Graphic Design & Marketing: Packaging–(Student Self-Grading Rubric)

Complete this form, use it as notes when you present to class, and hand it in with your work for a final grade.   Craig Kunce

Overview: Packaging is important. As a graphic designer (and marketing person), you should think of packaging as the last mini-commercial that the customer will see before they buy your product. Will your packaging close the sale? If it's good enough it will.
You'll design three things for your packaging: 1. Packaging die cut template and a full redesign of all six sides(Illustrator, 11" x 17", CMYK, 300ppi), 2. A 3D Digital Mockup of your new packaging (Photoshop, 8.5" x 11", CMYK, 300ppi), 3. Brand Guidelines page (Illustrator, 8.5" x 11", CMYK, 300ppi).

Be prepared to explain how your design work uses the list below to deliver your message visually to your audience.

Briefly describe your project: Message (3–5 words):

Where and how will it be used?   Audience (location, age, interests, lifestyle):

Grading scale design examples: craigkunce.com/student-self-evaluation-forms/	Incomplete	Needs Improvement	Almost Client-Ready	Client-Ready
1. 10 Thumbnails / Sketches Get sketching! Create ideas for your project. Attach a copy. Hand-drawn or digital.	○	○	○	○
2. Presentations & Critiques–Professionally and influentially present your work				
• Presentation and Critique 1 - (Two nearly complete designs of your front panel)	○	○	○	○
• Presentation and Critique 2 - (One nearly complete design of your entire packaging)	○	○	○	○
3. Followed Instructions–Appropriate software & equip, specs, size, color mode, resolution, brand guidelines	○	○	○	○
Production quality–is accurate, neat, clean, organized, and professional	○	○	○	○
Content–You included enough design elements to deliver your message	○	○	○	○
4. Design elements effectively deliver your message to the audience?				
Each element listed below should harmonize with the others	○	○	○	○
Design Style (Fits all other design elements listed here)	○	○	○	○
Typography (Is also legible)	○	○	○	○
Color (Is also harmonious)	○	○	○	○
Photos / art / video	○	○	○	○
Sound	○	○	○	○
Layout / flow / timing / transitions / motion	○	○	○	○
Repeatable design elements / brand assets	○	○	○	○
5. Ethics & Copyright You used copyright-free layouts, designs, fonts, photos, art, videos, and sound	○	○	○	○
6. Digital Packaging Mock Up–Mock up your final packaging in Photoshop	○	○	○	○
7. Brand Guidelines Page–Create a brand guidelines page using the template	○	○	○	○
8. Final Project Presentation–Professionally and influentially present your work	○	○	○	○

Critique feedback from instructor and other students. How you can improve:

Reflection Questions

What are the three most important things you learned from this project?

1.

2.

3.

What three areas still need improvement?

1.

2.

3.

What three aspects of this project are you most proud of?

1.

2.

3.