

# Packaging Design Assignment

## *Re-Design a Package: the Creative Brief*

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## The Creative Brief

As a part of your redesign of your chosen package, you will be put into the position of having to make the same considerations a design team would for the redesign of an existing package for a client-company.

Most design teams start with group brainstorming for developing ideas, then develop ideas individually, then return to group feedback, and gradually reach some cohesive ideas to present. Early on, the creative brief is developed collaboratively, and presented to the client to demonstrate the design team's understanding of the product. The creative brief also explains the mood/emotion the design intends to communicate with the package design, and the direction they are taking.

Please answer the questions below for a simplified version of a Creative Brief. Type your answers on a separate sheet, numbered 1 through 7. Due April 4th, two weeks from today.

1. How big of a change is desired by the company in the redesign? Specify that you understand the degree of change the client wants (you will have to make this up, since you don't have a real client).
2. What is the demographic of the target audience? Gender and general age-range, who is the ideal consumer? What is their economic situation and what insights do you have into their lifestyle? (Try to realistically assess your package's consumer audience)
3. What is your product's voice/personality? Make a short narrative about the consumer who buys this product, and how it fits into their life, which conveys the personality of this brand. (If you are restyling with a drastic change, you should write about the consumer you want to attract.) *This is the heart of your creative brief, the most important part.*
4. What are the product's attributes and distinguishing characteristics?
5. What are your communication objectives and the order of priority on the package?
6. What are the rival brands? How do your design ideas compete?
7. Does the product category have any sensitive areas? Anything controversial? Health risks? How does your new design avoid them? How did the previous packaging deal with that? (sugar, fat, salt, consumer wastefulness, environmental impact?)