



Assignment #3

3D Prototype Package

Choose one shape from the *Functional Packaging* collection (provided by Marty), and trace the JPEG template in Adobe Illustrator as vector outlines. Modify the mechanical's vector shapes as necessary to create your own distinctive design. Other pattern sources can be used as well, but this collection will give you a starting place for exploring box possibilities.

Another idea is to find a pre-existing box/carton design that you like, and to unfold it to use as a basic pattern—a point of departure for your spin on the design.

Once the mechanical prototype is chosen, all panels must be utilized with necessary information (imagery and text).

Print & assemble a prototype blank. Try paper first—or card stock—to get more familiar with how your container will go together.

It's not just the container that matters...it's what's inside that counts! The overall Graphic Design should integrate well with the shape & mood of the product. Package contents can be revealed through holes or transparent windows if you wish. Any flaps, handles, or windows can be die-cut to form expressive shapes.

This is a two-week project...

After one week you should have chosen your mechanical template—and assembled a quick mock-up of the box/carton, to check for potential construction surprises.

After two weeks you will present your finished project in class for critique. All color printing, gluing, contents, etc. are due.