

Project 2: Deconstructing a Box



In this project you will break down a small cardboard box to learn more about how it was printed and constructed. You will then create new mechanical files based on measurements from the original and finally print, cut and assemble your new version.

PROJECT LEARNING OUTCOMES

- To learn how cardboard packaging is designed and produced
- To learn how to create a print-ready mechanical file for die cut printing
- To practice construction and folding techniques for building physical comps

PROJECT SPECS

- You will carefully deconstruct the box of crayons provided to you and flatten it to understand how it was made.
- Using measurements from the original box, reconstruct new mechanical files in Adobe Illustrator including die cuts and fold lines. Use the samples on the following pages as a guide.
- Your new box must include all the basic **information** on the existing box. However you may choose to make visual changes to the graphics or make up your own brand of crayons.
- After completing the redesign, print a copy of your new crayon box on card stock then cut and assemble it to build a physical comp.

DELIVERABLES

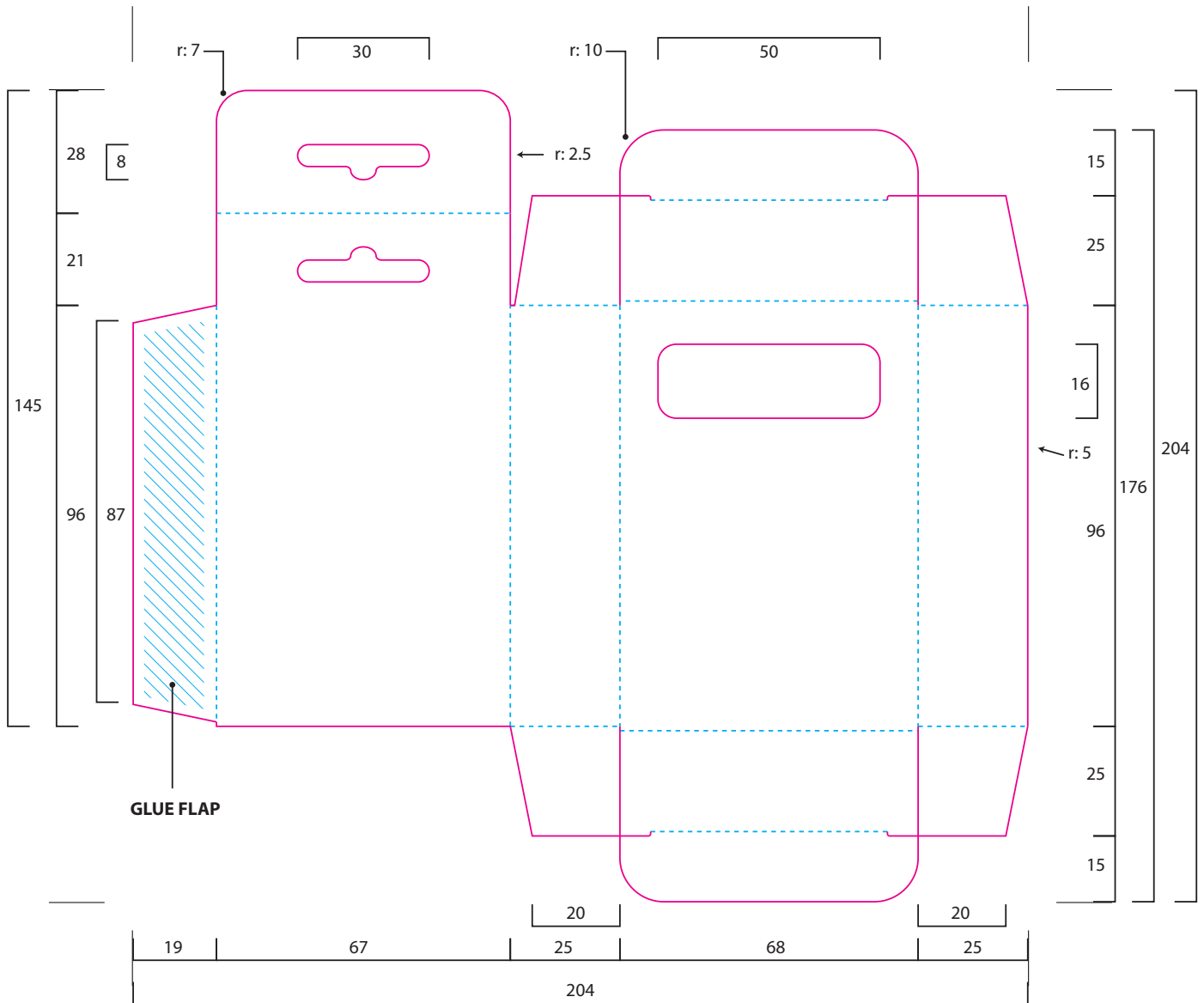
- Print-ready die line and mechanical files created in Adobe Illustrator
- A flat printed comp of your reconstructed crayon box
- An assembled comp of your reconstructed crayon box
- All process materials (research, sketches, comps, etc) organized into a process book

PROJECT MILESTONES

- **Thursday, April 16:** All measurements completed, sketches for new box art
- **Tuesday, April 21:** New die cut files complete
- **Thursday, April 23:** Final comps and process materials due

Die cut specs

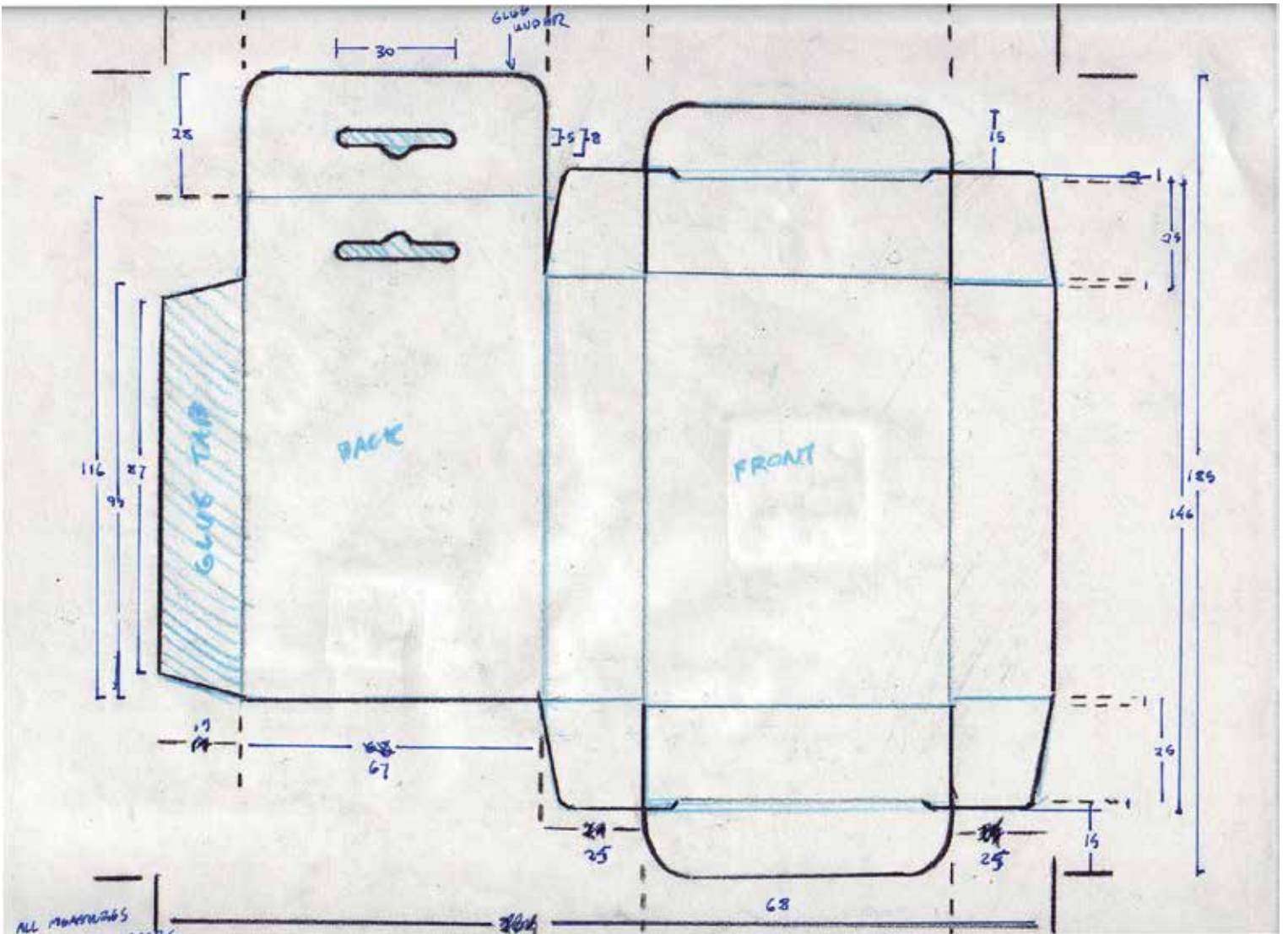
(Sample only, not to scale)



KEY: All measurements in millimeters
Magenta: die line
Cyan: score line
r: corner radius
Printed at 65% of actual size

Hand-drawn measurements

(Sample only, not to scale)



Comp for Printing

(Sample only, not to scale)



Guidelines for printing mechanical comps:

- Make fold lines and die lines barely visible but unobtrusive
- Create at least 1/8" bleed beyond die lines