



GRAPHIC DESIGN I

PROJECT

3:

Say less,
sip more

Assigned:
Mar 23

Final critique &
Project due:
Apr 25

Spring break:
Mar 28 – Apr 3



Source: <http://www.packageinspiration.com/fongcha.html/>

One of the graphic designer's challenges is persuading an audience to change their attitude, to reflect and possibly to take an action. As a designer, you need to stimulate desires and needs through your manipulation of the form and function in type and images in various platforms.

Working with an actual tea brand that is available locally, apply your design solution for a series of tea (minimum 2, up to 3) for an international market. Integrate the English language with another foreign language on the packaging. While the brand is local, the packaging must show elements intended for a market outside of its country of origin. For that matter, you may pick an Asian market for countries such as India, China, Japan or Korea, or for a European market (whose national language is other than English, for e.g.).

Start by exploring your ideas in sketches until a finalized version is achieved from constant refinements, leading to a finished printed version (a mock-up is produced for final presentation in class). The prototype must include 4 sides (front, 2 sides, and the back of every packaging). Document your process along the way in your 3-ring process notebook as they are part of grading.

Focus on creating a minimalistic design which not only tastefully reflect the product within but one that understands the targeted demographic. Think about how you could entice your customers through other factors that influence our senses such as tactility and olfactory senses.

Objectives:

- Familiarizing yourself with how type and image can function as a marketing message;
- Understanding how designs function on a structural form such as packaging;
- Realizing nuances and other factorial conditions/realities associated with carrying an idea from sketch to its final form.

FEB 20 Sun day	21	22	23 2 nd project due 3 rd project assigned Research for ideas during spring break	24	25	26
27	28 SPRING BREAK	29	30 SPRING BREAK	31	APR 1	2
3	4 Present ideas in class.	5	6 Start refining sketches.	7	8	9
10	11 Continue working in class to finalize a series.	12	13 Critique, one-on-one. Work in class.	14	15	16
17	18 Work in class. One-on-one. Finalize electronic file to print in class or outside of class.	19	20 Preparing for project due next week. Finalize electronic file to print in class or outside of class.	21	22	23
24	25 PROJECT DUE Class presentation	26	27 Process notebook and grade sheet returned while your work may be showcased	28	29	30