

COMPUTER/PRESS SKILLS & ABILITIES

Adobe Illustrator Worksheet:

Package Design: From Template to Mockup

Pick an item that you would like to create a package design for: video game package, cereal box, candy package, or any item you create (that is school appropriate). The item can be one like the examples or one that you create. All ideas must be pre-approved. You will need to redo any product design that you imitate. You should come up with your own design idea. All information should be royalty free (from schools clipart) do not use information from the internet. If the product design you use for this design is on the internet do not use it, create your own! Consider different elements that might need to be on the package (see below). There is lots of artwork on our graphics server, too. Don't forget the elements and principles of design.

Your design should include 75% of the following information:

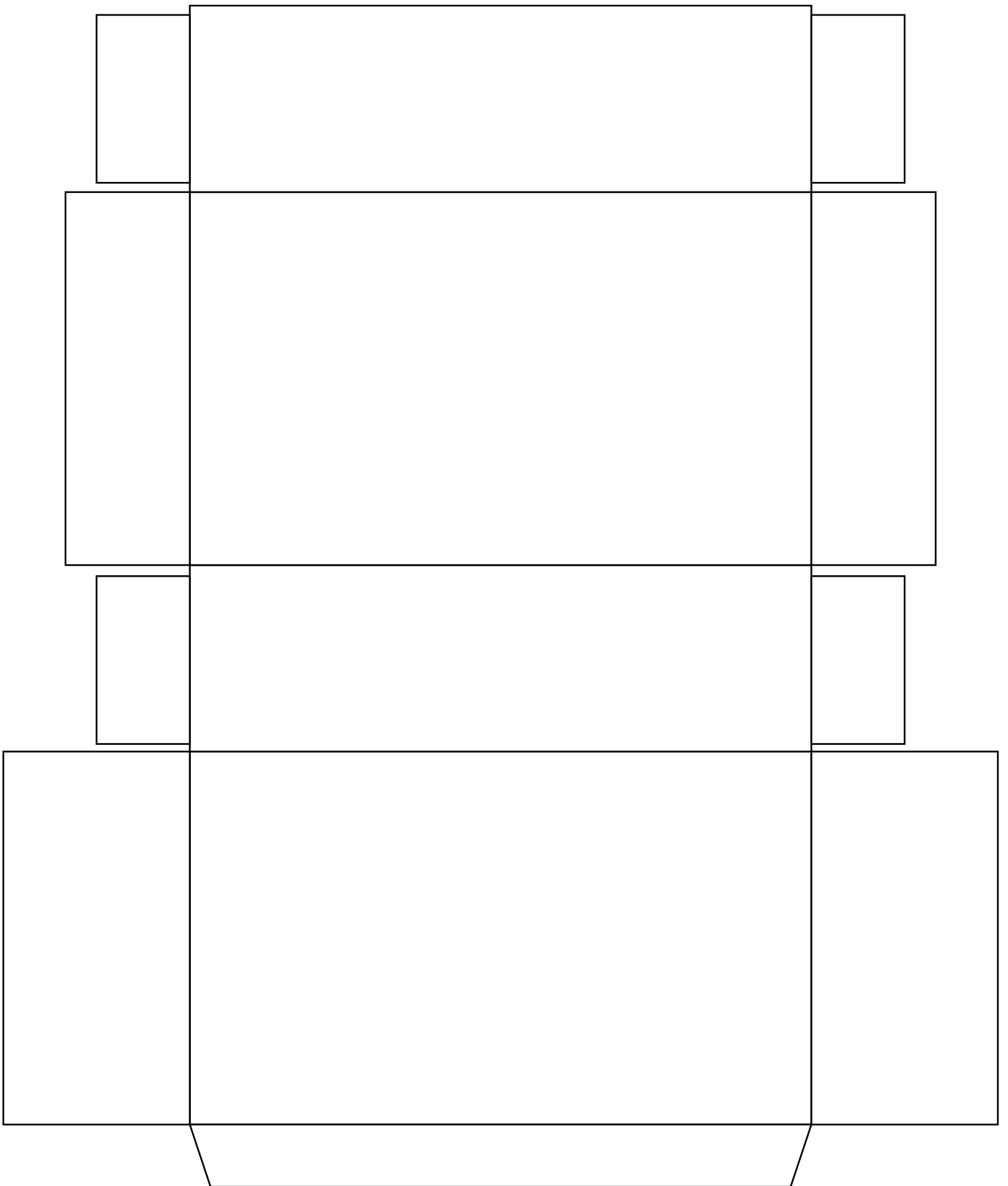
| | | |
|-----------------|----------------|------------------------------------|
| UPC Code | Weight | Manufacturers' Address |
| Ingredients | Flavor/Color | Brand Name |
| Quantity | Size | Serving Size |
| Distributed By | Warning Labels | Table containing Nutritional Facts |
| Manufactured By | Instructions | |

STEP 1

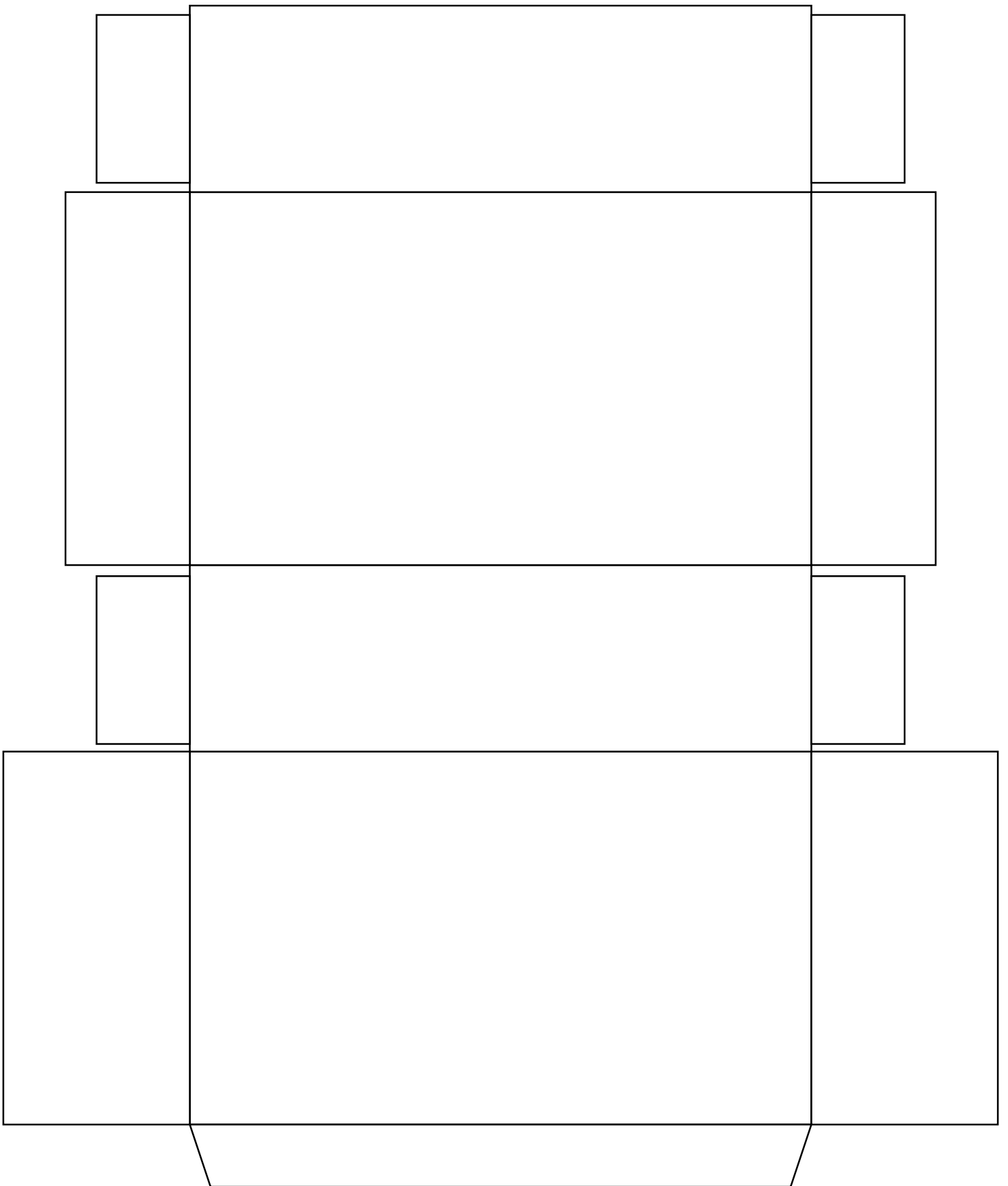
Create Thumbnail sketches of your product and get approval by the instructor.



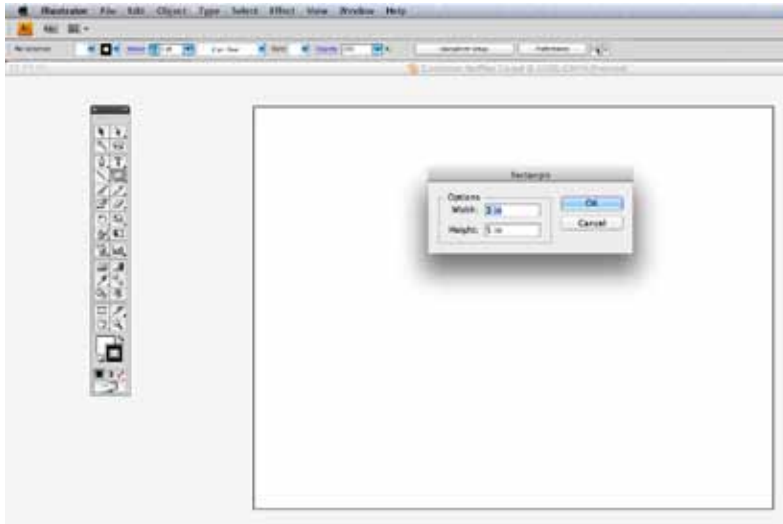
Box Design Thumbnails



Box Design Thumbnails



Adobe Illustrator Worksheet: Package Design: From Template to Mockup

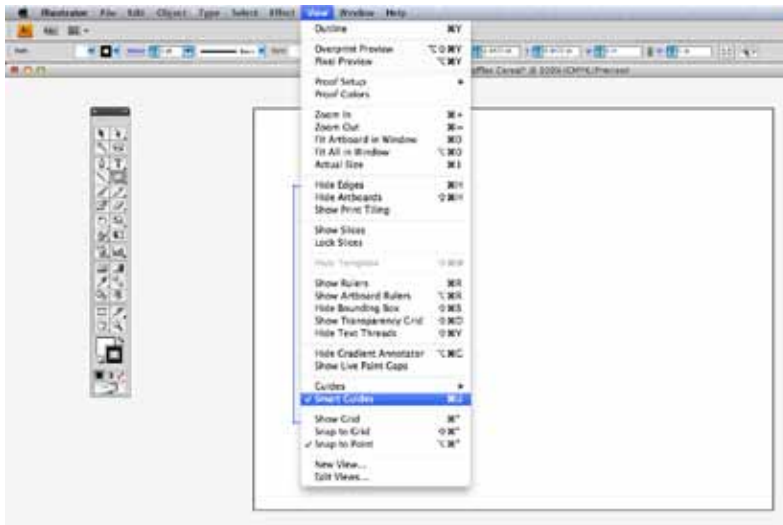


STEP 2

Create a new Adobe Illustrator document that is 11” wide by 8.5” high.

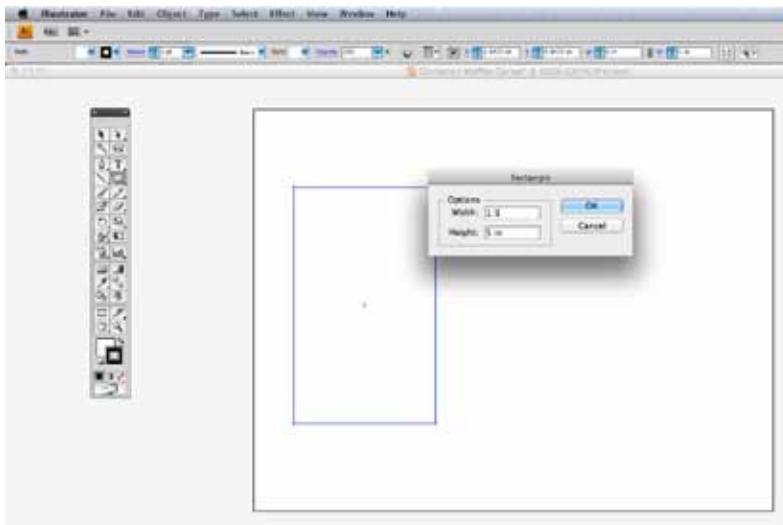
Select the Rectangle Tool and “Option” click with the mouse. This will bring up a dialog box with options to set the size.

Create the first rectangle at 3” wide by 5” high.



STEP 3

Go into the View Menu and turn on Smart Guides. These will be helpful for lining up all the rectangles we are about to create.

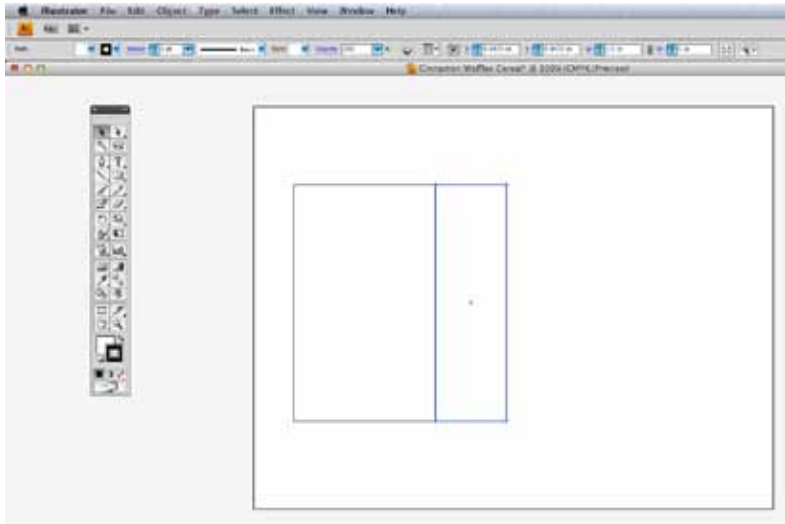


STEP 4

Select the Rectangle Tool and “Option” click with the mouse. This will bring up a dialog box with options to set the size.

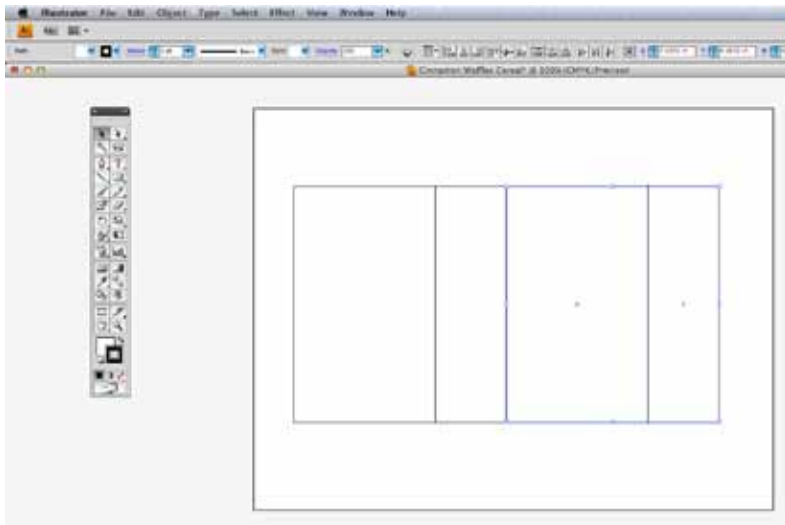
This time set the size to 1.5” wide by 5” high.

Adobe Illustrator Worksheet: Package Design: From Template to Mockup



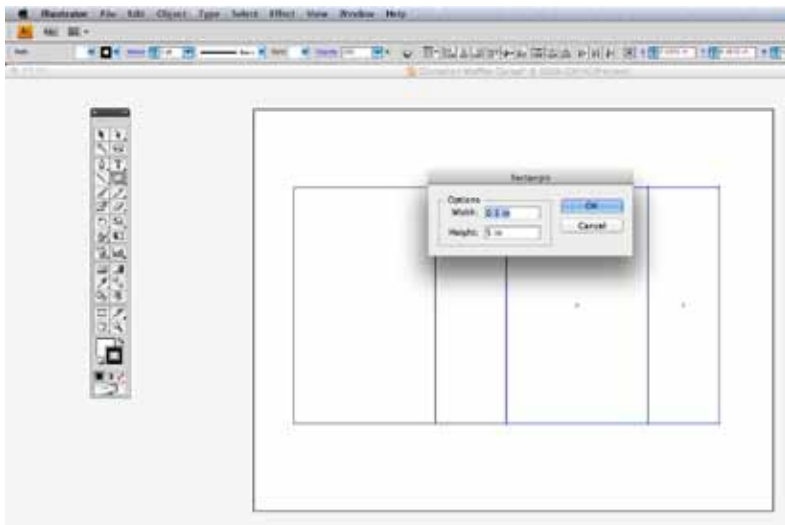
STEP 5

After creating the rectangle line the two up next to each other.



STEP 6

Using the Selection Tool and the Shift Key, select both boxes. Copy and paste the two rectangles (or drag them with option + shift) and place the copies next to the originals.

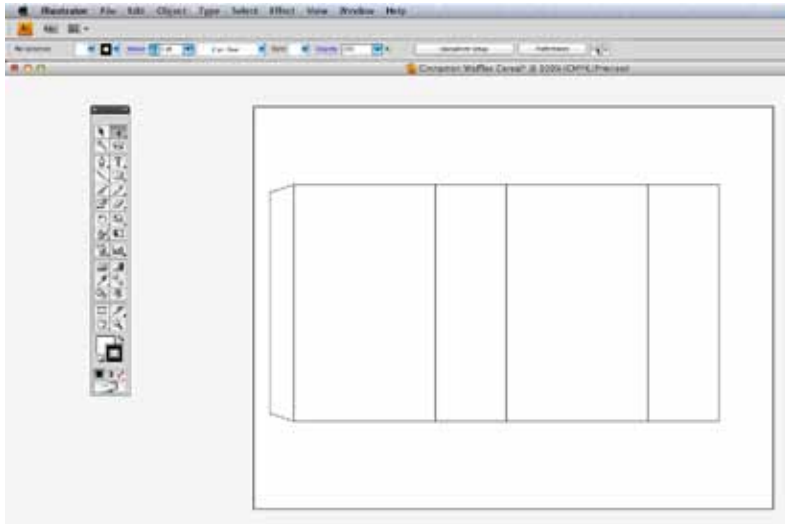


STEP 7

Select the Rectangle Tool and "Option" click with the mouse. This will bring up a dialog box with options to set the size.

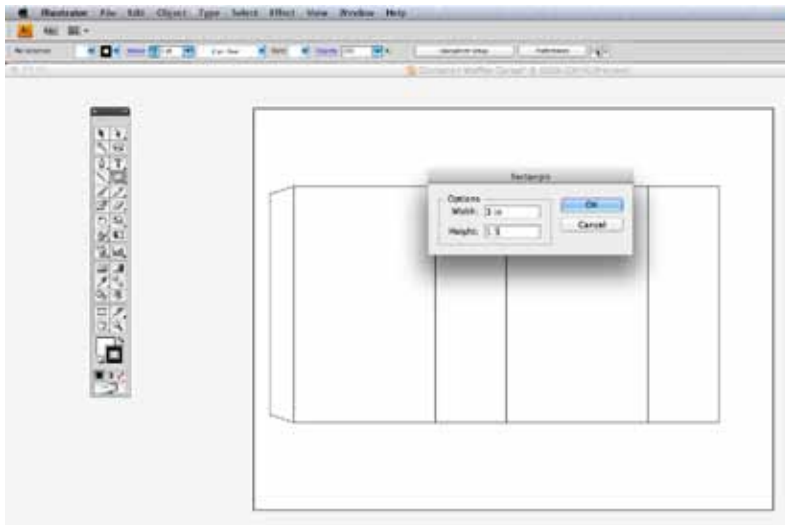
This time set the size to .5" wide by 5" high.

Adobe Illustrator Worksheet: Package Design: From Template to Mockup



STEP 8

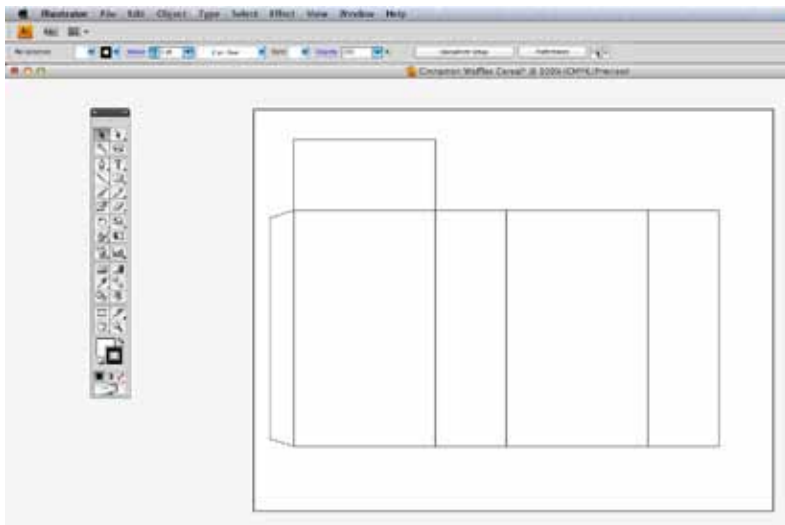
Position this new rectangle at the end of the template and use the Direct Selection tool to taper the end points downward a little so we have a glue flap.



STEP 9

Select the Rectangle Tool and “Option” click with the mouse. This will bring up a dialog box with options to set the size.

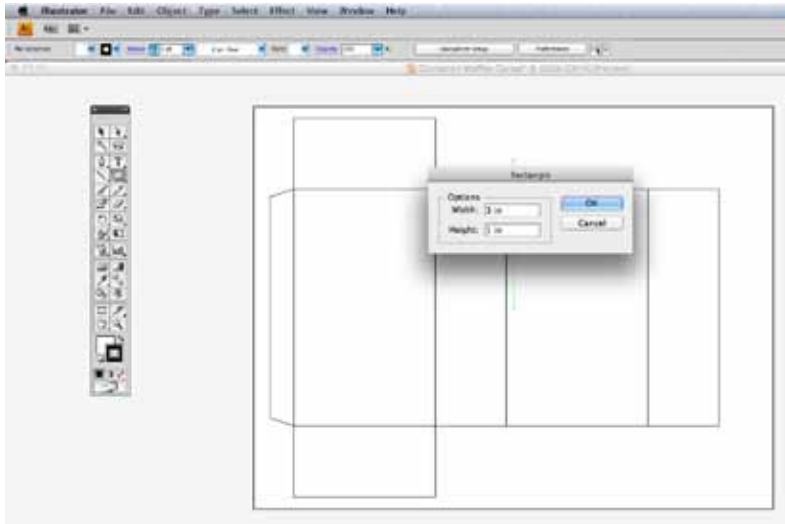
This time set the size to 3” wide by 1.5” high.



STEP 10

Line this up as shown to make the box top.

Adobe Illustrator Worksheet: Package Design: From Template to Mockup

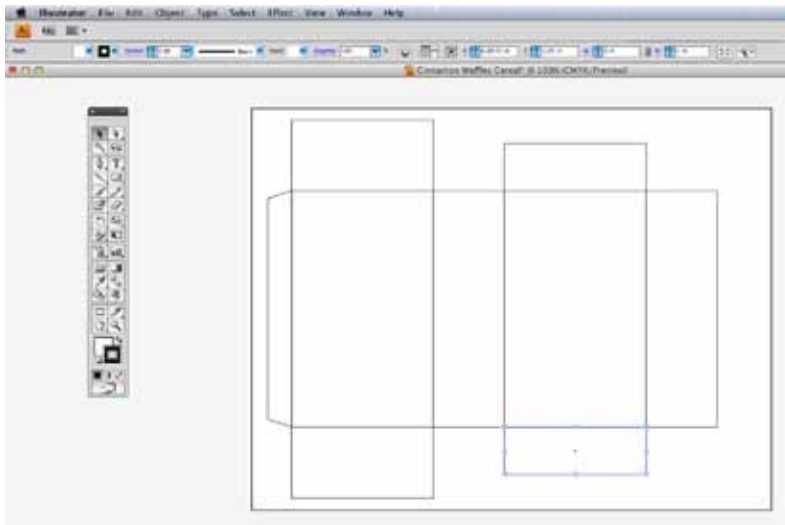


STEP 11

Copy and paste the rectangle (or drag it with option + shift) and place the copy on the box bottom.

Select the Rectangle Tool and “Option” click with the mouse. This will bring up a dialog box with options to set the size.

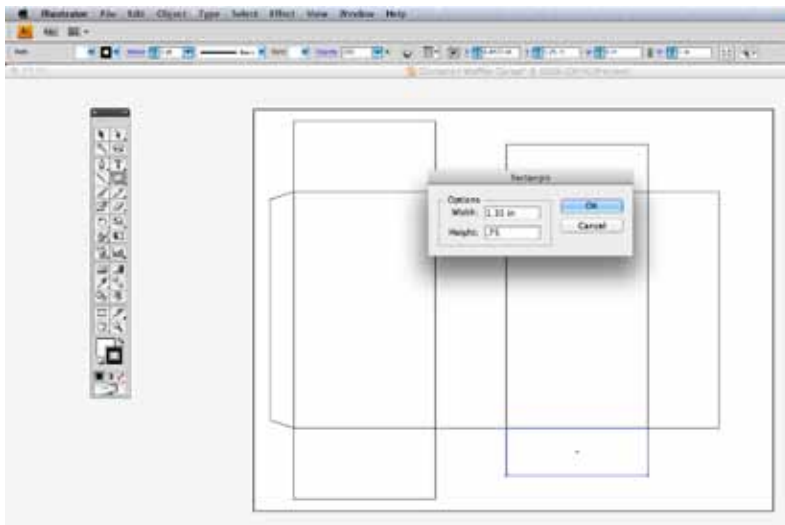
This time set the size to 3” wide by 1” high.



STEP 12

Line this up as shown to make the flap that goes under the top.

Add a duplicate of this to make the bottom flap.

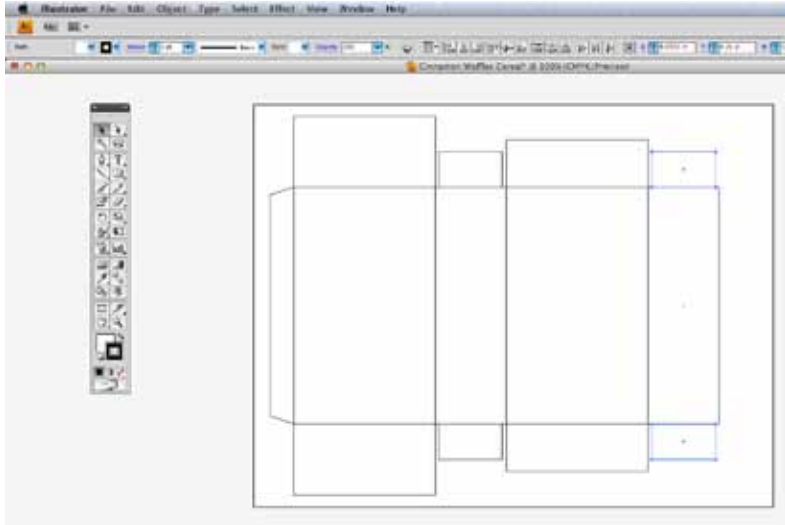


STEP 13

Select the Rectangle Tool and “Option” click with the mouse. This will bring up a dialog box with options to set the size.

This time set the size to 1.35” wide by .75” high.

Adobe Illustrator Worksheet: Package Design: From Template to Mockup



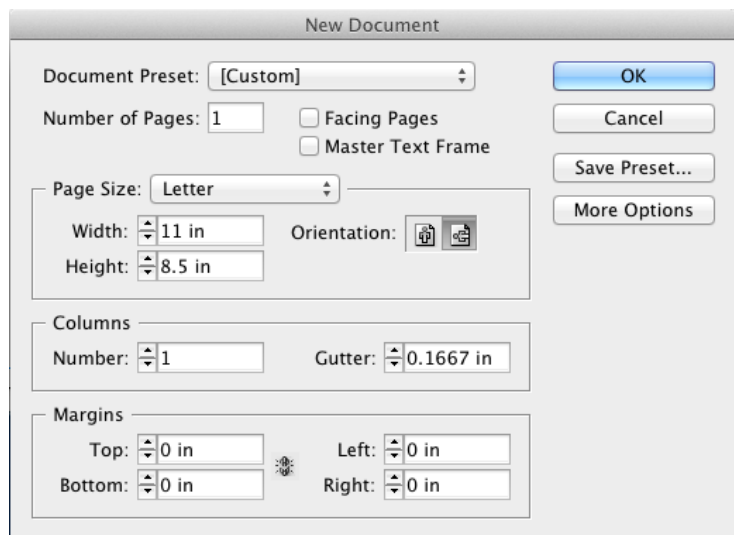
STEP 14

Duplicate these boxes and line these up as shown to make the inside flaps.

The last step of the template is to do a **Select>All** and make sure there is no fill, only a black stroke on all rectangles.

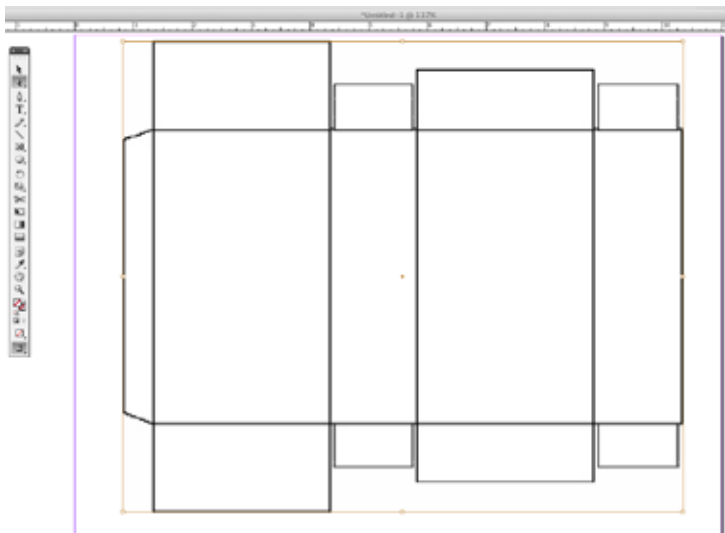
Save this as an “Illustrator Box Template. eps” file in your folder, create a new folder called Cereal Box.

Adobe InDesign Worksheet: Package Design: From Template to Mockup



STEP 15

Open up Adobe InDesign in the docking station and create a new document using these settings.



STEP 16

Create a picture box and File > Place your “Illustrator Box Template.eps” into it.

This template will now act as a guide for where to position your graphics into InDesign.

STEP 17

For this next part you can create a logo for the cereal however you want. For the demo I created the logo in Adobe Illustrator and saved it as an .eps to bring it into InDesign.



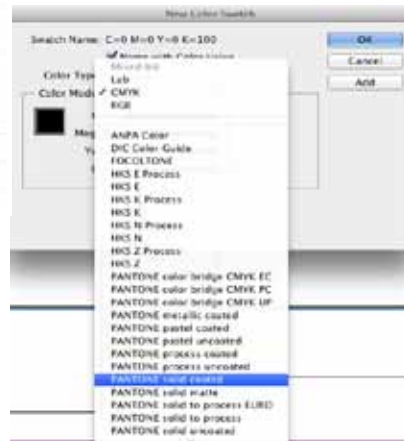
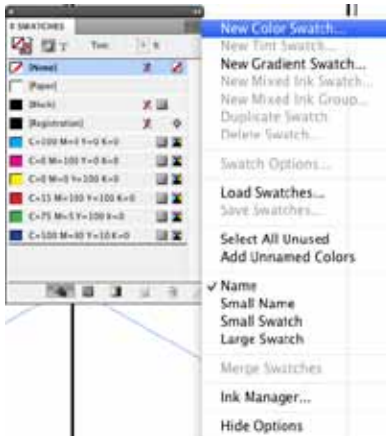
Adobe InDesign Worksheet: Package Design: From Template to Mockup



STEP 18

I downloaded clipart and photos from schools.clipart to add to the box design.

You can even take your own photos to use in your design.

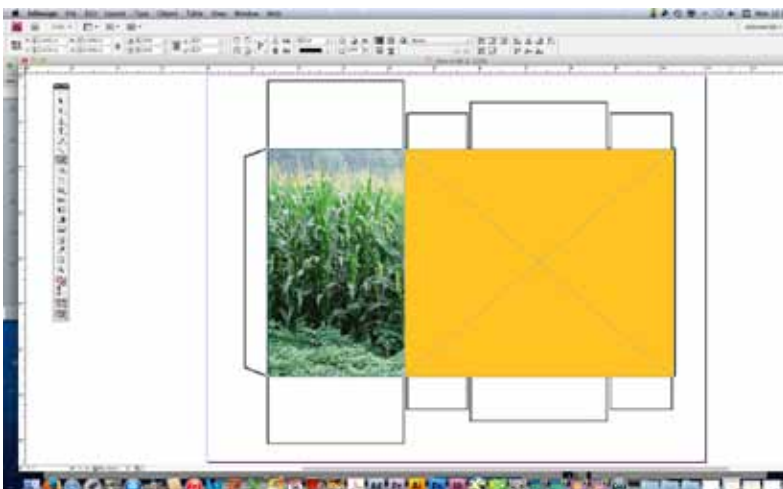


STEP 19

Open your color swatches in InDesign. (Windows > Swatches.)

To get more colors, on the Swatches palette, click on the pulldown in the upper right,

Depending on your design you can fill these shapes with a solid color or a gradient.



STEP 20

File > Place your graphic files and place them into individual boxes in your document so you can easily move them around.

To fit your image to the box, in the control panel, (just right of FX), click on the box 'fit content proportionally'.

Adobe InDesign Worksheet: Package Design: From Template to Mockup

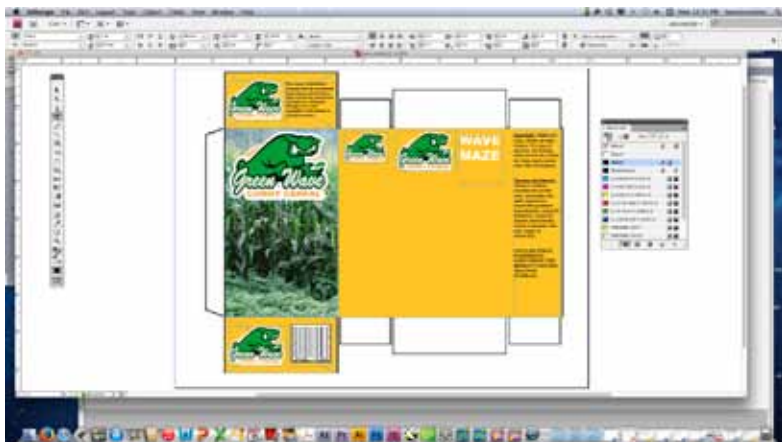
STEP 21



Copy the logo onto all panels of the box.

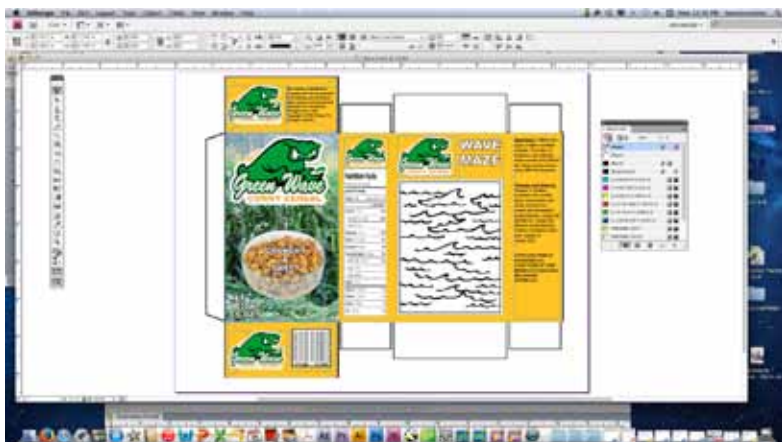
Add the UPC code to the box. It is located on the Graphic Arts 1 Server in the Projects>Box folder.

STEP 22



Using the Text Content Tool draw Text boxes and put in copy for the cereal box. (Size, weight, ingredients, contains, disclaimers, etc.,)

STEP 23



You can find a nutritional cereal box on the internet to save into your folder or you can create your own.

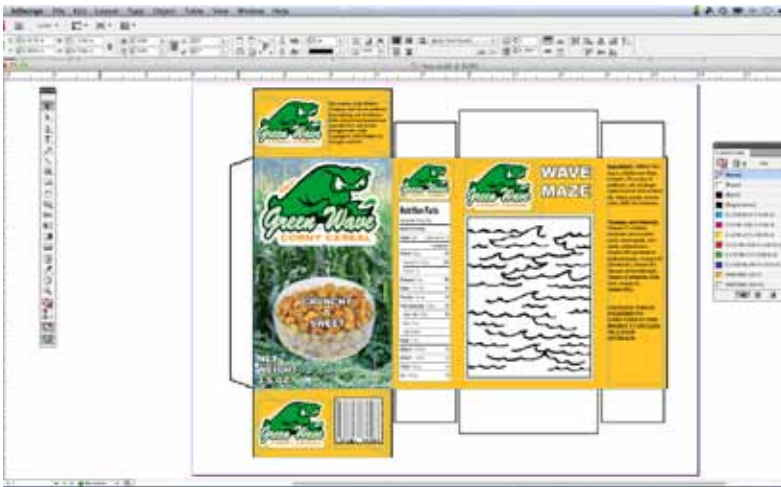
Adobe InDesign Worksheet: Package Design: From Template to Mockup

STEP 24



You can also create put something fun on the back, like a maze or puzzle.

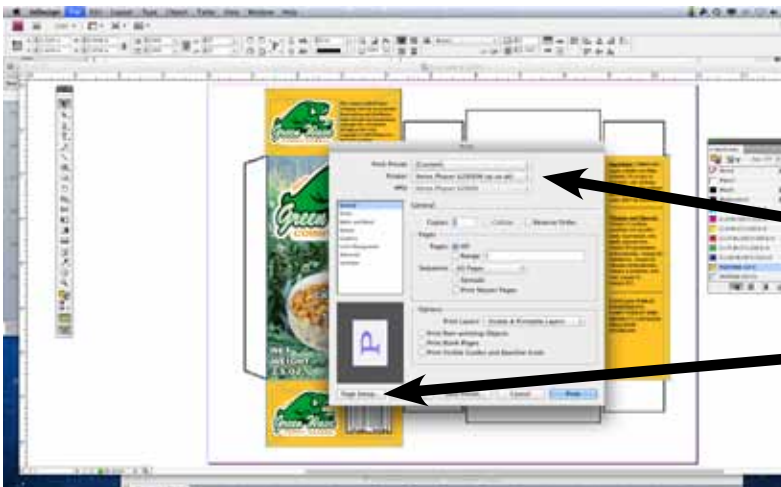
STEP 25



When you finish, make sure you spell check everything. (apple/command + I)

Make sure you save save it to your folder with all the files that you Imported in.

STEP 26



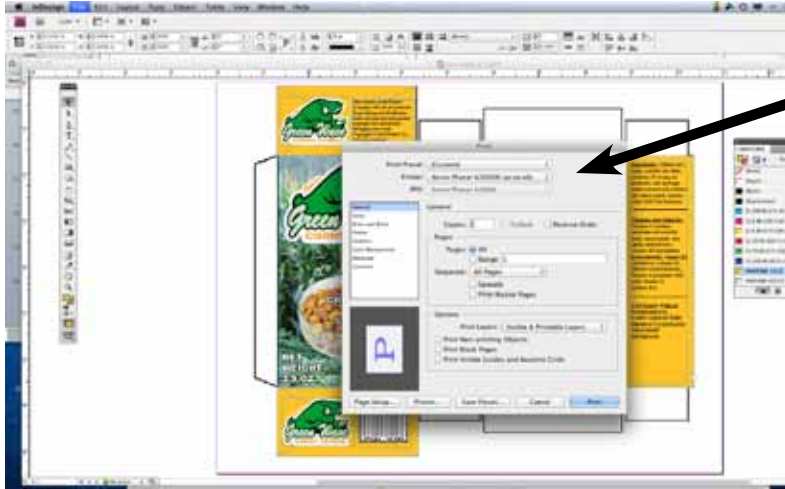
This time you are printing on cardstock white paper on the Xerox Phaser 6280N.

When the print dialog box comes up, make sure to select the Xerox Phaser 6280N.

Then click on the page setup button.

Adobe InDesign Worksheet: Package Design: From Template to Mockup

STEP 27



Make sure to select the Xerox Phaser 6280N.

STEP 28

Once it prints, you are going to use an Exacto blade and a metal ruler to cut out your cereal box.

BE CAREFUL AND PAY ATTENTION WHILE USING THE EXACTO BLADE.

STEP 29

Using the burnisher tool and the ruler fold the box up. Then using the glue stick to glue the box shut.

Shrink wrap your box and turn it in with the Rubric on the desk, do not put it in the turn in box or it could get crushed.

COMPUTER/PRESS SKILLS & ABILITIES

Package Design Project

Student Name _____ Date _____

| | Commendable 4-5 | Acceptable 2-3 | Not Acceptable 0-1 | Score |
|---------------------------------|--|---|---|--------------|
| Math and Measurement | All measurements are correct. | Some measurements are correct. | None measurements are correct. | |
| Layout | Demonstrates superior knowledge of Typography and Composition. | Demonstrates understanding of Typography and Composition. | Does not demonstrate the knowledge of Typography and Composition. | |
| Design | Demonstrates superior knowledge of the Elements and Principles of Design. | Demonstrates understanding of the Elements and Principles of Design. | Does not demonstrate the knowledge of the Elements and Principles of Design. | |
| Content | Has at least 75% of the information that should be on the package. | Has at least 50% of the information that should be on the package. | Has at least 25% of the information that should be on the package. | |
| Printing and Binding | Correctly printed, cut out, scored and folded, and shrink wrapped the box. | Had a problem with one of the following: printing, cutting out, scoring and folding, and shrink wrapping the box. | Had a problem with more than one of the following: printing, cutting out, scoring and folding, and shrink wrapping the box. | |
| Proofreading and Grammar | No punctuation or grammatical errors. | One punctuation or grammatical errors. | More than one punctuation or grammatical errors. | |
| | | | Total Score | |

| | |
|-----------------------|------------------|
| Mastery | 20-30 |
| Acceptable | 10-19 |
| Not Acceptable | 9 or less |