Creative Brief—Packaging

CLIENT/CLIENT CONTACT INFORMATION:
Sid and Francis
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TARGET MARKET:
The target market is male and female users of cosmetics and beauty products, aged between 20-35 years of age, with an interest in cultural diversity and contemporary style and design. Purchasers will have a high disposable income, follow trends in fashion, and be comfortable spending a considerable amount of their earnings on luxury items, including pampering.

PROJECT SCOPE:
Design the packaging for a new beauty product, such as shampoo, body lotion, facial cream, hair gel, toner, etc.

REQUIREMENTS:
Your packaging design must consist of both the resealable, user container (inner bottle) AND outer, "shelf" packaging (box, bag, etc).

There are no color restrictions or structural limitations other than those posed by the practicalities of commercial manufacturers and store merchandising.

The designs must contain your Sid and Francis logo and should exploit both the creative and the practical possibilities that are expressed in the design approach for your logo design.

MANDATORY ELEMENTS:
- Sid & Francis logo and tagline (His. Hers. Ours.)
- Contact Information
  - Address: First Market Tower, 525 Market Street, 11th Floor, San Francisco, CA 94105
  - Telephone: 415-284-3300
  - Website: sidandfrancis.com
- Type of product (shampoo, toner, body wash, etc.) (both)
- Product Name (both)
- Product Ingredients (interior)
- Unit measurement (both)
- Directions for use (interior)
- Bar code (exterior)
- Applicable Warnings (flammable, for external use only, etc.) (interior)

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METHODOLOGY:

The reference material for this project should be gathered from a wide variety of sources. Before you begin working on your concept, go shopping. You don’t have to buy, but do take notes, and if allowed, take pictures. If you like what you see in the outer packaging, ask a clerk if you can open the package to see what is inside. Take time to analyze relevant examples, paying attention to the details included on each item. Ask for samples. You would be amazed at how willing stores are to give product away. If you are given samples, follow up with a thank you note.

Experiment with different shapes of containers using existing vessels that are typical of other kinds of products and make strategic use of symbolic beauty product graphics.

Choosing your inner container shape first may be helpful, as you will need to find and existing container to repurpose for Part 3 of the project (see below). Consider repurposing water bottles such as, Voss, for a sleek design or mini bottles of alcohol such as, Effen Vodka (see link below under Research/Resources).

While exploring the alternatives, you need to juggle typefaces, colors, images, materials, and construction in order to ensure that all elements work together. For example: If you choose a container that is short and round, consider using a complimenting round typeface such as Avenir.

REMEMBER: Type is EVERYTHING! Don’t leave it until the end. A great design can be killed by bad type.

Consider the use of your colors. Can tints of your colors be used to extend the design possibilities? What about reversal of color? If you are using images, are your colors complimentary to the hues in the image? Remember: What you see is not necessarily what you get when looking at color on your monitor. Ask to use the color fans to color match and spec color.

Although your initial draft will be 2-D it will help to digitally render 3-D samples to see if your concepts work with your container choice.

PROJECT SCHEDULE AND DUE DATES:

1. First draft concepts: Due 04.05.11 @ 6:30 pm
   2-D concept for the inner and outer packaging in pdf format.
   Load your files to the server in the designated folder for class presentation beginning at 6:30 pm.

2. Second draft concepts: Due 04.12.11 @ 6:30 pm
   3-D rendering (using Illustrator) of both inner and outer packaging concepts in pdf format.
   Load your files to the server in the designated folder for class presentation beginning at 6:30 pm.

3. Third draft concepts: Due 04.26.11 @ 6:30 pm
   Mock-up artwork for outer and inner package ready for printing. You will need to complete a print order form and provide a print card. Cost is subject to your design.

4. Mock ups: Due 05.03.11

RESEARCH/RESOURCES:

designm.ag/inspiration/gorgeous-packaging-designs-and-concepts/

bestcosmeticpackagingcompanies.com/best-packaging


www.behance.net/gallery/Effen-Vodka/281139

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Samples of bottles you can repurpose (recognize the Voss bottle above?)