

FUND. GD 20S // ASSIGNMENT 11) MINI MILK CARTONS

Make a design for the exterior of a milk carton that will contain something that should never be put in a milk carton! You will create a SERIES of 3 designs. Each design in the series should have strong visual unity with the other items in the series, but still clearly distinguish the specific item. In this case being mini milk cartons

Once all 3 designs are completed students will print their designs fold and glue their designs for display.

Designs must follow the design process being: research online examples of creative packaging, sketch out ideas through four thumbnails exploring different designs incorporating type and graphics. Final designs must be created in Adobe Illustrator as vectors and text turned into outlines. All designs are to be created on the label template provided.

INSTRUCTIONS

Save files as: LastNameFirstInitial_MINI MILK

- Research online at least five examples of creative packaging (cartons) and place them in an 8.5x11in INDESIGN DOC.
- Consider the typography, graphic and colour schemes that to be used.
- Use the carton template provided to create designs.
- Designs must be created in ADOBE ILLUSTRATOR.
- Vector designed and text turned into outlines
- Once both designs are created print the chosen one to be mocked up.
- Cut printed design and glue to be mocked up and put on display.

HAND IN

- Illustrator files and PDF's in a folder: LastNameFirstInitial_MINI MILK
- Printed and assembled cartons



COLOUR AND CONTRAST /5

This portion of the mark represents how well colour and contrast have been considered and implemented.

CREATIVITY /5

This portion of the mark represents how well thought out the students idea was for the assignment.

USE OF TIME /5

This portion of the mark represents how well the student used their time in class and was focused through out the assignment.

TYPOGRAPHY /5

This portion of the mark is an evaluation of the quality of type created as a part of the project. This mark includes the qualities such as font selection, text alignment line spacing and legibility.

DRAWING PROBLEM SOLUTION /10

This portion of the mark represents how well the students solution solves a drawing problem posed in the assignment, and fulfils specific assigned requirements.

TOTAL /30