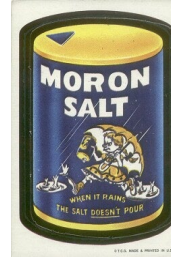




PROJECT: WACKY PACK DESIGNS



Meets Florida Curriculum Criteria(s):

04.0 Demonstrate proficiency in design skills.
09.0 Demonstrate proficiency in applied design.

05.0 Demonstrate proficiency in lettering skills.
04.05 Sketch designs using pencil and ink.

TASK: Create Three Wacky Pack Style Product Parodies (3 pts)

PRE-PRODUCTION

- Research the history of Wacky Packs and their design / illustration style
- Think of what kind of products you will want to parody. Pick three you can do a good spoof of
- Three thumbnail sketches for each product parody that clearly demonstrate a 'Pun' in the title
- Research and copy large format images of the product. How will you match the font & look?

PRODUCTION

- Create your three finals using Photoshop
- **Matching fonts** and colors and attention to detail is key!
- 300 dpi. Put all 3 on one page. Turn in a .PNG file. Crop to fit. Upload to focus and Print.
- Bonus: Illustrating the label or packaging in the styles shown on the WackyPack website

POST- PRODUCTION

- Include a photo of the exact real product you're spoofing with your final on the same sheet
- 300 dpi
- Put all 3 on one page. Turn in a .PNG file. Crop to fit. Upload to Focus
- Print and turn in your thumbnails.

GRADING CRITERIA

- Originality
- Matching colors and fonts
- Seamless blending of parody elements into real packaging
- Attention to details

PHOTOSHOP RESOURCES

Saving and matching colors in your color palette

RESOURCES

Wacky Packs:

www.wackypackages.org

<http://www.lostwackys.com/wacky-packages/>

Font Identifiers

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

<https://www.myfonts.com/WhatTheFont/>