: CARRIE A. DYER : cdyer@highpoint.edu

SOAP PACKAGING
& IDENTITY.

PAGE
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SOAP PACKAGING & IDENTITY.

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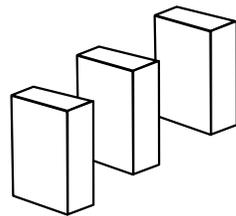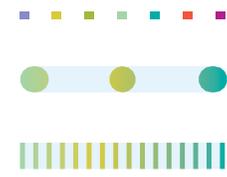........

SOAP PACKAGING & IDENTITY.

/ NAMING / LOGO / STATIONARY / PACKAGING /

DESCRIPTION ■

A client from a local boutique has contacted you to seek your expertise on a special bath product she has developed. She's interested in something different that expresses the essence of her product. She doesn't have a sample yet for you to review because of some production issues but she wants you to start on the design. She's giving you creative freedom to come up with something that's eye catching, contemporary, and whimsical. Her budget is on the higher end. The product is expensive to make and she wants to make sure there's an element of luxury. She has also focused her product on ingredients that are local and sustainable where possible. She needs you to create the following: __a. Naming (name the brand), __b. Logo Design, __c. Soap Box Package Design (for 3 packages), __d. Business Card, __e. Letterhead, and other artifacts designed will be considered as extra credit. In addition, the client is interested in considering strategy. How can this design embody unique attributes to attract customers and clients? How do you propose a design that meets her requests?

WATCH & REVIEW ■

_1. Requirements.

_a. *Naming* [name soap product]

_b. *Logo Design* (create at least 20 drafts before final)

_c. *Tag Line*

_d. *3 Soap Box Packages*

_e. *Business Card*

_f. *Letterhead*

_g. *Extra Credit:* Brand Strategy / Plan

Soap Box must include.

_a. *Logo Design & Typographic Styling*

_b. *Ingredients* [make these up or find...]

_c. *Scent* [This can be creative... "Blue Sunset"]

_d. *Tag line* [see Designing brand Identity book]

_e. *Color pallet*

_2. Student Work Examples. https://drive.google.com/drive/folders/1_XVJEGvL7yUe03y-0BlO92grqz7HM6Tq?usp=sharing

_3. Overview Video. [Carrie Video.] *Soap Packaging and Identity Overview:* https://youtu.be/zlB2Onxs7hA

_4. Assignment Process. See following pages.

OBJECTIVES ■

__a. Students will utilize typography, hierarchy, and styling in a series of design works.

__b. Students will create a series of design artifacts that exist within a system.

__c. Students will develop a logo design and pieces of the identity.

CONSIDERATIONS ■

__a. What questions do you have for this client?

__b. How would you structure your design brief?

__c. What is design strategy? Why is strategy important?

__d. How do you create a collection of artifacts that also embody the clients needs?

__e. How do you construct a design brief from the information you have received from the client?

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SOAP PACKAGING & IDENTITY.

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VISUAL EXPLORATION

Visual Exploration is important. Below are examples of successful and creative design. A lot of these examples are Award Winning. I give you these links to explore and develop aspect of your own aesthetic. The Examples here are examples of my inspiration.

_ _ a .	Main Pinterest Link.	https://www.pinterest.com/carrieadyer/
_ _ b .	Soap Package Design:	https://www.pinterest.com/carrieadyer/soap-package-design/
_ _ c .	package design ¬ ° Δ:	https://www.pinterest.com/carrieadyer/package-design/
_ _ d .	/ l o g o. design	https://www.pinterest.com/carrieadyer/l-o-g-o-design/
_ _ e .	brand guidelines / / /	https://www.pinterest.com/carrieadyer/brand-guidelines/
_ _ f .	>Identity< systems<	https://www.pinterest.com/carrieadyer/identity-systems/
_ _ g .	\ T Y P 3 _Candy.	https://www.pinterest.com/carrieadyer/t-y-p-3-_candy/
_ _ h .	surface d3sign / / / / pattern:	https://www.pinterest.com/carrieadyer/surface-d3sign-pattern/
_ _ i .	Layout Design.	https://www.pinterest.com/carrieadyer/layout-d3sign/
_ _ j .	Books-Zines.	https://www.pinterest.com/carrieadyer/books-zines/
_ _ k .	Analog Letterforms.	https://www.pinterest.com/carrieadyer/analog-letterforms/
_ _ l .	Text-Based Patterns.	https://www.pinterest.com/carrieadyer/text-as-pattern/
_ _ m .	Word Project.	https://www.pinterest.com/carrieadyer/word-project/
_ _ n .	Analog Type.	https://www.pinterest.com/carrieadyer/3d-type-analoge-type/
_ _ o .	Hand Drawn Phrase.	https://www.pinterest.com/carrieadyer/hand-drawn-phrase/
_ _ p .	Illustrated Letter Environment.	https://www.pinterest.com/carrieadyer/letter-environment/
_ _ q .	Typographic Collage.	https://www.pinterest.com/carrieadyer/typographic-collage/
_ _ r .	Intersecting Words.	https://www.pinterest.com/carrieadyer/intersecting-words/
_ _ s .	Experimental Typeface.	https://www.pinterest.com/carrieadyer/type-specimen/
_ _ t .	Typographic Systems.	https://www.pinterest.com/carrieadyer/typographic-systems/

SOAP PACKAGING & IDENTITY.

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R U B R I C .

SOAP PACKAGE SERIES + LOGO.
RUBRIC OVERVIEW .

The most successful solutions in this assignment utilized cohesive creation of a collection of artifacts. The overall collection of packages is impressive as a grouping [sitting together] and when viewed individually. Illustrations and pattern are considered with the inclusion of color variations. The logo design, letterhead [stationary] and business card are cohesive yet stand alone and are not too repetitive. Functional space on the letterhead is considered for an actual letter. The business card is sophisticated with typography, spacing, and negative space. The cards avoid a crowded and congested aesthetic. The crafting of the box packages is well executed. The logo design is sophisticated, timeless, contemporary, unique, and fits the clients needs and direction. Design Process was utilized methodically and comprehensively.

#	Criteria	% of grade	Draft Quality	Devel-oping	Meets Expecta-tions	Above Average	Stel-lar
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.	20%	0	1	2	3	4
2.	**Experimentation, Originality, & Visual Language.** Examples include: ___.Experimentation with Pattern, Unique Shapes, Forms, Illustrations. ___.Formal experimentation with cohesive shape, size, scale, line, weight, etc. __.Range and Variation in form, line, pattern. __. Uniqueness of Form and implementation of successful design decisions. __. Are photographic compositions sophisticated? __. Do they avoid branded elements like logos? __. How are the photos balanced? __. Did student move around from different angles and perspectives to take the photos? __. 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.	10%	0	1	2	3	4
3.	**Experimentation with Type.** Examples include: __. Does work consider: Typeface Selection, Styling, Pairing, Kerning, Tracking, Leading, Typographic Hierarchy, Typographic Systems, Hand Drawn Type, Custom Type, Experimentation with Size and Scale. __. Is there a thoughtful selection of well designed typefaces that were chosen for the layout? __. Was there an effort to try different orientations, and adjustments mixing typefaces considering size and scale. __. Did student try different spacing options and adjustments mixing different types of spacing together to create a sophisticated aesthetic. __. Did student try different weights and styles like Bold, Light, Condensed, Italic, Thin, Ultra Thin, etc. __. Is there a sense of hierarchy and scale in the overall layout and within each individual micro composition? __. Was scale used as an important factor to distinguish this order of hierarchy? __. Does the hierarchical order make sense?	5%	0	1	2	3	4
4.	Logo Design. Business Card. Letterhead.	10%	0	1	2	3	4
5.	Color / Illustrations / Pattern.	5%	0	1	2	3	4
6.	Does the package look real? Could it be on a store shelf?	5%	0	1	2	3	4
7.	Styling of Typography / Pairing of Typefaces.	5%	0	1	2	3	4
8.	Flow and Composition of the Overall Layout.	5%	0	1	2	3	4
9.	Cohesiveness of Package Series. Crafting.	10%	0	1	2	3	4
10.	Overall Process + Design Thinking: 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.	5%	0	1	2	3	4
11.	Self-driven Critique, Peer Critique, & Studio Culture.	10%	0	1	2	3	4
12.	Professionalism + Positive Thinking.	5%	0	1	2	3	4
13.	Followed Submission Instructions?	5%	0	1	2	3	4

ASSIGNMENT PROCESS.

Assignment Process:

__a. ***DESIGN PROCESS.** Students are expected to utilize, develop, and document design process, design thinking, and problem solving in every project. Students are required to visually document their process and turn process work in with every critique as a separate folder or PDF file. Aspects of grade will reflect the presentation of the process work and depth of process student explored. **DESIGN PROCESS LINK:** http://www.carriedyer.com/assets/t_design_process.pdf

__b. __**PREPARATION.**
__Sketch Book, __Pinterest Board for Visual Research, __Review Design Process Requirements

__c. __**PART 01: PREPARATION / RESEARCH / VISUAL RESEARCH / DESIGN PROCESS.** [30 minutes.]

__d. __**PART 02: LOGO DESIGN.**
__Visual Analysis: Review successful logo design work. Why is it successful? See below.
__Visual Research: Logo Design: <https://www.pinterest.com/carrieadyer/l-o-g-o-design/>
__Make 20-40 thumbnail sketches
__Translate to digital form [Adobe Illustrator.]
__Create 50 different variations. Quick. [Option Drag]
(Normally when creating a logo the designer creates 100-200 versions before settling on final options.)

__e. __**PART 03: PACKAGE DESIGN.**
__Visual Research: Package Design: <www.pinterest.com/carrieadyer/package-design/>
__Visual Research: Structural Package Patterns: <www.pinterest.com/carrieadyer/structural-package-patterns/>
__Visual Analysis: Review successful package & logo design work. Why is it successful? Consider color, pattern, and all sides of package.
__Buy Soap Boxes / Prototyping Prep: Buy a soap box. Carefully take it apart and measure the dimensions. You can also look up dimensions of soap boxes.
__Sketches: Make sketches of ideas for package design.
__Wire-framing Space: Make a "Soap Box Package Pattern" layout in Adobe Illustrator.
__Design Process: HW: Sketch ideas for logo & package design. Print a "box pattern", cut it out, and glue tabs to prototype and experience the engineering of the folds. You will need to experiment with this multiple times.
__Package Design Elements to Consider: FDA Guidelines. https://www.fda.gov/food/food-ingredients-packaging
__Place: Take logo designs and experiment by placing them on the packaging template. Consider printing 5 draft packages and assemble. What's working? What needs work?
__Prototyping: Consider printing 5 draft packages and assemble. What needs work? Make notes in your sketch book of your process and where you are proficient and where you need to work. **Before draft critique make sure you place a piece of soap inside so that the package is a realistic prototype.
__Research / Analysis: Consider returning to research. After returning to research is there anything you can work on?

__f. __**PART 04: BUSINESS CARD & LETTERHEAD.**
__Visual Research: Business Cards & Letterheads: <https://www.pinterest.com/carrieadyer/identity-systems/>
__Visual Analysis: Review successful letterhead and business card design work. Why is it successful? Consider typographic layout, typeface selection, negative space/white space, etc.

__g. __**PART 05: REVISIT DESIGN PROCESS.**
__Design Process: Consider and adjust your individual process.
__ Visual Analysis: Review the typography, negative space, color scheme that you are currently using. Is it working? Is anything off? What are brand objectives for this boutique soap company? Do your design elements work with the objectives of the brand?

RESEARCH.

SOAP PACKAGING & IDENTITY.

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SUGGESTED RESEARCH:

____. EXPLORING 3-D FORMS:

- -

____. *25 x "Pins" from the boards below.* Review the following package design structural ideas and patterns. On Pinterest pin 25 examples of directions/pieces that inspire you.

I.__ A. Structural Packaging Ideas :
https://www.pinterest.com/jenns949/packaging-structural-ideas/

I.__ B. Structural Package Patterns:

https://www.pinterest.com/carrieadyer/structural-package-patterns/

____. EXTRA CREDIT: *5 x 3-D packages with graphics or pattens* **3-D PACKAGES (PAPER)**: Create five (5) 3-D-paper forms with a photo or existing graphic (that you have made-imagery must be yours) on one side. You will print on both sides, one side you will print the package pattern and the other side you will print your photo or graphic. Have them printed, cut and assembled for the next class period.

- -

____. VISUAL LITERACY & RESEARCH *for* 3D PACKAGING:

____. *50-100 x "Pins" from the boards below*
VISUAL RESEARCH: Review the following package design, and logo design work. On Pinterest pin 100 examples of directions/pieces that inspire you. (about 25 from each board)

I.__ A. Logo Design :
https://www.pinterest.com/carrieadyer/l-o-g-o-design/

I.__ B. Dynamic Systems :
https://www.pinterest.com/carrieadyer/dynamic-identities-logo-design-system/

I.__ C. Identity Systems :
https://www.pinterest.com/carrieadyer/identity-systems/

I.__ D. Package Design :
https://www.pinterest.com/carrieadyer/package-design/

- -

>.STUDENT WORK EXAMPLES:

SOAP PACKAGE DEISGN EXAMPLES:

https://drive.google.com/drive/folders/1_XVJEGvL7yUe03y-0BlO92grqz7HM6Tq?usp=sharing

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>. BOX PACKAGE PATTERN:

MELODRAMA, LLC.
Thomasville, NC 27360

COCONUT EXTRACT, PINEAPPLE
SCENT, WATER, COCONUT OIL,
SHEA BUTTER, ARGON OIL, LYE.

NET WT 4OZ/113g

NET WT 4OZ/113g

EMOTIONALLY *CHARGED*
SOAP

MElODRaMA

COOL CALVIN
COCONUT COLADA SCENT

PAGE
12.
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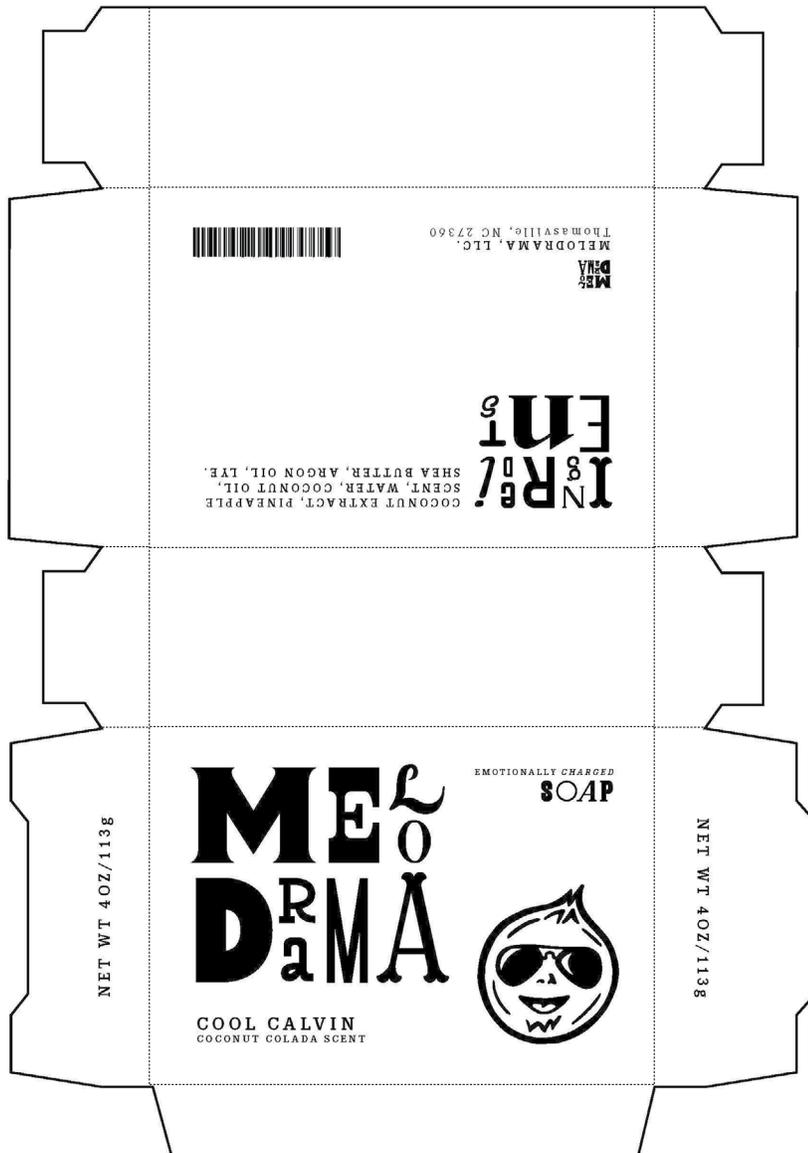
PROFESSIONAL EXAMPLES:

Clean Lines Soap from Pop Ink, designed by Laurie DeMartino Design.,   Source: http://www.lushlee.com/clean-lines-soap/

Logo design & Packaging for Nisce Skin Basics,   Source: https://www.behance.net/gallery/51249987/Nisce-Skin-Basics-Soap-Box-Packaging-Design

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WHAT IS STRATEGY?

___.　STRATEGY CONSIDERATIONS:

- -

Sstrategy connects how the product and its core values will be deployed and promoted to an audience. If it's truly a good strategy it should be different than its competitors. I personally think the "Infect the Truth" campaigns are a good example of strategy. Especially, the tactics they use to get viewers involved and interacting using viral techniques.

https://en.m.wikipedia.org/wiki/Truth_(anti-tobacco_campaign)

So, a big part of strategy can start with demographics. Who is your audience? (You will need to make a suggestion based on your advice for the client.) You might want to think about how it's placed in the boutique or how to connect the audience using social media. Is there a witty way to support this new brand and to help the viewer to accept it into their lives.

Strategy can represent different things to different designers. That's important to understand as well. I want you guys to do your best to create a unique strategy to address how this product will "interact" with customers. So, this may culminate in a brief text and visuals explaining your ideas.

Other resources on Graphic Design Strategy:

HOW, Understanding Design Strategy
www.howdesign.com/how-magazine/how-march-2013/understanding-design-strategy/

Debbie Millman: The Top 10 Things I Wish I Knew When I Graduated College
https://youtu.be/Kkd8OSDa55A

How to Translate Strategy to Design
https://youtu.be/TpcaCW85el0

PAGE
14.
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UNDERSTANDING DESIGN STRATEGY

By: Terry Lee Stone | February 22, 2013—

This post is an excerpt from the feature article Understanding Design Strategy by Terry Lee Stone in HOW Magazine. Click here to download the full article, or get the entire issue here! SOURCE: http://www.howdesign.com/how-magazine/how-march-2013/understanding-design-strategy/

In the broadest sense, "strategy" is a plan for how to achieve a goal. In business, strategy bridges the gap between policy (guidelines governing action) and tactics (a set of techniques). Strategy is what a company develops to differentiate itself from competitors' actual or predicted moves. It's complex and it drives every decision a business makes.
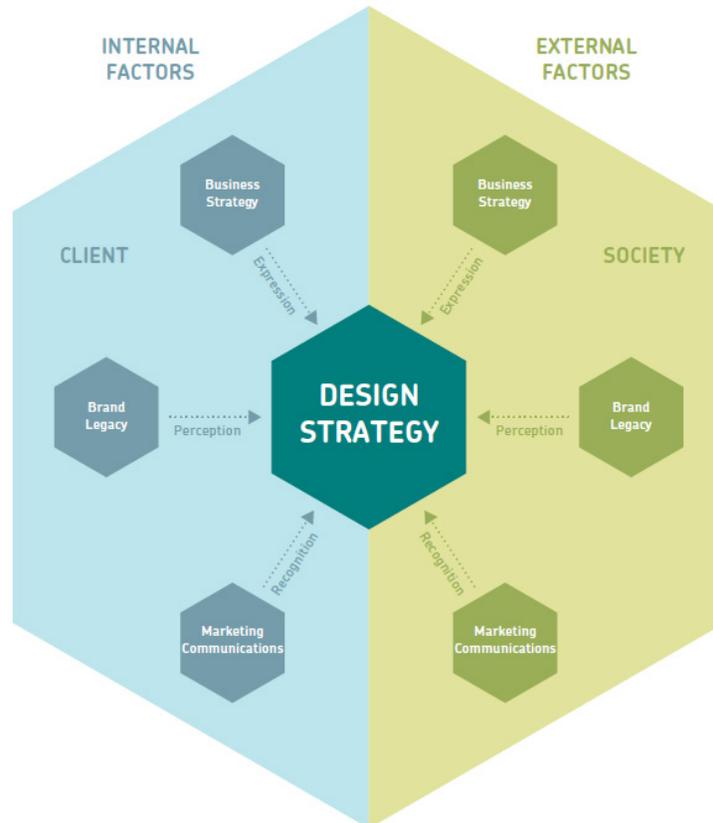
Our clients' business strategies also form the framework for our design strategies. While these are interrelated, they are not the same thing. Design strategy, as a field of theory and practice, refers to the integrated, holistic planning process examining the interplay between design and business strategy. However, for most graphic designers, design strategy simply refers to the conceptual underpinning for their creative work.
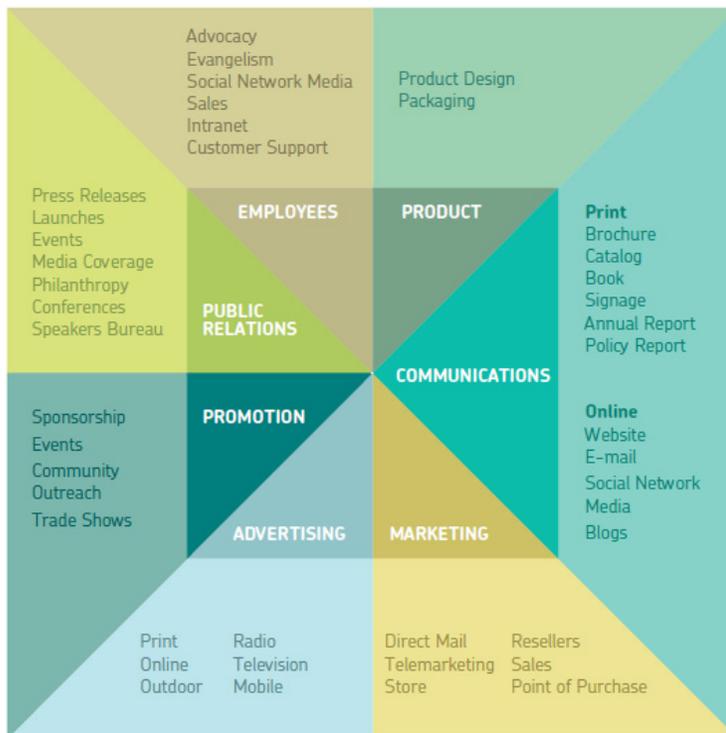
WHAT IS DESIGN STRATEGY?

There really is no one definition of design strategy, but the goal is to merge business and creative objectives in a meaningful way that moves design beyond just an aesthetic exercise. "When we integrate design processes and design thinking into the larger business goals of our companies or clients, we elevate the concept of design to a strategic tool that businesses can leverage," says Rob Bynder, creative director and owner of RBD | Robert Bynder Design Inc. in Newberry Park, CA. While inextricably linked, business and design strategies meet different needs. "Business strategy includes financial, product and market objectives, which are best expressed through brand touchpoints, says Greg Mann, partner and creative director at The Fibonacci Design Group LLC

in Los Angeles. "Design strategy is the roadmap for the visual and media components that help to build and drive these objectives."

Design strategy could be described as inventing the language to express your client's business strategy most clearly. Jamie Koval, president of VSA Partners in Chicago, puts it this way: "Design strategy articulates the parameters and potential of a specific challenge that drive a series of solutions or result. It's simple, compelling and actionable." And as with any language, evolution and variation are inevitable and should be accommodated. "Design strategy is a dimensional, multifaceted plan that allows traveling down different paths," says Volker Dürre, creative director of Dürre Design Inc. in Los Angeles. "We want to include flexibility and the option of organic growth into the agenda right from the start."

DESIGN TOUCHPOINTS

Advocacy
Evangelism
Social Network Media
Sales
Intranet
Customer Support

Product Design
Packaging

Press Releases
Launches
Events
Media Coverage
Philanthropy
Conferences
Speakers Bureau

EMPLOYEES

PRODUCT

Print
Brochure
Catalog
Book
Signage
Annual Report
Policy Report

PUBLIC RELATIONS

COMMUNICATIONS

Sponsorship
Events
Community
Outreach
Trade Shows

PROMOTION

Online
Website
E-mail
Social Network
Media
Blogs

ADVERTISING

MARKETING

Print	Radio	Direct Mail	Resellers
Online	Television	Telemarketing	Sales
Outdoor	Mobile	Store	Point of Purchase

WHAT GOES INTO A DESIGN STRATEGY?

Any design strategy should address the following:

• Existing problems and ongoing challenges
• Current benefi ts and successes to be leveraged
• Unmet client/customer needs
• Changing client/customer behaviors and attitudes
• Emerging ideas and trends
• Opportunities to differentiate
• The way these issues are addressed is the essence of the strategy. When this process is translated from business language and actions into design language and actions it becomes the basis for a design strategy. (See Influences and Touchpoint charts)

"What is the one thing I find myself saying over and over again to my internal clients about design strategy? 'Our design strategy is not about what you like or what I like. It's about what's right for us as a company and, ultimately, for our company's customers. Our company is invested in this approach, and staying on strategy is the best way to create value for our clients." — LAURA TU, PWC

Some designers confuse design strategy with a creative brief, but understanding the distinction is critical. "Design strategy is how we recommend approaching the project; a creative brief helps frame what is being requested by the client and is an integral part of communication between client and designer," says Justin Ahrens, principal/creative director of Rule29 in Geneva, IL. "The design strategy can often expand or contract that brief, based on the research or findings while the strategy is being developed."

PRESENTATION.

01.

Unit 02. :

Assignment:

Soap Packaging.

02.

Compo-
nents:

___. Naming (name product)
___. Logo Design
     (create at least 20 drafts before final)
___. Tag Line
___. 3 Soap Box Packages
     (must be assembled for critique)
___. Business Card
___. Letterhead
___. Extra Credit: Brand Strategy / Plan

03.

Logo Design:

ME & DRMA

04.

05.

06.

Q :

Is it good for a
brand to blend in?

07.

Yes?

No?

08.

Q :

What is a Brand?

09.

A Brand is the way you
feel about a company or
organization. It's not a
logo or an identity.

10.

Competition creates infinite choices
for consumers. Brands must differen-
tiate and become irreplaceable. The
goal is to create life long relationships.
A strong brand stands out. Consumers
need to fall in Love, trust, and believe
the brand is superior to competitors.

11.

___. Who are you?
___. Who needs to know?
___. How will they find out?
___. Why should they care?

12.

Brands have 3 primary functions:

___. Navigation
___. Reassurance
___. Engagement

13.

Q :

What is Brand Identity?

Identity is tangible & appeals to the
senses. You can see it, touch it, hold
it, and watch it move. Brand identity
unifies seperate brand elemtns into a
unified system.

14.

Typical Branding Process:

___. Conducting Research
___. Clarifying Strategy
___. Designing Identity
___. Creating Touch Points
___. Managing Assets

15.

Q :

What are important char-
acteristics that identify a
brand visually?

The Senses.   ___. Color / Pallet / Color Pattern
               ___. Form / Space
               ___. Elements & Principles of Design
               ___. Visual Aesthetic / Voice
               ___. Materiality & Sophistication
               ___. Pattern / Texture
               ___. Sound / Music
               ___. Motion

16.

17.

18.

19.

20.

21.