

Final Evaluation

I am starting off my evaluation by checking my prototype against my brief & specification!

Does my final product answer the design brief and the final product specification?

For my project I was asked to design and make packaging and promotional material for the launch of a new childrens DVD. My final product answers the brief and final product specification

DVD COVER - 'I want my DVD cover to be appealing towards a younger audience. It must be colourful and attractive.' I have used appropriate colours with an eye catching font which suits a younger audience.

'It must include all relevant information, and eye catching illustrations.' I have included a:

- blurb
- certificate eg: PG
- Colourful, relevant images that would be interesting for younger children.
- A list of special features.

DVD PACKAGING: 'I want my packaging to be the correct size to hold the DVD case.'

My DVD packaging is the right size to hold a DVD case and a free toy, however the size of the packaging is slightly too big.

'The packaging must hold a toy inside and have a window to see the toy.'

I have a window for the viewing of the toy with bright, colourful illustrations around the side.

CHANGES I HAD TO MAKE: I had to make a change to the layout of my first DVD cover. Certain text had to be resized and images had to be moved in to make the illustrations more central on the cover. I also had to make a few changes on the sizing of my net design as when I did my mock up at first the design was too big.

TIME - The DVD cover took up a lot of time as it was a case of Drawing, colouring & cutting images and Scanning them into the computer. I used a mix between Corel Draw essentials to edit images and enhance colours. I printed my final piece twice and moved objects around on the page several times.

It also took a lot of time producing my packaging as I had to print objects out them out and stick them on the next accurately.

MATERIALS: The DVD cover and packaging were both made of card which I thought would be appropriate for my product because it's firm but easy to fold as a net. I also used laminate sheets to finish off my packaging however this did not finish as well as I had hoped as it creased very easily.

DVD

Tools:- Originally I was going to use 2D design tools to produce my net as it is much quicker and ~~more~~ makes an accurate design. However I did not, I had to do it by hand by which took much longer to do.

I also used the computer a lot with programs such as:

- Coral draw essentials
- Adobe Art
- Power point.

Equipment:- I use suitable equipment to help me with both my designing and making. I have listed my materials in my 'Tools & materials'.

Processes:- I think my processes work quite well because they followed each other well. I produced many designs for my DVD cover and developed them, with use of a questionnaire to help me produce my final.

I then developed my front cover to produce designs for the back of my DVD cover. Once I had produced a final cover design my packagings were easier as it mainly evolved developing my cover to Design.

This was because I wanted my packaging to have similarity to the cover. I could have improved the development stage for my packaging developing by including pictures but instead I mainly

focused on layout plans. My mock-up helped me with my packaging design as it made sure the net design was accurate and looked how I wanted it to. I found the DVD cover easier to produce to size as I created a stencil on computer, of the right measurements.

POSSIBLE METHOD PRODUCTIONS:- If had to produce my packaging again I would plan my method more clearly with more accuracy of time and STEP BY STEP methods.

Improvements:- The main improvements that I made to my DVD cover ~~could be~~ was the layout and the different images and sizing of the text. If had to change anything about my packaging it would be to re-do the laminate covering. I would have used 2D designs and cut it neatly to make it more accurate and professional.

In my work I used a great amount of ICT skills. I made use of the scanner, the internet and a wide range of computer software, listed on my 'tools & materials'.

DVD