Name: _____ Date: _____ Period: _____

Final Project:
Package Design & Business Cards
Worth: (200 Points)

Part 1: Test (50 Points)
Part 2: Food Combination and Business Cards (150 Points)

PROJECT DESCRIPTION: Students are asked to create their own package design of a common product (at least 3 different looks). They will also include a business card (front and back) for the design as their own "company". This project will allow students to utilize all their learning where they complete and show their knowledge of typography, layout, aesthetics, advertising, and knowledge of the programs learned.

Package Design Rubric

Studio Habit of Mind	Not Approaching Standards (6 points)	Approaching Standards (12 points)	Meeting Standards (20 points)	Points
Observe	**Did not** look at package design and **Little to no** information was transferred to design	Looked at package design and transferred **some information** (text) to own design	**Looked carefully** at package design and transferred all information (text) to own design	
Reflect	The individual **did not complete or participate** project reflection. The individual is **did not articulate** their thoughts **and/or evaluate** their own experience.	The individual **somewhat completed/participated** project reflection. The individual is **somewhat** able to **articulate** their thoughts **and/or evaluate** their own experience.	The individual **completed and participated** project reflection. The individual is able to **articulate** their thoughts **and evaluate** their own experience.	

Studio Habit of Mind	Not Approaching Standards (9 points)	Approaching Standards (18 points)	Meeting Standards (30 points)	Points
Express	**Did not Communicate** the product and **does not expresses** a unique brand on business card design	Communicate the product but **does not expresses** a unique brand on business card design	**Communicate** the product and **expresses** a unique brand on business card design	

	Not Approaching Standards (12 points)	Approaching Standards (24 points)	Meeting Standards (40 points)	Points
Stretch and Explore	**Did not experiment** with design, color, and layering Final artwork **did not include** clean, **and** neat lines	**Some experimentation** with design, color, and layering Final artwork **somewhat includes** clean, **and/or** neat lines	**Experimented** with design, color, and layering Final artwork **includes** clean, **and** neat lines	
Develop Craft	The design on both packages and business card **does not include effect or includes 1** effect	The design on both packages and business card **includes 2 to 3 effects**	The design on both packages and business card clearly **includes 4 or more** effects	
			Total Points	

MATERIALS & TOOLS:

Computer Lab Time

Adobe Photoshop, Illustrator

Internet

Resource Web Links: http://hongkiat.com/blog/clever-creative-packaging-designs/

SUPPORT AVAILABLE:

In Class Time & By appointment

CALENDAR:

Monday	Tuesday	Wednesday	Thursday	Friday
04/28	04/29	04/30	05/01	05/02
05/05	05/06	05/07	05/08	05/09
05/12	05/13	05/14	05/15	05/16
05/19	05/20	05/21	05/22	05/23
05/26	05/27	05/28	05/29	05/30
		Finals	**Finals**	**Finals**

Name: _____ **Period:** _____ **Date:** _____

Final Project Reflection

- What did you find challenging throughout this project?
- What did you like and note like about this project? Why?
- What skills do you think you have learned so far in this final project and this semester? How do you think you used your skills from the previous project for this project? How do you think you can use these skills in the future?

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