

ASSIGNMENT SHEET

DESN 240 – Illustration II

PRODUCT ILLUSTRATION PROJECT

ASSIGNMENT:

Create a digital illustration for a redesigned product package, including a container and a point-of-sale box.

BRIEF:

The client is the manufacturer of an existing fragrance. The client would like to rebrand their product by updating the look of the point-of-sale packaging for their product to increase the product's presence on the store shelf or counter. This increased impact of the packaging will lead to increased sales and market share of the product. The package needs to be distinctive and stand out amongst the competition from other fragrances.

The package redesign will include a newly designed bottle or other container. This container holds the liquid fragrance. The container must also be merchandised inside a box, which also must be redesigned. The client would also entertain a redesign of the product's logo or logotype as part of the rebranding.

The client would like to see a concept illustration of how the components of the new packaging will look. Both package components must relate to each other in a pleasing arrangement. The packages should look three-dimensional, not flat diagrams. A background image may also be used to enhance the new branding of the product. This background could suggest what may be used in full-page magazine ads to promote the product.

This illustration will be produced in Photoshop. The final illustration will be provided as a printed document and a digital file in the PSD format with all layers and smart objects intact.

COLOR:

RGB color - full color

SIZE:

8" x 10" at 240 ppi – vertical or horizontal.

THINGS TO THINK ABOUT:

- Research this genre of products before starting to design. Go to a store and look closely at the existing packaging in these types of products. Also, research a variety of shapes and forms for the bottle. Could the product be marketed in a non-glass container?
- Be sure that the shape and size of the box would actually be able to hold the bottle/container.
- Sketch out concepts before starting to illustrate. These sketches could be scanned and used as a template to help draw the final illustration.
- Be original and creative. Do not take the easiest route to get it done. This should be a portfolio piece that demonstrates your mastery of Photoshop, as well as your design and creative skills.

GRADING

This project will be worth 100 points. I will be assessing the non-destructive techniques, as well as the creativity of your illustration. I will also be evaluating the attention to lighting, color, value, scale, and proportions. I will also be looking for creativity and originality, along with interest and appeal.