



Visual Communications

## :: project

### Product Label Design

**Will someone be able to tell the difference between your label design and one that is *real*?**

## :: project overview

You will **make a product label (NOT a FOOD or DRINK PRODUCT)** that will go on an existing container. You will create original artwork using art materials, Photoshop and Illustrator. You will create a label that will be an appropriate size and shape. Your label will visually represent the product through your artistic choices: color, font and imagery. Your product label will be printed on adhesive paper that you will stick to the container. No two people in class will work the same way; you will develop your own style and process of working. At the end, **we will share our designs in class in an *informal-style critique*.**

(note: we will be using our products as the basis for our next project, *Product Ad*)

## :: parameters

1. The label needs to physically fit the existing container
2. The design components (color, shape, font, etc.) must directly relate to and reflect the product . In addition, the components need to *work together*.
3. The images/imagery that you use must be original (i.e., completely *yours*).
4. You must create an original name for your product that is appropriate for that kind of product (i.e., don't call a luxury bath product 'Yuck'). Make sure that it is legible (it can be *read*) and clear.
5. The container must have something *in* it. The contents can be mixed by you or you can use the existing contents. The container must be full. The contents must be non-toxic.

6. You will explain *why* you made some of the design choices you did and how they convey something about your product, its characteristics/qualities, etc. in an in – class critique.

## :: process

Log on to the WIKI site: [www.viscomclass.wikidot.com](http://www.viscomclass.wikidot.com)

Go to: SPRING – Spring Assignments – Product Label

1. Find some attractive examples of product labels online. We will look at professional examples and talk about how they function, why they work (if they work) and what they 'say.'

2. **HOMEWORK:** look for a container (full or empty) that you would like to design a product label for. *You should be attracted to the shape.* BE THOUGHTFUL, don't just choose *any* container (this will cause problems later if you do).

3. Fill out the 'Product Label Worksheet.' You can type in the answers by opening the document in Open Office (iMac) or Microsoft Word (G5). **Be as specific as you can and choose your words carefully.**

4. Take another look at the 'Professional Examples' of logos on the wiki site. Which do you like? Not like? Think about the style in which you would like to work.

5. **HOMEWORK:** Collect one page of images that will serve as inspiration and/or reference images for you (min. 10 images). THEN, Make one page of sketches, doodles, etc. that are inspired by your product and research images.

6. Begin experimenting in Adobe Illustrator. Make some more doodles. Make some Live Traces from your sketches. Take photos, if that applies (for example, if you are designing an avocado face mask beauty product, I encourage you to go to the store, buy an avocado and take pictures of it).

7. Once you've completed a draft, prototype or revised sketch/art, share it with people to get feedback. Incorporate any feedback that you think is valid. Revise your work.

8. **MEASURE THE FACE OF YOUR CONTAINER!** Make sure your design will fit on your container.

9. Print out your design on adhesive paper ONLY when you have printed out a test paper version first. Adhesive paper is expensive.

10. Adhere your label to the CLEAN container.

## :: design considerations

- ✓ Mix different fonts?
- ✓ Use gradients?
- ✓ Positive and negative shapes & space
- ✓ Color supports the product
- ✓ Framing devices?
- ✓ Use drawing tablet or not?

How will your label be shaped?