

Package Design: Starbucks Seasonal Cups



Design the outside of 2 complimentary Grande (16oz) disposable paper cups for hot beverages at Starbucks. Design imagery is inspired by Valentine's and using the template provided. Use a CMYK color scheme and imagery that relates to your topic. Must include the Starbucks logo; no smaller than 1 inch (provided) the barista checklist (provided), as well as the caution disclaimer; "Careful, the beverage you're about to enjoy is extremely hot." Designer's choice for vector or raster graphics as long as the design resolution (300ppi) and quality is considered and final artwork fits the template.

All design work must reflect that the final product is a cone shape and will wrap around the cup.

All artwork must be original student work; no Internet images or photography can be used.

Starbucks 2022 themed cups

Step 1: Once you have brainstormed ideas and done your sketches, open the Cup Template.ai from your Assignments folder.

Step 2: To create a background, you can duplicate the "Outline" layer. The duplicate will get NO outline and the fill of your choice.

Step 3: Create a new layer called 'logo.' File>Place starbuckslogo.tif. Hold shift and re-size as desired (final size must NOT be less than 1" diameter, use rulers to check this).

Step 4: Create a new layer called 'checklist.' Open Cup Check List.ai and follow the directions there.

Step 5: Use the "artwork" layer to create your design. You may use the shape tool, the pen tool, text tools, etc. to create your work. **You may not use Image Trace or Symbols**, all artwork must be your own. Anything that is supposed to be perfectly vertical must align to the 'vertical' lines on the grid, they show how the verticals change as the design wraps around the cup. Use additional layers if needed.

Step 6: Near the bottom of the cup, use the pen tool to create a curve that matches the curve of the grid. Use "type on a path" to type out: **"Careful, the beverage you're about to enjoy is extremely hot"** in a clear, sans-serif font.

Step 7: Hide any layers that are no longer needed (grid, etc). Save as **"Starbucks_First_Last1.pdf"** and **"Starbucks_First_Last2.pdf"** to myTurn In tab on the class website. Save as .jpg to put on your website. Create a 3D comp in Photoshop for each design and save as .jpg for your site as well. Complete rubric/evaluation and turn it in.