



TEA IDENTITY & PACKAGING

DESCRIPTION:

A client has contacted you and hired you to design a series of tea identity/branding and tea boxes [3 flavors]. They are giving you creative freedom to come up with something that's eye catching, and contemporary, maybe even whimsical. They wants to stand out and avoid blending in. The budget is on the higher end. She understands that a design professional can give her input and help her with naming the company as a previous failed attempt at naming did not work out. She needs you to create the following: __a. Naming (name the brand), __b. Identity / Logo Design [logo variations / patterns / color schemes / icons], __c. Tea Box Package Design (3 packages for three flavors), __d. Business Card, __e. Letterhead, __f. Website home page mock-up, and __g. 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:

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

> :

_1. Requirements.	Identity.	Tea Box must include.
	<ul style="list-style-type: none"> -a. <i>Naming</i> [name product] -b. <i>Identity / Logo Design</i> [logo variations / patterns / color schemes / icons] -c. <i>Tag Line</i> [see designing brand Identity book] -d. <i>3 Soap Box Packages</i> -e. <i>Business Card</i> -f. <i>Letterhead</i> -g. <i>Website Home Page</i> 	<ul style="list-style-type: none"> -a. <i>Logo Design & Typographic Styling</i> -b. <i>Ingredients</i> [make these up or find...] -c. <i>Scent</i> [This can be creative... "Blue Sunset"] -d. <i>Tag line</i> -e. <i>Color Pallet</i> -f. <i>Research FDA Guidelines</i>
_2. Video Research:	See Part 01.	
_3. Assignment Process.	See following pages.	
_4. Visual Research.	https://www.pinterest.com/carrriedyer/	

Suggested Assignment Process:

- ___a. ***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 assignment. Aspects of grade will reflect the presentation of the process work and depth of process student explored.
- ___b. **PREPARATION.**
___Sketch Book, ___Pinterest Board for Visual Research, ___Review Requirements
- ___c. **PART 01: IDENTITY & BRAND VIDEO RESEARCH.**
___ Beginning Graphic Design: Branding & Identity: <https://youtu.be/I-S2Y3SF3mM>
___ What makes a truly great logo-Nike-Michael Beirut -dynamic identity https://youtu.be/RBTtTcHm_ac
___ Identity Design: Branding <https://youtu.be/pR7MnKghDs>
___ Debbie Millman | The Complete History of Branding in 20 Minutes <https://youtu.be/GdsEGphzVJl>
___ Difference Between Branding & Marketing? What's more important? <https://youtu.be/yK7Rk70e588>
___ "What is Branding? A deep dive with Marty Neumeier" <https://youtu.be/dgZINNYUZEc>
- ___d. **PART 02: RESEARCH / VISUAL RESEARCH / LOGO DESIGN / IDENTITY.**
___Visual Analysis + History: Review successful logo design work. Why is it successful? See below.
___ Consider Design Brief. What is the audience? What are the goals?
___ Competitive Audit: Look up logo design & Package design work from the same industries.
___ Research the Product and History
___ Visual Research: Logo Design: <<https://www.pinterest.com/carrieadyer/i-o-g-o-design/>>
___ Visual Research: Package Design: <<www.pinterest.com/carrieadyer/package-design/>>
___ Visual Research: Tea Package Design: <<https://www.pinterest.com/carrieadyer/tea-packaging/>>
___ Moodboard / Stylescape: Create a Moodboard/Stylescape of the mood /direction.
___ Logo Making Process:
___ Analog Process: Make 20-40 thumbnail sketches
___ Digital Process: Translate to digital form [Adobe Illustrator,]
___ Consider: logo variations / patters / color schemes / icons
___ Variations: 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: PACKAGE DESIGN.**
___ Visual Research: Package Design: <<www.pinterest.com/carrieadyer/package-design/>>
___ Visual Research: Structural Package Patterns: <<www.pinterest.com/carrieadyer/structural-package-patterns/>>
___ Visual Analysis: Review successful package & logo design work. Why is it successful? Consider color, pattern, and all sides of package.
___ Buy 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 "Tea 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?
- ___f. **PART 04: BUSINESS CARD & LETTERHEAD.**
___ Visual Research: Business Cards & Letterheads: <<https://www.pinterest.com/carrieadyer/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.
- ___g. **PART 05: WEBSITE HOMEPAGE.**
___ Visual Research: <https://www.pinterest.com/carrieadyer/website-design/>
___ Visual Analysis: Review successful website design work. Why is it successful? Consider navigation, design, uniqueness, layout, typeface selection, negative space/white space, etc.
- ___h. **PART 06: 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?
- ___i. **PART 07: WHAT TO TURN IN?**
___Printed Pieces [packages assembles and professional
___PDF Presentation made in InDesign with design process, final outcomes, and photos

RUBRIC.

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	% of grade
1.	Formal Qualities. Styling of Typography / Pairing of Typefaces. Color / Illustrations / Pattern. Does the package look real? Could it be on a store shelf? [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?	20%
2.	> Identity and branding / Logo Design. Business Card. Letterhead.	15%
3.	Visual Language, Experimentation, Originality & Forms. 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? / ___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.	15%
4.	Visual Presentation, Followed Submission Instructions. Examples include: ___ Did student upload their work in a thoughtful manner considering presentation as a significant element of communication? ___ Did student upload file types that are readable to multiple viewers, PDF format?	10%
5.	> Design Process + Design Thinking. Is evidence of the design process present? ___Did student experiment with their design process during the assignment? 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.? 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. > Transfer of learning. [This occurs when a student applies information, strategies, and skills they have learned to a new assignment, situation, or context.] > Risk-taking. Did student take calculated risks during their process?	15%
6.	Self-Driven Critique, Peer Critique, & Studio Culture.	10%
7.	Professionalism + Positive & Critical Thinking.	5%
8.	Time Management + Required Experiments. Did student complete all required experiments?	10%
9.	Is Work Late? -20%	