

First Year: Design Basic GRAF1038

PROJECT: #1 Retail Bag Design

Rhythm & Pattern: using line, shape, texture and colour

Read this brief carefully: First decide what type of gift bag you want this to be, for example; toy shop, perfume, imported gifts (specify geographical area), men's shop, music shop, jewelry shop, skin care, car products, sporting goods and so and so on. Think of a name for the store.

Due Week 2 in class

Your single letterform, the pattern of four created, your store name, store description will be due at the end of class of Week 2 worth 10% of final grade. So create several options, experiments with different typefaces and see how they convey different ideas for different stores. These will be signed off in class.

Step 1. Use the first letter of your first name, middle or last name.

(Example using R from Rob) you can use upper or lowercase your choice.



example

Step 2. Select a typeface of your own choice that suits the store type and mood. Use either upper or lowercase.

Step 3. Print the letter **1 inch high**.



example

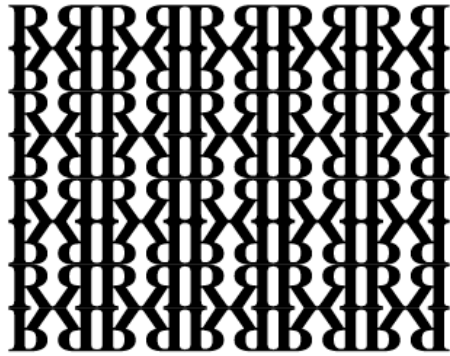
Step 4. Flip, flop, rotate but don't skew or distort the letter, to create a four-part pattern in solid black and white. This pattern will create the graphic for your stores' bags and swing tag. Print the single letter and the pattern of four, experiment with several patterns of four to get the most



example

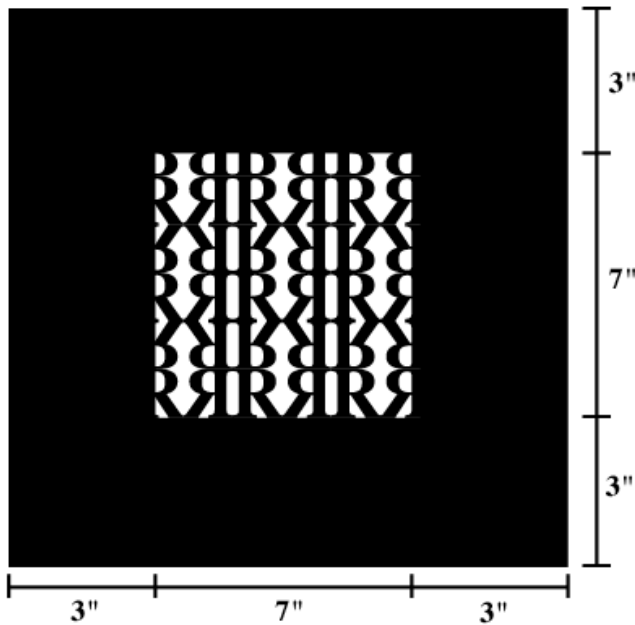
visually interesting use of shape, pos/neg.

Due In class Week 3: Step 5. Repeat this four part pattern so that it fills an area 8"x 8", and Mount it on stiff white card. (like Carolina)
Due at the start of class Week 3. Worth 10% of final grade must be signed off in class.



example

Step 6. Cut a 7" x 7" window in a black cardboard and mount your pattern in the window. Allow a 3" boarder. Your finished piece should look like this: NO Tissue overlay required on this part. We will do this in class.



This must be done for week 3 they will be checked & signed in class.
Now you are now going to examine the effect that colour has on this pattern.

Due Date Week 4 -At this point: you should print 5 extra copies of your pattern, create outlines of all your type, make the fill “none” and the stroke 5% black. This way you can use them to create your semi-comps where you will experiment with texture, colour, pos/neg space.

Step 7: 3 Semi Comps. Using colour markers, pencil crayons try different colours for your bag design. Take your extra patterns, and divide the 8x8 square into quarters. Each quarter can have a different colour combination; you must have 12 combinations to choose from when you are done, you can do more.
(You may do more to explore different colour combinations)

For each of the quarters use different colour combinations. Use both harmonious and complimentary colour combinations. (Red and orange would be harmonious - Red and green would be complimentary).

Do this at the semi-comp level. Render by hand, at this point you should introduce some texture into your pattern. This texture can be in the positive space or in the negative space. (i.e.. be clean and neat - the purpose here is to study as many variations as possible.) Assemble the 12 swatches into a booklet that you could envision yourself showing a potential client. Quality counts.

Decide which colour combination pleases you the most & which suits the purpose of your chosen store and product line, for use on the final bag and swing tag design.

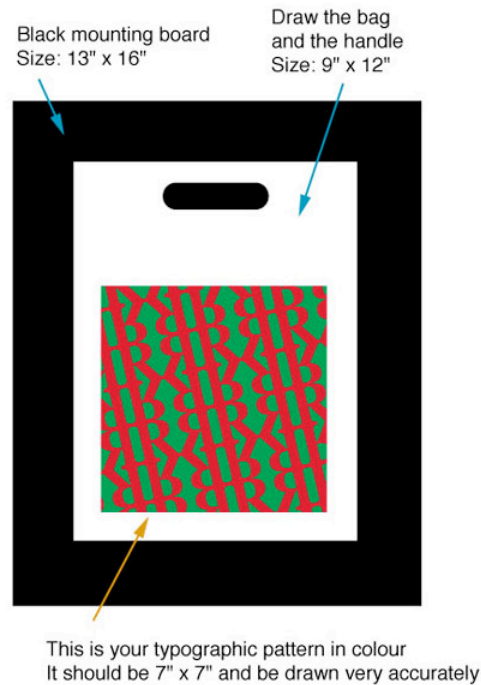
These will be due by the end of class, you will want to start at home in order to get them all done. Worth 10% of final grade must be signed to count

Step 8: Use this colour combination to produce the final design for a retail gift bag and swing tag this will be done in by hand with whatever medium you wish, colour markers, pencil crayons, pastels etc. The final piece will be done at 7X7 & a pattern of the original four will be done as well, to use on a swing tag.

From White Carolina board or a stock of your choice, cut and create a bag form as shown below (9"x12" rectangle) cut out the handle, mount the design (7"x7") on the bag form. Then mount the bag on the black board. Get creative with the stock, it will enhance the pattern you have created, in real life a person would look to you for suggestion on the stock to use for the bag, The Stamp Shack is a store in downtown London it is in the mall where the main London Library is beside the Dollar Store. They have a great selection of different papers you can use to build your bag form.

From the Carolina board or stock of your choice, cut a 6"x 3" piece to form the swing tag, folded tag will be (w) 3 inches by (h) 3 inches. Lightly score the tag at the 3" mark to allow for an easy fold. Mount the pattern of four on the swing tag. Fold and attach the tag to the bag handle. The inside of the swing tag should be left empty for writing on.

The sample shown below is the bare minimum you must do, you're a Graphic Designer do much more, your client would expect it.



Presentation: Cover your final board with a tissue overlay. Put the trimmed, completed label on the back lower right hand corner.

Please hand in:

- 1) Your original pattern/patterns of four and the single letters
- 2) The B/W 8x8 sample of your pattern in its black window and any extra patterns
- 3) Semi-comps (total of 12) assembled together.
- 4) A sheet of paper with a typed description of the store, the store name and product/products the store sells.

Put all this in a **plastic** envelope with a completed and trimmed label on the flap side of the envelope on the lower right hand corner.

Project due date will be the end of the **second hour** of class; week 5: We can assemble this in your project in class; have all the rendering of your final piece done when you come to class week 5.

Grading Breakdown

All prep-work must be submitted and signed on scheduled due dates to count for marks. Deadlines are essential in this business.

Prep-work 30% of final grade

Creative 40% of final grade

Use of different stocks for bag 15% of final grade

Presentation Quality 15% of final grade