

## ART 331 Design Concepts and Narratives – Project 2 Package Design Checklist and Assessment

### PRESENTATION and PRELIMINARY STAGE – SKETCHES / DRAFTS – Digital and Printouts

X	PRINTS: Package Design Final Printouts of each 2D Package Designs (2) 11x17 Light Matte and (1) 8.5x11 Luster for 3D
X	1 Package Design Product Sketch 1 on Thumbnail Sheet – exploration of preliminary idea and development
X	1 Package Design Product Sketch 2 on Thumbnail Sheet – exploration of preliminary idea and development
X	Package Design draft(s): List How Many for Package 1 <u>2</u> Package Design draft(s): List How Many for Package 2 <u>2</u>

### TECHNICAL – ART DESIGN WORK SETUP (All Art Design Work created in Illustrator)

X	<b>Package 1 Product</b> – List the Product Here – Write it to the right of this text: <b>Meyer Lemon Seeds</b>
X	Logo is CMYK or 100K – Black or White
X	CMYK color mode and artwork
X	Clear all unused colors in swatch palette
X	Named layers to organize content
X	Guides template layers is present on named layers
X	Set type to optical kerning (do not outline fonts)
	Final digital art design work saved as an Illustrator package output collection of digital files (File menu > Package) into one folder (this will create a .txt file). Also save as a High Quality pdf file (File menu > Save as .. & choose pdf for drop down menu in Illustrator save dialog box). Include a copy of the pdf file in the final illustrator output package folder. Fonts included if not from Adobe.
X	<b>Package 2 Product</b> – List the Product Here – Write it to the right of this text: <b>Artlet Apple Seeds</b>
X	Logo is CMYK or 100K – Black or White
X	CMYK color mode and artwork
X	Clear all unused colors in swatch palette
X	Named layers to organize content
X	Guides template layers is present on named layers
X	Set type to optical kerning (do not outline fonts)
	Final digital art design work saved as an Illustrator package output collection of digital files (File menu > Package) into one folder (this will create a .txt file). Also save as a High Quality pdf file (File menu > Save as .. & choose pdf for drop down menu in Illustrator save dialog box). Include a copy of the pdf file in the final illustrator output package folder. Fonts included if not from Adobe.

### SPELLING, GRAMMAR, NARRATIVE

X	Spelling, grammar, sentence structure
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### 3D DESIGN

X	Dimension .dn model / 3D views of your 2 product packages with your photo background – accurate & reflective 2D to 3D
X	1 Packages Scene Render.psd / 1 Packages Scene Render.png / then save as your .psd to pdf – 1 Packages Scene.pdf (High Quality)
X	1 Original Photo taken by you from your camera (.png (prefer) or .jpg) used for Dimension Image Background
X	Illustrator .ai Package Design Product 1 Cut for 3D / Illustrator .ai Package Design Product 2 Cut for 3D (okay if file is little messy)
X	Illustrator .ai Artwork for Package 1 on Artboards / Illustrator .ai Artwork for Package 2 on Artboards (2 files – 1 for each Package)

### 2D CONCEPTUAL DESIGN

X	Appropriate typeface choices related to type function and readability of all text
X	Appropriate graphics, illustration / style
X	Appropriate use of color
X	Use of hierarchy / clarity of components
X	Inclusion of all required elements – * review Project 2 Creative Brief
X	Consistent line look between packaging designs
X	Design reflective of effective packaging design characteristics - 2D > 3D view

**Your Printed name, signature & date below** – *acknowledging you have thoroughly checked your project (design, digital artwork & presentation) to ensure it meets all requirements and is of a high professional design standard.*

Nicole Adler 11/4/2025

*Nicole Adler*