

DSGD 141

Project 2

Beverage package series

Create a beverage brand concept that you will realize in a series of two or more packages. You will create your own original and highly conceptual brand including name, visual elements, and retail packaging.

Your brand may be a typical consumer product, and/or may be a commentary on the social, environmental, or other effects or aspects of the kind of beverage(s) you choose.

You will be graded based on aspects of concept, appropriate aesthetic realization of that concept, and on addressing concerns of sustainability in packaging. In your final presentation you must make a claim regarding sustainability supported by attributed data.

T 11/08 Project 2 topic, premise, research, individual discussion

TH 11/10 Post brand and package sketches / Work in class

T 11/15 Work in class, show progress

TH 11/17 Post brand and package preliminaries / Work in class

T 11/22 individual consultations

T 11/29 Work in class, show progress

W 12/1 Post brand and package complete set / Work in class

M 12/06 Post brand and package complete set / Work in class

W 12/08 final consultations

F 12/16, 8:00am sharp! (official final exam time)

Project 2 Due / Final presentation

T 12/20 BFA Review