

Create and Design a Personalized Jar Label

**OBJECTIVE:**

To create a personalized label to be placed on a food jar

**PROJECT OVERVIEW:**

Empty food jars, when cleaned and recycled, make great gifts. The jars can be used to package homemade food items, office supplies, and just about anything that can fit into it. What better way to customize such a present than by creating a personalized jar label. In this project, you will use your desktop publishing software to create and design a jar label personalized to commemorate a special occasion.

**GET TO KNOW WHAT YOU'RE DESIGNING:**

Jar labels take on a variety of shapes and sizes. Jar labels are used to advertise the contents inside and usually include the product name and logo, the manufacturer's name, ingredients of the food, and eye-catching graphics. Food manufacturers spend a great deal of time and money creating labels that help to make their food stand out on the shelf.

**STRATEGIES AND DESIGN TIPS TO FOLLOW:**

1. Consider different types of items that can be properly contained in a glass jar, such as paper clips, pens, or trail mix.
2. Think about to whom you will give the gift, as you will customize the jar label for them appropriately.
3. Determine what size jar you will be using to determine the size of the label to design.
4. To avoid cluttering the jar label, do not use too many graphic images in your design.
5. Compose a simple and concise message that describes the contents and sends a friendly greeting to the recipient.
6. Carefully read through all parts included in this project. Before beginning any work on your computer, use a blank sheet of paper to sketch the layout and design of the document you will be creating.

Project #10: Create and Design a Personalized Jar Label *(continued)*



INSTRUCTIONS:

1. Using your desktop publishing software, create a new document.
2. Save the file as "**Jar Label**" to the "Publish It!" folder.
3. Set up your document using the "Page Setup Instructions" provided on the next page.
4. Complete the "Content and Design Steps to Follow" provided below.
5. Proofread your work carefully for accuracy, design, and format.
6. Resave the file.
7. Print a copy of the document. Refer to the "Suggested Printing and Finishing Instructions" provided below.



CONTENT AND DESIGN STEPS TO FOLLOW:

1. Establish who will be receiving the gift of a personalized jar and what the contents will be.
Examples: Paper clips, push pins, pretzels, etc.
2. If possible, obtain an actual food jar and use a ruler to determine the label size and shape. If no jar is available, follow the "Page Setup Instructions" provided on the next page.
3. Include the following on your food jar label:
 - A headline message personalized to the recipient of your food jar
 - A simple and concise message that describes the contents and sends a friendly greeting to the recipient
 - One or more graphic image(s) related to the contents of your food jar
4. Add additional text and/or graphic elements to help enhance the look and design of the document.
5. Format the size, style, and placement of the text and other elements on the document so that it projects a professional design.
6. Go to Step 5 in the "Instructions" provided above.



SUGGESTED PRINTING AND FINISHING INSTRUCTIONS:

Print the document on full-sheet label paper, trim, and adhere to an empty food jar.

Project #10: Create and Design a Personalized Jar Label *(continued)*



PAGE SETUP INSTRUCTIONS:

- # of pages:** 1
- Dimensions:** 8.5 x 11 inches
- Margins:** None
- Orientation:** Portrait
- Other:** If an actual food jar is available, use a ruler to determine the appropriate label size. If no food jar is available, use the rectangle or oval tool and draw a shape that measures 6 inches wide by 4 inches tall, giving it a 1 pt. border. Position the rectangle or oval in the center of the page. Place the contents of your food jar label within this border.

