

## Objective

To explore brand equity, design elements, typography and illustrate process. This project should tie together everything you've ever learned about print design and make for the most awesome presentation piece ever!

## Description

Choose a popular "Brand" package as the basis of your brand equity exploration and remove all typography, photography, and graphics from the package. Next, using the same format create a series of six designs with new arrangements of the elements; each design should exceed the quality of the previous one. All information and images **MUST** be used while enhancing the Brand's unique characteristics (eidetics). No new information, elements or typefaces may be added; however, you can change the size and position of the design elements.

## Students Must Present the Following at Final Critique (Wednesday: 04/28)

1. A well-designed booklet showing the original package and six new concepts.
  - In your booklet, along with an image of the original packaging, you must include a brief history of the original design including who designed it and what is successful about the design in terms of design elements and adherence to the brand's mission.
  - Also in your booklet, for each of the six concepts, you must include a description of the process and the logic behind your modifications.
  - You will use one of the FOLDING methods found in *Print & Finish* for the layout of your booklet.
  - The paper and folding method **MUST** be taken into consideration.
2. A three-dimensional package showing the best concept—**Format=Same as Original Package**

## Important Dates and Information

**03/24 (Wednesday):** Working Critique—presentation of package choice and research about history, designer and brand's mission.

**04/07 (Wednesday):** Working Critique—presentation of progress. Must have concept sketches. Why are you changing what you're changing?

**04/21 (Wednesday):** Working Critique—presentation of progress. Booklet folding method must be presented. Booklet layout progress must be presented. You should show Booklet concept sketches and work you've begun.

**04/28 (Wednesday):** Final Critique at the beginning of class. The following is due on this date:

1. See **Students Must Present the Following at Final Critique (Wednesday: 04/28)**.
2. A single PDF of your booklet. The PDF should be named yourlastname04 and put in the Project 4 folder by 12:45 P.M. on 4/28. Work not presented in critique or receive after 12:45 P.M. on 4/28 will result in the loss of a letter grade (10 points). Work not turned in by 12:00 P.M. on 4/29 will result in a 0.
3. All Extra Credit due by 12:00 P.M. on 4/29. Extra Credit will not be accepted after 12:00 P.M. on 4/29. In addition to a PDF version, any Extra Credit that requires printing, must be turned in printed to receive credit. Make sure to name your extra credit PDFs with your last name.
  - Public ➡ Student Files ➡ Professor ➡ GRA2191C\_GDII ➡ Project\_4
  - Public ➡ Student Files ➡ Professor ➡ GRA2191C\_GDII ➡ Extra\_Credit

## Source

This project is derived from a project conceived by Keith J. Rushton, Professor, Ontario College of Art and Design (OCAD) in the Faculties of Design and Foundation Studies. Professor Rushton teaches fourth-year courses in Faculty of Design on typography, corporate communications and graphic concepts. He also teaches first-year courses in Foundation Studies on color theory, two-dimensional design fundamentals and graphic concepts.