

Candy Bar Design Project

(ANSWER the 4 type 2 questions below at the end of the project, after finishing your design.)

>> TARGET AUDIENCE

Describe your R.A.G.E. and how your design attracts them.

cannot choose one that you used on a previous project!

Specify all: R, A, G, E

>> GOOD DESIGN (and original too ! !)

Describe HOW three principles of design that are visible in your design.

EMPHASIS has to be one of them.

>> COLOR PLAN

Choose one for your design and describe how you used it, and how this attracts your R.A.G.E.:

(cannot choose one that you used on a previous project!)

- | | | |
|-----------------|--------------------|-------------|
| + monochromatic | + split | + analogous |
| + neutral | + complementary | + cool |
| + complementary | + triad: primary | + warm |
| | + triad: secondary | |

>> TEXT

Include a PRODUCT NAME and AT LEAST ONE MORE TEXT ITEM / TEXT LINE as part of the design.

Describe how your use of language attracts your R.A.G.E.

>> LOGO

You have to use the Adobe Illustrator Pen Tool to invent a LOGO for the candy bar and/or company.

>> THUMBNAILED:

Before executing your design on the computer, develop 2 different ideas that show R.A.G.E., Logo, Product Name, other text, & 3 design principles (including EMPHASIS.)