

CREATIVITY WITH CEREAL

Adobe Illustrator



Captain Crunch
Wheaties
Froot Loops
Cheerios
POPS
Raisin Brain
Frosted Flakes
Apple Jacks
Honey Combs

Illustrator
Live Trace
Mask
Pattern
Gradient
Pen Tool
Place
Transparency
Text

Create Your Very Own Cereal Box

Advance Web Design II

Goals:

1. To be able to apply your Illustrator skills onto a creative project piece.
2. Focus on design principles such as: alignment, contrast, proximity and typography.
3. Learn to use already created pieces as an influence rather than copying - make a piece your own!

Steps:

1. Find inspiration - surf the Web
2. Create Story Board - sketch of ideas
3. Complete Cereal Box Proposal
4. Create 3d box shape
5. Place picture of self into the design
6. Add color, text and branding to front of box
7. Include "Illustrator" ingredients onto side of box.



Proposal

Directions: Before starting to sketch your ideas you need to organize them. Walk down the cereal aisle in any supermarket and notice how 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 is not 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. 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. Now it is your turn to create that package but before you begin fill out the proposal below and submit for approval.

• **Teacher Example**

Cereal Title: Peanut Puffs

Theme: Peanut look with a cartoon twist

Color Scheme: 

Slogan: Puff into your day

Background Ideas: Peanut transparent pattern

Picture of self: Eating cereal with cartoon filer

• **Student Proposal**

Cereal Title: _____

Theme: _____

Color Scheme: _____

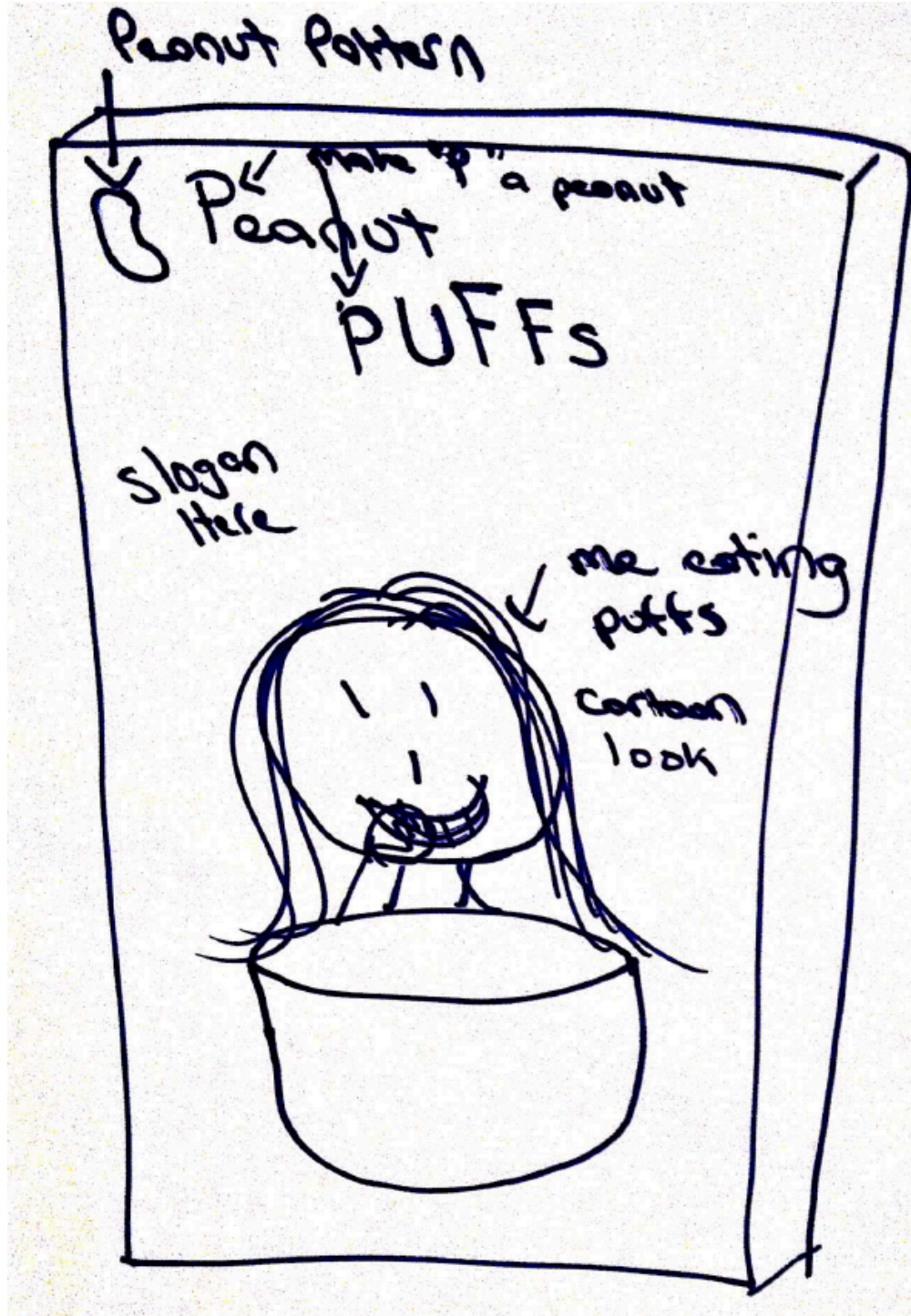
Slogan: _____

Background Ideas: _____

Picture of self: _____

Storyboard

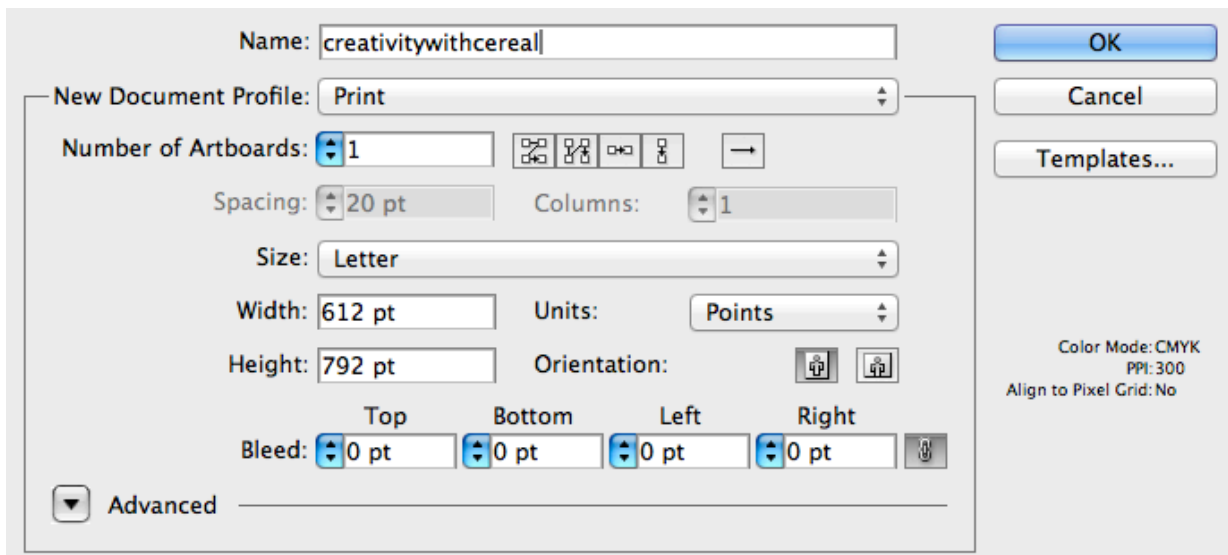
Directions: Before you bring your thoughts onto the computer map them out on good old paper! On this sketch you want to focus on placement of yourself, title, background pattern, color scheme and slogan.



Create 3D Box

Directions: Open Adobe Illustrator and create a new file using the information provided in the screen shot below. Next, create your 3d Box by watching the video linked on the file.

• File Information



• Creating 3D Box

YouTube Link: <http://www.youtube.com/watch?v=xwXliczFqPA>

Tools/Steps Used:

1. Shape
2. White Arrow
3. Grab Anchor w/white box
4. Increase height in right side
5. Select All & Copy and Paste to Front
6. Bring path over to right side and set up perspective correctly
7. Set up your gradient on the side of the box

*More detailed directions in video



Place Image

Directions: Take a picture of yourself which will be placed on the front of the cover in an appropriate manner (example: eating cereal) Once you place the image on the cover remove the background and add a cartoon look to the image. For detailed directions watch the video at the link below.

• Placing Image

YouTube Link: <http://www.youtube.com/watch?v=ljo4o8nwFFU>

Tools/Steps Used:

1. File --> Place (do not link image)
Removing Background
2. Select area you want to keep using the pen tool
3. Select that area with the black arrow and go to Object --> Clipping Mask --> Make
Creating Cartoon Filter
4. Select masked image with the white arrow and go to Object --> Live Trace --> Tracing Options
5. Turn on Preview. Change to Mode: Color and experiment with Max Color mode
6. File --> Save As

*More detailed directions in video

Before



After



Details

Directions: On your cereal box you must include the following details: cereal name, background pattern/image and slogan. Please see directions below on tips and tricks on including these required details.

• Cereal Name

1. Use large, bold font
2. Make title main focus point
3. Used at the right: gradient and place font behind with stroke (layering use of color)

• Background Pattern

You Tube Link on how to Define a Pattern, CS5.5 and Before:
<http://www.youtube.com/watch?v=ABY51LjIw70>

Adobe TV Link on how to Define a Pattern, CS6:
<http://tv.adobe.com/watch/adobe-design-center/adobe-illustrator-cs6-sneak-peek-pattern-creation/>

1. Do not make is distracting
2. Use a lower opacity than the placed image
3. Match the color scheme and feel and look of the box

*More detailed directions in video

• Slogan

1. Smaller less distracting text than the title
2. Catchy and creative text
3. Place slogan in alignment with other elements on the page

• General Tips and Tricks

1. Focus on target audience, are you focusing for a kids fun cereal or a more healthy option.
2. Catchy name should align with its target market. Keep the name short with no more than three words total. Title should summarize how the cereal tastes and looks like.
3. When choosing font be sure to keep the number to a minimum to not make the box look busy and difficult to read.
4. *Include the net weight of the cereal box (expressed in ounces)



Side of the Box

Directions: Before you add the Illustration facts to the side of the box (in place of nutritional facts) organize the facts and then focus on the design and placement.

Nutrition Facts

Serving Size: 8.5 x 11 inches

Servings Per Container: 1 3/4

Tool Used	Designer Usage
Selection Tool	70%

• To Place Text Proportionately

1. Type text over a white box which has a black stroke
2. Group text and boxes
3. Draw another white box on top of your new group
4. Select all (grouped layer and box on top)
5. Go to Object --> Envelope Distort --> Make with Top Object
6. Click off object and select the Direct Selection Tool (white arrow tool.) Click on the edge of the object and you can now tweak the object and text.

* Focus on perspective!

Nutrition Facts			
Serving Size: 1 cup (30g)			
Servings Per Container: 14			
Amount Per Serving	Cereal	Cereal with 1.2 cup Skim Milk	
Calories	120	160	
Calories from Fat	10	10	
		%Daily Value**	
Total Fat 1g*	2%	2%	
Saturated Fat 0g	0%	0%	
Cholesterol 0mg	0%	0%	
Sodium 0mg	0%	3%	
Total Carbohydrate 21g	7%	9%	
Dietary Fiber 2g	8%	8%	
Sugars 1g			
Protein 4g			
Vitamin A	0%	4%	
Vitamin C	0%	2%	
Calcium	2%	15%	
Iron	6%	6%	
* Amount in Cereal. One half cup skim milk contributes an additional 40 calories, 65mg sodium, 6g total carbohydrate (6g sugars), and 4g protein.			
** Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:			
	Calories:	2,000	2,500
Total Fat	Less than 65g	80g	
Sat. Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	4,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g
Calories per gram:			
Fat 9 • Carbohydrates 4 • Protein 4			

Nutrition Facts	
Serving Size: 8.5 x 11 inches	
Servings Per Container: 1 3/4	
Tool Used	Designer Usage
Selection Tool	70%
Direct Selection Tool	30%
Pen Tool	24%
Rectangle Tool	13%
Pattern Fill	5%
Stroke	5%
Copy and Paste to Front	15%
Gradient	2%
Live Trace	8%
* Design was influenced from Corn Pops an original brand from Kellogg's cereal. The intent of this project is to challenge and showcase my skills with Adobe Illustrator.	
Effort	100%
Determination	100%
Creativity	80%

Side of the Box

Directions: Don't forget the bar code!!

• Create Bar Code

1. Draw a white box
2. With the Line Segment Tool, draw a black line
3. Select the line with the Selection Tool (black arrow)
4. Hold down "alt + shift" and drag duplicate line to the right
5. Press "command + d" to duplicate this action
6. Under the lines don't forget to type your numbers (use small & standard type font)
7. Select all (white box, lines and numbers) and group layers
8. Draw another white box on top of your new group
9. Select all (grouped layer and box on top)
10. Go to Object --> Envelope Distort --> Make with Top Object
11. Click off object and select the Direct Selection Tool (white arrow tool.) Click on the edge of the object and you can now tweak the object and text.

* Focus on perspective!

• Cheat Tip to Perfect Perspective

1. Choose a focal point far from the cereal box
2. Using the line tool connect an element from the box to the new focal point which you have created
3. Visually pick up if the element and focal point create a straight line



Rubric

Element	Possible Points	Points	Comments
Design Principles <ul style="list-style-type: none">- Alignment- Contrast- Repetition- Proximity- Typography	20		
Professionalism <ul style="list-style-type: none">- Clear Look & Feel- Attention to Detail- Correct use of Illustrator Skills (live trace, clipping mask...)	20		
Creativity <ul style="list-style-type: none">- Original Title- Original Mascot- Image of self selling product	30		
Requirements <ul style="list-style-type: none">- Story Board- Proposal	20		
Effort	10		
Total	100		