

## PACKAGE DESIGN

Art 4053

Instructor: Dan May

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Class Time T-TH 12:40 PM

Lab Hours: 8:00 AM-7 PM

### Project Purpose:

Creating a toy and the package using Spot Colors.

### Parameters:

Create a one piece toy, or a game that can be modeled from clay or some other material as a prototype such as a Toy laser, a Doll, a Stuffed Animal, a model car, Space Man, Prehistoric Monster, and the package for it. The outside must have a see through window where the toy can be viewed or the toy must be illustrated in a fashion that is an exact replica of what the package contains on the package if a window is not created,

All sides of the package must have information, name of toy, logo, material information, weight, icons for recycling, age restrictions, "toy" story, manufacturer, slogans, and if you wish retail price. (optional)

**Reminders: Pay attention to text and toy logo. It must be eye catching and include the salient features of the toy's appeal.**

**All typical design principles in practicality and aesthetic qualities must be observed.**

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

**Product must include name, logo, manufacture, weight, Child Safety warnings, recommended age for children recycle logo (because we always recycle...), post consumer waste info, city and country where manufacturer is located.**

Toy must be drawn by hand initially and the model created from the drawing. Everything must conform to scale. Drawings must be orthogonic in nature and a "turn around" be presented. The package interior as well as the exterior must be designed so that the object fits snugly and efficiently into some securing cradle if necessary.

**Final Deadline: Finals Week**

**400 points:**

**Required Text:**

***Design Secrets: Packaging*** Fischel



**Deliverables and deadlines.:**

Rough Mechanical of Toy due this coming Thursday with Rough line drawings of package

Final drawing sthe following Tuesday (Begin making toy if you haven't already begun)

Mechanical Layout of Package and iterations of the logo-Thursday







**MIND***style*

TIKI STITCH ART TOY  
COLLECTIBLE FIGURE  
BY ERIC TAN



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