

Packaging Design

Re-Design an Existing Package

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The assignment is in 3 parts

Part One (digital files or drawings for next week)

First choose or be assigned a package to re-design. For next week's class, make **two Gray-Black-&-White rough versions** of a re-design of the front of the package only (**Primary Display Panel, or the PDP**).



The PDP Design Must use the Following:

- Must be designed in Illustrator.
- Must use a gradient or gradient mesh.
- 3 different, compatible fonts, or variations on the same font.
- All text appearing on the original package, plus a new design announcement.
- It's not necessary to use a picture, but if you use a photograph or illustration you must make or take it yourself.

Part Two (also for next week):

Answer questions about your package, based on a Creative Brief (see reading) for a package re-design. Present in class next week, along with your two primary panel designs. This also should be typed, to turn in.

Part Three (entire package digital file due in two weeks):

After that, you will complete the design for one entire package (all panels), including all relevant and legally required aspects of the package: nutrition panel, ingredients, allergens, weight, place of origin, and certification logos (organic? fair trade?, etc.)

As you **present your digital file and creative brief, the class will act as the client company in requesting changes and making suggestions.** You may then input any changes **before printing** and assembling your prototype. Be sure you follow correct file form for cut lines and glue lines and bleeds, as you will learn from the tutorial/blog post at [http://www.claytowne.com/beats digging ditches](http://www.claytowne.com/beats-digging-ditches), *Dieline Tutorial – How To Create A Dieline for Your Product Package Design.*

And there is a second good article/blog post at www.claytowne.com, titled *15 Things You Should Put on a Food Package* (read the blog post, at <http://www.claytowne.com/beats-digging-ditches/>) You can also get nutritional panel templates from this site! —very time-saving.

Here They Are, In Brief:

1. Nutrition Facts panel.
2. Product nutritional claims.
3. Ingredients.
4. Certifications – Organic Certifiers, Fair Trade, Kosher, etc.
5. Country of Origin
6. Warnings: allergies and proper food handling.
7. Bar Code.
8. Volume and weight.
9. Product name.
10. Product tagline.
11. Product description.
12. Brand story.
13. Directions.
14. Contact information.
15. Trademark: ™ or ®.

Typography for Package Design

Please read the page on type usage in the reading (one page). Additional, Good to Read Articles:

<http://www.smashingmagazine.com/2010/12/14/what-font-should-i-use-five-principles-for-choosing-and-using-typefaces/>

AND: <http://www.typography.com/techniques/>

Know Your Classifications of Type (GHOTMS, plus)

The first blog reading, above, defines these for you.

- Geometric Sans Serif
- Humanist Sans Serif
- Old Style Serif
- Transitional Serif
- Modern, also called Didone Serif
- Slab Serif
- Script
- Hand-written (now trending)
- Mono type (these fonts often look like an old typewriter; every letter has the same width)
- Seldom used for packaging: Blackletter

Rules for Good Font Usage:

- Never use very thin sans serif at a small point size (unreadable).
- Never use Modern/Didone fonts at a small point size (thin parts get lost).
- Use care when using white type on a dark background; be aware the ink will fill in thin parts, making them too thin, or disappear unevenly. Bold white type on a dark background works, and looks less bold.
- Combine a serif with a sans serif.
- Combine a sans serif with a serif.
- Combining two fonts which are similar is a bad idea.
- Contrast is your best friend.
- Don't mix different moods.
- Combine similar moods and similar time eras.
- Use different weights of fonts in the same family.

Ways to Vary One Font:

- Weight: Bold, Thin, Ultra Light, etc.
- Italic
- All Caps
- All Lowercase
- Caps for the first letter of every word, the others lowercase.
- Some fonts have small caps, to use with large caps for the first letter. *Never try to fake this with different point sizes because the weight will be slightly off.*
- Distant Letterspacing, done by adding very high positive tracking.
- Point Size.