

Cereal Package reDesign

This is your first project where you get to study the area of 3D package design. In this project you will modify a box template for a redesigned cereal box.

Your task is to modify one of the supplied templates from my website. You are to make a package that advertises your cereal for kids, even if it's not a kid friendly cereal with tons of sugar. Make it appeal to children between 4-15 years of age. I don't want it to look like the original box. On my website you can find various templates that you can use for a die line. This project will be completed mostly in Illustrator.

On the box you will:

- List the cereal's name, with company logo.
- Include a picture/altered picture of the cereal bowl that you have photoshopped and close cropped. Place this as a photoshop document into Illustrator
- Include colour
- Include "Nutritional Requirements" and ingredients
- Include at least a 1/8" Bleed and be in CMYK
- Be creative/original
- Include a French side of the box (use a translating site to help)
- Include anything that might appeal to the target audience (game on back, free included treat)
- Use layers to organize you file
- Have the die line as a separate, labelled layer
- Print it out, cut it and fold it properly.

Your Name: _____

	Level 4 Demonstrated a very high understanding of concepts completing all expectations	Level 3 Demonstrated a high understanding of concepts and met expectations	Level 2 Demonstrated considerable understanding of concepts, nearing expectations	Level 1 Demonstrated limited understanding of concepts and ideas	Achievement Not Demonstrated
Meets all needed requirements and includes all needed elements	5	4	3	2.5	0
Design skills and technical abilities	10	8	6	5	0
Creativity and appealing to target audience	10	8	6	5	0

Total:
/25