Studio Problems in Modern Package Design Project One
Introduced September 6. Due September 27.

Pour-Spout Container
With this first assignment, you will create a project around what may be the most common and practical form of package: the box. The Pour-Spout Container is a good example of a box with a simple variation that provides utility for the consumer as well as opportunity for the designer.

There is a diverse array of products that can benefit from being contained in this type of vessel. Each product will have its retail context and consumer appeal. As has been so often said, people buy the package and not the product. Consider how your design can best promote the contents, brand and, ultimately, add value to the user’s experience.

Process
1. What graphic elements will be most effective in distinguishing your product/brand from the others?
   - consider color, type, graphics, image
   - research similar types of packaging: label elements, retail context, variations/additions

2. Consider the consumer:
   - research your customers
   - who is buying your product? what is it being used for? where is this product being purchased?
   - consider how your graphics will appeal to the consumer, create brand awareness and clarify contents

3. Think in the round:
   - develop graphics that work on a multi-faceted surface. How will you activate the front, back, top, sides, bottom of the package?
   - how will the package appear on the shelf? what is its relationship to the other packages of a similar product and its competitors?
   - research the required information that your product may have to convey to consumers

4. Research/Project Development
   - Research. Analyze the design problem, research subject and audience, outline methodology. Choose an appropriate product for this style of container
   - Thumbnail sketches. Explore label ideas. What imagery, ideas do you associate with the subject? What sells? What graphics, color, typography best expresses your concept?
   - Choice/Refinement. Refine your plan. Use the computer and work to actual size. Work quickly, printing out proofs and revising. Use both drawing and digital output at this stage. Build up models to test artwork.
   - Comprehensives. Complete digital comprehensives, experimenting and working towards finals. At this point, you are perfecting your final concept.

Final Presentation
1. Use both comprehensives and critique as a basis to work up completed project.
   - Final presentation will be of a single package. You must use the pre-assigned package form.
   - Additional elements such as windows or handles may be added but package must retain its fundamental rectangular form.
2. Printing. Plan Ahead! To print in color you will have to use a service bureau.
   - Local places include: IRC in Polk Library, Copy This! Kinko’s. There are also bureaus in Appleton and
     surrounding communities.
   - Organize only the files, fonts and images for the project you are printing and copy to a zip disk or CD.
     Do not bring disks that have past projects. Provide a printout of disk contents and a black and white
     proof of your work for the printer.
   - Test printers and work with the same bureau for consistent results. Print proofs of projects to match
     colors. Be aware of hours of operation and lead time. Printers will back up and break down when an
     entire class needs to print at once.
   - Don’t rely solely on the server. Back-up necessary files to disk or portable media.
   - Projects are due on the date announced. There will be no exceptions or extensions made for
     printing or access problems.

Project One  Schedule

   Homework: Product/Context/Consumer Research. 50 thumbnail sketches of box ideas.
   Construct a cardstock model of the Pour-Spout Container based on the diagram in the textbook.

   Homework: Black and white package designs.

Sept 13  Due Today: Black and white models of boxes for group critique. You must present three
   variations of your design. Boxes must be completely assembled before the beginning of class.

Sept 18  Work Day.
   Homework: Color Package Comprehensive.

Sept 20  Due Today: Full-scale color comprehensive of package for group critique. Box must be
   completely assembled before the beginning of class.

Sept 25  Work Day.
   Homework: Final package designs due.

Sept 27  Due Today: Package Designs Due. Submit Workbooks for Grading.