

ADVANCED
CREATIVE
ENQUIRY

Week One

ASDA
FRESH
PICKS

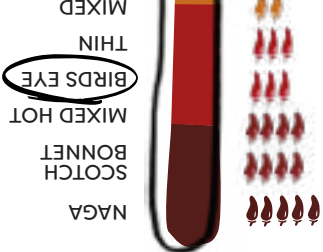
Birds
Eye
Chilies



50G

KEEP ME IN THE FRIDGE TO KEEP THE FLAVOUR
AND TASTE FOR LONGER.
ENJOY AT ROOM TEMPERATURE.

Chili Rating



NAGA
SCOTCH
BONNET
MIXED HOT
BIRDS EYE
THIN

ASDA
FRESH
PICKS

Padron
Chilies



20G

KEEP ME IN THE FRIDGE TO KEEP THE FLAVOUR
AND TASTE FOR LONGER.
ENJOY AT ROOM TEMPERATURE.

Chili Rating



NAGA
SCOTCH
BONNET
MIXED HOT
BIRDS EYE
THIN

ASDA
FRESH
PICKS

Scotch
Bonnet
Chilies



40G

KEEP ME IN THE FRIDGE TO KEEP THE FLAVOUR
AND TASTE FOR LONGER.
ENJOY AT ROOM TEMPERATURE.

Chili Rating



NAGA
SCOTCH
BONNET
MIXED HOT
BIRDS EYE
THIN

ACE is made up of **three** projects.

One.

Re-packaging.

Go shopping. Find a product on the shelves which you feel has a weak visual representation. Improve it.

Two.

Information Graphic.

You will be given a topic to research. Present a large amount of data or information relating to that topic in the given format.

Three.

Exhibition Branding.

Develop a pitch for the name, and visual theme for this year's end of year show. A winner will be selected to take forward.

Three dates for the diary.

One.
Re-packaging.

Go shopping. Find a product on the shelves which you feel has a weak visual representation. Improve it.

4 Weeks

Formative DL - 22nd Oct

Two.
Information Graphic.

You will be given a topic to research. Present a large amount of data or information relating to that topic in the given format.

5 Weeks

Formative DL - 26th Nov

Three.
Exhibition Branding.

Develop a pitch for the name, and visual theme for this year's end of year show. A winner will be selected to take forward.

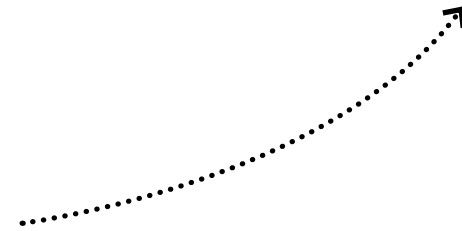
6 Weeks

Final DL - 14th Jan [VIVA]

The initial briefing for this project was at the end of year two.

One.
Re-packaging.

Go shopping. Find a product on the shelves which you feel has a weak visual representation. Improve it.



Key Points.

.....

- * Visit a Supermarket or DIY store.
- * Identify a product which you feel has a weak or inappropriate visual representation.
- * Choose an item that forms part of a series or range.
- * Re-design the packs to improve upon the existing design.
- * You will need all the information that appears on the packaging.

A Series or Range

Could be three
flavours, sizes
or types...



How can you
create cohesion
across the three?

The WHOLE pack needs to be designed



- * The front, back and all sides need to form the design.
- * Do not find a digital mockup and design to that.
- * All information needs to be included, unless you can fully justify a design-led change.
- * You are not required to redesign the actual logo.
- * The packaging must be designed at actual size.



Digital mockups are a brilliant way of bringing your work to life. But the work must exist in the real world **first**.

You will need to present physical work in your VIVA presentation.

By the 22nd October...

A3 Sheet One.
Original Packs

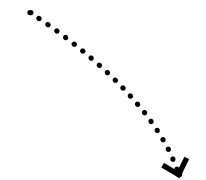
Show the original products that you have chosen to re-design.

A3 Sheet Two.
Research & Development

Show an overview of your research and development.

A3 Sheet Three.
Redesigned Packs

Show your re-designed set of products.



You may **build** the packs for the formative if you wish however this is not a requirement.

You will receive feedback, after which you can make edits and build your final packs for the VIVA.

Example submission for the **formative** deadline.

One.

When looking at packaging for SPAM, a lot of the tinned sections in the supermarket were bland and plain, so i looked to similarish packaging with jars and bottles for example, as they're the same type of wrap around packaging , so all sides are important. I looked into a lot of newer brands that cater to younger audiences and followed their colour palletes of bright eye-catching colours wth playful imagery often moving around text or having mascots.



Two.



Three.



Plan for This Morning

What products have you chosen to redesign?
Initial feedback on what's been produced so far.

Working towards next week: Sheets 1 & 2 printed out (at least)

Plan for This Afternoon

Assigning Exhibition Roles.
Group discussion. Don't run away!