DESIGN DOCUMENTATION FOR TWO GRAPHIC PRODUCTS

Requirements of the two graphic products
A summary of the two briefs: label for apple butter jar and collection box.

For the first product I am asked to design a label for jars of Green & Co new apple butter range by using images, text, shapes and in three sizes to either be small, large or medium jars. For the finished label to be viewed on printed paper and online like supermarket shopping websites and with the logos from fair trade producers and all of the ingredients as organic to be reflected on the label.

So I am required to produce images, text and shapes to be viewable in all three jar sizes of small, medium and large. The labels which I am going to do both front and back covers labels, the covers have to be in good decent graphics, no pixelated and blurred content and that it is viewable to see. Including the text has to be a reasonable size to be able to read the text by a short distance away. The graphics has to be not only in good condition on printed paper but online as well. Making sure any lines are joinable at close zoomed range and any pixels are invisible to see at a long range not at closed zoomed range. The back cover label is required fair trade producers for customers to acknowledge that the product is a fair trade product. The trade product that I put down under allergies that I have designed in one of my alternative designs lists the ingredients as organic with the daily amounts reflected on the back cover label.

In the second product I am requested to create a template on A4 piece of paper for easy to build collection box as primary school’s information pack from Essex pet rescue. As children and teachers will be downloading and printing the information pack from the internet. The collection box should require a white background with colourful images, shapes and text on all surfaces, except for the bottom, the top which should remain blank with a coin slot and the Essex pet rescue logo to be appeared on one of the surfaces. The collection box must be solidly built and easy for children to build, with instructions included on the template.

I have designed a simple 3D cube shape in one of my alternative designs for primary school children to build the collection box easily. Similar to the apple butter jar label where the graphics has to be good for downloading and printing purposes, I have designed one of template alternatives as having a white background with content with the paw image as both a logo and a coin slot and it is appeared on one of the surfaces of the alternative template as required. The instructions don’t appear on any of the alternative designs but will be included in further along in the development of the Essex pet rescue template.

Audience and Purpose of both graphic products
The audience of the apple butter jar is aimed at all ages and gender with anyone who likes apple butter and to who is not allergic to any organic ingredients and the apple butter itself. The purpose of the product is to persuade the targeted audience to try the product.

The audience of the collection box template is aimed at all ages and genders of primary school children and the purpose of the product is to educate young people to learn basic
patterns, to being creative, reading and neatness from using equipment, to inform young peers of an Essex pet rescue and to entertain kids with colourful images, shapes and text on the template.

**Designs for the apple butter jar label**
Alternative ideas for the apple butter jar label

My alternative ideas for the apple butter jar label is to have idea 1 logo (‘Apple Butter’) replaced with idea 3 logo (‘apple butter’), to have the image of butter out of idea 1 into the background of idea 3. In idea 2 where I had a QCR scan, my alternative would be to insert the QCR scan onto idea 3. Also from idea 3 I would move ‘unsweetened’ to after ‘spread’ and make the ‘organic spread unsweetened’ smaller. All of these alternatives both to create a detailed design. The size of the labels hasn’t been measured to the jar but will be included in the detailed design.

I have discarded ideas 1 and 2 for idea 3 with the alternatives placed in idea 3. I have discarded those ideas because the idea 3 shape is more creative, stylish and less of a simple shape than the others. The idea 3 logo of an apple is better designed and in better position in the top middle compared to other logos of the two other designs. The ‘organic spread unsweetened’ in idea 3 is larger in size and more italic than the ‘organic spread unsweetened’ in idea 1, while idea two doesn’t display more in detail about the product.

Idea 3 back cover is more cleared and organised layout that ideas 1 and 2 as the square shapes that contains information plus the bar code isn’t scattered and not as many square shapes in ideas 1 and 2. I like the logo on the back cover of the third idea as it only shows an apple saving plenty of space compared to idea 2 where it forms a worded heading which gives tighten space, also with idea 1 where it has tightened top area space. So the most advantages is label 3, concluding it as my decision as a detailed design.
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Unit 6: Creating Digital Graphics
Assignment 2: Design Digital Graphic Products

**Detailed design for the apple butter jar label**
**Alternative ideas for the collection box template**

My alternative ideas for the collection box template is to have the dolphin cartoon image from idea 1 replaced by an image of a cartoon cat from idea 2, replace the lady bird books money raise surface from idea 1 to be replaced by Essex animal rescue surface and to change the background colour from colours: dark red, purple mixed pink and cherry pink to just white as the white background is only asked to require as a background colour requested from the Essex pet rescue. All of these alternatives combine to create a detailed design. The size of template is to be added into the detailed design.

I’ve chosen idea 1 with the alternative ideas from ideas 2 and 3, discarded ideas 2 and 3. I have discarded these ideas because the idea 1 is more appropriate as kids are more commonly attracted to bright colourful images of animals than educational numbers and alphabets and having a more friendly appearance suited to children of primary school ages. The insert money slot shaped out of a smaller paw than the large version in idea 3 but with the ‘insert collection money’ as it is more explainable to children with not a large understanding of what the paw hole is used for and more related to the type of template required for the Essex pet rescue than idea 2 where it has an scissor shaped outline design of the square shape, in which would be less friendly than ideas 1 and 3 because of the
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Sharped looking outlines. So the most advantages is label 1, concluding it as my decision as a detailed design with the alternatives.

**Detailed design for the collection box template**

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**List of ready-made assets**

<table>
<thead>
<tr>
<th>Description</th>
<th>File Name</th>
<th>Source</th>
<th>File Path</th>
</tr>
</thead>
<tbody>
<tr>
<td>3D ‘Apple Butter’ dark red outlined squished together lighter red capitals inside a bigger dark red outline.</td>
<td>‘Apple Butter’ logo</td>
<td></td>
<td>Apple Butter Jar Label Front Cover</td>
</tr>
<tr>
<td>2D Yellow butter coloured apple with a little green leaf stem.</td>
<td>Apple logo</td>
<td></td>
<td>Apple Butter Jar Label Front Cover and Back Cover</td>
</tr>
<tr>
<td>2D italic average sized.</td>
<td>Subtitle of ‘Organic Spread Unsweetened’</td>
<td><strong>Organic Spread Unsweetened</strong></td>
<td>Apple Butter Jar Label Front Cover</td>
</tr>
</tbody>
</table>
### Assignment 2: Design Digital Graphic Products

<table>
<thead>
<tr>
<th>Waved of liquid butter.</th>
<th>Yellow butter image</th>
<th>Apple Butter Jar Label Front Cover</th>
</tr>
</thead>
<tbody>
<tr>
<td>Small bar code</td>
<td>QCR 1</td>
<td>Apple Butter Jar Label Front Cover</td>
</tr>
<tr>
<td>Large bar code with more detailed coding.</td>
<td>QCR 2</td>
<td>Apple Butter Jar Label Back Cover</td>
</tr>
<tr>
<td>2D cartoon black and white, using only 5 tiny shapes and a curve to create.</td>
<td>Panda image</td>
<td>Collection Box Template</td>
</tr>
<tr>
<td>2D cartoon purple, using only 9 tiny shapes, 6 lines and 8 curves.</td>
<td>Cat image</td>
<td>Collection Box Template</td>
</tr>
<tr>
<td>2D cartoon white black and pink using only 10 shapes and one curve.</td>
<td>Rabbit image</td>
<td>Collection Box Template</td>
</tr>
<tr>
<td>2D cartoon black and red using only 8 shapes and 4 curves.</td>
<td>Ladybird image</td>
<td>Collection Box Template</td>
</tr>
</tbody>
</table>
**Final design decisions**

The apple butter jar label design meets the brief by the requirements that have been asked by Green & Co by using the images of the logos and the photographic image of butter. The italic text, the main text of ingredients, contact, details, information and especially the fair trade producers that they asked for in the section with the allergies, vegan and vegetarian. Curved squares of sections for the back cover, squared circle outline of the back cover, circles of the logos and QCR scan and the square shape for the bar code on the back cover. ‘Organic’ in ‘organic spread unsweetened’ listing the product as an organic one with organic ingredients reflected on the label.

Meeting the needs of the audience for the jar label for all ages and both genders who likes apple butter to whom who is not allergic to any of the organic ingredients and butter itself to be able to know what the product is, that the label says organic in the italic sub heading and the logo to say apple butter for the audience to detect straight away when the label catches their eye to inform them of the allergies.

Fulfilling the stated purpose of the jar label to persuade the audience by the content having the butter image in the background to try to have a response from the audience to not resist the temptation of trying the product. Italic sub heading as a way of styling the label and the apple logo to quicker the response from people rather than reading what the product is.

The collection box template design meets the brief by the requirements that have been asked my Essex pet rescue by to have only a white background for the collection box as requested, changing the colours from ideas to a white colour background in my detailed design. Colourful images in purple, pink and red in three of the images. Shapes to creating the images, money insert hole and shapes to create selections of useful information on the bottom surface. As the rescue organisation wanted the top to remain blank with a coin slot and the Essex pet rescue logo to be appeared on one of the surfaces which I provided. The coin slot shaped out of the paw on top and the logo with the added useful information at
Meeting the needs of the audience for the collection box to be simple, easy to create and use by a few sides of the 3D shape and large enough coin slots for coins to fit through, interesting by having colourful friendly images and shapes and no rough edges as health and safety.

Fulfilling the stated purpose of the collection box to educate and inform. Providing a template to cut out and putting the 3D shape together for young people to learn about 3D shapes, patterns, creativity and coordination. Informing people about the Essex pet rescue organisation by providing information about the organisation and its contact details and its enquiries on the bottom surface.