



# **Packaging Project Process Book**

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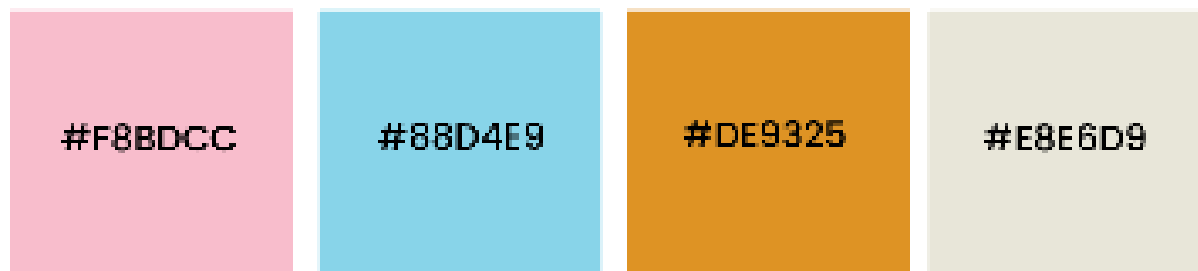
# Research

I began my design process by identifying my product and company. I decided to create a line of candy that is inspired by vintage classics, but has a modern twist. This line of candy will be sold in grocery stores, fairs, and candy shops.

I thought about how candy is typically stored, and I looked both online and in stores for inspiration for package shape and graphic design.



I then identified some colors I liked, and the feelings that they evoked, and chose my color palette based on how effectively they portrayed my brand's image. Originally I had imagined a bright color palette to evoke a fun, childlike feeling. I also imagined a muted, more vintage color palette to give off a more old timey vibe. Eventually I combined the two to create a light color palette that is still bright enough to feel fun.



Magic Retro

logo

Poppins

secondary

# Logo



## Starting logo

After identifying my color palette, I created a simple logo of type with an outline. I chose this font because of it has a modern retro feel.

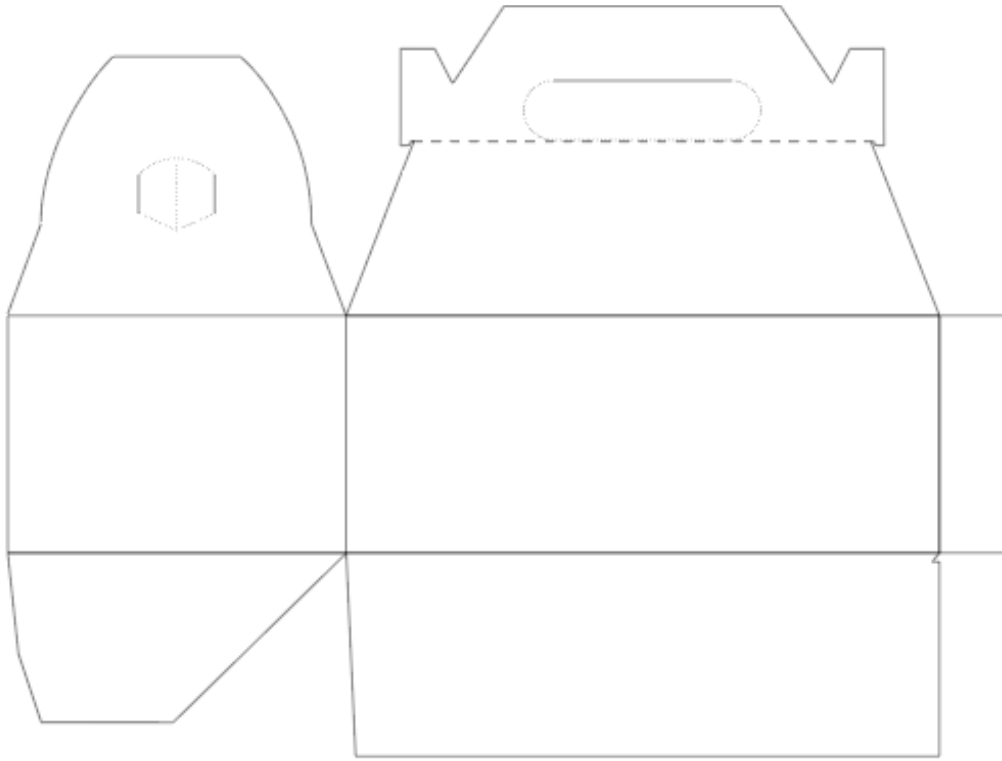


## Refined logo

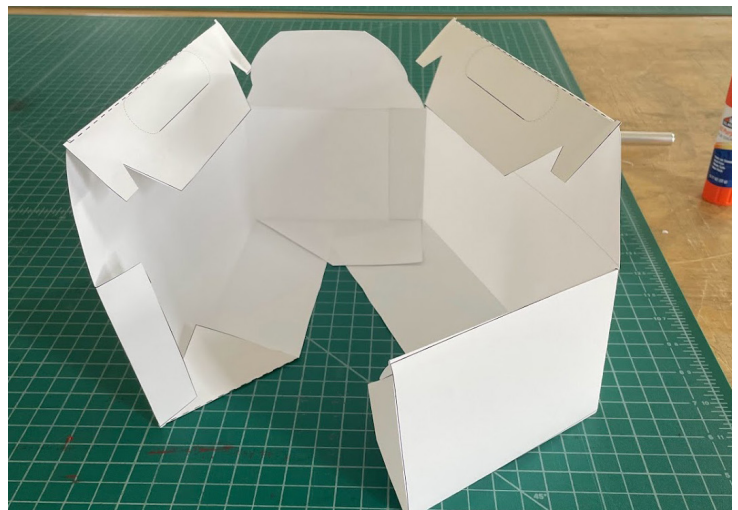
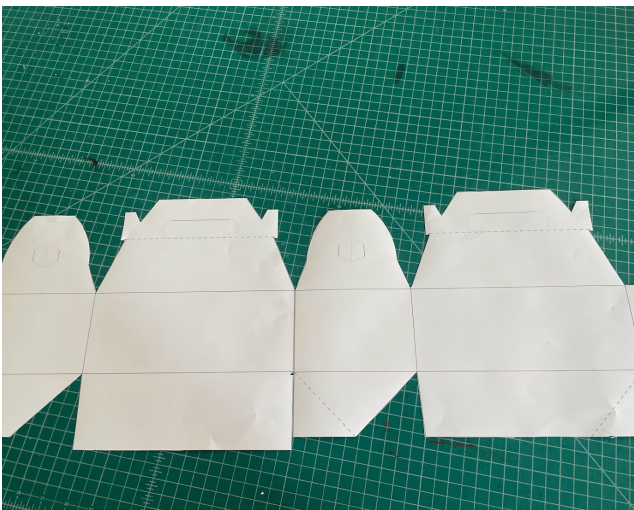
for my final logo, I rounded the corners and refined the edges to give it a softer feel, and opted for a white center to make it more versatile, and pop on colored backgrounds.

# First Iteration

side two



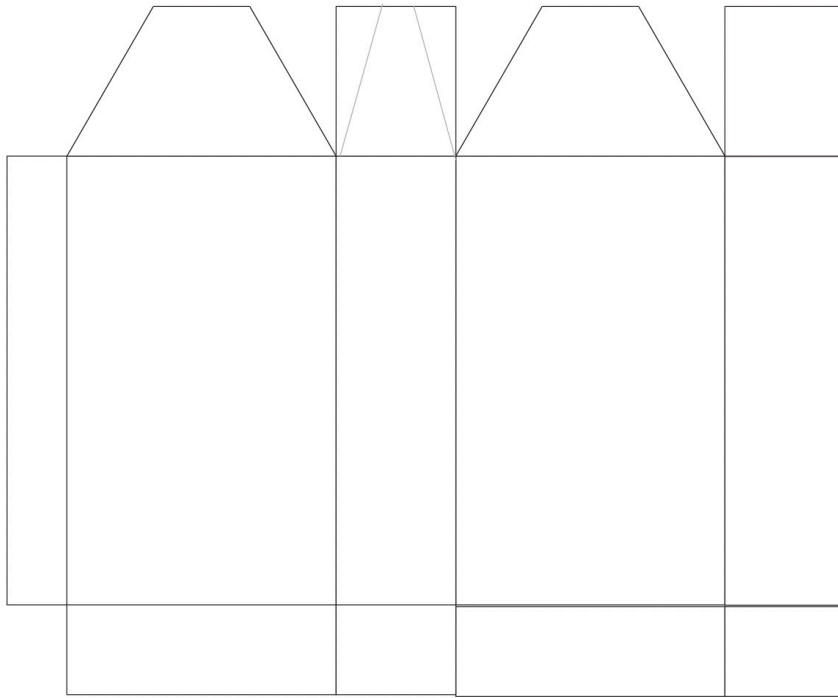
For my first iteration, I used the above box die to create my packaging. I had originally liked this style of box for candy because it was a reasonable size and was easy to carry. Below are some images of my first try at printing and assembling my package.





Above is my first iteration of the design. When I printed this box die out, I realized that this might not be the ideal shape for the design that I was going for. I felt like I needed a more vertical shape to work best with the mouth cutout. I did some research on various package shapes, and I began experimenting. This led me to my second iteration.

# Second Iteration



For my second Iteration, I created my own box die by measuring and folding paper, and then I drew it out on Illustrator, and printed it. I felt this shape worked better with my design, and fit my product better.





Above is the design of my second iteration. Some things I had changed from the previous iteration are of course the box die, but also several aspects of the design.

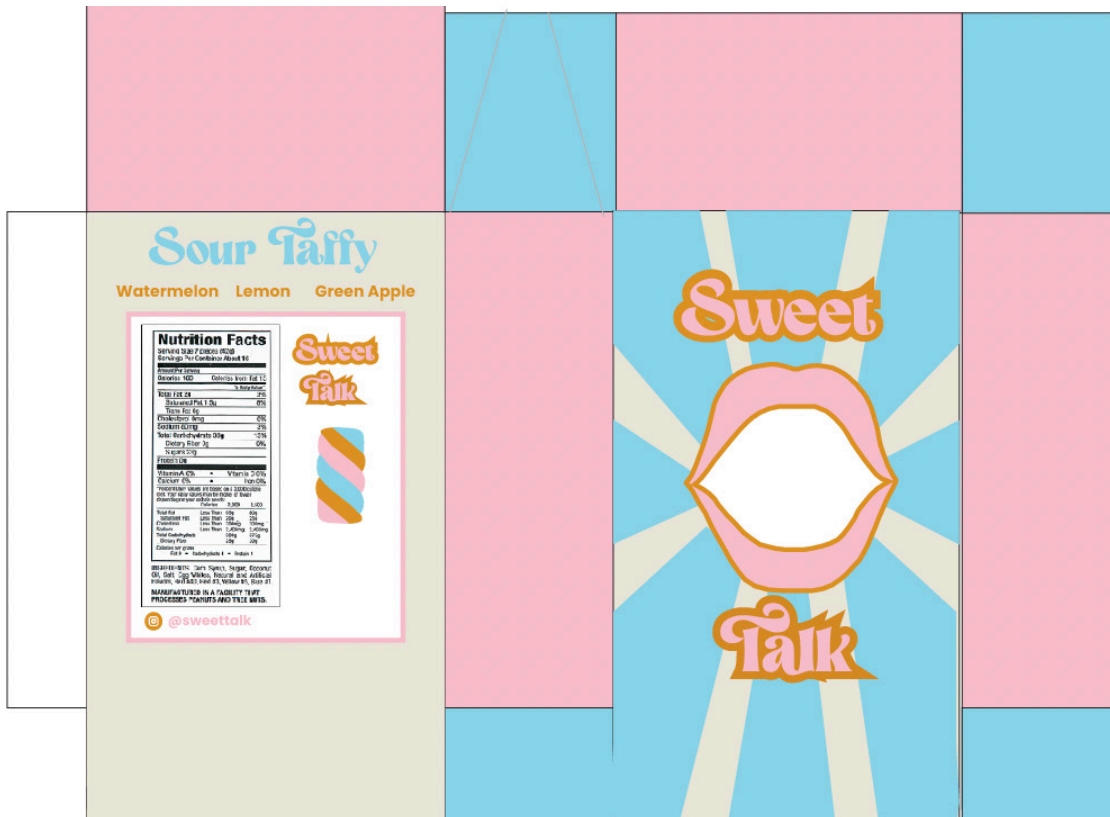
I added:

- The name of the type of candy. While this is a line of candies, I decided to do "sour taffy" for specific package. I also added the flavors.
- The nutrition label on the back, including the ingredients.
- The outline along the lips to make them pop from the background.

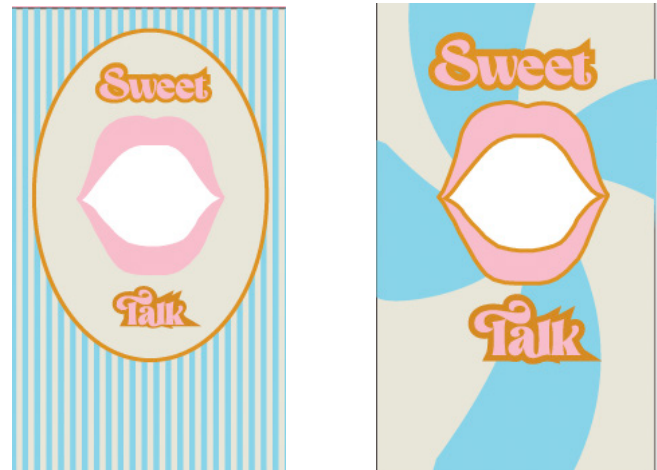
Overall, I found my second iteration to be far more effective than the first. During my critiques in class, I was able to get lots of feedback and figure out my next steps. Some things that were not working with this design were the checkered pattern: it did not connect with "candy" well, and the back of the box was very plain. I created a third iteration using these critiques.



# Third Iteration



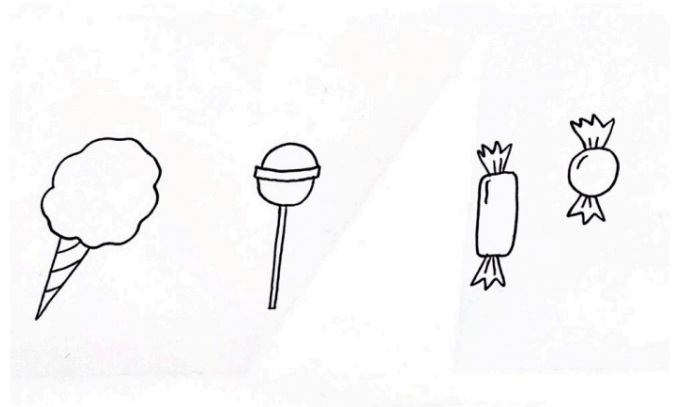
For my third iteration, I experimented with new patterns that I felt connected more to candy. While I was on the right track to thinking about patterns that connect to candy, my designs still looked very digital and plain, and something felt off. After feedback, I decided to make an illustration of a candy shop and draw little pieces of candy to make a pattern. This felt like the right step to take to create a very obvious connection to my product.



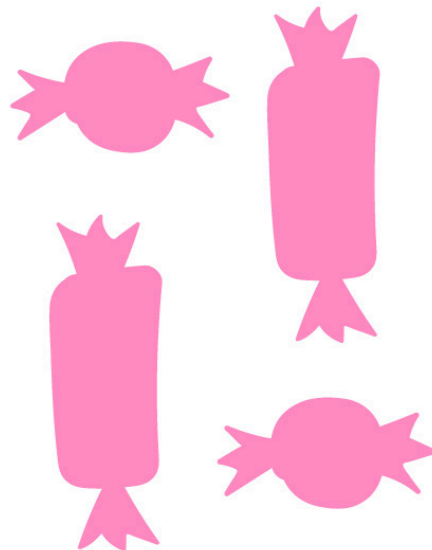
Above are some other patterns I experimented with.

# Fourth Iteration

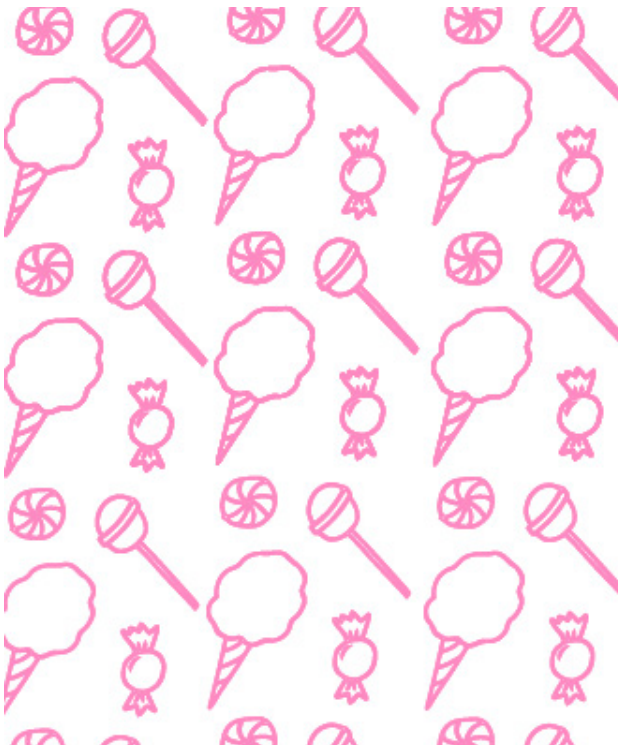
For my fourth Iteration, I sketched out some candy pieces on paper. I scanned the sketches onto illustrator and image traced them. Originally I filled in the outline of the candies to create a pattern. Using Procreate, I drew a candy shop for the back.



While this design did connect more with candy, the pattern was very structured, and did not match the randomness that a box of candy offers. The pattern also did not look like candy if someone saw it from far away.



Next, I reimage-traced my sketches, but this time left it as an outline. I also used multiple different types of candy and laid it out as a pattern.



While this pattern was an improvement, it still was very structured, and did not match the randomization of a poured out bag of candy. I remade the pattern, this time thinking of it more as a texture than a pattern. I varied the sizes and orientations of all the candy pieces.





# Final



Above is my final package design on Illustrator. From the last iteration, I slightly shifted the measurements of the die and a few small design tweaks.



To assemble my final package, I printed my design on a thicker piece of paper. I used an xacto knife and a bone folder to create neater edges and folds. I also put a layer of glitter on the lips. While I planned to do this to make the lips pop more, the glitter was a lot thinner than I anticipated, and was not as effective as I had hoped.

# Photography







**Sweet**

Sour Taffy

**Talk**









# Sour Taffy

Watermelon    Lemon    Blue Raspberry

**Sweet Talk**

Sweet Talk brings you back to the good old days with its delicious range of classic candy with a modern twist. Enjoy the nostalgia and sweetness of delicious candy while creating wonderful memories.

# Reflection

The concept for my design is packaging for a candy company that sells a line of different candies that are a modern twist on well-known classics.

A skill I learned in this process is the importance of printing between iterations. By doing this, I was able to notice things that I wouldn't when it was only on a screen. This especially goes for color too. Seeing my design printed really helped my process. I also learned a lot about how certain colors, patterns, textures, etc. can be associated with different

Something that I feel was a success about this project was my time management and desire for success. Because I am so interested in package design, I put in a lot of effort and hours into every detail of this project, and I think it shows in my final product. I also think my choice of font and color was successful in matching the vision I had for this brand.

The most difficult part of this project for me was making my design look cohesive throughout the entire package, on each side of the box. It was difficult to produce a design that used an effective mix of each color of my brand, and used an effective hierarchy. It was difficult to create a design that evoked the same feelings on each side of the box.

If I were to redo this project, I would do further research on how different products work with package shapes, and how different packaging can enhance a product. While I was able to learn this for my specific product throughout the process, it would be very helpful to do more research beforehand.

Overall, I was very excited for this project because of my fascination of package design. While it was a lot harder than I expected, I am proud of my final result. This was one of my first experiences of package design, and I feel I learned a lot through the process.



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