

TITLE: MORE THAN JUST A BOX: Blurring the boundaries

PRESENTED BY: Penelope Venola

GRADE LEVEL: Middle, High, Upper Level

BACKGROUND INFORMATION: Package design and construction is a major selling point in today's world. Most times, a box is just a regular cubic shape. But what happens when box construction takes on the characteristics of architecture or other volumes? This design project incorporates visual thinking, measurement, proportion, and elements of model making all done with pencil, paper, and color media to produce an exciting fabricated package with high visual interest and imagination. See how you can enthuse students in the design process to produce packaging that reflects their consumer world with a high degree of imagination. Package design, in a new dimension, that reflects student's consumer world, creative thinking, ruler use, with a minimum of common art room supplies.

CONTENT STANDARDS:

- 1.0 ARTISTIC PERCEPTION: Students will identify visual structures and functions of boxes, using the language of art and design.
- 2.0 CREATIVE EXPRESSION: Students will create a basic box shape then move into more intricate box shapes based on their personal experiences.
- 3.0 HISTORICAL AND CULTURAL CONTEXT: Students will explore how the package design influences consumer purchasing.
- 4.0 AESTHETIC VALUING: Students will evaluate their work for its visual impact and how it reflects their thinking as well as consumer decisions.
- 5.0 CONNECTIONS, RELATIONSHIPS, APPLICATIONS: Students will write a sales campaign for why their box is a valid representation of what it is intended to house.

LEARNING OBJECTIVES/GOALS/ESSENTIAL UNDERSTANDINGS:

Students will create a variety of boxes starting with the simple box form and progressing to more intricately constructed and visually designed boxes. Students will understand the relationship between a product and its packaging and how it influences consumer decisions.

Questions include: how are boxes constructed? What is the significance of the visual design to the contents? Can ideas be boxed?

VOCABULARY:

package design, packaging	geometric shapes	cut/fold lines
valley folds	peak folds	construction
consumer	product	graphic art
visual design	tabs	add- ons

MATERIALS:

Drawing paper/graph paper

Pencils

Manila paper/cardstock

Color mediums of choice: colored pencils, acrylic paint, watercolor, markers

Rulers, Scissors, glue sticks

MOTIVATION:

Share and discuss a variety of shaped boxes. Cut open for students to understand the basic shapes, connections, tabs, add-ons. Discuss how the visual design of a package influences peoples' decisions to purchase.

PROCEDURE:

1. Using worksheets, students construct a basic box to see how it fits together.
2. Students sketch a series of possible box shapes on sketch paper or in process journals. Add graphic design to accurately express the contents of the box, whether an object or an idea.
3. Review ruler usage, if necessary. Stress accuracy when measuring
4. Students choose their best box shape. Use graph paper to lay it out, and add tabs where necessary.
5. Cut out and assemble, using tape to make sure everything matches correctly.
6. Lay out design on manila paper or cardstock.
7. Before cutting out to assemble, lightly sketch design.
8. Use desired colored medium to complete the design.
9. Cut out and assemble box.

ASSESSMENT AND/OR EVALUATION:

Students present their box and why it fulfills the requirements for packaging the contents.

Students write a sales campaign for the value of using their box to sell a product or idea.

Students are evaluated on: fulfilling the criteria, craftsmanship, accuracy of measurements and cutting, and quality of graphic design.

EXTENSIONS:

Change the size requirements.

Create a series of boxes around a theme.

Create a conceptual box using different materials.

Create using basic pattern using computer programs.

RESOURCES:

A collection of boxes showing different construction techniques, materials, and graphic arts techniques.