

A major career opportunity for the modern artist is as a designer. Designer’s have a hand in the creation of almost every product we buy. Whether it’s a car, cell phone or sneakers; a designer strives to create better designs that inspire us as consumers to buy products.

Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Class period: \_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Assignment: Act as a designer and create the packaging for a new product. This product and the graphics used to sell it should be a reflection of who you are. When completed, this product will not only have consumer clamoring to buy the next big thing, but will also tell all those who look at it a lot about who the designer is.

Directions:

1. Draw a detailed example of a product’s packaging that tells the consumer about who you are.
2. You may use printed images as a reference for your drawing but you may not directly copy or trace.
3. The packaging must be completely colored using **colored pencils**; this includes the background of all sides.
4. You must show an effort to include details on all sides of your box. **At** **least two** of these details must be **non text elements**, such as a drawing of the product or its spokesperson. Other examples of details include price tags, barcodes, a table of contents/nutrition facts, sale signs, promotions and prizes.
5. Keep in mind the principles of design as you create the packaging for your new product.

(Rhythm, Perspective, Variety, Balance, Unity, Movement, Emphasis, Contrast)

1. The finished product must be **neatly completed** and not “crumpled, dirty, scribbled, or rushed.”
2. Your work must be a new twist on a product and its packaging, **not an exact copy** of what is already available in stores today.
3. This project must be turned in on time. If it is more than two days late the grade will be reduced by 50%
4. Class time must be used efficiently and you must demonstrate positive classroom behavior and a good work ethic.

Due Date \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Maximum Points Possible \_\_\_\_\_\_\_\_\_\_\_