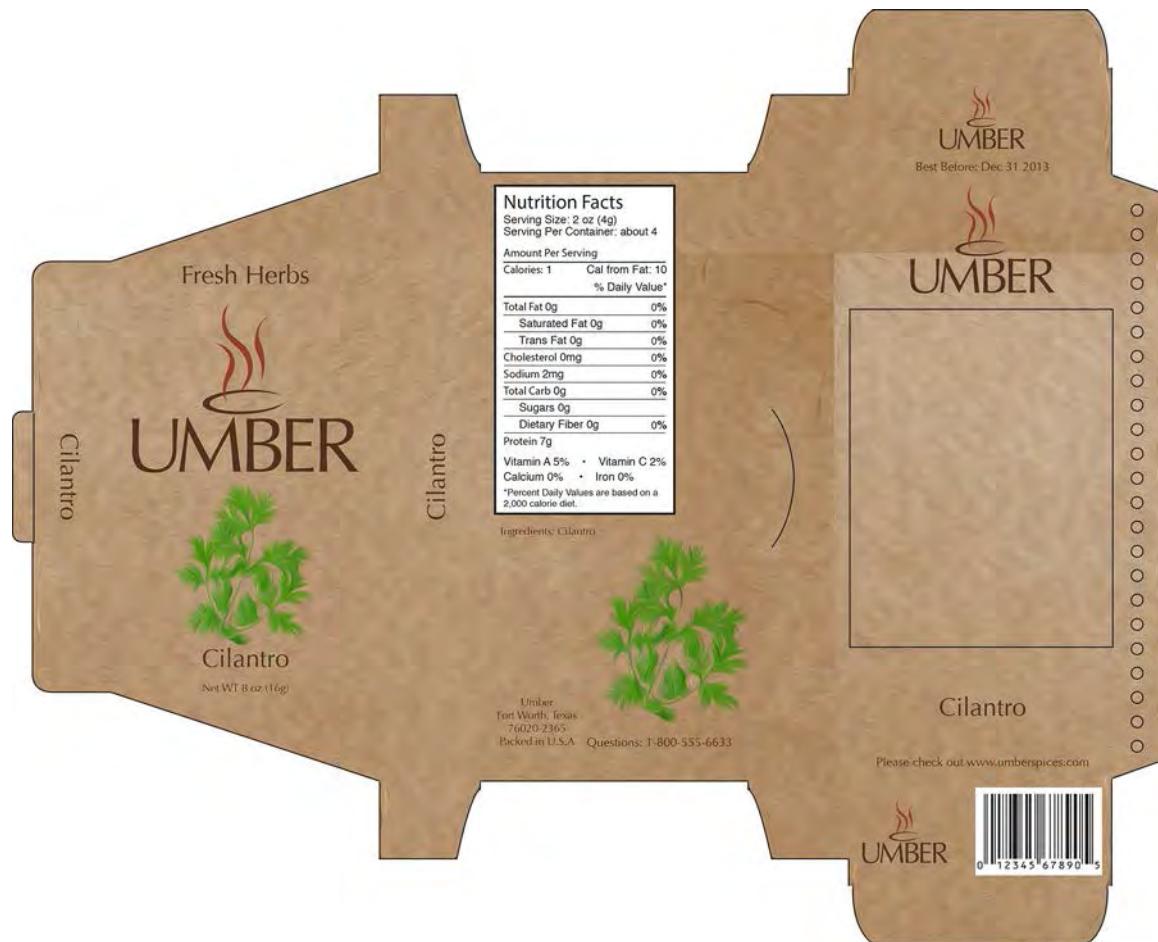
MOCK-UP TWO EVALUATION

- ***PACKAGING: MOCK-UP TWO***
- ***PACKAGING: EVALUATION & CRITIQUE ~ SUGGESTIONS & CHANGES***
- ***REVISED COMPS: PACKAGING & LABEL SERIESS***
- ***REVISED COMPS: CRITIQUE ~ SUGGESTIONS & CHANGES***

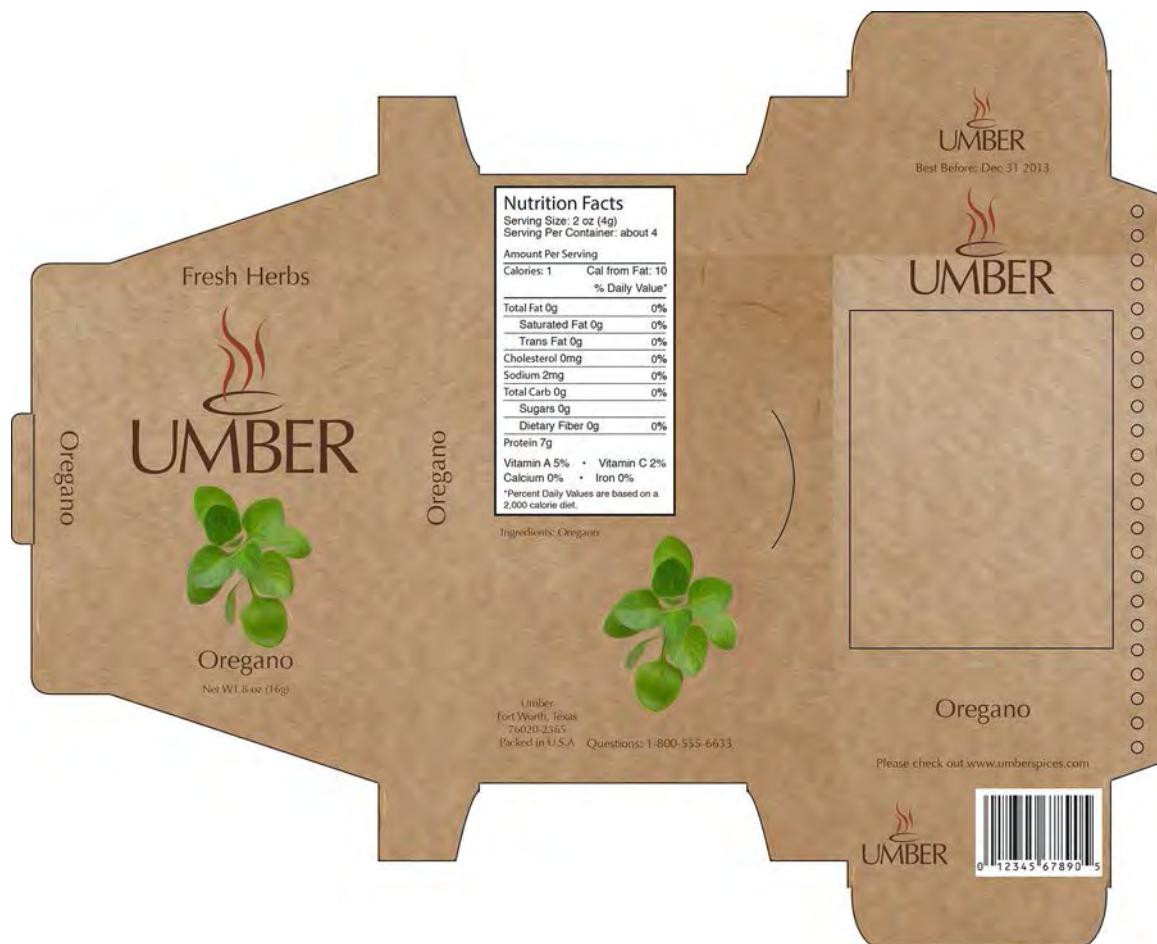
MOCK-UP *Packaging (Mock-up Two):*
TWO

*Insert the version used for the Mock-up Two review.
 This version should match the version printed and built in class week eight.*

Mock-up Two: (Box one)



MOCK-UP *Mock-up Two: (Box two)*
TWO



MOCK-UP *Mock-up Two: (Box three)*
TWO



MOCK-UP *Mock-up Two: (Box four)*
TWO



.....
MOCK-UP *Packaging (Mock-up Two):*
TWO

*Insert the version used for the Mock-up Two review.
This version should match the version printed and built in class week eight.*

Mock-up Two: (Label one)



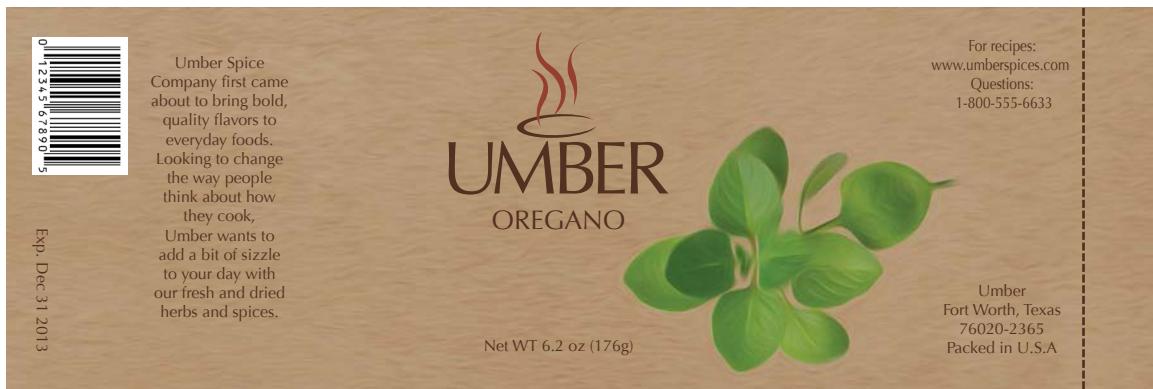
.....
MOCK-UP *Mock-up Two: (Label two)*
TWO



MOCK-UP *Mock-up Two: (Label three)*
TWO



.....
MOCK-UP *Mock-up Two: (Label four)*
TWO



.....

**MOCK-UP Critique (Mock-up Two):
TWO**

List the suggestions, comments and critiques received during the review with the instructor.

You should transcribe the notes from the grade sheet and use the information as the basis for your changes for the FINAL MOCK-UP version.

Include your thoughts and how you have incorporated the information.

MOCK-UP TWO PACKAGE DESIGN GRADE SHEET:

STUDENT NAME: Desiree

BOX SERIES:

- 97.5 add pattern to interior
95 add color to left side and window panel
92.5 move name ~~logo~~ below window / remove ~~logo~~ above
90 use lighter cut line - / resize window window
87.5 crease boxes tighter =
85 expiration date or lack under address etc.
82.5 make sure logo does not look like fur = ^{cream} canvas

80 _____

77.5 _____

75 _____

72.5 _____

70 _____

67.5 _____

65 * don't need logo or letter

62.5 * consider small art on either side

60 prod name
side panel =

.....

**MOCK-UP Critique (Mock-up Two):
TWO**

LABEL SERIES:

97.5 Increase size of type on Net.Wt.

95 fit illustration more on front

92.5 increase (taller) label size to fit art

90 make sure the attach on wgt =

87.5 increase UPC code a little

85 justify or left align type = increase type size

82.5 dried herbs = to labels =

80

77.5

75

72.5

70

67.5

65 * Consider reshaping labels

62.5 * increase texture on labels

60

FINAL AVERAGE: BOX SERIES 92.5 + LABEL SERIES 92.5 / 12 = 82.5

Each item listed ABOVE deducts 2.5pts from the final score. All items listed indicate areas that need to be addressed and improved. Areas reviewed include - overall concept (style and visual message communicated by the design), layout (arrangement, placement of all information), final production (quality of hand skills and attention to details) as well as how well each piece works alone and as a part of the complete set (unity, clarity and variety).

**REVISED Packaging (Revised comps):
COMPS**

Based on the feed back from the in-class review, revise the selected packaging concepts in this section. Place the revised designs on this page.

Revised comps: (Box One)



**REVISED Packaging (Revised comps):
COMPS**

Revised comps: (Box Two)



**REVISED Packaging (Revised comps):
COMPS**

Revised comps: (Box Three)



**REVISED Packaging (Revised comps):
COMPS**

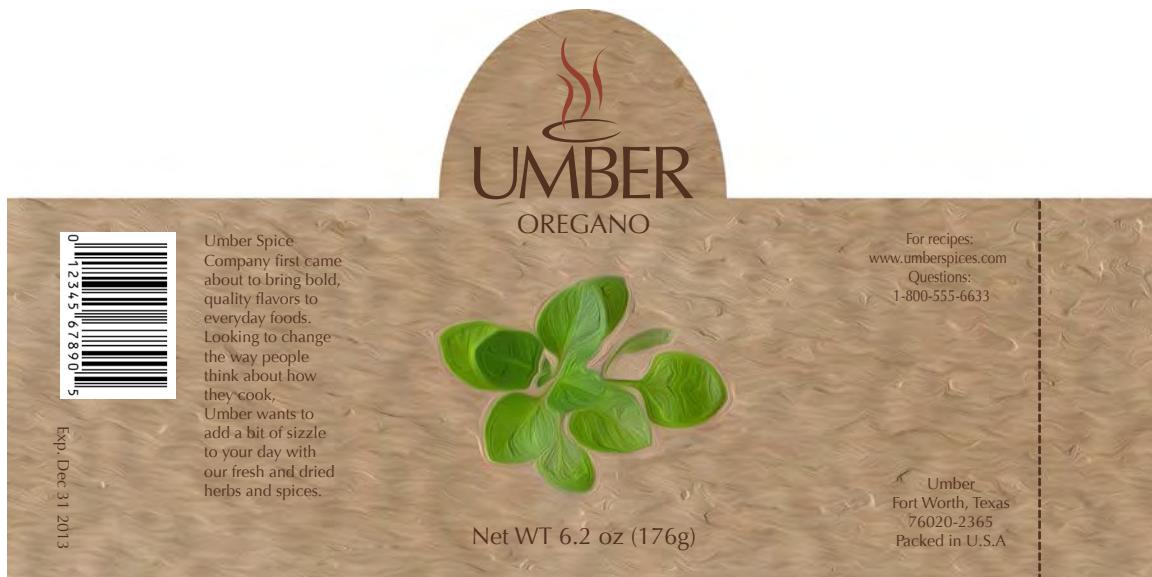
Revised comps: (Box Four)



.....
REVISED *Packaging (Revised comps):*
COMPS

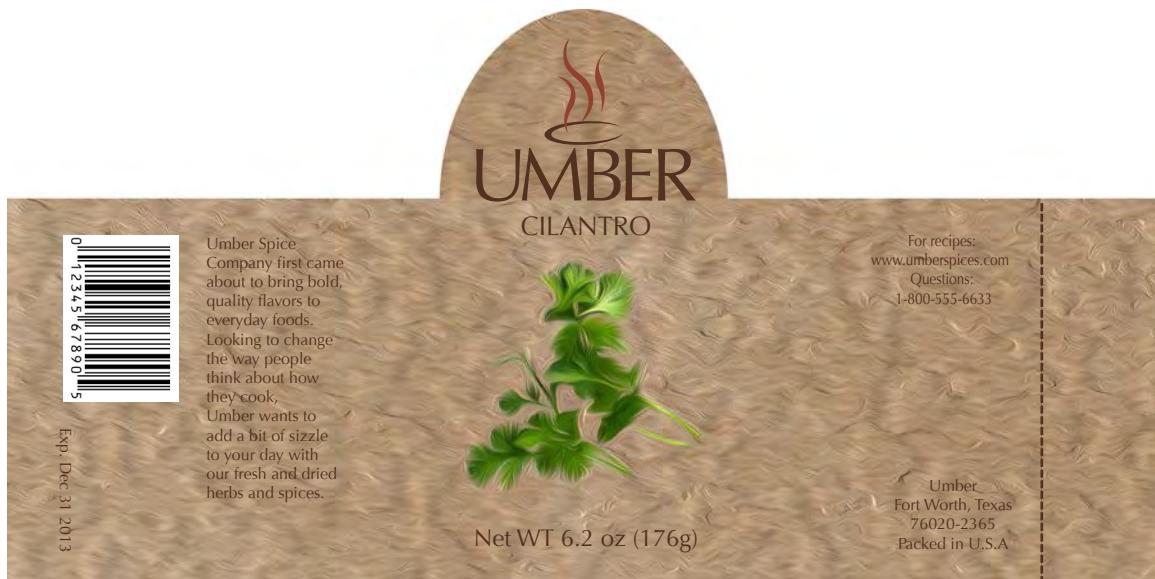
Based on the feed back from the in-class review, revise the selected label concepts in this section. Place the revised designs on this page.

Revised comps: (Label One)



.....
**REVISED Packaging (Revised comps):
COMPS**

Revised comps: (Label Two)



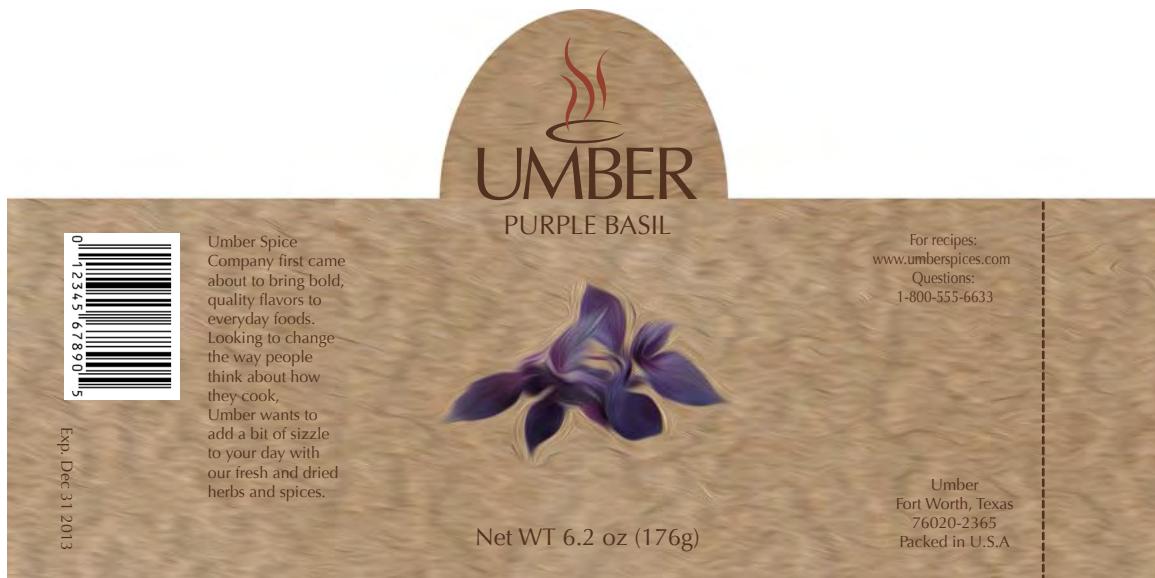
.....
**REVISED Packaging (Revised comps):
COMPS**

Revised comps: (Label Three)



.....
**REVISED *Packaging (Revised comps):*
COMPS**

Revised comps: (Label Four)



Exp. Dec 31 2013

REVISED COMPS *Critique (Revised comps):*

List the suggestions, comments and critiques received during the in-class review.

Include your thoughts and how you have incorporated the information.

REVISED COMPS *Critique (Revised comps):*

List the suggestions, comments and critiques received during the in-class review.

Include your thoughts and how you have incorporated the information.

lighten outline

smaller box

my painted texture

be mindful of label "egg shape"

interior box shape

consistency in texture

habanero looks best

SECTION SEVEN:

FINAL MOCK-UP TWO EVALUATION

- ***PACKAGING: FINAL MOCK-UP***
- ***PACKAGING: PERSONAL EVALUATION & CRITIQUE***
- ***PACKAGING: COLOR RATIONALE***

.....
**FINAL Packaging (Final Mock-up):
MOCK-UP**

*Insert the version used for the Final Mock-up.
This version should match the final version printed
and built in class week ten.*

Final mock-up: (Box one)



.....
FINAL *Final mock-up: (Box two)*
MOCK-UP



.....
FINAL *Final mock-up: (Box three)*
MOCK-UP



FINAL *Final mock-up: (Box four)*
MOCK-UP



.....
**FINAL Packaging (Final Mock-up):
MOCK-UP**

*Insert the version used for the Final Mock-up.
This version should match the final version printed
and built in class week ten.*

Final mock-up: (Label one)



.....
FINAL *Final mock-up: (Label two)*
MOCK-UP



.....
FINAL *Final mock-up: (Label three)*
MOCK-UP



.....
FINAL *Final mock-up: (Label four)*
MOCK-UP



FINAL MOCK-UP

EVALUATION *Include your thoughts on the Final Mock-ups - This section should demonstrate your ability to evaluate your own work for strengths and weaknesses. You need to provide thoughtful responses and ideas to improve or add to the set for your final portfolio.*

- *List the ways in which the package designs succeed as well as the ways in which the designs are not successful.*

The design succeeds in simplicity and form. The fresh herbs are packaged in a way that allows you to see what you are buying on the inside. The painted texture on the outside is interesting and eye catching. the bright red interior lets the color of the herbs stand out and excites the appetite. The dried herbs are in nice glass containers that allow you to see whats inside. There might be a bit too much texture on the package that the type is lost. The interior color could be a bit brighter.

- *Based on the information above, list ideas to improve the weak areas of the designs AND ways to add or expand the set for your final portfolio.*

- Adjust the text and the artwork so they blend better
- Darker exterior for more of a burnt wood color
- A bit more company information on the boxes
- Something on the sides, more decorative

- *Discuss your overall process and how that process helped or hindered the end results*

At first, I planned the get the required elements on the packages. I wanted to design around those requirements and choose colors that were bright and appetizing. After some prodding and help I was able to get some new ideas on how to push the design further. It probably could have come out even better had the ideas come sooner so that it could have been developed more.

.....

**FINAL
MOCK-UP
COLOR
EVALUATION** *Color Rationale (Personal evaluation of your work):*
Include your thoughts on the use of COLOR in the Final Mock-ups - This section should demonstrate your ability to explain and define your design choices (as they relate to the selected colors) for the final mock-ups. Be sure to provide thoughtful responses and explanation for the look and feel of the final package designs.

PLEASE NOTE: Be specific -- include references, inspirations or thoughtful reasoning that explains why and how these colors work together and communicate the intended message about the products)

CLARITY:

How or what inspired you to select these colors for the package and label series?

Box Color Pallet:



Label Color Pallet:



(Site references or examples that you used in the decision making process -- include images and explanations.)

*Stone, Terry Lee., Sean Adams, and Noreen Morioka. *Color Design Workbook: A Real-world Guide to Using Color in Graphic Design*. Gloucester, MA: Rockport, 2006. Print.*

*Ormiston, Rosalind, and Michael Robinson. *Colour Source Book*. London: Flame Tree, 2007. Print.*

The browns were inspired by the color burnt umber which was the inspiration for the name of the company Umber. I wanted to play up to the earthiness of herbs growing and burning when they are dried. Leaned more towards southwestern but not as bright to play up a more sophisticated style.

.....

**FINAL
MOCK-UP
COLOR
EVALUATION**

Color Rationale (Personal evaluation of your work):

RELEVANCE:

What do these color pallets communicate about the products the packages contain?

Box Color Pallet:

Colors:



What does this SET of colors communicate about the products?

That they are natural, wholesome, bold in flavor and texture. Nice aroma.

Label Color Pallet:

Colors:



What does this SET of colors communicate about the products?

Same as above. The colors are the same.

.....
**FINAL
MOCK-UP
COLOR
EVALUATION**

Color Rationale (Personal evaluation of your work):

LOGIC:

Explain the psychological connections, feelings and/or mood you feel each of these color pallets generate for the intended audience -- site information, research and/or examples used in the decision making process?

Box Color Pallet:

Colors:



What psychological connections, feelings and/or mood do these colors communicate?

- The tan color is like tanned leather or a canvas that the design is painted on
- The darker brown resembles soot from a wood burning oven, where you could be drying the herbs
- Red is passionate and increases the appetite, by darkening the color its not as intimidating and brings out the color of the herbs better
- The darker orange serves the same purpose as the red but isn't as overwhelming on the cover

Label Color Pallet:

Colors:



What psychological connections, feelings and/or mood do these colors communicate?

Same as above, the colors are the same.