

Graphic Design II

Unit Name: Package Redesign

Date: 5/14/2020 - 5/22/2020

Mrs. Messick, Mr. Bertocin, Mr. Hopke, Mr. Stacy

Objective: Students will choose a household object and do a redesign of the product, logo, and packaging to create a final project. This project will be completed over a series of class periods/days. Students will start with sketching out ideas and looking around their home to find products to use for this project. They will then develop a final logo, and look towards unique packaging ideas. Students will create a 2-D logo and a 3-D packaging design for the product.

Requirements: Pencil, Paper, Ruler or Straight Edge (the side of a book, or folder can work), glue, tape, colored pencils, markers, or paints.

Check for Understanding:

Criteria 1: Did the student follow directions specific to assignment?

Criteria 2: Did the student use creative efforts (Thinking outside of the box)?

Criteria 3: Did the student use effort: took time to develop idea & complete project (Didn't rush) ?

Criteria 4: Craftsmanship: Neat, Clean, & Complete? Skillful use of the art tools and media?

Criteria 5: Student Reflection: Choose 2 prompts below and answer in 2 complete sentences.

1. What would you change with this work if you had a chance to do this piece over again?
2. What is one part of your artwork that you want people to notice when they look at your work?
3. How does your finished artwork tell a story?
4. Did you learn new techniques or processes as part of the work for this project?
5. Did you pick a material or technique that was new or different over something that was familiar?
6. I want to know more about...
7. I'm most proud of...
8. The most challenging thing was...
9. Next time I will remember to...
10. Now I know...

Resources and Supporting Materials:



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Objective: (Day 1) Today you will answer the questions below. When you are finished you can start to brainstorm and gather products from around your home that you would like to redesign for this project. You should gather at least 4 different products you could potentially redesign for the project.

- 1.)What makes any product desirable or visually attractive?
- 2.)What aspects of a product would cause you to take a second look?
- 3.)Do you think certain age groups are targeted by different companies?
- 4.)What colors are more effective in advertising?
- 5.)Do you believe that packaging makes a difference in product desirability?

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Bell Ringer: Watch the Following YouTube Tutorial on: **Packaging Design Critique**

<https://www.youtube.com/watch?v=gx5hEclwhnY>

Examples & Supporting Materials:

