

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.

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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Lesson Name: Package Redesign

Objective: (Day 5) Today you will redesign your products packaging. Research other brands of your product to discover alternative packaging ideas. Does one type of packaging attract more attention than another? Are you attracted to one type of packaging? Think about storage and how your item might be displayed on a shelf in a store. Spend today looking and and researching similar products and brainstorming various ways to display your product.

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

Bell Ringer: Watch the Following YouTube Tutorials on:

Packaging Trends in 2019

<https://www.youtube.com/watch?v=tpLnQtLx9vQ>

Inside an Agencies Product Design Process

<https://www.youtube.com/watch?v=YJtQiJJh-QU>

Examples & Supporting Materials:

