
step 1: All great design that will be used for commercial purposes must answer objectives. This project each student to create his/her individual dream coffee shop. Budget and location are not constraints within one must work. However, student must make informed choices to create the coffee shop. First, research locations and availability of target market. For example, if you wanted to create a coffee shop in a community with a population of 10 because you like really small towns, that just won't work...UNLESS it is also near a "destination" like a fishing lake or ski resort. Continuing this idea, student must also supply the target market, which is not "people who drink coffee". Remember that if you try to reach everyone, you will reach no one. Just because you don't list somebody in your primary (or secondary) target market, does not mean you won't reach them. It just means this "other" segment of the population wasn't targeted.

Research into coffee shops, locations, and target markets. Include printouts and typed or neatly written information taped into sketchbook. If multiple pages of information, student can staple and then attach this into sketchbook.

Also research into what is being done for coffee shops, what catches your eye with packaging, and anything else that makes sense for this project. Keep track of all of this on a Pinterest page that you have created. This is a great page explaining how/why to create mood boards, though this project demands only one template board:

<https://designschool.canva.com/blog/make-a-mood-board/>

WED Sept 30: Project 2 due, critique. Begin Pinterest page "3423: Coffeeshop" and pin at least 35 pins of coffeeshop branding and packaging. Begin research.

FRI Oct 2nd, 10:05am: Pinterest page DUE, comment to my FB post. Continue research and begin thumbnails. *BFA Review on this day.*

MON Oct 5th, 10:05am: Evidence of research in sketchbook DUE.

step 2 How will this be visually expressed? Logo, tagline, and brand board can be created at the same time, but evidence must be shown in a logical progression. Logo first, though the other two parts can be all around the logo as you create the coffee shop.

DUE WED Oct 7th, 10:05am: Create **at least 35 thumbnail sketches**, color optional. Logo must be in a 2" x 2" square. Do by hand - computer renderings will not be accepted. Support imagery can be shown around the logo to further support your ideas and these can hand-rendered or glued/taped-in printouts. Remember you are doing more than just sticking a logo on every piece of packaging.

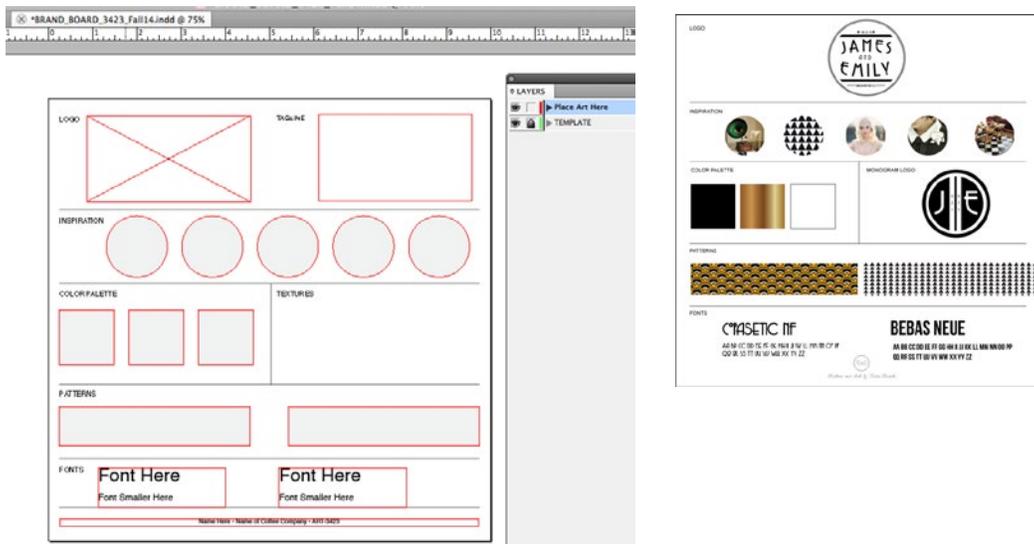
step 3 We will pick the 5 best ideas and then create the following for each:

- Using 1 full page in the sketchbook, execute the logo either in the computer in color or render VERY TIGHTLY with marker or colored pencil.
- The logo must be 3" x 3".
- Also around the logo, supply any visual complements. Think of patterns or handwritten visual texture or solid colors, etc. Think about how this visual brand will be expressed throughout the entire store. If you must do this (at this step) actually on cups, aprons, rough menu boards, or even how the store will look, that is fine; however, something must fill up the rest of that page. Show me YOUR THINKING PROCESS.
- Also supply at least 10 taglines. Some or all may be interchangeable with different logos. Legibly written in sketchbook is fine.

DUE FRI Oct 9th, 10:05am: 5 tight renderings, 10 taglines.

step 4 Pick one idea and create a brand board as follows. Read further directions on next page. Remember to constantly be aware of the ending point of this project, as this will guide you through the open-endedness of this step. The InDesign document provided is 10 inches squared. The “Place Art Here” layer has **image and text boxes to place art or type. Do not create new boxes. Use these.**

- See sample for what this is based upon and pull Inspirations from your Pinterest mood board posts.
- For texture, paste actual paper and/or textures that are part of the feel for the visual expression of the brand. You may also paste textures under Patterns if it is more fitting here, but do not repeat the visual.
- For the font, you may include your own handwriting instead. Scan the visual in and place the image instead of using the text box.
- This does not need to be mounted, but must be printed full color at 100% on tabloid paper and cut down to size (print with trim marks!). Brand Board should be 10in w x 10in h, which is its original size.



DUE MON Oct 12th, 10:05am: Brand Board and typed paragraph explaining “Location” and “Target”. Any additional information can be supplied here too, but be brief. Keep this file, as this will be due again at the end of the project. For both the Brand Board and typed paragraph, create a PDF of each and printed color version. Include crop marks on the Brand Board so you can cut it accurately down to its 10in x 10in size to mount later.

Also in-class demonstration how to use the PSD mockup file for those who aren’t familiar.

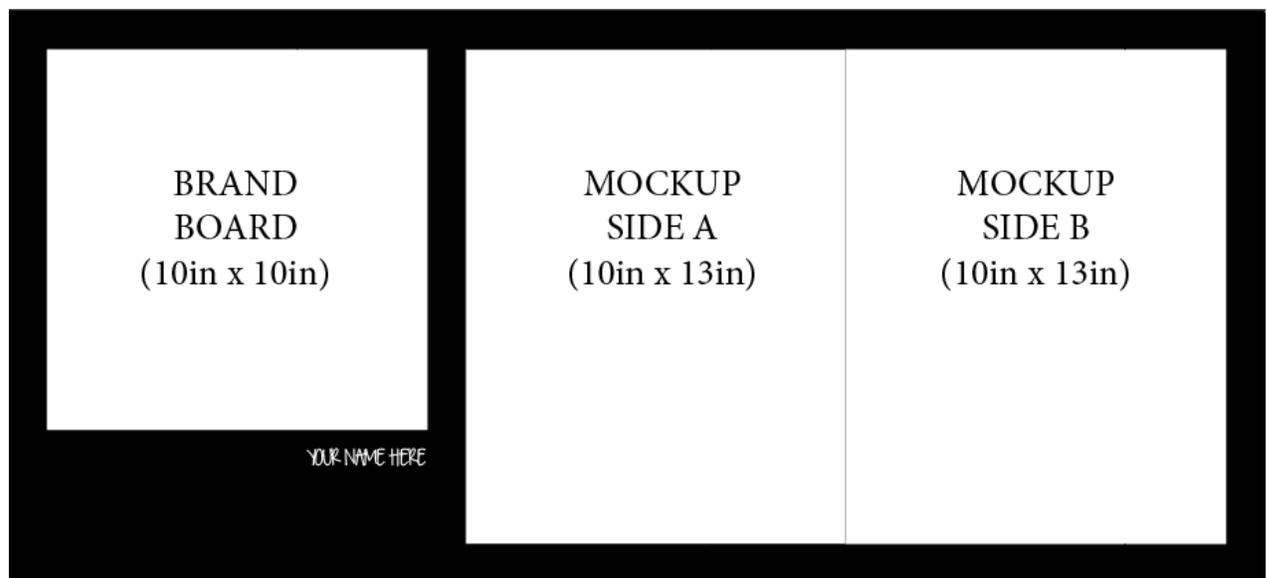
step 5 Apply your designs to all forms of packaging and merchandise in the mockup. Artwork that is placed into the mockup can be created in either Photoshop or Illustrator. Suggested sizes to use will be listed on FB or student can figure it out him/herself. Save the mockup as **YOUR LAST NAME_Proj3_MockUp.PSD**.

Please remember that packaging does not need to stay all white. It can be a different color and or covered in a pattern, etc. BE CREATIVE!!!!!! Do not just put your logo on the cup and think that is enough.

WED Oct 14th: Midway Critique

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- step 6
- When finished, save your PSD file (see first page of project sheet for what is due). This should stay RGB, 300 DPI.
 - Then flatten image. Keep the file's color mode and image size. Place a guide at exactly 10in across. Crop the image down to 10in across (height doesn't change). Save as **YOUR LAST NAME_PROJ3_MockUpA.PNG**. Opening your History window, go back to before you cropped but after you drew your guide. Crop the other side down keeping the same 10in across. Save as **YOUR LAST NAME_PROJ3_MockUpA.PNG**.
 - Create an InDesign document that is Tabloid size, portrait orientation with .5in margins. Make it a 2 page document. On each Page (or do on the A Master and use this for Pages), draw a rectangle that is 10in w x 13.3in h somewhere within the margins. Place a PNG file on each page. For each, Object : Fitting : Fit Content Proportionally and Center Content (image shouldn't do much because it is built with this size in mind). Save the INDD file
 - **Export the file to a PDF entitled YOUR LAST NAME_PROJ3_MockUp.PDF.** Close InDesign and open the PDF in Preview or Acrobat to be sure it looks as you planned. **Print at 100% and not Fit To Page.**

- step 7 Remove all white around your prints and mount with Brand Board to black mounting board that is **33in w x 15in h**. 1in margin all the way around and a 1in space between the brand board and tiled mockup. Write your first and last name in white gel pen (supplied in class) flush right with edge of Brand Board. Do as shown below:



final materials due **All DUE MON Oct 19th, 10:05am.** Critique

- PDF files of Brand board and typed paragraph explaining "Location" and "Target".
Update these if you have revised since the first round.
- Printed page of your paragraph explaining "Location and Target"
- Screen shot of layers window next to your layered PSD file.
Call this **YOUR LAST NAME_PROJ3_LAYERS.PNG**.
- 2-page PDF of your tiled Mockup (YOUR LAST NAME_PROJ3_MockUp.PDF).
- Mounted board as shown above with printed Brand Board and tiled MockUp.

materials Sketchbook (*and tape or other adhesive*)
Xacto, new blades, and Self-Healing Cutting Mat (*if not using one at school*)
Roller/burnisher
Metal ruler
Spray Mount
Pencil
Kneadable eraser to erase extra spray mount
(can borrow mine if you do not have one, though they cost about \$1)
Black mounting board: 33in w x 15in h

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.
- All visual elements support the existing brand.
- All visual elements properly markets chosen location and target.
- Visual hierarchy is used to allow for the successful and inviting delivery of information.
- All designs on package mockup consider the texture and shape
- Design is more than a logo stuck on a package.
- Excellent craft and presentation.
- Ambition - How much did you challenge yourself? Did you plan your time well?
- Participation in critique.