

Studio Problems in Modern Package Design Project Three

Extension

Paint Plus wants to capitalize on their brand equity and reach further out into the hardware store. The Paint Plus brand will be extended to provide solutions for every D.I.Y. decorator's needs with a range of decorating and renovation products that deliver quality, professional, results at a reasonable price.

For this third project, you may develop an evolutionary or revolutionary redesign of the Paint Plus identity that you created in Project One. The key will be to translate the important Paint Plus touchpoints to new product categories. The consistent use of existing design elements maintains the consumer's perception of the brand promise.

An effective Brand Extension utilizes typography and graphics to create differentiation and appropriateness for the particular categories while also presenting unity across the entire range of products in the brand's portfolio. A brand extension is the addition of a set of products aligned with the same core values as other products in the brand.

Process

1. Choose three products
 - explore contrasting items that require distinct packages and help to exemplify the trade dress and the overall unity of the brand
 - solutions should be executed in paperboard and paper labelling
 - consider how the package form is appropriate to the product. Are variations or novel designs appropriate in elevating the brand?
2. Consider your existing "Paint Plus" touchpoints
 - is the current design easily adaptable to an extended product line?
 - Can it evolve or do you need a revolutionary design? The Paint Plus brand name must be retained
 - your current brand tells a story to consumers, how can this story be used to market other products?
3. Create a "brand block"
 - create unity across your packages so that the consumer perceives the brand relationship
 - how will the elements of the design describe the product but also relate to overall brand perception?
 - consider how the packages will function in relation to their competition
4. Research/Project Development
 - Research. Analyze your Paint Plus design and determine its feasibility for extension.
 - Conduct a detailed retail and style audit. Create annotated boards for your workbooks.
 - Thumbnail sketches. Explore graphics and structure. What imagery, ideas do you associate with the subject? What sells? What graphics, color, typography best expresses your concept? Don't limit your research to previously created package design. Look elsewhere. Brainstorm. What inspires you?
 - Choice/Refinement. Don't limit your exploration to graphics alone. Build and test out multiple structures that may effectively contain and market your products.
 - Comprehensives. Complete digital comprehensives, experimenting and working towards finals. Perfect your final concept by proofing and building 3D models

Final Presentation

Use both comprehensives and critique as a basis to work up completed project.

-Final presentation will be of three packages in color:

Cylinder: A label that wraps entirely around a cylindrical package such as a caulk tube, spray paint, paint can

Hanging Card: Object is attached to display card such as a scraper, detailing roller, sandpaper

Box: Form of box is open but it must contain multiple items such as: decorative tape, tacks, screws

-Package forms may be modified with cutouts, tabs, etc. But do not alter the form beyond recognition

-There are no size restrictions but contrast in shape and scale will better demonstrate the effectiveness of your design. Also, packages of extreme scale may be too difficult to produce.

-Plan Ahead. **There will be no exceptions or extensions made for printing or access problems.**

Schedule

- Oct 18 Introduction of Project Three.
Homework: Research. 50 thumbnail sketches of packaging ideas.
Draw out panel maps
Create Style/Concept boards
Build package models for sketching
- Oct 23 Discuss packaging construction strategies. Individual Critiques. Work Day.
Homework: Black and white package designs.
- Oct 25 **Due Today:** Black and white models of packaging for group critique. You must present two variations of each design. Packages must be completely assembled before the beginning of class.
- Oct 30 **Due Today:** *Printing and Special Processes*. Scavenger Hunt!
Homework: Color Package Comprehensive.
- Nov 1 **Due Today:** Full-scale color comprehensive of packages for group critique. Items must be completely assembled before the beginning of class..
- Nov 6 Work Day.
Homework: Final package designs due.
- Nov 8 **Due Today:** Package Designs Due. Submit Workbooks for Grading.

Printing and Special Processes Scavenger Hunt

Bring to the next class, examples of the following (concentrate on finding examples in packages but all printed samples are eligible) No internet sources!

CMYK
CMYK + Spot
Single Color Spot
Two Color Spot
Three Color Spot

Offset Lithography
Flexography
Gravure
Letterpress
Screen
Inkjet
Laser

Embossing
Spot Varnish
Aqueous Coating
Foil Stamping

In-Mold Labeling
Applied Ceramic Labeling
Acid Etching
Bottle Embossing

COLOR AND PRINTING

Many packaging designs are printed in multiple colors using the four-color process, which uses four colors of ink—cyan, magenta, yellow, and black (abbreviated as CMYK)—to create all of printed colors in a given design. Four-color printing is achieved by generating colored dot patterns in different sizes and layered at different angles.

Specifying “spot” colors using a color-matching system like Pantone provides consistent and accurate color printing across multiple print runs and even with different vendors. Spot colors can be used in one-, two-, and three-color printing jobs or in conjunction with four-color process printing. Brand logos or specific elements of a