

project2.1

package design

brief

Redesign packaging for a product (currently available to consumers using inspiration from the movement/subject of your chapbook. For instance, if your subject dates to the Art Nouveau period, you might redesign soap or perfume packaging using a pastiche of Art Nouveau.

method

Purchase a product that doesn't cost much money, and has a relatively simple package. The package shape and size should remain fairly consistent to the original. All existing information on the original package must appear on your redesign.

branding

Your logo can be primarily typographic or type+image. You must include brand name and original supporting text.

packaging structure

Your package must hold the original product securely, reinforce the brand, and showcase the product. Think of the display impact and location. Please consider your ability to recreate/create the packaging structure, simple is better. A strong emphasis on type, color, texture and design relationship to your chapbook subject are the key elements of the project.

studiompls.com

forefathersgroup.com

helmsworkshop.com

- 10.31 P2 presentations; begin P3; discuss ideas for packaging
- 11.2 visual lecture: cubism, futurism, dada, surrealism, de stijl;
studio consultation packaging ideas/sketches
- 11.7 **small crit:** packaging maquettes
- 11.9 studio **final critique:** packaging maquettes
- 11.14 **packaging presentations;** begin P4

