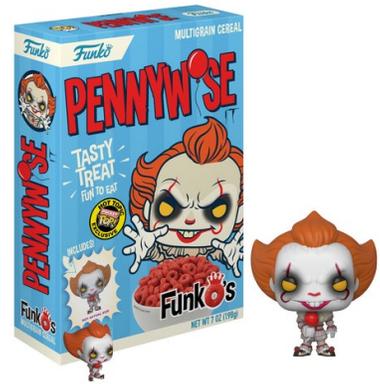


# CEREAL BOX BRAND AND PACKAGING CREATION

Meets Florida Sunshine State Standards **04.0, 06.0, 07.0, 09.0**



## TASK: CREATE A NEW CEREAL BRAND & PACKAGING

Here's the deal. You get to come up with a brand new cereal to put on the market. You design the packaging. You choose the flavors and theme. Your attention to detail will be graded along with creativity and how closely you follow the steps needed to complete this project.

### YOU WILL NEED TO:

- Choose what kind of theme you want your cereal to have.
- Create 4 thumbnail sketch ideas for your cereal box packaging & Last name cereal brand logo
- Create a rough sketch of your idea in Photoshop & Illustrator.
- Create the artwork for your final in Photoshop, Layout text in Illustrator. Fun Size.

### TIPS:

- Use the computer to create your final work.
- You are being graded on ATTENTION TO DETAIL, CREATIVITY, BELIEVABILITY & HOW CLEAN YOUR FINAL IS

### OUTCOME:

Students combine and use measured and tested skills in design, color, copywriting, font design, layout plus Illustrator and Photoshop skills to create their end of the semester final project.

### RESOURCES:

WEB: *Check the class website under "MARKETING / PACKAGING LINKS"*

### YOU WILL NEED TO # 1:

#### Decide what you would like to design

1. Choose what kind of cereal you are going to work on. Celebrity or Character Driven, Humorous, Realistic, Theme?
2. Once you have your ideas, it is time to move on.

### YOU WILL NEED TO # 2:

#### Create four DIFFERENT thumbnail sketches of what your Cereal box could look like.

1. Once you've picked your theme, start to brainstorm.
2. Create four color thumbnail sketches of the front and back of the packaging
3. Make sure they're numbered and show lights and darks. If they are not the correct proportion or do not contain lights and darks, I will ask you to redo them.
4. Will your box have a tie-in promotion or a premium inside? You need one of these.
5. Once you have your thumbnails finished, see me to discuss your ideas.

### YOU WILL NEED TO # 3:

1. Use your last name \*EX: JUUL Cereals” done in the style of a breakfast cereal logo
2. Create the logo and include it on your final. (Prefer you to use Illustrator for this. You can create the glyph artwork in Photoshop if needed.)
3. Your Cereal should contain at least one of the following:
  - [A Mascot or Character](#)
  - [A Premium](#)
  - [Be A Tie-In Promotion Cereal or Include a Tie-In Promotion with another company](#)
  - [Tie-In Promotions Information](#)

### YOU WILL NEED TO # 4:

#### **Create a color rough of your Cereal box idea.**

1. Create a full color rough showing an example of your color combinations. Layout text using Illustrator. Create images, etc. Using Photoshop
2. Lets have a look at your ideas and discuss.

### YOU WILL NEED TO # 5:

#### **Get feedback before you create your final artwork**

1. Using the existing packaging template provided in TEAMS, make a copy of it and start creating your final.
2. Resolution should be 300 dpi. You should be using Photoshop for images and Illustrator for logos or original symbols.
3. Use the provided template.

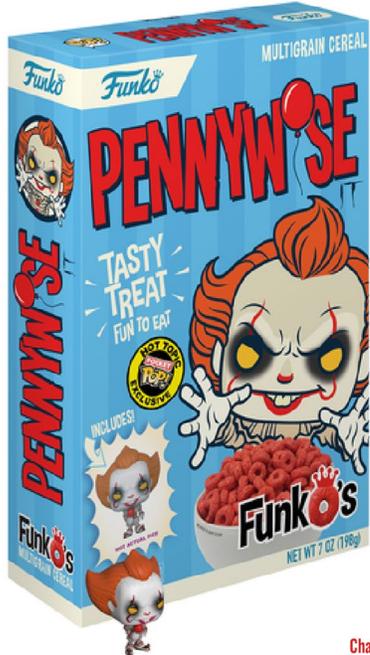
### YOU WILL NEED TO # 6:

#### **Complete Your Final Using The Critique or Feedback Given**

1. Make sure you turn in your Cereal Box Template in .jpeg form. KEEP YOUR .PSD WITH LAYERS!
2. You'll be turning in a display board featuring your Box (Front Back in isometric view), your character or mascot, your premium that comes with the cereal, a font and Pantone breakdown and a Demographic breakdown.

Designer: Mr. Juul

Project: Cereal Packaging "Pennywise" Cereal concept. Tie-In with Warner Bros. film "It"



- Pantone 2915C
- Pantone 485C
- Pantone 454C
- Pantone 604C



"Pennywise"

Character Tie-In Promotion with Warner Bros. film "IT"



Demographic Info.

Teenagers - Adult Fans of Stephen King Books & Horror