

Merchandise Design Project

Doerrer

For this project you will create a series of merchandise designs that will be part of a collection of products. You will create several designs that are connected in theme, color, and style and apply them to several products.

- 1) Brainstorm a theme to base your collection on.
- 2) Collect inspirational and reference imagery.
- 3) Research techniques.
- 4) Create 1 main artwork that you will altar and use as a springboard for the rest of your products.
- 5) Decide on at least 5 products you will create, design, and sell.
- 6) Create 5 different designs that build upon your original artwork to apply to 5 different products. Maintain a unified collection by using consistent theme, color, style, technique, etc.

Choose 5 of the products listed below to design. You must choose at least 1 product from 4 out of the 5 categories:

- Apparel: T-shirt, hat, tote bag, apron
- Home décor: pillows, curtains, rugs, duvet covers, shower curtains
- Technology Accessory design: Phone case, laptop cover, mouse pad
- Surf, snow, or skateboard design
- Coffee mug, water bottle, travel mug

Requirements – What you will create and turn in:

- 1) One developed artwork that will be your springboard for the rest of your products. It will also be your “Art Print.” 1 .jpeg
- 2) Five additional and different designs that build upon your Art Print, applied to five products. Use mockups and apply your designs to them. 5 separate .jpeg files. Each design on its own product mockup and file.
- 3) One final file with your main Art Print and 5 additional products arranged in a visually interesting way.
- 4) A visual record of your process. A minimum of 1 page document that contains photographs and visuals of how you created your collection. This may include initial design sketches and brainstorming, original stock photos and the edited product, design techniques you learned and used, step by step images that show your process of building a design (ie. Digital painting steps, Illustrator vector design steps), etc.