Team #_____

Names of Team Members:
*Director:*_____
*Designer:*_____
*Photographer:*_____

Team Checklist:
Roles of Team Members: [3 person group]

Director:
- ☐ FILL OUT/TURN-IN paperwork and brainstorm sheets
- ☐ Develop **WEBSITE** links:
  - • Home Page: Logo and Brand Explanation (who is your audience)
  - • Package Design: Sketch of box, Illustration of box from Ilustrator
  - • Marketing Items: 6 Examples (from Photoshop or Illustrator)
  - • Animated Gif: (8-12 views of box in a rotating gif--completed in Photoshop)
- ☐ TRACE and CONSTRUCT box/package design--to prepare for Designer
- ☐ Coordinate PHOTO SHOOT with models--figure out once your box is complete how you want to "showcase your product" and its box or container
- ☐ Place all marketing items, photos of package design (template and actual box) on website
- ☐ PRINT/CONSTRUCT box for photographer to take photos for Animated Gif
- ☐ Complete the ANIMATED GIF from images of package design to be included on website

Designer:
- ☐ CREATE LOGO/LOGOTYPE for product in Photoshop/Illustrator
- ☐ SKETCH out Package Design on actual box template
- ☐ DESIGN all marketing items (choose 6): (from photographs from photographer)
- ☐ DESIGN the package from the template on Photoshop/Illustrator

Photographer:
- ☐ PHOTOGRAPH box template which Director prepared and Designer sketched on
- ☐ PHOTOGRAPH actual signs, billboards, window signs, street banners, train stop ad, bus stop ad, etc. to be used as the basic template for the marketing items (minimum of 6)
- ☐ PREPARE by cropping, editing, and resizing all images to be used in advertising campaign by using Adobe Photoshop to edit out any unnecessary items in marketing items for designer to edit into and place marketing items
- ☐ CONDUCT a model photo shoot using hot lights with model and product/package
- ☐ PHOTOGRAPH at least 8-12 angles of the package design using hot lights (360 degree view)