
Packaging Project

Description

The staple items we use every day often present one of the greatest challenges for any designer to package or repackage. Communicating the brand message is the most important and fundamental requirement. It must stand out against the competition, have an ability to communicate an emotional message to the consumer and also impress itself upon the subconscious. A product and its brand identity create its personality, which becomes the means by which we identify the product. Here then lies the challenge. Color, shape, and structure play a very important part in the packaging message.

Using color, shape, and structure, create a distinctly new piece of packaging that clearly communicates its contents. It must stand out against its competitors and precisely convey an emotional message about the product to the customers. Your aim is to produce a unique result.

This project requires a series of 3 packages, aesthetically related, and apart of the same companies product offerings. Example: Using a coffee shop as a company one might design a bag of beans and/or a bag of grounds, a coffee cup or travel mug package, K-cup package, etc...

Project Grade Breakdown

Research	=	20%
Proto & Sketch	=	20%
Packages	=	40%
Presentation	=	20%

Project Schedule

Tentative schedule, changes will be made based on the needs and priorities of the class.

3/18	Project Introduction
3/20	Initial Research
3/22	Creative Brief Due , Initial Sketch review
3/25	Initial Sketch and Prototype
3/27	Sketch and Prototype review
3/29	Sketch and Prototype review
4/1	Final Sketch and Prototype review
4/3	Critique
4/5	Critique
4/8	Critique
4/10	Critique
4/12	Final Critique + Printing
4/15	Printing
4/17	Final Presentation