

**BOX PEOPLE.
PACKET PEOPLE.
LABEL PEOPLE.**

ACE Week Two

Having the 'thing' you're redesigning in front of you.

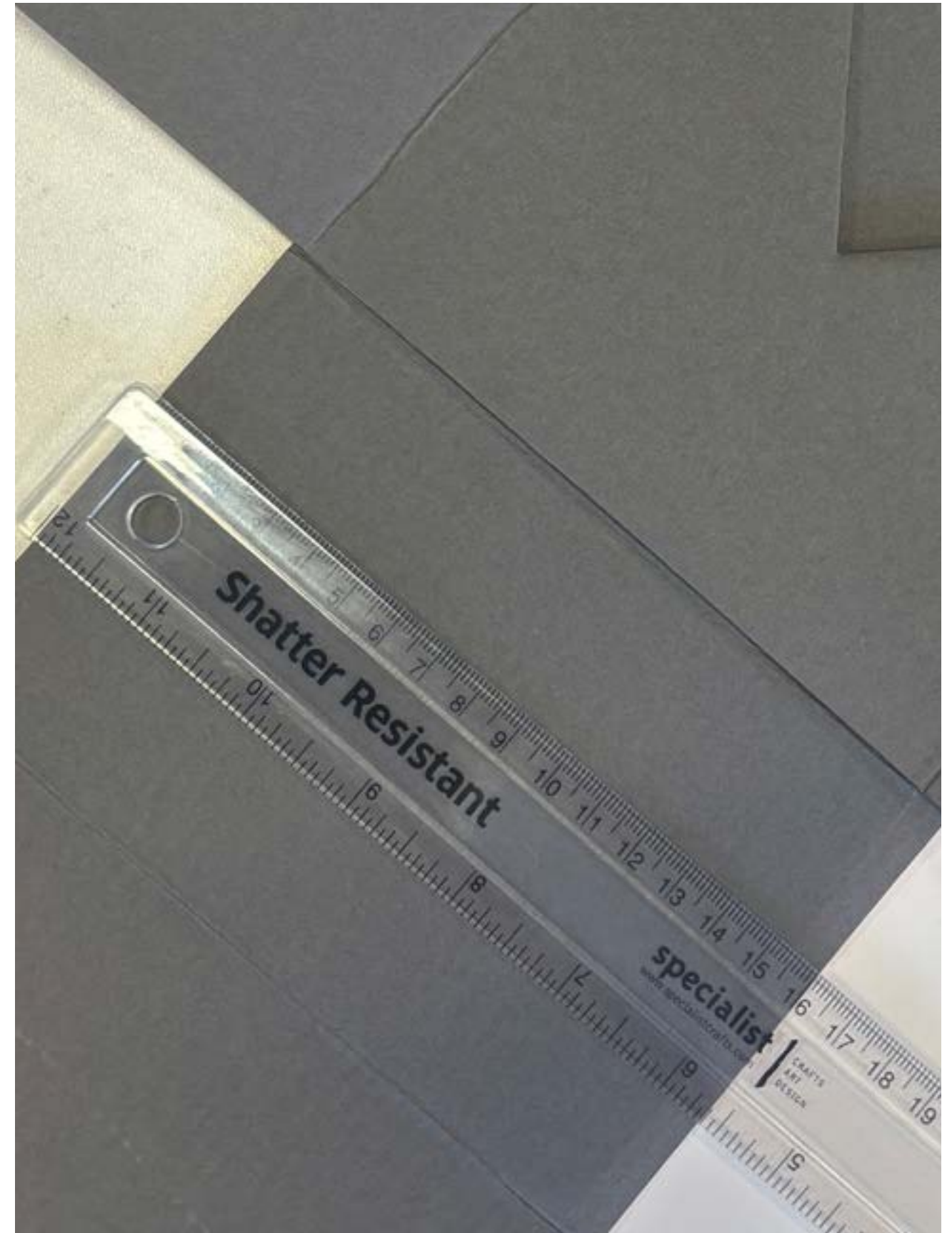
Hopefully everyone has properly studied the existing form of the product they are redesigning by now.

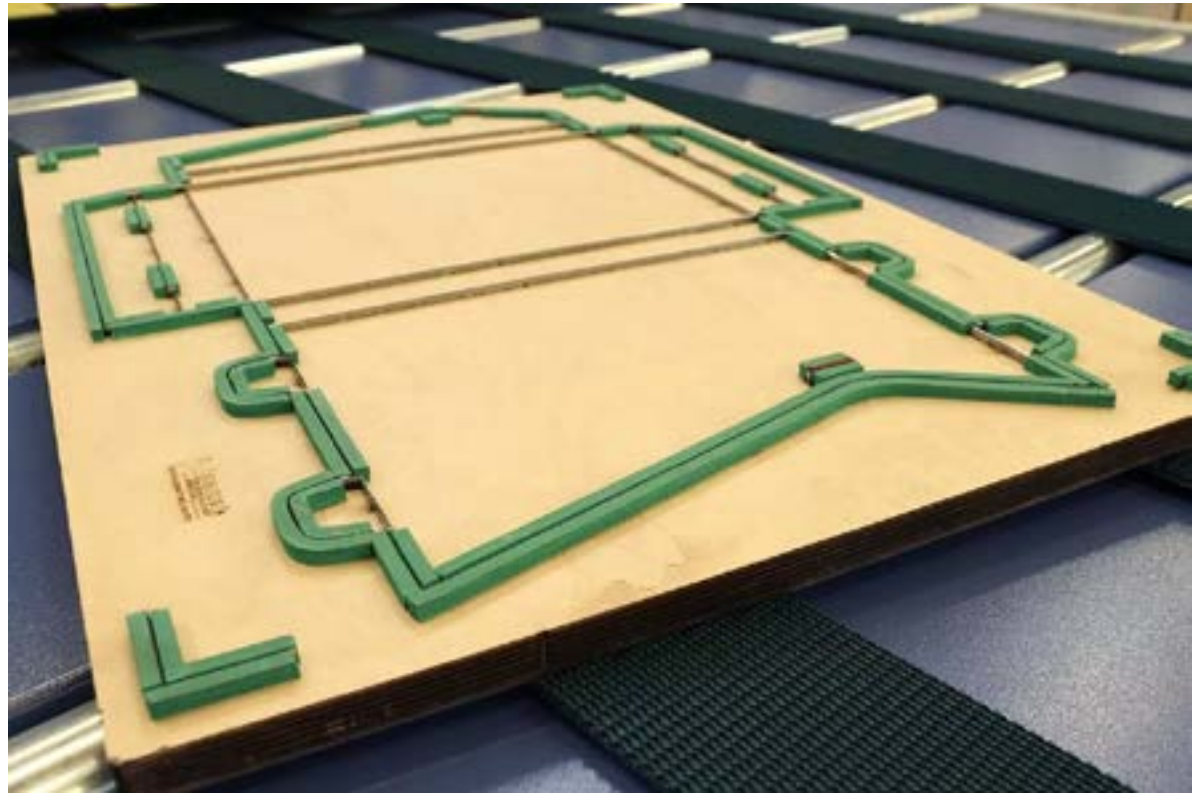
Today we'll look at the importance of the reference material, as well as a few main considerations when designing and working in the 3D space.

Deconstructing & getting your measurements right.

Working to the correct size from the start is really important. Key decisions such as type size will be led by this.

Those working on a box/packet, should have a full product 'net', and those working on labels need to fully consider the size of the label(s).

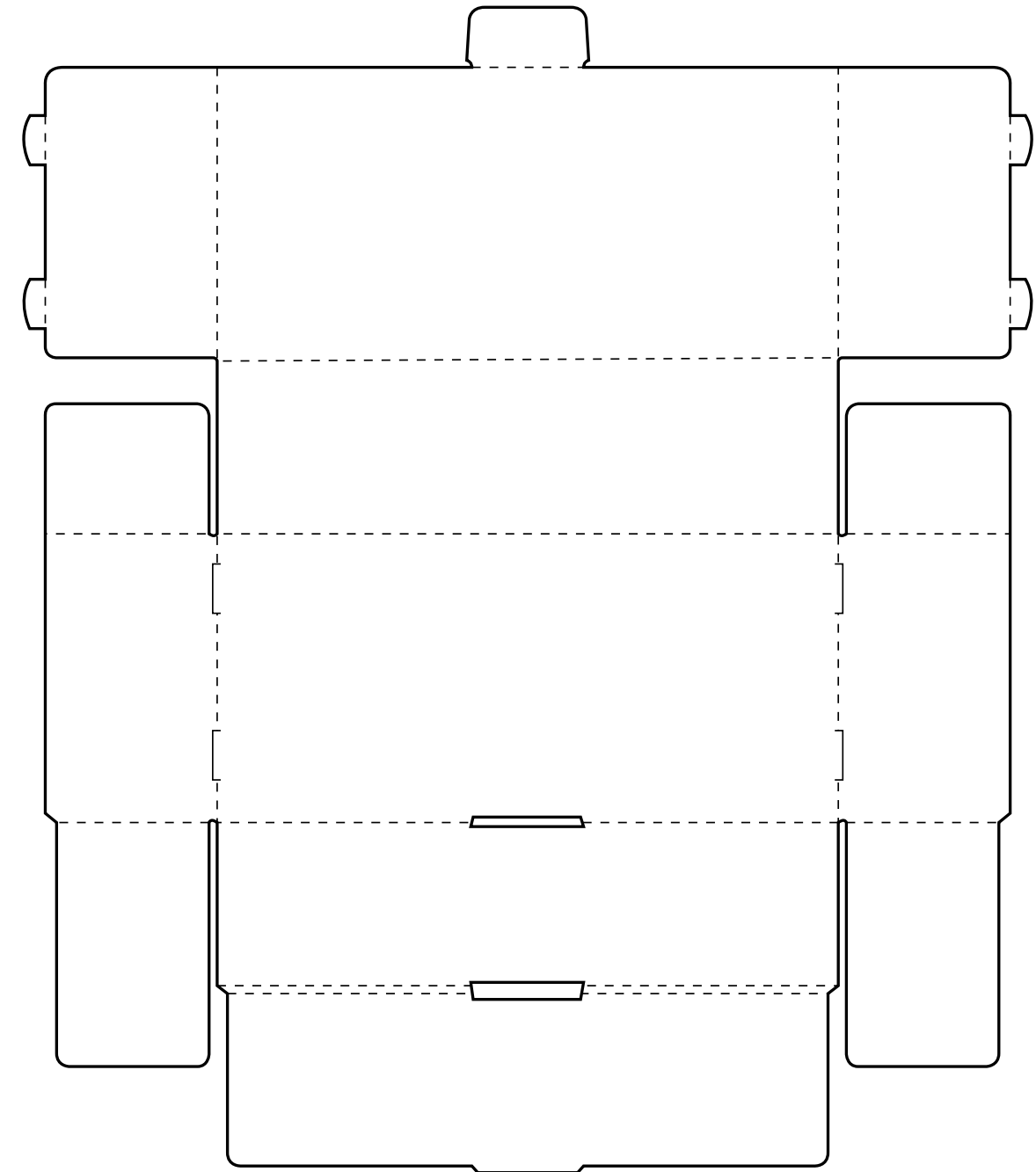




Building a replica net.

Nets need to be constructed in illustrator. Take the existing box apart, measure each of the sides, and build a flat, scale diagram from rectangles and/or the pen tool.

Remember to include all the tabs that are required to stick it all together, and the fold lines.



Tip for designing a 3D object.

Have two files going at the same time.

One file where you design each panel as a flat image. This enables you to consider how it might be seen packed in on a supermarket shelf. It allows you to design in isolation.

The second file is the full net. Once you have the bulk of the design in place, bring the panels over into the net. You can then make decisions which enable harmony across the surfaces.

Box People. Packet People.
Your task today is to double
check your packaging net.

If you have made up your net already, you could print a test.
At very least, double check your measurements in relation to your original pack.

If you are yet to start the net - open a blank illustrator file. Assemble the product net as a 1pt black line.



Consider where the faces meet. Have you got all the tabs you need?



Consider how it may sit in the shop. Do I know what im looking at from all angles?



The earlier you do a test print, the quicker you can judge type/logo sizes.

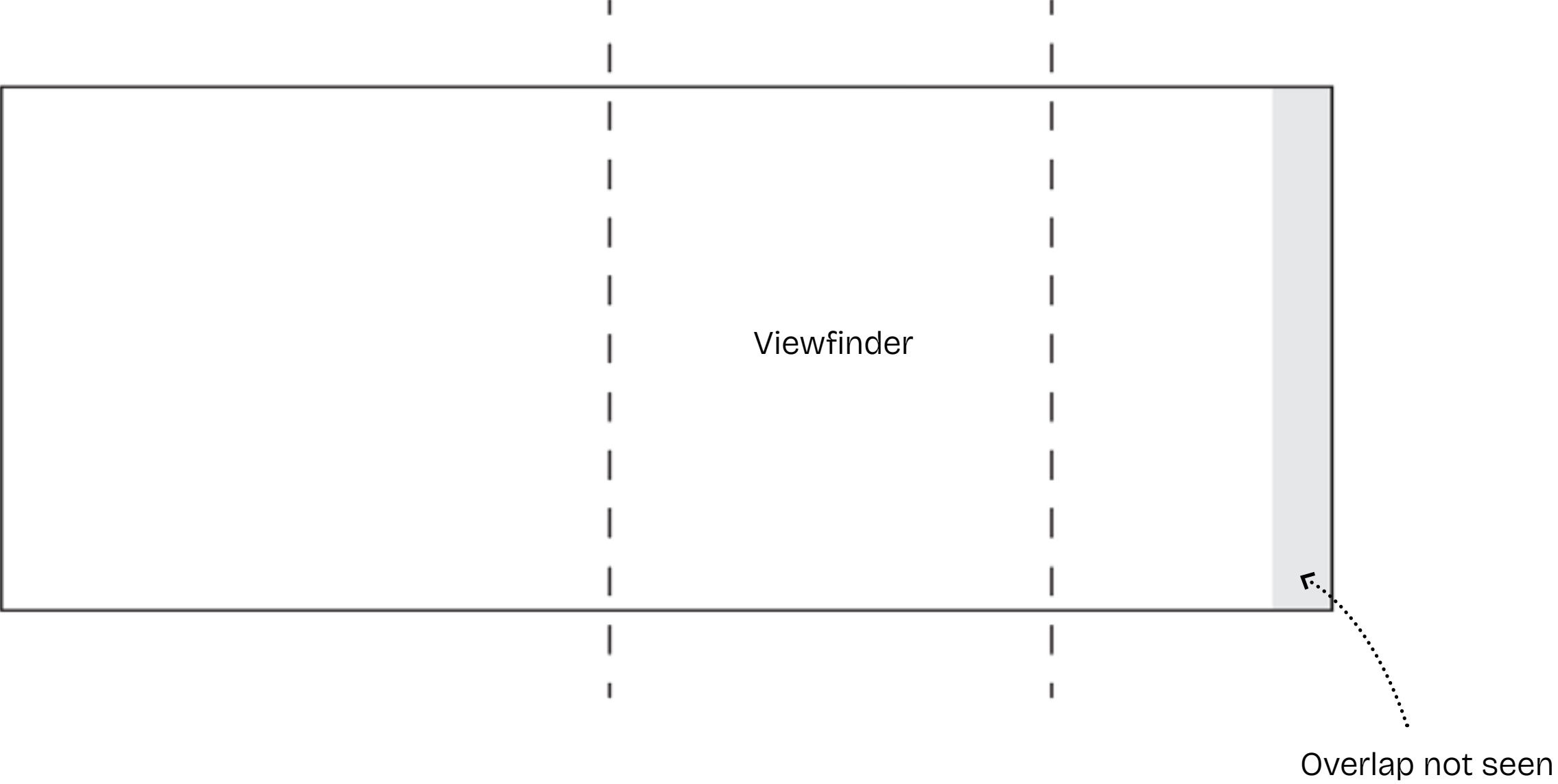


Label People.

Create a blank label at the right size. Hold it up to the form.

Consider and observe how that label is seen in the 3D space. Hold your label against the object.

Does it wrap around an object?
If so, how much of it is visible at any one time? How are the sizes of logo and type?



This Week

Please get your 2 A3 sheets ready in front of you for discussion and feedback.

Consider how you can work both in the physical and digital spaces side-by-side to help progress your design.

Next Week

Next week will be the last full studio session to work on the packaging before the formative deadline.

Your challenge is to use that session to do a full draft print of your packaging.