

Music Player Packaging

Image Manipulation, Typography and ...
The Design Process



The Issue

Personal music players are everywhere these days and come in all shapes, sizes and price ranges. Selling products like this is difficult and often relies heavily on the packaging. The **visual style** needs to be relevant to the **target audience** and there needs to be enough **technical information** for them to make a choice.

Conceptual Statement

You are required to design packaging for a music player of your choice that appeals to people between the ages of 13 – 18 and gives them enough technical information to make a choice.

Specifications

(Things your packaging must include)

- a visual style for the packaging using the provided template (you can modify the template)
- The brand and name of the music player (eg. Apple iPod)
- Space for a bar code
- a list of technical specifications (storage size, recharge time, music formats that can be played etc)

Requirements:

1. **Research** existing music player packaging to see what sort of design work has been done before.
Write beside each design what you like and don't like about them
2. **Sketch ideas** for your own packaging. Try lots of ideas. Keep the drawings simple.
3. **Choose an idea** that you really like and draw it on a fresh sheet of paper.
4. **Produce a final version** using the template provided in Inkscape or GIMP.
5. Complete an **evaluation** sheet (digital file)
6. **Hand in your finished package** with all the sketches, ideas and evaluation

Progress Report

At the end of each week make short notes about progress made during the week.

ie. what did you complete, any issues that came up and were resolved

Date	Progress Notes

How this will be assessed:

Task	Mark
Research: <ul style="list-style-type: none"> • at least 3 different packages have been researched • the research includes written notes about packaging 	/ 2 / 1
Sketches: <ul style="list-style-type: none"> • at least 3 different ideas • one final idea 	/ 2 / 2
Final package: <ul style="list-style-type: none"> • based on concept sketches • a visual style that is relevant to the target audience • all specified technical details have been included • a completed template that is ready for print 	/ 2 / 2 / 2 / 2
Evaluation: <ul style="list-style-type: none"> • the evaluation sheet has been completed • progress reports have been made each week 	/ 3 / 2
Total:	/ 20

Packaging Template

You are free to use this as a base for your concepts. Use the digital version for your final package.

Feel free to change the size and shape as required.

