

**THE NEW ENGLAND  
INSTITUTE OF ART  
GD220  
PACKAGE DESIGN**

**GHIRARDELLI CHOCOLATE POWDER LABELS**

**NAME** \_\_\_\_\_

**PEER NAME** \_\_\_\_\_

**INSTRUCTOR**  
Donna Stepien

YOU PEER PROF

**Concept/Originality/Design Brief (30)**

\_\_\_\_\_ A: clearly states product, audience, most imp. info., research, solution (10)

\_\_\_\_\_ B: clearly states product, audience, most imp. info., research, solution (10)

\_\_\_\_\_ Articulate solution, according to directions; appropriate to product (10)

**PROJECT #1  
GHIRARDELLI  
CHOCOLATE POWDER  
LABELS  
GRADE SHEET**

**DUE CLASS 6**

**Fulfills Concept (20 pts)**

\_\_\_\_\_ Visual solution clearly represents concept proposed in Design Brief (10x2)

**Research written on Design Brief (26)**

\_\_\_\_\_ Ghirardelli history, philosophy, current market, MLA format (2)

\_\_\_\_\_ three web sites (Ghirardelli and two others): MLA format (3x2=6)

\_\_\_\_\_ two stores: names, locations, dates of visits, description of product on shelf display (2x2=4)

\_\_\_\_\_ two users interviewed by you (2x2=4)

\_\_\_\_\_ typeface(s) used (4), with names of designers (2), source book (2) and page number (2)

**Technical Skill (10)**

\_\_\_\_\_ InDesign competence, esp. carefully chosen type sizes and leading increments [NOT auto], H&Js and kerning where needed; illustration; VISIBLE grids, pica measurements(5)

\_\_\_\_\_ Nutrition Facts label according to instruction sheet in InDesign (5)

**Craft (14)**

\_\_\_\_\_ Well-crafted professionally printed labels on cans: A (5)\_\_\_\_ / B (5)\_\_\_\_, well-crafted board with flat labels and professional-quality photographs (4). NO RUBBER CEMENT.

**Final Presentation**, due Class 6: 100 points homework completion credit (10 hw pts ea, unless otherwise noted):

\_\_\_\_\_ Printed labels, A and B, affixed to cans

\_\_\_\_\_ Label photographs and printed labels, A and B, in color, mounted to 15 x 20 black core mat board per instructions given Class 5

\_\_\_\_\_ (30 pts) Typefaces, type sizes and leading increments on B&W printout of label with grid/template in 20% black ON A SEPARATE SHEET, HANDED IN WITH THIS GRADE SHEET

**Digital files** LOOSE IN gd220 DROP BOX FOLDER, DO NOT CREATE YOUR OWN FOLDER. PDF files must be low-res ('smallest file size'). Each pdf must be under 1mb. DO NOT CONVERT TYPE TO OUTLINES:

\_\_\_\_\_ All sketches, notes and labels as **one** multiple-page pdf: "smith\_ghrdlli.pdf"

\_\_\_\_\_ Nutrition Facts: "smith\_ntrn.indd"

\_\_\_\_\_ Labels file: "smith\_ghrdlli.indd" Label A=page 1, Label B=page 2

\_\_\_\_\_ Design Brief: "smith\_ghrdlli\_brief.pdf"

\_\_\_\_\_ Photos of labels on cans (.jpg): "smith\_ghrdlli\_photo\_a.jpg" "smith\_ghrdlli\_photo\_b.jpg"