

Trade 40

Graphic Design

Project: Packaging & Magazine Ad

Duration: 4 Hours

Candidate Project Book

Station number

Level

Date

Mark

Project Description

Background:

BAND-EH® is a brand name of Canadian pharmaceutical and medical devices giant Healthy Guru's line of adhesive bandages and related products. In Fall 2015, they are planning to release Flexible Fabric, a new product line of bandage for people who have sensitive skin. BAND-EH® must launch the campaign by mid-June in order to promote their new product line. In order for their campaign department to move forward, you, the new creative director, must finalize the packaging design as well as the magazine ad by mid-next week.

Project:

For this project, your objective is to create following two pieces:

- Packaging
- B/W Full-Page Magazine Ad

Target Market:

All mankind with sensitive skin

Required Elements

Packaging

- Text 1
- Product and corporate logos: coloured, grayscale or reversed version
- Barcode and DataMatrix
- Illustrations: Use at least 3 of the supplied illustrations. Modifications are permitted
- Images: Use at least 1 of the supplied images. Modifications are permitted

B/W Full-Page Magazine Ad

- Text 2
- Product and corporate logos: grayscale or reversed version
- Illustrations: Use at least 3 of the supplied illustrations. Modifications are permitted
- Images: Use at least 2 of the supplied images. Modifications are permitted

Supplied Elements

- Text 1 and 2 (.doc)
- Product and corporate logos: coloured, grayscale and reversed version (.eps)
- Barcode and DataMatrix (.ai)
- Illustrations (.ai)
- Images (.jpeg)
- Packaging Dieline (.ai)

Technical Specifications

Packaging

- Colours: Process + 1 Spot colour for the dieline
- Bleed: 0.125 inches
- Resolution: 133 LPI
- Final Trimmed Size: Supplied dieline

B/W Full-Page Magazine Ad

- Colours: Greyscale
- Bleed: 0.125 inches
- Resolution: 133 LPI
- Final Trimmed Size: 8.5 x 11 inches
- Orientation: Portrait

Other Specifications

- Accepted image saving formats for print: TIFF (one layer), PSD (one layer), AI, or EPS
- A factor value between 1.5 and 2 is accepted for the resolution of the images used in the final layout and the PDF file
- The RGB mode is not accepted in the final output
- The bleed value is the exact value without any tolerance

Production

For the Packaging you must provide:

- 1 untrimmed colour composite printout (including bleed, fold line, dieline, registration marks and document info)
- 1 assembled and glued packaging
- 1 press ready PDF (including bleed, fold line, dieline, registration marks and document info)
- 1 final folder for archiving including fonts, linked images, working files, final layout and PDF file

For the Full-Page Magazine Ad you must provide:

- 1 untrimmed colour composite printout (including bleed, crop marks, registration marks and document info)
- 1 trimmed colour composite printout
- 1 press ready PDF (including bleed, crop marks, registration marks and document info)
- 1 final folder for archiving including fonts, linked images, working files, final layout and PDF file

Text for Packaging (Text 1)

Note: Text in the brackets () does not need to be put on packaging

(FRONT)

Flexible Fabric

Stretchable protection to move with your body

New!

QUILTVENT™ technology

Creates air channels for superior breathability

Wicks away blood to keep wounds clean

50 Assorted Sizes

(BACK)

Tissu Flexible

Pansement flexible pour épouser les mouvements

Nouveau!

Technologie COUSSINAIR™

Forme des canaux d'aération pour une meilleure respirabilité

Absorbe le sang pour garder la plaie propre

50 Pansements Assortis

(SIDE 1)

Extra Flexibility

Unique MEMORY WEAVE™ fabric moves with your body

Greater Durability

More durable fabric helps bandage stay in place longer

Ultra Flexibilité

Tissu MEMORY WEAVE™ exclusif qui épouse vos mouvements

Durabilité Accrue

Tissu plus résistant qui aide le pansement à rester en place plus longtemps

50 Assorted Sizes

50 Pansements Assortis

Continued on next page..

Text for Packaging (Text 1) (continued..)

(SIDE 2)

Healthy Guru
Vancouver, BC, Canada
©Healthy Guru 2014

Parents Pending / Brevets En Instance

www.band-eh.ca
1-800-588-7942

For medical emergencies seek professional help. / En cas d'urgence, demander l'aide d'un professionnel de la santé.

Caution: The packaging of this product contains natural rubber latex, which may cause allergic reactions. / Attention: L'emballage de ce produit contient du latex de caoutchouc naturel pouvant causer des réactions allergiques.

STERILE unless individual wrapper is opened or damaged
STÉRILES sauf si l'enveloppe est ouverte ou endommagée.

BAND-EH® is a registered trademark of Healthy Guru / est une marque déposée de Healthy Guru

Text for B/W Full-Page Magazine Ad (Text 2)

Canada's #1 bandage brand covers all your wound-protection needs.

Flexible Fabric
Stretchable protection to move with your body

New!
QUILTVENT™ technology
Creates air channels for superior breathability
Wicks away blood to keep wounds clean

Extra Flexibility
Unique MEMORY WEAVE™ fabric moves with your body

Greater Durability
More durable fabric helps bandage stay in place longer

www.band-eh.ca

Logos

BAND-EH



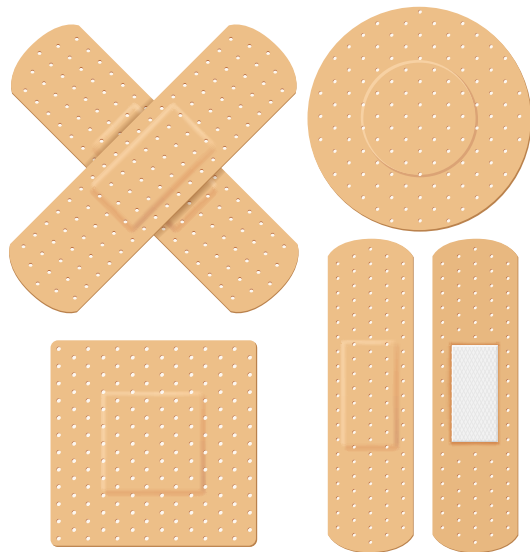
Healthy Guru



Barcode & DataMatrix



Illustrations



Images



BAND-EH-Image-01



BAND-EH-Image-02



BAND-EH-Image-03



BAND-EH-Image-04



BAND-EH-Image-05



BAND-EH-Image-06



BAND-EH-Image-07



BAND-EH-Image-08



BAND-EH-Image-09



BAND-EH-Image-10



BAND-EH-Image-11



BAND-EH-Image-12



BAND-EH-Image-13



BAND-EH-Image-14



BAND-EH-Image-15



BAND-EH-Image-16



BAND-EH-Image-17



BAND-EH-Image-18

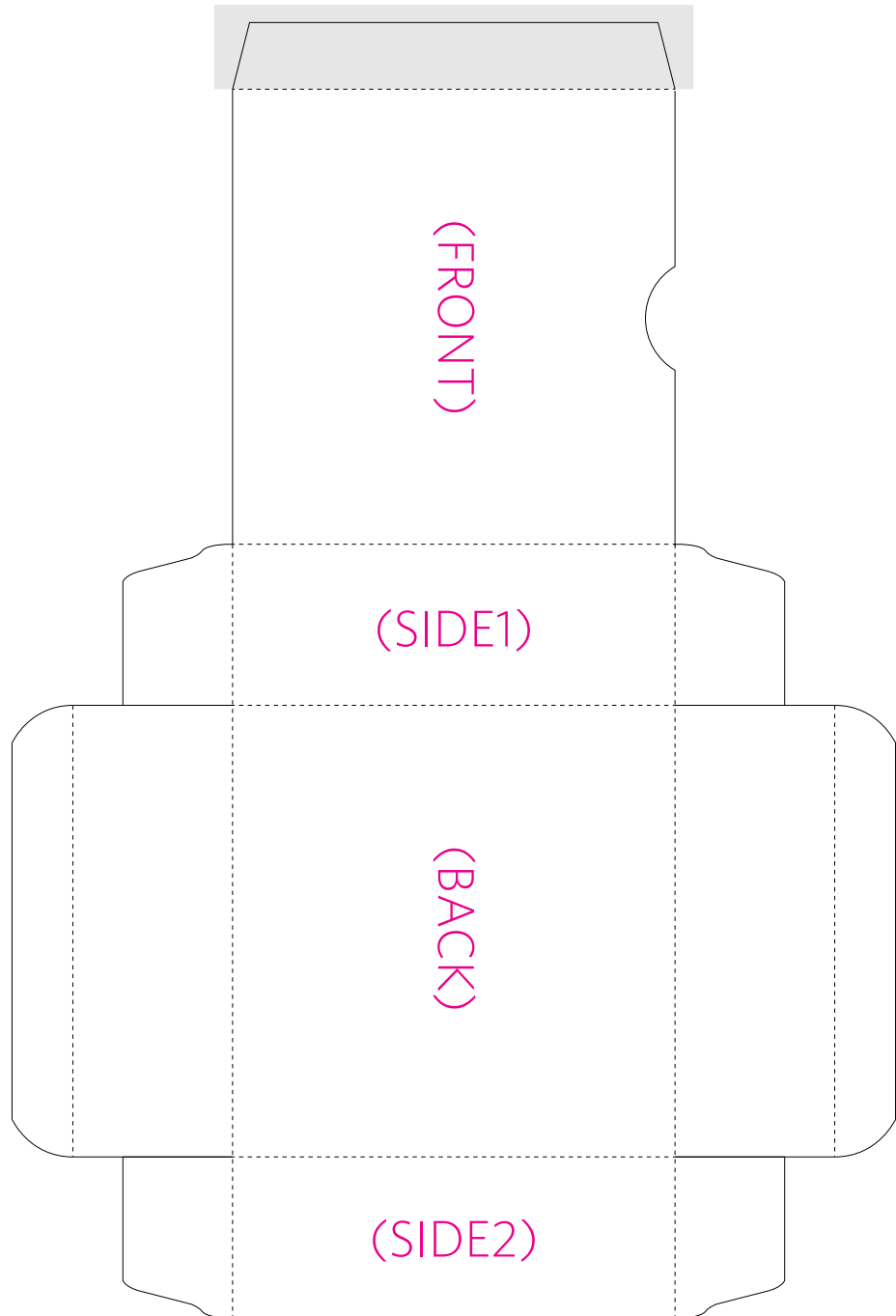



BAND-EH-Image-19



BAND-EH-Image-20

Dineline for Packaging



 Ink-free zone (glue)

Marking

Technical elements (objective): 60%

	<i>Packaging</i>	<i>Ad</i>	<i>Total</i>
1. Computer: Images			
1.1 Correct colour mode of all images	3	3	/6
1.2 Correct colour ICC profile in all used images	1.5	1.5	/3
1.3 Correct resolution of all used images	3	3	/6
1.4 Correct saving formats of all images	1.5	1.5	/3
			/18
2. Computer: Layout			
2.1 Correct measurements	2	2	/4
2.2 All the required elements are present	6	4	/10
2.3 Bleed is done at exact value	2	2	/4
2.4 Fold lines and dieline are present in the layout	1	-	/1
2.5 Glue area free of ink	1	-	/1
			/20
3. Saving Abilities			
3.1 PDF for press is correct size	1.5	1.5	/3
3.2 PDF for press includes trim marks	1.5	1.5	/3
3.3 PDF for press is correct colours	1.5	1.5	/3
3.4 The final folder for archiving is correct and complete including working files, fonts, all elements	1.5	1.5	/3
			/12
4. Final Presentation			
4.1 Untrimmed colour composite printed	1.5	1.5	/3
4.2 The packaging and ad are printed, trimmed and assembled	4	3	/7
			/10
Sub Total			/60
 <i>Creative and Aesthetic Elements (subjective): 40%</i>			
5.1 Appropriate to the target market	1.5	1.5	/3
5.2 Use of images and illustrations	3	3	/6
5.3 Font choice – size, colour, legibility, impact	3	3	/6
5.4 Concept – originality, idea	3	3	/6
5.5 Layout – composition, balance, shape, space	3	3	/6
5.6 Impact of design execution	5.5	5.5	/11
5.7 Cohesiveness of all elements	2		/2
Sub Total			/40
Total			/100