

TGJ2 - Package Design – DVD Case

You will investigate the components of package design and fabrication by creating a DVD case complete with folds and tabs. Choose a movie (real or made up) and create a new DVD case for it using computer graphics software

Development Drawing

A development drawing can be described as the true shape of a flat piece of material needed to make a three-dimensional object. They are often referred to as developments.

You will create the sleeve for the DVD that will be put in the case.

Getting Started Exercise:

Guidelines:

Measure a DVD case to understand exactly how big your package needs to be. Draft the DVD case development drawing (by hand or on computer, create thumbnail sketches of the graphics for each side of the cassette case (you must have graphics on all sides).

You will be creating the front, back and spine.

Put It All Together:

Create a new document that is 11 x 8.5 inches (landscape). Merge down all the layers of the front cover (once you have saved it) select all, copy and paste in the new document. Move to the far right. Do the same for the spine and back cover.

Make sure that the DVD fits into case (if not redo) before adding graphics. (print in Black and White first)

Print your case design out using the colour printer.

Hand In:

- all drafting and sketching (hand drawn and computer generated);
- final DVD cover design with graphics on all sides.
- brief description of how you changed the DVD case from the original.

Package Design Achievement Chart Rubric

Criteria	Level 1 (50-59%)	Level 2 (60-69%)	Level 3 (70-79%)	Level 4 (80-100%)
Knowledge/ Understanding TFV.04	- demonstrates limited ability to identify, describe, and explain the techniques used to produce technical drawings and illustrations	- demonstrates some ability to identify, describe, and explain the techniques used to produce technical drawings and illustrations	- demonstrates considerable ability to identify, describe, and explain the techniques used to produce technical drawings and illustrations	- demonstrates a high ability to identify, describe, and explain the techniques used to produce technical drawings and illustrations
TF1.01	- demonstrates limited understanding of	- demonstrates some understanding of	- demonstrates considerable understanding of	- demonstrates thorough and insightful

	concepts	concepts	concepts	understanding of concepts
Thinking/ Inquiry TFV.03	- uses thinking skills with limited effectiveness	- uses thinking skills with moderate effectiveness	- uses thinking skills with considerable effectiveness	- uses thinking skills with a high degree of effectiveness
TF1.09	- applies few of the skills involved in an inquiry/design process	- applies some of the skills involved in an inquiry/design process	- applies most of the skills involved in an inquiry/design process	- applies all or almost all of the skills involved in an inquiry/design process
Communication TF1.01G	- communicates information with limited clarity	- communicates information with moderate clarity	- communicates information with considerable clarity	- communicates information with a high degree of clarity and with confidence
SP1.01 SPV.04	- uses language, symbols, and visuals with limited accuracy and effectiveness	- uses language, symbols, and visuals with some accuracy and effectiveness	- uses language, symbols, and visuals with considerable accuracy and effectiveness	- uses language, symbols, and visuals with a high degree of accuracy and effectiveness
Application SP1.01	- applies ideas and skills in familiar contexts with limited effectiveness	- applies ideas and skills in familiar contexts with moderate effectiveness	- applies ideas and skills in familiar contexts with considerable effectiveness	- applies ideas and skills in familiar contexts with a high degree of effectiveness
SPV.04	- transfers concepts, skills, and procedures to new contexts with limited effectiveness	- transfers concepts, skills, and procedures to new contexts with moderate effectiveness	- transfers concepts, skills, and procedures to new contexts with considerable effectiveness	- transfers concepts, skills, and procedures to new contexts with a high degree of effectiveness
IC1.04 ICV.03	- makes connections with limited effectiveness	- makes connections with moderate effectiveness	- makes connections with considerable effectiveness	- makes connections with a high degree of effectiveness

Note: A student whose achievement is below level 1 (50%) has not met the expectations for this assignment or activity

Due: