Vintage Fruit Crate Label

Part I. Create a fruit crate label design in the style of vintage fruit crate labels that once adorned the mass packaging of produce.

Objectives

You will learn how to

create a balanced and creative design to best display produce integrate type into a design and relate a particular font to a design. integrate color in a design.

organize and clean the Illustrator files of any extraneous information.

use Illustrator's basic tools and palettes.

use Illustrator's Layers and type tools.

assemble and the use of a process notebook.

Reference original vintage labels to get the "essence" of the historical design style.



logo type for the company that is packaging the produce.

an illustration of the produce that is contained in the package.

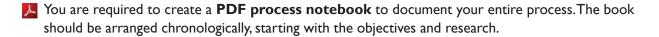
background image and or graphics

the state of origin for the produce.

Made or Grown in the U.S.A.

Consider the overall composition of the label design, type integration, and use of color. Also consider the **format** of the label.

Each fruit or vegetable crate will have a unique size and shape so the **format** will be dependent on the produce you choose.



This project will be evaluated on:

- ✓ overall design
- √ composition
- √ file organization
- ✓ the process notebook
- √ logo type design
- ✓ Illustrator methods & tool use
- ✓ clean file



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Part 2. Create a three dimensional product representation of your label on a crate filled with the appropriate produce.



Objectives

You will learn how to

use Illustrator's 3D tools

use the Symbolizer tools

apply traditional linear perspective techniques to Illustrator

create a finished product presentation for a client

Use both Illustrator's 3D tools and traditional linear perspective to create a dimensional representation of the produce crate that you designed the label for.

Fill the crate with the appropriate produce. You may use your initial fruit or vegetable illustration to create a few variations on the illustration. Shape variations can be easily created using Object > Envelope Distort.

Remember to create color variations. This can be achieved using Recolor Artwork.



Keep the light sources consistent on all the illustration elements. Add shadows to anchor elements to the ground.



This part of project will be evaluated on:

- linear perspective
- light and shade
- produce illustration
- overall presentation