

Project #2 GRAF3013

Package Design

Objective:

- to redesign a product's packaging
- to examine a wide variety of packaging
- to analyze different fonts for the product name
- to reinforce the design process
- to study packaging production
- to examine colour & its associations with food

Client: Hillbilly Beans®

A registered company owned by Steve & Dianne Rounds, the product is grown on the family farm in Lakeside Ontario, Canada. The product is a nutritious & delicious blend of beans, peas, lentils & barley. A very high source of dietary fibre. The owners have requested a new look for their product. Until now the product has been packaged in a plastic bag with labels on the front and back of the bag. With increased distribution the owners now would like

new packaging options. They would also like a new look for the logo. Your job is to create a new package for the product, one that will hold up in long distance shipping and a new logo to take them into the future.

Requirements:

This will be a full colour job. This packaging may or may not include a window to view the product, this is your choice.

Copy to be included:

- redesign all text that is on existing front label, it all must be used on the front of the new package.
- the two recipes from the old package should be incorporated into your new design. The copy must be exactly the same.
- Design a place for a barcode on the packaging.

These two recipes must be incorporated into your new package design, all copy must be included.

THE ORIGINAL Lakeside Hillbilly Bean Soup

Cooking time, 2 hours. Makes 10 servings.

1 lb Hillbilly Beans
6 cups Water or Soup Stock
1 chopped Large Onion
1 chopped Green or Red Pepper
2 chopped Carrots
2 stalks Chopped Celery
1 clove Minced Garlic
1 19 oz. can Tomatoes
1/2 lb. chopped Smoked Bacon
or 1/2 lb. of Diced Cooked Ham
or 1/2 lb. of Diced Cooked Beef
or 1/2 lb. of Diced Cooked Chicken

Wash and soak the Hillbilly Beans overnight. Drain and discard the water. Place the Hillbilly Beans and water in saucepan, bring to a boil, then simmer for 1 hour.

Place the bacon in separate frying pan and render it until almost crisp. Leave the fat in the pan and transfer the bacon to the soup. Sauté the onions in the remaining bacon fat or in an oil of your choice and add to the soup. Turn up the heat and add all other ingredients **very** slowly, so the soup won't stop boiling. Simmer until tender. Salt and pepper to taste. Additional spices may be added to your liking.

THE ORIGINAL Lakeside Hillbilly Chili

Cooking time, 4 hours. Makes 10 servings.

| | |
|------------------------------|----------------------------------|
| 1 lb Hillbilly Beans | 1 19oz can Stewed Tomatoes |
| 4 cups Beef Soup Stock | 1 19oz can Tomato Juice |
| 1 Large Onion (diced) | 1 clove or 1/2 tsp Minced Garlic |
| 1 Green Pepper (diced) | 2 tablespoons Chili Powder |
| 3 stalks Celery (diced) | 1 tablespoon Salt |
| 1 teaspoon Black Pepper | 1 teaspoon Dry Mustard |
| 1 teaspoon Cajun Seasoning | 1 teaspoon Minced Onions |
| 1 teaspoon Horseradish | 1 Bay Leaf |
| 1/4 teaspoon Cayenne Pepper | 3/4 cup Cooked Mushrooms |
| 1 1/2 lbs cooked Ground Beef | juice of one lemon |

Wash and soak Hillbilly Beans overnight. Drain and discard the water. Cover the Hillbilly Beans with water in a saucepan. Bring to a rolling boil, then simmer for about 1 hour or until tender. Drain and discard water, then rinse Hillbilly Beans in cold water. Place the Hillbilly Beans in chili pot with 4 cups beef soup stock, tomato juice and stewed tomatoes. Sauté the onions, green pepper, celery in oil of your choice and add to the chili very slowly so that it does not stop boiling. Add all other ingredients except the cooked ground beef. At this time, have a beer or beverage of your choice. Turn heat to medium for about 30 minutes then add cooked ground beef and let simmer for 2 hours or until thick. Makes a great meal garnished with grated medium cheddar cheese, sour cream, chopped green onions and homemade bread.

Always Better The Next Day!

YOU GET THE BEST QUALITY BEANS
FROM STEVE AND DIANNE ROUNDS FAMILY FARM
LAKESIDE, ONTARIO, CANADA N0M 2G0
TEL:(519) 349-2211 FAX:(519) 349-2248

Original front label for the Hillbilly Beans®.

Due Dates:

Week 1: Introduction of Project #2

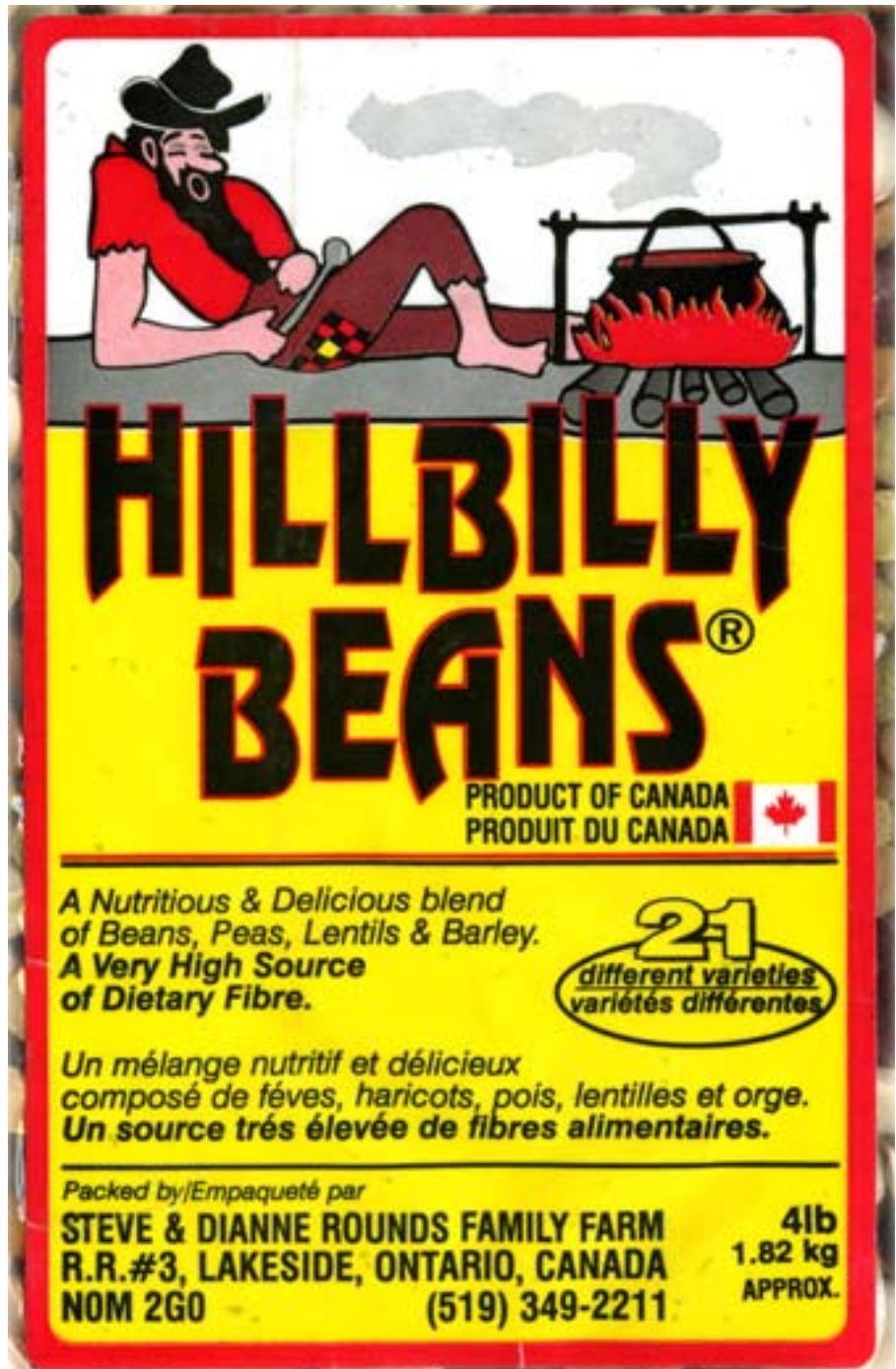
Week 2: Research and thumbnails are due. These will be reviewed in class, do as many as it takes to generate at least 4 solid ideas. Thumbnails should be done for the new logo, the new packaging design along with any graphics that will be used. Get lots of reference material for example—flattened food box to use as templates, samples of other similar food product containers, photos etc...

Week 3: Roughs are due, B/W versions, rendered mock ups, and have your colour choices for the logo and packaging narrowed down to 2 or 3 sets of colour schemes. Have a plan that will include a variety of package sizes (1lb, 2lb, 1.5lb etc..) This product can be very heavy, so the quantity per container needs to be kept in mind when deciding on the substrate used to create the container.

Week 4: Semi-comp colour mock-ups of your packaging, colour & B/W versions of your new logo design.

Week 5: Project is due, Presentations will begin at the start of each class. Be on time. Project #3 will be introduced after all presentations are completed.

- I put a high-res tiff's of the product on the server in the Courses folder>GRAF3013>Product



Submission requirements:

- mount your new logo on a 11 X 14 black board, include a full colour version and a B/W version. Allow for a balanced boarder. Cover with tissue overlay and label to be placed on the back lower right corner.
- Mount your packaging design flat on a black board, maximum board size 16 X 20
- You should also make a mock-up for this packaging

redesign. Plus, any other ideas that you may have to further enhance this campaign. Additional ideas & packaging sizes could be presented on your powerpoint.

- All prep-work that was done to get to the final solution should be submitted in a labelled plastic envelope. Organize your prep work carefully.