

PROJECT DESCRIPTION

Design a package that contains three incandescent light bulbs.
The package is a “multi-pack” —containing one 60W, one 70W and one 100W light bulbs.

FUNCTIONAL + AESTHETIC REQUIREMENTS

The package should have no single dimension exceeding 12” (30.5 cm).
You may use **up to 4 separate pieces** of E-flute corrugated cardboard.*
All pieces must fit within a 16 x 32” (41 x 82 cm) sheet at 100% scale.

No commercial fasteners (nails, screws, etc.) or glue may be used.
Please use tabs and slots to connect sections within the design.

The package should allow the manufacturer to transport/deliver large quantities.
The package should allow for shelf or hanging displays in the retail environment.
The package should protect the light bulbs (no specific drop requirement).
The package should permit users to inspect the bulbs when in the store.
The package should allow users to store any unused bulbs (1-2 bulbs).

The final form must exhibit good composition in 3-dimensions—unity and variety in space.
Do not apply graphics to the package—we will only create the physical form.
The design should be minimal/environmentally conscious.
Integrity of design, structure and material is essential.

DESIGN PROCESS + TIMELINE

We suggest that you first design a package for a single light bulb, then expand that design to three bulbs. Move from broad concept develop to progressively detailed refinement.

Critique 1 > Friday 5.18

Design and build *at least three* models of different one-bulb package concepts.
In this critique, we will identify the best design variations and suggest possible improvements.

Critique 2 > Friday 5.25

Design and build *at least three* models of multipack 3-bulb design concepts.
In this critique, we will continue to identify areas of success—and areas that need improvement.

Critique 3 > Friday 6.1

Refine your final design by building *at least three* variations/models of your final 3-bulb concept.
In this critique, we will identify any final refinements that can be made to your design.

Final Exam in Room 247 ART Building > Thursday 6.7

Bring the final package and the package documentation booklet.
Detailed specifications on the format of this booklet will be given in lecture on Monday, 5.21.
Generally speaking, the documentation booklet will contain:
Photographs of the final design and a detailed pattern/technical drawing (with measurements) of the unfolded package.

EVALUATION CRITERIA (12 POINTS)

Does the package protect the light bulbs? (1 point)
Does the package allow for shipping/transport of multiples? (1 point)
Does the package allow for hanging and shelf display? (1 point)
Does the package allow the user to inspect the bulbs in the store? (1 point)
Does the package allow the user to store unused bulbs? (1 point)
Is the design aesthetically pleasing—from all sides? (5 points)
Is the documentation of the package clear and well-crafted? (2 points)

Note: Not following the project rules (for example., using glue or more than 4 pieces) will result in a -50% overall point deduction.

LEARNING OBJECTIVES

- During this project, students learn to:
- Apply principles of 2-d composition to 3-dimensional design
 - Research and collect the information necessary to solve a problem (for example, information on packaging structures, folding and fastening techniques, etc.)
 - Work within fixed constraints to achieve a design objective—that is, create a form for a specific use by using the properties of a specific material and a specific manufacturing process.
 - Break a large project down into smaller steps, working through a complete design process

***Purchasing options:**

E-flute at the UW Bookstore
\$3.25 for a 24x36” sheet (plus 10% year-end rebate)

E-flute at Artist & Craftsman
\$2.33 for a 32x40” sheet (w/student discount)
Extra charge of .50/per cut to trim sheets

Since you need to present 3 mockups each week, over 3 weeks, plus one final, you need a minimum of five 32x40” sheets (assuming 2 mockups/sheet, no failures).
\$11.65 —plus tax, x-acto blades, etc.

FLICKR Requirement:

As before, you must post photos of your critique submissions to the FLICKR group by 12pm on Fridays.
www.flickr.com/groups/art166spring12_proj3/

Please tag your file with your section (AA, AB, AC, etc.) and the Crit number (Crit1, Crit2, Crit3, or Final)