

Packaging

Assignment:

Upon entering any store you are exposed to thousands of products. These products rely on strategic placement in the store and their packaging to help sell them. Each product has a specifically designed package to help them stand out from all other products to encourage you the consumer to purchase them. You are to design a creative and professional package for your product. The packaging should help sell your product and inform the consumer to exactly what they are buying.

Requirements/Restrictions:

- All expectations included
- All group members involved



Grading:

Expectations	Points Possible	Points Earned
<u>Product Name:</u>	5	
<u>Slogan:</u>	5	
<u>Logo/Visual:</u>	5	
<u>Color Scheme/Theme:</u>	5	
<u>Directions:</u> Visuals and/or pictures describing assembly or how to use	10	
<u>Product Information/Warning Labels:</u>	5	
<u>Overall Quality:</u> Product stands out, packaging is neat, creative and helps sell the product.	15	
<u>Total:</u>	50	