

project 05

Objectives

To create a three dimensional design. Two shapes will be given to choose from. What you decide to do with them is completely up to you. Design must contain personally created imagery and type. Be creative with application.

Research

Study award winning packaging campaigns. Go to local businesses around town and research how different packaging systems are designed. Pay close attention to the linking points throughout a multi product system. What is the primary focal point? Where are the logos? Text? Mandatory information? Notice how implied lines and repetition move the eye around.

Process

- Start by researching and quickly sketching out your product ideas. Pay attention to repetition and details.
- Pick from the two shapes provided; a cylinder or a square. Collect materials needed for the product's construction.
 - collect all imagery and text
 - repeat elements and use implied lines
- Begin by creating six detailed thumbnails.
 - variety of scale within all elements is key
 - overall negative space must work well
 - design must be effective from all sides
- Digitize your concepts.
 - create imagery in Illustrator or Photoshop
 - consider limiting your color palate
- Preliminary critiques.
 - print the package out and cleanly construct it
- Critique the finals in class.
 - finals must be well constructed

Due Dates

november

- F 16** project 05 assigned
thumbnails assigned
packaging lecture
- M 19** thumbnails due
work in class
- F 23** Thanksgiving—no classes
- M 26** assembled b/w mock up
prem critique
- F 30** assembled color mock up
prem critique

december

- M 03** assembled color mock up
work in class
- F 07** project 05 due
final critique, 3:00—5:30
turn in all work on disc