

PACKAGE DESIGN

Art 4053

Instructor: Dan May

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Class Time T-TH 9:30 AM

Lab Hours: 8:00 AM-7 PM

Project -Final Bottle:

Creating a piece using two Package forms namely a cylinder and a box. This time though the object is clearly defined as a Beer bottle, Liquor bottle, or Wine Bottle and the box that it will be packaged in. The logo must use some gold ink and be raised...debossed. The bottle must have a label, neck wrap, and foil/paper top that covers the cap. The label **cannot** be a rectangle.

Name of the Liquor must be displayed on the top in some fashion. Logo must also appear on neck wrap. Proof such as 80 proof or in the case of beer or wine (less than that) must be included.

The product is whatever level of market you wish...but there must be some illustration associated with the box or liquor label.

The interior bottle/cylinder label needs to wrap around the circumference of the bottle/dispenser.

The cap of the bottle needs to have some treatment on the top of it. Logo, watermark etc.

Pay attention to text. Do not let any text sit too close to the edge.

Product must include name, logo, manufacture, size in ounces, warnings, recycle logo (because we always recycle...), post consumer waste info, icons that we are developing, city where manufacturer is located.

Ingredients, when applicable, (no price should be included)

Where a graphic wraps around the edges, areas must appear

as if they were actually printed. Close attention must be paid to every detail.(as usual)

Completely photographed bottle in an environment must be placed on disk and turned in with the mockup for your final grade.

Deadline:

Thursday before the break

200 points:

