CD Package Project

Lincoln: CD Packaging Brief

Problem Objective:
Design and construct a CD package that reflects the content of the CD. For some of you this will mean a reflection of your classwork to date. For others, you will be designing a package to house a documentary CD (alumni project). Your CD package should contain graphic elements that relate to the content inside. For expample, if your CD is a portfolio of your schoolwork, your package should reflect your personal style and the types of projects included on the CD.

Constraints:

- Physical Stability
- Work within a limited time frame
- Work within a limited pallet of materials
- Design an appropriate solution for holding the CD
- Communicate something about you within the design elements you select

Methodology: You will experience a problem solving design methodology, which will include the following phases:

- Observation (review existing Cds)
- Specification (homework sheet- day 1)
- Ideation
- Sketching
- Sketch model making
- Prototyping
- Final Product Fabrication
- Constructive Critiquing

Materials:

Engineering Roll of paper
Chip board
Cardboard
Blue acetate
Black Letramax board
Printer paper (for graphics)
Envelope (to contain documents, sketches, ideation)

Tools:

Scissors
X-Acto Knife
Ruler
Colored pencil
Large rubber cutting matt
Spray Adhesive
Sewing needles & thread
Rubber cement
Scotch tape

Assessment: You will be assessed on the following

1. Ability to meet your specifications
2. Work within the material Constraints
3. Creativeness of your solution
4. Participation in the entire design methodology process
5. Focus during open lab time
6. Quality of Craft

Deliverables:

1. Project Folder Including the Following
   a. Homework sheets
   b. Sketches/ thumbnails
   c. Sketch models
   d. Final mock up
   e. Images of Models and Prototype
2. Final Cd package

Problem Statement: Current packaging for Compact Discs (music and ROM) is flimsy, inelegant, and environmentally unsound. In this project you will design and fabricate a CD case made of cardstock***, to hold a CD-ROM portfolio of your digital art. Your finished case should serve the following functions of a package.

Day One

Introduction: Program Introduction given by iDo volunteers from SFSU

Lecture: Industrial Design

Design careers,
duties in field,
computer skill set
design is problem solving

Lecture: Assignment Introduction

Presentation: Observe existing CD packages as a class. What is successful? What needs improvement?

Homework: Review handouts on graphic design vocabulary and the design process. Fill out worksheet about packaging objectives.

Day Two

Demo: Sketching/ Rapid Vis (mini)- Josh will be giving an in class demonstration on sketching techniques. As a class you will do a series of drawing exercises.

Demo: Materials- Michelle will introduce materials to be used for the packaging project.

In Class: Break into groups to work on sketch models. IDo volunteers will assist students in creating sketch models. iDo volunteers will bring in mock up packages we create

Day Three

Open Studio: Students will work in class on CD packaging. Class time can be spent on computer graphics or package mock ups. IDo volunteers will circuluate throughout the classroom to assist students with both graphics and construction techniques.

Day Four

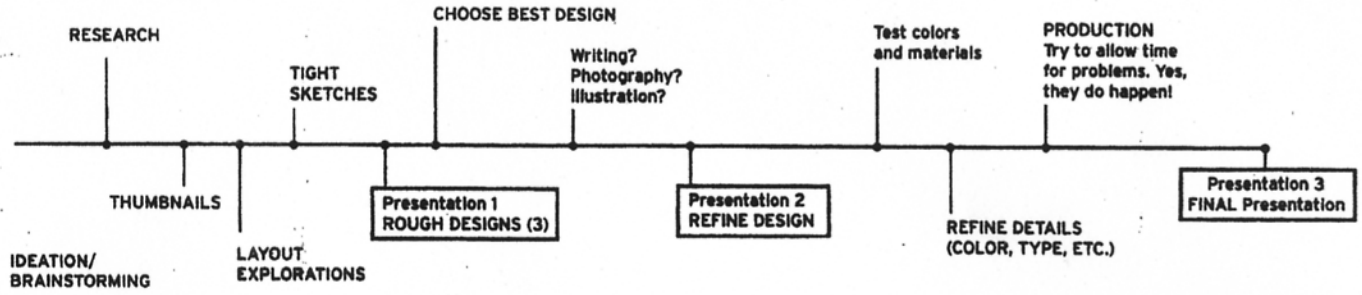
Review: Status check! For the first part of class (20 min) students will break into groups (Groups don't have to be the same from day 2) with iDo volunteers and informally present what they have so far. The focus will be on identifying how the problems can be solved. The rest of the class will be an open studio for students to wrap up their mock ups.

Day Five

Depending upon student progress, class will be either and open studio or time to present work finished mock up.

DO

The Design Process : a timeline used by graphic designers



Composition Review

- **FOCAL POINT**

Where does the composition begin? Where does your eye go? What is the focus? And from here where does your eye go next?

- **BALANCE**

Consider the weight of all elements in relation to each other.

- **MEDIUM**

What are you producing: a brochure? a CD case? a postcard? (this may determine the layout) Also: what kind of paper stock (or other material) will you be printing on?

- **CONTENT**

What is the important information? What should be seen first? where should you separate and organize different information?

- **HIERARCHY**

What is the order of importance of the message, scale, and placement of elements? Create a range of difference with size, font, scale and placement.

- **SHAPE**

Create interesting shapes to enhance the layout (instead of blocks of information) using rules, geometric shapes, interesting grid borders, etc...

- **ELEMENTS**

How much is too much information? How much is too little information?

- **RHYTHM**

Space objects to have a visual rhythm : rhythm is created through repetition and patterns. Consider spatial intervals and the flow of all elements on the page.

- **VARIETY**

Use a variety of elements, sizes and shapes to make a layout more interesting.

- **WHITE SPACE**

Sometimes called negative space, breathing space...opens up and can balance a composition, The space helps to lighted the composition and direct the eye to important elements on the page.

- **CONTRAST**

weight, scale, color, image, juxtaposition.

Contrast creates a more dynamic and appealing composition. Be careful to avoid creating disharmony.

- **UNITY**

Elements should work together toward a whole. They should relate in some way.

- **GESTALT**

We subconsciously make groupings and associations between elements, The eye groups elements at many levels: size, color, shape, content, space, etc...

STUCK? *Try mixing horizontal with vertical elements, looking at examples for inspiration (but* **no copying!***) and turning your composition upside-down!*