Studio Problems in Modern Package Design  Project Four
Introduced November 8. Due December 11.

Self-Defined Project
The final project for this course provides an opportunity for a culminating experience. Choose a topic that allows you to apply lessons learned in previous projects, exploration of new ideas, and to construct a portfolio-ready package.

Process
1. Suggested Topics:
   - Point of Purchase Display (with relevant packages)
   - Board Game (an original design)
   - DVD Boxed Set
   - Deluxe Music Packaging
   - Paper Company Promotion
   - Product Category (for example: cosmetics, hardware, sporting goods, sportswear, office supplies, etc.)
   - Brand Redesign (multiple products must demonstrate brand efficacy)

2. Research topic and compose a comprehensive design brief.
   - Explore the competition in your product category, conduct a thorough audit, compose style boards
   - Design an identity system for your product and the company that produces it, where appropriate
   - What “furniture” will be required to support the components of the package?
   - Experiment with formats, construction techniques
   - Explore visual elements such as layout, image, typography

Final Presentation
1. Use both comprehensives and critique as a basis to work up completed project.
   - Final presentation will be of a multi-part package or suite of packages that is appropriate for both your topic and as a culminating experience.
   - The application of labels may be appropriate for elements in your package project but the majority of the package must be constructed from paper or board.
Project Four Schedule

Nov 8  Project Three Due. Introduction of Project Four.  
**Homework**: Prepare a detailed proposal about the project you will pursue. Include audit and style boards, sketches and model research.

Nov 13  Instructor approval of project proposals. Work day.  
**Homework**: Prepare a five-minute visual presentation of your project. This will be done in the lab.

Nov 15  Due Today: Project presentations in S201.  
**Homework**: Black and white package designs.

Nov 20  Due Today: Black and white models of your packages for group critique. You must present at least two variations of each package type. You may use dummy copy and images at this stage but packages must be completely constructed with brand elements.

Nov 22  Thanksgiving: No Class

Nov 27  Work Day.  
**Homework**: Color Comprehensives.

Nov 29  Due Today: Full-scale color comprehensives of package(s) for group critique. Project must contain ALL information and be completely constructed.

Dec 4  Photo Documentation Demonstration. Work Day.

Dec 6  Work Day.  
**Homework**: Final package designs due.

Dec 11  Due Today: Project Four. Submit along with all work completed this semester. Workbooks for all projects must also be submitted. Be sure to include research notes, sources for paper and images. Electronic documentation of all projects must also be submitted.

Dec 13  Graded projects available for pick-up in S215 at 5pm.