

## Project 1 – Stylized Package

Your client has requested an illustrative stylized Package. The product is for you to choose. Examples of products are a: pop can, chip bag, chocolate bar wrapper etc. Once you select your product, it must be slightly distorted, in order to give it a stylized unique look. For example: crush a can, crumble a chip bag, or tear a wrapper. The product/logo should still be identifiable.

You must recreate the distorted product in Illustrator using the pen tool, shapes, colours, gradients, transparencies, blending etc. Use these different techniques in Illustrator to recreate the product as close to the original as possible.

Include a heading to accompany your logo eg: "It's the Real Thing".

### Stipulations:

All of the work will be done using the pen tool and any other tools in Adobe Illustrator.

### How To Begin:

1. Select your package.  
ie: pop can, candy wrapper, gum, juice label, chip bag
2. Distort or manipulate the package  
ie: crush a can, rip a corner, fold it, crumple it

**Make sure your package or product is difficult or challenging enough to trace. You will be marked on difficulty. If you are not sure, please get your selection approved by me.**

3. Scan the image in Photoshop at 150 dpi or take a picture of it with a digital camera. Save the image as a tiff file.

**Make sure you save a copy of the original image or keep the original package itself to hand in. I need to see it in colour to compare.**

4. Place the Photoshop image into Illustrator on a 8 1/2 X 11 page. Remember to link it and lock it on a separate layer. *Note: if you link the image, make sure you save the original photoshop file. It needs to still be available in order to link it. If you embed the image it will increase the file size and slow down your computer.*
5. Trace the shapes and recreate the image with the pen tool or the other shape tools. You can start off with a shape and then manipulate it with the direct selection tool. Use layers to help organize your shapes.
6. Use eyedropper tool in Illustrator to sample the colours of the Photoshop image you have imported. Save the colours in your Swatches Palette.
7. Apply colours, gradients, blending, meshes, transparencies to your shapes. Use the different techniques in Illustrator to make your package look as realistic as possible and close to the original.

**You will be marked on the use of these techniques and if they are applied effectively.**

8. Add a heading. You can come up with your own heading.
9. Approx size of package should be 6" X 6".
10. Prepare for output.
  - Convert fonts to outlines. This will ensure no missing fonts when you take it to a printer
  - Save a copy as a pdf in case the ai file will not print
  - Apply transparency settings (we will go over in class)
  - Print out a black and white proof to make sure everything prints properly.
11. Printing - Output your stylized logo layout poster on photo high gloss paper in colour. The final size is 8 1/2" X 11".
  - Give yourself at least 2 days to print. Allow time for errors.
  - Allow yourself time to fix it and print it out again.
12. Mounted on 12 1/2" X 15" black bainbridge board with a tissue overlay. Your final can be horizontal or vertical.

### Hand In:

1. A print out of original scan or photo in colour. Or the original distort package in a folder on the back of your assignment.
2. Output on 8 1/2" X 11" high gloss photo paper and mounted on 12 1/2" X 15" black bainbridge board with a tissue overlay.
3. Illustrator file in the dropbox folder  
Name the file with group\_first initial and last name.ai eg: c\_sayers.ai
4. 4 X 4 RGB jpg or the file in dropbox\_jpg with group\_first initial and last name.

### You will be marked on:

25 Marks

- Technical drawing accuracy
- Attention to detail
- Gradients & techniques  
(ie blending, gradient mesh, gradients)
- Clean lines and shapes
- Technical difficulty
- Correct Colours

10 Marks

- Semi-comp
- Heading
- Inclass exercises
- Package - inclass (week 2 - end of class)
- Colour output of the original manipulated package or the actual package itself
- Mounting & Presentation

Marked out of 35

Worth 30% of your mark.

### Due Dates:

#### Computer semi-comp Group A: Thursday May 26 - (End of class)

Half of your package should be done for the computer semi-comp stage.

You will have the whole class to work on it in class.

#### Final: Thursday June 2 - (Beginning of class)