

Name _____

Hour _____

Kimball High School
Graphic Communications & Visual Imaging Technology
Soap Box Assignment

Evaluation Criteria:

To receive full credit for this assignment you need to complete and turn in all seven of the following items, in this order:

- | | | |
|---|-----|-------|
| 1. This <i>Evaluation Criteria</i> sheet — with your summary, below | 10% | _____ |
| 2. The completed <i>Marketing Analysis Survey</i> — totaled | 20% | _____ |
| 3. The <i>Job Step</i> instruction sheet | 10% | _____ |
| 4. Your three sets of <i>Thumbnail Sketches</i> — on one sheet | 10% | _____ |
| 5. Your <i>Rough Layout</i> sheet | 10% | _____ |
| 6. Your <i>Final Comprehensive Layout</i> — with color/spec. | 10% | _____ |
| 7. Your finished <i>Soap Box</i> | 30% | _____ |

Instructors Evaluation Comments:

Grade: _____%

Personal survey summary results and & recommendations:

(based on your results from page 5; be very specific & detailed, 100+ words)

How many hours did it take you to complete this assignment? _____

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Job Steps:

1. Carefully read over the *Evaluation Criteria*, these *Job Steps* and *Requirements* for this project.
2. Look at the display brands of hand soap in at least two different large grocery stores, look at the colors, designs, type styles, art, themes and subheads. *How did they attract your attention?*
3. **First:** make at least 3 *Thumbnail Sketches* for this package design (six sides), choose a name (one word, up to 8 letters), a subhead, a design theme and 3 colors that compliment each other.
4. **Second:** using the furnished *Box Pattern* for the exact size (you may make copies), make your *Rough Layout* to size, showing all six panels (position your graphics, so with the front panel up the, the four side panels are all readable and logical), including the ten elements. Save these sheets. Pick best idea and have instructor OK.
5. Make your *Final Comprehensive Layout* (all type sizes and styles should be nearly exact, draw in the UPC symbol and ingredient block to size, place all ten elements in their exact position. Complete your *Comprehensive* by using the any or all of the following software: Illustrator, PhotoShop, QuarkXpress, PageMaker, InDesign.
6. Print out black and white “Seps” of your art.
7. Once you are satisfied with your art print out two (2) color proofs.
8. Using scissors, cut out these two soap box wrappers. If possible wrap and glue them around a “styrofoam fill piece” — 57x91x38mm or 2 1/4x3 5/8 x1 1/2”, glue flaps closed.
9. Conduct your *Product Survey*: Read and understand the directions on the bottom of the survey sheet. You will be surveying ten people in the six demographic groups — 3 age groups, male, and females in each. You have seven questions to ask each of these ten people, as they hold and look at your soap box. Explain the purpose and the importance of this Marketing Analysis Survey, be professional and serious. Have each person sign your survey sheet, themselves.
10. When done, carefully summarize and tabulate your survey results (see instructions). On the evaluation sheet, in three to five sentences, discuss these results (based on age and sex preferences of your design and name) and how you would modify your project for even better/higher results, based on this survey. Write a summary on the *Evaluation Criteria* sheet — 50 to 100 words.
11. For credit, you need:
 - a. The following six sheets, in this order; neat, stapled & punched.
 - _____ *Evaluation Criteria* sheet — with your written summary, at least 100 words
 - _____ This *Job Steps* sheet, checked
 - _____ *Marketing Analysis Survey* sheet — completely filled in, signatures, and tabulated
 - _____ *Thumbnail sketches* — all on one sheet, 3 sets of six sides each
 - _____ *Rough layout* — one sheet drawn in pencil
 - _____ *Final Comprehensive* layout and Seps
 - b. Two finished *Soap Boxes* (one will not be returned)
 - _____ Which includes all 10 elements, is very neat and professionally completed.

Requirements:

You will design the package Graphics for a new brand of hand soap and then survey public acceptance.

You will design, select compatible colors, create the artwork, choose a name, write the subheads, typeset and create a keyline for a package wrap for a bar of soap. You will manufacturer two package prototypes and conduct a marketing analysis survey to determine its acceptance and then summarize the results.

The package graphics must include:

- ___ 1. Name of Soap — you will create an original name, up to 8 letters, placed on all 6 panels
- ___ 2. Subhead(s) — you will write, to compliment your soap name and package theme
- ___ 3. Made in U.S.A. — copy from samples below
- ___ 4. Deodorant Soap — copy from samples below
- ___ 5. Bath Size — copy from samples below
- ___ 6. Net Wt. 5 oz. — copy from samples below
- ___ 7. The UPC symbol — make your own or scan image below
- ___ 8. The Ingredients — copy from samples below
- ___ 9. The Price _____¢
- ___ 10. The Manufacturers Name — use your name, program name, school

Survey your competition first (grocery store display) then design a soap box wrapper that is pleasing, attractive and has a name, color theme, subhead and design that is consistent on all six panels and includes all of the ten elements above. The name of the soap should appear on all six panels in sizes that are appropriate. You may want to use some of the copy below as an example for size and style when typesetting your copy.
