

PROJECT #30

Create and Design a Candy Bar Wrapper

**OBJECTIVE:**

To create a candy bar wrapper

**PROJECT OVERVIEW:**

Everyone loves candy bars! Take a stroll through any candy bar aisle, and the smells instantly influence your craving for a sweet treat. When it comes to the business of candy bars, the competition is fierce. Manufacturers package their candy bars in strategically designed wrappers in hopes that consumers will reach for theirs. Over the years, candy bars like Snickers® and Twix® have become household names. In this project, you will use your desktop publishing software to create a wrapper for a new brand of candy bar.

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

In addition to the product logo and name, candy bar wrappers usually include general information such as the ingredients, the manufacturer's name and address, and a nutrition label. The most important, prominent feature found on all candy bar wrappers is the brand name and logo. Manufacturers hope that your taste buds will connect with creative names such as 3Musketters®, Twizzlers®, and Baby Ruth®. A great deal of time and energy goes into packaging candy bars. In fact, in many cases, the cost of printing the wrapper exceeds that of producing the actual candy itself. In this project, you will create a candy bar wrapper that will fit over a regular size Hershey's® chocolate bar.

**STRATEGIES AND DESIGN TIPS TO FOLLOW:**

1. First, you must create a new brand of candy bar. In doing so, envision the size, shape, color, texture, and ingredients of the candy bar. The most important aspect to focus on here is the candy bar's name. Try to create a name that is creative, easy to remember, and will set your candy bar apart from its competition.
2. Using a blank sheet of paper, sketch several possible product logo designs that can be used on your new candy bar wrapper. Keep in mind that the logo must contain the candy bar's name. Survey your classmates and instructor, and ask them to choose their favorite design.
3. Think about what graphic image(s) will best illustrate your candy bar on the wrapper.
4. Obtain some real candy bars and study their design and layout to use as a guide for creating your wrapper.
5. Experiment with different types of graphic images and other elements to use in creating an appetizing background for your wrapper.
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.

Note: Consult the "Page Setup Instructions" for the required dimensions of the candy bar.

Project #30: Create and Design a Candy Bar Wrapper (continued)



INSTRUCTIONS:

1. Using your desktop publishing software, create a new document.
2. Save the file as "**Candy Bar Wrapper**" 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. Create a new brand of candy bar.
2. Include the following on the **front panel** (the cover) of your candy bar wrapper:
 - A logo for your new brand of candy bar
 - A brief description of the candy bar
Example: "Chewy caramel and chocolate nuggets"
 - The net weight of the candy bar (expressed in ounces)
 - Graphic image(s) that illustrate(s) the ingredients of the candy bar. For instance, if one of the main ingredients is peanuts, you could use a repeating pattern of peanut graphics as a background.
3. Include the manufacturer's name and address on the **top-back panel** of the candy bar wrapper.
4. Include a nutrition label on the **bottom-back panel** of the candy bar wrapper. Obtain a real nutrition label to use as a guide.
5. Add additional text and/or graphic elements to help enhance the look and design of the document.
6. Format the size, style, and placement of the text and other elements on the document so that it projects a professional design.
7. Go to Step 5 in the "Instructions" provided above.



SUGGESTED PRINTING AND FINISHING INSTRUCTIONS:

1. After printing the document, cut out the candy bar wrapper.
2. Fold the cutout on the dotted lines and wrap the paper around a regular size Hershey's® bar. Use glue or tape to adhere the wrapper to the candy bar.

Project #30: Create and Design a Candy Bar Wrapper (continued)



PAGE SETUP INSTRUCTIONS:

- # of pages:** 1
- Dimensions:** 8.5 x 11 inches
- Margins:** None
- Orientation:** Portrait
- Other:**
1. Using the rectangle tool, draw a rectangle box measuring 5.5 inches wide by 5.25 inches tall, giving it a 1 pt. border. Place this box in the center of the page.
 2. Place a horizontal dotted line exactly 1.25 inches down from the top of the box. Size the dotted line so that both ends touch the edges of the left and right side of the box (as shown in the illustration provided below).
 3. Place a second dotted line exactly 1.25 inches up from the bottom of the box, sizing the line in the same manner as explained in step 2 (as shown in the illustration provided below).
 4. You should now have three panels on the box: a front panel (the cover of your candy bar wrapper), a top-back panel, and a bottom-back panel.

