Deadline Assignment 4 - Packaging



Select a food store product of your choice and re-design its

packaging. It must be imaginative, creative and exciting. It

must present the product as if it is really special.

It is intended to use this to promote your design company.

However, the main intention is to present it to a large Food Store

and to enable your design company to bid for more packaging products in their in-store range.

Assessment Criteria

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| Presentation | Brief and Selection of Product |
| Research & Analysis |
| Design | Thumb Nails of possible designs – Both Visual and Construction |
| Development | Visuals  |
| Net development/Packaging construction  |
| Final Design | Mock-up |
| Outcome | Completion & Quality of Final Prototype |
| Concept | Quality of Solution |





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| Deadline |
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