



PACKAGING DESIGN

Project Start | **02 October**

Project Class Crit | **23 October**

Project Due | **25 October**



project overview

This project will focus on a reissue of a pop culture iconic toy or item that is rich in history and nostalgic. You must approach the project from the uniqueness that the item possesses while catering to the customer who would be interested in this particular piece. Design for the toy itself and the information that must be incorporated. Do not design a cookie cutter packaging that is very cool yet has no connection to the artifact.

This project is multi layered in it's approach, the packaging must offer protection, it has to display the item's unique characteristics, an historical record to help promote the nostalgic feeling and provide a memorable experience in interacting with the packaging. This package design is as important as the item itself. If the design is ripped during the opening process, it fails. If the person is swearing and tearing the packaging to free the item from the clutches of your design - it fails. A pleasant and enjoyable experience that can then have the item placed back within the packaging design is the goal.

You must take photos of your item and incorporate at least one of the photos into the layout of the packaging. Use whatever means you have to take these photos. You will also be taking photos of the finished design for social media promotion.

The interaction component must also incorporate the distinct feeling of multiple materials throughout. Allow the person opening this design to work through the package with the sense of feeling. Think about how a smooth matte paper feels then moving to a felt like material that holds the item. It adds a level of interaction beyond sight.

The type treatment for the name of the toy can not be a flat design. Layering is the direction for this portion of the project. The treatment has to capture the essence of the toy and what it represents to the people interested in this.

Craftsmanship is vital to the success of this project.

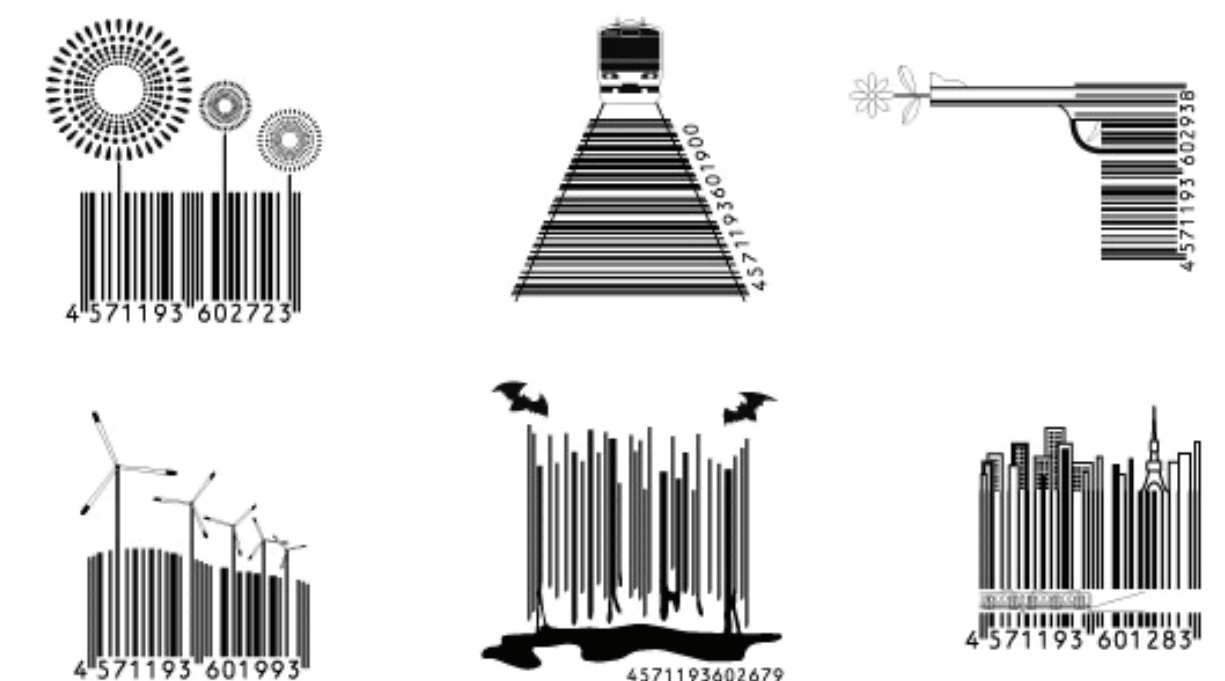
project requirements

- unique packaging design showcasing the item
 - history of the item must be included
 - at least one photo of the item must be incorporated
 - details for the item [material, country of origin, manufacture logo]
 - unique upc design
 - three different materials [NO PLASTIC] must be used - textile feel
 - layered type treatment for name - no flat type
- two different social media post layouts
 - showing the packaging with toy outside packaging
 - toy with the type treatment name



gained knowledge

With the completion of this project, you will have continued your work in developing designs for specific items and having elements in both the structure and aesthetic speak directly to that item. Knowing your product is important and understanding how it requires a different approach will be addressed. You will also have built on the knowledge of how to gain protection through the use of cuts and folds in the paper stock. Strengthening your illustrator skill set and preparing files for commercial production.



grading scheme

- ● ● ● ● the quality and creativeness of the packaging
- ● ● ● ● experience of interaction with packaging
- ● ● ● ● milestone | show history & research
- ● ● ● ● type treatment of the name
- ● ● ● ● how strong is the representation of the item
- ● ● ● ● craftsmanship and use of materials
- ● ● ● ● use of three materials throughout
- ● ● ● ● milestone | photograph prototype of packaging
- ● ● ● ● research/process of the project - mood board
- ● ● ● ● following project specification
- ● ● ● ● preparedness & participation

schedule for project 02

02 10

project two overview | bring your toy or item to class

- research and gather history regarding your item - what significance does it hold for people interested in it
- think about the shape of the packaging and how it will be interacted with
- measure your toy and begin to set up your document - this can and should be changed during the design process
- create your mood board

04 10

class 02 of 07 | come to class with all research completed

- look at existing packaging similar to yours
- sketch out ideas and concepts for the packaging
- begin working on the name type treatment in the packaging document

09 10

class 03 of 07 | continue to progress your ideas

- begin to bring elements into your layout, even as place holder
- continue to work on the type treatment
- think about shape and size and how the packaging will open and re-close

11 10

class 04 of 07 | come to class with progress

- drop your history text into the document
- continue to work on the type treatment for the name
- start thinking about what materials will work with your direction
- keep pushing the shape and interaction of the packaging shape and size
- photograph the toy and clean up in photoshop - prepare file to bring into illustrator

milestone one | upload your history and research at the end of class - **wednesday, 11th october**

16 10

class 05 of 07 | come to class with progress on the packaging

- refine your packaging design with materials and how a person will interact with it
- start bringing elements together in the document
- print out your design - to scale [in pieces if you need to]

18 10

class 06 of 07 | come to class with packaging printed

- refine the interactive component of the project - does it offer a pleasant experience
- begin working on the social media designs - photograph the packaging with the toy outside
- are all of the specs and requirements of the project accounted for in your design
- how does the packaging flow from side to side visually

milestone two | upload your photograph of the packaging - single photo capturing the uniqueness

23 10

class 07 of 07 | class crit second half of class

- take time during the first half to wrap up your design for the crit
- packaging printed and social media designs uploaded
- allow time to reflect on the feedback and how it may help strengthen your project
 - sponge and brick metaphor

25 10

projects are due - uploaded to the google drive

- upload your designs to the google drive IN A SINGLE PDF [packaging file with two social media files]