

Client Fictitious (Food, Software, etc.) or Self-Promotional Job # **MD1-04-Packaging**  
Desc/Title Artwork & Digital Mock-up of box package Designer \_\_\_\_\_  
Specs Print Artwork: 4C @300 ppi; Various size options: ID # \_\_\_\_\_  
6" w x 8" h x 1.75" d; 4" w x 6" h x 1.5" d; 3" w x 3" h x 3" d Deadline \_\_\_\_\_  
Mock-up: RGB @150 ppi; 1200 px x 1200 px Start \_\_\_\_\_ End \_\_\_\_\_

## Competency/Task

**Utilize Illustrator and Photoshop in tandem to create an original, convincing package design.**

One 6-panel box design will be demonstrated/submitted in **two very different, final ways**:

1. As flat **print artwork** (digital mechanical of the entire flat box, unassembled) w/ keyline, all flaps/tabs, bleeds, folds, slits, trim marks, text and imagery indicated in position. Portions of this artwork will be used to create the panels in an accurate mock-up.
2. As a **digital mock-up** that presents, as the focal point, the printed and assembled box in the illusion of a 3D space (setting on a support surface, and a visible/implied background). The solution must clearly display at least 2-3 differently-designed sides/panels of the box with appropriate informational/sales text and/or product information. The essential goal of this popular type of mock-up is to create a digital semblance of photorealism (for client approval, before costly print production) and to “pre-sell” an actual, “yet-to-be-printed,” package design.

In the final execution(s), images, illustrations, typography, and color scheme (choices) must all be of the highest caliber. Design success will come from the conscious control of perspective, scale and effects... lighting, shadows, highlights, surfaces and reflections all matter in the end. Your design skill, along with correct/best use of assorted vector and/or raster effects, should add up to a “package” with advertising impact and “shelf presence.” Making quality, that sells, is the path here. Remember to work “non-destructively” in all your apps so as to allow later repairs and edits!

## Instructions

1. **This project has at least 3 acceptable, alternate routes\* to the final solutions.**
  - a. *Use the provided templates* for the easiest route to the end. Options: 6" w x 8" h x 1.75" d; 4" w x 6" h x 1.5" d; 3" w x 3" h x 3" d. The background, shadows, etc. must be modified enough to ensure customization/uniqueness.
  - b. More ambitious designers may choose to *research other approaches*, or perhaps *choose/use specific online tutorials based on their style and level of proficiency* (...purely for technique guidance only). Get approval first on chosen approach.
  - c. Still other designers may have already cultivated enough resourcefulness and software skills to *bypass directly using templates or tutorials*. They may review previous textbook lessons and *synthesize their own solution* (...created entirely from scratch).

*\*Note that, no matter which method you choose, you are creating entirely original, customized pieces here (...not pixel-for-pixel results from tutorials with helper files)! if your work looks identical to any template, or tutorial, used... you will have definitely failed to get the lesson.*

2. **True Package Designing is often a full-time career on its own!** Along with reviewing any/all the textbook chapters on package design, you also should dedicate some actual in-store (or in-home) shelf item research. Take notes and notice every detail about what works in packaging. Where is type placed/oriented? At what size/scale? Which color schemes pull well? How is contrast used? What appears on the side and not the front? What type of messaging is used to communicate a product's value or uniqueness?
3. **You will first thoroughly brainstorm your concept, then create original sketches of your planned package and then build your digital artwork.** Save all related creative pieces/steps along the way ...your Concept Thumbnails & Production Sketches will be submitted, as part of overall grade, as scans/photos/files (JPEGs/PDFs).
4. **From your preliminary sketches your digital design must first be measured, mapped out and created as flat print artwork** on an artboard/canvas/etc. (panel by panel). Because a package is ultimately a print job, you will work in CMYK @ 300 ppi to respect the available color gamut.
5. **You will find, select or build your own source photos/images/graphics to create this work.** Pay close attention to matching the resolution(s) along the way. Obvious keys to success include: Mastery of Illustrator/Photoshop layers, the interaction and interplay of composition elements, color, contrast, balance, unity, etc. You are creating a unique stylized image and you may discover (create) something new here. Remember that type and imagery must work together! Actual packaging involves a fair amount of text that spells out product features, benefits, what's (included) in the box, callouts, etc. Best solution: without overdoing, or under-doing, include enough product info, sales copy, scanning/barcode gfx, etc. to promote packaging realism.
6. **Below are some resources\* to prime your creative pump, or review some alternate techniques/solutions.** User beware(!): the Internet is vast and wide... manage (limit) your research time... this is a big project and you'll need all the production time you can use. *Hint: You might bookmark some of these in your files, for later usage in a professional crunch.*

**Box Template (Art) Generator (for Illustrator):** For bolder designers, this great free site allows you to create custom box keylines for you to place in your box artboard. Beware complexity, think simplicity for now. *If used, be sure to indicate inches first!* <http://templatemaker.nl/>

**Packaging Mock-ups (for Photoshop):** Many are free, some are purchased for a premium, or require subscription/membership, etc. In this profession you need to know what these are, are how they work (in case you want/need a quick project fix). Eventually you'll build your own PSD solutions (even better than these). Do not download anything carelessly! ...read the link urls first to minimize ad spam, browser hijacking, or virus risks.

<http://bestdesignoptions.com/?p=25918>

<https://dribbble.com/shots/675869-Product-Box-Mockup-psd-Freebbbie>

<http://graphicdesignjunction.com/2014/06/free-psd-mockups-for-designers/>  
<http://www.psdcovers.com/category/action/mockups/boxes/>  
<http://www.designbolts.com/2014/05/19/28-free-high-quality-packaging-mockup-psd-files-for-presentation/>  
<http://www.pencilscoop.com/2013/07/150-best-free-psd-mock-ups-for-designers/>  
<http://www.pixeden.com/psd-mock-up-templates/Page-19>  
<http://blog.spoongraphics.co.uk/articles/25-free-psd-templates-to-mockup-your-print-designs>  
<http://creativenauts.me/2014/03/02/free-mocku-psd-download-photoshop/>  
<http://graphicburger.com/hardcover-book-mockup/>  
<http://www.pinterest.com/ressource/free-mockup/>

*\*Things change quickly in technology.... some older techniques shown may employ earlier versions of software, however the techniques usually translate easily enough into newer software tools/steps. Yes, you may have to think (and explore the interface) a bit.*

#### 7. **Build and Submit ALL for grading (provide working links within your website):**

For all pieces; save and keep all .ai and .psd files with layers intact; but save all exported (submission) files with layers flattened, and text as outlines!

- **Concept Thumbnails & Production Sketches:**

Scans/photos (save as 72 ppi JPEG or PDF, place in your "businesswebsite/images" folder and provide as working links)

- **Tutorial URLs:** Specific tutorial(s) used/modified to create your specific solution (provide as working links)

- **Print Artwork (Keyline):** 4C PDF (LoRes) = High Quality Print, no marks, 150 ppi @ 100%  
4C PDF (HiRes) = Press Quality, marks, 300 ppi @ 100%

- **Screen Mock-up:** RGB JPEG = 150 ppi @ 1200px x 1200px

### Criteria/Required Elements

As always all finished pieces should represent superior quality and demonstrate advanced skills. These are the kinds of pieces that should help build your "killer" starter portfolio... this is no time or place for lame efforts or lame results. Showing how you creatively solve difficult/unique design problems (with speed and precision) is what sets you apart in this field.

### Grading Factors

- Procedural/Specification Accuracy • Concept Quality • Design/Layout Effectiveness
- Art/Photo/Illustration Usage • Proficiency/Production Speed