energy drink package

OBJECTIVES

RUBRIC

PACKAGE REQUIREMENTS [preliminary]

STEPS

- 1: PRELIMINARY RESEARCH
- 2: WORKSHOPS + SKETCHES
- 3: CREATE [+final specs]
- 4: FINAL WORK

BEHANCE

SCHEDULE

MENU

objectives

- This project introduces students to Package (or "Packaging") Design. The package must have an engaging label that jumps off the shelf so the consumer will purchase this product.
- This project assumes the consumer has never tried this product before, but is in search of an energy drink. Therefore, we cannot leverage brand loyalty. It is also not a new product, so the marketability of "NEW" cannot be used.
- This project does not supply a brand (and its guidelines) to work within. Student will not be judged on logo creation, though some sort of visual branding is inevitably part of this project.
- The energy drink soda can requires design "in-the-round" and consideration of the tangible experience. NOTE: Remember to continue to print out artwork and wrap it around the provided can to mock-up the actual work in real time. Do this CONSTANTLY with Package Design.
- This introduces students to a dieline. This project's dieline is simple while later projects will become more complex.
  See Package Requirements.
- Also, as with most graphic design that will go on shelf, there are legal requirements that must be followed. See Requirements.
- 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.

MENU

rubric

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 the consumer.
- Package design is obviously an energy* drink of some sort. **"Energy" per designer's explanation.*
- Dieline file is used correctly.
- Illustrator is used to create final dieline file. **Raster images from Photoshop can be place, but no type..*
- Excellent craft. The final tangible prototype is clean and built to spec.
- Tangible mockup displays work 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.

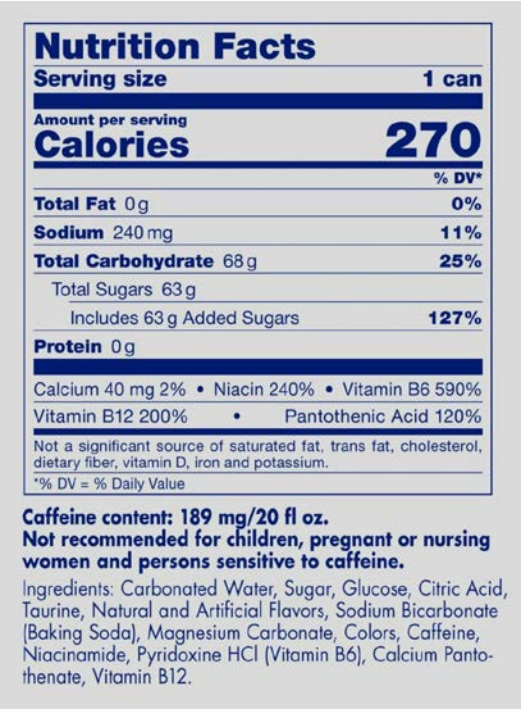
MENU

package requirements

The following requirements are overall. If they are in bold, this cannot be altered. If not in bold, the information still needs to be present, but the actual verbiage can change. See updated project information here.

- **UPC**: The dieline contains the truncated size. It cannot be reduced anymore than this.

- **Nutrition Label:** Student can use this Red Bull nutrition label and/or adjust to fit your drink. For example, you could make this sugar-free and 0 calories instead. Or you could make the Caffeine content just barely legal. You could make this a Green Tea caffeine source and adjust the ingredients, etc. Once you decide on your label visuals and idea, the nutrition label can be adjusted. A vector file will be provided to students for final art; however, it is necessary to review this information, including the use of Helvetica. *If student wishes to use a similar sans serif instead, please speak with professor.*



Nutrition Facts

Serving size	**1 can**
Amount per serving **Calories**	**270**
	% DV*
Total Fat 0g	**0%**
Sodium 240mg	**11%**
Total Carbohydrate 68g	**25%**
Total Sugars 63g	
Includes 63g Added Sugars	**127%**
Protein 0g	

Calcium 40 mg 2% • Niacin 240% • Vitamin B6 590%
Vitamin B12 200% • Pantothenic Acid 120%

Not a significant source of saturated fat, trans fat, cholesterol, dietary fiber, vitamin D, iron and potassium.

*% DV = % Daily Value

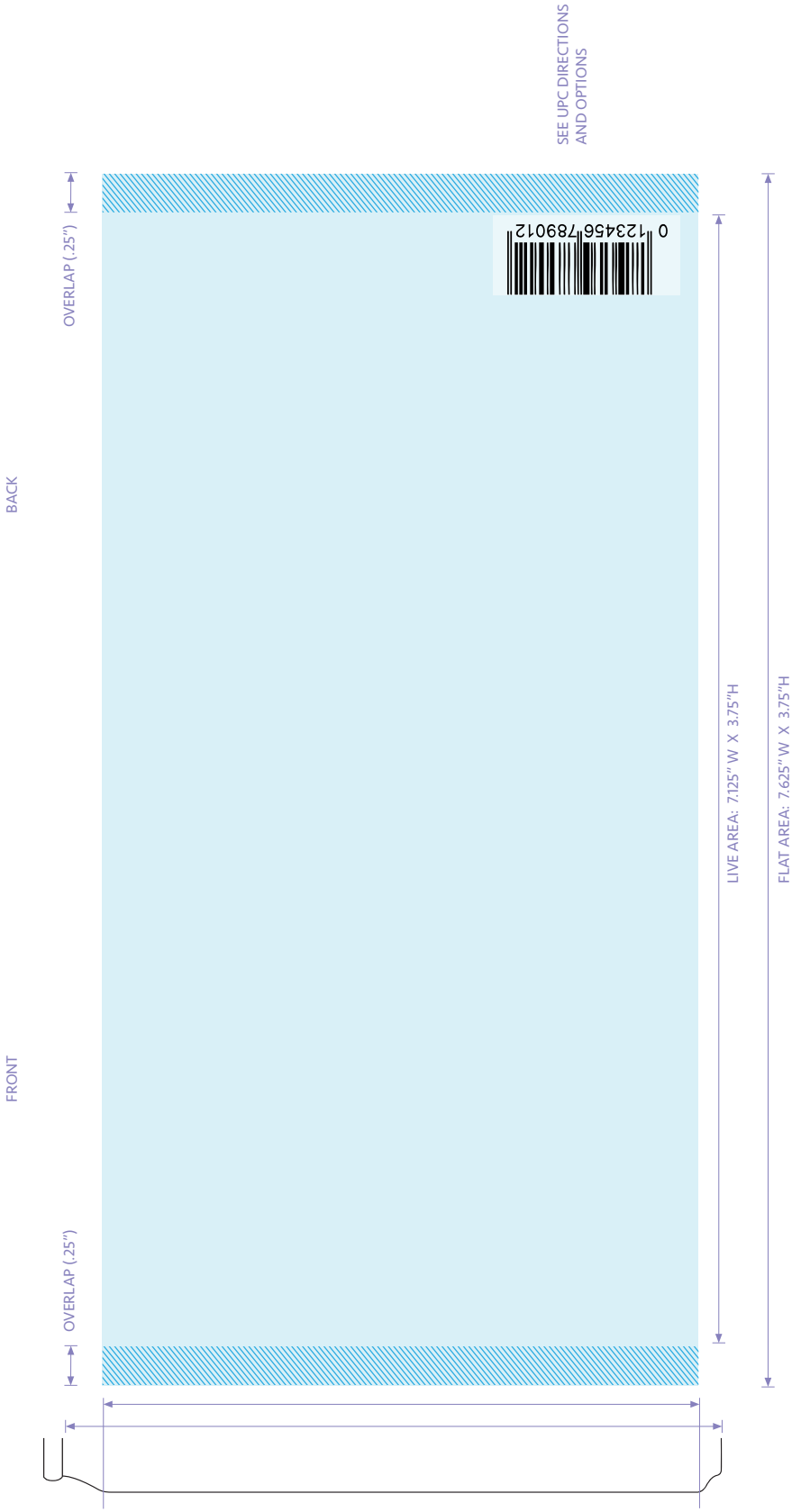
Caffeine content: 189 mg/20 fl oz.
Not recommended for children, pregnant or nursing women and persons sensitive to caffeine.

Ingredients: Carbonated Water, Sugar, Glucose, Citric Acid, Taurine, Natural and Artificial Flavors, Sodium Bicarbonate (Baking Soda), Magnesium Carbonate, Colors, Caffeine, Niacinamide, Pyridoxine HCl (Vitamin B6), Calcium Pantothenate, Vitamin B12.

- **Measurement:** Front of can must contain the amount of material contained within the package. This is a liquid, so ounces/milliliters must be present. Therefore, the verbiage 7.5 FL OZ (222 mL) is required.
  - » The size on the Starry can is close to the required, but can be smaller. As this FDA Code states, "Not less than three-sixteenths [.1875] inch in height on packages the principal display panel of which has an area of more than 25 but not more than 100 square inches."

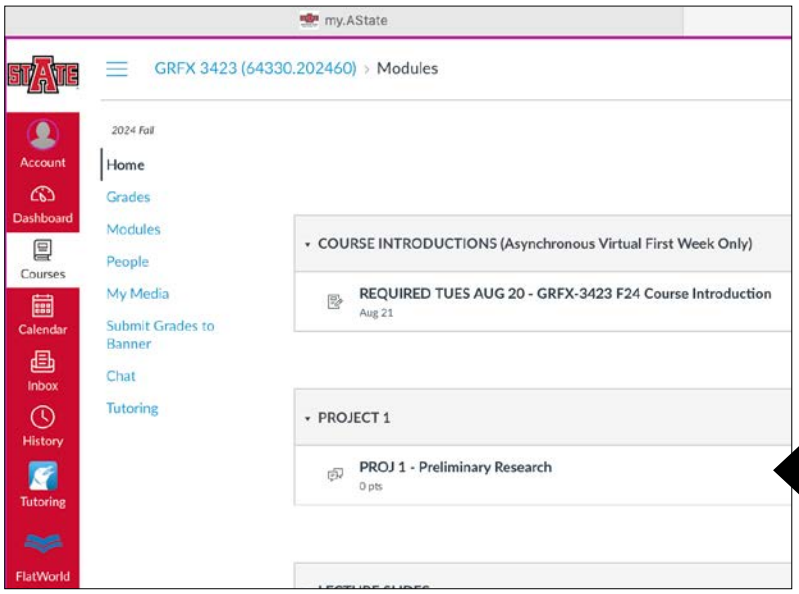
DIELINE

Student will be supplied with this dieline before beginning final art. Information will be provided in class how to best build files, which must be in Illustrator. See updated project information here.



MENU

preliminary research



Students will complete Preliminary Research in a Canvas Discussion the first week of classes.

Everyone No Due Date Available from Aug 14 until Aug 27

0 points possible

1 Reply

PROJ 1 - Preliminary Research

PACKAGE DESIGN:

"Package (or packaging) design is the connection of form, structure, materials, color, imagery, typography, and regulatory information with ancillary design elements to make a product suitable for marketing. Your packaging is an element of your marketing strategy that needs to:

•Appeal to a well-defined buyer persona
•Promote your product's unique selling point
•Communicate your brand's identity" source

PROJECT 1 PRELIMINARY RESEARCH:

Project 1 will ask students to create a **label design for an energy drink** sold on-shelf in a retail environment. (In other words, you would see it when you go grocery shopping at Kroger or Wal-Mart next to the other energy drinks in the store.) It also introduces students to things like designing for a 3-dimensional experience of a round bottle and how a package must function on a shelf in the retail environment.

For preliminary research, you will find examples of successful and not-so-successful package design for energy drinks.

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 a can when the audience does not recognize the brand's label. Aside from being on the shelf next to its competitors (or found on a search online), what makes that JUMP off the shelf with its promise of energy?
- How do you define "energy"? Is it a healthy little buzz or a barely legal adrenaline hit? What visuals will communicate this, and to whom?
- What else matters? Why does something work for you – or really NOT work for you?
- If you need to explain your choice with the added explanation of a chosen audience, you can.

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. I don't want to see only Red Bull or Monster labels. WHAT ELSE?

STEP 2 - CONSIDER:

Figure out your **three best** and **three worst** samples, remembering that you need to be able to explain each of your choices separately.

STEP 3 - 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 from a frontal view.**
- **A brief** (at least 3 complete sentences) **explanation of why you think the package design is successful or not.**
  - *I've yet to teach you anything about package design, so there are no wrong answers. However, your studies so far should inform your answers. Also, consider your own experience as a shopper.*

TO CLARIFY, 6 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 **LIKE** 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.
5. One post with **DISLIKE** at top +
   at least **one image** of the package design +
   3+ complete sentences explaining your choice.
6. 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)

EXTRA CREDIT - INTERACT:

Respond to others' samples. This is optional but encouraged.

DUE:

Uploads must be completed **by 11:59** (end of day) **on Sunday, August 25th**.

Optional extra credit is due by ***8:00 am*** *on* ***Tuesday, August 27th****.*

Reply

Professor has provided 1 Reply. Please follow this.

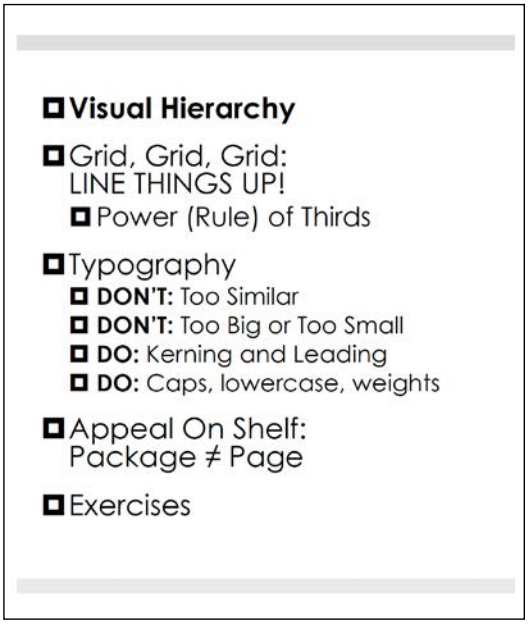
MENU

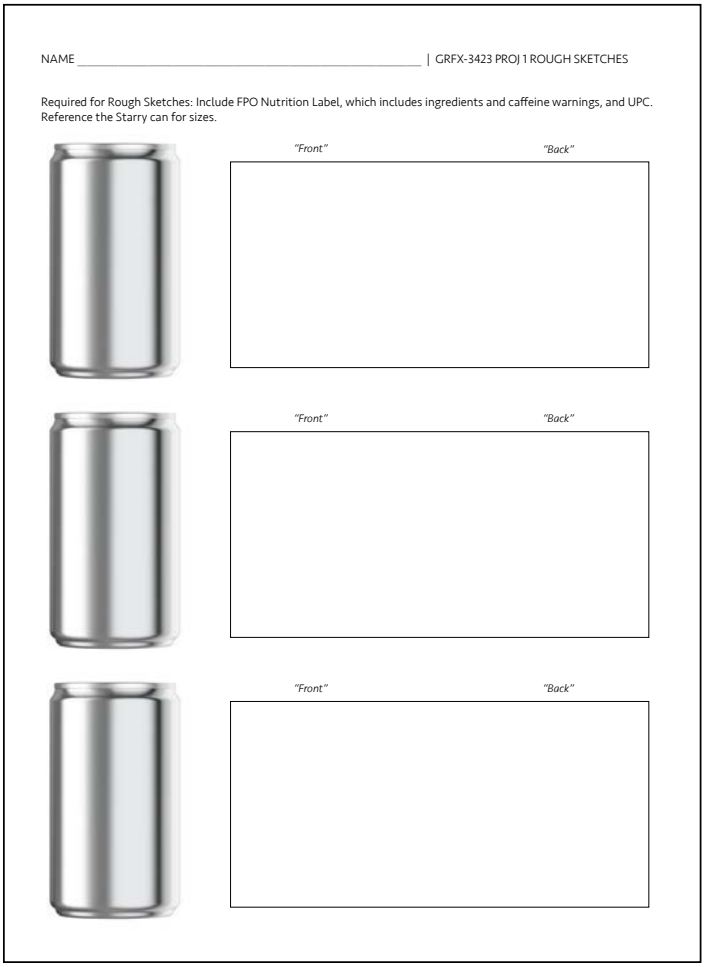
workshops +sketches

Materials for Workshop:

- Pencil and Eraser
- Xacto Blade
- Self-Healing Cutting Mat
- Metal Ruler

In this multi-day workshop, an informal lecture/discussion will occur, building on in-person discussion from Preliminary Research. Students may be asked to do additional research if informative.




NAME _____ | GRFX-3423 PROJ 1 ROUGH SKETCHES

Required for Rough Sketches: Include FPO Nutrition Label, which includes ingredients and caffeine warnings, and UPC. Reference the Starry can for sizes.

"Front" "Back"

"Front" "Back"

"Front" "Back"

Package requirements will be reviewed students as they consider how much label space will be taken up by legal verbiage in a specific typeface and point size. Nutrition labels and UPC will also be discussed, as well as how these elements can be altered, but don't need to be. All legal requirements for this project are per the U.S. FDA.

This sketch sheet will be supplied to students in tangible (for pencil) and/or digital (for Procreate) form.

Minimum Required:

20 Sketches (not sketch sheets).

These should not be rough, preliminary thoughts. See Intro Lecture for what the level required for Thumbnail Sketches.

DUE > WHAT • WHEN • WHERE

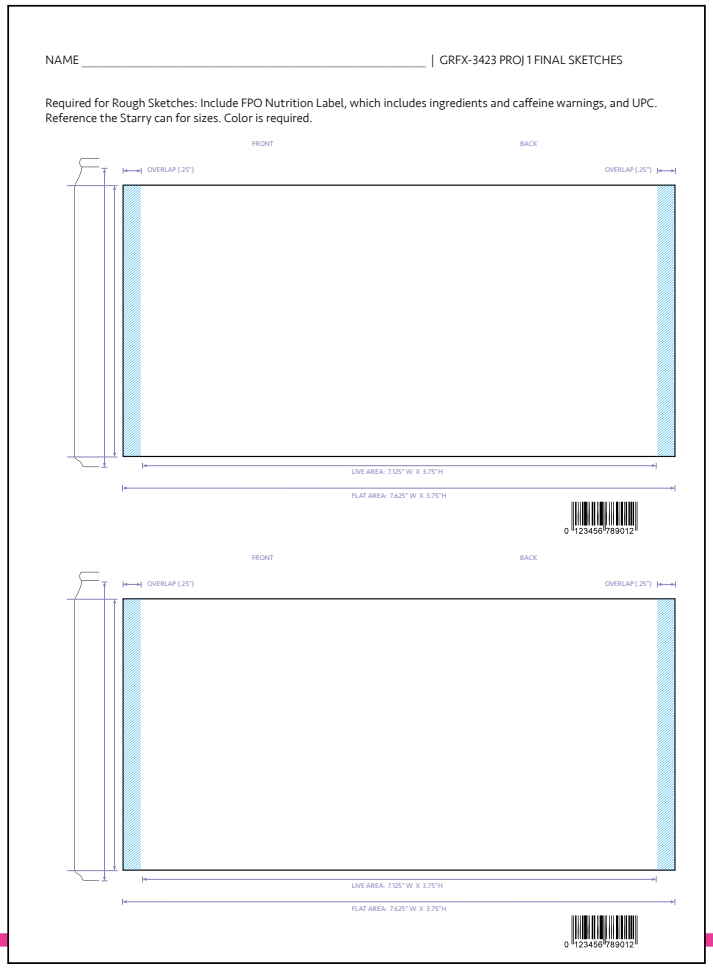
DUE by **8:10 am Thurs Aug 29** for review in class.

The pages will be collected when attendance is taken, so please make sure they are indeed finished when asked. If they are not finished, you cannot do a Second Try on the project during the semester and your project grade is already impacted (see rubric about following directions).

After discussion/critique, 3 final design will be chosen. Students will proceed on to a second, final round of sketches.

This sketch sheet will be supplied to students in tangible (for pencil) and/or digital (for Procreate) form.

Minimum Required:
6 Sketches (not sketch sheets).
= 2 Final Sketches for each of the 3 final picks.


NAME _____ | GRFX-3423 PROJ 1 FINAL SKETCHES

Required for Rough Sketches: Include FPO Nutrition Label, which includes ingredients and caffeine warnings, and UPC. Reference the Starry can for sizes. Color is required.

FRONT BACK

OVERLAP (.25") OVERLAP (.25")

LIVE AREA: 7.125" W X 3.75"H

FLAT AREA: 7.625" W X 3.75"H

0 12345 67890 2

FRONT BACK

OVERLAP (.25") OVERLAP (.25")

LIVE AREA: 7.125" W X 3.75"H

FLAT AREA: 7.625" W X 3.75"H

0 12345 67890 2

DUE > WHAT • WHEN • WHERE

DUE by **8:10 am Tues Sept 3** for review in class.

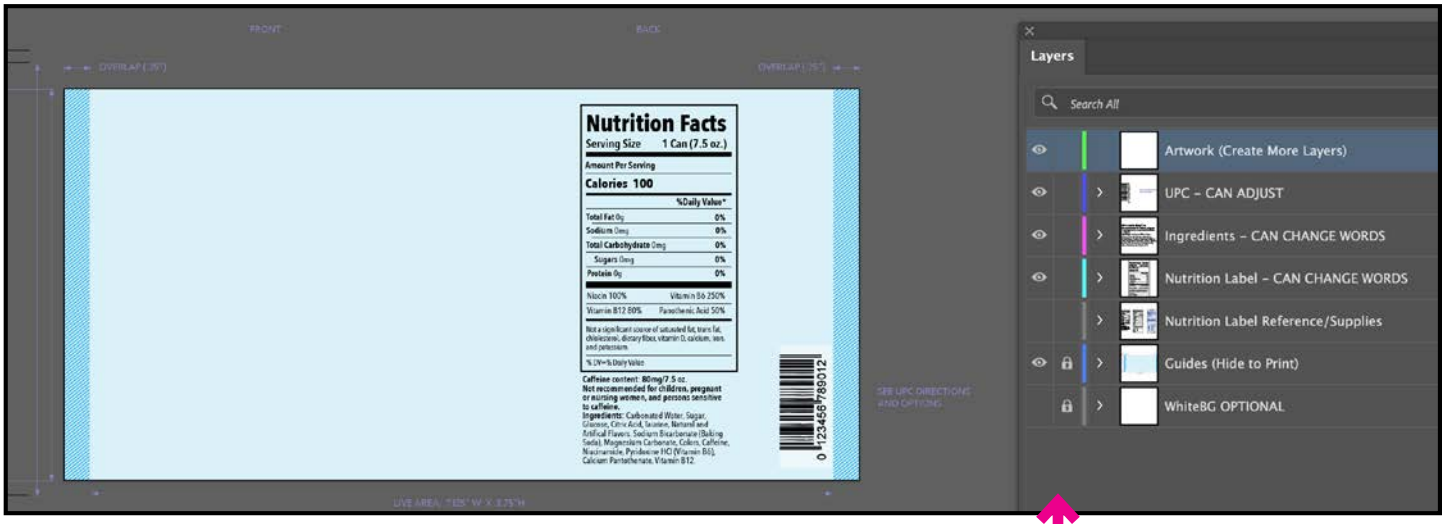
The pages will be collected when attendance is taken, so please make sure they are indeed finished when asked. If they are not finished, you cannot do a Second Try on the project during the semester and your project grade is already impacted (see rubric about following directions).

create

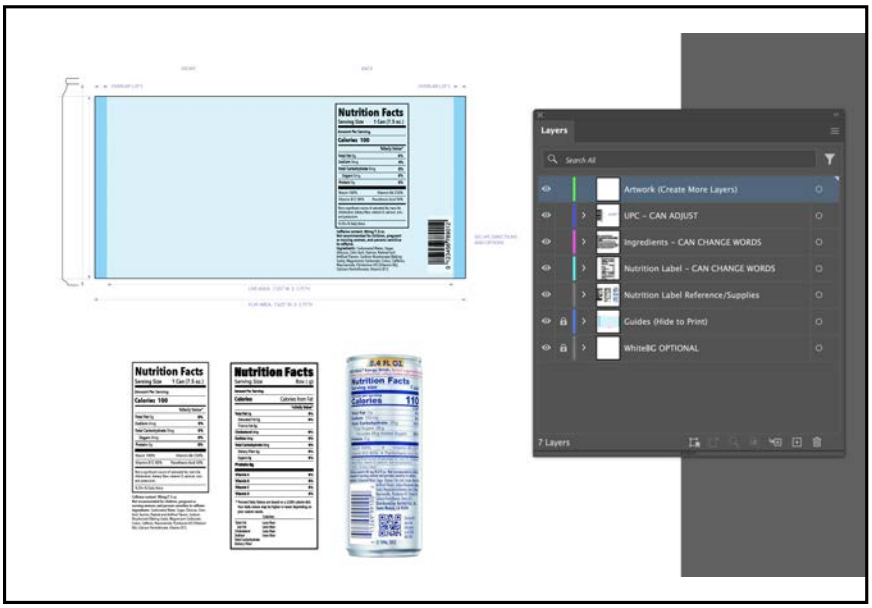
Students will be guided through final art creation in Illustrator using the provided dieline. Photoshop can be used for imagery, but should be avoided for typography. Please see professor for help if you're unsure.

DIELINE FILE

1. Open the **DIELINE BUILD FILE.ai** to create artwork. (.AI is native Illustrator, so obviously work in that program.)
2. File : Save As **YourLastName_Proj1_Dieline**.ai.
3. Open the Layers palette (Window : Layers).
4. When ready, open the Artboard palette (Window : Artboards) and Duplicate the Artboard for multiple designs.



Layers you will likely have visible while working.



All layers visible.

PRINT SPECIFICATIONS (OR "SPECS")

Actual requirements to print on an aluminum can are limiting compared to printing on paper. It is required that all students review this page so they are not surprised when asked to design something like this in a future job.> https://www.cask.com/wp-content/uploads/Aluminum-Can-Specs-Template.pdf

This project encourages students to think outside the box (or can) before being limited by the reality of actually printing to a can; therefore, see the following specs.

SIZE:

See dieline. Flat Area: 7.625 in. W x 3.75 in. H | Live Area: 7.125 in. W x 3.75 in. H

ARTWORK:

- Vector is preferred.
- For any 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.*

COLOR MODE:

Though most can art must be completed in spot colors instead of 4-color process, that is very limiting for this project. Student can choose to work in CMYK or RGB, understanding the eventual limitations of the choice. Most colors will transfer fine between the two modes, but the more vibrant will be problematic.

- Tangible Mock-Up > CMYK: The Minolta will inevitably print something truer to this mode, which can seem dull next to a screen..
- Digital Mock-Up > RGB: The digital mock-up is for screen, which can produce the vibrant colors.

CAN COLOR:

The color of the can below can be either silver aluminum or white. Don't overthink that.

- White: Provides a "clean" canvas for all printing >> *most of you will use this for your work*.
- Silver: Can use the silver of the can as part of the design.
- Clear: This is not possible with aluminum. If the concept is strong, professor may consider allowing student to argue for a plastic "can."

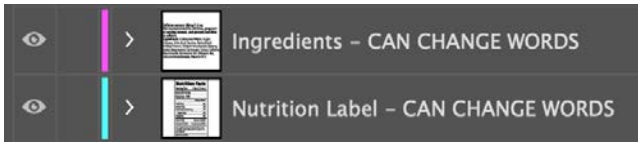
LEGAL REQUIREMENTS:

- **Liquid Measurement**
  As explained in the Package Requirements for preliminary sketches:
  7.5 FL OZ (222 mL) must be visible on the front of the can.

- **Nutrition Label**
- **Caffeine Warning**
- **Ingredients**

To create a nutrition label you can alter, I built one with a font I owned resembling a condensed Helvetica. This is Avenir Next Condensed, and is available to download on Canvas. The Nutrition Label copies Red Bull. You may use this or alter the label's verbiage (not font) to match a concept for your can.

These layers contains outlined fonts (vector art). Use this if you are fine with the label here. You won't need to upload the font.



The layer contains the live type if you would like to adjust.

shown larger than actual size

Nutrition Facts

Serving Size 1 Can (7.5 oz.)

Amount Per Serving

Calories 100

	%Daily Value*
Total Fat 0g	**0%**
Sodium 0mg	**0%**
Total Carbohydrate 0mg	**0%**
Sugars 0mg	**0%**
Protein 0g	**0%**

Niacin 100% Vitamin B6 250%

Vitamin B12 80% Panothenic Acid 50%

Not a significant source of saturated fat, trans fat, chlolesterol, dietary fiber, vitamin D, calcium, iron, and potassium.

% DV=% Daily Value

Caffeine content: 80mg/7.5 oz.
Not recommended for children, pregnant or nursing women, and persons sensitive to caffeine.
Ingredients: Carbonated Water, Sugar, Glucose, Citric Acid, Taurine, Natural and Artifical Flavors. Sodium Bicarbonate (Baking Soda), Magnesium Carbonate, Colors, Caffeine, Niacinamide, Pyridoxine HCl (Vitamin B6), Calcium Pantothenate, Vitamin B12.

- **UPC**

This can stay as is or be altered in a way that is still legal/usable. See links from earlier in the project sheet. Also see rules about altering color of the UPC. The background rectangle can be removed if the UPC is visible enough on the can.

0 123456 789012

DUE > WHAT • WHEN • WHERE

Student must have working file ready to share. Tangible printed mock-ups will also likely be required to share. Nothing is due on Canvas unless professor states otherwise.

- **DUE** Thurs Sept 5: Scheduled Informal Critique/Discussion
- **DUE** Tues Sept 10: Scheduled Informal Critique/Discussion
- **DUE** Thurs Sept 12: Scheduled Informal Critique/Discussion

final work

The final work will be express in multiple mock-ups for the full packaging experience.

TANGIBLE MOCK-UP

This is the final piece, so absolutely perfect craft must be displayed. Printed work will be applied to the can provided in class the first day of the project.

- Print to paper supplied by Prof. Nikki.
- If you with to print to another kind of paper that works in a laser printer or have another solution, just see Prof. Nikki before this day. :)
- Use a brand new Xacto blade and cut with crop marks.
- No black outline of the artboard should be visible.
- No white area where art was not pulled ("pull your bleeds"). Color should be as close to the digital mock-up as possible. See Prof. Nikki before this day for help.
- Use double-sided tape to apply the mock-up as cleanly as possible. This tape will be provided by Prof. NIkki or student may use their own. Place the tape as close to the edge of the paper as possible, ensuring none of it hangs over the edge.

DIGITAL MOCK-UP

See Canvas for supplied 7.5 oz can image.

Illustrator has a new Mockup tool that we will use in class together on Tuesday, September 17th. (If this barely-out-of-Beta doesn't work well, professor will supply a different PSD file.)

Using the same image, mock-up the front and back. Also, show the full dieline. Find the best way to show your work. (See the Monster dieline on page 2.)

Keep all working files for yourself. The final file due will be a high-resolution PNG(s) named **YourLastName_Proj1_MOCKUP[_1, _2, etc. if necessary].png**.

DUE > WHAT • WHEN • WHERE

Student must have working file ready to share. Tangible printed mock-ups will also likely be required to share. Nothing is due on Canvas unless professor states otherwise.

- **DUE 8:10am Thurs Sept 19:**

DIELINE:

YourLastName_Proj1_FINAL.ai

- This file must have only the final work you are handing in, which should be one design. (If you would like extra credit, see Prof. Nikki about how to hand this in.)
- Embed any placed images. The .AI file should not link to anything.
- Outline any type. The .AI file should not call to any fonts.
- Upload this to Canvas under the PROJECT 1 module.

TANGIBLE MOCKUP

DIGITAL MOCKUP

YourLastName_Proj1_MOCKUP[_1, _2, etc. if necessary]**.png**

- Upload final PNG files to Canvas under the PROJECT 1 module.
  TBD if this will be a Discussion and/or and Assignment asking for the file upload.

Your Behance is not due until Tuesday, September 24th for THIS project.

behance

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.
- **RESEARCH:** Minimum of one paragraph explaining your research and how it informed your sketches.
- **SKETCHES ROUND 1:**
  - » **SHOW** your initial sketches. Circle the final 3 picked from each or find some other way to showcase the finals.
  - » **EXPLAIN** briefly your design choices and what was discussed in critique.
- **FINAL SKETCHES:**
  - » **SHOW** your next round of sketches. Circle the final 3 picked from each or find some other way to showcase the finals.
  - » **EXPLAIN** briefly your design choices and what was discussed in critique.
- **WORK DEVELOPMENT - SHOW/EXPLAIN AT LEAST 3 STEPS BEFORE FINAL WORK:**
  - » **SHOW** how your work develops.
  - » **EXPLAIN** briefly your design choices and what was discussed in any critiques.
- **FINAL WORK:**
  - » **SHOW** your final work on dielines and in mock-up form.
    - » **TANGIBLE** Take a very clean (and retouched) photo of your tangible mockup.
    - » **DIGITAL** your final work on dielines and in mock-up form.
  - » **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 (Illustrator) but also discuss any changes to your mindset or expectations of design, college, your future career, etc.

MENU

schedule

» *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.

TUES AUG 27: Preliminary Research on Canvas **DUE**; Workshop Day 1

THURS AUG 29: Rough Sketches **DUE**; Workshop 2;
Begin/continue Behance page

TUES SEPT 3: Final Sketches **DUE**; Receive/discuss dieline file and begin final work

THURS SEPT 5: Work

TUES SEPT 10: Work

THURS SEPT 12: Work; Review Behance progress

TUES SEPT 17: Mock-Ups Work; Finalize all designs

THURS SEPT 19: Project 1 **DUE**; *Answer any questions on the first Behance DUE; Begin Project 2*

TUES SEPT 24: Project 1 Behance **DUE**; ALL of Project 1 **DUE**
(Project 2 work will also be due this day)