

DES 133 Assignment 2: Ecommerce Packaging Experience, Due date: Week 9 @ 9:00AM

The Brief:

Create an ecommerce soft goods brand (clothing, linens, etc) and design a single shipment box, with a focus on the out of box experience. Because this theoretical brand is exclusively online, the packaging becomes the brand's only tangible touchpoint. It's important to use the space and the experience effectively to help evoke the brand's emotional values.

Background:

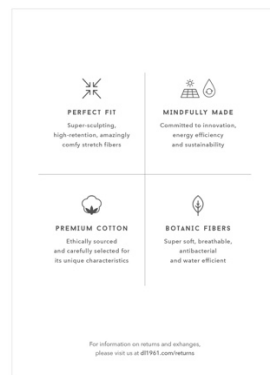
You can choose from the following 3 categories who the target consumer is:

1. An expecting mother (could be maternity clothing, baby linens, diapers, etc)
2. A special occasion attendee (could be for Prom, Bride or Groom, Wedding parties, etc)
3. An aspiring middle-aged athlete (could be exercise clothing, yoga towel, etc)

Note: The product being sold is only important insomuch as it will help inform the brand ethos.

Scope:

You will be creating a moment map for the unboxing experience and using that to inform the design of one shipper box with all graphic elements, including an informational card. That card can describe care instructions, use guidelines, or product features. Here are some examples:



Requirements:

- Moment Map for unboxing experience
- Brand Concept Design
 - Logo
 - Color Palette
 - Graphic Style (illustration/photography)
- Informational Card Design
- Box Design
- Tissue Paper Design
- Sticker Design

Final Deliverable

Three-page PDF presented to the class

- Page 1: Moment Map
- Page 2: Rendering of elements (hero Shot)
- Page 3: Rendering of elements (detail)

Rough Schedule**Week 4:****Introduce Project**

Due next week: Students need to choose target consumer category and have an idea of what their brand will be selling by next week. Start thinking and pulling inspiration. No deliverable.

Week 5:**Report chosen direction to Katie**

Discuss OOBE and moment mapping

Due next week: Moment Map, Designed.

Week 6:**Small group discussions of moment map**

Due next week: Brand Ideation (sketches for mark, Image board with color schemes)

Week 7:**Small group discussion of brand**

Sketch some layouts around how graphics will apply to box

Due next week: Rough layout ideas for feedback

Week 8:**Small group discussions of layouts**

Due next week: Final deliverable