

Package Design Project Two

Repositioning

OfficeMax and Office Depot have merged to become: Office Depot. The combined chain is now a hodgepodge of house, private label, and store brands. Office Depot needs new branding that addresses both the merger and the changing needs of office supply store customers. It needs package design that can help to transform the consumer perception of the industry and its products.

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.

Process

1. Develop an Evolutionary redesign of the Office Depot brand packaging.
 - Carefully analyze the pre-existing packaging—what are the strengths and weaknesses of the various elements of the packages? What are the significant touchpoints? How should these elements evolve?
 - What are the packages communicating to the consumer about the brand? What should they be communicating about the products and about the store? How can the re-branding change the conversation about office supplies?
 - 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 Office Depot
2. Create a Revolutionary new house brand for Office Depot
 - Develop the name, identity and packaging for a new Office Depot "fine stationers" house brand
 - The products are targeted at consumers who want to make a statement with their pens and paper clips. They are interested in craft, handwriting, adult coloring books, etc. and are looking for fun, unique, fine writing instruments, drawing media and supplies
 - Office Depot is planning on featuring these new products in special kiosks, end caps and gondolas to create an atmosphere of a "store within a store"
 - "An Office Depot Brand" must be stated somewhere on the package
3. Experiment with the six-sided box.
 - How does the packaging 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 relate 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: Primary and Secondary; subject and audience, map panels; explore models; outline methodology. Visit thedieline.com (links below and on class homepage)
 - Conduct **in-store** visual and retail audits, brainstorm, seek out conceptual, visual, tangible inspiration
 - Purchase four items that you plan to repackage.
 - Create a detailed outline of your brand research and your plans for revision. Draw detailed panel maps of the packages you are planning to redesign. Compose romance/sell copy; descriptors
 - Thumbnail sketches and style/mood boards. Explore labelling ideas. What imagery, ideas do you associate with the subject? What sells? What graphics, color, typography best expresses your concept?
 - Choice/Refinement. Explore layout/grids; avoid arbitrary placement. 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. At this point, you are perfecting your final concept. Print and mount comps to cardstock; perfect models and graphics

Final Presentation

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

-Final presentation will be of four paperboard boxes in color.

Two Evolutionary: Office Depot Brand

Touchpoints are reconsidered, reconfigured

Two Revolutionary: A new "private label" brand.

Invent an original name for this brand

Touchpoints are new

Must state, "An Office Depot Brand" somewhere on the package

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

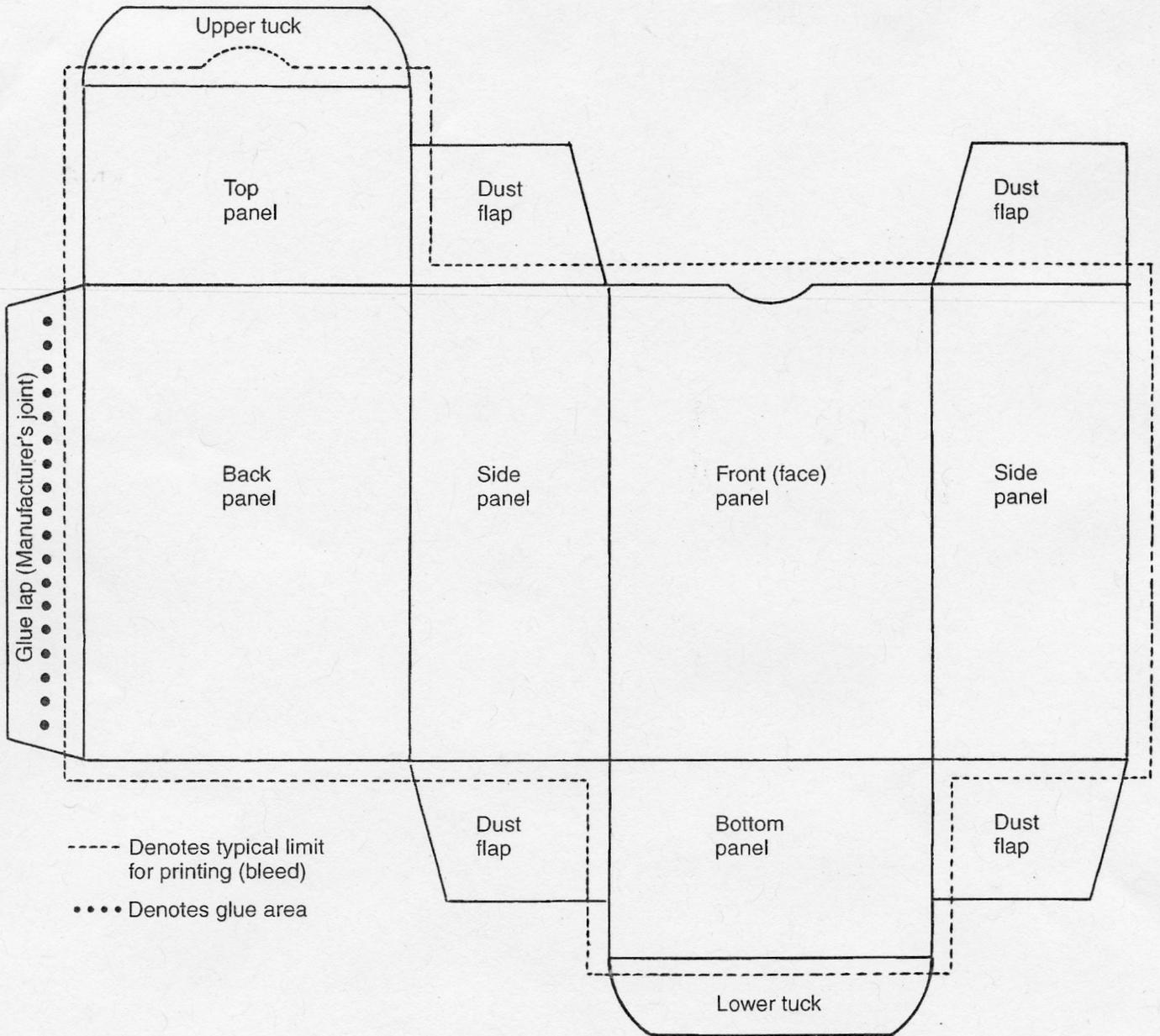
-There are no size restrictions but contrast in shape and scale will better demonstrate the effectiveness of your design. Also, packages of extreme scale may be too difficult to produce.

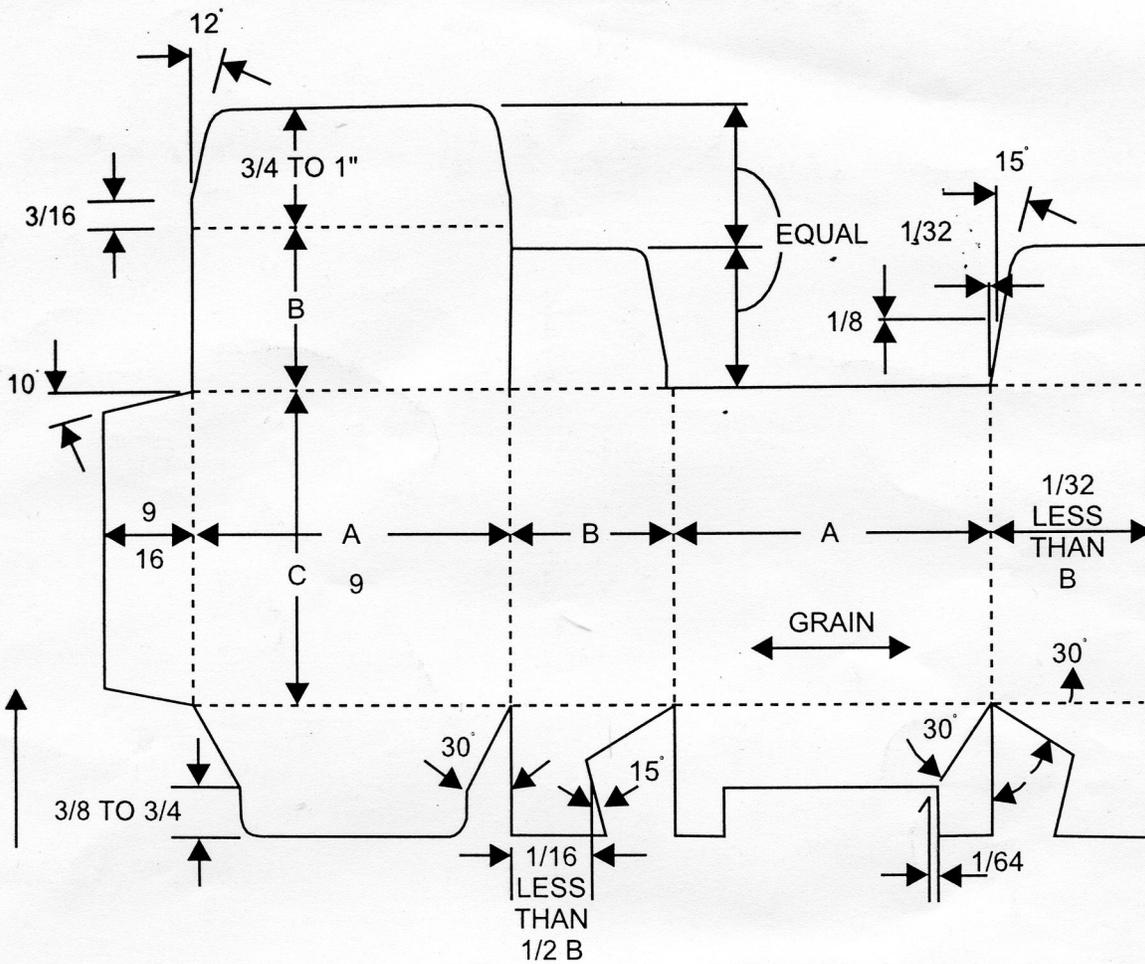
-Include your name/barcode on each package. **Packages must have contents.**

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

Schedule

Sept 25	Introduction of Project Homework: Conduct in-store retail audits. Purchase items to repackage Research products, context, graphics, consumer. Map panels; compose primary, secondary descriptions, sell copy Experiment with imagery, collage, objects, storytelling, definitions/language, etc. 50 thumbnail sketches of package ideas. Create Style/Concept/Mood Boards (see example links on the class homepage) Build refine box models with paper and cardstock; create digital dielines
Sept 30	Discuss packaging construction strategies. Individual Critiques. Work Day. Homework: Black and white package designs.
Oct 2	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. Discuss Typography and Color in Package Design
Oct 7	Work Day Homework: Color Package Comprehensives.
Oct 9	Due Today: Full-scale color comprehensives of packages for group critique. Boxes must be completely assembled in cardstock before the beginning of class..
Oct 14	Work Day. Homework: Final package designs due.
Oct 16	Due Today: Package Designs Due. Submit Workbooks for Grading.





Indications of Principal Dimensions (in Inches; 1 Inch is 2.54 Cm)