Project Two

Repositioning
OfficeMax and Office Depot have merged to become: Office Depot. The combined chain is now a hodge podge of house brands and private label brands. The store needs new branding that addresses both the merger and the changing needs of office supply store customers.

Re-branding can be divided into two categories: Evolutionary rebranding where many of the touchpoints of the brand remain the same but are refreshed in their arrangement and presentation; and Revolutionary rebranding, where the brand receives a total makeover, with all elements reconsidered. You will create two packages for each rebranding type.

Process
1. Which brands do you think are in greatest need of a makeover?
   - research several different brands that are sold exclusively by OfficeMax/Office Depot. These brands include Office Depot, OfficeMax, Ascend, [In]Place, DiVOGA, and Just/Basics
   - carefully analyze the pre-existing packaging—what are the strengths and weaknesses of the various elements of the packages?
   - you may move products between the various private label brands but you must provide a rationale
   - what are the packages communicating to the consumer about the brand? What should they be communicating?
   - don’t limit yourself to looking at brands in paperboard. Consider repackaging plastic models in paper but be sure to outline a clear rationale for this dramatic shift in material (and possibly cost)
   - Limit your exploration to non-perishable products that you can find at OfficeMax or Office Depot

2. Repositioning of the brand(s) requires a careful assessment of the existing design.
   - are there strengths in the current packaging design?
   - does the consumer perceive visual identifiers or cues on the current packaging design?
   - does the packaging design have “ownable” qualities that enable the brand to stand apart from the competition?
   - does the packaging design differentiate the product from the competition’s effectively?

3. Experiment with the six-sided box.
   - how does the form of the package relate to the brand and the specific contents?
   - consider the manner in which the graphics interact with the form of the package
   - if you are beginning with an existing non-paper package, how does the new presentation related to the perceived brand values?
   - what innovations or modifications can be made to the packaging form to increase the brand’s appeal and communication of its story?

4. Research/Project Development
   - Research. Create a detailed outline of your brand research and your plans for revision
   - 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?
   - Choice/Refinement. Don't limit your exploration to graphics alone. Build and test out multiple structures that may effectively contain and market your products.
   - Download or re-create necessary corporate logos. Try: brandsoftheworld.com
   - 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 four paperboard packages in color: Two Evolutionary Re-Designs and Two Revolutionary Re-Designs.
- Construct complete models with all information for each category:
  - 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.

Project Two Schedule

Sept 30 Introduction of Project Two
Homework: Research. 50 thumbnail sketches of packaging ideas.
- Draw out panel maps
- Create Style/Concept boards
- Build box models for sketching

Homework: Black and white package designs.

Oct 7 Due Today: Black and white models of boxes for group critique. You must present two variations of each design. Packages must be completely assembled before the beginning of class.
Homework: Read pages 83–91 on Color. Create a five-minute slideshow presentation as a response to this section. Use your digital camera to record images that exemplify the key points about color communicated in the chapter. Use ROYGBIV as a basic guide. Be exploratory; shoot in the store, nature, your room, wherever the color strikes you. Read pages 91–104: Imagery. Answer questions below in your workbooks.

Oct 9 Due Today: Color Presentations must be loaded on the Teacher’s Computer in the Computer Lab before the start of class on Tuesday.
Homework: Color Package Comprehensives.

Oct 14 Due Today: Full-scale color comprehensives of four packages for group critique. Boxes must be completely assembled before the beginning of class.

Oct 16 Work Day.
Homework: Final package designs due.


Questions pgs. 91–104
- What sensory experiences are communicated with imagery?
- What is the product “hero”?
- What are some considerations in product depiction?
- What are some considerations for working with images across cultures?
- What is appetite appeal?
- How should imagery be designed to fit a package?
- What are some things that imagery can do in packaging designs?
- What are some ways you might work with characters?
- What are graphic devices? List examples.
- What is a violator?
- What is instructional imagery?
- What are the key points to remember in working with imagery?