

PACKAGE DESIGN

Overview:

- Create a paper candy package for a *new* candy that will motivate a consumer to purchase your product. Your product must be tasty and unique, and your package must be colourful and interesting.

Project Requirements:

- **Assignment:**

Planning and Paste-up

- 1) Obtain some candy from the store that comes in a paper package (ie. Smarties, Reese's Pieces, Toblerone, etc.). Empty the package (you may need to eat the candy).
- 2) Carefully unfold the box and lay it flat. As you can now see, all 3-dimensional boxes begin life as a flat template.
- 3) You may choose to use this package as a template for creating your original package, or if desired, create a unique template (your package must fit on an 8 1/2" x 11" page).
- 4) Your package must have one glued seam only.
- 5) Open up Photoshop, and create a new document with the following specifications: **Size: 8 1/2" wide, 11" height, resolution: 300 pixels/in, mode: RGB colour.**
- 6) Choose View>Show Rulers to enable the rulers to be viewed at the top and bottom of the screen.
- 7) Use the rulers to ensure that your template has the correct dimensions.
- 8) Make sure you have the long glue seam and the end glue flaps.
- 9) Print out 2 copies of the template. Leave one of the templates blank.
- 10) Use the second copy to create a hand-drawn paste-up (rough copy).
- 11) Your paste-up must: be drawn in pencil and pencil crayon; show a picture or pictures of the candy and/or the mascot; show the candy name on at least 2 faces of the box; identify the ingredients section; identify where the barcode will be (no bigger than half of one face); manufacturing and contact information.

The Candy Package

- 1) Using the digital still camera, take the appropriate pictures for your candy package
- 2) Modify the pictures as required.
- 3) Following your paste-up, place into appropriate places on package.
- 4) Create package identification: Name, ingredients, manufacturing, contact info, etc.
- 5) Use bright and attractive colours for your package.
- 6) Print out on regular paper, glue to card stock, cut and paste your package together and hand in for evaluation.

Resources:

- Paper candy package(s)
- Photoshop
- Digital still camera
- Colour printer

Evaluation :

Planning and Paste-Up

- **Blank template (T/I)** **1 2 3 4 5 6 7 8 9 10**
Neat, complete, all parts of template, all faces are appropriate sizes, glue-strips etc.
- **Paste-Up (T/I)** **2 4 6 8 10 12 14 16 18 20**
Neat, coloured, all information as required (name, pictures, ingredients, package weight, barcode, nutrition information, company and manufacturing information, etc)

The Candy Package

- **Product Photo(s) (A)** **2 4 6 8 10 12 14 16 18 20**
Appropriate photo(s) or picture(s) of product or mascot to showcase candy and create product desire
- **Package Information (C)** **1 3 6 9 10 11 12 13 14 15**
Product name easy to read; ingredients section; barcode; nutrition information; package weight; manufacturing and contact information
- **Layout and Design (A)** **1 3 6 9 10 11 12 13 14 15**
Package shows clear use of Principles, Elements, etc. Quality layout and design
- **Final Product** **2 4 6 8 10 12 14 16 18 20**
Package is original, interesting, catches viewer's attention, follows learned concepts, provides all key information to consumer

TOTAL: /100