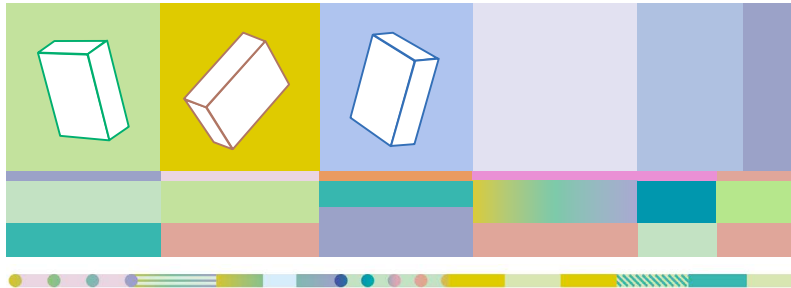


SOAP PACKAGING & IDENTITY.



| DESCRIPTION :

A client from a local boutique has contacted you to seek your expertise on a special bath product she has developed. She's interested in something different that expresses the essence of her product. She doesn't have a sample yet for you to review because of some production issues but she wants you to start on the design. She's giving you creative freedom to come up with something that's eye catching, contemporary, and whimsical. Her budget is on the higher end. The product is expensive to make and she wants to make sure there's an element of luxury. She has also focused her product on ingredients that are local and sustainable where possible. She needs you to create the following: __a. Naming (name the brand), __b. Logo Design, __c. Tag Line, __d. Series of Soap Box Package Design (for 3 packages), __e. Business Card, __f. Letterhead, __g. 3 Personas [users/target audience], __h. Website Home Page, and other artifacts designed will be considered as extra credit. In addition, the client is interested in considering strategy. How can this design embody unique attributes to attract customers and clients? How do you propose a design that meets her requests?

| OBJECTIVES :

- 1. Students will utilize typography, hierarchy, and styling in a series of design works.
- 2. Students will create a series of design artifacts that exist within a system.
- 3. Students will develop a logo design and pieces of the identity.

| DESIGN PROCESS / RESOURCES :

- 1. {c : Presentation Overview [<LINK>](#)
- 2. Student Work Examples [<LINK>](#)
- 3. Requirements:

Requirements.

- a. *Naming [name soap product]*
- b. *Logo Design [create at least 20 drafts before final]*
- c. *Tag Line*
- d. *3 Soap Box Packages*
- e. *Business Card*
- f. *Letterhead*
- g. *3 Personas of Users/Target Audience*
- h. *Website Home Page*
- i. *Extra Credit: Brand Strategy / Plan*

Soap Box must include.

- a. *Logo Design & Typographic Styling*
- b. *Ingredients [make these up or find...]*
- c. *Scent [This can be creative, "Blue Sunset"]*
- d. *Tag line [see Designing brand Identity book]*
- e. *Color pallet*
- f. *[FDA Guidelines] units / co. address*

| RESEARCH :

VISUAL EXPLORATION is essential. Below are examples of successful, creative, contemporary design work. A lot of these examples are award winning works. I give you these links to explore and develop aspects of your own aesthetic. The examples here are selections from my inspiration. Behance is also a great place for visual exploration.

- | | |
|--|---|
| --a. Main Pinterest Link. < LINK > | --e. Logo Design < LINK > |
| --b. Structural Packaging < LINK > | --f. Dynamic Systems < LINK > |
| --c. Structural Patterns < LINK > | --g. IDENTITY DESIGN < LINK > |
| --d. Package Design < LINK > | --h. \ T Y P 3 _Candy. < LINK > |

ASSIGNMENT PROCESS:

__a. ASSIGNMENT OVERVIEW:

- __c : Presentation Overview [<LINK>](#)
- __ Student Work Examples [<LINK>](#)

****DESIGN PROCESS.** Students are expected to utilize, develop, and document design process, design thinking, and problem solving in every project. Students are required to visually document their process and turn process work in with every critique as a separate folder or PDF file. Aspects of grade will reflect the presentation of the process work and depth of process student explored. Design Process Link: http://www.carriedyer.com/assets/t_design_process.pdf]

__b. PREPARATION.

- __Sketch Book, __Pinterest Board for Visual Research, __Consider Design Process

__c. RESEARCH / VISUAL RESEARCH / DESIGN PROCESS. [30 minutes.]

- __a. Structural Packaging [<LINK>](#)
- __b. Structural Patterns [<LINK>](#)
- __c. Package Design [<LINK>](#)
- __d. Logo Design [<LINK>](#)
- __e. Dynamic Systems [<LINK>](#)
- __f. IDENTITY DESIGN [<LINK>](#)
- __g. \ T Y P 3 _Candy. [<LINK>](#)

__d. PART 02: LOGO DESIGN.

- __Visual Analysis: Review successful logo design work. Why is it successful? See below.
 - __Visual Research: Logo Design: <https://www.pinterest.com/carriedyer/l-o-g-o-design/>
 - __Make 20-40 thumbnail sketches
 - __Translate to digital form [Adobe Illustrator.]
 - __Create 50 different variations. Quick. [Option Drag]
- (Normally when creating a logo the designer creates 100-200 versions before settling on final options.)

__e. PART 03: BUSINESS CARD & LETTERHEAD.

- __Visual Research: Business Cards & Letterheads: <https://www.pinterest.com/carriedyer/identity-systems/>
- __Visual Analysis: Review successful letterhead and business card design work. Why is it successful? Consider typographic layout, typeface selection, negative space/white space, etc.

__f. PART 04: PACKAGE DESIGN.

- __Visual Research: Package Design: www.pinterest.com/carriedyer/package-design/
- __Visual Research: Structural Package Patterns: www.pinterest.com/carriedyer/structural-package-patterns/
- __Visual Analysis: Review successful package & logo design work. Why is it successful? Consider color, pattern, and all sides of package.
- __Buy Soap Boxes / Prototyping Prep: Buy a soap box. Carefully take it apart and measure the dimensions. You can also look up dimensions of soap boxes.
- __Sketches: Make sketches of ideas for package design.
- __Wire-framing Space: Make a "Soap Box Package Pattern" layout in Adobe Illustrator.
- __Design Process: HW: Sketch ideas for logo & package design. Print a "box pattern", cut it out, and glue tabs to prototype and experience the engineering of the folds. You will need to experiment with this multiple times.
- __Package Design Elements to Consider: FDA Guidelines. <https://www.fda.gov/food/food-ingredients-packaging>
- __Place: Take logo designs and experiment by placing them on the packaging template. Consider printing 5 draft packages and assemble. What's working? What needs work?
- __Prototyping: Consider printing 5 draft packages and assemble. What needs work? Make notes in your sketch book of your process and where you are proficient and where you need to work. **Before draft critique make sure you place a piece of soap inside so that the package is a realistic prototype.
- __Research / Analysis: Consider returning to research. After returning to research is there anything you can work on?

__g. PART 05: REVISIT DESIGN PROCESS.

- __Design Process: Consider and adjust your individual process.
- __ Visual Analysis: Review the typography, negative space, color scheme that you are currently using. Is it working? Is anything off? What are brand objectives for this boutique soap company? Do your design elements work with the objectives of the brand?

RUBRIC.

LAYOUT LETTERING & TYPEFORMS

SOAP BOX SERIES.

- 0 DRAFT QUALITY
- 1 DEVELOPING
- 2 MEETS EXPECTATIONS
- 3 ABOVE AVERAGE
- 4 STELLAR

The most successful solutions in this assignment utilized cohesive creation of a collection of artifacts. The overall collection of packages is impressive as a grouping [sitting together] and when viewed individually. Illustrations and pattern are considered with the inclusion of color variations. The logo design, letterhead [stationary] and business card are cohesive yet stand alone and are not too repetitive. Functional space on the letterhead is considered for an actual letter. The business card is sophisticated with typography, spacing, and negative space. The cards avoid a crowded and congested aesthetic. The crafting of the box packages is well executed. The logo design is sophisticated, timeless, contemporary, unique, and fits the clients needs and direction. Design Process was utilized methodically and comprehensively.



Rubric Criteria

<p>1. Formal Qualities [& Conceptual Qualities]. [Elements & Principles of Design]. Examples include: ___Compositional qualities (layering & balance). ___Line Shape, Texture, Space, Color, Balance, Symmetry, Space, Rhythm, Scale, Contrast, Value. ___Color Pallet includes students own mixed colors and not the default colors. ___Has the student successfully solved the compositional qualities of the work?</p>	<p>Logo Design. Business Card. Letterhead. Personas. Website Homepage. Brand Name. Tag Line. Context. Color / Illustrations / Pattern / Photography. Does the package look real? Could it be on a store shelf? Styling of Typography / Pairing of Typefaces. Flow and Composition of the Overall Layout. Cohesiveness of Package Series. Crafting.</p>	<p>20%</p>
<p>2. Experimentation, Originality, Visual Language. Examples include: ___Experimentation with Pattern, Unique Shapes, Forms, Illustrations. ___Formal experimentation with cohesive shape, size, scale, line, weight, etc. ___Range & Variation in form, line, pattern. ___Uniqueness of Form and implementation of successful design decisions. ___Are objects / compositions sophisticated? ___Do compositions avoid branded elements like logos or other trite elements? If universal forms are utilized are they visually different with their own sense of visual language? ___How are compositional aspects balanced? ___Is there an attempt at developing Visual Language, individual voice, and aesthetic from the student's unique point of view? ___Are there unique elements that express voice. ___Form experimentation with cohesive shape, size, scale, line, weight, etc. ___Range and Variation in form, line, pattern. ___Experimentation with minimal and complex forms. ___Uniqueness of Form and implementation of successful design decisions.</p>	<p>Overall Experimentation with Type. Examples include: ___ Does work consider: Typeface Selection, Styling, Pairing, Kerning, Tracking, Leading, Typographic Hierarchy, Typographic Systems, Hand Drawn Type, Custom Type, Experimentation with Size and Scale. ___ Is there a thoughtful selection of well designed typefaces that were chosen for the layout? ___ Was there an effort to try different orientations, and adjustments mixing typefaces considering size and scale. ___ Did student try different spacing options and adjustments mixing different types of spacing together to create a sophisticated aesthetic. ___ Did student try different weights and styles like Bold, Light, Condensed, Italic, Thin, Ultra Thin, etc. ___ Is there a sense of hierarchy and scale in the overall layout and within each individual micro composition? ___ Was scale used as an important factor to distinguish this order of hierarchy? ___ Does the hierarchical order make sense?</p>	<p>15%</p>
<p>3. > Technical Skills. Examples include: ___ Technical development of Illustration skills & embracing digital tools. ___ Vector Technical Skills. ___ Crafting of vector objects.</p>		<p>10%</p>
<p>4. Visual Presentation, Followed Submission Instructions. Examples include: ___ Is student working on process and developing their work. ___ Did student work on sketches? ___ Did student perfect compositions to completion considering the Elements and Principles of Design?</p>		<p>10%</p>
<p>5. Design Process + Design Thinking. Is evidence of the design process present? Examples include: ___Did student experiment with their design process during the assignment? ___ Is student working on process and developing their work. ___ Did student work on sketches? ___ Did student perfect compositions to completion considering the Elements and Principles of Design.? Design process can include brainstorming, visual research, aesthetic awareness, variation experimentation, "formstorming", different design techniques [Kit of Parts], etc. See <i>Graphic Design Thinking</i> and <i>Graphic Design the New Basics</i>, by Ellen Lupton for suggestions.</p>	<p>___ Printing & Prototyping. Did student complete and include all requirements? ___ 20 Photos of Finished piece. ___ Cohesive Color & Experimentation with Pallet & connection to Design Process and Thinking. ___ Overall Cohesiveness. Is the aesthetic direction & theme connected? ___ Color Pallet includes your own mixed colors and not the default colors. ___ Does the color pallet connect across all of the design artifacts effectively?</p>	<p>15%</p>
<p>6. Self-Driven Critique, Peer Critique, & Studio Culture.</p>		<p>10%</p>
<p>7. Professionalism + Positive & Critical Thinking.</p>		<p>5%</p>
<p>8. Time Management + Required Experiments. ___Did student complete all required experiments?</p>		<p>15%</p>
<p>9. Is Work Late? -20%</p>		

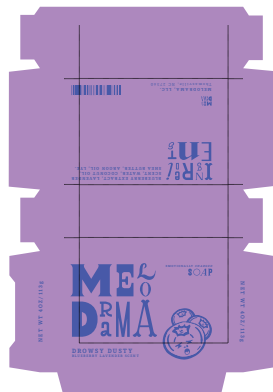
> .STUDENT WORK EXAMPLES:

SOAP PACKAGE DESIGN EXAMPLES:

https://drive.google.com/drive/folders/1_XVJEGvL7yUe03y-0BIO92grqz7HM6Tq?usp=sharing



> . BOX PACKAGE PATTERN:



SUGGESTED RESEARCH:

____. EXPLORING 3-D FORMS:

____. *25 x "Pins" from the boards below.* Review the following package design structural ideas and patterns. On Pinterest pin 25 examples of directions/pieces that inspire you.

I. A. Structural Packaging Ideas :
<https://www.pinterest.com/jenns949/packaging-structural-ideas/>

I. B. Structural Package Patterns:
<https://www.pinterest.com/carrieadyer/structural-package-patterns/>

____. EXTRA CREDIT: *5 x 3-D packages with graphics or patterns* **3-D PACKAGES (PAPER)**: Create five (5) 3-D-paper forms with a photo or existing graphic (that you have made-imagery must be yours) on one side. You will print on both sides, one side you will print the package pattern and the other side you will print your photo or graphic. Have them printed, cut and assembled for the next class period.

____. VISUAL LITERACY & RESEARCH for 3D PACKAGING:

____. *50-100 x "Pins" from the boards below*

VISUAL RESEARCH: Review the following package design, and logo design work. On Pinterest pin 100 examples of directions/pieces that inspire you. (about 25 from each board)

I. A. Logo Design :
<https://www.pinterest.com/carrieadyer/l-o-g-o-design/>

I. B. Dynamic Systems :
<https://www.pinterest.com/carrieadyer/dynamic-identities-logo-design-system/>

I. C. Identity Systems :
<https://www.pinterest.com/carrieadyer/identity-systems/>

I. D. Package Design :
<https://www.pinterest.com/carrieadyer/package-design/>

PROFESSIONAL EXAMPLES:



Clean Lines Soap from Pop Ink, designed by Laurie DeMartino Design., Source: <http://www.lushlee.com/clean-lines-soap/>



Logo design & Packaging for Nisce Skin Basics, Source: <https://www.behance.net/gallery/51249987/Nisce-Skin-Basics-Soap-Box-Packaging-Design>

DESIGN STRATEGY

UNDERSTANDING DESIGN STRATEGY

By: Terry Lee Stone | February 22, 2013–

This post is an excerpt from the feature article Understanding Design Strategy by Terry Lee Stone in HOW Magazine. Click here to download the full article, or get the entire issue here!
SOURCE: <http://www.howdesign.com/how-magazine/how-march-2013/understanding-design-strategy/>

Understanding Design Strategy:

In the broadest sense, "strategy" is a plan for how to achieve a goal. In business, strategy bridges the gap between policy (guidelines governing action) and tactics (a set of techniques). Strategy is what a company develops to differentiate itself from competitors' actual or predicted moves. It's complex and it drives every decision a business makes.

Our clients' business strategies also form the framework for our design strategies. While these are interrelated, they are not the same thing. Design strategy, as a field of theory and practice, refers to the integrated, holistic planning process examining the interplay between design and business strategy. However, for most graphic designers, design strategy simply refers to the conceptual underpinning for their creative work.

WHAT IS DESIGN STRATEGY?

There really is no one definition of design strategy, but the goal is to merge business and creative objectives in a meaningful way that moves design beyond just an aesthetic exercise. "When we integrate design processes and design thinking into the larger business goals of our companies or clients, we elevate the concept of design to a strategic tool that businesses can leverage," says Rob Bynder, creative director and owner of RBD | Robert Bynder Design Inc. in Newberry Park, CA. While inextricably linked, business

and design strategies meet different needs. "Business strategy includes financial, product and market objectives, which are best expressed through brand touchpoints," says Greg Mann, partner and creative director at The Fibonacci Design Group LLC in Los Angeles. "Design strategy is the roadmap for the visual and media components that help to build and drive these objectives."

Design strategy could be described as inventing the language to express your client's business strategy most clearly. Jamie Koval, president of VSA Partners in Chicago, puts it this way: "Design strategy articulates the parameters and potential of a specific challenge that drive a series of solutions or result. It's simple, compelling and actionable." And as with any language, evolution and variation are inevitable and should be accommodated. "Design strategy is a dimensional, multifaceted plan that allows traveling down different paths," says Volker Dürre, creative director of Dürre Design Inc. in Los Angeles. "We want to include flexibility and the option of organic growth into the agenda right from the start."

WHAT GOES INTO A DESIGN STRATEGY?

Any design strategy should address the following:

- Existing problems and ongoing challenges
- Current benefits and successes to be leveraged
- Unmet client/customer needs

- Changing client/customer behaviors and attitudes
- Emerging ideas and trends
- Opportunities to differentiate
- The way these issues are addressed is the essence of the strategy. When this process is translated from business language and actions into design language and actions it becomes the basis for a design strategy. (See Influences and Touchpoint charts)

"What is the one thing I find myself saying over and over again to my internal clients about design strategy? 'Our design strategy is not about what you like or what I like. It's about what's right for us as a company and, ultimately, for our company's customers. Our company is invested in this approach, and staying on strategy is the best way to create value for our clients.'" — LAURA TU, PWC

Some designers confuse design strategy with a creative brief, but understanding the distinction is critical. "Design strategy is how we recommend approaching the project; a creative brief helps frame what is being requested by the client and is an integral part of communication between client and designer," says Justin Ahrens, principal/creative director of Rule29 in Geneva, IL. "The design strategy can often expand or contract that brief, based on the research or findings while the strategy is being developed."

STRATEGY CONSIDERATIONS:

Strategy connects how the product and its core values will be deployed and promoted to an audience. If it's truly a good strategy it should be different than its competitors. I personally think the "Infect the Truth" campaigns are a good example of strategy. Especially, the tactics they use to get viewers involved and interacting using viral techniques.

[https://en.m.wikipedia.org/wiki/Truth_\(anti-tobacco_campaign\)](https://en.m.wikipedia.org/wiki/Truth_(anti-tobacco_campaign))

So, a big part of strategy can start with demographics. Who is your audience? (You will need to make a suggestion based on your advice for the client.) You might want to think about how it's placed in the boutique or how to connect the audience using social media. Is there a witty way to support this new brand and to help the viewer to accept it into their lives.

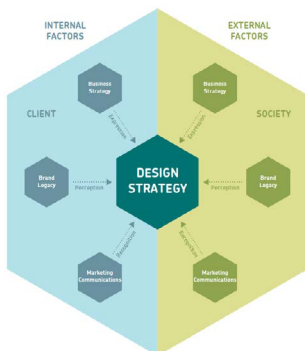
Strategy can represent different things to different designers. That's important to understand as well. I want you guys to do your best to create a unique strategy to address how this product will "interact" with customers. So, this may culminate in a brief text and visuals explaining your ideas.

Other resources on Graphic Design Strategy:

HOW, Understanding Design Strategy
www.howdesign.com/how-magazine/how-march-2013/understanding-design-strategy/

Debbie Millman: The Top 10 Things I Wish I Knew When I Graduated College
<https://youtu.be/Kkd80SDa55A>

How to Translate Strategy to Design
<https://youtu.be/TpcaCW85eI0>



TOUCHPOINTS

