PACKAGE DESIGN

1. **Decide on a product for your design. This can be anything that comes in a package. Examples: canned soup, noodles, sauce mixes, juice box, candy bar, frozen dinner, snacks, chips, ice cream, cereal, light bulbs, make-up, laundry detergent, motor oil, bath products, appliances…**
2. **Choose the following factors:**
3. **Price (value or high-status)**
4. **Demographic/Target market: Whom do you want to buy your product? (Children, adults, senior citizens, socio-economic status, mainstream, single, married, family, homeowner.)**
5. **Type of packaging (box, bottle, can, and envelope)**
6. *These factors will determine what your design.*

- **Sketch out the front view and back or side view of the package on 12x18 manilla paper.**
- **Include both what the shape of the package looks like and the labeling on the front. (Watch your labeling it needs to be neat, organized and well designed so it does not distract from the overall design of the product.)**
- **Get your sketch approved before moving on to your final copy.**
- **Do a final in color (your choice of paint) on Railroad board.**

Write a paragraph on the back explaining what your product is, who is your target market, and especially how your design and the cost of the product reflect your intended target.

• *Note: a paragraph consists of an introductory sentence, 5-6 complete sentences explaining your ideas in detail, and ending with a concluding sentence*

CRITERIA:
– **The outline is carefully drawn and accurate to the shape of the package.**
– **The lettering is consistent, neat and well organized.**
– **The color is solid and neat.**
– **The design reflects the target market.**
– **The design is original and creative.**
– **You show the front and back or side of the product**
– **The paragraph is well written and explanatory.**