

GRAPHICS

Product Box Teaching Points

Overview

The container that holds a product is a marketing tool that impacts how buyers respond to the purchase of the product. This assignment allows students to re-create a product box. It is recommended that this project be used as a *culminating* assignment of graphics including textboxes, fonts, graphics, color, alignment, etc. to assess learning of desktop publishing concepts.

Content Review

Review the following with students:

1. Procedure for making a box shape using *two* windows
2. Using textboxes effectively
3. Selection of fonts
4. Alignment of information—text to graphics, bar coding, etc.
5. Color selection and use

Activity Preparation

1. Students should have already spent a good deal of time working with graphics and fonts to the point that students are relatively proficient in using both.
2. Have students bring a box to class that they will duplicate.
3. Break down the box to show layout and design: sides, bottom, top, glue panels, and graphic and text layout.
4. Demonstrate efforts to duplicate the box, re-creating shapes, graphics, etc.
5. Students should create all graphics from scratch—students are *not* to download information from the product Web site. Text will be created in a textbox and positioned on the layout of the container.
6. After the students are finished with their project, the project is to be printed (color printer preferred). Students should cut out the box panels/shapes and glue them to poster board. Cut the panels/shapes out again. Use a straight edge to lightly score the fold lines on the inside of the panels. Fold along score lines on sides and corners. Use rubber cement to glue together and rubber bands to hold in place until the glue dries.

Resources

Supplies needed for the activity:

Students supply box they want to duplicate

Teacher supplies: poster board and rubber cement

Printer (color preferred)
Paper
Appropriate software
Computer
Rubberbands

Web sites (and/or key words to use for search):

<http://stunzkonstantin.com/pack.html>

Sample package/container layouts

<http://www.math.nmsu.edu/breakingaway/Lessons/boxes1/boxes.html>

Making boxes without the computer

<http://www.ee0r.com/boxes/>

Making boxes from drawings

Key words: *containers, labels, textbox(es), desktop publishing, manipulating graphics*

Books, articles, and other resources:

Adobe Press. (2002). *Adobe PageMaker 7.0*. Upper Saddle River, NJ: Adobe Press (Prentice Hall).

Adobe Press. (2000). *Adobe InDesign 1.5*. Upper Saddle River, NJ: Adobe Press (Prentice Hall).

Braveheart, R. (2003). *Adobe PageMaker 7.0 basics*. Boston, MA: Thomson Course Technology.

Lee, L. (2002). *Introducing Adobe Photoshop elements*. Upper Saddle River, NJ: Que/Sams (Prentice Hall).

Proot, K. (2003). *Adobe PageMaker 7.0 – Illustrated*. Boston, MA: Thomson Course Technology.

Reding, E. (2004). *QuarkXPress 5 – Design professional*. Boston, MA: Thomson Course Technology.

Obtain the following books, videos, and other materials from Resources@MCCE

<http://www.resources.mcce.org>.

Design Principles for Desktop Publishers

Lichty, Tom

Book –

[4675—BE 11.0101 P L618]

CA, WADSWORTH, 1994.

How To Create High Impact Designs; Over 90 Examples Of What Works And What Doesn't For Creating Brochures, Newsletters, Ads, Reports, etc.

Cleland, Jane K.

Book – Contains examples of designs for printed materials

[4336—BE 50.0401 C589b]

CO, CAREER TRACK, 1995.

Desktop Publishing: Getting the Message Out

Video – This program introduces the key components of a basic DTP system including: a fast microprocessor, large hard drive storage capacity, CD-ROM drive, large-screen monitor, b/w-color printer and flatbed scanner and more. Learn about software, page layout programs, drawing programs, editing, clip art and lots more!

[10547 – BE VIDEO 49]

MERIDIAN, 2000.