

UNIVERSITY OF CENTRAL LANCASHIRE
School of Creative & Performing Arts

Course / Area: Fashion Promotion
Year / Level: One
Module Tutor: Eve Astle
Module Code: FP1002
Module Title: Fashion Promotion in Context
Verified by: EA, RHH

Commencing: Monday 11th January 2010
Submission Date Thursday 4th February 2010

Project Title: Perfume Packaging – The sweet smell of celebrity

Aims:

- To introduce the student to a specialised area of design i.e. packaging
- To introduce the student to a specialised photographic shoot
- To develop presentation skills
- To improve time management skills

Introduction:

From in-store display to the humble bathroom shelf, packaging and advertising play a vital role in the perfume industry. The bulk of top designer's multi-million pound turnover comes from perfume sales. For a relatively small amount of money we can buy our way into this glamorous lifestyle.

Packaging is one of the most important areas of consideration for any brand. It can be the reason you are drawn to a product or the reason that you pick something up, it can even be the reason for purchasing or what the brand is known for.

In recent years we have seen the rise of green packaging as companies strive to show they are being considerate to the environment. This does not however mean it should be a non-descript grey cardboard box; the design and look of packaging is still of utmost importance and relevance. As consumers we are more design literate than ever before and we all look for the new, imaginative or clever. Packaging can easily be a square box but with a little imagination it can also be a lot more.

You should consider packaging to be the following

- A sales canvas on which to promote the product's attributes and benefits
- A part of the product experience itself

Brief:

You are asked to choose a famous character, person, or celebrity and select an artist, (photographer, sculptor, illustrator) whose work you think reflects your character such as Dawn French and Beryl Cook as the artist. In the style of/or inspired by your chosen artist you should design and create the packaging for a new celebrity fragrance. Have fun and come up with a witty solution.

You will then produce a close up photograph of your packaging in the studio, working alongside a photographic technician.

You can draw inspiration from any form of packaging you may find, avoid concentrating on existing perfume packaging alone. You must present the final design in a 3D format.

Learning Outcomes: You will be able to:

- Apply numerical skills in layout and computer work.
- Develop and demonstrate creativity in relation to practical problems.
- Identify and explore a range of appropriate media for practical solutions.

Assessment Requirements and Process

- A sketchbook, reflecting your chosen artists work, to include the artists use of media, composition etc. You should also include information about your chosen famous character or person. Make sure you include all your design development, and packaging ideas.
- Final packaging idea – presented in a 3D format.
- Ideas for shooting pack-shot, composition, props needed etc presented in your sketchbook. You will be required to photograph your packaging during the week commencing 8th February and each student will be given a designated time with the technician.

Criteria for Assessment:

Research	10%
Design Development	30%
Creativity	40%
Technical and Presentation	20%

Staff involved and Teaching Contact:

Eve Astle, Ruth Hardman-Howard & Photographic Technician Dave Schofield.

For penalties of late submission, please refer to your student handbook and the studio notice board.

Reading List – Tutor

Display & Publicity

Pepin Press

Structural Packaging Design (with CD)

Pepin Press

These two books contain hundreds of packaging and point of sale templates.

Experimental formats & packaging : creative solutions for inspiring graphic . - Crans-Près-Céligny; Hove : RotoVision, 2007 658.823

British design 2007/8 : branding and graphic design, packaging design, new media design, interior, retail and event design, product design. 741.605

Limited edition!?: to buy or not to buy? It's all in the packaging design.
688.8

Package design now! / edited by Julius Wiedemann and Gisela Kozak
741.6

Packaging design Bill Stewart
688.8

You should also examine the packaging and beauty boxes in the resource room. You should create your own archive of promotional bits and pieces, collect empty packaging, unusual shapes, paper, plastic, and glass etc which can be used as templates for this and future work.