

Project 2: Packaging Label Redesign

Assignment:

Find a product that is packaged in a small box, such as tea, soup or pasta. Anything larger, like a cereal box will not work for this project. It's also wise to use something that has flat sides and is not contoured or shaped funny. The package or label when taken apart and laid out flat needs to fit within a 18x12 sheet of paper. For the fun of it, the current design is no longer effective in acquiring new customers and our customer loyalty is dropping quickly, so we need you to redesign the entire outside label to make it more noticeable by our current customers and also be appealing in reaching new customers in our target audience. With a big budget available, you can use full-color in your new design.

Research:

Take some time to research your product in terms of what it does, who they are targeting to purchase it and its main competitors. Pay close attention to the labeling and packaging of the competitors products. Use Mind Mapping to develop lists of relevant words, asking yourself what colors, textures, smells, imagery and type of customer would be associated with this? If you do not know what mind mapping is, then look here www.mindmapping.com/mind-map.htm. Also create a morgue file of all images you find that are worth noting and save them into 1 PSD file, saving it as a JPG for reference. Make notes as to what is weak and ineffective with the current design and what visual elements the competition uses that really works well.

Sketching:

After you've thoroughly researched the product, you're ready to begin to sketch out ideas for the new packaging artwork. The best process would be to look at the front of the package and create several outlines in your sketch book with a similar proportion, based upon that shape, but smaller. Use these as your frames to work out new ideas for the packaging. I want to see 5 different penciled designs for this next week Tues. 2/14. They need to contain all the same information and wording as the current box does. After reviewing your thumbnails, we'll pick the strongest solution, which you will use in the next step.

Production:

Here are the steps you should follow to successfully complete this redesign project.

Step 1:

You need to carefully take the box apart where ever it is glued, being careful not to rip the cardboard. When you have a flat piece of materials, you'll see the overall shape of the package, along with fold lines and any other cuts used for tucking flaps in or windows.

Step 2:

Take your flat box and scan in the artwork at 300 dpi. If the box is white, you'll want to place a piece of black matte board or paper behind it so you can see the edges once it's scanned. Due to size, you may have to do 2 or 3 separate scans of it, moving it each time until you've covered the entire box. In Photoshop, create a new document that is 24x24" at 300 dpi and then pull in each scanned file onto this large document. Pull out some guides so you can line up the pieces. Use the polygonal lasso tool to select unneeded areas and delete them. Rotate as needed. DO NOT CHANGE THE SIZE OF THE SCANS. Fill in the background layer with a bright green color so you can see the edges of the box in the next step. You'll want to overlap the pieces until you have a precise, full-size composite image of the flat box on screen. Crop in as needed, leaving 1" margin around the edges of the box. Flatten and save this as a JPG.

Step 3:

In Illustrator, you'll create the die-line for the box, which is an exact outline of every edge, fold and cut. Start by creating a new 18" wide X 12" tall document and then place the flat box image onto your document. For the stroke color, go to Swatch Libraries > Color Books > Pantone Solid Coated and select the 6th swatch at the top, which is Pantone Rubine Red C. The reason you use a Pantone color is because the printer can choose to not print a Pantone color when separating the color and making press plates. Also, this will be your guide when you build the new artwork for the box in Photoshop and/or Illustrator. Lock it down and begin to use the pen tool to first outline the entire box using a .5 pt stroke in Pantone Rubine Red C. Take your time and be precise. Once you outline the perimeter, you will then draw out all the other fold lines and cut. Once done, select the outline of the box and go Edit > Copy, Edit > Paste in Front. Then, in the Stroke panel, change it to 10 pt and make sure to choose the Align Stroke to Outside option. In the Color panel, change the % of

Rubine Red to 30%. This outside stroke represents the bleed. All artwork you produce will need to extend to the edge of this in order to ensure proper printing. Use a dashed line for folds and a solid line for the edges of any areas that are cut out. Save this AI file as "die-line.ai" and place in your project 1 folder.

Step 4:

Using Illustrator, InDesign and/or Photoshop, you will create the new look for the package's label. Be creative as possible. Your job is to give this package a complete visual overhaul. It's vital your design is a big improvement upon the existing art. No matter what program you use, it needs to be built in CMYK @ 300 dpi and the document needs to be large enough to fit the die line on it at full-size. I'd strongly recommend using Layers and Groups for better organization, as this will be a large file with a lot of layers once done.

Additional Production Tips:

- Be sure to drop the opacity of the die-line down to about 15% or less, just enough to see it, but not too much that it distracts from the artwork on the box once printed. In the real world, you'd use crop marks outside the printed area indicating where it would be folded, but for this project, it'll be OK to print with it on there.
- If you create the artwork only in Photoshop, you'll want to create a 12x18" document in CMYK @ 300 dpi. Save a layered PSD file and then once done, flatten it and save a JPG at the highest quality setting. Then open up InDesign, create a 12x18 file and place that JPG and create a PDF of it.
- If you create the artwork only in Illustrator, you'll need to save it as a AI file and then a PDF once done.
- If you create the artwork in both Photoshop and Illustrator, you can use InDesign to build the final image file. Save it as a IND file and a PDF once done.
- The industry standard which I suggest you all try, would be to create elements of the new box in both Photoshop and Illustrator, then use InDesign as the final file, where you'll place all the parts of the box. Then layout all text in InDesign. This program is superior for type handling and is how you'd be expected to build this project at an agency or design studio.

Finalization:

Check the file size of your PDF. If it's over 7MB, you'll need to bring the file to the Campus Print Shop on a Flash drive. If it's under 7MB, you can e-mail it to copyctr@kilgore.edu and be sure to tell them to print it out two copies in color, on a sheet of heavy 12x18 stock paper and not to scale it at all. The reason you want it printed on heavy stock is because it's strong and will stand up right when you build the actual box. Go by the Print Shop in the CA building to pick up your prints. Carefully cut out the box using a rule and X-Acto Knife on top of the piece of scrap matte board. Where there are folds, use a dull butter knife to score it, but not cut it. A score is like indenting the line, so it'll fold easier. Be sure to not cut through the fold lines.

Construct the new box to match the original, using tape or glue as needed. You should also rebuild the original box back into 3 dimensional form. You will have the chance to take a photo of your new and old box side by side for portfolio use after the presentation on Tues. 2/28 in Jon Vashey's office in Devall Student Center. I recommend doing this as it's a very effective way to show the before & after in your portfolio and is much easier then bringing a real box and is more convincing them showing flat art.

In Photoshop, touch up your images of your boxes as needed, color correcting and checking the Levels and Curves. Save a large hi-res image. To show off your hard work, drop the image down to 72 dpi, make it no wider then 900 pixels in RGB color and save a JPG for the web. Upload this image to our class FB group.

Deadlines:

5 different pencil sketches due Tues. 2/14.

Presentation is Tues. 2/28