

What is a box

The group will be handed a box and will have to put it together. After this assignment, the group will continue working on the same shape and type of box.

Similar packaging:

The group should be able to find a type of box that resembles this one.

Find and discover similar box images, using the Internet.

Products:

Which type of product would match this particular type of box? Find examples and print them.

Customers:

Which type of customer, does this type of box appeal to? Describe the customer group.

Images should be printed and pinned on the board.

Sketching/rendering the box

Practical task:

Short introduction as to how you could sketch/render a box in illustrator.

Every student sketches/renderers the chosen box, in illustrator.

The groups present their illustrator files and print to the teacher.

The Images must also be pinned on the board.

A box should be re-designed or produced.

The group should agree on a product and a target audience as recipient.

The task is to describe a box, which for instance:

Would let the product tell a new story or to send a different message

Give the box an afterlife or the possibility of recycling.

Change the box in size for a better fit or shape, according to the product.

Making it easier to carry home the box.

Making it easier for the customer to open the box at home.

Sketches and/or prints should be pinned to the board. Remember to put the name of the group on all prints.

Having the prototype boxes in mind, each group will now have to design its own box. The box should be produced by hand, using pencil, ruler and scalpel. When this task is done and the mock-up box is perfect, it should be sketched/rendered in illustrator.

In these final stages of the production, the sketched/rendered box should be tested and corrected to perfection. When the box is completed, it is now time to proceed to cutting the final box on the cutting-table. When the box has been cut it should be assembled. The assembled boxes will be put on display on Friday.

Extra assignment:

Groups waiting to get to cutting and assembling, should start making decorations for the table at the dinner party on Thursday.