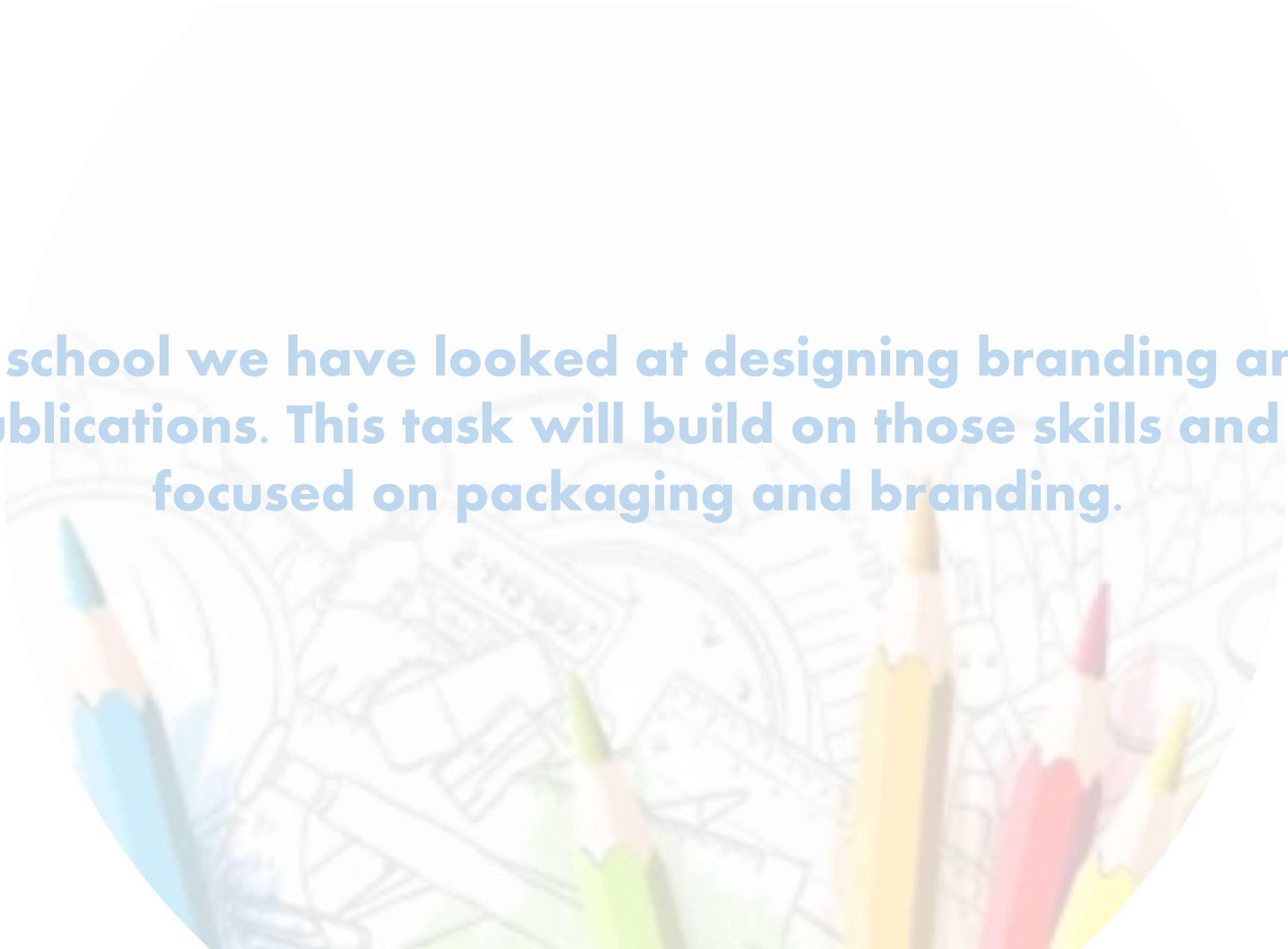# S3 Graphic Communication: Wk 5: DTP

DTP

In school we have looked at designing branding and publications. This task will build on those skills and is focused on packaging and branding.

DTP

You have been asked to design the packaging for a new range of ice lollies that are going to be sold in supermarkets. You will be designing the box that will hold 4 ice lollies. The flavour and brand of ice lolly is up to you!

The graphic design company have given you some rules that must be used when designing the packaging: • All 3 primary colours must be used in the logo and design of the ice lolly • The front of the box must have contrast and unity created through colour choice.
• Secondary colours should be used in the background of the packaging.

DTP

Task 1: Copy out / complete the table on the next page to decide what information should go where on the packaging. Use the internet or look at packaging in your house to help you with this.

Face of Box	Information/Graphic to go there
Front	
Back	
Top	
Bottom	
Left side	
Right Side	

DTP

Task 2: **List 5 possible names and flavours for your ice lolly and then decide on a suitable colour scheme for each one.** For instance if your flavour is strawberry and lemon you'll be using reds and yellows.

Name of Lolly	Flavour	Colour Scheme

Task 3: Draw out 2 possible designs on the blank box nets given. On each design label where you have used • Primary colours • Secondary colours • Contrast • Unity

Top

Back

Right Side

Left Side

Bottom

Task 3: Draw out 2 possible designs on the blank box nets given. On each design label where you have used • Primary colours • Secondary colours • Contrast • Unity

Top

Back

Right Side

Left Side

Bottom
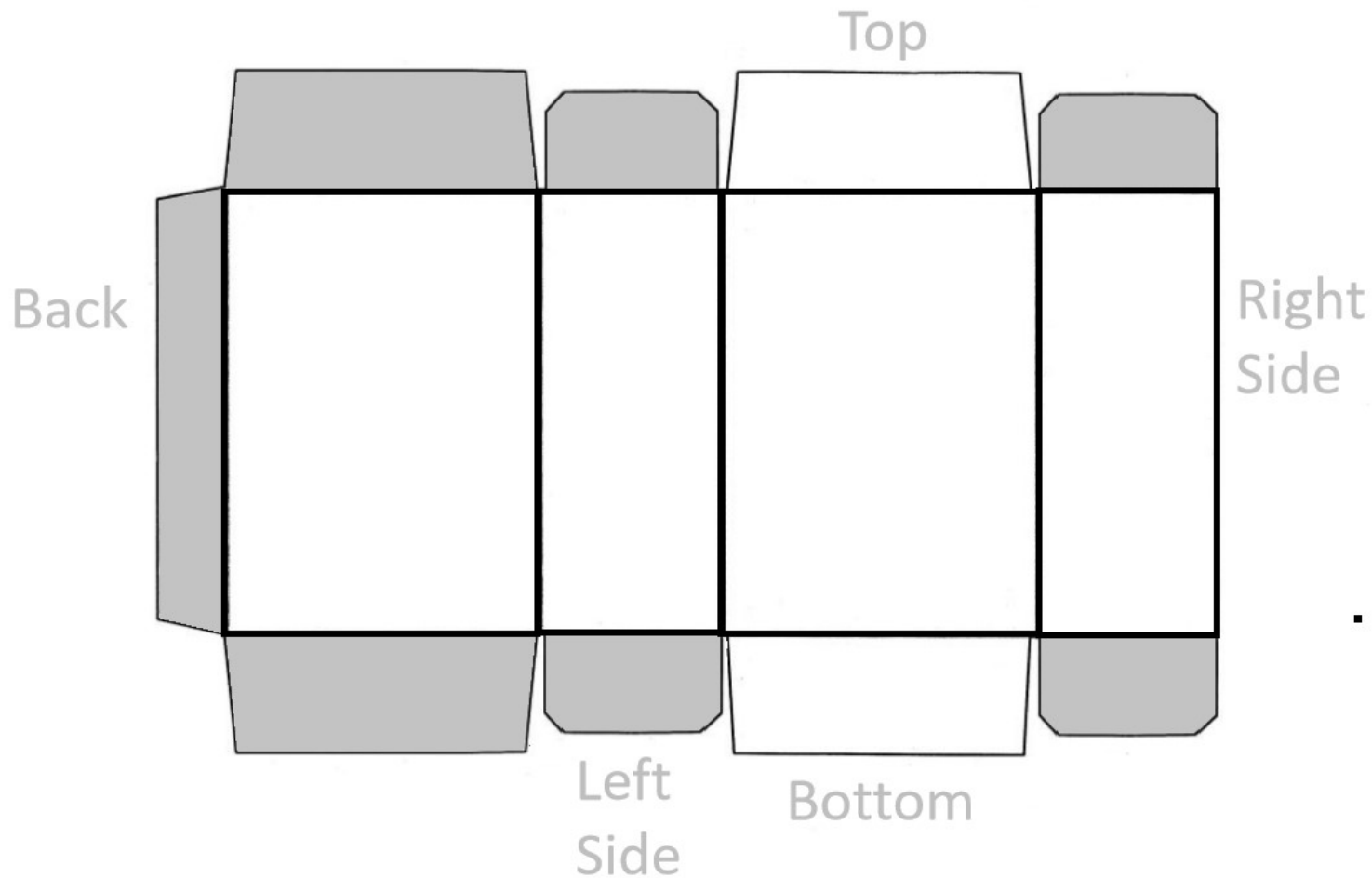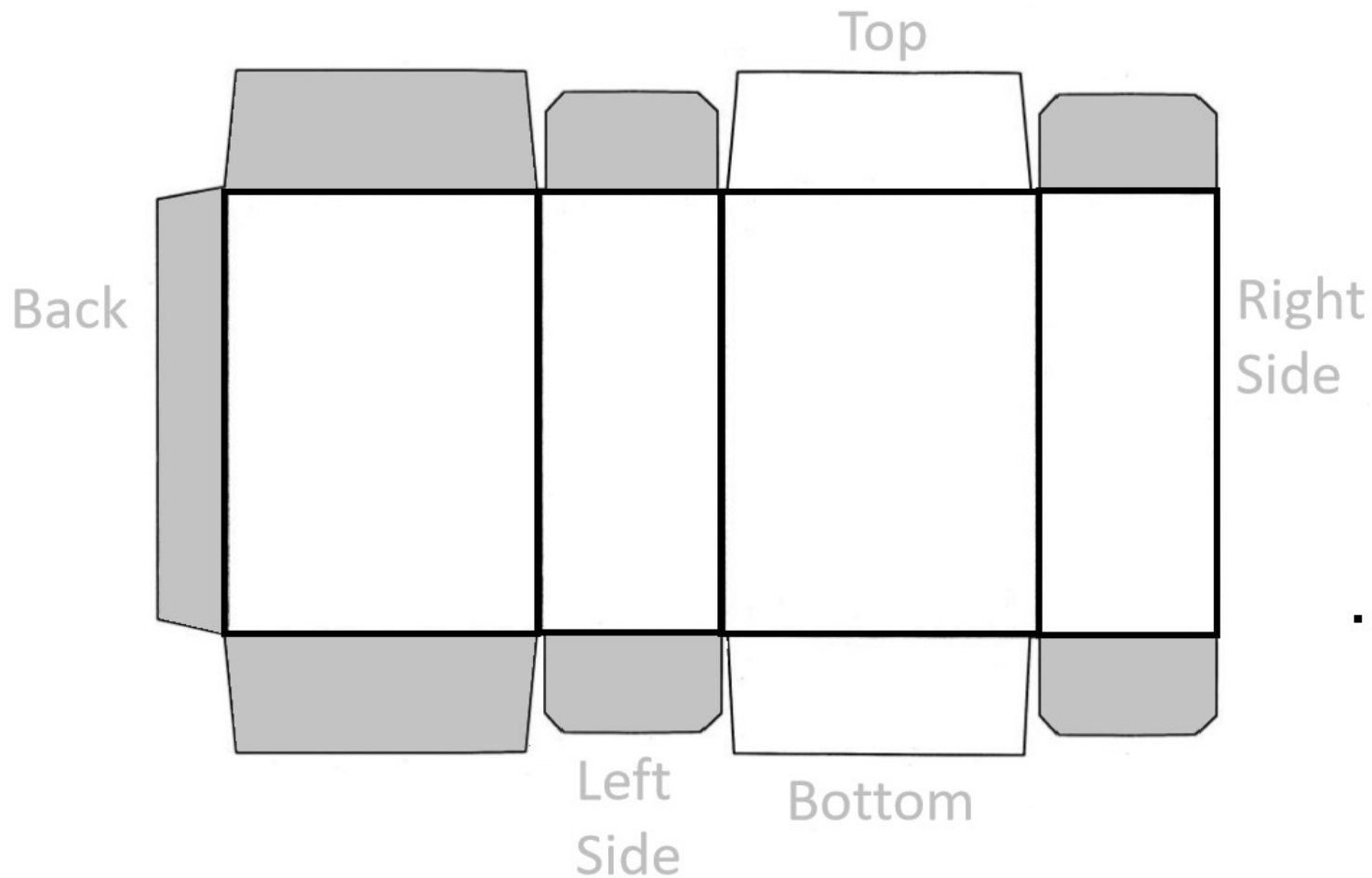
DTP

Task 4: Complete these sentences to tell me how you've used colour effectively:
- **I have used primary colours in the….**
- **I have used secondary colours in the….**
- **I have created contrast by….**
- **I have created unity by….**