



graph © D S gn 1

Assignment 3: Say less, taste more



Source: <http://lovelypackage.com/index.php?s=hello+coffe>

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 the idea for a hypothetical or an actual coffee brand, we will apply your design solution for a roasted coffee brand. We will work with ideas in packaging pouch bags which are intended for an international market. Pick a foreign market by integrating the main English language with another foreign language on the packaging in areas such as the tagline or the description of the product. While the logo/logotype is representative of the country of its origin, the packaging must show elements that it is intended for a regionally targeted 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.). It suffices to create one packaging but you are encouraged to expand your finalized idea as a series of packaging where bi-lingual applications are a necessity.

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 a flat bottom pouch bag. Document your process along the way in your 3-ring process notebook as they are part of grading.

Roasted coffee requires protection against oxygen and moisture which typically result in the way the beans are packaged. Most bags need to be sealed to protect against oxygen and to make it tamper-free. While you are cognizant about these factors, the assignment is more about crafting a visual message plus other objectives as outlined below. Focus on creating a minimalistic design which is tastefully more in terms of how you would market the product within. Think about

how you could entice your customers through other factors that influence our senses such as tactility and olfactory senses. Do so minimally, at least in terms of its graphics but yet tastefully done in terms of its design.

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 an assignment

Useful references:

- lovelypackage.com/category/beverage
- www.thedieline.com/blog/2013/6/11/30-creative-coffee-packages.html
- <https://www.facebook.com/packagingoftheworld?fref=photo>

October							(SUBJECT TO CHANGE)						
Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat
18	19	20	21	22	23	24							
				3 rd assignment introduced. Research coffee packaging in various supermarkets and specialty stores. Document your findings in a creative brief.									
25	26	27	28	29	30	31							
	Finalize your creative brief. Presentation of researched materials/data. Crit. Discussion. Work in class. Sketch ideas. Bring to class next week.		Refine sketches in class to finalize ideas for front of packaging. Critique. Discussions.										
November													
1	2	3	4	5	6	7							
		Based on the idea refined for the front, continue working for sides and back of packaging. Finalize. Font selections.		Add explorations to the back. Check for consistency. Add colors, test. Group critique.									
8	9	10	11	12	13	14							
	Continue working in class. Critique. Finalize by making an actual prototype to test your idea further.		Working in class. Group discussions. One-on-one when necessary.										
15	16	17	18	19	20	21							
	Test your idea on a prototype (mock-up)		Working in class. Group discussions. One-on-one when necessary.										
22	23	24	25	26	27	28							
		Thanksgiving Recess from nov. 24 - 29		Thanksgiving Recess from Nov. 24 - 29									
December													
29	30		2	3	4	5							
	Refining your ideas based on the feedback for prototype Dec 1												

Please note that in fulfilling the final exam schedule, a final crit will be held from 6 – 9 PM on Dec 8 before the class is officially ended.