



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\_PS\_C2\_FR.docx
2. SCNC2024\_TP40\_S\_C2\_EN.pdf **OR** SCNC2024\_TP40\_PS\_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

Seeds Legacy Gardens is a specialty seed company dedicated to preserving and sharing the stories of rare, unique, and flavorful heirloom fruits and vegetables. Born from a desire to protect the diverse heritage of garden plants, Seeds Legacy Gardens seeks to reconnect gardeners with varieties that have been cultivated for centuries. This seed company is a passion project for its founders—a group of agricultural historians, farmers, and chefs—who believe that every heirloom plant tells a story of resilience, adaptation, and taste that goes beyond modern, mass-produced varieties.

Seeds Legacy Gardens curates an impressive collection of seeds for gardeners who want to grow more than just food; they want to cultivate history. Customers can find unique vegetables like the “Dragon Tongue Bean” from the Netherlands, “Paris Market Carrot” with its round, sweet roots, and “Purple Bumblebee Tomato,” famous for its zesty flavor and dark variegated flesh. Each seed packet includes the story of the plant, including details about its origin, traditional uses, and ideal growing conditions. This connection to history appeals to those who value authenticity, flavor, and the traditions embedded within gardening.

## 3 DESCRIPTION OF PROJECT AND TASKS

As the graphic designer chosen to brand and promote the Seeds Legacy Gardens, you are being tasked to complete three separate but related products.

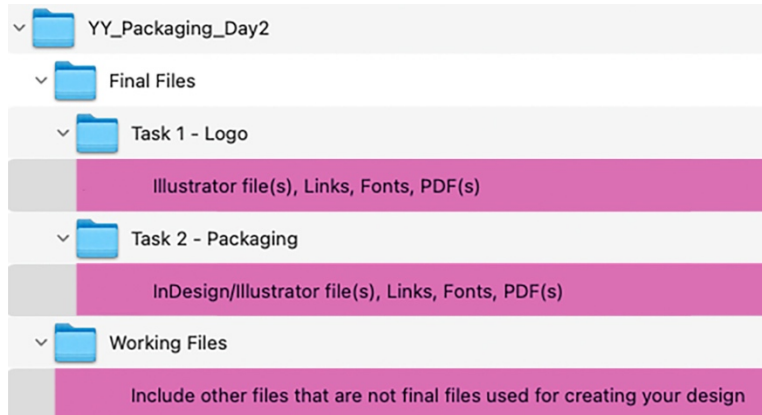
You will create:

- A logo for Seeds Legacy Gardens
- 5 packages of seeds

## 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) on all printouts for delivery to your workstation and marking (the number should be included outside of the artwork area whenever possible).

#### 4.5 About Image/Graphics Marking for All Tasks

The colour mode, profile, 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.

## 5 TARGET MARKET

### 5.1 Demographics Profile

- **Age Range:** The primary customer base typically falls between 25–55 years, with a secondary market among retirees aged 60 and above who engage in gardening as a hobby.
- **Education:** Varying levels of education
- **Income:** May vary depending on the target market
- **Occupations:** Key occupations include professional farmers, agricultural entrepreneurs, gardeners, landscapers, and environmentally conscious consumers interested in growing their own produce.
- **Geographic:** The market spans rural, semi-urban, and suburban areas. In rural regions, large-scale farmers dominate, while urban and suburban areas show interest from small-scale growers and hobbyists who practice urban gardening

## 5.2 Demographics Profile

- **Health-conscious consumers:** Individuals prioritizing fresh, nutrient-rich foods to support a healthy lifestyle.
- **Food enthusiasts:** Those who enjoy experimenting with home gardening to elevate their cooking experiences.
- **Organic and ethical product advocates:** Consumers dedicated to environmentally friendly practices and sustainable food sources.
- **Gourmet and culinary enthusiasts:** Chefs and food lovers seeking high-quality seeds to cultivate specialty crops for unique, flavorful dishes.

## 5.3 Brand Concepts

Seeds Legacy Gardens 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 package labels:

- **Authentic:** Our seeds are a testament to authenticity, embodying the pure essence of nature. Carefully selected from trusted sources, they reflect the true heritage of diverse vegetable varieties.
- **Ethical:** We believe in doing what's right. From fair trade practices to eco-conscious sourcing, our seeds are grown and distributed with respect for people and the planet.
- **Artisanal:** Each seed carries the touch of craftsmanship. Through an artisanal approach, we ensure exceptional quality and a connection to the artistry of traditional farming.
- **Sustainable:** Sustainability is our promise to future generations. Our seeds are cultivated with methods that support biodiversity and preserve the environment for a thriving tomorrow.

## **6 TASK 1: LOGO DESIGN — DUE BY 11 AM**

You are to create a new logo for “Seeds Legacy Gardens”. 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.pdf. The logo must have 3 SPOT colors (white is not permitted as a color). Colors should be solid colors no transparencies. An Adobe Illustrator file containing all the PANTONE Coated swatches has been provided for you to select your 3 SPOT colors 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: Seeds Legacy Gardens (not case-sensitive)

#### **6.1.2 YY\_Logo.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 Colors (may include Process Black as one of those colors, while white is not permitted as a color).
- MUST use 100% opacity for 3 SPOT colors (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)

Document size: 8.5" wide × 11" high

Pages: 1 artboard/page

Colors: 3 Spot Colors (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" × 12.5" mounting board. Ensure that you include your competitor number on the back of the mounting board.



## **7 TASK 2: PACKAGE SEEDS (5 DIFFERENTS SORTS)**

The design of our seed packages is thoughtfully crafted to inspire gardeners while reflecting the core values of our brand: authenticity, sustainability, and artisanal quality. Each package features vibrant, hand-illustrated artwork showcasing the beauty and uniqueness of the vegetable or herb it contains. The designs are rich in detail, celebrating the natural allure of every seed variety.

Made from eco-friendly, recyclable paper, the packages are designed to minimize environmental impact while providing durability and protection for the seeds. The color palette is inspired by the essence of variety, ensuring every package stands out while maintaining a cohesive brand identity.

The reverse side includes clear, easy-to-follow planting instructions, care tips, and harvesting guidelines. It also provides a brief description of the variety's unique traits and benefits, connecting gardeners to the story behind each seed.

These seed packages are more than functional—they are designed to inspire a connection to the earth, inviting gardeners to cultivate a greener, more beautiful world.

### **7.1 Requirements**

#### **7.1.1 Seeds Dieline/Packages Requirements**

- MUST have dieline in Adobe Illustrator; packaging CAN be designed in Illustrator or InDesign.
- 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 and fold lines.
- MUST have dieline on its own separate layer, above all other artwork, set to overprint.
- MUST have Dieline Spot set to a magenta colour, and named called Dieline (not case-sensitive).
- 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 Seeds Legacy Gardens logo. Outline of black or white, around full colour logo is permitted (if needed).



- MUST include a minimum of 5 supplied images across 5 seed packages (at least 1 unique image per seed package) (modifications permitted).
- MUST use all five barcodes provided at 100% size, must be 100% black, and white quiet zone preserved.
- MUST use the recycle logo at 100% size and must be 100% black or 100% white.
- MUST use Nature Product logo, must be in the original color, 100% white, or in 100% black.
- CAN include other/additional/original vector elements.
- NO artwork permitted in the identified glue area(s).

## **7.2 Technical Specifications**

Document format:	Adobe InDesign or Adobe Illustrator (Package Design)
File naming:	YY_Package.indd OR YY_Package.ai OR YY_Package.pdf (case-sensitive, YY represents your competitor number)
Document size:	11" × 8.5"
Artboards/Pages:	5 (one per seed variety)
Colours:	CMYK + 1 DIELINE Spot
Bleed:	0.125" exact value (if needed)
ICC profile:	U.S. Sheetfed Coated v2
Resolution:	266 PPI at 100% in InDesign or Illustrator
Paper:	11" × 8.5", 80 lb

### 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 (5 pages) with the artwork (including bleed), dieline, and PDF layers intact. Your competitor number should also be included in a corner within the artboard/page size, but outside the artwork.
- 5 × printouts (one of each seed variety) with the artwork (including bleed) and dieline. Include your competitor number in a corner of the printout.
- 5 × assembled mock-ups (one of each seed variety).

## 8 SUPPLIED – IMAGES (Chioggia Beet)



ChioggiaBeet\_01.jpg



ChioggiaBeet\_02.jpg



ChioggiaBeet\_03.jpg



ChioggiaBeet\_04.jpg



ChioggiaBeet\_05.jpg



ChioggiaBeet\_06.jpg



ChioggiaBeet\_07.jpg



ChioggiaBeet\_08.jpg

## 9 SUPPLIED – IMAGES (Dragon Tongue Bean)



DragonBean\_01.jpg



DragonBean\_02.jpg



DragonBean\_03.jpg



DragonBean\_04.jpg



DragonBean\_05.jpg



DragonBean\_06.jpg



DragonBean\_07.jpg



DragonBean\_08.jpg



## 10 SUPPLIED – IMAGES (French Breakfast Radish)



FrenchRadish\_01.jpeg



FrenchRadish\_02.jpg



FrenchRadish\_03.jpg



FrenchRadish\_04.jpeg



FrenchRadish\_05.jpg



FrenchRadish\_06.jpg



FrenchRadish\_07.jpeg

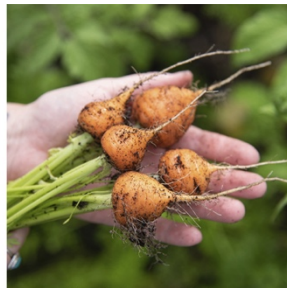


FrenchRadish\_08.jpg

## 11 SUPPLIED – IMAGES (Paris market Carrot)



MarketCarrot\_01.jpg



MarketCarrot\_02.jpg



MarketCarrot\_03.jpg



MarketCarrot\_04.jpg



MarketCarrot\_05.jpg



MarketCarrot\_06.jpg



MarketCarrot\_07.jpg



## 12 SUPPLIED – IMAGES (Purple Bumblebee Tomato)



PurpleTomato\_01.jpeg



PurpleTomato\_02.jpg



PurpleTomato\_03.jpg



PurpleTomato\_04.jpg



PurpleTomato\_05.jpeg



PurpleTomato\_06.jpg



PurpleTomato\_07.jpg



PurpleTomato\_08.jpg

## 13 SUPPLIED – IMAGES (Garden)



Garden\_01.jpg



Garden\_02.jpg



Garden\_03.jpg



Garden\_04.jpg



Garden\_05.jpg



Garden\_06.jpg

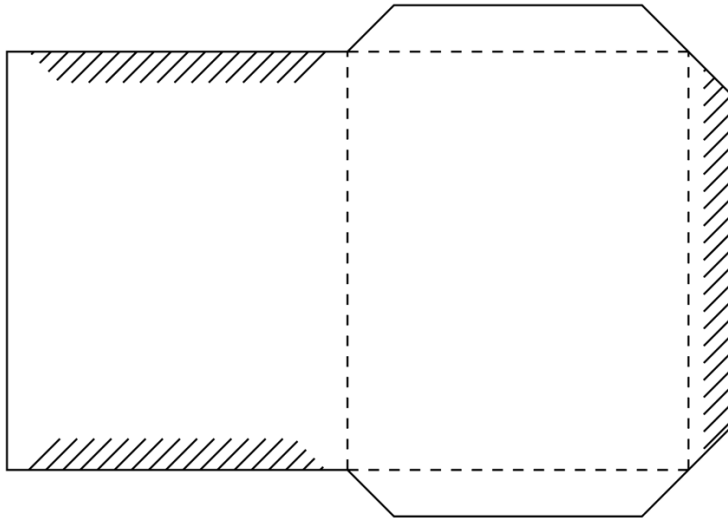


Garden\_07.jpg



Garden\_08.jpg

## 14 SUPPLIED – DIELINE (seeds)



————— Cut Lines      - - - - - Fold Lines      // // // // // Glue Area

## 15 SUPPLIED – VECTOR



1234567

1234567\_BarCode.ai



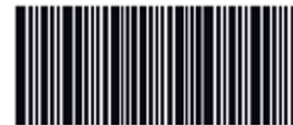
2345678

2345678\_BarCode.ai



3456789

3456789\_BarCode.ai



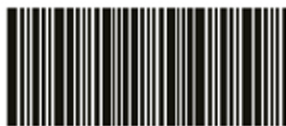
4567891

4567891\_BarCode.ai



5678912

5678912\_BarCode.ai



6789123

6789123\_BarCode.ai



NatureProduct\_logo.ai



Recycle\_logo.ai

## 16 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.

### PACKAGE SEEDS 5X / POCHETTES DE SEMENCES 5X

A least 1 unique image per seed package / Au moins 1 image par paquet de semences

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#### CHIOGGIA BETT (PACK 1)

FRONT Images and Text / Textes et images:

[NatureProduct\_logo.ai] — Colour\_reverse, black, white or all colours

[SeedsLegacyGarden\_logo.ai] — Colour\_reverse, black, white or all colours

Chioggia Beet  
Heirloom Seeds

20 grams

BACK Images and Text / Textes et images:

[1234567\_BarCode.ai] — black

[Recycle\_logo.ai] — black

[NatureProduct\_logo.ai] — Colour\_reverse, black, white or all colours

Chioggia Beet

This Italian beet variety is famous for its concentric red-and-white rings when sliced.

Days to Harvest: 55

Sweet, flavored roots are an unusual red and white color. Luscious green leaves with red stems are tastier than many spinach varieties.

Sowing: Sow seeds every 2 weeks from early spring once soil has warmed to 7°C (45°F) until mid-July.  
Thinning essential for proper root formation.

Planting Depth 1 cm (1/2")  
Seed Spacing 2.5 cm (1")  
Row Width 60 cm (24")



Packed in Canada

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### PARIS MARKET CARROT (PACK 2)

FRONT Images and Text / Textes et images:

[NatureProduct\_logo.ai] — Colour\_reverse, black, white or all colours

[SeedsLegacyGarden\_logo.ai] — Colour\_reverse, black, white or all colours

Paris Market Carrot  
Heirloom Seeds

20 grams

BACK Images and Text / Textes et images:

[4567891\_BarCode.ai] — black

[Recycle\_logo.ai] — black

[NatureProduct\_logo.ai] — Colour\_reverse, black, white or all colours

Paris Market Carrot

The Paris Market carrot is a small, round variety with a bright orange color, resembling radishes in shape.

Days to Harvest: 90

These small, orange, nearly spherical carrots about the width of a dollar coin. Paris Market are easy to grow, even in fairly heavy soils. This little gem is sometimes listed as Parisian Market.

Sowing: Direct sow winter-harvest carrots (where winters are mild) in the first two weeks of August. Seeds may take as long as 14-21 days to germinate.

Planting Depth 2.5 cm (1")

Seed Spacing 1 cm (1/2")

Row Width 60 cm (24")

Packed in Canada

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### DRAGON TONGUE BEAN (PACK 3)

FRONT Images and Text / Textes et images:

[NatureProduct\_logo.ai] — Colour\_reverse, black, white or all colours

[SeedsLegacyGarden\_logo.ai] — Colour\_reverse, black, white or all colours

Dragon Tongue Bean  
Heirloom Seeds

20 grams

**BACK Images and Text / Textes et images:**

[2345678\_BarCode.ai] — black

[Recycle\_logo.ai] — black

[NatureProduct\_logo.ai] — Colour\_reverse, black, white or all colours

Dragon Tongue Bean

This Dutch heirloom bean is visually striking, with cream-colored pods marked by vibrant purple streaks.

Days to Harvest: 65

Technically a wax bean until it develops its purple streaks, this beautiful Dutch heirloom is wonderful to eat fresh, or to save and use as dried beans. Dragon Tongue bush bean seeds are also known as Merveille de Piemonte.

Sowing: If the weather is too wet, beans can also be started in pots indoors and set out carefully a few weeks later. For a continuous harvest, plant at 3 week intervals.

Planting Depth 5 mm (1/4")

Seed Spacing 6 cm (2 1/2")

Row Width 60 cm (24")

Packed in Canada

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**FRENCH BREAKFAST RADISH (PACK 4)**

**FRONT Images and Text / Textes et images:**

[NatureProduct\_logo.ai] — Colour\_reverse, black, white or all colours

[SeedsLegacyGarden\_logo.ai] — Colour\_reverse, black, white or all colours

French Breakfast Radish  
Heirloom Seeds

20 grams

**BACK Images and Text / Textes et images:**

[3456789\_BarCode.ai] — black

[\[Recycle\\_logo.ai\]](#) — black

[\[NatureProduct\\_logo.ai\]](#) — Colour\_reverse, black, white or all colours

### French Breakfast Radish

This small, elongated radish is red with a white tip, making it easy to spot in photos.

Days to Harvest: 65

Bright rose scarlet at the top with white blunt tips. This variety has been in cultivation since the 1880s, which speaks to its reliability, flavour, and charm.

Sowing: Radishes can be grown all season but they're easiest when sown just after the last frost date and again at the end of summer and into the fall.

Planting Depth 5 mm (1/4")

Seed Spacing 6 cm (2 1/2")

Row Width 60 cm (24")

Packed in Canada

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## PURPLE BUMBLEBEE TOMATO (PACK 5)

### FRONT Images and Text / Textes et images:

[\[NatureProduct\\_logo.ai\]](#) — Colour\_reverse, black, white or all colours

[\[SeedsLegacyGarden\\_logo.ai\]](#) — Colour\_reverse, black, white or all colours

Purple Bumblebee Tomato

Heirloom Seeds

20 grams

### BACK Images and Text / Textes et images:

[\[5678912\\_BarCode.ai\]](#) — black

[\[Recycle\\_logo.ai\]](#) — black

[\[NatureProduct\\_logo.ai\]](#) — Colour\_reverse, black, white or all colours

Purple Bumblebee Tomato

Slightly elongated little cherries with the most outrageous striping in lime green and bronzy-purple.

Days to Harvest: 70

Super cute red cherry tomatoes with purple stripes. The sweet round fruits have excellent flavour and grow to a uniform 4cm (1.5") across.

Sowing: Start indoors in early spring over bottom heat. When seedlings germinate, remove from the heat and grow under bright lights.

Planting Depth 6 mm (1/4)  
Seed Spacing 2.5 cm (1")  
Plant Spacing 60-90 cm (24"-36")

Packed in Canada