

Description

At some point in their lives, most children raised in the United States either eat a Happy Meal from ubiquitous fast food chain McDonald's, or wish they could eat one. Apparently, 25% of Americans will at some point in their lives work at McDonald's. The Happy Meal has been around since 1979, and while the toys were initially cheap and somewhat generic, they have become more sophisticated over the years, generally attached to some sort of media promotion (like a movie.) Many people collect these toys- head over to ebay to confirm this. The Happy Meal is also a global phenomena, like the restaurant itself. In recent years Mickey D's has changed the contents in an attempt to lose its reputation for being unhealthy.

You will design a Happy Meal package. We're going to go old-school and work with the traditional box, not a bag. Your HM should have a theme. It can be political, silly, ironic, serious, appropriate or inappropriate. In other words, you can make one that kids would love, adults would appreciate, or that someone is likely to throw back at you (after taking the fries.)

Details

You are going to need to do some research into what an original Happy Meal box looked like (although some stores still sell Happy Meals in boxes.) You'll notice, during this research that all of them were illustrated. Yours does not have to be.

Box measurements:

Each side is two flattened panels, side by side. Only one has the golden arches handle attached. Each side is a polygon, wider at the top.

Width at bottom=5.5 inches ; width at top=6 inches

Height=8.25 inches

Fold= 5" up from bottom

Handle height=1.75 inches at top of arch



You should lay out your design in two files, as if the box was flat. Draw the shape of the box as an outline, and then arrange your design inside. (You'll want your page size to be slightly larger than the maximum width and height of the box.) Be very precise about your setup of the box, as a poorly constructed template can ruin an entire design.

All good Happy Meals come with a toy. Please design your "prize" in two dimensions and place it next to your Happy Meal layout in one file. You do not have to try to draw anything here- use your imagination.

Please create a PDF out of your 2 files, and save them in the original format to CD. Standard turn-in procedure applies.

Sketches:

Please come up with a total of 3 solutions to this assignment. Each set of sketch ideas should occupy at least an entire 8.5x11 page in your book. On Thurs, Oct. 12th we will, as a class, gather around and go over each other's ideas to help everyone decide which to choose, and to refine their concepts.

Grade:

1. Mockup sketches, minimum of 3 concept ideas, occupying at least full 8.5x11" page. (10 pts)
2. Critique of classmate, offering sufficient detail about positive and negative attributes of their design. (10 pts)
3. Project turned in on time, on labeled CD in case. PDF and original program files present. (20 pts)
4. Professional quality of images used, overall quality of visuals (20 pts.)
5. Strength of concept (cleverness, ingenuity) (15 pts)

6. Template is set up correctly, using accurate measurements (provided) (10 pts)

7. Portfolio-worthiness of project (15 pts)

*Extra Credit given to anyone willing to have their box printed in color. CD is still required in this case.