



Day 2 Project

40 Graphic Design Technology

SECONDARY

1 CONTENTS

This Test Project consists of the following documentation/files:

1. SCNC2024_TP40_S_C2_EN.docx **OR** SCNC2024_TP40_S_C2_FR.docx
2. SCNC2024_TP40_S_C2_EN.pdf **OR** SCNC2024_TP40_S_C2_FR.pdf
3. SCNC2024_TP40_S_C2_Images (Folder with image files)
4. SCNC2024_TP40_S_C2_Text (Folder with text files)
5. SCNC2024_TP40_S_C2_Vector (Folder with vector/graphic files)
6. SCNC2024_TP40_S_C2_Pantone (Folder with PANTONE swatches files)
7. SCNC2024_TP40_S_C2_Dieline (Folder with supplied dieline)

2 INTRODUCTION

Human history intertwines with honey, initially collected from wild beehives within hollowed-out trunks. Cave paintings from the Neolithic era depict this ancient practice, showcasing humans harvesting honey amidst the Spanish landscape. Honey, both a poison and remedy when mishandled, played a strategic role in ancient warfare, stupefying foes with its untreated potency.

Advancements in honey extraction have revolutionized the industry since those early days. The invention of the hive in the 1700s allowed for more efficient harvesting without harming the colonies, paving the way for today's massive honey industry. Miellerie King, nestled in the heart of Centre-du-Québec, champions ethical and organic beekeeping practices.

Our apiculture facility specializes in harvesting a diverse range of exquisite honey, including wildflower, clover, and blueberry varieties. Our product line extends beyond pure honeys to include delectable options like honey caramel and sauces, all crafted with care and expertise. At Miellerie King, our passionate beekeepers ensure that each jar is filled with pure, unpasteurized honey, brimming with unrivaled flavor.

3 DESCRIPTION OF PROJECT AND TASKS

As the graphic designer chosen to brand and promote the Miellerie King Company, you are being tasked to complete three separate but related products.

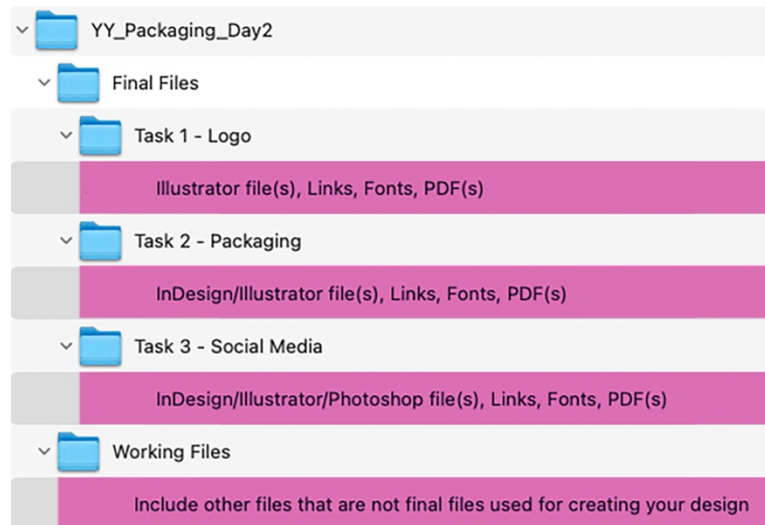
You will create:

- A logo for Miellerie King
- A package to hold a jar of honey
- An Instagram Carousel

4 INSTRUCTIONS TO THE COMPETITOR

4.1 Folder Structure

Create a folder on your Desktop called YY_Packaging_Day2 (where YY represents your competitor number). The folder structure will be as follows:



The pink highlighted text are instructions only.

4.2 File Submission

Copy the YY_Packaging_Day2 folder onto the supplied USB drive once you have completed ALL TASKS.

4.3 Time Limit

Task 1 will be collected after **2 hours**.

Time limit for this entire test project will be **6 hours**.

4.4 Printing/Project Identification

Use a PDF when printing! The working files will be large and will take too long to print! You must include your competitor number (as directed in the Tasks) and printouts for marking and delivery to your workstation (the number should be included outside of the artwork area whenever possible).

4.5 About Image/Graphics Marking for All Tasks

The colour mode, file formats, and final resolution will be assessed in Illustrator/InDesign/Photoshop.

No upsampling/upscaling of images. Images must be used at their original size or smaller.

Embedded images are NOT ACCEPTED in Illustrator or InDesign.

.jpg / .png / .svg file formats are NOT ACCEPTED for **placed** images/graphics.

Only .tif / .psd are ACCEPTABLE file formats for images.

Only .eps / .ai are ACCEPTABLE file formats for graphics.

No RGB vector graphics permitted **except in Task 3**

5 TARGET MARKET

5.1 Demographics Profile

- **Age Range:** Adults 18-65
- **Education:** College Graduates and Beyond
- **Income:** Middle to Upper Middle Class: \$50,000-\$150,000
- **Occupations:** Professionals, Managers, Executives
- **Geographic:** Local (Residents of Centre-du-Québec), and Visitors to the Region

5.2 Demographics Profile

- **Health-conscious consumers:** Individuals who are aware of the health benefits of honey, especially when used ethically and organically, may be interested in Miellerie King's products.
- **Food enthusiasts:** People who appreciate unique and tasty foods, including those made with different types of honey, honey caramel, and sauces.
- **Organic and ethical product advocates:** Consumers who actively seek products that are produced through ethical and organic practices, supporting sustainability and responsible beekeeping.

- **Gourmet and culinary enthusiasts:** Those commercial chefs who enjoy experimenting with different flavors in their cooking and are interested in incorporating high-quality honey into their recipes and onto the plates of customers.

5.3 Brand Concepts

Miellerie King would like the following adjectives to be embodied in their logo, and would like these concepts to permeate the design elements (colour/typography/layout/etc.) of their can labels and packaging:

- **Authentic:** Miellerie King values authenticity in every aspect of its operations. From the meticulous care of wooden hives to the artisanal extraction of honey, authenticity is at the core of their beekeeping practices. This commitment ensures that each product reflects the genuine essence of Centre-du-Québec's honey, preserving the tradition and heritage of honey extraction.
- **Ethical:** Ethical beekeeping is paramount to Miellerie King's mission. The artisans prioritize the well-being of bees, employing sustainable practices that respect the natural lifecycle of the colonies. By adhering to ethical standards, Miellerie King ensures the long-term health of the bee population and contributes to the overall ecological balance.
- **Artisanal:** Miellerie King embraces the artisanal approach to honey production. Each wooden hive is meticulously tended to by skilled apiarists who are passionate about their craft. The artisanal touch extends to the extraction process, resulting in a symphony of flavors in their honey varieties. This dedication to artisanal beekeeping adds a personal and unique quality to each jar of honey.
- **Sustainable:** Sustainability is a guiding principle for Miellerie King. The beekeeping practices employed aim to minimize environmental impact and promote the health of the ecosystem. By focusing on sustainable methods, Miellerie King ensures that future generations can continue to enjoy the exquisite honey varieties produced in Centre-du-Québec while maintaining the delicate balance of nature.

6 TASK 1: LOGO DESIGN — DUE BY 11 AM

You are to create a new logo for “Miellerie King” Please conceptualize your ideas on paper before proceeding onto your computer to produce the final version(s). The logo design should demonstrate your understanding and ability of typography style, sizing and layout, in connection with your design skills for the desired client.

You will create a file called YY_Logo_Final.pdf. The logo must have 3 SPOT colours (white is not permitted as a colour). Colours should be solid colours no transparencies. An Adobe Illustrator file containing all the PANTONE Coated swatches has been provided for you to select your 3 SPOT colours from.

You will be required to produce 1 version of your logo design at the following sizes:

- Exactly 5" along longest edge.
- Exactly 2.5" along longest edge.
- Exactly 1" along longest edge.

6.1 Requirements

6.1.1 General Logo Requirements

- MUST create rough sketches of logo ideas.
- MUST contain the company name: Miellerie King (not case-sensitive)

6.1.2 YY_Logo_Final.ai File Requirements

- MUST be created in Adobe Illustrator.
- MUST have all three versions on the same 8.5" × 11" artboard.
- MUST have a logo exactly 5" along longest edge.
- MUST have a logo exactly 2.5" along longest edge, scaled proportionally.
- MUST have a logo exactly 1" along longest edge, scaled proportionally.
- MUST have all text converted to outlines.
- MUST use 3 SPOT Colours (may include Process Black as one of those colours, while white is not permitted as a colour).
- MUST use 100% opacity for 3 SPOT colours (no tints or transparencies permitted).
- MUST contain vector-based graphic (not just text based logo).

- MUST include competitor number in a corner of the artboard.
- NOT include any gradients.
- NO raster content, vector content only.

6.2 Technical Specifications

Document format: Adobe Illustrator

File Type: .pdf (Preserve Illustrator Editing Capabilities)

File naming: YY_Logo.pdf
(case-sensitive, YY represents your competitor number)

Trapping: 0.5 pt for each size (if needed)

Document size: 8.5" wide × 11" high

Pages: 1 artboard/page

Colours: 3 Spot Colours (Pantone Solid Coated)

ICC profile: U.S. Sheetfed Coated v2

Paper: 8.5" × 11", 20 lb., Copy Paper

6.3 You must deliver

- Folders as specified in "Instructions to the Competitor". **Only files from these folders will be assessed.**
- 1 × sheet of paper with rough sketches of logo ideas
- 1 × PDF file named YY_Logo.pdf (Preserve Illustrator Editing Capabilities)
- 1 × 8.5" × 11" printout of your YY_Logo.pdf, mounted in the center of a 10.5" × 13" mounting board. Ensure that you include your competitor number on the back of the mounting board.

7 TASK 2: PACKAGING DESIGN (1 BOX)

Miellerie King is launching a limited release of specialty honey, and an exceptional package design to complement the new logo created in Task 1 is needed. The package should not only protect the honey but also serve as a canvas for the brand story. The design should evoke a sense of exclusivity and craftsmanship, highlighting the uniqueness of this special edition.

Using the dieline you've created, continue by designing a package that showcases the logo, ensuring that the new logo is prominently featured on the package. Focus on infusing a sense of elegance and craftsmanship into the design, reflecting the artisanal nature of Miellerie King's honey production. Integrate elements that tell the story of the specialty honey and the traditions behind it. Be sure to create a design that conveys the exclusivity and uniqueness of the limited release.

Explore the use of spot varnish as a design element to elevate the visual appeal of the packaging. Utilize spot varnish to create contrasts and textures, enhancing the overall craftsmanship and exclusivity of the package. Consider how the varnish can draw attention to specific details, adding a tactile and visual dimension to the consumer's unboxing experience.

7.1 Requirements

7.1.1 Dieline Requirements

- MUST fit on a single-sided 17" × 11" sheet and fit within the printer margin limitations.
- MUST have dieline with cut lines as solid 1 pt strokes, and fold lines as dashed 1 pt strokes, and glue areas as diagonal repeating lines with a 1 pt stroke. Dieline cut and fold lines MUST not be outlined.
- MUST contain an accurate legend/key with outlined legend/key text, identifying cut lines, fold lines, and glue areas.

7.1.2 Packaging Design Requirements

- Packaging MUST be designed in Illustrator or InDesign.
- MUST have dieline and varnish content on their own separate layers, above all other artwork, all set to overprint.
- MUST have dieline specified as magenta coloured and varnish specified as a different colour that contrasts adequately with the packaging design, so that it can be easily identified (ex: lime green).
- MUST use all the supplied elements identified in Task 2 Text.rtf file (in the correct locations when identified)
- MUST use a full colour version of your Miellerie King logo. Outline of black or white, around full colour logo is permitted (if needed).
- MUST include a minimum of 1 supplied image (modifications permitted).
- MUST use supplied barcode at 100% size, must be 100% black, and white quiet zone preserved.
- MUST use Nutrition Facts Label at 100% size, must be 100% black with white background preserved.
- CAN adjust Social Media Icons colours.
- CAN include other/additional/original vector elements.
- NO artwork permitted in the identified glue area(s).

7.2 Technical Specifications

Document format:	Adobe Illustrator and/or Adobe InDesign
File naming:	YY_Package.ai or YY_Package.indd, YY_Package.pdf (case-sensitive, YY represents your competitor number)
Document size:	17" × 11"
Artboards/Pages:	1
Colours:	CMYK + 1 VARNISH Spot + 1 DIELINE Spot
Bleed:	0.125" exact value (if needed)
ICC profile:	U.S. Sheetfed Uncoated v2
Resolution:	350 PPI at 100% in InDesign or Illustrator
Paper:	17" × 11", 80 lb. Cardstock Paper

7.3 You must deliver

- Folders as specified in "Instructions to the Competitor". **Only files from these folders will be assessed.**
- 1 × PDF/X-4:2010 compliant PDF with the artwork (including bleed), dieline, varnish, and PDF layers intact. Named YY_Package.pdf (case-sensitive, YY represents your competitor number).
- 1 × assembled mock-up of package WITHOUT VARNISH. Varnish should NOT be included on this mock-up so that all other content is visible. Jar MUST be inside of the closed package.
- 1 × printout with the artwork (including bleed) and dieline only (no varnish). Include your competitor number in a corner of the printout.
- 1 × printout with the dieline, and varnish only (no artwork), so that the spot varnish locations are highly visible. Include your competitor number in a corner of the printout.

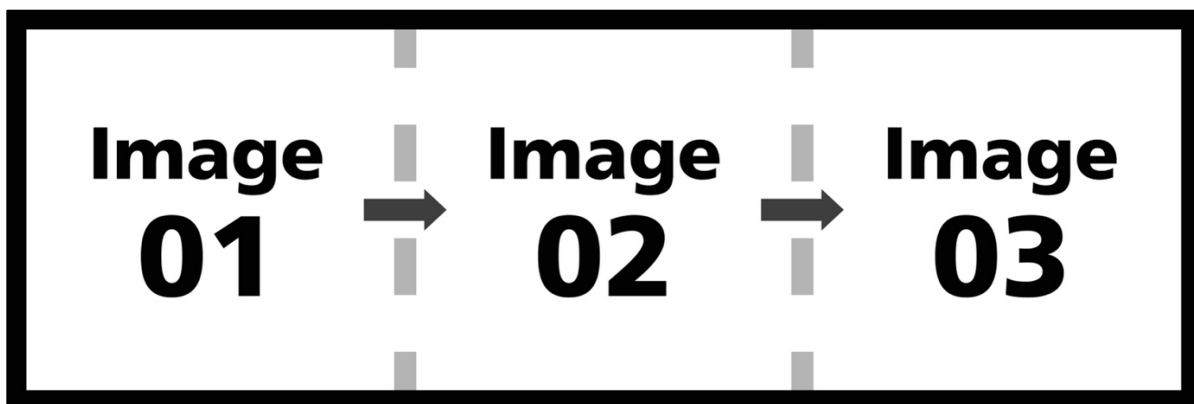
8 TASK 3: INSTAGRAM CAROUSEL (3 SLIDES)

Advertising is the greatest way to get information about your product into the hands of your potential market. Honey is no exception! Using a carousel social media format for advertising, and your design skills, inform your audience using these compelling advantages.

The carousel social media format allows you to tell a visual story, providing a step-by-step narrative of your honey-making process. From hive to jar, you can showcase the journey of your honey in an engaging and visually appealing manner. Focus on highlighting honey varieties, flavors and types. A carousel format enables you to dedicate each slide to a different variety, showcasing the diversity of your product range and appealing to a broader audience with varying taste preferences. Carousel ads also provide an opportunity to educate your audience about the quality and purity of your honey.

This task encourages you to design a visually stunning Instagram Carousel telling a compelling story of the Miellerie King's honey products. Using three (3) slides, highlight three different flavours of Miellerie King's honey, include valuable nutritional information, appropriate images and brand-identifying information to complete this project.

Create a cohesive, visually appealing carousel. Incorporate required images, graphics, and text to showcase Miellerie King's honey products, emphasizing their distinct characteristics and origins. Ensure the Miellerie King logo is prominently displayed and aligned with the overall design. Incorporate an effective colour scheme, layout and innovative design elements to make the carousel stand out.



8.1 Requirements

8.1.1 Instagram Carousel Requirements

- MUST be created in Adobe InDesign, Photoshop or Illustrator.
- MUST be designed so that carousel images are seamless transition from image 01 through to image 03.
- MUST consist of 3 slides, one for each featured product.
- MUST use all the supplied elements identified in Task 3 Text.rtf file (in the correct locations when identified)
- MUST make each slide a separate artboard/page.
- MUST have all artwork including text created in RGB only.
- CAN include other/additional/original vector elements.
- CAN include other supplied images.
- CAN include additional text.

8.1.2 Instagram Carousel Mockup Requirements

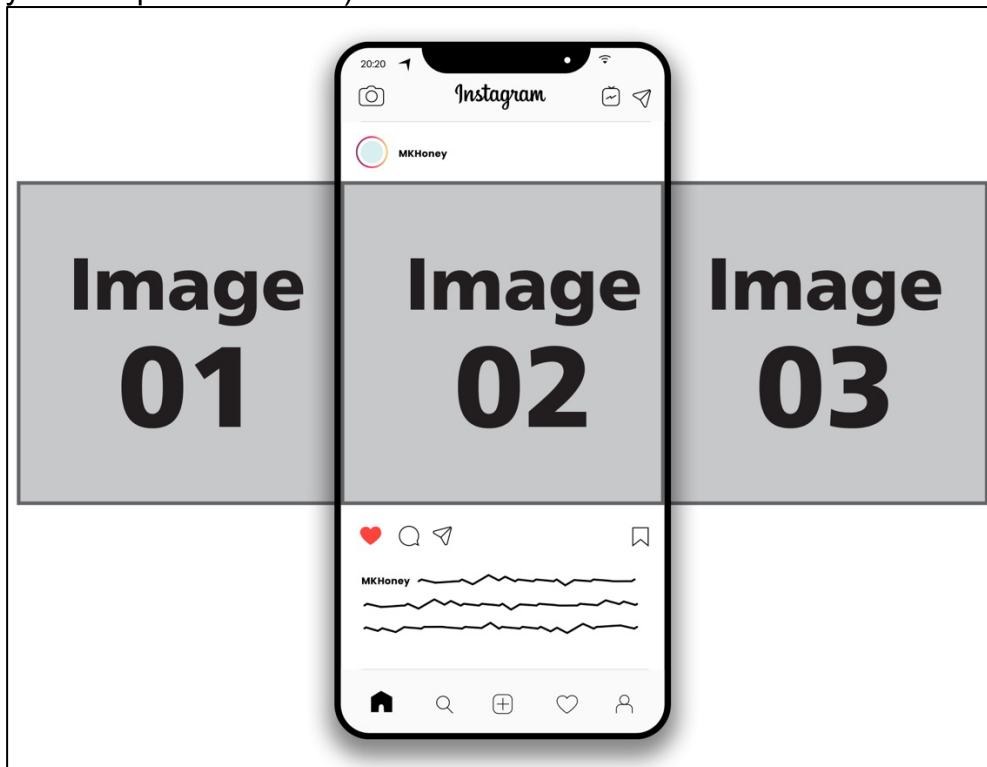
- MUST add the three slides into the supplied Adobe Photoshop mockup-instagram-carousel.jpg
- MUST make the mockups look realistic, matching the highlights/shadows of the phone.
- CAN change the background with colours, patterns, images, etc. as needed to enhance the presentation of the mock-up.

8.2 Technical Specifications

Document format:	Adobe InDesign, Adobe Illustrator, or Adobe Photoshop (Carousel Design), Adobe Photoshop (Carousel Mockup)
File naming:	YY_Carousel.indd OR YY_Carousel.ai OR YY_Carousel.psd, YY_Carousel.pdf YY_Carousel_01.jpg, YY_Carousel_02.jpg, YY_Carousel_03.jpg, YY_Mockup.pdf (case-sensitive, YY represents your competitor number)
Document size:	Carousel Images — 1080px × 1080px Mockup — 11" wide × 8.5" high
Artboards/Pages:	3 (one per slide)
Colours:	RGB
ICC profile:	sRGB IEC61966-2.1
Resolution:	Carousel Images — 72 PPI Mockup — 300 PPI
Paper:	17" wide × 11" high

8.3 You Must Deliver

- Folders as specified in “Instructions to the Competitor”. **Only files from these folders will be assessed.**
- **3 × individual .jpg images** (one of each carousel slide) named YY_Carousel_1.jpg, YY_Carousel_2.jpg, YY_Carousel_3.jpg (YY represents your competitor number).
- **1 × PDF of Mock-up** named YY_Mockup.pdf (case-sensitive, YY represents your competitor number).



- **1 × printout on 17" × 11"** at 100% of the mockup, trimmed to final size (11" wide × 8.5" high) and **mounted on a 13" × 10.5" presentation board**. Printout must be trimmed accurately, and mounted in the center of the presentation board, with your competitor number identified in the back of the presentation board.

9 SUPPLIED – IMAGES



bee-01.jpg



bee-02.jpg



bee-03.jpg



bee-04.jpg



bee-05.jpg



bee-06.jpg



bee-07.jpg



bee-08.jpg



bee-09.jpg



bee-10.jpg



bee-11.jpg



bee-12.jpg



bee-13.jpg



bee-14.jpg



bee-15.jpg



bee-16.jpg



bee-17.jpg



bee-18.jpg



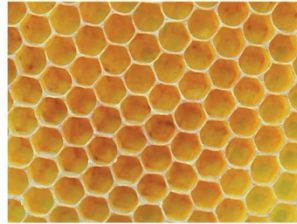
bee-19.jpg



bee-20.jpg



honey-01.jpg



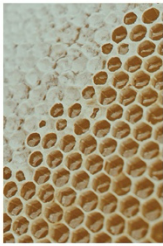
honey-02.jpg



honey-03.jpg



honey-04.jpg



honey-05.jpg



honey-06.jpg



honey-07.jpg



honey-08.jpg



honey-09.jpg



honey-10.jpg



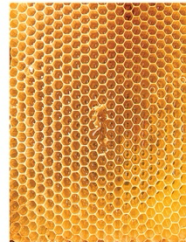
honey-11.jpg



honey-12.jpg



honey-13.jpg



honey-14.jpg



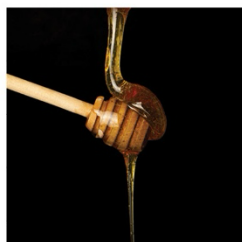
honey-15.jpg



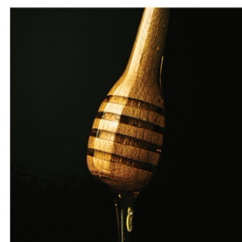
honey-16.jpg



honey-17.jpg



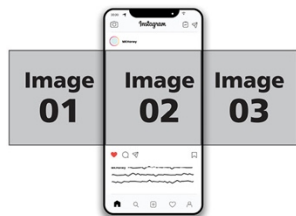
honey-18.jpg



honey-19.jpg



honey-20.jpg



mockup-instagram-carousel.jpg

10 SUPPLIED – VECTOR



barcode.ai



canada flag_black.ai



canada flag_red.ai



canada flag_white.ai



facebook.eps



instagram.eps



nutrition-facts.ai



tiktok.eps



twitter.eps

11 SUPPLIED – TASK 2 TEXT

The text in BLACK MUST be included in the design, excluding this instruction.

The text in RED SHOULD NOT be included in the design, they are instructions to guide your layout.

The BLUE text inside square brackets [] must be replaced with logo/graphic/images/etc. indicated.

FRONT

[Miellerie King logo]

— — —

Product Name: King Clover Honey

Product Type: Unpasteurized Honey

— — —

Details:

250 mL

Product of [canada flag_black.ai OR canada flag_red.ai OR canada flag_white.ai]

SIDE 1 (DETAILS 1)

[Miellerie King logo]

— — —

Heading: King Clover Honey

Body: Experience Québec honey, a true testament to the richness of the land and the dedication of those who tend to it. From hive to table, enjoy every moment with its unparalleled charm and unmistakable allure.

— — —

Social Media Icons

[twitter.eps]

[tiktok.eps]

[instagram.eps]

[facebook.eps]

SIDE 2 (DETAILS 2)

[Miellerie King logo]

Heading: 100% Unpasteurized Honey

Body: Let this jar of pure sweetness be your daily dose of delight and well-being.

Regulations Elements
[\[nutrition-facts.ai\]](#)

BACK (DETAILS)

[\[Miellerie King logo\]](#)

Crafted by bees amidst Québec's fragrant clover blooms, this honey offers a delicate balance of floral notes and hints of warm caramel. Each spoonful is a journey through the province's picturesque landscapes, a testament to our beekeepers' artisanal skill and unwavering dedication to purity.

Website: www.miellerieking.com

TOP

[\[Miellerie King logo\]](#)

Product Name: King Clover Honey
Product Type: Unpasteurized Honey

Website: www.miellerieking.com

BOTTOM

[\[Miellerie King logo\]](#)

Website: www.miellerieking.com

Regulations Elements
[barcode.ai]

12 SUPPLIED – TASK 3 TEXT

The text in BLACK MUST be included in the design, excluding this instruction.

The text in RED SHOULD NOT be included in the design, they are instructions to guide your layout.

The BLUE text inside square brackets [] must be replaced with logo/graphic/images/etc. indicated.

SLIDE 1

[Miellerie King logo]

Heading: How Do You Sweeten Your Day?

Text: Indulge in Miellerie King's pure, unpasteurized King Clover Honey

SLIDE 2

Heading: Pure Honey Perfection!

Text: Sustainably sourced, unpasteurized, and bursting with flavour!

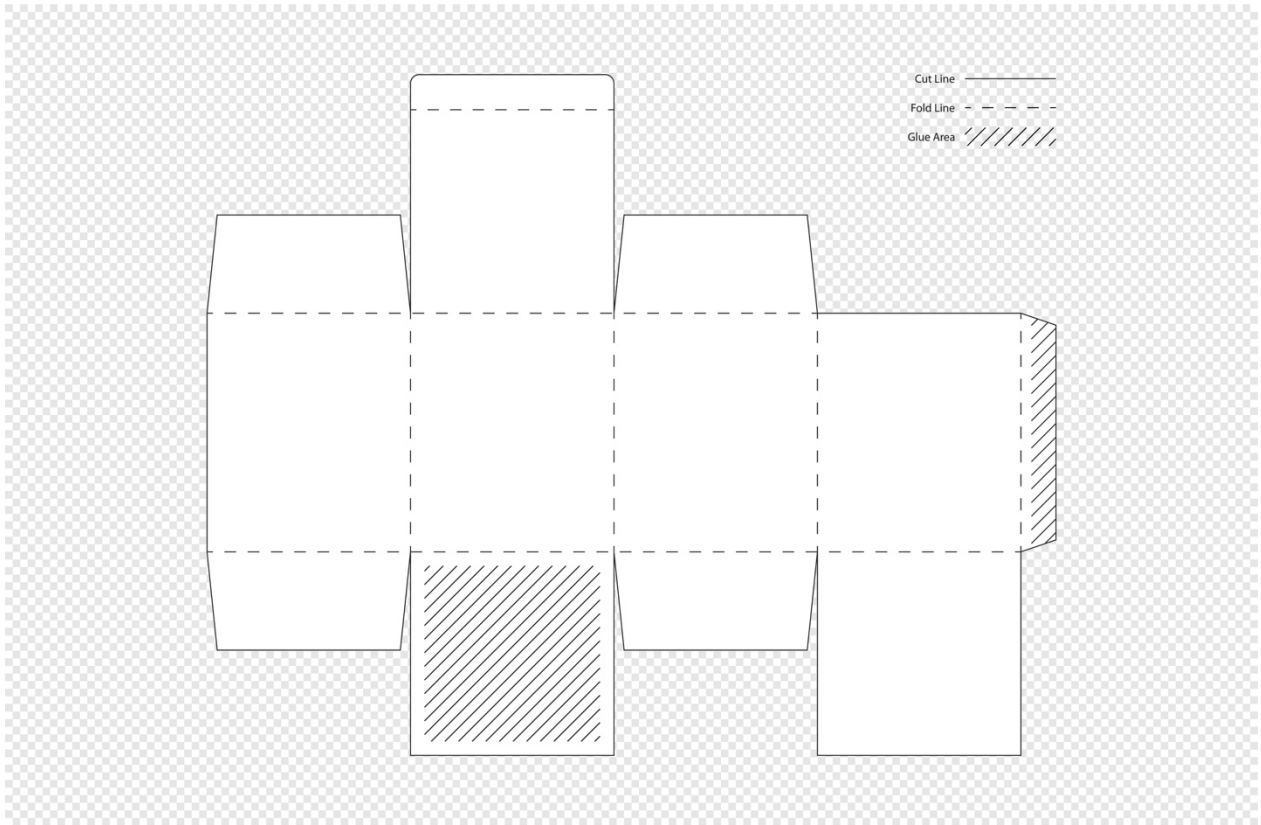
SLIDE 3

[Miellerie King logo]

Heading: Try it today!

Call to Action: Visit our website (link in profile) to order your jar of pure goodness.

13 SUPPLIED – DIELINE



honey-jar-dieline.ai