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| Brand: | Stick It |
| Task: | Stick It – Concept Packaging Artwork |
| Objective: | Our company is launching a new range of self-adhesive products in Australia.  For launch, the product range will consist of self-adhesive blackboards and whiteboards. We need mock-ups of the packaging to show to internal team and suppliers to get their buy-in. |
| Deliverables: | * 4 concept packaging designs set up as a rendered box image to mimic the layout of the box shown in below images. * 2 design options for the Blackboard box and 2 design options for the White board box |
| Artistic Direction: | * **Box Size:** 450mm(l) x 38mm(w) * **Existing box design from supplier:**   Blackboard Box  Whiteboard Box  (See attachments on ‘Design Crowd’ for actual photos)     * This is our logo (for now)      * These products are targeted at home owners, offices and businesses so the artwork needs to reflect this. * This range will be available in major retail stores so the packaging needs to be commercial and appealing to the masses. * Below are mandatories for the design, when you are working on this, if you feel that some won’t fit in this view, please advise. |
| Mandatories: | Blackboard   * Logo * Product Name ‘Stick-On Blackboard’ * Phrases ‘Easy application and removal’ & ‘Use on any surface’ * Product Size: 45x200cm * Includes 5 piece Chalk set * Picture of chalk – doesn’t have to be exact colours * Image of a to-do list on a blackboard   Whiteboard   * Logo * Product Name ‘Stick-On Whiteboard’ * Phrases ‘Easy application and removal’ & ‘Use on any surface’ * Product Size: 45x200cm * Includes markers * Image of someone writing on a whiteboard surface. |