

Goal: Invent a product or a company and market it.

Self-Improvement (Opt. 1)

Imagine you could invent one product to improve your life in any way. This product can be physical, emotional, practical, or fantastical. Name your invention and design a package/ promotional campaign to promote and contain this missing “thing.” Your packaging should reveal the intent of the product and the motivations of its production company you . For this project choice you really can choose to market something extremely abstract, and I encourage you to do so.

1. A logo for your item
2. A product package for your item
3. An 11x17” promotional poster revealing your item, explaining it and marketing it. Alternately, you can choose another form of advertising.
4. A mockup website for your product. It does not have to be functional. Minimum of 3 pages to be printed out.

Invent a Company (Opt. 2):

1. You will create a logo for the company.
2. You will create a piece of advertising for the company to showcase its goods or services, format of your choice.
3. You will create a mock up website for the company. It does not have to be functional but for extra credit it can be. You should create images of the site in a graphic program, at least 5 pages that can be printed out.

Dates:

By Tuesday, Oct 31 : Your product or company idea

By Thursday, Nov 2nd : Sketches of a logo and product packaging idea to be shared with the class

By Tues, Nov. 7th : Sketches of your advertising concept, logo digitized

By Thursday, Nov. 9th: Sketches of website, packaging digitized no class this day! Work on your own.

Tuesday, Nov 14 My Birthday presents required : Due date!

Technical Specs:

CMYK color mode on printed pieces, RGB color on web pieces

150+ ppi resolution

All materials must be **printed out in color and pasted onto black mounting board**. Your website pages can be pasted on the same board. Margins should be **1/2 inch on each side**.

Mounting board can be purchased at numerous locations around the city including Staples, Art Supply Warehouse (14 Imperial Pl), and Art Studio of Providence (17 Peck St., right off of Weybosset, near the Arcade

Your name must also pasted onto each mounting board, typed out, in the bottom right corner or on the back of the board.

Your printed materials must contain your logo and the company or product name as well unless your logo is somehow also your company name, like IBM's

Bring any unusual fonts with you on the disc you use to the printer, use InDesign's “package” options, or make a PDF.

Logos do not use photographic images. Yours must contain only graphic elements

Tips:

If your packaging uses a box, measure a real product box. Find real products in the world and get their measurements, examine them. You can also find photographs of packages and products online that you can trace.

Visit product websites: <http://www.sprite.com/> , <http://www.twix.com/>, <http://www.altoids.com/>, <http://absolut.com/> etc etc. Figure out what would make someone want to visit there more than once!

Consider converting type in Illustrator into outline mode `Type>Create Outlines` and playing with it with the Direct Selection Tool `white arrow` to come up with unique logos.

Goals:

A professional looking marketing campaign to present to your client (me and your class) during our final exam period. All printed materials should be professional quality, consistent thematically and aesthetically, and crisp in appearance. If an image you choose to integrate looks blurry you must choose another. Your materials should put forth a strong argument for interest by a consumer in your product or company. Whatever your product is, or whatever your company does, this is how the materials should feel. You don't market fast cars with lace, flowers, and script handwriting.

Places to Print:

Good service doesn't happen at any of these all the time. We're stuck with them though. If you know of a quality printing place, let me know.

Concept Link • 401 273 0535 • 88 Weybossett St. • <http://www.conceptlink.com/>
(Across from the Enterprise Rent-A-Car , past the Dunkin Donuts). Offer a discount with student ID.

Alpha Graphics • 401 351 4000 • 211 Eddy St. • <https://www.alphagraphics.com/>
Head down Dorrance St. & make a left at the bridge.

Kinkos • 401 273 2830 • 236 Meeting St.. • <http://www.kinkos.com/>
(Off of Thayer St. up college hill.)

Acorn Printing • 401 421 0718 • 117 Broadway
I've never been here. Let me know how it is.