GRAPHIC DESIGN 1 • VIDEO GAME PACKAGING DESIGN • FINAL ART DIRECTIONS



*Game Packaging Design by Jenessa Funes • Grade 9 • Graphic Design 1 • Period 7*

The above Video game Package is a good example of how you should plan the final presentation of your packaging project. Here are the points to include:

FIRST & FOREMOST: The packaging is in front of all the other parts

FRONT:

 Title: DaFont.com Tutorial Typeface

 A Background image

 A central figure / character in your game or a central visual

SPINE:

 The Title should be “pointing” UP or written going “UPWARD” on the spine

 The spine should be clearly marked in some way.

BACK:

 The (DaFont) Title needs to be straight: Reading from left to right

 A Background image

 At LEAST 2 - preferably 3 - “scenes” from your game.

 Your Description in a Body Text typeface.

GRAPHIC DESIGN 1 • VIDEO GAME PACKAGING DESIGN • Final Art Directions Continued

 Save the File 1) as a .psd: : (Your First) NameVideoGameDesignPdX.psd

 Save that file again as a .jpg by choosing the “Save for Web & Devices” option under “File”

 Make sure the file is named correctly: (Your First) NameVideoGameDesignPdX.jpg

***Make sure you name it and save it so that you will know where and how to find it!***



*The above piece is a Video Game Design by Sebastian Quick • Grade 12 • Graphic Design 1 • Period 5*

Here is the RUBRIC for your Video Game:  
You’ll notice that I have color-coded each of the sections that you might find it easier to follow.  
Let me know if this is helpful.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| CONTENTS OF THE STEP | 100 | 90 | 80 | 70 | 60 |
| The Packaging is in front |  |  |  |  |  |
| FRONT:  Title . . . Designed using the  DaFont.com Tutorial Typeface | Student has used  Innovative design elements | Student has included design elements | Student has met the assigned requirements | Student has not met the assigned requirements | Student has not done the work |
| FRONT: A Background image |  |  |  |  |  |
| FRONT: A central character in your game or a central visual |  |  |  |  |  |
| SPINE:  The Title is written going “UP” | Student has used  Innovative design elements | Student has included design elements | Student has met the assigned requirements | Student has not met the assigned requirements | Student has not done the work |
| SPINE: It is clear that this the Spine of the Box |  |  |  |  |  |
| BACK:  The Title is on the back in the same style that it is on the Front | Student has used  Innovative design elements | Student has included design elements | Student has met the assigned requirements | Student has not met the assigned requirements | Student has not done the work |
| BACK: A Background image |  |  |  |  |  |
| BACK: 2 – 3 “Scenes” from your Game |  |  |  |  |  |
| BACK: Description in an  easy-to-read (legible) typeface |  |  |  |  |  |
| FINAL ART: Saved the File as a PSD in your 4th Quarter Folder | Student has used  Innovative design elements | Student has included design elements | Student has met the assigned requirements | Student has not met the assigned requirements | Student has not done the work |
| FINAL ART : Used the  “Save for Web & Devices” option to save the file as a JPEG |  |  |  |  |  |
| FINAL ART :  Put that in the JPEG Folder |  |  |  |  |  |
| FINAL ART: Named the File correctly: VideoGameDesignPdX.psd |  |  |  |  |  |
| Let Babkie know if this  color-coding was helpful |  |  |  |  |  |