

designing for a demographic

- problem** Continued exploration into the tangible expression of a brand via its packaging, this project also examines a change in target audience as a company extends into a new sub-category. Specifically, a company is planning its launch into a soap for children. Demographics (and psychographics) and evaluation of primary vs. secondary targets will add to the marketing mix, both affecting design choices and strategic presentation of a visual communication.
- objectives & schedule** Marketing aspects are the common commercial application and further challenges to the art of visual problem solving. However, aesthetics and awareness of composition in three dimensions, as well as the tangible experience of the package, are of primary importance in this project. *Multiple steps will occur in this project:*
- 1 > Begin your research in regards to the health and beauty category of packaging, specifically lines of products specializing in kids, both in box and on shelf. Go to the supermarket, take pictures, and observe the genre in action, keeping in mind that northeastern Arkansas and/or specialty store vs. grocery vs. mega-store (WalMart) also affect this. Pick up boxes and explore what is on each panel and how all relate to the whole. Without opening the package, what is your experience? How would you imagine your target(s) to react? Take notes in your sketchbook and attach printouts of any photos, ads from magazines, website research etc. Take notes in your sketchbook and begin thinking about thumbnails.
In-Class FRI Sept 11, we will also build a dieline from the supplied box.
 - 2 > Lecture summarizing points covered in Project 1, including software use and file preparation, and thinking about all sides of the design. The second part of the lecture will introduce Project 2 and together, the class will evaluate what the client has provided. Oftentimes, (smaller) clients do not realize all of the information that is necessary to create powerful designs. You, as a designer, must learn to be proactive in information gathering (first step of Design Process) before you begin to work. Efficiency saves clients money and allows more time for designers to do jobs well. Students will also be reminded how to build clean prototypes.
In-Class MON Sept 14
 - 3 > Create 40 separate thumbnail sketches. Think about how all sides will work. You can do this by drawing on to a relevant rough of the provided dieline or by sketching something in perspective. You can also write notes as you think about these sketches, though words should not be a crutch to amateur drawing ability. Also begin to consider what will be on the inside of the soap box, but you do not need to sketch it yet. **THINK ON PAPER.** *(Not creating at least 40 thumbnail sketches is not an option and will greatly reduce your grade if at least 40 are not provided. Not abiding by this design process will also ruin any chance at "The Second Try".)*
DUE WED Sept 16, 10am
 - 4 > Then take your 5 best ideas and provide tight sketches with color. Also consider what will be on the inside of the box. These must be done on the dieline template to spec, though I suggest also drawing 3-dimensional views of the box. Also for each of the 5 tight sketches, provide at least 3 thumbnails sketches of what will go on the inside. (These inside ideas may repeat between the 5 tight sketches.) Remember that these steps are all part of the design process as you get your head around the design choices you are making.
DUE FRI Sept 18, 10am

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- 5 > Build your chosen design (inside and outside) on the computer using Illustrator or InDesign (Photoshop only to provide artwork to Place if needed for your design). Adhere to provided specs in regards to DPI if any raster images are used. All type and logos should be vector. A **midway critique** will provide feedback from others as they interact with your package design. Please print and create a rough prototype to spec (copy paper weight is fine). Also be prepared to explain your design in reference to your assigned demographics, as well as how any ingenious designs would be worthwhile to exceed (or not) the client's discretionary budget. Remember that this is all part of the visual problem solving that is graphic design. **DUE for Midway Critique FRI Sept 25, 10am**
- 6 > Revise and refine your file. You do not necessarily need to apply all feedback you received, especially because the majority of your feedback is from people who are not part of your target demographic. However, **listen** to what people are saying. Also listen to your intuition and personal design abilities (!!!!), but run all choices through a mental filter of "does this answer all objectives?". Pre-press your **file to the specs** provided by the printer. You will hand this in, though you may have a slightly different file set-up in regards to how you will need to print your file for a correct prototype. **Be sure to give yourself enough time to build a perfect prototype** to hand in with your digital file. It takes time to develop the skill to build these with exceptional craft, and I expect exceptional craft. **DUE WED Sept 30, 10am**

client information

Research your client. **Read thoroughly:** <https://www.unilever.com/>.

Dove is owned by the larger brand, Unilever. This company also owns the makers of everything from Ben & Jerry's Ice Cream to Axe. They also own the Caress line of products, a competitor of Dove. Understand this company and anything that you could use to help sell the product better to both the client and the consumer.

Also thoroughly research Dove, as it has a niche in the market. <http://www.dove.us/>

Both logos are available in vector form in Proj2_assets.ZIP.

FYI: almost any well-known product's vector logo is available on BrandsoftheWorld.com.



client information
(cont.)

The client is introducing (in theory for this project) a new product line that is “For Kids”. Instead of a foaming soap, Dove will release a bar soap. “Foaming soap is one of the most common types of children’s hand soap, since the foaming action is tons of bubbly fun. Kooky scents and alluring names give parents a whole pallet from which to choose. Examples include Johnson’s Kids Foam Blaster Hand Soap in Jazzy Blue Raspberry, Rose & Co’s Cherry Kiss Hand Soap, Huggie’s Blue Melon Children’s Hand Soap and Squid Soap, on which kids may be sold from the name alone.”§

There is no “For Kids” or “Kids” logo addition yet established. Dove wants to keep its recognizable logo and wishes designers to add “For Kids” or just “Kids” in any way that is pertinent not only to this one package, but to the ongoing line of packages and accompanying material planned. Note this product is not for babies or toddlers. There is no age cut-off, aside from no signifiers as for babies. It is just for “kids”. Why?

“It’s best to stick with baby soaps and washes for a while. Regular soap contains heavy surfactants, which create that soapy lather; deodorants, which eliminate body odor; and fragrances. Babies and young children don’t need these things, and they can actually irritate their skin. Using a regular adult soap on your baby’s silky skin will likely leave it dry, red, or splotchy. In fact, your child’s better off using baby or children’s soap or mild moisturizing soap until puberty, especially if he/she has sensitive skin. - <http://www.parents.com/advice/babies/life-as-a-new-parent/when-can-i-stop-using-baby-soap/>

There are also no existing mascots or similar identity beyond the addition of “Kids” or “For Kids” to the Dove logo. The client is not insisting on a mascot, though this is common in the Health and Beauty for Children category. See Palmolive’s new line of liquid soap products for kids.



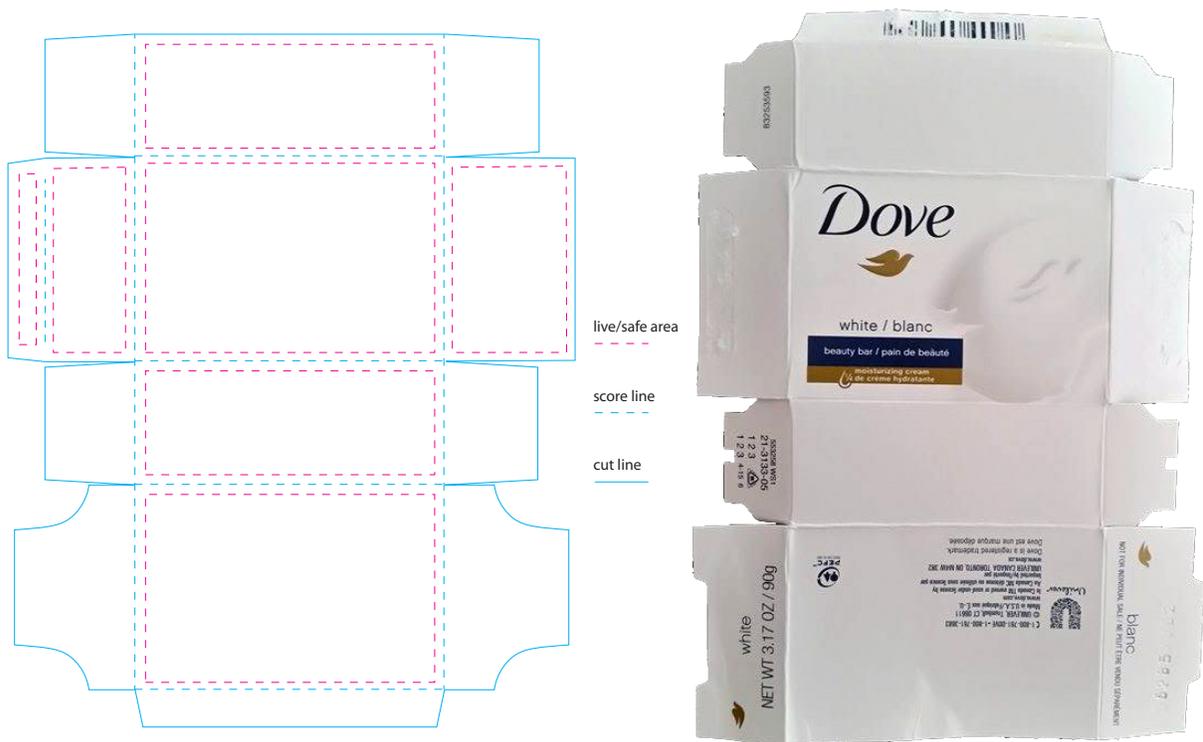
§ http://www.ehow.com/about_4779997_childrens-hand-soap.html

target market(s) Though people purchasing this product are from both genders and not necessarily the immediate parent, the primary target appears to be female, age 24-34, from middle-class combined income level not exceeding \$60,000/yr., 75% holding at least baccalaureate level degree. (Note: this is fabricated and built from my knowledge of the industry. For the amount of marketing information you would receive in regards to such a substantial client, please see the following link posted on FB. <http://www.franklincollege.edu/pwp/kpauszek/Marketingplan.pdf>)

Consider who is the primary and secondary target in this situation?

specs The following package will be created. The weight of paper is similar to what is being used presently for Dove bar soap (see sample). It will fit on shelf like a normal soap package; however, it will unfold and lay flat when opened. The outside of the package will print 4 color, full bleed. Instead of leaving the inside of the package blank, non-toxic black ink will be used. This side of the box will be for children to color and parents to hang on the refrigerator (or similar), keeping the artwork and the branded package close. The goal is to build brand loyalty by showing our care for children's artwork, as well as reinforcing the green trend to re-purpose materials. As the box holds the soap, versus a wrapper hugging it, the ink should not transfer to the soap. This is still being tested and the client would like us to go forward with our designs.

Dieline shown not actual size and FPO. Final dieline in Proj2_assets.zip on nikkiarnell.net. Also the boxes provided to students are not for individual sale, so not all legal requirements or normal Dove verbiage included. See sample of soap Prof. Nikki has for this.



specs (cont.) Download **SOAP_Dieline.pdf**. Open this in Illustrator or InDesign and lock down the layer. Add another layer below and begin to build your artwork. Keep the measurements on dieline provided.

From print vendor based on box shown:

- Dieline built to spec, please follow.
- Keep provided PMS colors in separate layers, titled “dieline”.
- Live Area: .25 inch from edge on all panels; Bleeds: .125 inch (see dieline)
- COLORS: outside CMYK, inside 100% Black
- Raster images: 100% at 150 DPI. No Clipping Masks.; Vector: Please outline all type
(In reality, type beyond a headline or small amount of body copy is often left live and PDF checked on multiple computers to be sure file is correct before sending to a printer. Too many anchor points can add time to RIP files. Ask vendor to be sure what to do.)
- File type: Provide both of the following:
 - 1) .AI with dieline in separate layer and all other artwork in 1 layer. Embed all images. Provide any necessary font files.
or .INDD with dieline in separate layer and all other artwork in 1 layer. Package file and provide.
 - 2) PDF with no dieline, all artwork in 1 layer, images and fonts embedded.

required information

- Dove logo
 - > “For Kids” or “Kids” added to Dove logo to become a new logo in itself
- In all caps, Arial on at least one side of box: NET WT. 3.17 OZ. (90 G)
- In Arial (caps optional) on at least one side of box:

USAGE: SKIN CLEANSING.
DIRECTION: APPLY ON SKIN AND THEN RINSE OFF.
CAUTION: EXTERNAL USE ONLY. IF SKIN IRRITATION OCCURS, DISCONTINUE USE.
IMMEDIATELY RINSE WITH WATER IN CASE OF CONTACT WITH EYES. IF IRRITATION PERSISTS, CONSULT A DOCTOR.
STORAGE: KEEP IN A COOL AND DRY PLACE.

- Unilever logo, .25” at its longest edge
 - > By Unilever logo, include the following in Arial, 6 pts.
(see LEGAL in Proj2_assets.zip)

1-800-761-DOVE (3683)
©UNILEVER, Trumbull, CT 06611
Made in U.S.A.
www.dove.com.

- ALL CAPS, ARIAL, 6 PTS:

INGREDIENTS: SODIUM LAUROYL ISETHIONATE, STEARIC ACID, SODIUM TALLOWATE OR SODIUM PALMITATE, LAURIC ACID, SODIUM ISETHIONATE, WATER, SODIUM STEARATE, COCAMIDOPROPYL BETAINE, SODIUM COCOATE OR SODIUM PALM KERNELATE, SODIUM CHLORIDE, TETRASODIUM EDTA, TETRASODIUM ETIDRONATE, MALTOL, TITANIUM DIOXIDE (CI 77891).

- UPC code, must be visible to scan unlike box student has been provided
- “Lift Here to Open” on at least one flap
- “No Tears Bar Soap” *You may adjust this copy slightly to fit your concept.*
- *Optional: make up a scent if you would like, assuming soap can be any color you would like.*
- Something to hint at the inside coloring page (importance/placement up to you!)
- Coloring Page on inside is up to you, but should probably correlate with/complement the outer package. Be sure to add directions to this page if they are necessary.

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- final art due
1. AI or INDD file to spec, named **YOUR LAST NAME_Proj2_3423.AI** (or **.INDD**).
 2. PDF to spec, named **YOUR LAST NAME_Proj2_3423.PDF**.
 3. **Flat art of both sides**, full color, index weight paper, guides printed.
 4. **Dummy of package**, full color with no guides. Craft must be perfect.
 - > The best way is to print color on card stock and attach index sheet inside with spray mount. Then cut dummy, score before folding, and assemble.
 - > The cheaper way is to print both sides on index and hope that the resulting material is substantial enough for a clean build.
 - > You do not need to include soap in box.

- materials
- Sketchbook
 - Xacto blades and Self-Healing Cutting Mat (if not using one at school)
 - Metal ruler
 - Contact Cement and/or Tape
 - White card stock (often supplied at place you will print final prototype page) or other mid- to heavy-weight paper stock per design. See “materials due” section and/or talk to Prof. Nikki if you are very short on cash.
 - PATIENCE and TIME to allow for perfect craft!

- evaluation
- You will be graded on the following:
- Directions were followed accurately with absolutely no errors.
 - All steps of the design process adhered to, including all required research documented in sketch book.
 - Panels relate to the whole providing an experience that supports brand promise.
 - All visual elements support the existing brand.
 - All visual elements support the new product in regards to the demographic data of the primary and secondary targets.
 - All required information included.
 - Visual hierarchy is used to allow for the successful and inviting delivery of information.
 - Excellent craft. The final prototype is clean and built to spec.
 - Ambition - How much did you challenge yourself? Did you plan your time well?
 - Participation in critique.