

THE NEW ENGLAND  
INSTITUTE OF ART  
  
GD220  
PACKAGE DESIGN

WEEK 8

INSTRUCTOR  
Donna Stepien

PROJECT 2  
INFORMATION DESIGN  
ON SUSTAINABLE  
PACKAGE FOR MARKET-  
SPECIFIC PRODUCT

• DUE IN ITS ENTIRETY  
AT THE BEGINNING OF  
CLASS 13:

• DUE TO END-OF-  
SEMESTER GRADING  
DEADLINES  
THIS PROJECT IS  
ACCEPTED NO LATER  
THAN THE  
BEGINNING OF  
CLASS 13.

ALL COMPONENTS  
OF THIS PROJECT  
MUST BE  
SUBMITTED  
TOGETHER  
IN ORDER  
FOR YOU  
TO RECEIVE  
PROJECT CREDIT.

## INFORMATION DESIGN ON SUSTAINABLE PACKAGE FOR MARKET-SPECIFIC PRODUCT

- Read "Excerpts, Towards Sustainable Packaging," the website readings on the course outline (weeks 7,8), and the Information Design Text and Information Design Slides at [www.zloty-design.com](http://www.zloty-design.com) (GD220, weekly materials, week 8).
- Choose one product from the attached list (pp 2, 3). Products are in one or more of these market-specific topics:
  - Gender
  - Health
  - Nutrition
  - Environment
  - Race
  - Lifestyle
- **PROCEDURE**
  - 1 Bring to class two existing packages for your product. If the EXACT product does NOT exist bring in packages for two *similar* products for the same market.
  - 2 Perform research, complete *the Design Brief on page 4 in your own handwriting*.
  - 3 Use all copy written in the paragraph under the product you chose.
  - 4 Draw 10 *different concept 'thumbnail' sketches, proportionally-scaled, for a package for the product you chose from the list*. Use only black 01 Micron pen.
  - 5 *Choose the sketch that best presents your product to its specific market. Make and submit a sustainable package prototype, full size or scaled, depending on size.*  
  
The package must have an appropriate *information graphic* that you design.
  - 6 *Submit two color photographs of your package: 1) front & side, 2) back & second side.*
  - 7 **Five-eight minute formal presentation: your research and package solution**
    - specifically reference your Design Brief #1, 2, 3, and 4
    - show at least two examples/visual support materials—hard copy or projected—to facilitate understanding of your concept and solution
  - 8 **Submit in plastic sleeves, adhered chronologically** in a soft-covered folder as shown with examples Class 8:
    - 1 project instruction sheet
    - 2 hard copy of completed Design Brief
    - 3 two color photographs of your package, front and one side and back and second side
    - 4 **all** sketches, two package examples (actual pkgs or photographs), references, notes
    - 5 photocopies of three examples of information design from any Edward Tufte book
  - 9 **Submit electronically**
    - 1 Design Brief
    - 2 your 10 concept sketches
    - 3 two photographs of your package, front and one side and back and second side

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### EVALUATION RUBRIC:

**CONCEPT:** defines product and specific market \_\_/5, most imp. info \_\_/5, sustainability \_\_/5

**RESEARCH/REFERENCE:** two examples \_\_/2, two stores \_\_/2, three Tufte examples \_\_/6, sustainability \_\_/5, color \_\_/5, type \_\_/5, photo/illustration \_\_/5, infographics \_\_/5

**FULFILLS CONCEPT/ DESIGN SOLUTION:**

unique solution for product and market \_\_/5, sustainability \_\_/5, shelf presence \_\_/5, infographic \_\_/5, type \_\_/5

**FOLDER PRESENTATION:** 10 *different* concept thumbnails \_\_/5, two photographs of your pkg \_\_/4

**CRAFT:** clean, professional quality pkg \_\_/5, professional quality folder, complete \_\_/5

**EFFORT:** formal, professional class presentation \_\_/6

TOTAL \_\_\_\_/100

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Choose one of the products from 1–7 below, or devise your own. If you choose to devise your own, you must write a proposal and a paragraph similar to those of the available choices AND I MUST REVIEW IT AND APPROVE!

- a. Identify the SPECIFIC target market for your package. (Products may have multiple markets (recall different store placements of Ghirardelli chocolate powder: baking and drinking). Each target market may respond differently to packaging.
- b. **include all information in the double quotation marks in the text under the product description.** You may add as necessary and appropriate to your product: i.e. recycle symbol, instructions for use, nutrition facts, bar code.
- c. parenthesis text is FYI unless stated otherwise, to guide research/understanding, does **not** go on the package.
- d. explain in your Design Brief *and on the package* how the package is eco-effective/sustainable. Use this information to guide you:
  - What is this package made of? Wood and paper? ...comes from trees, which have many other uses, both industrial and as a source of atmospheric cleansing. Plastic? ...made from oil, which is beginning to run short.
  - Packaging is resource-intensive *and* energy-intensive. Consider waste which is not always recycled! The environmentally-aware packager uses the absolute minimum materials and energy to ensure effective marketing and safe product delivery.

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1. **Biodegradable disposable diapers** (Health/Environment).  
"These diapers have enzymes that inhibit bacterial growth for 24 hours after use. The diapers then accelerate decomposition while outcompeting and killing septic or disease-causing bacteria."  
(This technology exists; do research). **Package must include a chart depicting landfill use of disposable diapers in five-year increments since 1980.**
  2. **Organic meats** from animals w/o antibiotics/growth hormones (Health/Nutrition/Environment).  
"Certified Organic by the USDA." Research: what do "natural" and "organic" really mean? Most animals raised for meat are in overcrowded conditions (research and explain why this is unhealthy). Their daily food contains antibiotics (research and explain why) and often (particularly cattle) growth hormones (research and explain where do these antibiotics and growth hormones end up; what are possible hazards of this; what possible health *advantages* might there be for people who, when they eat meat, eat meat exclusively from animals raised without antibiotics or hormones and why is this worth the higher cost of organic meats?) **Package must include results of your research as an informational graphic on the package.**
  3. **Easy adjustment electronic thermostat** (Health/Environment).  
"Promote energy savings and efficient energy use! Save up to 40% of your heating/cooling bill! Program your home temperature appropriately for when people are 'in' or 'out.' Adjust settings for what temperatures your house should be, and when. Easy to re-program for day-to-day schedule changes. Basic model handles one to four heating zones. Deluxe model handles one to 12 heating zones." **Package must have a graphic showing 'average' heating use for the six months October–March for a 2500-square-foot home using a conventional thermometer vs this new thermostat.** Assume gas heat and measure in therms.
  4. **Countertop composter** (Lifestyle/Environment).  
"Allow vegetable garbage to transform naturally into fertile soil. Don't send it to a landfill! Avoid expense and resource waste of chemical fertilizers for your lawn and garden! All natural; no energy input. This two-quart composter uses minimal space. Place it on the counter or in the cupboard under your sink. It's easy to transfer food scraps to your large outdoor composter. Reap benefits of ready-to-use topsoil for your garden! Our outdoor composters are available from [www.veggiedirt.com](http://www.veggiedirt.com)." **Your package must have a graphic showing US landfill use since 1990.**

5. **Hemp Rope** (Lifestyle/Environment).

"Nylon rope was developed in the early 1930s. Manufacture of nylon rope is energy-intensive and involves hazardous materials. The manufacture of hemp rope is far more environmentally friendly than the manufacture of nylon rope." (research to find out how, and **include an information graphic showing the environmental benefits of hemp. Chemical components of nylon (identify those that are known carcinogens), vs chemical components of hemp must be shown in an understandable way on the graphic.**

Assume proposed changes in Federal laws will legalize hemp, so in the near future there will likely be a significant market for hemp utility products such as rope (this is wishful thinking; no such serious proposals exist as far as we know. Nylon rope was developed by DuPont Chemical. Interesting fact—FYI—DuPont was a major motivator behind the 1937 illegalization of hemp. Look it up and write the source.)

6. **Canned Wild Canada Goose Meat** (Lifestyle, Health/Nutrition/Environment).

"Since 1970, a massive resident (non-migrant) population of Canada geese has accumulated in North America. Canada Geese are regarded as invasive pests. Proposed Federal regulations aim to end protected status for the Canada goose (no such proposals exist as far as we know) enabling commercial hunting of this edible bird. Significant advantages exist to eating meat from wild animals that have not been exposed to overcrowding, antibiotics or growth hormones. Wild geese are commercially cooked and canned much like canned ham—a popular holiday meal—making it easy and elegant to heat and serve." **Package must include an information graphic showing the estimated resident population in the US of Canada Geese in 10-year increments since 1980.**

7. **"Anti-sunburn lotion" for Dark-Skinned People** (Race/Health)

"Although dark-skinned people do not visibly sunburn as whites, your skin is susceptible to damage from excess ultraviolet exposure, including sunburn and cancer. This product has suntan/sunblock agents with SPF factors 15–90 for individuals of African, Indian or South Asian descent. (This product must be marketed with awareness that these ethnic groups may not engage in outdoor activities specifically for tanning purposes as do whites. This packaging alternative arises from an actual discussion your instructor had with a dark-skinned sales clerk in southern Florida) **Package must include an information graphic showing incidences of skin cancer in people of color in five-year increments since 1980.**

(products #1–6 developed by Tom Good, #7 developed by Tom Good from Donna Stepien's actual purchasing experience. Concept by Tom Good and Donna Stepien. Copy written by Tom Good; edited by Donna Stepien)

**MARKET-SPECIFIC PACKAGE DESIGN BRIEF/PROJECT PROPOSAL**

Provide a design brief/project proposal to the client with your intentions via a step-by-step project outline. (be specific and thorough). **Answer all the following questions, on the form below, in the order listed. Be specific!**

1 The specific product is:

2 a. The specific market is:

age range:

education level:

income range:

b. The most important information for the consumer to see on the package is:

c. The package is eco-effective/environmentally sustainable in this specific way:

3. Research: Go to two stores that sell your type of product to your market, bring in two actual packages of examples of your type of product, or a very similar product.

*Write product name and brand name of the two product package examples here:*

package 1 product and brand name \_\_\_\_\_

package 2 product and brand name \_\_\_\_\_

*On-site research: store name, address, date and shelf placement* (proximity to other specific products, proximity to eye level, quantity on shelf)

store 1: name \_\_\_\_\_ street address \_\_\_\_\_ date \_\_\_\_\_

store 1 shelf placement: \_\_\_\_\_

store 2: name \_\_\_\_\_ street address \_\_\_\_\_ date \_\_\_\_\_

store 2 shelf placement: \_\_\_\_\_

**Photocopies of three relevant information design examples from at least two Edward Tufte books:**

book \_\_\_\_\_ graphic \_\_\_\_\_ page number \_\_\_\_\_

**Additional research.** Take photographs. Familiarize yourself with the product as if you're the user.

Use the store displays you observed to answer the following about the packages you collected:

are these packages environmentally sustainable? if so, how: \_\_\_\_\_

color for this type of product: \_\_\_\_\_

typography is unique in this way: \_\_\_\_\_

photography or illustration is used in this way: \_\_\_\_\_

information graphics: \_\_\_\_\_

4. Design Solution: specifically explain how is your visual solution uniquely appropriate:

a. for the product:

b. for the market:

c. to be eco-effective/environmentally sustainable:

d. shelf presence: i.e. use of color, typography, photo/illustration, information hierarchy:

e. the information graphic you designed, on your product's package:

5. Present all proposal materials as directed on page 1, PROCEDURE, #8 and #9