

Desktop Publishing/Web Design

Project #5: Package Design

Design Problem: To construct and redesign an existing package.

- 1) Find two examples of existing box packaging for any small product and critique them. What do you like or dislike about the layout and design, color scheme...
- 2) Choose one example of the box packaging. Open it and trace the pattern (**art facing up**) onto white paper.
- 3) Scan your pattern.
- 4) Produce a comprehensive layout on **the computer**. Include actual symbol and/or logo and text (the appropriate font, size and style).
- 4a) Have someone critique your comprehensive layout before you do your final paste.
- 5) Print one final paste-ups on card stock.
- 5(a) Print one final paste-ups to .pdf and E-mail it to me.
- 6) Cut final paste-up out and assemble.
- 7) E-mail me your 2 critique and the critique that some one did of your new box design. (Make them a .pdf) and include them with your finished design.
- 8) Put your box design, project directions and critiques in your notebook. Put just your box design as a .jpg on your website.

Example Critiques

Wegmans Tea Sampler

The colors of the background overpower the print which makes it difficult to distinguish the product name from the design. The way the world is layed out as the background makes the box seem more continuous when it is folded. Many font changes distract your eyes rather than focusing your view on one place.

Paper Clip Box

Gem clips title doesn't let most readers know what is in the box. Logo showing the paper clip as the letter "i" is the only clue to what this product is. The print and color makes the words easy to read. This is a functional design focused on saving money.

Name _____

Date _____

Grading Sheet Project #5

- 1) /10 Two examples of existing box packaging for any small product and critique

- 2) /5 Traced pattern

- 3) /25 Comprehensive layout on the computer

- 3a) /10 Critique of comprehensive layout

- 4) /10 Final paste-up on card stock

- 4a). /40 Final paste-up on card stock made into the finished assembled product.

/100