



**Project 1: label layout**

the first of your projects in this class will build on the explorations of space that you used in the exercises. in this project you will be creating two label sets for a shampoo bottle and a conditioner bottle respectively. you will be working within fairly tight parameters much as you would in a working environment. you will have minor creative freedom as this is a segue from the exercises.

design problem:

your are to create 2 pair of labels for 2 different products. the labels are a front and back for each individual product. the labels must contain all provided information and labeling elements.

parameters

- each individual label is 3in wide by 6in tall
- you may select one accent color per label
- you may not include any additional design elements or decorations that are not a variation on the color theme. you may use rules (lines) and or color blocks behind information

considerations

like all consumer products, shampoos and conditioners have a range of variation and theme. you should explore the general design language of this kind of product before beginning. you should observe best practices in typography and color choice. your primary mission is to create an attractive label that is easy to understand despite the amount of information provided. you should consider the hierarchy of information as the first step and pay attention to this as you work through the design process.

**due at the beginning of class 10/04**