

Package Design - Create a series of 3 package designs.

All three designs should be unified as a part of 3 "flavors" of the same product or 3 products under the same branding.

Be prepared to respond to the following questions.

Who is the target audience for this product? What visual elements are you using to reach them?

What colors did you choose for your design? Why?

How did you choose your typeface? Can your type be easily read by the consumer?

What is the perceived value of your product based on its package design?

How does the graphic design for your product, visually set it apart from other products or establish a sense of individuality?

What is the greater sense of purpose for your product? - How does it enhance the consumer's life experience?

Did you choose to present contact information for the company on your package design? Why or why not?

Did you choose to incorporate unique materials for this package design? If your response was "yes", please explain.

Part 1

Brainstorm. Create sketchbook pages exploring many ideas. Remember your first idea is never your best idea. Use the internet to research similar products.

Part 2

Design your labels on the computer.

Your package designs should be actual size as they will be printed and presented as real life products

Part 3

Make your package design.... For real! Print out the elements and create or attach to containers. This will be the final grade for your project.