

Soap Box Project

Handout

You, as a graphic designer in a large advertising agency, have been hired to design a soap box for a new brand of soap. You have been given a large amount of freedom in terms of package design, product name and the feeling the product is supposed to portray through its packaging. This means that you will not only have to design the soap box, but also do a marketing analysis of your design to really find out if it appeals to a broad clientele.

Requirements:

You will design, select compatible colors, create the artwork, choose a name, write subheads and assemble a package for a bar of soap. You will manufacture the soap box prototype and conduct a marketing analysis survey to determine its acceptance and then summarize the results.

The specifications for the assignment are:

1. **Size:** Use the soap box template
2. **Programs:** Photoshop or PageMaker.
3. **Colors:** Full color
4. **Resolution:** 300 pixels/inch

This package graphic must include:

1. **Name of Soap:** You will create an original name, up to 11 letters total, placed on all 6 panels of the box.
2. **Subhead(s):** You will include a subhead to compliment your soap name and package theme.
3. **Deodorant Soap:** Include the descriptor “Deodorant Soap.”
4. **Net Wt. 4.5 Oz. (127 g):** Include the net weight of the soap – see package example.
5. **UPC Symbol (Barcode):** Use a barcode font or create one by hand.
6. **Ingredients:** See package example for ingredients and placement.
7. **Manufacturer’s Name:** Use your name or the school’s name.

Survey your competition first (look at different soap boxes at the grocery store). You may want to include other elements that appear on soap box designs that you’ve observed.

Directions below

Soap Box Project Continued

Directions:

1. Carefully read over the *Evaluation Criteria*, the *Requirements*, and these *Directions* for the project.
2. Look at the display brands of bar soap in a large grocery store. Look at the colors, designs, typestyles, art, themes and subheads. *How did they attract your attention?*
3. **First:** Make at least 3 *Thumbnail Sketches* for this package design, choose a name (one or two words, no more than 11 letters total), a subhead, a design theme and colors that complement each other.
4. **Second:** Using the furnished box template for exact size, make your *Rough Layout* to size, showing all six panels (position your graphics so that with the front panel up, the four side panels are all readable and logical) including all required elements.
5. Build your *Final Layout* on the computer using Photoshop or PageMaker. Place all required elements in their exact positions.
6. Save your design as a JPEG file.
7. Print out **2 copies** of your design in color.
8. Spraymount, cut, glue and assemble your soap box.
9. Conduct your *Marketing Analysis Survey*: Read and understand the directions on the bottom of the survey sheet. You will be surveying ten people in the six demographic groups – 3 age groups, male and female in each. Explain the purpose and the importance of this survey, be professional and serious. Have each person sign your survey sheet, themselves.
10. When finished, carefully summarize and tabulate your survey results (see instructions). On the evaluation sheet, discuss these results (based on age and sex preferences of your design and name) and how you would modify your project for even better/higher results, based on this survey. This summary should be at least 100 words.
11. For credit, you need:
 - a. The following five sheets, in this order; neatly stapled.
 - *Evaluation Sheet* - include your name and written summary
 - *This Requirements and Directions Sheet* - check off completed items
 - *Marketing Analysis Survey* sheet – completely filled in, signatures and tabulated.
 - *Thumbnail Sketches* – all on one sheet, 3 drawings.
 - *Rough Layout* – one sheet drawn in pencil.
 - b. The finished, assembled *Soap Box* – very neat and professionally completed.

Name: _____

Period: _____

Soap Box Project Evaluation Sheet

Personal survey summary and results:

Discuss your *Marketing Analysis Survey* results (based on age and sex preferences of your design and name) and how you would modify your project for even better/higher results, based on this survey. This summary should be at least 100 words.

Evaluation Criteria:

Mr. Lopategui will complete the point totals for each item. To receive full credit for this assignment, you need to complete and turn in **all** of the following items, in this order:

1. This *Evaluation Sheet*: with your summary below (10 Points) _____
2. *Requirements and Directions Sheet* (10 Points) _____
3. *Marketing Analysis Survey*: with signatures and tabulated (20 Points) _____
4. *Thumbnail Sketches*: all three on one sheet (10 Points) _____
5. *Rough Layout*: one sheet drawn in pencil (10 Points) _____
6. *Soap Box*: assembled (40 Points) _____

Total: _____