

Spring Quarter 2011
T/Th 6pm-8:20pm

Professor: Andrea Lekszen Harrison
aharriso@spu.edu
Office Hours: By Appointment Only

Project Two

Sustainable Product Design

The goal of this project is to understand the processes that goes into developing and designing product design. While working on this project the student will begin to understand the fundamental goals of packaging such as function, information, enticement and differentiation.

Objective:

To repackage an existing juice drink using the following criteria: understand product and purpose, identify the user, rethink need and application (this may result in different packaging or naming conventions) and use as model for design structure, evaluate how the product will perform in retail space, consider and design both point of purchase display along with informational needs (i.e. how to use the product) and investigate sustainable design options. The final will be presented as a physical unit (i.e. bottle) along with print-outs on black boards.

Project Process

5.12 Assign Project

5.17 **Research Pages**

1. **Research:** product (purpose and function)
2. **Audience:** identify user and their specific needs
3. **Competition:** how it currently performs in retail space
4. **Sustainability:** how can this product be significantly more sustainable (form, material, printing, fair trade, transportation, etc.)

Product Plan

Develop product specs with detailed sketches: form change, product size, label size, graphic needs for sales.

5.19 **POP** | sketches

Create at least 20 sketches of the Point of Purchase side of the product, responding to research, retail needs, design influence and product specs.

5.24 **POP** | digital comps

Print out 5 detailed digital comps of the POP side of your product. Create artwork digitally as it responds to above sketches. Include **actual copy** and **cropped** labeling systems. Pay special attention to the typographic detail of product naming. All artwork must be original.

5.26 **Information** | sketches

Create at least 20 sketches of the Information side of the produce, responding to research, retail needs, design influence and product specs.

5.31 **Information** | digital comps

Print out 5 detailed digital comps of the information side of your product. Create artwork digitally as it responds to above sketches. Include **actual copy** and **cropped** labeling systems.

POP | 2 updated digital comps

6.02 **Product** | final critique

Bring in prototype of product *and* flat print-outs of labels

6.07 **Project Due**

Art 3204

Spring Quarter 2011
T/Th 6pm-8:20pm

Visual Communications II

Professor: Andrea Lekszen Harrison
aharriso@spu.edu
Office Hours: By Appointment Only

Final Presentation

Final Product: Actual three-dimensional prototype of your product with new artwork.

Board 1: 15" x 20" process board including research and sketches. Include a before and after photo of the product in its retail environment.

Board 2: 15" x 20" board with detailed labeling. The actual label should be printed out on a hairline sketch of your product shape in order to show label placement while showcasing the flat label/product artwork.

Board 3: 15" x 20" board with photo of product.

On the back of your photo boards, mount a white, typed label in the lower left hand corner with:

Your name

Sustainable Product Design

1–2 paragraphs describing your research and how you altered the product to improve form and function, respond to your audience and create a more sustainable product. (This text can stay the same on all boards.)