PROJECT #29

Create and Design the Front of a Cereal Box

◎ OBJECTIVE:

To create the front side of a breakfast cereal box

✱ PROJECT OVERVIEW:

Walk down the breakfast cereal aisle in any supermarket and you can instantly see that marketing Corn Flakes® and Rice Puffs® is definitely big business. Not only do manufacturers try to appeal to practical parents and other consumers concerned with dietary issues, they're also out to grab the attention of kids. It's no accident that the sweet cereals are located on the lower shelves, at a child's eye level, whereas the more health conscious brands sit on the upper shelves. Simply put, there is a great deal of competition. In this project, you will use your desktop publishing software to create the front side of a new brand of cereal.

❓ GET TO KNOW WHAT YOU'RE DESIGNING:

To grab the consumer's attention, cereal box packages have catchy product names, feature easily recognizable logos, and highlight the health benefits of the ingredients. To help consumers identify with their cereal brands, many manufacturers have produced product mascots such as Tony the Tiger® and Toucan Sam®. A great deal of time and money is spent on the design of cereal packages, which can account for why it remains one of the highest priced food items on the market. Your goal in this project is to create the front side of a cereal box that makes shoppers stop in his or her tracks because your design is "Grrr-eat!"

💡 STRATEGIES AND DESIGN TIPS TO FOLLOW:

1. First, you must create a new brand of breakfast cereal. To do so, you must decide who the target market will be for your breakfast cereal. Do you want to appeal to sugar-loving kids or health-conscious adults? **Note:** You will be designing only the front side of your new cereal's box.

2. Create a catchy name for your new cereal that aligns with its target market. Keep the name short, using no more than three words total. The name should depict what the actual cereal tastes and looks like.

3. When creating a logo for your new cereal, consider the use of a mascot.

4. Obtain some real cereal boxes and study their design and layout to use as a guide for creating your own.

5. Determine what appropriate fonts you will use on your cereal box. Be sure to keep the number to a minimum so as not to make the box look "busy" and difficult to read.

6. List any dietary benefits of your cereal.

7. 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 #29: Create and Design the Front of a Cereal Box *(continued)*

INSTRUCTIONS:

1. Using your desktop publishing software, create a new document.

2. Save the file as **"Cereal Box"** 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. Decide on a new brand of cereal to introduce to a specific target market.

2. Include the following on the front side of your new cereal box:

   - A logo for your cereal (the name of the cereal should be the most prominent element in the logo)

   - A slogan or tagline that captures the essence of your cereal

   - The name of the manufacturer producing the cereal

   - A brief description of the cereal
     Example: "Sweet puffs with a touch of honey"

   - A graphic image, preferably a photo, of the cereal itself

   - The net weight of the cereal box (expressed in ounces)

   - A special offer, premium, or promotion to entice consumers to buy your cereal
     Example: "Inside: Mail-in offer to win a free iPod®"

3. Add additional text and/or graphic elements to help enhance the look and design of the document.

4. Format the size, style, and placement of the text and other elements on the document so that it projects a professional design.

5. Go to Step 5 in the "Instructions" provided above.

SUGGESTED PRINTING AND FINISHING INSTRUCTIONS:

After printing, glue or tape the document to the front of a cereal box.

Publish It!

Project #29: Create and Design the Front of a Cereal Box *(continued)*

PAGE SETUP INSTRUCTIONS:

# of pages:	1
Dimensions:	8.5 x 11 inches
Margins:	.25 inches on all sides
Orientation:	Portrait
Other:	Using the rectangle tool, draw a rectangle measuring 8 inches wide by 10.5 inches tall, giving it a 1 pt. border. Align this rectangle with the margin guides on your page, as shown in the illustration provided below. The contents of the front side of your cereal box should be placed within this border.

1 pt. border aligned with page margins

8.5"

8"

Place the contents of the front side of your cereal box here

10.5"   11"