

# children's double-sided soapbox

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# objectives

- This project continues to challenge students to create a package must have an engaging label that jumps off the shelf so the consumer will purchase this product; however, this time, there is both a primary *and* secondary target market.
- A soapbox requires designing on multiple panels that relate to each other and create a singular tangible experience.
- Remember to continue to print out artwork and mock-up the actual work in real time. Do this CONSTANTLY with Package Design. >> *This dieline takes more time and craft to cut than the previous class project.*
- See all requirements, including legal (UPC and “ingredients”) and expected (directions how to use). [The UPC can be slightly adjusted for extra credit](#), but it cannot be any shorter (numbers as baseline). It can also be placed elsewhere on the can.
- This project *does* supply a brand (and its guidelines) to work within; however, the product line within the brand is not one that actually exists. Again, student will not be judged on logo creation, though some sort of visual branding is inevitably part of this project.
- This project is going to use Adobe Dimension to create the final digital mock-up (instead of the plans for Project 4 only).

**A.I. is not allowed to be used on this project for final artwork unless first granted permission by Prof. Arnell.** If it is used, it must be acknowledged in the Behance page.

- How to reference images that you produce using an AI tool:
  - » Include the image in your work with a caption that explains that the work was generated using an AI tool, and what prompt was used.
  - » For example, next to an AI image placed/used in someone's artwork generated in Adobe Photoshop, they would type:  
*Image generated using Adobe Photoshop from the prompt sunset over ocean on a stormy day.*

## **RUBRIC:**

- Directions were followed accurately with absolutely no errors.
- Amount of work at each step (for example, amount of sketches due) meets at least the minimum. *The minimum = average.*
- **Active participation and involvement in all WORKSHOPS.**
- Design elements are consistent throughout, holding the information-filled piece together.
- Visual hierarchy is used to allow for the successful and inviting delivery of information.
- Legal information is included to size and is legible.
- Presentation on shelf is inviting to both primary and secondary target markets.
- 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.
- New "logo lock-up" of Dove and explanation for kids has solid visual weight.
- Dieline file is used correctly.
- Illustrator is used to create final dieline file. *\*Raster images from Photoshop can be place.*
- Excellent craft throughout the process.
- The final tangible prototype displays work correctly.
- The final tangible prototype is clean and built to spec
- Adobe Dimension used correctly.
- Digital mockup displays work correctly.
- Ambition - How much did you challenge yourself? Did you plan your time well?
- Participation in all critiques.
- Behance completed and on time.

# client information

Your client is Dove (not Coast) – or technically, their parent company, [Unilever](#).

Research your client [and all of its brands](#). This company also owns the makers of everything from Ben & Jerry's Ice Cream to Axe. They even own other brands of soap.

Also thoroughly research [Dove](#). This brand changed the entire marketing of beauty products in America (at least) a decade ago with [its groundbreaking advertising campaigns](#).



Presently, [Dove has a skin care line for children](#); however it does not include bar soap.

## **We will ignore the existing childcare line**

because it mostly repeats DOVE branding and adds an illustration. This new bar of soap should scream children first and Dove second.



\*Research shows that most children can safely use a hypo-allergenic bar soap after they are 1 year old. *Safety per child's function. Child's skin sensitivity suggests they should not use any bar of adult soap at this age.*

## **FOR THIS PROJECT**

The client is introducing (in theory) a new product line and soap bar that is **"For Kids"**.

Instead of a foaming soap, Dove will release a **bar soap**. Information for names:

*"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." Be careful not to suggest the soap should be eaten.

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."* [source](#)

There are also no existing mascots or similar identity beyond the addition of "Kids" or "For Kids" to the Dove logo. Presently, there is a simple BABY addition to Dove bar soap. The client is not insisting on a mascot, though this is common in the Health and Beauty for Children category.

## TARGET MARKETS

### **PRIMARY: Child**

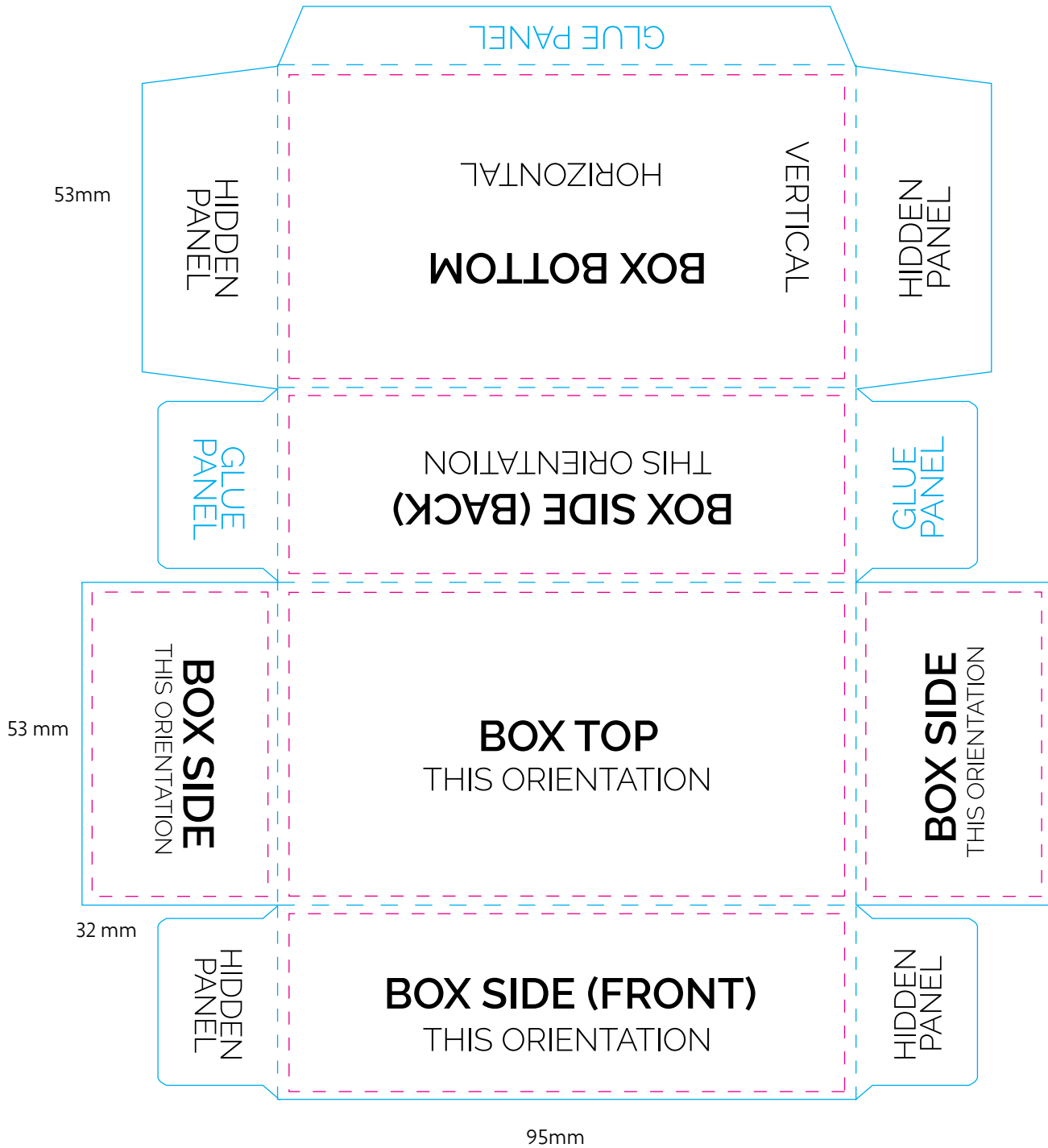
Ideally, the child would be age 3-6 with no obstacles like vision or learning issues. The colors, fonts, and anything else on the package should appeal to them. The game/activity on the inside should be playable/doable by them with little to no guidance.

### **SECONDARY: Parent**

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.)

# dieline

Find this vector dieline on the Project 2 module Build package's outside on Artboard 1 and use Artboard 2 (shown below) to reference correct positioning of artwork. Artboard 3 is for the activity printed on the inside of the package.



- CUT LINE ———
- SCORE (FOLD) LINE - - -
- LIVE/SAFE AREA - - -

# package requirements

If in **purple** below, these words must be used unless approved otherwise by professor. They can be treated in all caps, Initial Caps, or all lowercase.

## **FRONT OF PACKAGE** (and possible repeated on other visible panels):

- **Dove Logo** on front of package >> **ONLY LOGOTYPE REQUIRED. MARK OPTIONAL.**  
This can be in a new KIDS logo lock-up if desired. It is suggested to show Dove logo (or new lock-up) elsewhere on package.
  - » **For Kids, FOR KIDS, Kids, or KIDS** (or something that makes sense with your concept like FOR LITTLE DINOSAURS, etc.) added to Dove logo to become a new logo in itself
- **No Tears Bar Soap or NO TEARS BAR SOAP** or 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.*
- *Optional on the panel that makes sense - you decide:  
Lift Here to Open or LIFT HERE TO OPEN (or something that makes sense with your concept like Open The Magic box, etc.) on at least one flap*
- Something to hint at the inside coloring page (importance/placement up to you!)
  - » Coloring Page (or whatever idea that fits marketing strategy and printing constraints) on inside is up to you, but should correlate with/complement the outer package. Be sure to add directions to this page if they are necessary.
- **Net Contents: 3.2 oz.**  
This can go on the front or the side panel. Doesn't need to be on both. This is simply a legal requirement, so keeping it in a small point size similar to the rest of the legally required text might be smart.

## BACK OR SIDE OF PACKAGE

- **Ingredients Declaration:**

**Ingredients: Sodium Tallowate, Water, Sodium Cocoate (or) Sodium Palm Kernelate, Glycerin, Pentasodium Pentetate, Tetrasodium Etidronate, Titanium Dioxide, Sodium Chloride, Fragrance**

- **Directions for Safe Use:**

**To Use: Lather soap, gently massage over entire body and rinse.**

*^^ Or other similar text that matches your concept is approved by professor.*

- **Responsible Party's Name and Address:**

The following can be on the back or visible side of package.

» Unilver logo at .25 inches at its longest side.

This can be in black or the supplied blue.



» By Unilever logo, include the following in Arial or condensed Arial (or similar), 5 pts.

**1-800-761-DOVE (3683)**

**©UNILEVER, Trumbull, CT 06611**

**Made in U.S.A.**

**[www.dove.com](http://www.dove.com)**

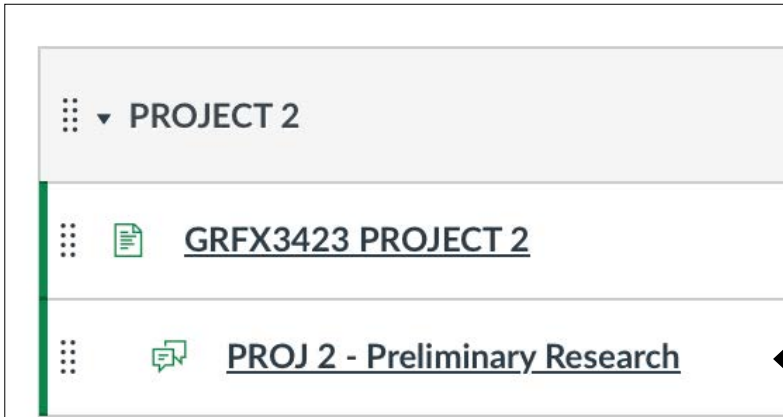
- **UPC:** The dieline contains the truncated size, which is the smallest it may appear.

## INSIDE OF PACKAGE

- Dove Logo and For Kid's Lockup that is on front of package somewhere on the "page."



# preliminary research



Students will complete Preliminary Research in a Canvas Discussion.

## PROJ 2 - Preliminary Research

### PROJECT 2 PRELIMINARY RESEARCH:

Project 2 asks students to create packaging for a new line of bar soap for children (ages 3-5 is the primary target - parents are the secondary) sold on-shelf in a retail environment. Admittedly, bar soap for children is not often sold nowadays because body wash is easier.

For preliminary research, you will find examples of anything you can explain that will inform your project - 2 things you LIKE, and 2 you DISLIKE.

This might mean children's body wash or children's bar soap. Baby soap can be something you pick to say you like something about it - or it could be picked and you explain what you won't be using. You could pick something else for children, but be very careful you explain what it is you like/dislike.

You will not be allowed to use any existing character that is under copyright protection, so be careful.

**Where to find these?** Looking online will be an easy start, but at least one sample must be from on shelf in store. If you don't have transportation to a grocery store, just stop by your local gas station where energy drinks are aplenty.

Other things to consider:

- Samples do not need English on the labels if you think something else makes the label successful.
- Consider the visual messaging of the package.
- What else matters? Why does something work for you - or really NOT work for you?
- Explain your choices via the provided Primary and/or Secondary Target(s)

### DIRECTIONS:

#### STEP 1 - FIND:

Gather digital documentation of samples. You can either:

- Take a nice photo with your phone  
OR
- Take a screenshot of work online

Save these somewhere that you will be able to access and upload later. Find more than you need so you can edit to what you want to share. Though it is inevitable that there will be duplicates of posts, it should be avoided.

**STEP 2 - POST:**

Post here in the Discussion Stream. Each sample must be a separate post.

**EACH POST** should include the following:

- The word **LIKE** or **DISLIKE** at the top of post
- **(At least) one image of the package (or whatever it is you're going to explain)**
- **A brief (at least 3 complete sentences) explanation of why you think the package design is successful or not.**

**TO CLARIFY, 4 POSTS PER PERSON ARE:**

1. One post with **LIKE** at top +  
at least **one image** of the package design +  
**3+ complete sentences** explaining your choice.
2. One post with **LIKE** at top +  
at least **one image** of the package design +  
**3+ complete sentences** explaining your choice.
3. One post with **DISLIKE** at top +  
at least **one image** of the package design +  
**3+ complete sentences** explaining your choice.
4. One post with **DISLIKE** at top +  
at least **one image** of the package design +  
**3+ complete sentences** explaining your choice.

(they don't need to go in this order)

**DUE:**

Uploads must be completed **by 11:59 (end of day) on Monday, September 30th.**

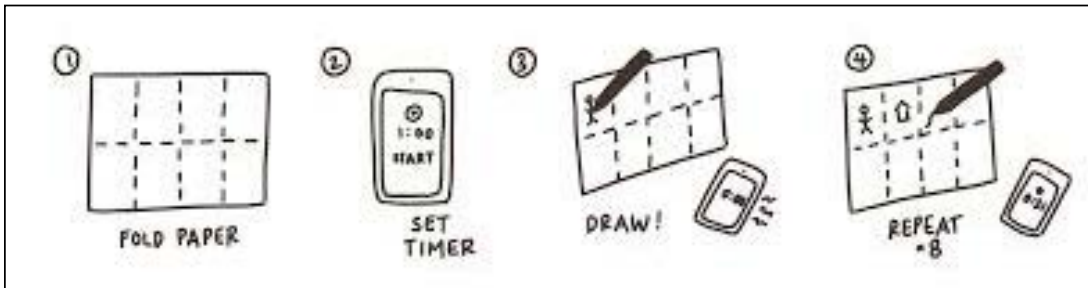
**Reply**

# workshop 1

**Required Materials for Workshop: Pencil(s), Eraser, Scissors**

Ideation methodologies will be reviewed and used in class as students begin to sketch and problem-solve to find their best ideas.

**CRAZY-16'S**

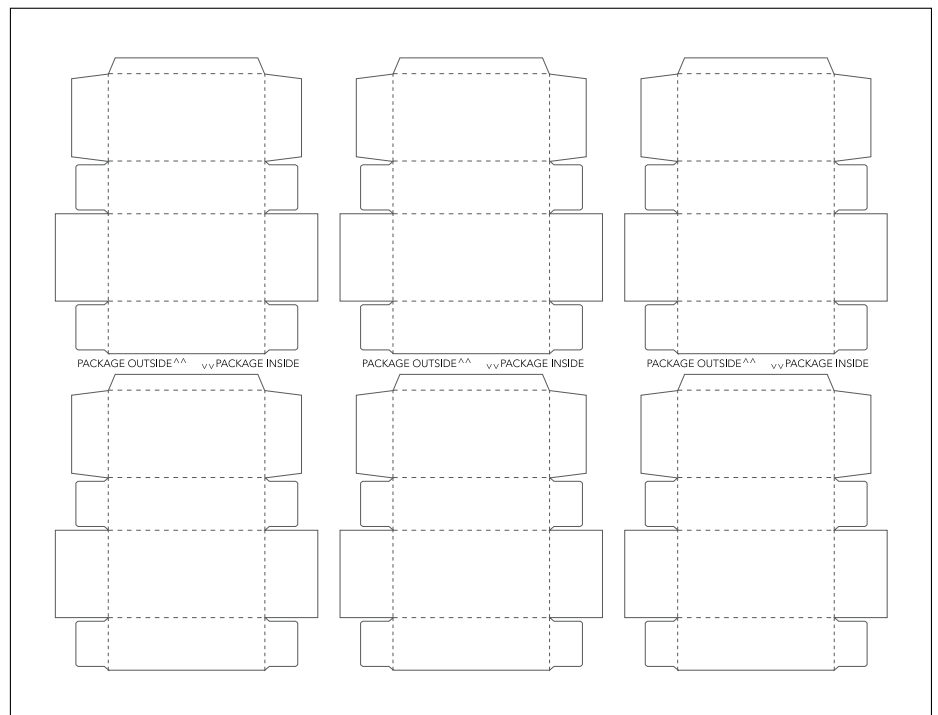


This is the classic Crazy-8 method, but uses both sides of the page to fill 16 spaces, giving only one minute per idea. Not all ideas will be great. Hopefully, some will be far too crazy and possibly even horrible; however, somewhere in the mental exercise will be great possibilities!

Multiple rounds of Crazy-16s will occur. Students will consider different themes and logo lock-ups that will each inform the other.

**SKETCHES ROUND 1**

This first round of sketches requires all shape and space to be considered, as well as legal and branding requirements. This means, for example, that all type should be a thick lettershape colored in unless thin lines are the goal (hint: thin, dainty things do not target your market at all). Color is suggested, but not yet required. These may be completed on table or paper.



**Minimum Required: 12 Sketches** (not sketch sheets) >>

6 outside, 6 inside = **6 total box ideas**

## **DUE > WHAT • WHEN • WHERE**

### **DUE IN CLASS** on **Tuesday, September 24th**:

- 16 squares finished from the **Crazy-16s-THEMES** for soap box theme (1 image of each side of paper). They DO NOT need to be all great or final-level quality.
  - » *Take good photos with your phone and upload to **Discussion on Canvas**.*
- 16 squares finished from the **Crazy-16s-LOGOS** for logo lock-ups (1 image of each side of paper). They DO NOT need to be all great or final-level quality.
  - » *Take good photos with your phone and upload to **Discussion on Canvas**.*

### **DUE** by **8:15am Thursday, September 26th**:

- **Sketches ROUND 1**. Both the finished sheets (printed or on tablet) and the uploaded images of said sheets.
  - » *Take good photos with your phone and upload to **Discussion on Canvas**.*

# workshop 2

## Required Materials for Workshop:

**Pencil(s), Eraser, Color (Markers, Colored Pencils, Tablet, etc.)**

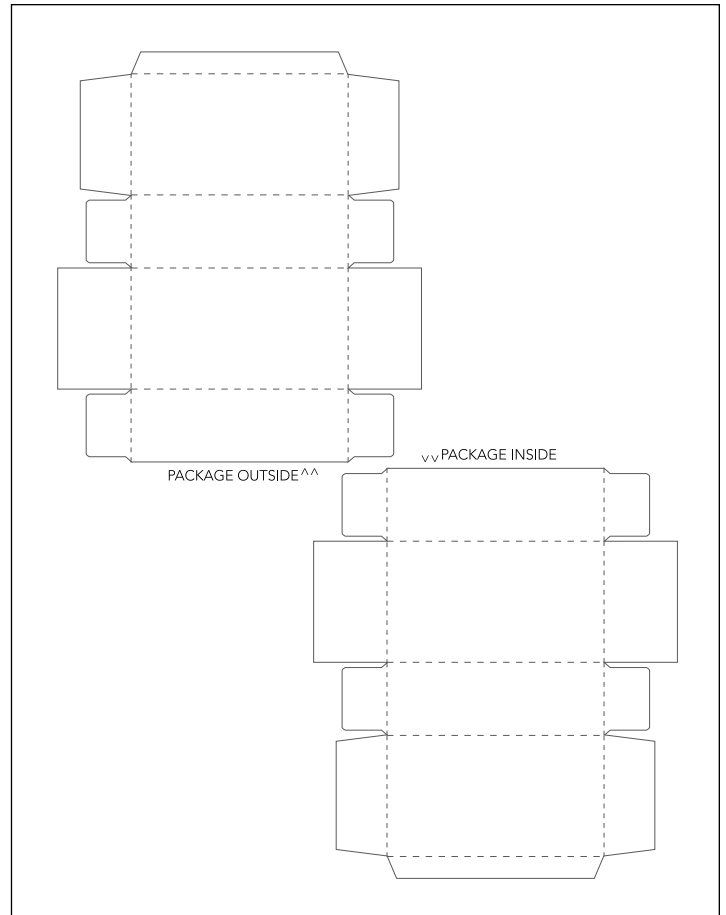
This workshop will begin by reviewing the Sketches ROUND 1 work. The students' best 3 pieces will be picked and discussed.

## SKETCHES ROUND 2

From here, students will begin to refine their final 3 ideas via the highest level of sketches they can complete. If this means doing very rough digital work to trace/guide on paper sketches (or similar on tablet), this is fine. Shape and space should be thoroughly considered, as well as all packaging requirements. The inside of the box should also be considered. Color is required.

**THESE MUST BE COMPLETED ON PAPER.**

**Minimum Required: 3 Sketch Sheets**



## DUE > WHAT • WHEN • WHERE

**DUE** by **8:15am** Tuesday, October 1st:

- **Sketches ROUND 2.** Both the finished sheets and the uploaded images of said sheets.
  - » Take good photos with your phone and upload to **Discussion on Canvas.**

# workshop 3

**Required Materials for Workshop:**

**Pencil(s), Eraser, Scissors, Color (Markers, Colored Pencils, Tablet, etc.)**

Double-Sided Tape and/or Rubber Cement is suggested to bring if you don't wish to wait!

**MOCK-UPS + CRITIQUE**

This workshop will begin by making tangible mock-ups (high craft expected!!!) of all 3 pieces from Sketches ROUND 2 work. The class will critique and discuss, helping the student pick the best idea to proceed to digital creation of work.

**DUE > WHAT • WHEN • WHERE**

**DUE IN CLASS** on **Tuesday, October 1st:**

- **Mock-Ups.** 3 finished tangible mock-ups with a high level of craft!
  - » *Take good photos/videos with your phone and upload to **Discussion on Canvas.***
  - For each mock-up, make sure you document the entire package and all of its panels!*

After this, students will begin digital work.

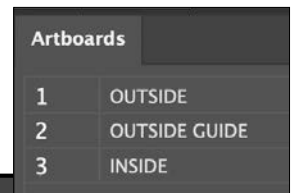
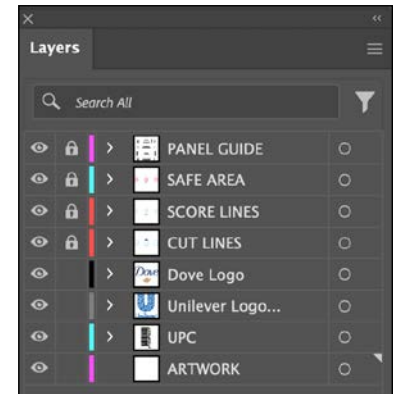
# digital work

Students will be guided through final art creation in Illustrator using the provided dieline.

Photoshop can be used for imagery, but should be avoided for typography. Please see professor for help if you're unsure.

## DIELINE FILE

1. Open the **PROJ2-DIELINE BUILD FILE.ai** to create artwork.  
(.Ai is native Illustrator, so obviously work in that program.)
2. File : Save As **YourLastName\_PROJ2-DIELINE.ai**.
3. Open the Layers palette (Window : Layers).
4. When ready, open the Artboard palette (Window : Artboards). See the artboard for both the outside and inside. Note: This dieline is symmetric. If it were not, the inside dieline would be a reflection of the outside.



## PRINT SPECIFICATIONS (OR "SPECS")

### SIZE:

See dieline.

The following will be used to create package in Adobe Dimension: 95mm, 53mm, 32 mm

### ARTWORK:

- Vector is preferred if the option is between vector and raster.
- For raster imagery, it must be 300 DPI at actual size. *In other words, if something is 300 DPI, but then you enlarge the image then placed on the can, it is no longer 300 DPI.*

## BOX SUBSTRATE:

- The box would be printed on the white stock of paper the original dielines students cut up on the first day of Project 2. (Actual commercial printing details would go further into the exact shade of white and weight per pound of paper.)
- No [diecuts](#) are allowed unless it can be shown the structural integrity of the box would not be compromised and that a plastic sheet could be adhered (and will be adhered to all tangible mock-ups).

## INKS:

- **Outside:** 4-color process. Any additional ideas can be discussed with professor.
- **Inside:** Black ink only (halftones ok).

### DUE > WHAT • WHEN • WHERE

Students will be required to have documented progress uploaded to Canvas at the start of each of the following class days. File names are not important. File types are required to be either PNG or JPG so that the images are visible in the Discussion. Please click and drag the side of your uploaded image so that they are not huge. If you uploaded it on your phone, just go back to the post on a computer and Edit it there.

#### ➔ DUE by 8:15am Thursday, October 3rd:

- Screenshot of each artboard and/or exported PNGs from Illustrator.
  - Photo of tangible mock-up (high level of craft expected!)
- Upload all of these to one post in the **Oct 3 Discussion on Canvas**.*

#### ➔ DUE by 8:15am Tuesday, October 8th:

- Screenshot of each artboard and/or exported PNGs from Illustrator.
  - Photo of tangible mock-up (high level of craft expected!)
- Upload all of these to one post in the **Oct 8 Discussion on Canvas**.*

#### ➔ DUE by 8:15am Thursday, October 10th:

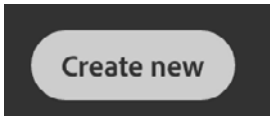
- Work should be finished by this day as we proceed to placing artwork in Adobe Dimension.*
- Screenshot of each artboard and/or exported PNGs from Illustrator.
  - Photo of tangible mock-up (high level of craft expected!)
- Upload all of these to one post in the **Oct 10 Discussion on Canvas**.*





# adobe dimension

In class, students will be guided through the use of Adobe Dimension. It is highly suggested students use the lab computers because this software is very demanding.

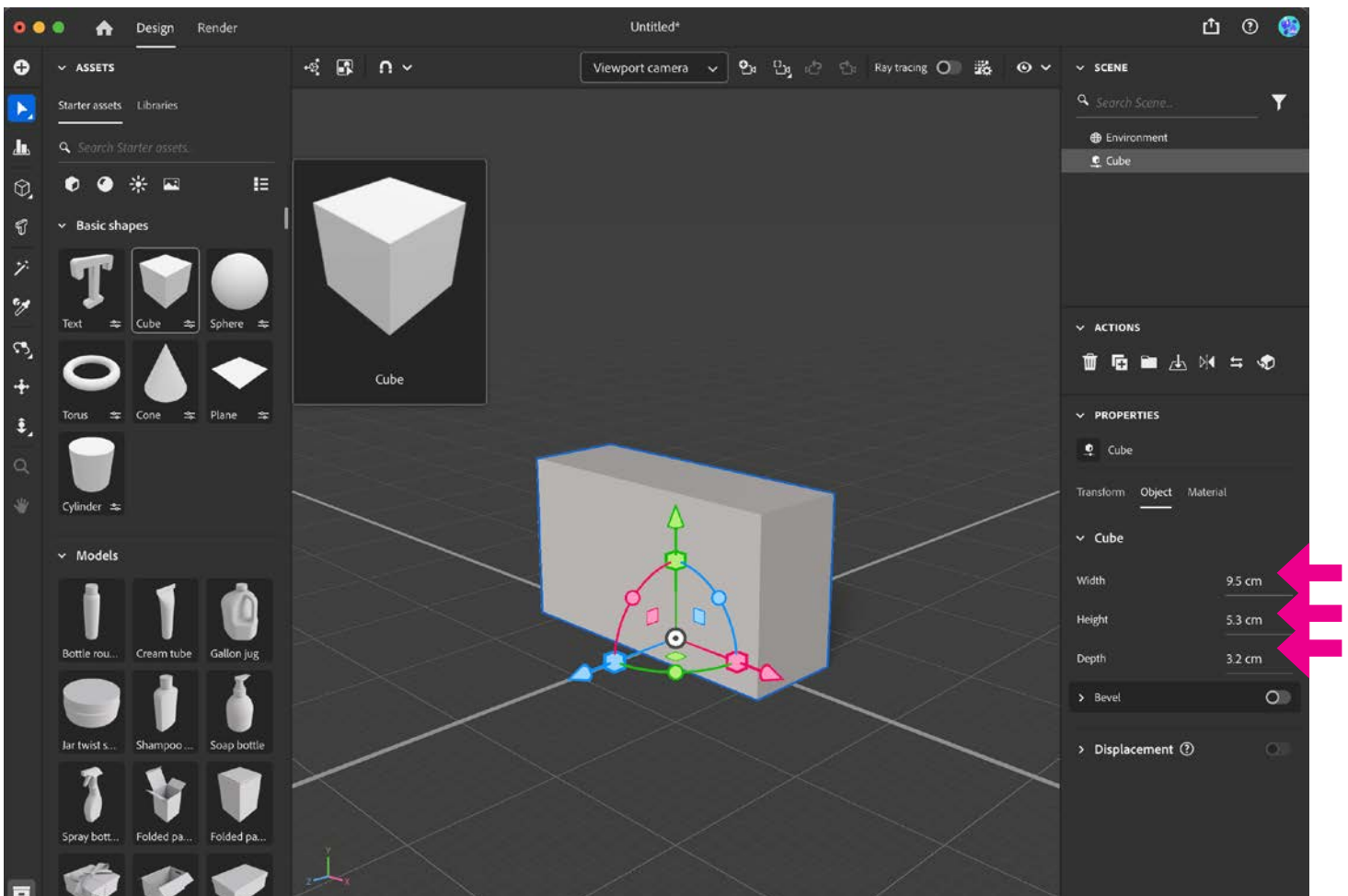


**File : Save** it as **YOUR LAST NAME\_3423\_PROJ-2.DN** (Dreamweaver native file type).

Choose a cube and enter **95mm • 53mm • 32mm** for its properties.

Make sure you use MILLIMETERS!

Students will then be guided how to add each panel of artwork separately. Experimentation with background settings will also probably occur.



## **DUE > WHAT • WHEN • WHERE**

**DUE** by **8:15am** Tuesday, October 10th:

### **ASSIGNMENT**

- TBD if this will be required/possible on Canvas due to file size.  
Another option will be provided if Canvas is undependable for this task.

### **DISCUSSION**

- Screenshot of Canvas Dimension workspace.
- QuickTime video of package moving in 3-dimensional space.  
*Upload both of these to one post in the **Adobe Dimension Work**.*

# final work due

## **DUE > WHAT • WHEN • WHERE**

All of the following is **DUE 8:10am Tues October 15th**



## **FLAT ARTWORK**

- **DIGITAL FILE:** Be sure all linked images are embedded and all text is outlined. Then File : Save the file again. Upload **YourLastName\_PROJ2-DIELINE.ai** to Canvas **PROJ 2 - Dieline Final Work**.
- **TANGIBLE PRINT:** The front and back of the dieline printed full size on the correct paper. Do not cut out and do not print back-to-back.

## **TANGIBLE MOCK-UP**

Only the printout is due on this day; however see [requirements for Behance post!](#)

*First Impossible Choice: The Minolta prints the dielines perfectly back-to-back on the correct paper.*

*This is highly unlikely, so.... >>>*

Second, More Likely Choice:

1. Print outside artboard on provided heavy-weight paper.
2. Print inside artboard on normal paper.
3. Adhere (perfect craft!) the two pages together.
4. Using the dull side of Xacto blade and metal ruler, score the lines.
5. Cut out the box with sharp scissors (or Xacto blade and metal ruler).  
*^^^ The cutting and scoring steps can be reversed if you prefer.*
6. Fold on score lines using burnisher/roller.
7. Use double-sided tape to adhere box together.

- No black outline of the artboard should be visible.
- No white area where art was not pulled (“pull your bleeds”).

## **DIGITAL MOCK-UP**

[Adobe Dimension](#) file and QuickTime video of this. This should’ve been completed already, but be sure it’s perfect for this day if you made any revisions.

**Save all steps of this project**, and be ready to write a brief explanation of your design choices and self-evaluation. Your Behance page for this class will be updated with each project, and turned in at the end of the semester. Below are specific directions for this project's Behance page:

**Make sure you check your grammar and spelling!**

- **SUMMARY:** Minimum of one paragraph summarizing the project and its objectives. Do not copy the project sheet. Instead, explain it like you would explain to a friend.
- **GOALS:** Start with what you created when you handed in your final sketch. Update anything that needs to be now that you are at the completion of the project.
- **PRELIMINARY RESEARCH:**
  - » **SHOW** your preliminary research uploaded to Canvas. These include both the images and your **explanation**. *Though screenshots of posts are enough, consider options to make the Behance page easier to read.*
- **WORKSHOP 1:**
  - » **SHOW** all elements from these ideation workshops, including the **2 rounds of Crazy-16s**. Circle or star any if the visual helps your explanation as you explain your design process.
    - » **EXPLAIN** briefly your design choices and what was discussed in the workshops.
  - » **SHOW** **Sketches Round 1**. Circle or star any if the visual helps your explanation as you explain your design process.
    - » **EXPLAIN** briefly your design choices and what was discussed in workshops.
- **WORKSHOP 2:**
  - » **SHOW** **Sketches Round 2**. Also, consider taking a picture of your scribbled notes from class.
    - » **EXPLAIN** briefly your design choices and what was discussed in workshops.
- **WORKSHOP 3:**
  - » **SHOW** images/videos of mock-ups in class. Include any images that properly tell your design process story. Also, consider taking a picture of your scribbled notes from class.
    - » **EXPLAIN** briefly your design choices and what was discussed in workshops.  
Also, explain the one idea you will go forward with (or the hybrid of ideas you will use).

- **DIGITAL WORK DEVELOPMENT:**
  - » **SHOW** Progress Images/Videos from October 3rd.
  - » **EXPLAIN** briefly your progress.
  - » **SHOW** Progress Images/Videos from October 8th.
  - » **EXPLAIN** briefly your progress.
  - » **SHOW** Progress Images/Videos from October 10th.
  - » **EXPLAIN** briefly your progress.
- **PACKAGING PROTOTYPE:**
  - » **SHOW** screenshots you took while working in Adobe Dimension. *The final work will be displayed in the next step, so don't show things twice.*
  - » **EXPLAIN** briefly your usage of Adobe Dimension to create the packaging prototype.
- **FINAL WORK:**
  - » **SHOW** the flat artwork on dielines.
  - » **SHOW** the tangible mock-up. Take very clean (and retouched) photo(s).
  - » **SHOW** video(s) of finished work from Adobe Dimension that displays all sides of the soapbox.
  - » **EXPLAIN** Minimum of one paragraph explaining your final choices and how they work the best of your ideas. Convince the reader that your solution is thoughtful and worth seeing.
- **KNOWLEDGE GAINED:** Minimum of one paragraph explaining what you learned. Share the technical skills, but also discuss any changes to your mindset or expectations of design, college, your future career, etc.

» *Future project may have dates in Canvas calendar instead of this page in the project sheet that repeats its previous pages. TBD after professor discusses with class.*

Check all of the **DUE > WHAT • WHEN • WHERE** in this project sheet for details on what exactly is due. Naming files correctly is part of the project grade.

**THURS SEPT 19:** Begin Project 2

**TUES SEPT 24:** *Project 1 Behance* **DUE**; *ALL of Project 1* **DUE**  
Preliminary Research **DUE**; Workshop

**THURS SEPT 26:** Workshop, Sketches RD 1 **DUE** in class; Begin Sketches RD 2

**TUES OCT 1:** Sketches RD 2 **DUE**; Sketches to Mock-Up in class **DUE**; Begin digital work

**THURS OCT 3:** Progress Documentation #1 **DUE**; In-Class Critique/Discussion

**TUES OCT 8:** Progress Documentation #2 **DUE**; In-Class Critique/Discussion

**THURS OCT 10:** Progress Documentation #3 **DUE**; In-Class Critique/Discussion;  
Introduce Adobe Dimension

**TUES OCT 15:** Final Dieline **DUE**; Adobe Dimension **DUE**; Begin Project 3

**THURS OCT 17:** Project 2 Behance **DUE**; Project 3 Work **DUE**