

**P01**

24 JANUARY

# COOKIE FOR A CAUSE



## project overview

This project will focus on a series of cookie packaging that brings awareness to an organization or event that will be available in stores and online. The placement could be on the shelf with other cookies or at the register to engage a customer at checkout. At the very least, bring attention to the cause would generate a significant help but ultimately picking the packaging up if the type of cookie were wanted by the individual. These would be part of a larger brand that would offer multiple styles. Knowing this, allow yourself to speak directly to the consumer who would be tempted by your type of cookies. Now, get the information across to that person with an engaging design that would explain the cause and organization's mission statement.

This project will involve developing three unique packaging concepts that are seen as a series. The shells of the packaging will speak to the cause as well as the cookie it is delivering. The surface area should be developed in a way that allows ample room for providing information about the cause as well as the cookie itself. The ingredients, nutritional facts, upc bar code for the store to scan and net weight. Description about the organization or cause and a web address will also be

included in the design. Besides the aesthetic element of the packaging, you must consider the importance it serves to protect what is inside. In this case, a baker's dozen cookies and finding ways to protect each individual piece is important. Using only paper stock, to be earth conscious, how can you protect the 13 cookies? Keep in mind the importance of developing the tiniest packaging possible for optimal retail revenue. The more space that the packaging takes up, the more the store will need to charge resulting in less for the cause and organization.

So, the packaging needs to be small enough to make money, yet big enough to hold all of the information that must be included and provide protection while being unique to the style of the cookie and the cause.

Once a direction has been solidified, designing three different yet similar designs in a series for three different types of cookies. The shape of the packaging is completely open as long as the design has a way of protecting the cookies.

**There will not be a drop test for integrity. Only one of the three must incorporate your interior solution.**

## grading criteria



the design and aesthetic appeal for each design



the presentation of the final craftsmanship



creativity of the three as a series



following the project specs



participation & research/process of the project

## gained knowledge

At the conclusion of this project, you will have immersed yourself into packaging for both retail as well as structural integrity. You will acquire the knowledge and ability to develop from scratch, a protective packaging that protects the contents in transit from manufacturer to store to consumer. You will have also learned to develop a canvas that captures the consumer while delivering vital information into a balanced and cohesive design. You will also explore techniques in folding paper to gain mass and protection.



## project requirements

- three different exterior designs that work together as a series for the same organization but for different types of cookies
- the organization's brand does not need to be followed but their logo and mission statement does need to be included
- the three designs will be printed on 80lb cover stock  
[ please find this paper stock now to avoid missing the deadline ]
- must set up the files with safe margins, bleeds, trim marks and fold marks
- must include the type of cookie, ingredients, nutritional facts [ NOT IN A WHITE BOX ], upc bar code for the store to scan and net weight
- interior design to protect the cookies
- upload to google drive in the correct folder named as: **lastname-p01-final.pdf**  
[ all three designs must be in one pdf ]

## schedule for project 01

- 24 01** **Project One Start** | Introductions and discuss the first project.
- go out and buy your supplies for the semester
  - choose your three types of cookies - you will need to measure at minimum one of the cookies to set up your documents
- 28 01** **Class 02 of 08** | Start working out your ideas and conceptual direction for the packaging.
- measure your cookies and set up your document with margins, bleeds and marks
  - begin to drop in the necessary elements that are required
  - start thinking about how to protect the cookies - this element needs to be solidified before solidifying the size of the document
- 31 01** **Class 03 of 08** | Begin to work on your designs.
- once a direction has formulated and the measurements are set for how the interior will work, start designing
- 04 02** **Class 04 of 08** | Continue working on your designs.
- work on one of the designs while thinking how the series will work together and what elements will make them different
- 07 02** **Class 05 of 08** | Test print prototypes by the end of class.
- print out the designs where they stand during class time - use copy paper and to scale but cut as if it were being submitted
  - piece together the interior design that will protect the stack of cookies using proper paper
- 11 02** **Class 06 of 08** | Continue working on your designs.
- make tweaks to the designs after seeing them in print and pieced together
  - begin to solidify the other two designs for the series
- 14 02** **Class 07 of 08** | Begin to finalize your designs.
- complete your three designs and print on proper paper stock for the class crit
  - put together one of the interior designs into one of the three finished designs
- 20 02** **Class 08 of 08** | Class Crit
- come to class with all three designs printed and put together on 80lb paper stock
  - reflect on the feedback from your classmates - remember the sponge and brick metaphor
- 21 02** **Projects Are Due** - All three pieced together with PDF uploaded to the google drive.
- upload your document to the google drive as a single pdf
  - hand in your three finished designs with one interior design placed within one of the packaging pieces

When handing in your projects, you must submit the pieces within the parameters you were asked. Your project will be handed back to you for not following directions and be docked as a late. Please pay attention to the small details as often the most noticeable.