

## Job Steps:

1. Look at the display brands of cereal, look at the colors, designs, type styles, art, themes and subheads. *How did they attract your attention?*
2. First: make a *Thumbnail Sketch* for this package design (six sides). Use the layout on the classroom website. Print it and draw your sketch and include the following: choose a name, a subhead, a design theme and 3 colors that compliment each other. Include all 10 elements that are required (see other side of this page). Cut it and fold it to see what it will look like and get it approved by Carney, Costa, or Smalley.
3. Second: Complete your box in Illustrator. Print out in black and white. Get it approved by Carney, Costa, or Smalley.
4. Once you are satisfied with your art, save as a pdf and put on a flash drive.
5. Using scissors, cut out one cereal box and glue it together. If possible wrap and glue them around a “styrofoam fill piece” — cut to size.

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6. Conduct your *Product 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 females in each. You have seven questions to ask each of these ten people, as they hold and look at your box. Explain the purpose and the importance of this Marketing Analysis Survey, be professional and serious. Have each person sign your survey sheet, themselves.
  7. When done, carefully summarize and tabulate your survey results (see instructions). On the evaluation sheet, in three to five sentences, 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.

8. For credit, you need:

- \_\_\_\_\_ *Thumbnail sketch* — one sheet drawn in pencil
- \_\_\_\_\_ *Final Comprehensive* layout printed in black and white
- \_\_\_\_\_ Two finished *Cereal Boxes* in color which includes all 10 elements, is very neat and professionally completed. One folded, one just cut to size
- \_\_\_\_\_ *Marketing Analysis Survey* sheet — completely filled in, signatures, and tabulated
- \_\_\_\_\_ Written analysis 3-5 sentences about modifications you would make based on the survey.

# Package Assignment

## Brighton Graphic Communications 10 Element Requirements:

**You will design the package graphics for a new brand of cereal  
and then survey public acceptance.**

You will design, select compatible colors, create the artwork, choose a name, write the subheads, typeset and create a keyline for a package wrap for a new cereal. You will manufacture two package prototypes and conduct a marketing analysis survey to determine its acceptance and then summarize the results.

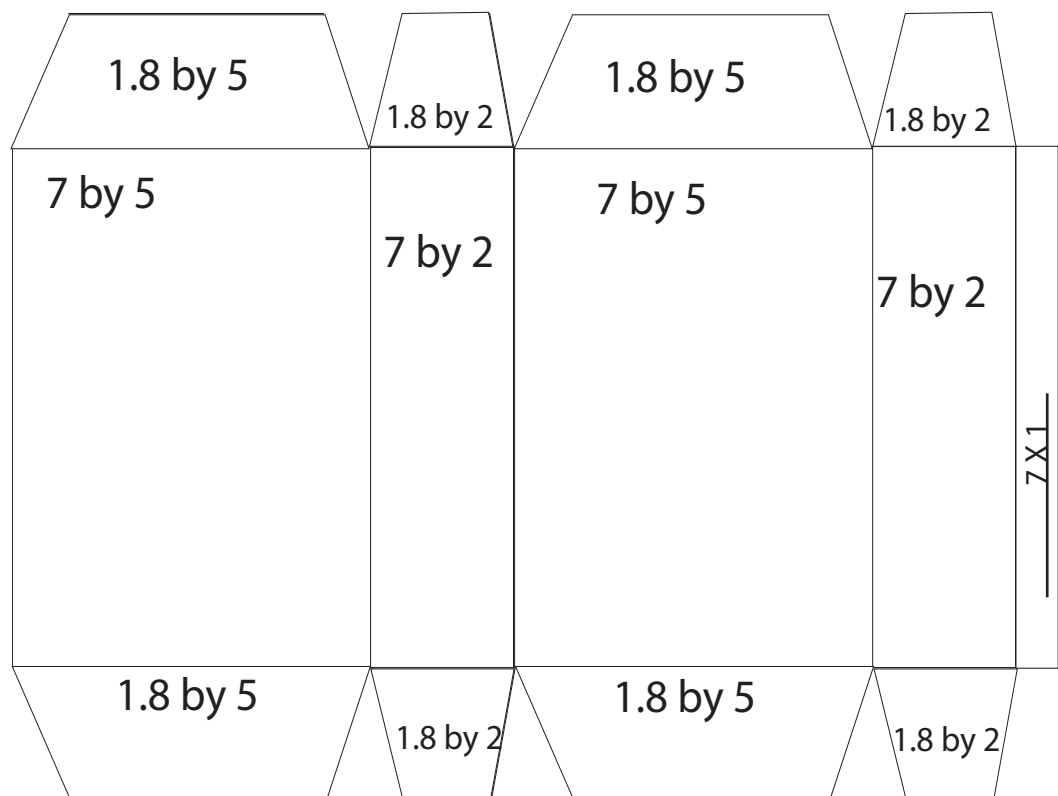
**Create this in Illustrator make it 11x17**

The package graphics must include:

- \_\_\_ 1. Name of Cereal — you will create an original name, placed on all 6 panels
- \_\_\_ 2. Subhead(s) — you will write, to compliment your cereal name and package theme (5 words)
- \_\_\_ 3. Your logo design — see sample below (based on your name - manufacturers name)
- \_\_\_ 4. American Heart Association - health information
- \_\_\_ 5. Best if used by:
- \_\_\_ 6. Net Wt. 5.8 oz.(17g)
- \_\_\_ 7. The UPC symbol — make your own or place an image that you find
- \_\_\_ 8. The Ingredients & Nutrition Facts — get from class website
- \_\_\_ 9. The Price \_\_\_\_\_
- \_\_\_ 10. The Manufacturers Name — use your name, program name, school



Nutrition Facts	
Serving Size 1 box (17g)	
Amount Per Serving	
<b>Calories</b> 60	Calories from Fat 10
% Daily Value*	
<b>Total Fat</b> 1g	<b>2%</b>
Saturated Fat 0g	<b>0%</b>
<b>Cholesterol</b> 0mg	<b>0%</b>
<b>Sodium</b> 150mg	<b>6%</b>
<b>Potassium</b> 55mg	<b>2%</b>
<b>Total Carb.</b> 13g	<b>4%</b>
Fiber 1g	<b>6%</b>
Sugars less than 1g	
<b>Protein</b> 2g	
Vitamin A 4% • Vitamin C 4%	
Calcium 4% • Iron 25%	
Vitamin D 4% • Thiamin 10%	
Riboflavin 10% • Niacin 10%	
Vitamin B <sub>6</sub> 10% • Folic Acid 25%	
Vitamin B <sub>12</sub> 10% • Zinc 10%	
*Percent Daily Values are based on a 2,000 calorie diet.	



# Brighton Graphic Communications

Name of Designer \_\_\_\_\_

Name of Cereal \_\_\_\_\_

**Purpose:** To survey people on the acceptance of the Graphics and Design of this package.

Rating Scale:				
Disagree		Neutral		Agree
<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
No, dislike		Average		Yes, I like

1. The name of this Cereal would influence my purchase of this cereal.
2. I would be willing to pay a little extra for this cereal because of the Graphics & Design.
3. The quality of the Graphics design gives me confidence in buying this cereal.
4. On a store shelf, with other brands of cereal, this name and design would attract my attention in a positive way.

Totals:

[illegible]

**How do you feel the following three words (adjectives, feeling words) describe this product:**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

Totals:

[illegible]

**Survey Instructions:** Survey/interview ten people (6 groups plus 4 at-large). Let the potential customers hold the cereal box while you ask and record the answers, then get their signatures as proof. You select 3 descriptive adjectives, for the customer to rate as to how that word describes your package graphic design (example: fresh, clean, ...). Be very professional, try for accurate results, ask the people to be very honest, as if they would be purchasing this. Don't try to influence their opinion, tell them it's very important.

**Summary:** After you have surveyed ten different people and recorded the results, you are ready to tabulate the statistics. Total up the twenty vertical columns (totals in grey area). Then total up the seven horizontal rows (to right). For your Survey results/recommendations: does one (age or sex) group prefer your package over another group, does your package show any outstanding characteristics over another area, how can you improve and make this cereal box even more saleable/desirable, be very specific. 75 to 100 words?