Campbell’s Soup Cans

Overview: In the early sixties Andy Warhol painted Campbell’s soup cans for his first art exhibit and the whole art world was turned upside down. Now, some 50 years later in graphic design you will create a Campbell’s soup can label of your own and adhere it to an empty can. Use the following criteria to complete the assignment.

Criteria: Students will be able to...

- Use Photoshop or Illustrator to complete the assignment. Create a new document in CMYK because we will be printing these.
- Download the Quincho Scroll font (or something like it) from www.dafont.com and create use it in Photoshop/Illustrator.
- Measure and size the label to the correct dimensions.
- Create THREE different sketches of your label.
- Make the can “your own” while still preserving the original look of the Campbell’s Soup label. Create a different flavor, colors, make the text off register, etc.
- Add a quote by Andy Warhol on the label.
- Print and cut the label and adhere the label to the soup can.

Once again this project gives you the chance to think and work three dimensionally. Make sure that you take such items into account like if you are able to read the entire text from one view, the colors used, the font used, the resolution, and the color mode.

Time Line for Completing this Assignment.

- Research: What do you want the can to look like? What do they typically look like? What is the size of the label being used?
- Sketch: Create three different sketches of the label you will be designing in full color.
- Create: Use Photoshop and Illustrator to create your final label.