

## Product Box

Your objective for this project is to invent a new brand or redesign a products package. Think about your target audience and what your theme is going to be. Then come up with a name for the product and design an effective logo. Example: A design for sugary cereal targeted towards children should be different than organic oats for adults, right? You are expected to turn in thumbnails and/or sketches before you can begin working on the final.

Here is a general guideline to get you started, please feel free to modify this in any way:

### **Front Panel:**

- Company Logo
- Name of the product
- Graphic and or photos

### **Back Panel:**

Puzzles, Games, Facts, etc

### **Left Side Panel:**

- Company Logo
- Nutritional Facts or Ingredients
- English & one other language (optional)

### **Right Side Panel:**

- Company Logo
- Ingredients or directions
- Website address

### **Top Flap:**

- Company Logo

You will be painting, drawing, gluing images for your design and the package, so keep your box size and margins in mind.