Design a Product

In the business world, *marketing* refers to the process used to take a product from the manufacturing plant to the public. Product design is an important part of marketing. The designer takes an idea and creates a physical example of the final product.

When planning a product's design, one must consider the audience for the product. Who would be interested in using this product? What kind of images and colors would appeal to the audience? What best represents the product itself? What kind of tone should be sent to the audience?

If a designer were asked to create candy bar packaging aimed at a teenage market, the designer would need to work with the marketing department to figure out what appeals to that group. Should they emphasize certain ingredients and health benefits? Are certain colors or images more appealing? Marketers spend a great deal of time and money studying these very things, since these are the things that, when successfully used, translate to meeting the needs and desires of the targeted customers.

When creating a design for a new product, companies must not only meet the needs of the audience and convey the tone and purpose of the product, but they must also be practical. They must be able to manufacture the product on an immense scale at a reasonable cost. For example, what if the designer thought teenagers would love to have round candy bars instead of the usual rectangle shape? He or she would need to find out if new machines needed to be built to create the product or whether or not the budget only allowed for more modest changes. When working with these kinds of situations, product designers may need to work with a team of engineers and financial officers to devise a plan and create a budget.

In today's project, you will be creating a label for a candy bar. The label will appeal to the audience's sense of fun. This project could also be used as a fund-raiser for your desktop publishing class.

CHAPTER 3 Enrichment Activity

Step-by-Step

1. In Microsoft Publisher, create a **New Blank Publication** that is **4.5 inches wide** and **4.35 inches** tall.

2. Use **Arrange>Layout Guides** to create a grid that is 3 columns with a 0.3 inch gutter and 8 rows with a 0.1 inch gutter.

Create a Logo

3. Use WordArt to create a logo for *Tech Bites*. Use a contrasting font and a different WordArt shape for each word (Figure 3.1).

4. Place the logo below the first gridline row, and make sure it is not larger than 1 ½ columns.

5. Select the logo and add drop shadows or 3D text as needed.

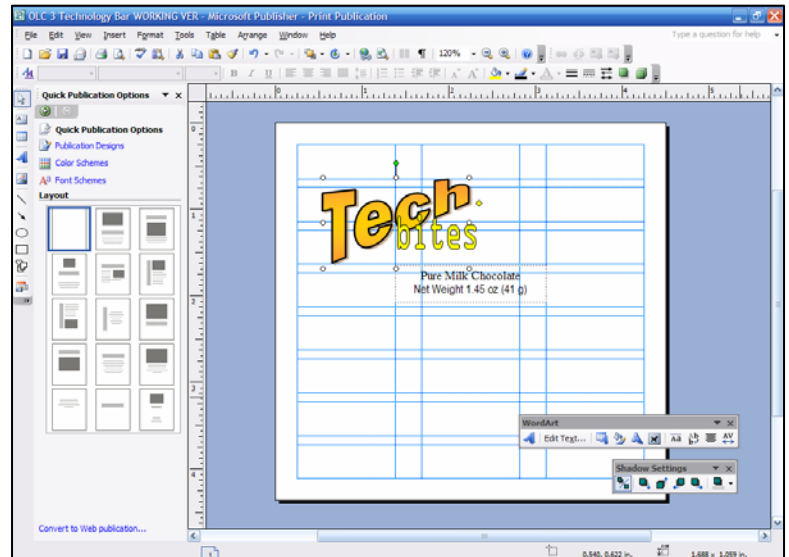6. In Row 4, the middle column, key: Pure Milk Chocolate [Enter] Net Weight 1.45 oz (41 g).

Figure 3.1 Use contrasting fonts and WordArt shapes to create your logo.

CHAPTER 3 Enrichment Activity

Draw Figures

7. Create a yellow circle to the right of *Tech Bites* (Figure 3.2).

8. Create a smaller, white circle for the eye.

9. Create a white triangle for the mouth.

10. Add lines to create an outline around the mouth.

11. Select all the objects in the figure and group.

12. Next to the circle figure you will draw a candy bar. Create a rectangle with a diagonal brown and black gradient (Figure 3.2).

13. Place a second, smaller rectangle over the first. Fill it with a horizontal brown and black gradient.

14. Create three white circles to mask part of the candy bar so it looks like a bite was taken out of it.

15. Select all the objects and group.

Add Nutrition Facts

16. In **rows 5–6**, **columns 1–2**, create a text box and key:
    Classroom Facts
    Serving Size: 120 Students
    Duration: 1 Academic Year
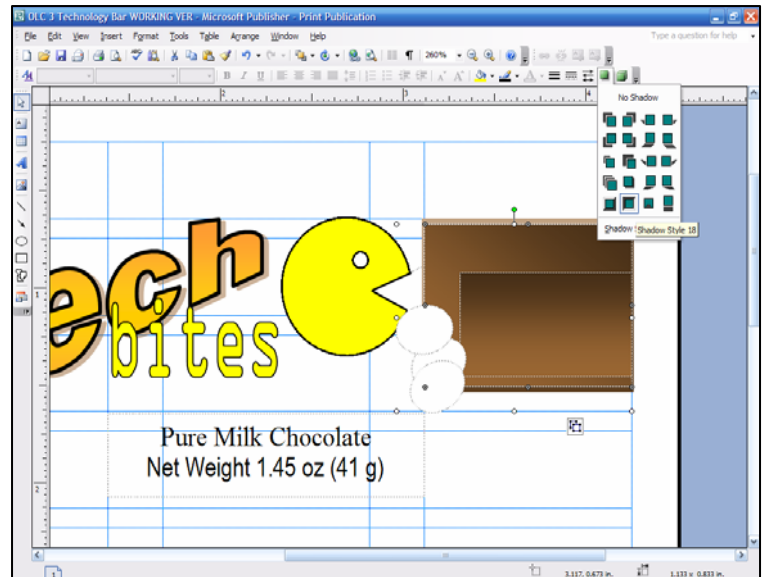   Electric: 6,000 watts/hr

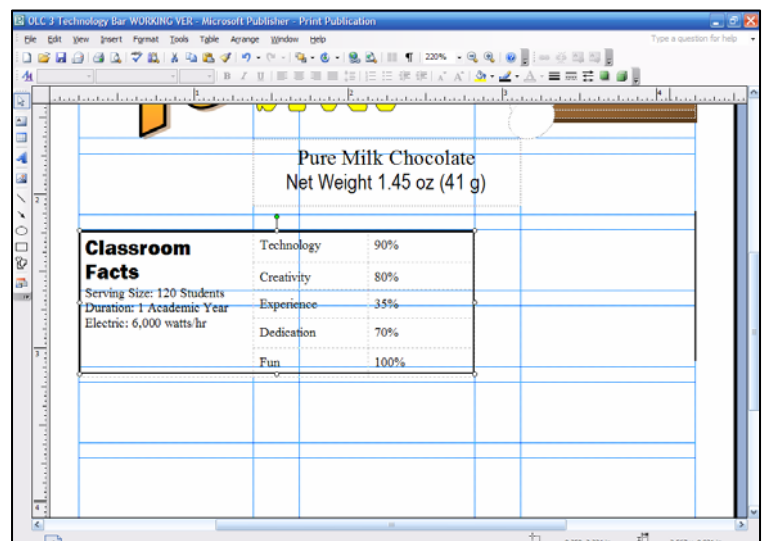**Figure 3.2:** Use shapes the same color as the background to mask (hide) parts of drawing objects.

Figure 3.3 Use text boxes and a table to create the Classroom Facts feature.

17. Use a contrasting font and size for *Classroom Facts* so it stands out as a header.

18. In the Object toolbar, use the Table tool to click and drag a table from **rows 5–6**, in **column 2**.

19. In the Create Table dialog box, set the table to **2 columns**, and **5 rows**.

20. In the table, key the information in Figure 3.4.

Technology	90%
Creativity	80%
Experience	35%
Dedication	70%
Fun	100%

Figure 3.4 Key the text into a table.

21. Draw a rectangle around the Classroom Information text box and table (Figure 3.5).

22. In **row 7**, across all columns, create a text box and key: Ingredients: A classroom with students willing to challenge their imagination, able to work well with others, capable of giving and receiving criticism, persistent when meeting uncooperative computers, and dedicated to the highest quality work possible.

Create a Bar Code

23. Use the line tool to create a line that is as long as 1½ rows. Make 8 copies (Figure 3.5).

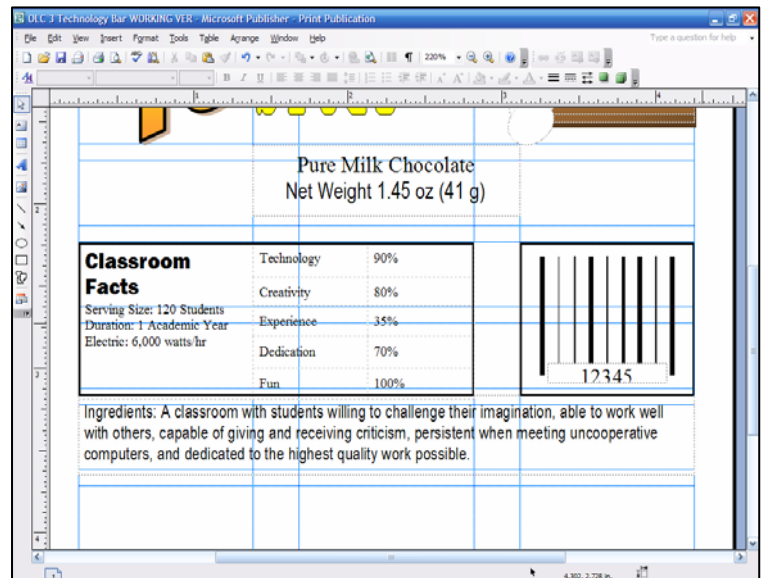24. Select different lines and increase or decrease the line thickness.

Figure 3.5 Use the Layout Grid to help determine object placement and the distance between objects.

CHAPTER 3 Enrichment Activity

25. Select all the lines, and use **Arrange**>**Align or Distribute**>**Align Tops** to be sure that all the lines are aligned.

26. Move the lines in close proximity, and use **Arrange**>**Align or Distribute**>**Distribute Horizontally** to ensure that all lines are equally distant.

27. Select all the lines and group.

28. Create a white text box below the lines, and key 5 random numbers (Figure 3.6).

29. Draw a rectangle around the lines and the text box.

30. Select the rectangle, the text box, and the line group. Use **Arrange**>**Align or Distribute**>**Align Center** to center all the objects.

31. Select all the bar code objects and group.

32. Proofread your work. Your final candy bar label should look similar to Figure 3.5.

33. Follow your teacher's instructions for saving and printing your work. Be sure that you have:

- Created a logo with effects.

- Added text boxes with all the necessary information.

- Crated a bar code.
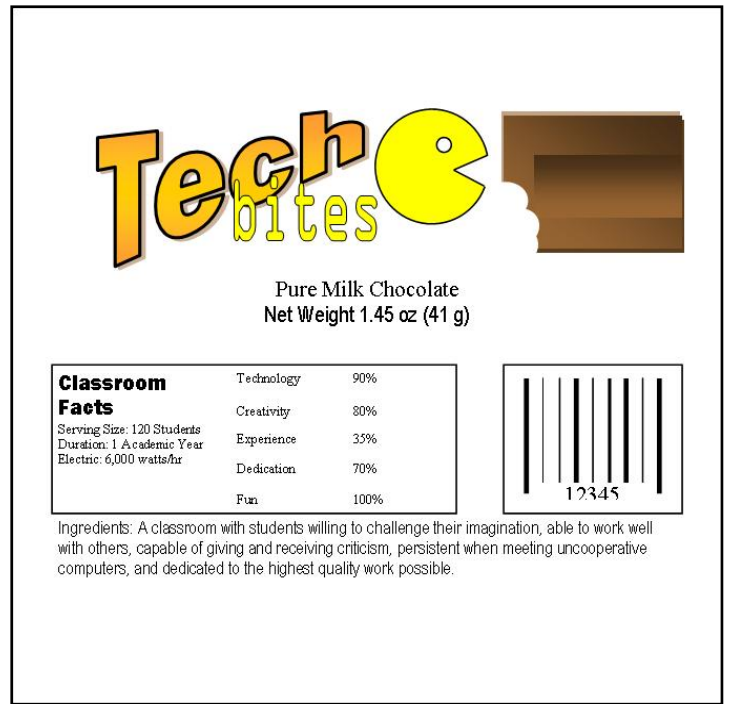
- Center aligned all objects.

Figure 3.6 The final candy wrapper. Use this version to help you check your work.