

PACKAGE DESIGN

Project Description

You are a graphic designer who has just been hired by a huge company **redesign the packaging for a one of their products**. For you to be successful in this task, you must redesign the package that still looks identifiable as that product, but has a new, fresh look to it.

Subject Matter:

Products could include virtually any boxed food item, CD, DVD, and software containers including computer or console games. Candy, snack foods, and beverages are acceptable as well. Other products not on this list are subject to approval.

You may use an existing product such as Coke or Pepsi but **your packaging concept and design must be a totally original idea**. You may not copy an existing product package. You will assemble a model of the final package with your printed out design.

Steps

1. Locate a sample package and measure all surfaces – you may bring one in!
2. Create a template based on your measurements – unfold the box or package to be a flat sheet; design on all surfaces.
3. Design the package artwork – must have all information found on similar packages, do not copy an existing product package.
4. Print out your design (I will help you with this), trim off any unnecessary paper and then adhere it to your product surface.

Requirements

1. Your design must all include all appropriate information that is found on packaging for similar products. You will have to research this information or use a sample product for the information.
2. Your final design will be printed out and adhered to the same box or container of the product you are redesigning. If you wish to change the package form, for instance, the original is a box but you want the new package in a tube, be sure to measure the dimensions of that new container before beginning your work.

RESOURCES

Student examples:

<http://www.packagingoftheworld.com/2014/03/colgate-redesign-student-project.html>

<http://www.packagingoftheworld.com/2014/06/gillette-repackage-student-project.html>

<http://www.wabbaly.com/23-examples-of-student-package-design-work/>

Minimalist Packaging Design:

<http://www.a2591.com/2010/12/minimalist-effect-in-maximalist-market.html>

Project Carton Contest

<http://www.projectcarton.com/>

Packaging Design Archive: A huge, searchable archive of packaged product ideas and variations

<http://www.packagingdesignarchive.org/>