

ILLUSTRATION 1

ASSIGNMENT 1

ICE CREAM PACKAGING

ASSIGNMENT 1: PRODUCT ILLUSTRATION

Prompt: Create Illustrated packaging for an ice cream flavor of your choosing.

1. illustration must work as a printed packaging design.
2. Illustration must work as an digital advertising banner.

*Use photoshop template provided.

CHOOSE FLAVOR AND TYPE

flavor

ex: chocolate, vanilla,raspberry, etc. Come up with your own flavor name.

type

ex: ice cream, frozen yogurt, sorbet, gelato, etc.

What are most of these packaging designs lacking?



Some designs have minimal illustration, illustrated patterns, some have photos, or just a logo, etc. Some are type focused.

You will be creating an illustrated focused design!



What are other types of product/packaging
where you might see illustration?

food packaging: drink bottles,
coffee , coffee cups, chocolate bars, food wrappers

electronic packaging

clothing labels

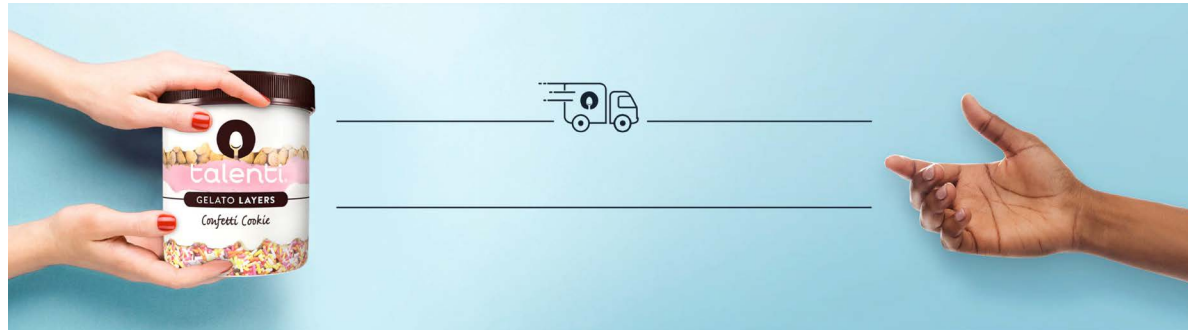
music albums(digital or record packaging)

health and beauty products

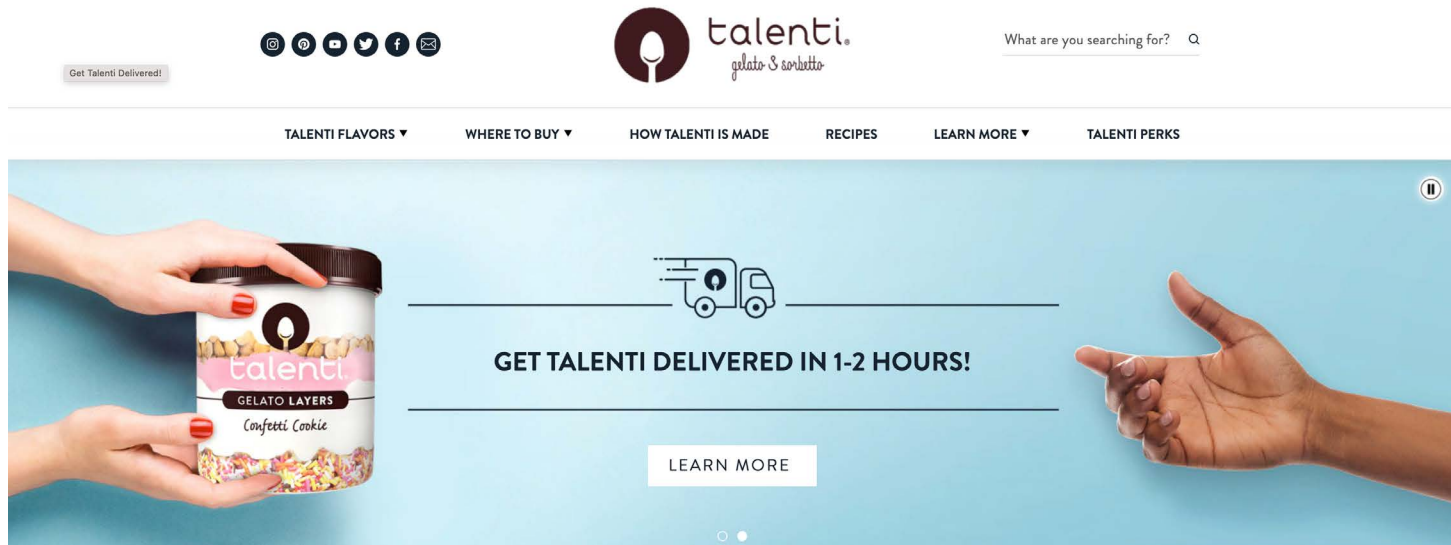
toys

other?

Packaging also can be used as an image on a website banner.
Think of your illustration as wallpaper filling the banner (including the logo.)



WEBSITE BANNERS IN SITU



Get Talentì Delivered!

talenti.
gelato & sorbetto

What are you searching for? Q

TALENTI FLAVORS ▼ WHERE TO BUY ▼ HOW TALENTI IS MADE RECIPES LEARN MORE ▼ TALENTI PERKS

talenti
GELATO LAYERS
Confetti Cookie

GET TALENTI DELIVERED IN 1-2 HOURS!

LEARN MORE

A banner for the website 'talenti. gelato & sorbetto'. The banner features a light blue background. On the left, a pair of hands holds a container of 'talenti GELATO LAYERS Confetti Cookie'. In the center, a white truck icon is positioned above the text 'GET TALENTI DELIVERED IN 1-2 HOURS!'. Below this text is a white button with the text 'LEARN MORE'. On the right, a hand is shown pointing towards the center. The top of the banner includes a navigation menu with links: 'TALENTI FLAVORS', 'WHERE TO BUY', 'HOW TALENTI IS MADE', 'RECIPES', 'LEARN MORE', and 'TALENTI PERKS'. Above the banner, there are social media icons and a search bar with the text 'What are you searching for? Q'. A small 'Get Talentì Delivered!' button is located in the top left corner.



Häagen-Dazs

PRODUCTS RECIPES ABOUT SHOPS WHERE TO BUY Q

About Us
vanilla
ice cream

A banner for the Häagen-Dazs website. The banner features a blue background with a white swirl pattern. In the center, there is a white container of 'Häagen-Dazs vanilla ice cream' with a scoop of ice cream next to it. The text 'About Us' is overlaid on the container, and 'vanilla ice cream' is written below it. The top of the banner includes a navigation menu with links: 'PRODUCTS', 'RECIPES', 'ABOUT', 'SHOPS', and 'WHERE TO BUY'. Above the banner, there is a search bar with the text 'Q'. The Häagen-Dazs logo is positioned at the top center.

Since 1960, we've kept it simple: source the finest ingredients and transform them into the most luxurious ice cream. Because we believe that luxury is found wherever you are – in moments large and small. Here's to choosing deliciousness every single time.

Templates will be provided in photoshop

1. PACKAGING TEMPLATE

- a) wrap around container -do not move logo, edit flavor and text as needed
- b) top (*extra credit) do not move logo

2. BANNER TEMPLATE

Place art in template and shift to create the composition as needed. Move logo as needed.

PRESENTING FINAL WORK

- 1. Bring in mock-up of packaging
- 2. .jpg of packaging without logos and .jpg with logos
- 3. Digital files of .jpg banner

**LET'S LOOK AT SOME
ILLUSTRATED PACKAGING.**

Chocolate Bar Packaging

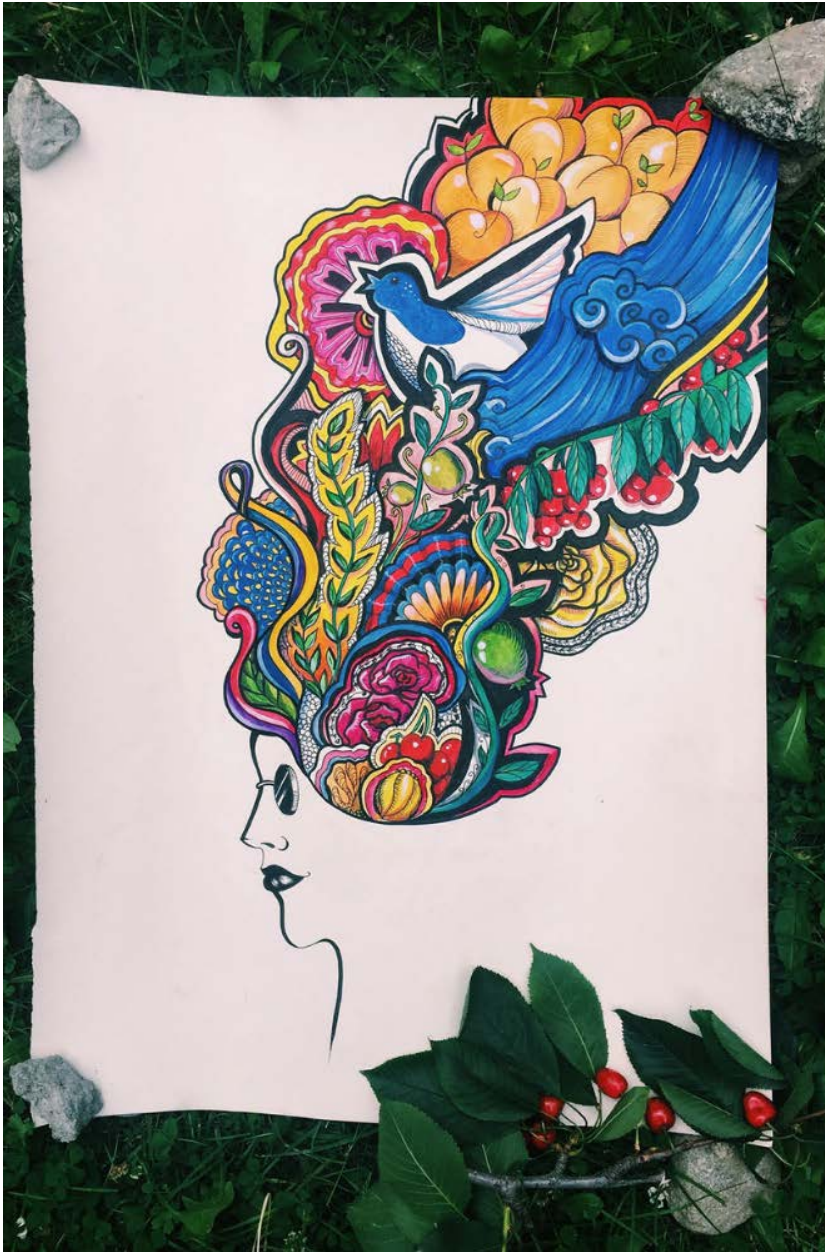


artist: Alice Des

Chocolate Bar Packaging



artist: Xaviera Altena



artist: Shehzil Malik

Drink label packaging



Drink label packaging



artist:TATIANA BOYKO

Dried fruit packaging



artist:ELINA BARSEGHYAN

MORE VISUAL INSPIRATION

<https://www.flyingdog.com/>

<https://www.seattlechocolate.com/>

<https://www.brwnpaperbag.com/2018/12/03/le-chocolat-des-francais-illustrated-labels/>

<https://beerconnoisseur.com/articles/ralph-steadman-gonzo-art-flying-dog-brewery>

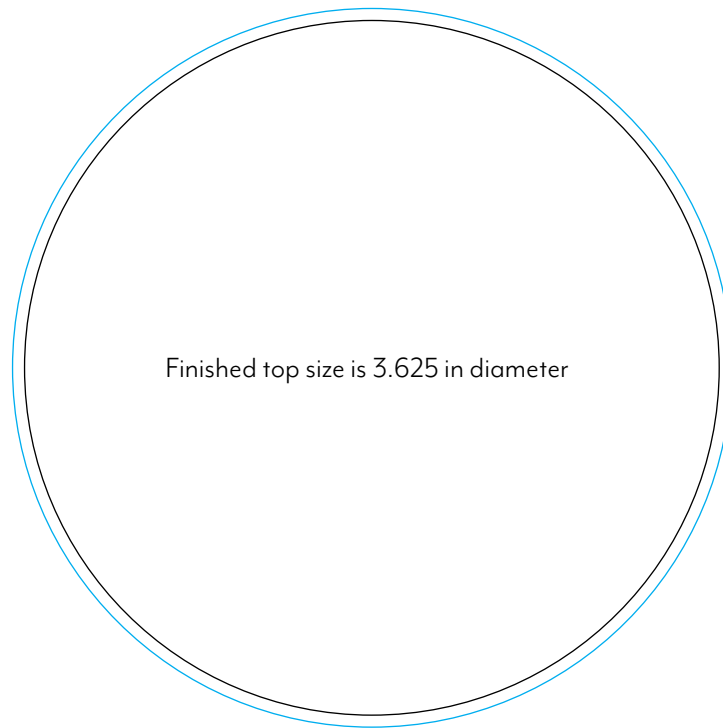
TEMPLATES

Ice Cream Packaging Container



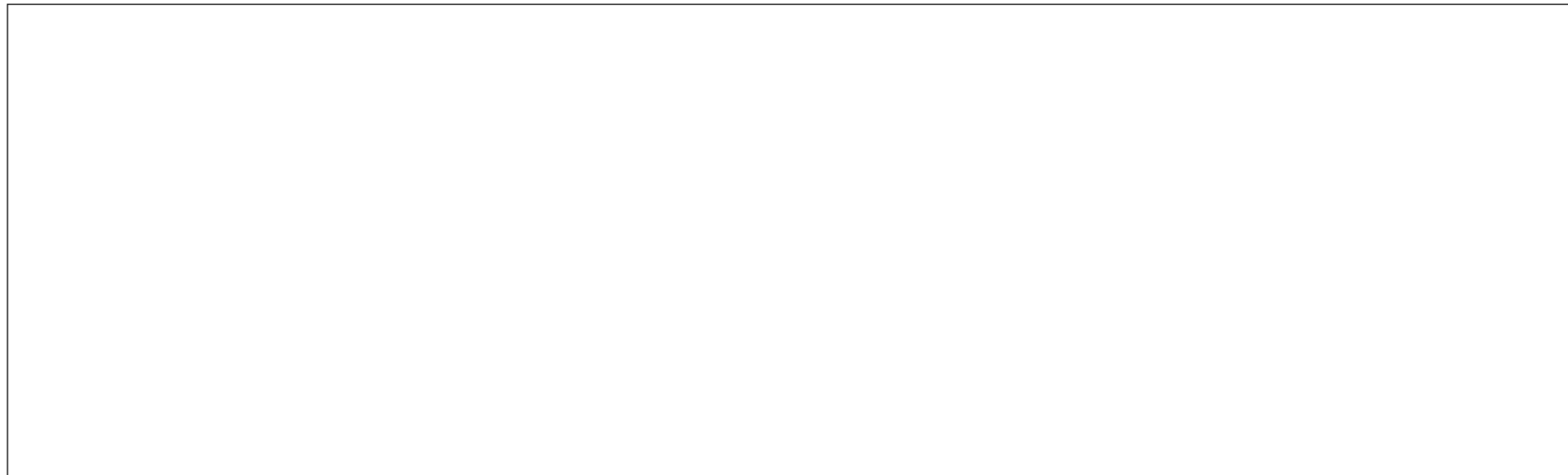
TEMPLATES

Ice Cream Packaging Top (extra credit)



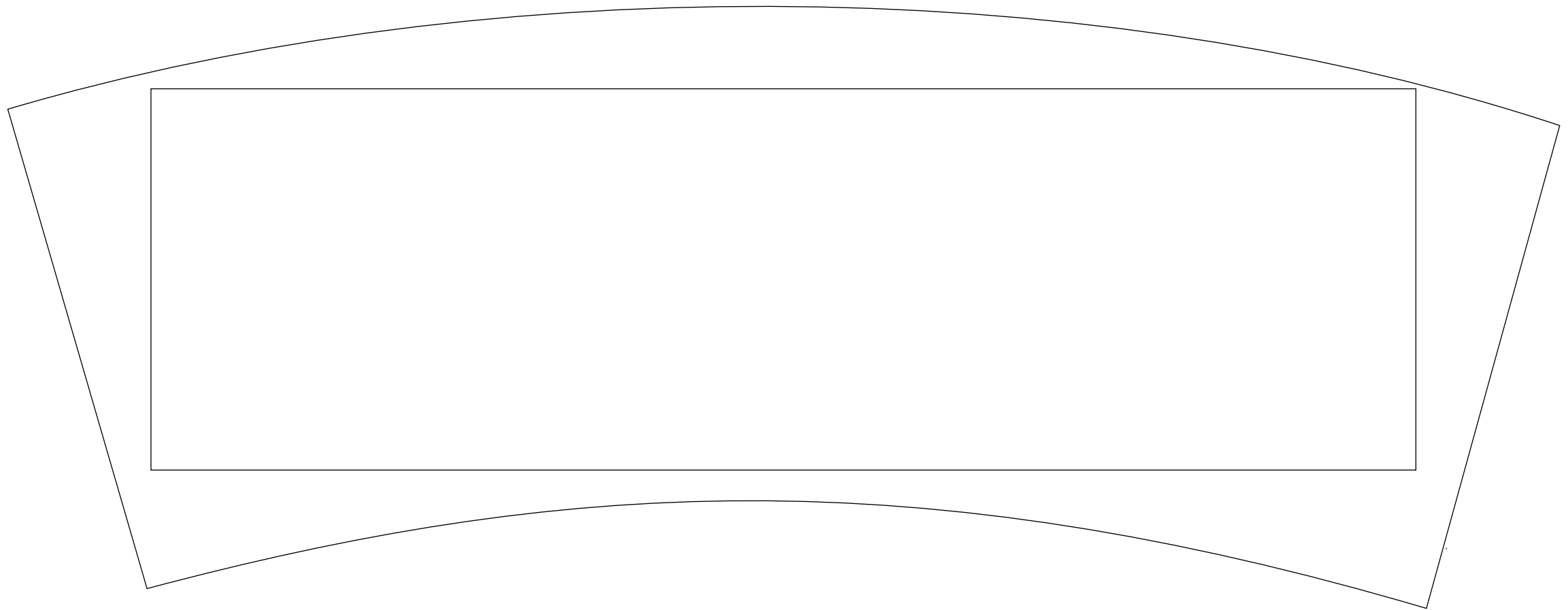
TEMPLATES

Website banner



TEMPLATES

Website banner



THUMBNAIL (33.33 % SCALE)

