

BARCODES -SELF ASSEMBLY DECORATIONS - PARTY PACK DESIGN



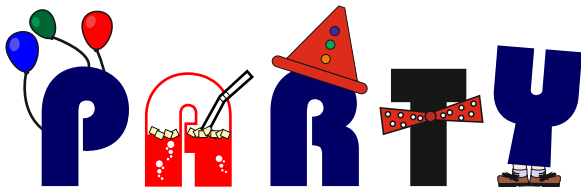
A plain barcode is seen opposite. Barcodes are usually found on the side of packaging. They are used at the cash register (check out) to track the sale of goods and to register the cost of the product being purchased.

Barcodes are often not regarded as a design feature. However, some graphic designers see the design of a barcode a design opportunity.

This barcode has been designed for the packaging of party packs that include self assembly decorations. A clown has been added as this follows the theme 'Party Time'. The barcode is still clear, so that it can be scanned accurately at the check out.



What do you think of the barcode design?



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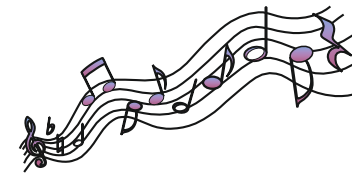
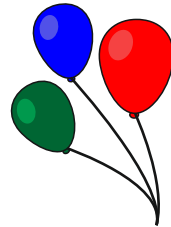
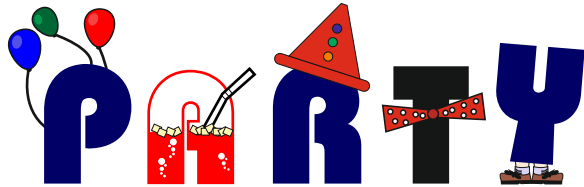
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EXAMINATION QUESTION



The bar code seen opposite is very plain consequently the layout is to be redesigned for a Party Pack, that contains self assembly decorations. The new layout must reflect a party atmosphere although the bars of the bar codes must be presented exactly as seen opposite.

A selection of party images are seen below. These will help you design the new layout to the bar code although you can use your own images. You are to produce two designs for the new bar code layout in spaces 1 and 2 seen at the bottom of the page. Include colour and shade.



1.



2.

