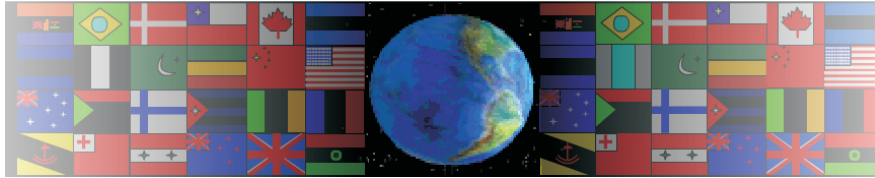# BARCODES

V.Ryan © 2000 - 2008

On behalf of The World Association of Technology Teachers

W.A.T.T.

World Association of Technology Teachers

The 'Barcodes Exercise' can be printed and used by teachers and students.   It is recommended that you view the website section 'Graphics' (www.technologystudent.com) before attempting the design sheet .
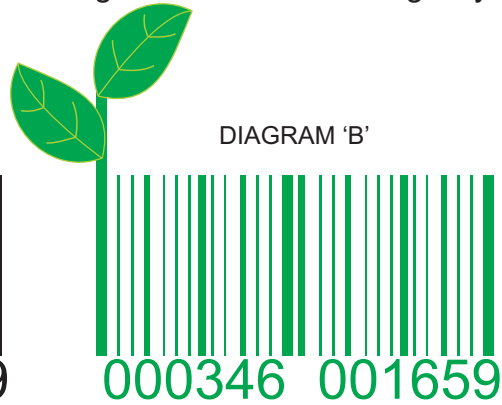
BARCODES

Barcodes are usually overlooked by the customer. They appear boring and are rarely part of the design work for the package. The two examples below where taken from the packaging for tea. Diagram 'A' shows the normal way of displaying a barcode, black and white strips and numbers. Diagram 'B' shows a more imaginative way of displaying the same barcode as it incorporates graphics/images relating the product, in this case tea leafs.

Do you think diagram 'B' is a more imaginative and interesting way of presenting barcodes?

DIAGRAM 'A'   DIAGRAM 'B'

000346 001659   000346 001659

The barcode shown opposite could be used on the packaging of mobile phones. Adding an image or symbol does not alter the barcode at all, it can still be scanned at the checkout.

Designs can be added to barcodes but only if they do not interfere with the barcode lines and numbers.

What do think of the layout of this barcode?

000346 001659

This barcode has been designed for a florist. Grass and wild flowers have been added to the basic barcode so that it fits in with the shop theme.

What do think of the layout of this barcode?

000346 001659

The barcode layout shown below has been designed for the packaging of a toy / model car. The barcode shape has been altered slightly but there is enough to scan. The barcode appears from the exhaust and the numbers are in place below it. Design your own version.

000346 001659