

L1 gd+i

Sergey Kritskiy

DIRECTIONS 1B

GRAPHIC DESIGN: PACKAGING

PROJECT DURATION	5 weeks
START DATE	21.02.09
PITCH	14.03.09
DEADLINE	28.03.09

brief:

We are about to design a packaging for range of new Phillips ultra-efficient domestic light bulb which uses LED as a source — MASTER LED. This is a first time LED is used in domestic bulbs. We should redefine what bulb packaging is and project idea on magic of Light.

Tagline: elegance meets efficiency.

USP:

- ultimate energy saving technology
- replacement for 40W and 60W incandescent bulbs
- 45.000 average lifetime
- no mercury
- instant start
- comes in cool and warm color

With this package we can aware customer of environment responsibility.

No gimmicks.

4 bulbs total: 7W and 11W, cool and warm light. We need a system to differential, colors are primary, brightness level is secondary.

Communicate Light!

tone of voice:

light, sophisticated, elegant, innovative, designed, not gimmicky

target audience:

Owners of general and downlighting hotels, bars, offices and home
Working professionals

submission requirements:

- typed brief
- the packaging. Up to 4 3d mockup with 2d presentation visuals (A3) OR 2d presentation visuals only
- sketchbook
- rationale
- evaluation
- reflective journal

Module Learning Outcomes:

Knowledge and Understanding: *have a knowledge and understanding of-*

- * graphic design and illustration, their histories and contexts (A1)
- * their developing abilities and visual language within each discipline (A3)
- * how research and thinking contributes towards the development of ideas (B2)

Skills and Attributes: *be able to-*

- * exercise judgement and decision making as part of the design process (B4)
- * develop a range of ideas in response to set briefs (B5)
- * make basic analytical judgements and decisions about their work relative to project aims and outcomes (B6)
- * present ideas and solutions using appropriate media, craft and techniques (C1, C3)
- * gather, manage and edit material and information from appropriate sources (D1)
- * demonstrate flexibility in design discussions with staff and peers (D6)

Module Assessment Criteria:

Successful students will demonstrate a knowledge and understanding of:

- A1. historical and current developments in the disciplines of graphic design and illustration
- A3. visual languages appropriate to the practice of graphic design and illustration in relation to problems, markets and audiences

Successful students will have the ability to: (Intellectual skills)

- B2. demonstrate an ability in the generation of ideas and approaches to solving visual communication problems, present arguments and draw conclusions
- B4. develop levels of critical analysis and self reflection in response to ideas
- B5. present an appropriate range of solutions to design problems in response to set briefs and/or negotiated projects
- B6. make informed aesthetic, functional and intellectual judgments relative to the appropriate realisation of design ideas

Successful students will have the ability to: (Practical skills)

- C1. produce design and imagery to a professional standard using a range of materials for various audiences/contexts
- C3. demonstrate competence in the use of materials, processes, techniques and technology, appropriate for specified problems

Successful students will have the ability to: (Transferable skills)

- D1. research, edit, organise and present information effectively to a range of audiences both traditionally and digitally
- D6. respond to discussions, recommendations and change

Attendance

Attendance records will be kept and if you fail to attend (without good reason, i.e. a doctor's note or equivalent) then your final mark will be affected. A minimum of 80% attendance is required.

It is in students' interest to notify the school of any special needs due to medical conditions. If you are having any difficulties with the work, please see your tutor. Assessment procedures are governed by University regulations. Please see your handbook for further guidance.