

Package Design Poster

Create and 11x17" poster displaying your package design.

Your poster should include...

-Images of your packages

-The name of your product prominently featured in your design

-A textured background – no solid white background

-Poster graphics, prominently featured, that reflect the packaging

-2 paragraphs of information on your product – The paragraphs should at least contain your responses to the following questions concerning your package design.

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?

You may use Photoshop and Illustrator for your poster. Photographs of the actual 3d packages may also be included.