

P02

21 FEBRUARY

LIGHT BULB PACKAGING



project overview

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 evolution 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.



Light Bulb Packaging Examples: © Angelina Pischikova, © Provenance

grading criteria



the overall design and aesthetic appeal



the presentation and final craftsmanship



creativity of displaying the light bulb



following the project specs



participation & research/process of the project

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.



Light Bulb Packaging Examples: © Jordan Hetzer, © AV Cook, © Angelina Pischikova, © www.alibaba.com, © Nuntanat Rongkapan, © Global Sources

project requirements

- a packaging that serves multiple display options - shelf and hanging
- a packaging that showcases the bulb's uniqueness - die cuts must be utilized
- included text for the targeted consumer as to why this bulb should be purchased
you will be deciding what details are important and why
- all necessary details for retail use
look at existing packaging
- interior folds need to protect the bulb BUT also be designed to showcase the bulb
- the bulb must be included in the final presentation and be perfectly protected
- upload to google drive in the correct folder named as: **lastname-p02-final.pdf**

schedule for project 02

21 02

Project Two Start | Take a look at the project specs.

- obtain a light bulb you wish to design for this weekend
- 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 - store specific
- create your mood boards digitally and prepare to show your direction on monday and research what details must/should be included

25 02

Class 02 of 06 | Begin working out your ideas and test mock ups for structural integrity.

- begin working out concepts for your packaging and interior protection
- 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

28 02

Class 03 of 06 | Begin to work on your designs on screen.

- input your dimensions from your prototype, set up your bleeds, guides and die cuts
- 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?

04 03

Class 04 of 06 | Continue working on your designs.

- continue to work out your design ideas
- test print by the end of class

07 03

Class 05 of 06 | Begin to finalize your designs.

- start wrapping up your designs and printing on final paper stock choices. prepare for the class crit after break

11 03

Spring Break - Have a nice break.

14 03

Spring Break - Have a nice break.

18 03

Class 06 of 06 | Class Crit

- come to class with your packaging pieced together with the light bulb within the packaging
- reflect on the feedback from your classmates and think how best to address any issues that were discussed

21 03

Projects Are Due - Printed packaging with the light bulb as well as the PDF uploaded to the google drive.

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.