

## 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:

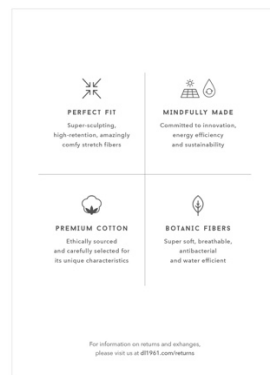
You can choose from the following 3 categories who the target consumer is:

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 inasmuch 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 or Bag Design
- One additional element (ribbon, sticker, swag, envelope, etc.)

### **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)

Between the two renderings, I have to be able to clearly see:

- Inside of the box (at least the inside of the lid)
- Instructional card (front and back), with a close-up view of the informational side!
- Outside of box, at least 2 panels
- Bag or tissue paper
- Tertiary Element of your choice (ribbon, envelope, sticker, etc.)

### **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 (working document), Brand Ideation sketches for mark

#### **Week 6:**

##### **Small group discussions of moment map & branding**

**Due next week:** Brand board (brand mark + colors + style inspiration)

#### **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