

STARBUCK CUP DESIGN

SLIDESHOW

Grade Level: 9 -12

Duration: 5 classes, 76 minutes

Materials:

- Supplied templates
- Adobe Illustrator and or Photoshop

Media: Anything you choose,

Lesson Objectives: [See Curriculum Expectations Checklist](#)

By the end of this lesson students will have an understanding of the following concepts:

- Graphic Design & Illustration with Adobe Illustrator
- Creative Communicator Students: Innovative Designer Students: Knowledge Constructor

Vocabulary:

Design, Theme, Icon, Branding

Introductory Activity

Discuss, the History of the STARBUCKS logo, how and why it has evolved over the years. Introduce the **Starbucks White Cup Challenge** and the Starbucks **SEASONAL RED Cup Challenge**

Lesson Process

- 4 sketches of possible Ideas
- Final Design



Starbucks' White Cup Contest Challenged Customers to Make Art on Cups

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Earlier this spring, the Starbucks White Cup Contest got started, asking people to submit their creative coffee cup doodles to Instagram and Twitter with #WhiteCupContest. With its minimal branding, Starbucks cups are the perfect blank canvas for creatives to draw on. Plenty of Starbucks' customers do this on their own, so the choice to hold a cup design contest seems like a smart one.

With nearly 4,000 submissions that came in over just a few weeks, Starbucks has just announced that the design by 20-year-old Brita Lynn Thompson is the winner. Thompson's artful cup creation was quite

spontaneous and began with a zig zag line around the bottom of the cup. Now, as the winner of the

competition, her design will be printed on Starbucks' limited-edition reusable white plastic cups and will be made available for sale online this fall.

More of the creative designs can be seen on the [Starbucks White Cup Contest Pinterest board](#).

Laura McQuarrie — June 24, 2014 — Marketing

References: [blogs.starbucks](#) & [ifitshipitshere](#)

<https://stories.starbucks.com/stories/2016/starbucks-invites-customers-to-create-red-cup-art/>

Package Design: Starbucks Seasonal Cups

Design the outside of a Grande (16oz) disposable paper cup for hot beverages at Starbucks. Design imagery for either spring or summer using the template provided. Use a CMYK color scheme and imagery that relates to that season. 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 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 2013 winter cups

Step 1: Once you have brainstormed ideas about spring or summer 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, the brush menu, live paint, 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_Last.ai" to your Turned In folder. Complete "Starbucks evaluation.doc" in your Assignments folder, and save it to your Turned In folder as well.

COFFEE CUP DESIGN

A R T I N T O L I F E

coffee cup design project

Product designers are constantly re-thinking and re-working logo designs for major companies who pay them to be innovative and create recognizable, eye-catching artworks. (think of your local coffee shop coffee cups - different at Christmas, for charities, seasons etc)



YOUR BLANK CANVAS!



Customers are supposed to be engaged by the **artwork itself**, as well as **the concept** (CampDay sales are meant to help send kids to camp) and want to buy the product.

For this project you're going to be working with a major **THEME/TOPIC** of your choice, and you'll be designing coffee cups to showcase this idea.

This is mainly a drawing-based project, but you may use any materials you need - just make sure your use of materials compliment your theme and concepts.

[AS ALWAYS: **MEDIUM (MATERIALS) = MESSAGE** these work together!]

The coffee cup itself will be designed, as well as the coffee sleeve for it - but anything else you want to incorporate is optional (stirring stick, spoon, ETC!)

BE CREATIVE! Make your design unique and eye catching.

Options to consider:

- cutting into the sleeve
- adding text
- designing a logo/working with an existing logo
- working in the round!
- creating an extra design element inside the cup
- incorporating the lid ETC! (the possibilities are endless)

STEP 1

- create four mini thumbnail drawings of potential designs
- ***you may want to include a brainstorm of your theme

STEP 2

- decide on your materials you'll be using & gather/experiment

STEP 3

- start your final coffee cup! **BE CREATIVE** and also keep in mind "**DESIGN DON'T DECORATE**"
- use the elements and principles of art!



Assessment

- Students are assessed using a rubric.
- Formative assessments are given to ensure understanding of the lesson.
- Sketchbook drawings are done first to informally see if students are grasping contour concepts.

WHITE CUP EVALUATION CRITERIA

- Submitted your favourite cup image link, found on google or Pinterest to the google classroom post
- Student used references, without directly copying
- Design works with the mermaid logo or incorporating or emphasizing the logo
- **elements** Incorporating the lid
- Design is creative “design don’t decorate”
- Ability to work in the round
- Design demonstrates the use of elements and principles of art.
- Good application of chosen media
- Finished cup is clean and professional

Resources

<https://damowardblog.wordpress.com/tag/environment/>.

[Starbucks Cup](#)

<http://www.ifitshipitshere.com/starbucks-unveils-white-cup-contest-winning-design/>