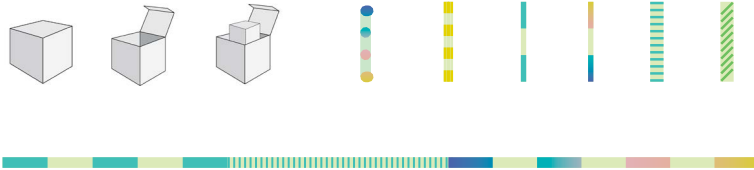


CUBE PACKAGE // // // //

// SELF PORTRAIT PACKAGE



DESCRIPTION:

Pattern Making: Pattern fills our lives repeating throughout every aspect of our environments. From the clothes we wear to the fabric we sit on, artists and designers create patterns that evoke a specific mood, atmosphere, and most importantly to create experiences for viewers. Within this segment of the project, students create a series of repeatable patterns connected to the theme of inside vs. outside [or other themes]. Regarding the theme, students are encouraged to pull forth their own ideas and interests. Inside/outside can refer to a person, place, or thing. Students should consider how pattern and nature and reflect authenticity and complexity.

Package Design: Students will take the patterns they have created and apply them to the surface of a 3-D cube. Adobe Illustrator will be used to create patterns and develop a package pattern that will be printed and assembled into two 3-D cubes that both open and fit inside of each other. One cube represents inside the other cube represents outside. Students must cut at least three holes (or die cuts into each cube revealing what is underneath. Students should consider printing front and back for this reason.

OBJECTIVES:

- a. Students will use techniques to develop voice and visual language.
- b. Students will explore formal aesthetics through perspective, color, texture, space and composition.
- c. Students will use software-generated iterations of their designs in order to make their patterns seamlessly repeatable.
- d. Students will use Adobe Illustrator and Adobe Photoshop as tools for illustration.
- e. Students will embrace drawing as an important design process

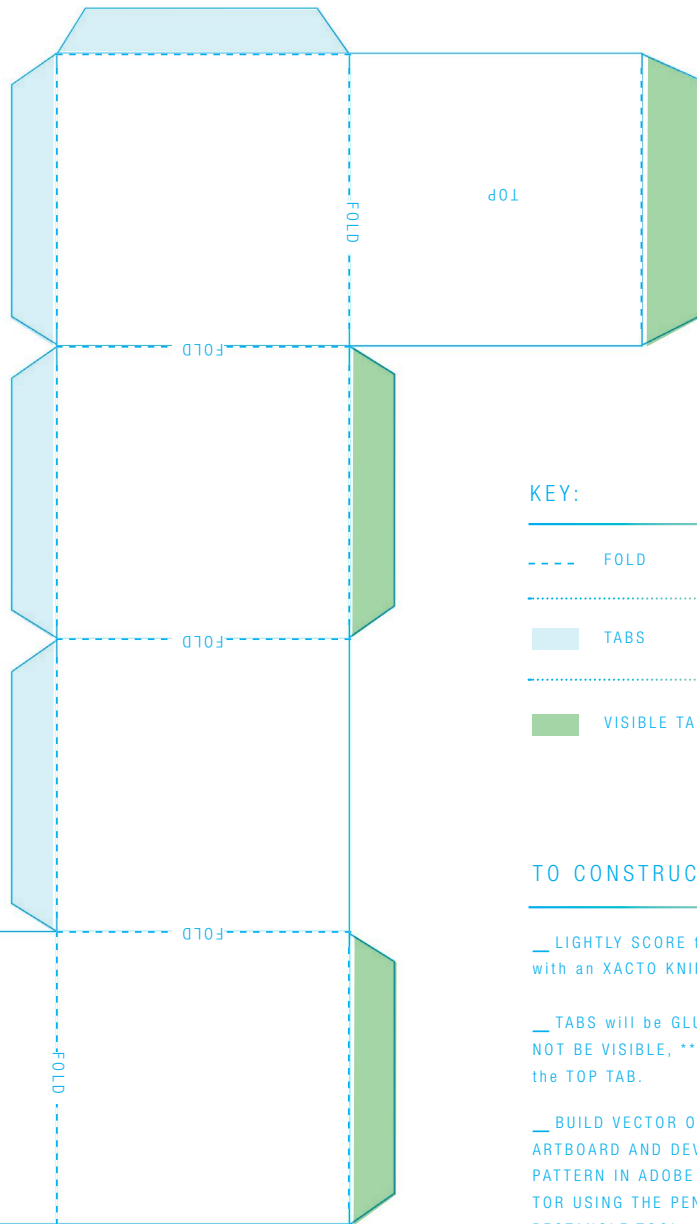
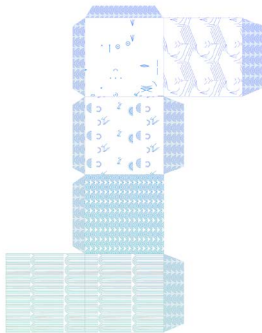
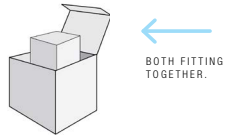
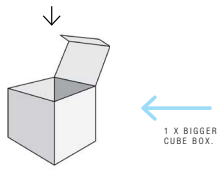
REVIEW:

- a. Assignment Overview. https://youtu.be/fo4L_FbMAMk [Carrie Video]
- b. Student Examples: <https://drive.google.com/drive/folders/1k3DWfQOyMUn-DiPpnMzgcl2i53PCy5mH?usp=sharing>
- c. Link: Structural Package Patterns. <https://www.pinterest.com/carriedyer/structural-package-patterns/>

VISUAL RESEARCH:

- a. Surface d3sign / / / / pattern <https://www.pinterest.com/carriedyer/surface-d3sign/>
- b. Structural package patterns <https://www.pinterest.com/carriedyer/structural-package-patterns/>
- c. TEXT AS PATTERN <https://www.pinterest.com/carriedyer/text-as-pattern/>
- d. Ppackage design ~ ° Δ <https://www.pinterest.com/carriedyer/ppackage-design/>

CUBE BOX PACKAGE PATTERN:



KEY:

--- FOLD

■ TABS

■ VISIBLE TAB

TO CONSTRUCT:

__ LIGHTLY SCORE the FOLDS with an XACTO KNIFE.

__ TABS will be GLUED & WILL NOT BE VISIBLE, ***EXCEPT for the TOP TAB.

__ BUILD VECTOR ON A 12"x18" ARTBOARD AND DEVELOP A BOX PATTERN IN ADOBE ILLUSTRATOR USING THE PEN TOOL AND RECTANGLE TOOL.

ASSIGNMENT PROCESS.



Part 1. QUICK PREPARATION. [60 minutes]

- 1.0. >. Watch the Assignment Process Overview. https://youtu.be/b4L_FbMMAMk [Carrie Video]

1.1. THEME.

___a. Inside / Outside, ___b. Micro / Macro, ___c. Internal / Physical, ___d. Your choice _____

1.2. SETTING UP YOUR FILE & EXPERIMENTING.

___a. OPEN / SET UP: Open Adobe Illustrator. Create a 12" x 18" artboard. This is also known as "Oversized Tabloid". We are using this size because it is the size we use that is loaded as Card Stock in the printer.

___b. CUBE PATTERN TEMPLATE: Follow example and draw a vector template of the Cube Box 3D pattern. This pattern will fold into a cube. If you desire to use a different shape that is your choice. Use the Pen tool and the Rectangle tool to draw these shapes.

___c. Duplicate: After you create one solid Cube Box 3D pattern, duplicate the Artboard and scale the duplicated Cube Pattern to a smaller overall size. [Specific scaling is up to you.]

___d. Experiment with Patterns: Experiment with placing patterns by duplicating and filling shapes or using a clipping mask.

___e. Develop Ideas: Use the following steps to develop content and process for your cubes.

1.6. CREATIVE FREEDOMS.

You have freedoms with this project. You can use raster imagery, photography, experiments from your previous projects, etc.

Part 2. SKETCHES & RESEARCH [60 minutes]

2.1. VISUAL RESEARCH for PACKAGES & PATTERNS:

___Using provided Pinterest Boards below and other research investigate contemporary design, experimental forms, package design, and patterns.

___Make a Pinterest Account and pin 10-60 pins of inspiration.

___Contemporary Design: <https://www.pinterest.com/carriedyer/design/>

___Pattern Design: <https://www.pinterest.com/carriedyer/surface-design-pattern/>

___Package Design: <https://www.pinterest.com/carriedyer/package-design/>

___Review work in your text books.

2.2. SKETCH 5 to 10 x PACKAGE IDEAS. [QUICK]

___Using your sketchbook sketch 5-10 thumbnail ideas for your cube package surface.

2.3. SKETCH 5 to 10 x PATTERN IDEAS. [QUICK]

___Using your sketchbook sketch 5-10 thumbnail ideas for your patterns.

2.4. SKETCH 5 to 10 x PHOTOGRAPHIC IDEAS. [QUICK]

___Using your photos to consider possible ideas for photographic compositions to add to your design. In this project you can mix photographic imagery with vector imagery.

Part 3. SURFACE PATTERN. [2 hours]

ADOBE ILLUSTRATOR

3.1. ADOBE ILLUSTRATOR TOOLS / REPEATING PATTERN.

___Revisit Adobe Illustrator tools.

___How do you make a custom repeating pattern in Adobe Illustrator?

3.2. CREATE 5 to 10 VECTOR OBJECTS.

___Using Adobe Illustrator create 5 to 10 vector objects that interest you in connection with this theme. (If you need to break out of the theme that is fine.)

3.2. CREATE 5 to 10 PATTERNS:

___Using Adobe Illustrator create 5 to 10 repeating patterns.

___You may select your best patterns to be included in your final packages.

Part 4. CUBE PACKAGES. [5-9 hours]

ADOBE ILLUSTRATOR

4.1. REVISIT TEMPLATE for PACKAGE SHAPE PATTERN. (CUBE or OTHER SHAPE)

___Using Adobe Illustrator develop your package design and experiment.

4.2. CREATE 2 CUBE PATTERNS.

___You will need two (2) package cube shape patterns with one slightly smaller than the other.

4.3. ALL CUBES MUST OPEN TO INSIDE.

___Cube must open and be able to fit other cube inside.

4.4. PRINTING FOLDING ASSEMBLING.

___Experiment with printing your packages with pattern folding, assembling and cutting holes.

4.5. EXPERIMENT WITH DIE-CUTS [HOLES].

___You will need to include 3 holes (or die-cuts) in your packages.

Part 5. REVISE / PRINT / DUE.

5.1. REVISE:

___Look over the work you have created with visual analysis. Consider elements that need improvement. Edit and revise these items before turning in your work. At any point in the project you can edit and revise.

5.2. FINAL PREP & DELIVERABLES:

___a. Printed and assembled cubed packages (that fit inside of each other) **Make extra copies if you want to keep a copy.

Printing Color Experiments & Cube Package with Xerox Phaser:

<https://youtu.be/7xSqSoBj2Yc>

___b. 20 x photographs of final package on a white background.

___c. Saved high resolution digital files of all images, layouts as jpg and legacy files

5.3. FOLLOW DIRECTIONS on how to SUBMIT the PROJECT & COMPLETE the CRITIQUE REQUIREMENTS.

Presenting Work for Final Submission

<https://youtu.be/10GAaS4idTQ>

RUBRIC.

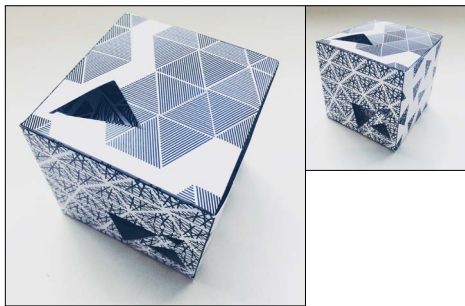
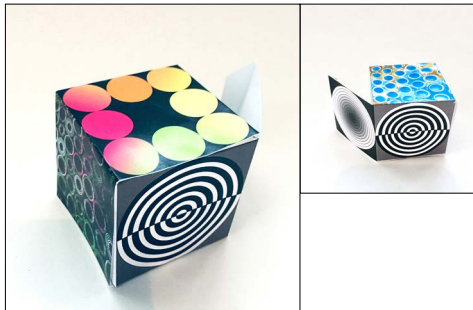
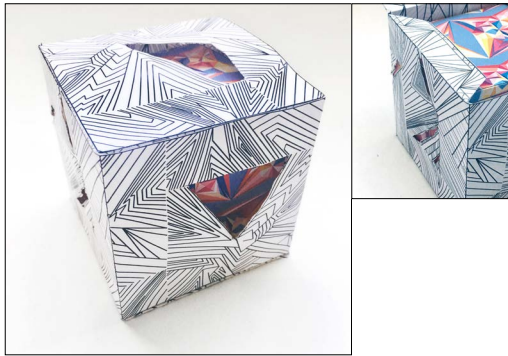
DIGITAL ART & DESIGN.

CUBE PACKAGE.

0	DRAFT QUALITY
1	DEVELOPING
2	MEETS EXPECTATIONS
3	ABOVE AVERAGE
4	STELLAR

The most successful solutions in this assignment developed unique visual language while also creating sophisticated custom patterns. Consider movement, rhythm, flow, and direction on your 3-D form. Print on both sides of your paper to create double-sided prints. Work on folding and developing your prototyping craft. Developing vector illustration skills is important.

#	Rubric Criteria	% of grade
1.	Formal Qualities. [Elements & Principles of Design]. Examples include: ___.Compositional qualities (layering & balance). ___.Line Shape, Texture, Space, Color, Balance, Symmetry, Space, Rhythm, Scale, Contrast, Value. ___.Color Pallet includes students own mixed colors and not the default colors. ___.Has the student successfully solved the compositional qualities of the work?	20%
2.	> Cube Package / Techniques: > Activation of 3D Space on all sides of Packaging. > Composition & Cohesion of sides. > Color & Experimentation with Pallets. Examples include: ___. Color Pallet includes your own mixed colors and not the default colors. > Movement within composition. > Craft, Printing, & Technical Skills. Examples include: ___. Did student experiment with proper techniques? ___. Is work the correct resolution? ___.Was art created in the proper program?	15%
3.	Visual Language, Experimentation, Originality & Forms. Examples include: ___.Experimentation with Pattern, Unique Shapes, Forms, Illustrations. ___.Formal experimentation with cohesive shape, size, scale, line, weight, etc. ___.Range & Variation in form, line, pattern. ___. Uniqueness of Form and implementation of successful design decisions. ___. Are objects / compositions sophisticated? ___. Do compositions avoid branded elements like logos or other trite elements? If universal forms are utilized are they visually different with their own sense of visual language? ___. How are compositional aspects balanced? ___. Is there an attempt at developing Visual Language, individual voice, and aesthetic from the student's unique point of view? ___. Are there unique elements that express voice. ___. Form experimentation with cohesive shape, size, scale, line, weight, etc. ___. Range and Variation in form, line, pattern. ___. Experimentation with minimal and complex forms. ___. Uniqueness of Form and implementation of successful design decisions.	15%
4.	Visual Presentation, Followed Submission Instructions. Examples include: ___. Did student upload their work in a thoughtful manner considering presentation as a significant element of communication? ___. Did student upload file types that are readable to multiple viewers, PDF format?	10%
5.	> Design Process + Design Thinking. Is evidence of the design process present? ___.Did student experiment with their design process during the assignment? Examples include: ___. Is student working on process and developing their work. ___. Did student work on sketches? ___. Did student perfect compositions to completion considering the Elements and Principles of Design.? Design process can include brainstorming, visual research, aesthetic awareness, variation experimentation, "formstorming", different design techniques [Kit of Parts], etc. See <i>Graphic Design Thinking</i> and <i>Graphic Design the New Basics</i> , by Ellen Lupton for suggestions. > Transfer of learning. [This occurs when a student applies information, strategies, and skills they have learned to a new assignment, situation, or context.] > Risk-taking. Did student take calculated risks during their process?	15%
6.	Self-Driven Critique, Peer Critique, & Studio Culture.	10%
7.	Professionalism + Positive & Critical Thinking.	5%
8.	Time Management + Required Experiments. Did student complete all required experiments?	10%
9.	Is Work Late? -20%	



[STUDENT EXAMPLES]

EXAMPLE: CUBE BOX PACKAGE PATTERN WITH SURFACE DESIGN.

