

REVISED: Packaging Project: Four 3D Boxes - "Packaging" File Formats

Objective:

Think of this assignment as an extension of—or companion to—your previous Printing Techniques Brochure assignment. For this companion project you will be creating a minimum of 4 boxes. Each box will be the "packaging" for a specific file Format. You may choose any 4 from this list and you may do more for extra credit. (If you do all 9 file formats you will create 9 boxes.)

- JPG
- GIF
- PSD
- EPS
- PNG
- TIFF
- PDF
- AI
- RAW

Your job is to create a series of 3-dimensional packages that coordinate with your printing techniques brochure and which showcase information about various File Formats as your content. How you choose to extend the "branding" of your brochure is up to you... through the use of color, shape, typeface, format, etc. Each of your box designs should contain information that details ONE of the file formats listed above.

For your content, you may use what you have learned in class as well as any information gained from your own research, but you must write all the text in your own words. Recommended details include: raster or vector, compression type, color format(s), best suited for web or print, as well as other characteristics unique to that file format. Diagrams or images that enhance the design or help illustrate something about the various file formats may be added (but are not required), non-original imagery must contain a photo credit.

Think of the various file types as different "flavors" within the same brand (for example: an ice cream brand would have packages for chocolate, vanilla, strawberry, and mint). Your project will have a box for .JPG, .GIF, .PSD, .EPS, etc. Look at the way designers use hierarchy, and consistent design elements across multiple flavors to create unified but unique packages for multiple flavors. How do they highlight uniqueness, while maintaining consistency?

Requirements:

1. **Choose or create a CAD drawing.** You may pull from the links on the PacificGraphicDesign site, other online sources, or design your own unique box. You may change the size of the box, as well as add or remove elements to the dieline (like adding or removing a die cut window) if you feel that it will enhance your design.
2. Keep your graphics and **overall "look" consistent** across the 4 packages to create a cohesive look that coordinates with your printing techniques brochure.
3. Choose **one pantone spot color for EACH "flavor"** to add to your design. Each of the package files should be set up as CMYK + 1 Spot color.
4. Write your **content in your own words**, proof-read and spell check your work.
5. Set up your files in **Adobe Illustrator** and use everything you have learned so far in terms of **setting up files for production**. (Use the proper color space, artboard size, image type & resolution, set up bleeds, etc).
6. Final Digital Files must be uploaded to the Google Drive and should follow good file management practices.

Things to keep in mind:

- Your box is meant to be viewed as a 3D structure (fully assembled) and viewed from all sides, don't forget the bottom.
- Because its a three dimensional piece, you'll need to consider how each panel relates to the rest of the design (as well as which panels face which direction in your flat layout in order to get everything to print correctly.
- You do not need to have graphics on the inside of your box.
- "Package" is a loose term, it can be a box, bag, bottle, etc.
- Projects with the following will NOT be acceptable: Mis-spellings, grammar errors, poor craftsmanship (like raw cut edges, uneven scores, glue smudges), pixelated images.

Due Dates:

Pick a dieline & make a mini mockup: **Email - must be received on or by Wed 2/19/2020**

Full Size Draft/Mockup of 1 package: **Wed 2/26/2020**

Final Project Critique & Final Files Due: **Mon 3/2/2020 - Start of class**

Late Work Policy: All projects are due on the day & time given, always at the beginning of class unless otherwise noted. A late accommodation is given only with the understanding that emergencies & unforeseen circumstances occasionally arise. *A late project must be turned in by the following class & will be marked down one letter grade accordingly. A later submission will not be accepted. Missing a scheduled critique or presentation will result in an "F" for that project.* If you are sick the day a project is due, you **MUST** bring a doctor's note when returning to class.

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