Photoshop CEREAL BOX PROJECT

**Parody -** an imitation of the style of a particular writer, artist, or genre with deliberate exaggeration for comic effect.

**Create a “parody” box OR (if you have no ideas) create a “spirit” box centered on your favorite school sport, club, class, or activity. Any good idea works. Have fun! ☺**

**Check out these “Photoshop” Parody boxes.** This was my inspiration!

So clever-- <http://www.photoshopcafe.com/contests/contest-6-finalists.htm>

PLANNING

1. Come up with a company name, logo, and colors for your project. Your company logo must include a “unique font”, text warping, and incorporation of at least one shape and/or dingbat font. **(Be creative)**

**Example🡪** 

1. Decide on a catchy name for your cereal. Some examples: Volleyball Flakes; Yearbook Clusters; Choir-O’s; (or parody)
2. Collect artwork and shapes/dingbats/brushes. This project must utilize non-standard shapes. You can use/draw custom shapes, draw with the pen tool, use a dingbat font set that consists of shapes, etc. At least FOUR different shapes or special characters/embellishments must be used on the box. And, YOU must be on the box someplace (but you do not have to be on the front; internet pictures may be used as long as the quality is good).
3. Design the cover for your cereal box or package using Publisher to create the shape. This includes front and sides. On the top flap put your logo or some simple shapes. Use nutritional information from a box of cereal. You must have:

* Nutrition label (side)
* Information about the cereal (side) with embellishments/shapes/dingbats
* Picture of cereal (front)
* Activity and/or games to play or information on free prize inside; decorated with shapes/dingbats (back)

SCORING GUIDE

|  |  |  |
| --- | --- | --- |
| *Requirement* | *Points Possible* | *Deducted* |
| Professional logo designed (unique font, use of at least one shape, text art, readable) and used on front of box | 15 |  |
| SIDE L: Nutrition label included on side panel | 5 |  |
| SIDE R: Information about cereal is readable, creative use of fonts, and use of shapes/dingbats/embellishments (non-standard) | 5 |  |
| BACK: Includes activity and/or games to play, decorated with shapes/dingbats, overall professional look (quality matters; make sure all text is readable) | 15 |  |
| FRONT: Name of cereal is creative, in unique font, and has at least two styles applied (fX) 🡪 List which: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | 5 |  |
| FRONT: Cover image is clear, quality of selection for cereal and subject, and overall professional appearance | 20 |  |
| Includes image of student—high quality, posed for this project | 5 |  |
| **TOTAL🡪 5 pts deducted if not assembled properly!** | **70** |  |

**Student Name:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Hr:\_\_\_ Name of Cereal: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Put scoring guide in the tray, cereal box in the bucket, and upload image to your online portfolio! Maybe also take a picture of you holding your cereal box and put it there, too. ☺**

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