

packaging series

OBJECTIVES

RUBRIC

STEPS

- 1: IDEATION
- 2: VISUAL BRANDING
- 3: DIELINE DEVELOPMENT
- 4: MOCK-UPS

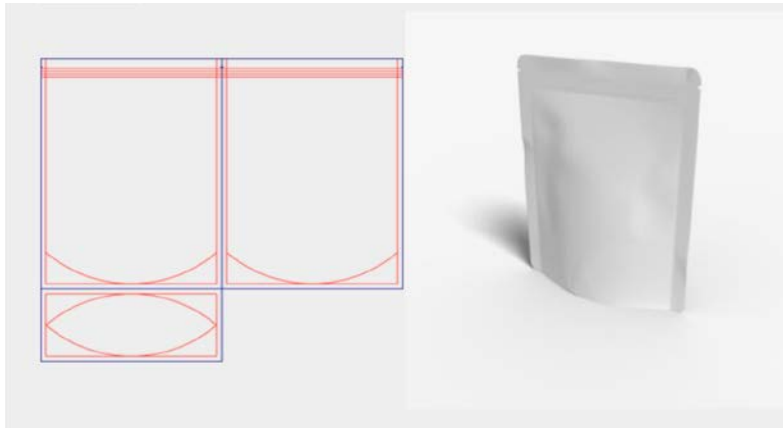
BEHANCE

SCHEDULE

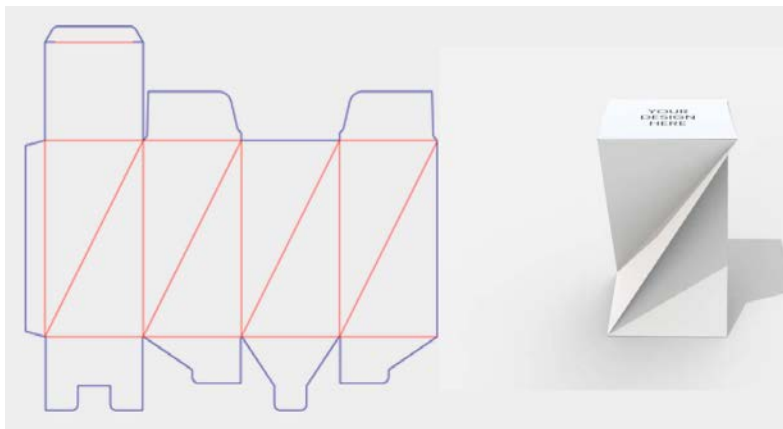
objectives

Students will create a packaging series for a made-up product line. This project builds on all skills developed so far in the course as all students create work on the same 3 packaging categories broadly labeled as **Pillow Shape**, **Box Shape**, and **Cylinder Shape**. The following are general examples that could fulfill each shape. Guidance will be provided in class.

*A mylar pouch is an example of a **Pillow Shape***



*A gift box is an example of a **Box Shape***



*A lotion dispenser is an example of a **Cylinder Shape***



Student will build art on flat art dielines provided by an app paid for by the professor with design consistency, then build both physical and digital mockups from this artwork. Beyond awareness of form and packaging requirements, the project will continue to hone typography, layout, branding, and color skills.

Note: At least one package should be on the small side so that the tangible mock-up is achievable within time and financial limits.

Multiple steps are involved in the creation of this design system:

- As any solid design process should start, the first step is **preliminary research**.
- Student then has the freedom to create her/his/their **product** and its **target demographic** to ensure the solution answers a set problem.
- A quick **mood board** is next as students start to get a feeling for visual elements that will inform a general idea of a visual brand.
- She/he/they will then design a **logo** (mark and/or logotype) and a design system applied across all elements.
- Students will then create their own dielines via provided samples to answer their choice of packaging within the 3 categories. The dieline math will be adapted by the student as she/he/they consider the actual size of the package they prefer.
- During the dieline build, student should print out rough mockups and test the actual 3D experience vs. what is viewed on screen.
- The final work will contain at least **1 tangible mockups** created with a high level of craft. Adobe Dimension will be used to render work on **3 digital mock-ups** that correspond with the correct math. (Or student may choose do do 3 tangible mockups and only 1 digital.)
- As usual, documentation of this entire process and flexing of one's design skills will be required in a **Behance** post.

RUBRIC: >>FINISH THIS SECTION

- 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 discussions and critiques.**
- Development of coffeehouse location and target demographic completed.
- Mood board completed and displays smart design choices that respond to the marketing objective stated.
- Logo sketches completed and reflect research and design knowledge.
- Logo digital work completed and reflect research and design knowledge.
- Logo digital work is created in Illustrator.
- Logotype is used either for all of logo or in conjunction with mark.
- Visual hierarchy is used to allow for the successful and inviting delivery of information per the purpose and experience intended of each package or piece of merchandise.
- Presentation in store is inviting to primary (and secondary if created) target markets.
- All visual elements support the existing brand.
- Photoshop used correctly for mockups.
- Adobe Dimension used correctly.
- Digital mockups display work correctly.
- Ambition - How much did you challenge yourself? Did you plan your time well?
- Behance completed and on time.

A.I. [FIREFLY, ETC.]:

A.I. can be used for moodboard creation (except logo sketches), as well as texture generation, but A.I. is not allowed to be used on this project for final artwork unless first granted permission by Prof. Arnell.

- If/when it is used, it must be acknowledged in the Behance page.
 - » This is beneficial for things like moodboard creation because it shows you know how and when to ethically prompt and use A.I. for your benefit.
- 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.

Ideation methodologies will be reviewed and used in class as students find their best ideas.

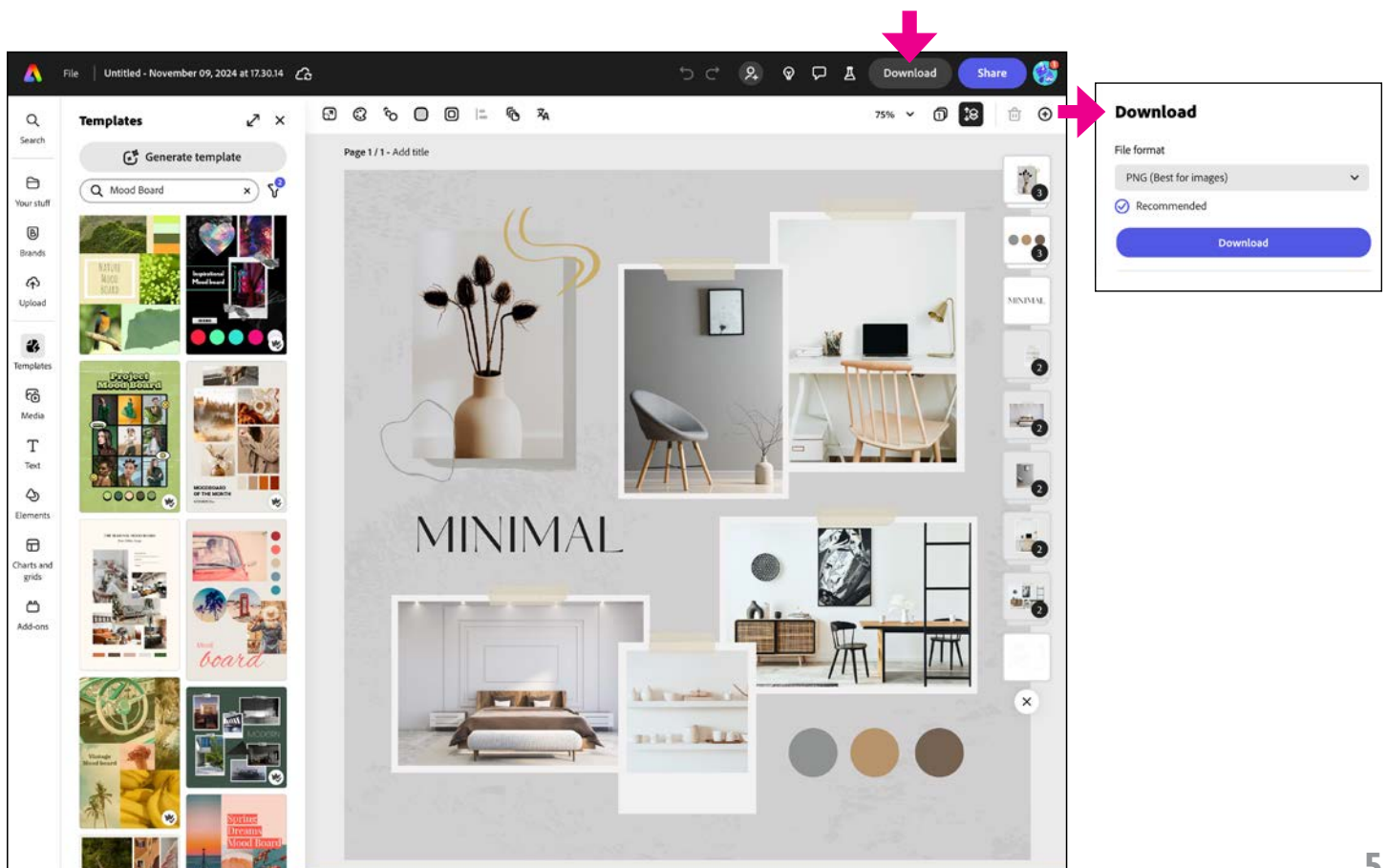
PRODUCT LINE, NAME, AND LOGO IDEAS

Multiple rounds of Crazy-8s will occur as you consider what product line you want to work with, as well as its target market. Then consider product names and package shapes for the different product line ideas. Finally, start thinking of different logo ideas. Logo can consist of a logotype and/or mark, but student should be aware of the challenges of a package that is too vague on shelf. Your product line has no brand equity (recognition) by your target market; however, some genres can live better with vague but beautiful package designs than others.

ADOBE EXPRESS MOODBOARDS

Students will use [Adobe Express](#) to render multiple moodboard ideas quickly. Remember that this is intended to start the general vibe of your product line, so explore many ideas from safe to crazy!

When finished with each one, download the file as a PNG and rename it **YOUR LAST NAME_Proj4_Moodboard_1 [_2, _3, etc.].PNG**.



DUE > WHAT • WHEN • WHERE

CANVAS DISCUSSION DUE IN CLASS on **Tuesday, November 12th:**

- 8 squares finished from each of the following. (1 image of each side of paper). They DO NOT need to be all great or final-level quality.
 - Crazy-8s-PRODUCTS
 - Crazy-8s-NAMES
 - Crazy-8s-PACKAGES
 - Crazy-8s-LOGO

Take good photos with your phone and upload to **Discussion on Canvas**.

Do not attach the files. If phone does not create JPG or PNG files, make these first.

CANVAS DISCUSSION DUE by **8:15am Thursday, November 14th:**

- Upload every **YOUR LAST NAME_Proj4_Moodboard_1** [_2, _3, etc.].png. to **Discussion on Canvas**.

visual branding

From the moodboard and initial sketch ideas, critique will lead into very tight logo sketches. Product lines and packages are also still likely being considered.

LOGO SKETCHES FINAL

- 6 final sketches required.
If that takes more than 1 sheet, then do it.
- The ideas must be 8 different ideas unless approved by Prof. Nikki. In other words, the work cannot be 6 renderings of the same basic idea.
- Sketches can be completed on paper or on tablet.
- Work must be final sketch quality.
- Work must be in color.

CNVA 3400 FSH PROJECT 2 LOGO FINAL SKETCHES | NAME: STUDENT NAME

The form is a grid of 10 sketch boxes. The top-left box contains a logo for 'SIMPLE SUGAR' and two 3D package sketches. The remaining 9 boxes are empty templates, each with a 'PRODUCT NAME' label and a 'Package Sketch w Logo' label.

Simple Sugar logo was redesigned by Prof. Nikki from an old client's logo design.

DUE > WHAT • WHEN • WHERE

8:15am Thursday, November 14th:

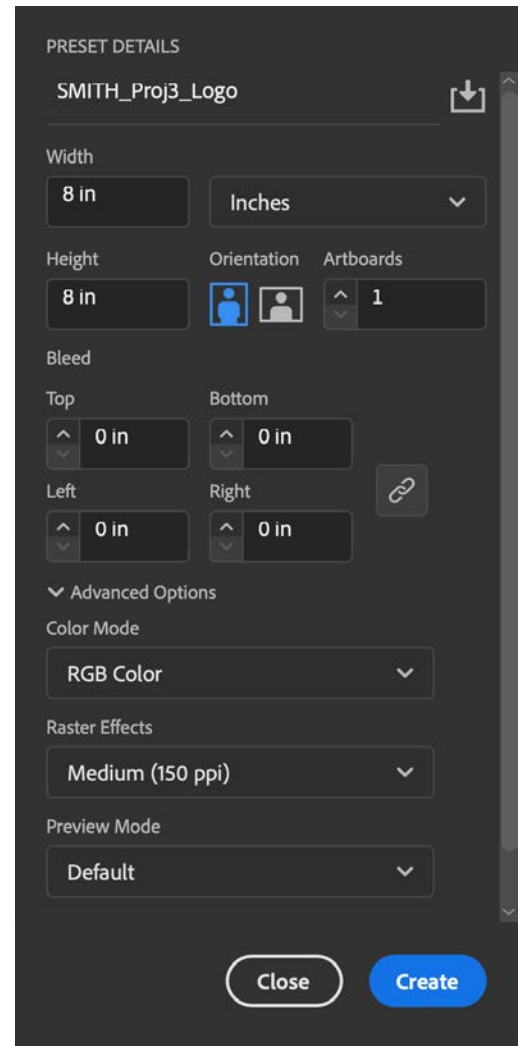
- The finished sheet(s) (paper or on tablet) and the uploaded images of said sheets.
- **CANVAS DISCUSSION:** Take good photos with your phone (or export file) and upload to Canvas. Do not attach the files. If phone does not create JPG or PNG files, make these first.

Next create the logo in Illustrator as shown here.

File : Save As **YOUR LAST NAME_Proj4_Logo**.AI.

- More artboards can be added if student needs them to refine their idea.
- Remember the requirements of logotype.
Do not just create a mark. A mark isn't required at all if the logotype is good.
- If logo is hand-rendered in Procreate or Fresco, it will need to be exported and made vector with **Image Trace : Make and Expand**.

File : **Export** to a PNG file for the Discussion.



DUE > WHAT • WHEN • WHERE

DUE by **8:15am** Tuesday, November 19th:

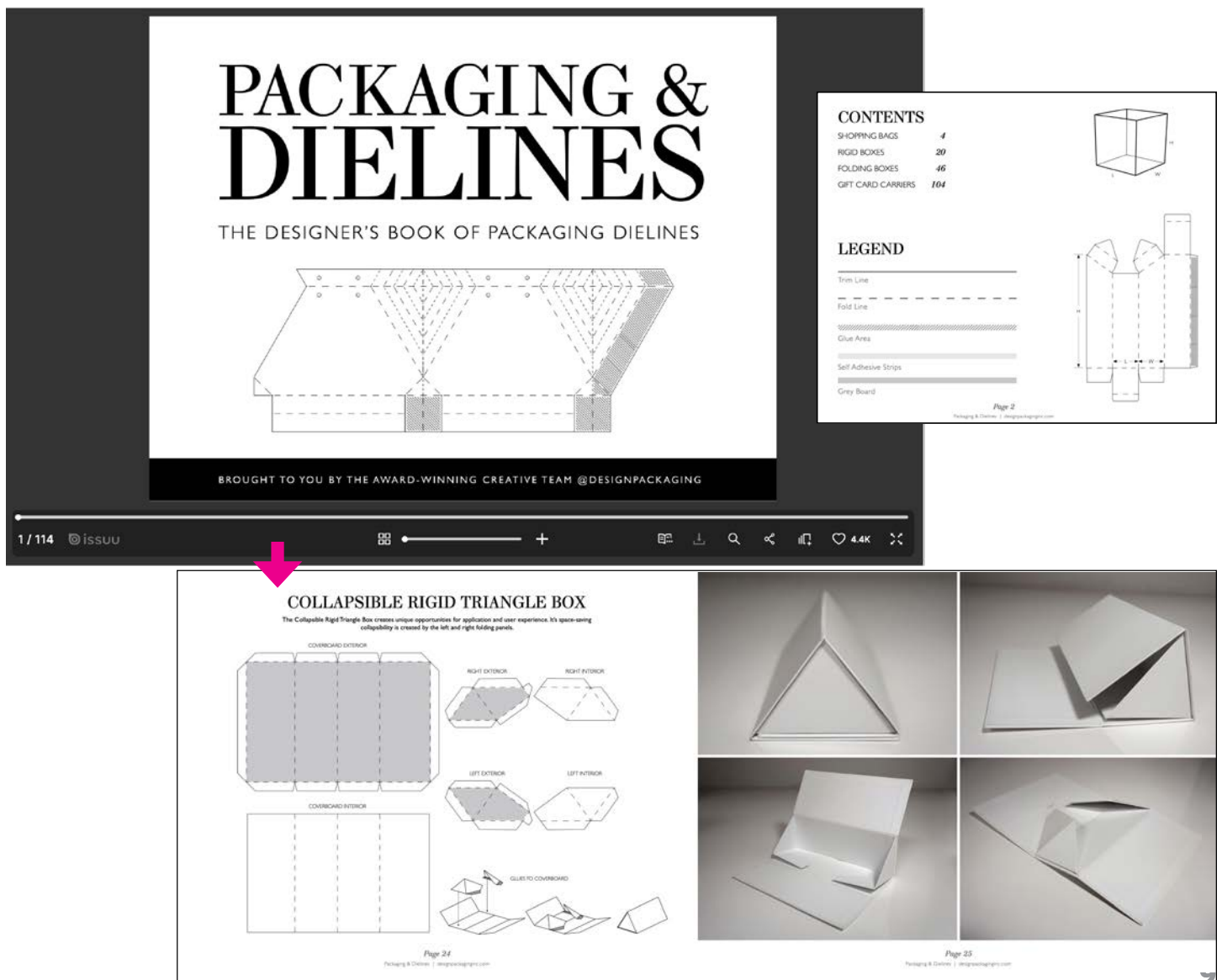
- CANVAS ASSIGNMENT: **YOUR LAST NAME_Proj4_Logo**.AI.
- CANVAS DISCUSSION: **YOUR LAST NAME_Proj4_Logo**.PNG.

dieline development

Students should become familiar with the different dielines available that will be created to size using an app paid for by Prof. Arnell.


See these places for ideas, considering one package for the **Pillow Shape**, **Box Shape**, and **Cylinder Shape** categories.

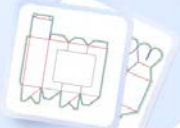
- **PACKAGING & DIE LINES: The Designer's Book of Packaging Dielines** free book PDF will not supply the measurements on a dieline, but presents form and its relative requirements nicely. <https://issuu.com/designpackaging/docs/packaging-dielines-free-book-designee>




- Pacdora 3000+ Free* Customizable Box Templates
*They aren't free, but will be for students this project.

https://www.pacdora.com/dielines?utm_source=googleads&utm_medium=search&gad

Free Mockup Generator → 

Free Dieline Generator → 

Free 3D Modeling Software → 

Pacdora

[Mockups](#)
[Template & Dielines](#)
[Tools](#)
[Explore](#)

[Pricing](#)
[English](#)
[Workbench](#)

By Uses ▼

By Models ▲

All 3379

Folding Boxes 206

Tuck End Boxes 218

Display Boxes 151

Boxes With Lid 37

Insert Boxes 58

Tray Boxes 89

Paper Bags 40

Storage Boxes 32

Pouches 265

Tuck End Box Variations 177

Rigid Boxes 26

Polygonal Boxes 59

Bottles 933

Cups/Containers 193

Triangle Boxes 44

File Pockets 22

Sphere Boxes 3

Envelopes 55


Sleeves 34

PVC Boxes 16

Home / Dielines

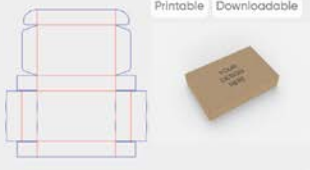
3000+ Free customizable box templates

AI
PDF
DXF
Dimensions Changeable



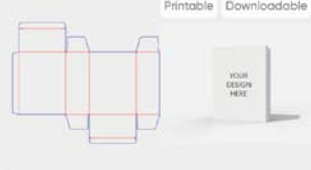
Designing attractive, effective boxes for your product is essential to sell well. Pacdora's library of customizable box templates can assist you in creating your box templates in seconds. Once the design is complete, you can download and apply directly to the actual printing. Furthermore, you can explore bottle, envelope templates here.

3379 Dielines



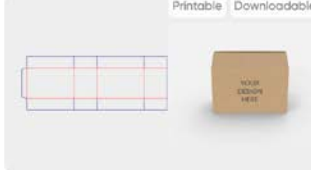
Printable Downloadable

Custom dimensions flip top boxes mailer dieline 150010




Printable Downloadable

Custom dimensions tuck end boxes double tray dieline 100010




Printable Downloadable

Custom dimensions cartons 0201 dieline 200010



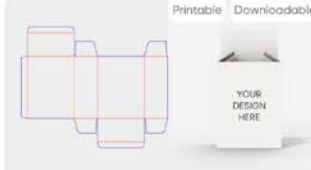
Printable Downloadable

Custom dimensions tote bags craft paper dieline 220010




Printable Downloadable

Custom dimensions flip top boxes mailer dieline 150011




Printable Downloadable


Custom dimensions reverse straight tuck end boxes double tray dieline 100030



Printable Downloadable



Printable Downloadable



Printable Downloadable

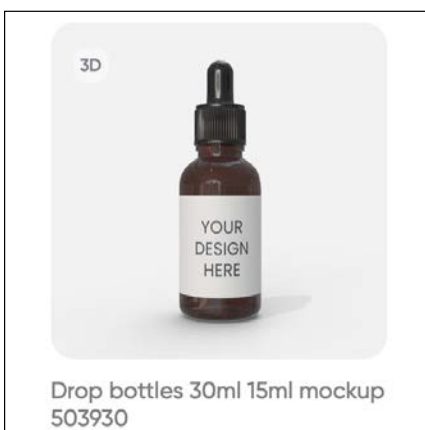
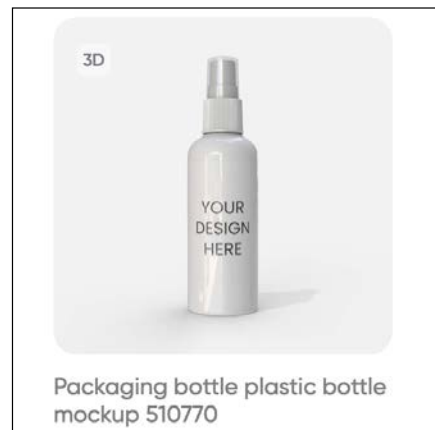
- Following are suggestions of packages available on Pacdora that could fit "Shape" categories.

10

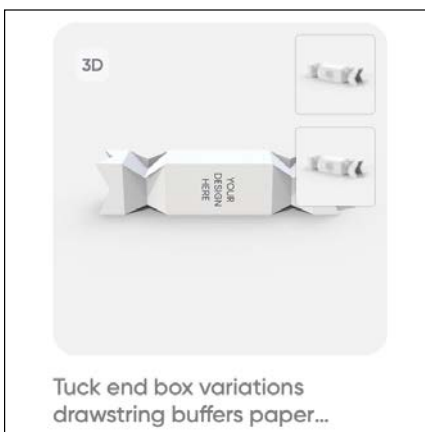
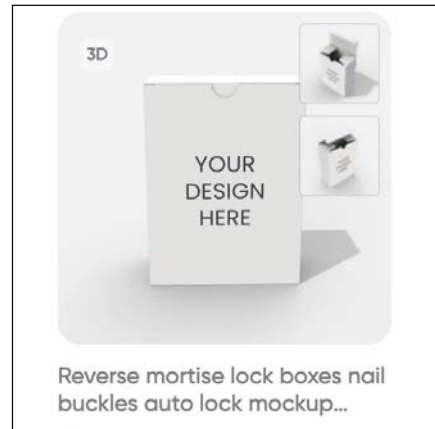
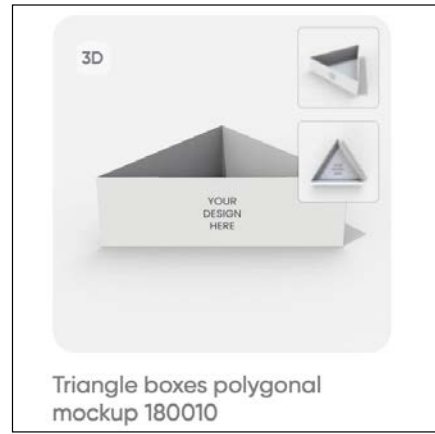
Pillow Shape



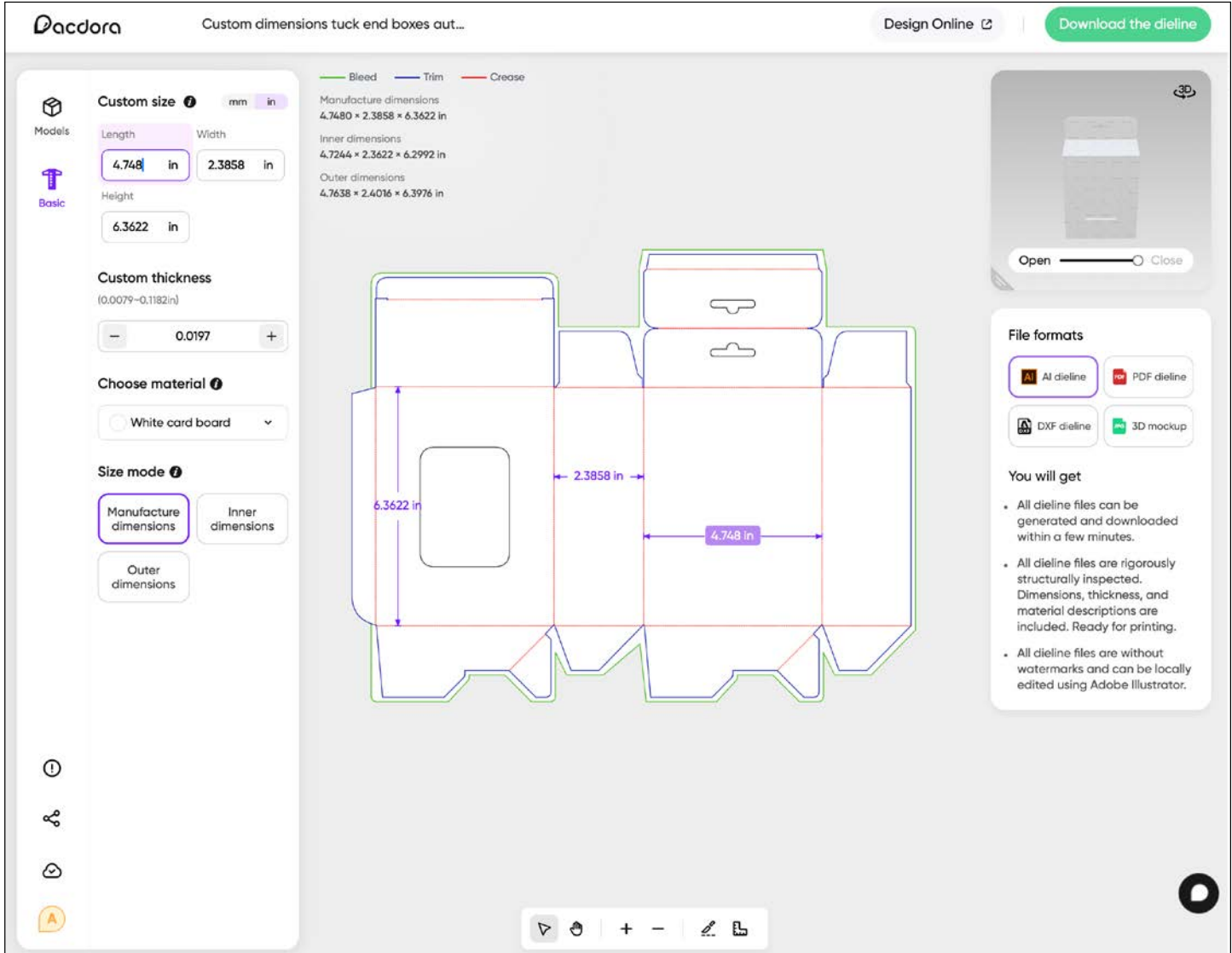
Cylinder Shape



Box Shape



Each student will use the professor's computer to enter in dimensions and then receive the downloaded AI file to build their artwork like Project 1 and 2. Keep track of measurements because you will build the 3D package in Dimension later.



Name each file:

- **YOUR LAST NAME_Proj4_Pillow.AI**
- **YOUR LAST NAME_Proj4_Cylinder.AI**
- **YOUR LAST NAME_Proj4_Box.AI**

Remember to consider typography, color, illustration, pattern, etc. Also research to see if the product line you chose requires legal to be sold on shelf in the U.S. If it will instead only be marketed at a Farmers Market, ask professor for permission and be sure you clearly explain that on your Behance. *Also remember that if the system truly is consistent, this should not take that long!*

There will be multiple days of development and discussion. Like Project 3, each day will require substantial progress uploaded to a Discussion. Then on the final day, the Illustrator (.AI) files are also due as an Assignment.

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.

CANVAS DISCUSSIONS:

DUE by 8:15am Thursday, November 21st:

- JPG or PNG (exported or clean screenshot) of all work completed. No specific file name.
- Screenshot of any other work to document your process, whether you would like to discuss it or not. SHOW EFFORT!
- *Upload all of these to one post in the **Nov 5 Discussion on Canvas.***

DUE by 8:15am Tuesday, December 3rd:

- JPG or PNG (exported or clean screenshot) of all work completed. No specific file name.
- At least 2 finished pieces should be completely finished by now. All 3 is preferred.
- *Upload all of these to one post in the **Nov 7 Discussion on Canvas.***

DUE by 8:15am Thursday, December 5th:

Work should be finished by this day as we proceed to placing artwork in Adobe Dimension.

- JPG or PNG (exported or clean screenshot) of final work.
- All 3 required pieces should be finished, named:
 - **YOUR LAST NAME_Proj4_Pillow.JPG or PNG**
 - **YOUR LAST NAME_Proj4_Cylinder.JPG or PNG**
 - **YOUR LAST NAME_Proj4_Box.JPG or PNG**
- *Upload all of these to one post in the **Nov 12 Discussion on Canvas.***

DUE by 8:15am Thursday, October 31st:

- **CANVAS ASSIGNMENTS:**
 - **YOUR LAST NAME_Proj4_Pillow.AI**
 - **YOUR LAST NAME_Proj4_Cylinder.AI**
 - **YOUR LAST NAME_Proj4_Box.AI**

mockups

Student may choose to do:

- all 3 products in tangible mockups and 1 digital 3 dimensions

OR

- 1 tangible mockup and all 3 in digital 3 dimensions.

TANGIBLE MOCK-UP(S)

Only 1 dieline is required to be transferred to a tangible mockup. More can be completed for significant extra credit. Using a VERY sharp, very new Xacto blade and flawless self-healing cutting mat, student should cut down the work and make a mockup with perfect craft.

Supplies professor will supply for class if student needs access, but cannot leave LIB-336:

- Laser-friendly matte card stock - *not required to use, but it's available*
- Xacto knife
- Fresh blades
- Self-Healing Cutting Mat - *no adhesive allowed anywhere near this*
- Scissors - *not very sharp - I don't recommend*
- Roller
- Bone Folder
- Double-Sided Tape

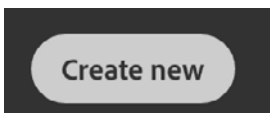
DUE > WHAT • WHEN • WHERE

DUE by 8:15am Thursday, November 14th:

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

DIGITAL MOCK-UP(S)

It is required to create **all 3** packages in digital 3-dimensions using Adobe Dimension.



Then use the same dimensions you input on Pacdora to create your dielines.

File : Save file(s) as:

- YOUR LAST NAME_PROJ4_Pillow.DN
- YOUR LAST NAME_PROJ4_Cylinder.DN
- YOUR LAST NAME_PROJ4_Box.DN

If Adobe is not working well, professor may allow each student access to her computer (or Pacdora account) to use their similar software.

DUE > WHAT • WHEN • WHERE

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

CANVAS DISCUSSION

Do 1 post for each package you create in Dimension.

Only 1 is required. The rest are extra credit and more experience with the software.

- Screenshot of Canvas Dimension workspace. Upload this in post.
- QuickTime video of package moving in 3-dimensional space. Attach this to post.

*Upload/Attach both of these to one post in the **Adobe Dimension Work**.*

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:

- **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.
- **IDEATION:**
 - » **SHOW** all **Crazy-8s**. Circle or star any if the visual helps your explanation as you explain your design process.
- **MOODBOARD:**
 - » **EXPLAIN** your final choice for location and target demographic for your coffeehouse.
 - » **SHOW** **Moodboards**.
 - » **EXPLAIN** briefly each moodboard, crafting your words in a way to tell your story as each moodboard informed your final choice(s).
- **LOGO DESIGN:**
 - » **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 critiques/workshops.
 - » **SHOW** **Logo Final Work**. Show final logo work.
 - » **EXPLAIN** briefly your design choices. Consider explaining its development from moodboard to why it will work well for your coffeehouse's visual branding on its packages.
- **DIELINE CREATION:**
 - » **SHOW** screenshots of work from Pacdora or other source that helped you pick and create your dielines for all 3 packages.
 - » **EXPLAIN** briefly your progress.
 - » **SHOW** screenshots of work as you develop all 3 packages to be a consistent system. *Remember that if the system truly is consistent, this should not take that long!*
 - » **HOW** **Progress Screenshot(s)** from October 3rd.
 - » **EXPLAIN** briefly your progress.
 - » **SHOW** **Progress Screenshot(s)** from October 3rd.

- » **EXPLAIN** briefly your progress.
- **DIGITAL 3-D MOCKUP(S) DEVELOPMENT:**
 - » **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(s).
- **TANGIBLE 3-D MOCKUP(S):**
 - » **SHOW pictures/video** of your work.
The final work will be displayed in the next step, so don't show things twice.
 - » **EXPLAIN** briefly your experience and/or choices to create the tangible mockup(s).
- **FINAL WORK:**
 - » *Find the best organization to show this. It could be all 3 dielines, all 3 videos of digital, then all 3 videos of tangible. Or you might instead do dielines and the 2 videos for the Pillow package, then the Cylinder package, and then the box package. Choose whichever way best shows a consistent system.*
 - » **SHOW** the final **Dielines**
 - * **Pillow, Cylinder, Box**
 - » **SHOW video(s)** of finished work from **Adobe Dimension** that displays all sides
 - * **Pillow, Cylinder, Box**
 - » **SHOW video(s)** of finished tangible mockup that displays all sides
 - * **Pillow, Cylinder, Box**
 - » **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 per the coffeehouse's brand, location, target demographic, etc. Frame your design choices in marketing strategy.
- **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.

Make sure you **check your grammar and spelling** using Quillbot, Grammarly, or similar.

Improper grammar and misspellings greatly reduce your project grade!

Then PUBLISH your Behance project. Check this by going back to the shared Behance URL on Canvas using your phone and make sure you can see your published project.

DUE > WHAT • WHEN • WHERE

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

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 NOV 12: *Proj 3: Progress/Final Documentation #3 DUE, begin working on digital 3-D Mockups; Ideation Day #1 - Crazy-8s DUE; Begin Moodboards; Begin Sketches Final*

THURS NOV 14: *All of Project 3 but Behance DUE; Ideation Day #2 - Moodboards DUE; Sketches Final DUE; Begin dieline choice*

TUES NOV 19: *Proj 3 Behance DUE; Logo Digital Final DUE; All dielines received. Start working.*

THURS NOV 21: *Progress Documentation #1 DUE*

TUES DEC 3: *Progress Documentation #2 DUE*

THURS DEC 5: *Progress Documentation #3 DUE*

FINAL: TUES DEC 10, 8-10am : *Final Work DUE; Behance DUE*