

P03

6th MARCH

LIGHT BULB PACKAGING

project description

This project will be to develop packaging for a single energy efficient light bulb that showcases the uniqueness of the bulb itself. Explaining the benefits of this particular bulb, the uses and showing the design of the bulb through die cuts in the packaging will be explored. You will be developing only one packaging for this project, however the design would be part of a larger series. The approach can be from different angles and this will be left to you to dictate the direction. It can be developed as a serious design that speaks to the revolution of energy and how this particular bulb will help the environment and how the consumer buying this product is doing their part. It can also have a more comical approach and maybe target a person looking for idea inspirations or a light bulb that keeps away the bogeyman. Either direction will require a design that speaks to the targeted consumer as well as displays the uniqueness of the bulb design itself. You must also include everything required for store display. This means allowing for a store to display the packaging on a shelf as well as a wall peg. So incorporating a hang tag that can be implemented only when needed has to be solved.

gained knowledge

With the completion of this project, you will have continued your work in developing designs for specific items and having elements in both the structure and aesthetic speak directly to that item. Knowing your product is important and understanding how it requires a different approach has been addressed. You will also have built on the knowledge of how to gain protection through the use of cuts and folds in the paper stock.

project specifications

- a packaging that serves multiple display options
- a packaging that showcases the bulb's uniqueness - die cuts
- included text for the targeted consumer as to why this bulb should be purchased
- all necessary details for retail use
- the bulb must be included in the final presentation and be perfectly protected

grading scheme

50% is the design piece itself

How well developed is the packaging itself? How unique and creative is the design and how well does it solve the problem of displaying in multiple scenarios? How strong does the design speak to the consumer?

20% is the research element of the project

Did you develop multiple concepts? Did you keep track and print out each design solution and place them in your sketch book? Did you research existing packaging for light bulbs?

20% craftsmanship

Is the finished piece presented nicely? Did you set up the file properly with fold marks and bleeds/margins? How well does the packaging protect the bulb itself?

10% participation

Did you show up prepared for the class crit? Did you speak during the crit and help other students with their designs? Did you take notes during your crit?

timeline of project

- 06** Begin looking at existing light bulb designs and specifically how they offer protection. Look at specific packaging that speaks to your targeted audience, not just light bulb packaging but other designs that can be used to reflect on how this specific audience is being approached through design. Create your mood boards digitally and prepare to show your direction on Thursday.
- 09** Show your mood board and your direction you plan on taking this project. Begin working out solutions for your designs. Look at ways you can develop the interior through folds and cuts that provide the necessary protection. Measure out your design concepts and build your blueprint for the packaging in illustrator. Think about the die cut and how this will showcase the light bulb YET offer a weak spot in the structure for protection.
- 13** Have a nice break.
- 16** Have a nice break.
- 20** Begin working out your designs on screen. Print out prototypes to see how your designs interact with the light bulb itself. Research what details must/should be included.
- 23** Start implementing the text and other elements into your design. How can the text be included to become part of the story for this packaging? How will the packaging solve the issue for display uses?
- 27** Start wrapping up your designs and printing on final paper stock choices. Prepare for the class crit on Thursday.
- 30** Class crit at the beginning of class then reflect on the feedback.
- 03** Projects due at the start of class.