

FA/DESN3004

Package Design

Project 3



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F/W 2021-2022
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Table of Contents

Rationale	3
Sketches	5
First Buildings	7
Intital Layout/Concept Building	9
Dimensions & Typographic Exploration	26
Printouts	31
Photoshoot	33



Rationale

Rationale and Learning Process

My Project 3 is based off of a fictional makeup brand called “Yum Cha Beauty”. It focuses on the Chinese culture and cuisine of dim sum dishes as a set pack of 3 lipsticks for the 3 meals of the day, where each shade is for reapplying after eating. The theme behind my reBranding is to target east-asian users who are familiar with the culture, as well as those who want to learn more about the cuisine while using their everyday makeup products. I chose to package lipsticks for this project as I wanted to challenge myself to use something that is in my personal everyday life, and to create something for it that can also be connected into my Chinese cultural background.

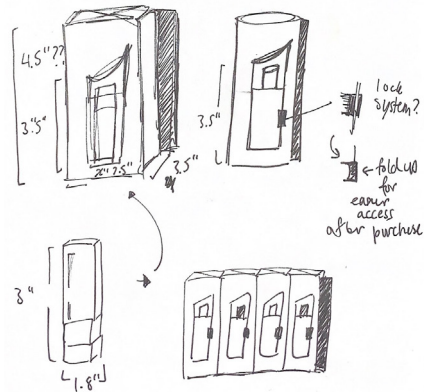
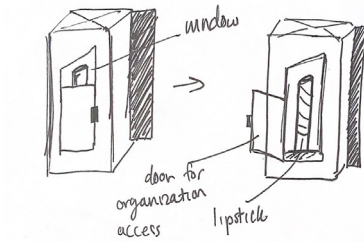
My reBranding uses illustrations to emphasize the beauty within the Chinese cuisine and dishes, in an attempt to enhance the beauty market as well.

My choice of colours were chosen to be seen as vibrant and simple to fit into the target audience of younger generations and the makeup community.

The use of typography in this package design is light and plays with the dim sum illustrations to create the brand identity of “Yum Cha Beauty”.

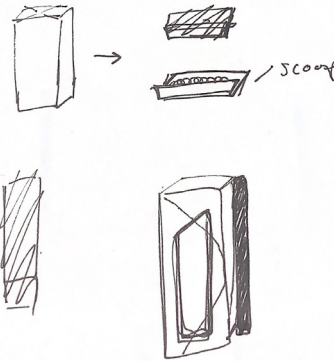
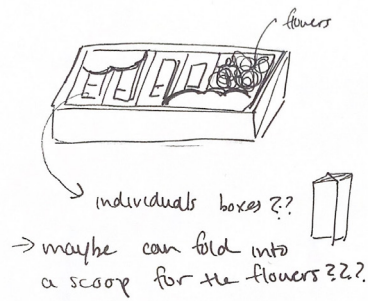
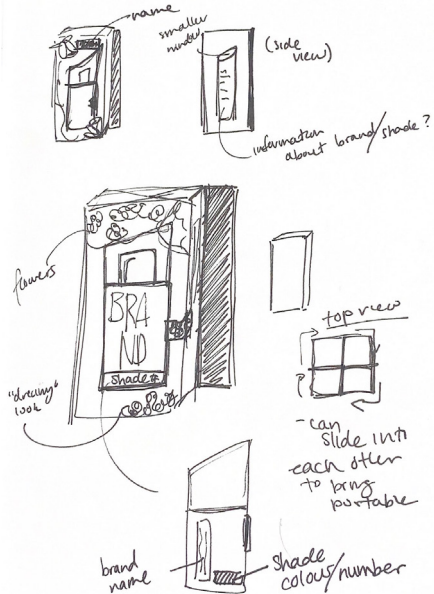
From this project, I found challenges in creating a constant theme while maintaining a visual style that executes my concept. However, I did learn to incorporate the things I have learned in past years to use the foundations of design and typography in my final package.

Sketches



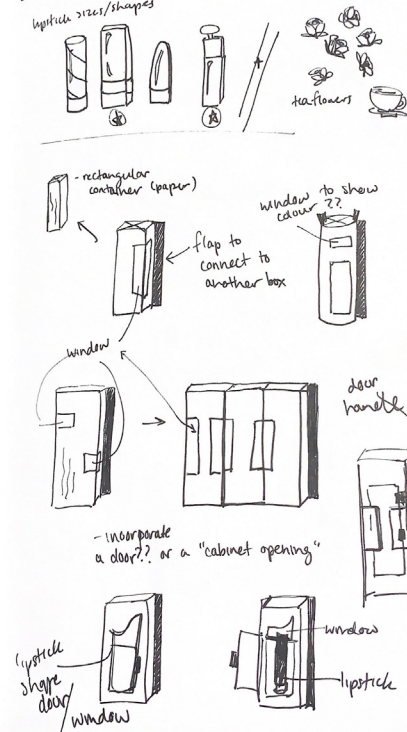
Visual Styles of the package

- flowers → tea infused flavan lipstick ???

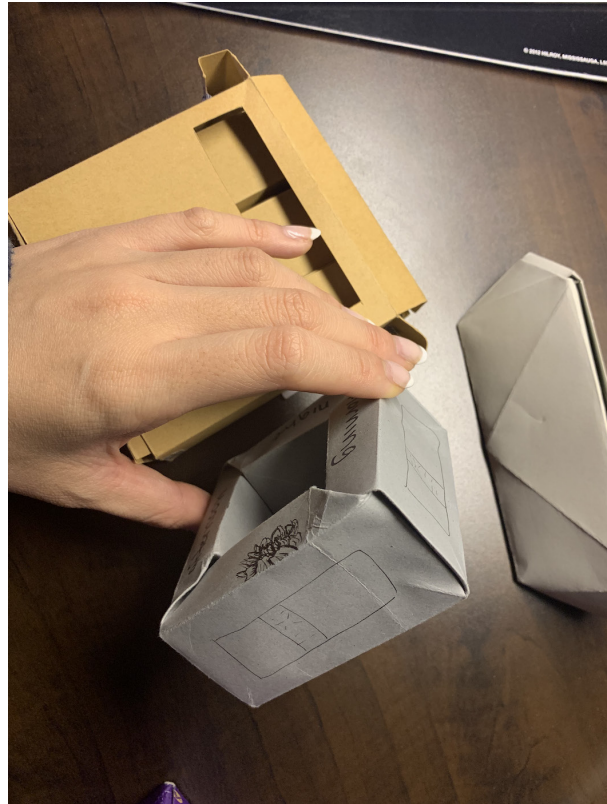


My final packaging turned out to be very different from my initial sketches. However, the concept of having a set of lipsticks throughout the day.

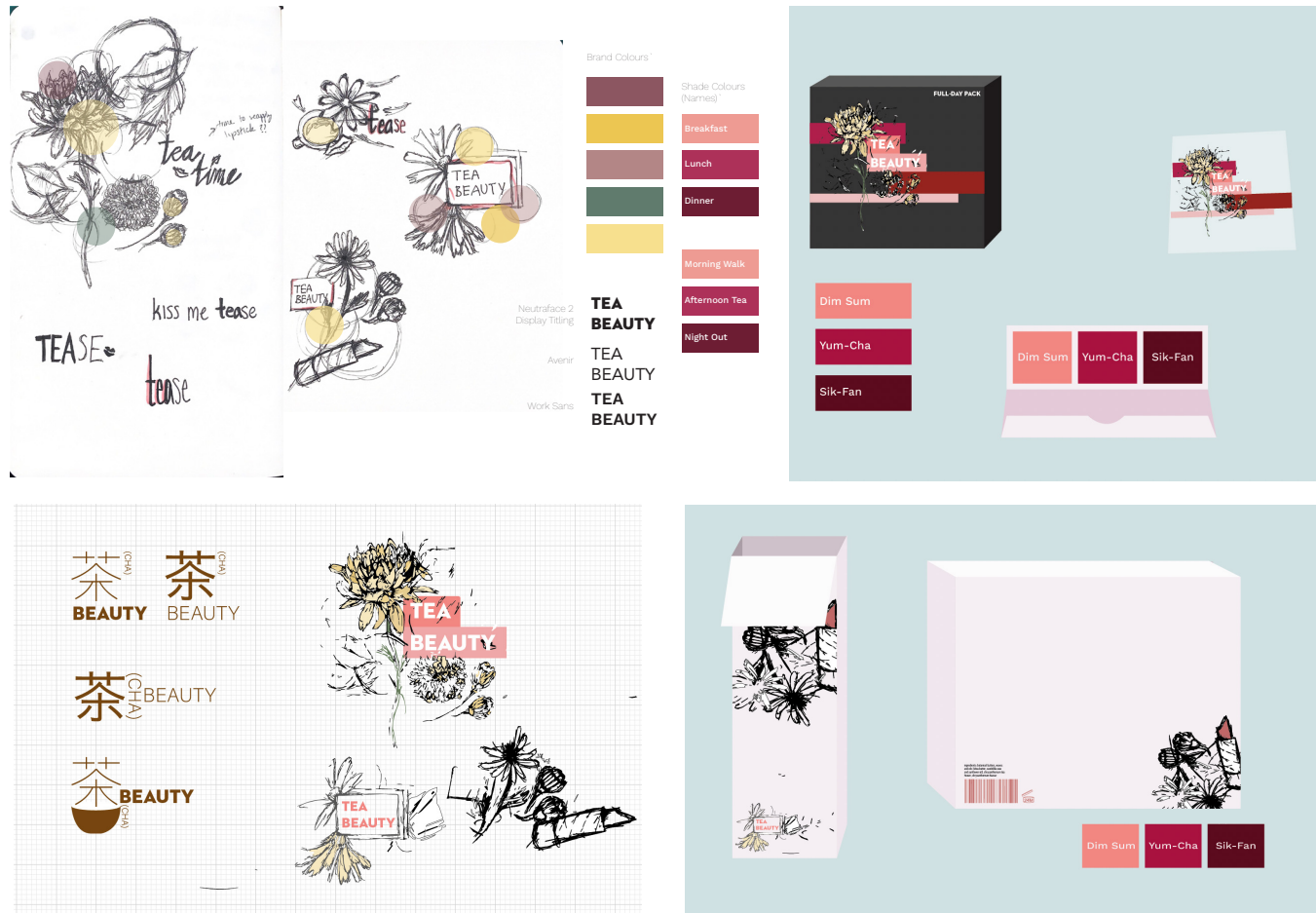
DESN 3004 Project 3 - sketches lipstick sizes/shapes



First Buildings



Initial Layout/Concept Building



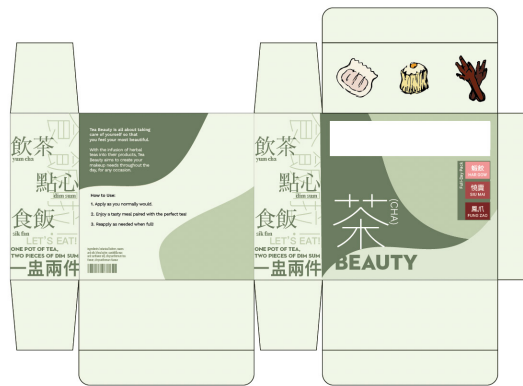
- First draft of branding and illustrations
- brand identity - floral, simple/pop of colour

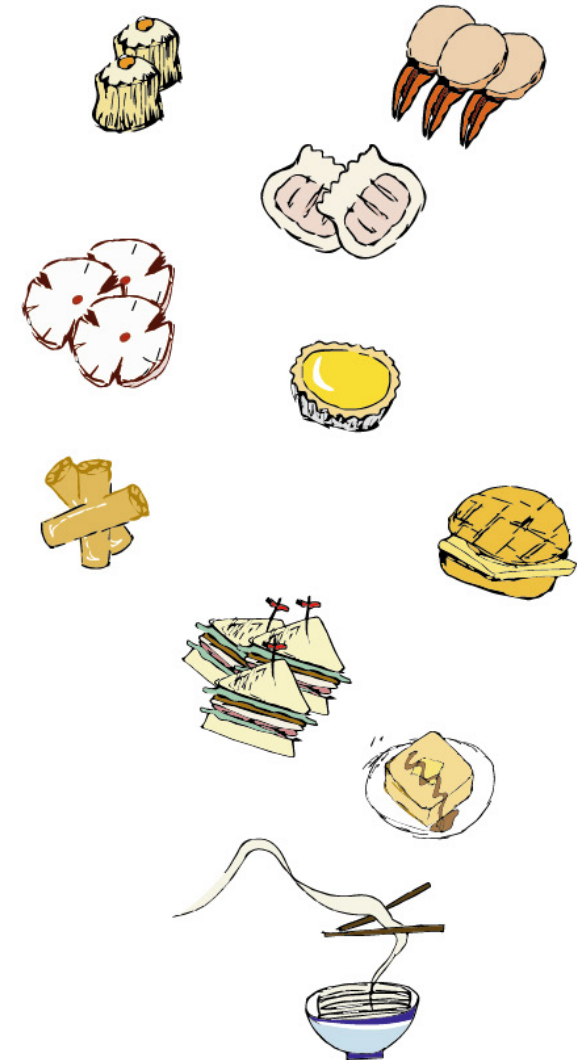
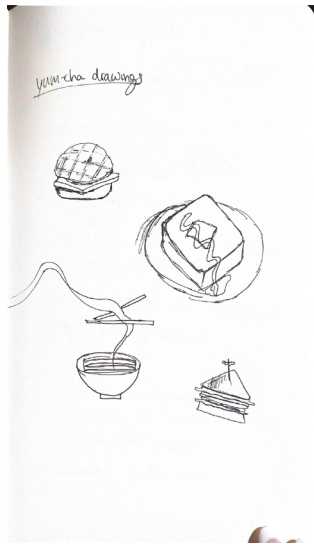


Developing concept:

- needed to change the lipstick shade names (not just colour codes, but to make them more coherent with the overall theme)

- different shades for each box
- testing panels to see which bottom fold works





Dim Sum illustrations Development
- hand-drawn converted to coloured vector illustrations



First concept container photoshoot

Critique:

- too busy
- target audience ? - too “narrow” - I wanted to my target audience to be geared more towards east-asian and chinese cultures who are familiar with the concept and tradition while incorporating beauty into the theme.



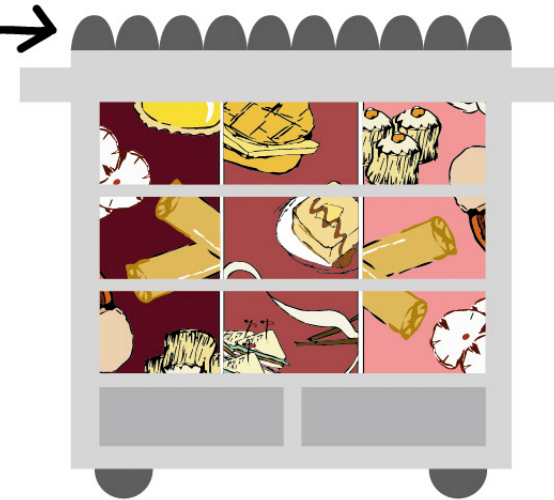
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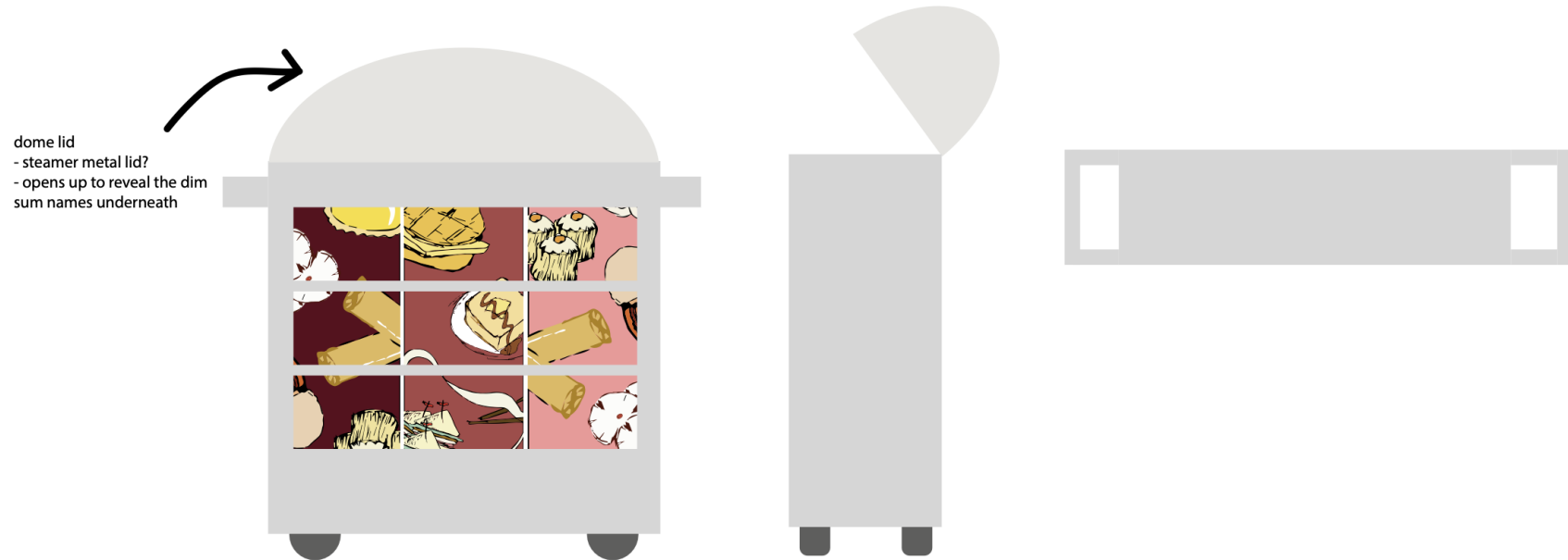


maybe put some dim sum drawings (to represent the dim sum on top of the carts)
- flat lid



New theme/concept for the container:

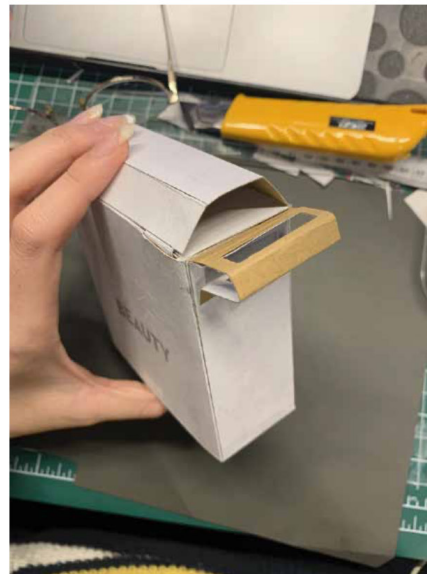
Following the traditional dim sum carts seen in restaurants, the container plays on the theme of one of those with windows to look through to see the dim sum dishes (in this case, it would be the individual lip stick boxes with the dim sum illustrations).



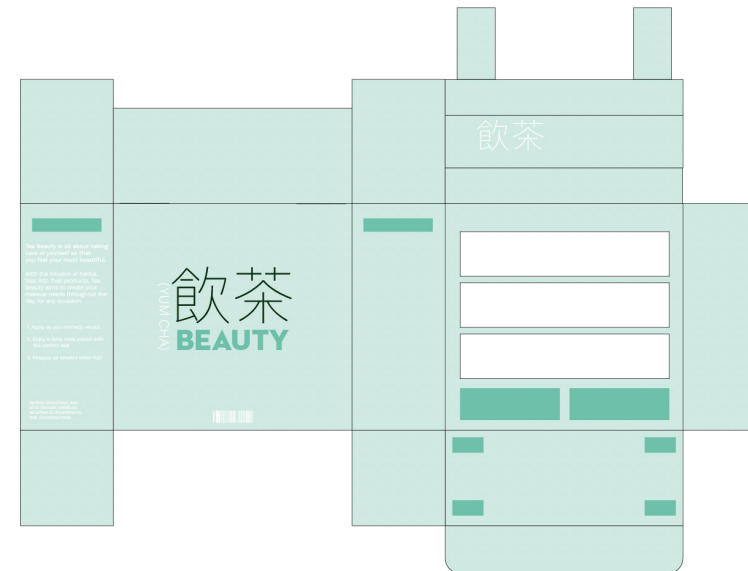
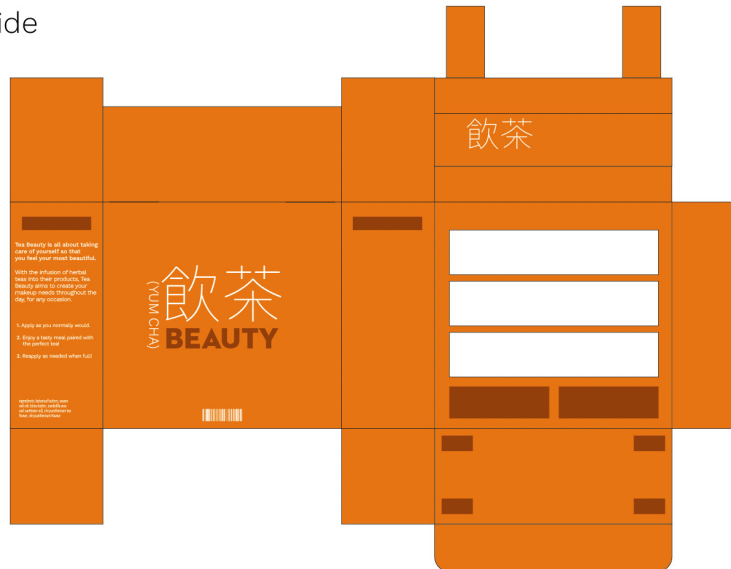
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Following the traditional dim sum carts seen in restaurants, the container plays on the theme of one of those with windows to look through to see the dim sum dishes (in this case, it would be the individual lip stick boxes with the dim sum illustrations). The dome lide would open up like dim sum dishes to see reveal the numbered lipsticks inside





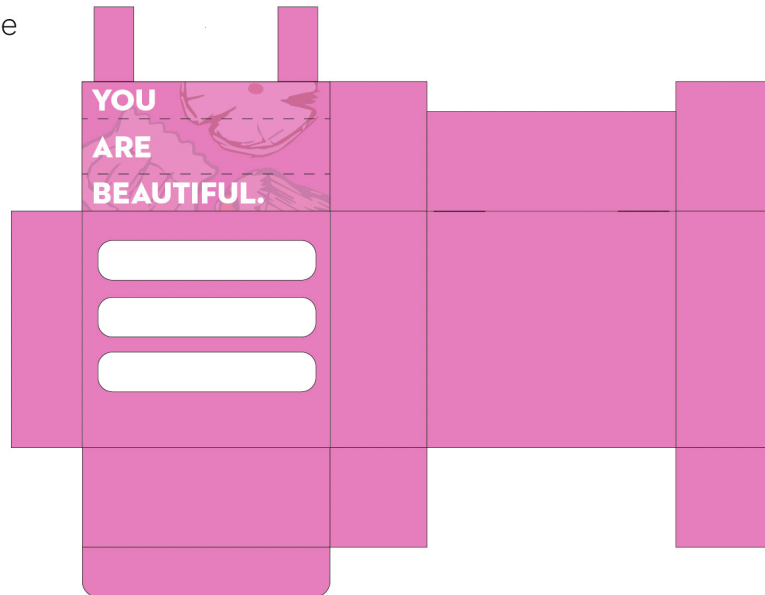
outside



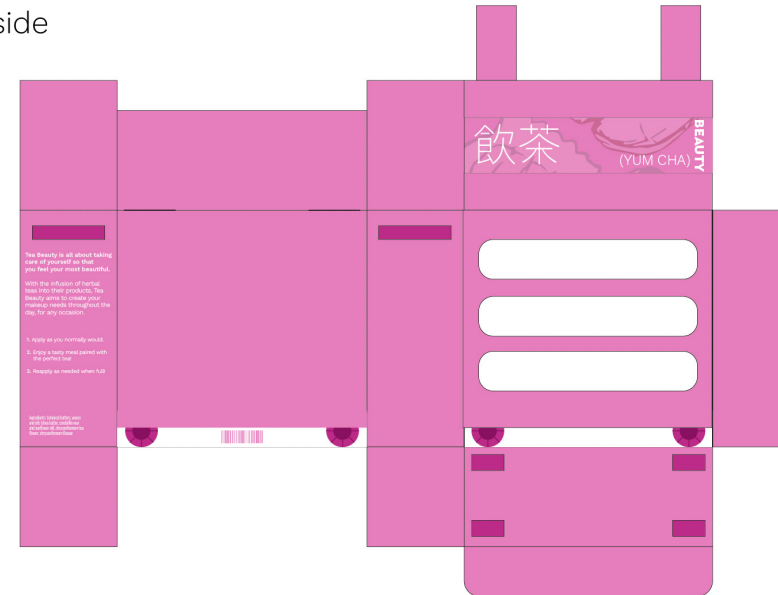
New theme/concept for the container:

I explored a couple different colour palettes for outer containers as an attempt to stray away from the “trash can” appeal of it.

inside

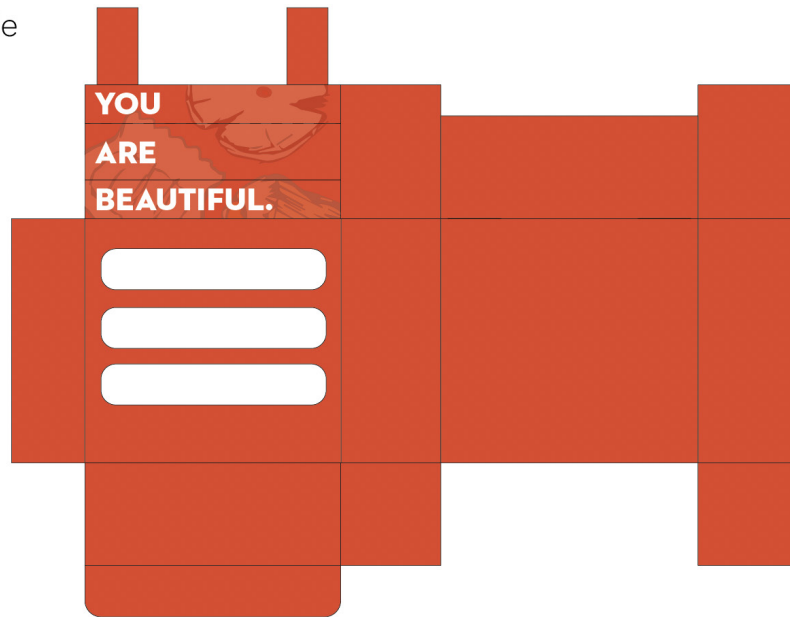


outside

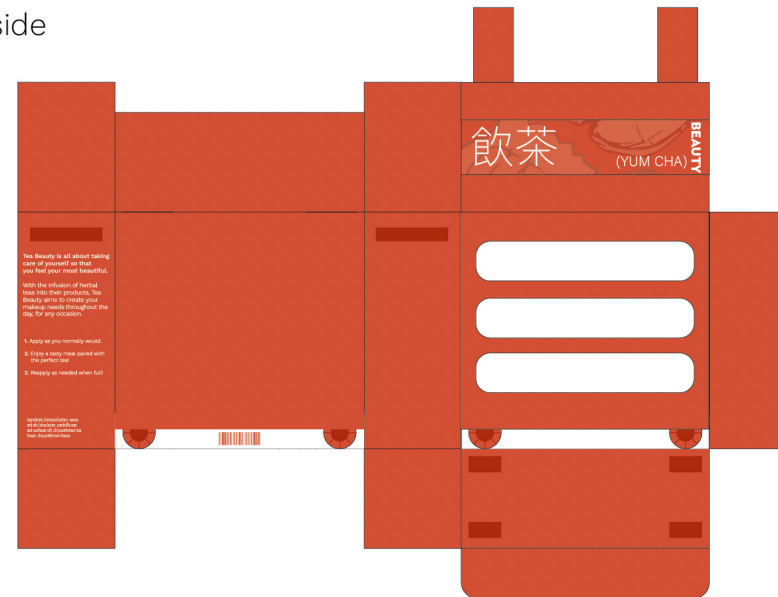
**New theme/concept for the container:**

Incorporating a simple interior element to add to the appeal in unpackaging the product. Per critiques, I also rounded the corners of the windows to prevent the container from fragile movements/rips.

inside



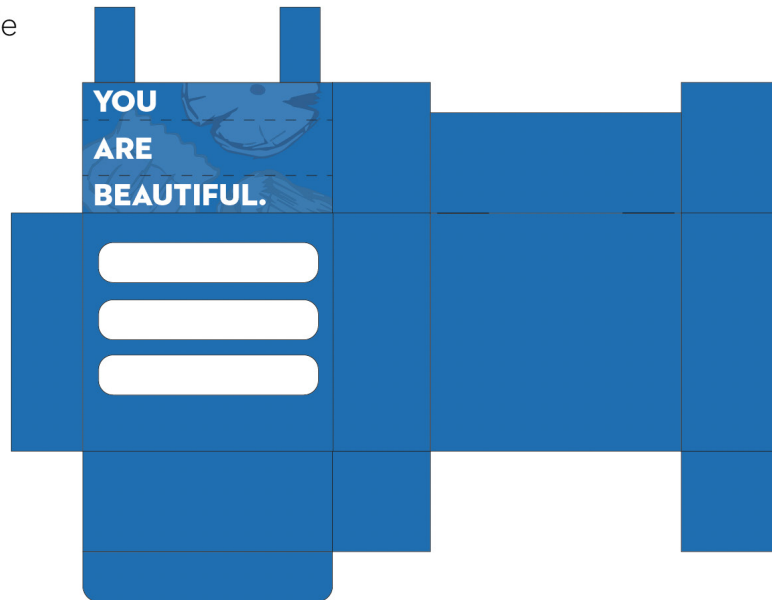
outside



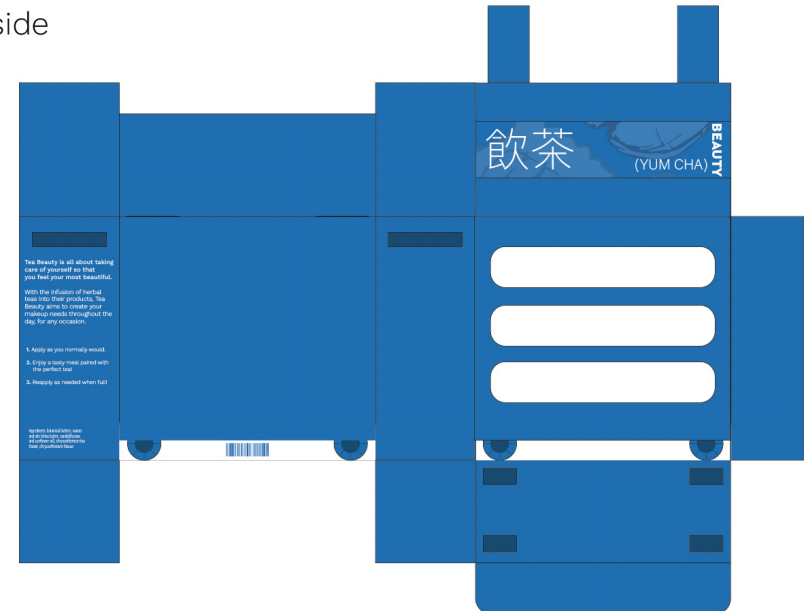
New theme/concept for the container:

Instead of the initial idea to build the cart's handles and wheels, I decided to illustrate them onto the container instead of having them stick out. This was brought to my attention as they could be difficult in the production process and could be costly in the real world process.

inside



outside



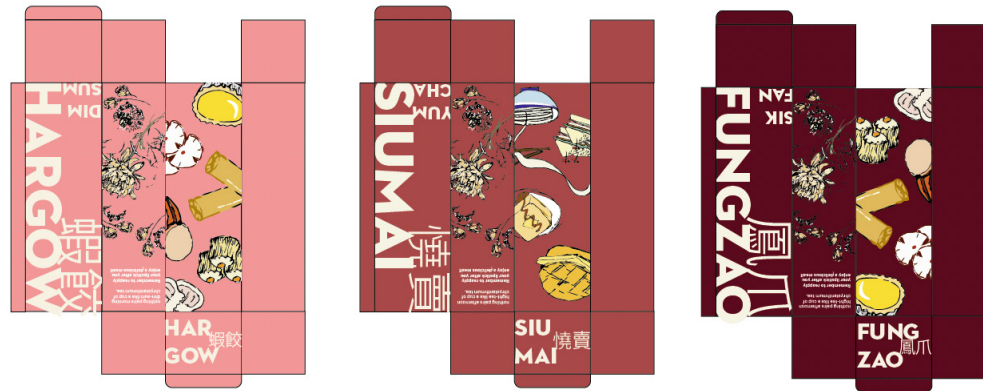
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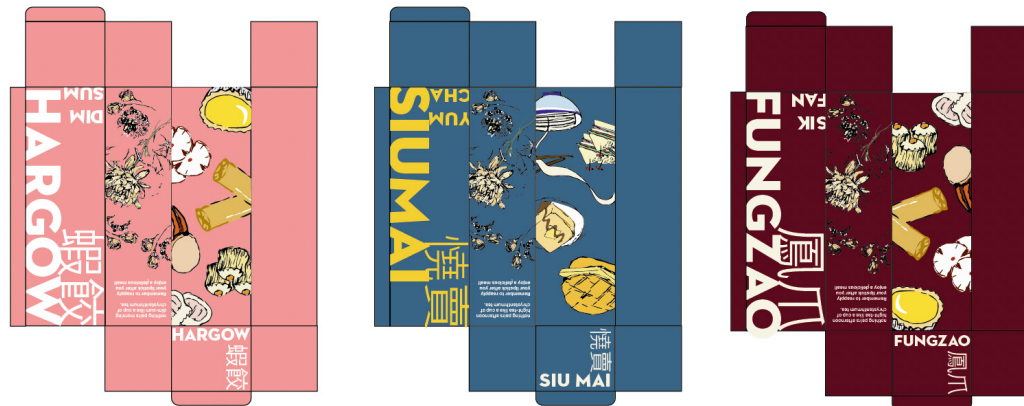
1st set



2nd set



3rd set
(final)



1st set

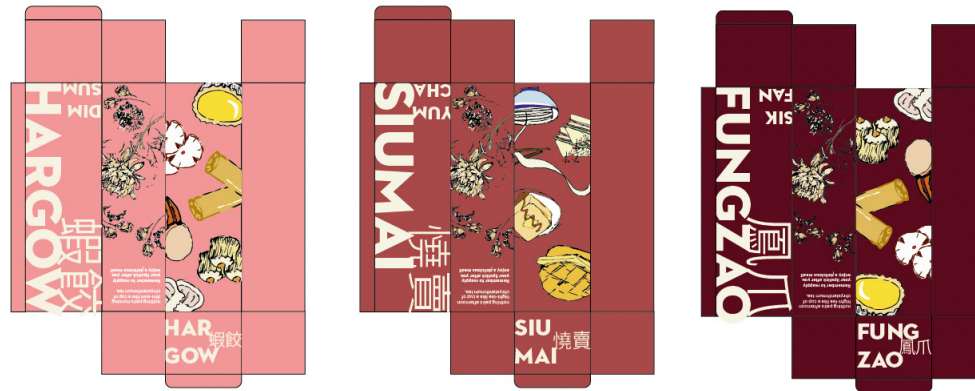


New theme/concept for individual container:

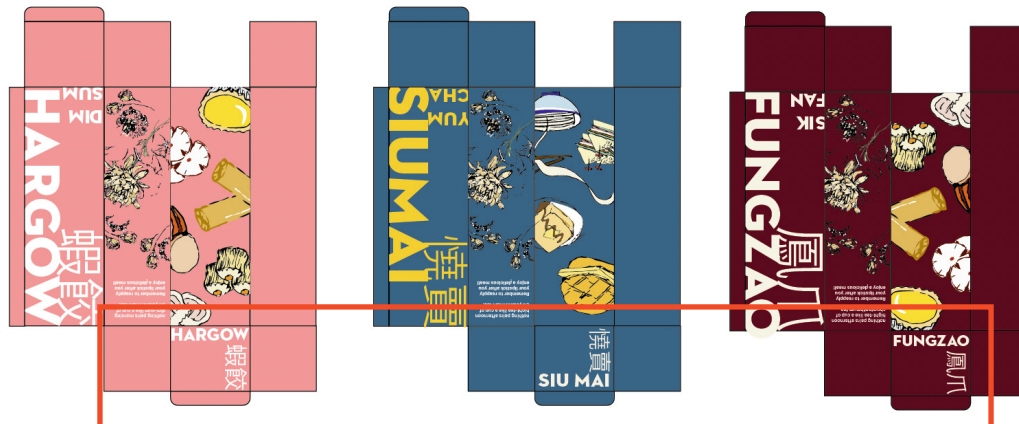
My initial containers used more traditional red tones for lipsticks shades. However, I ended up changing them to match the colour tones of the dim sum dish's name I chose for that specific box.

On the opening tabs of the containers, I changed the flow of the typography to lead the viewer's eye more through the 3 containers as a whole.

2nd set



3rd set (final)



1st set



2nd set (final)

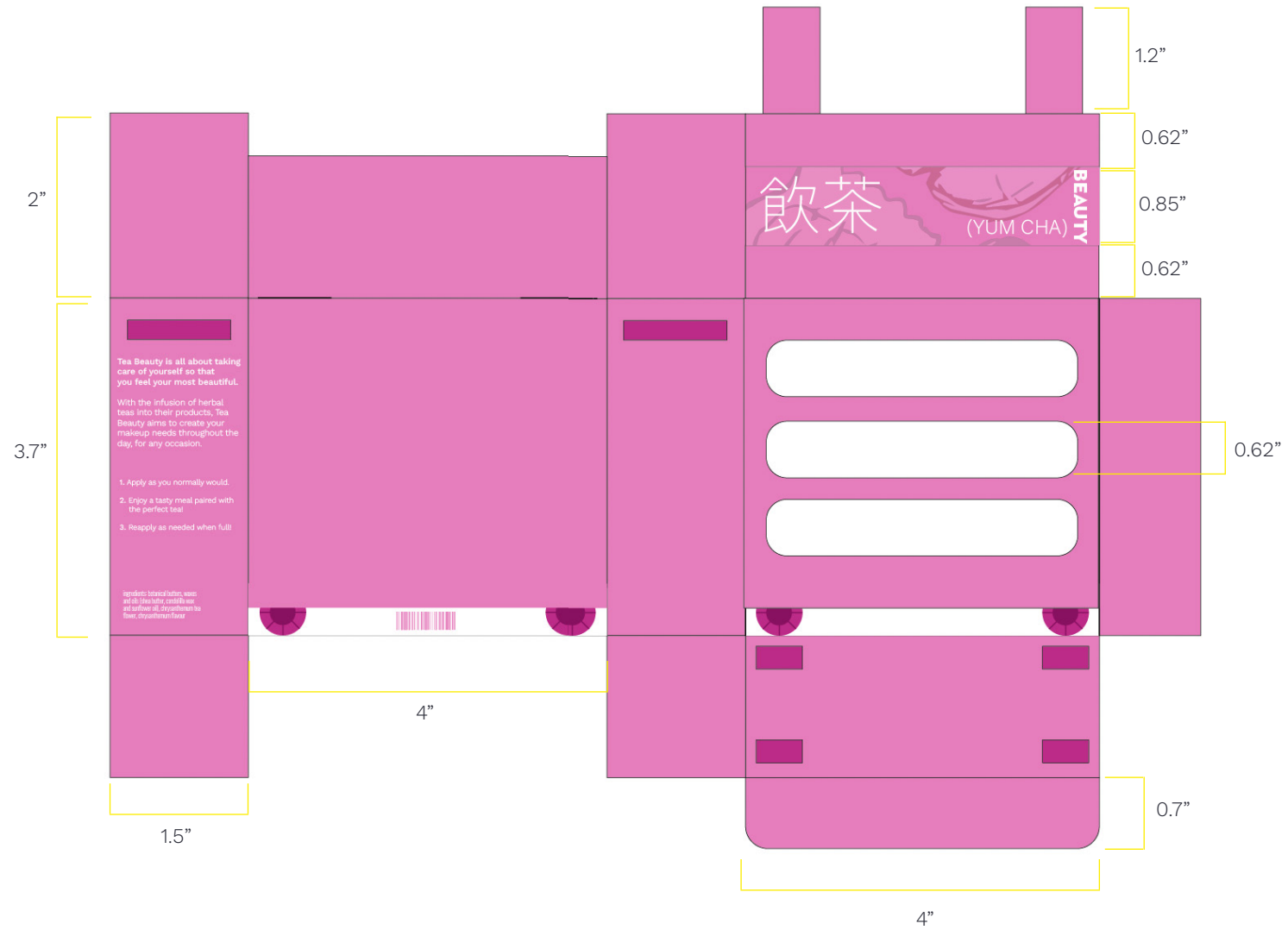


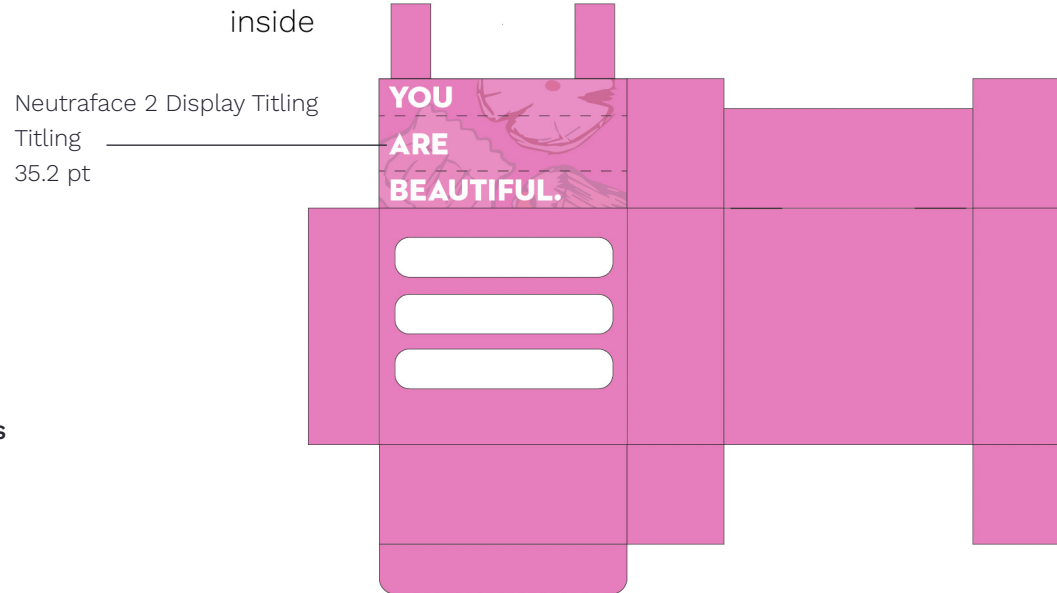
Information sheet:

I created a set of information sheets/cards that comes with each set of package, to inform and teach viewers about popular dim sum dishes in the Chinese culture. The sets above here, were made and altered to the colour choices of my containers and I moved through the process.

Dimensions & Typographic Exploration

Dimensions

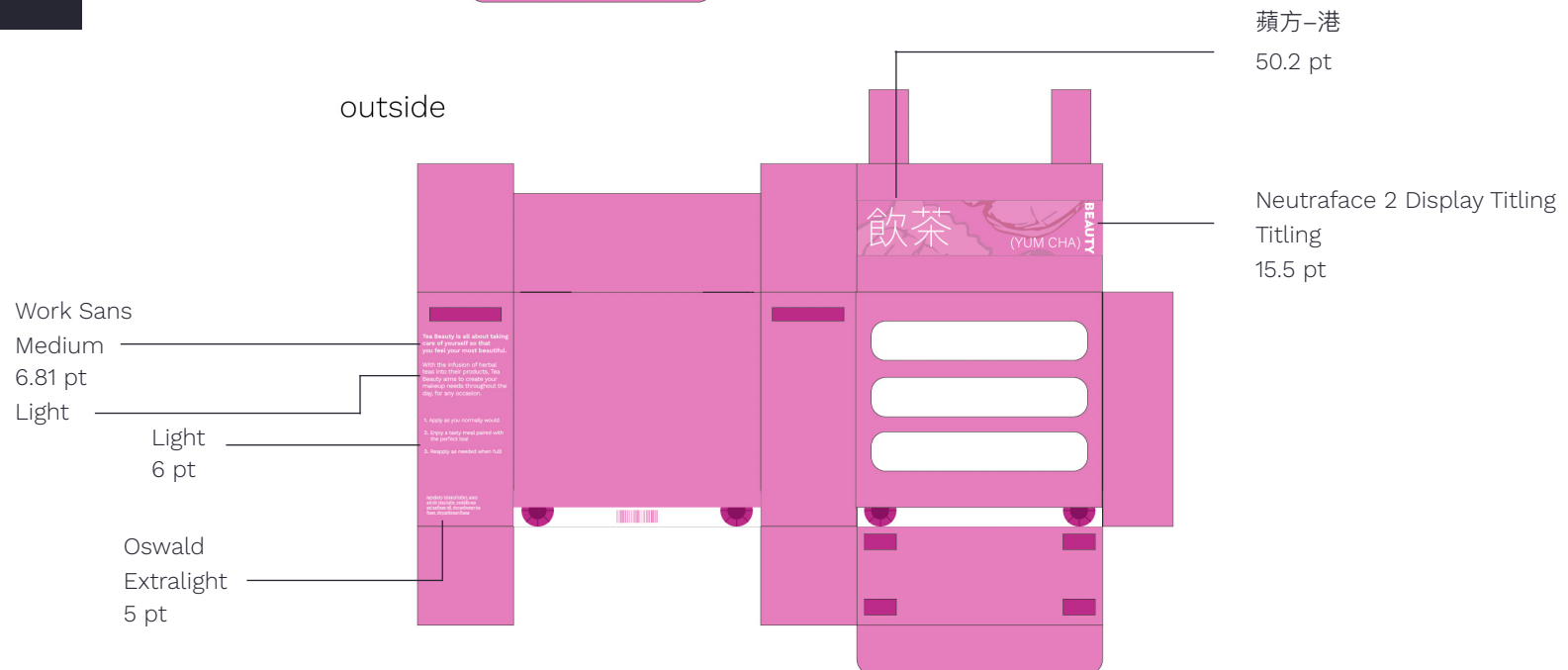




Typographic Settings

Legend

Typeface
Size (if applicable)
Size



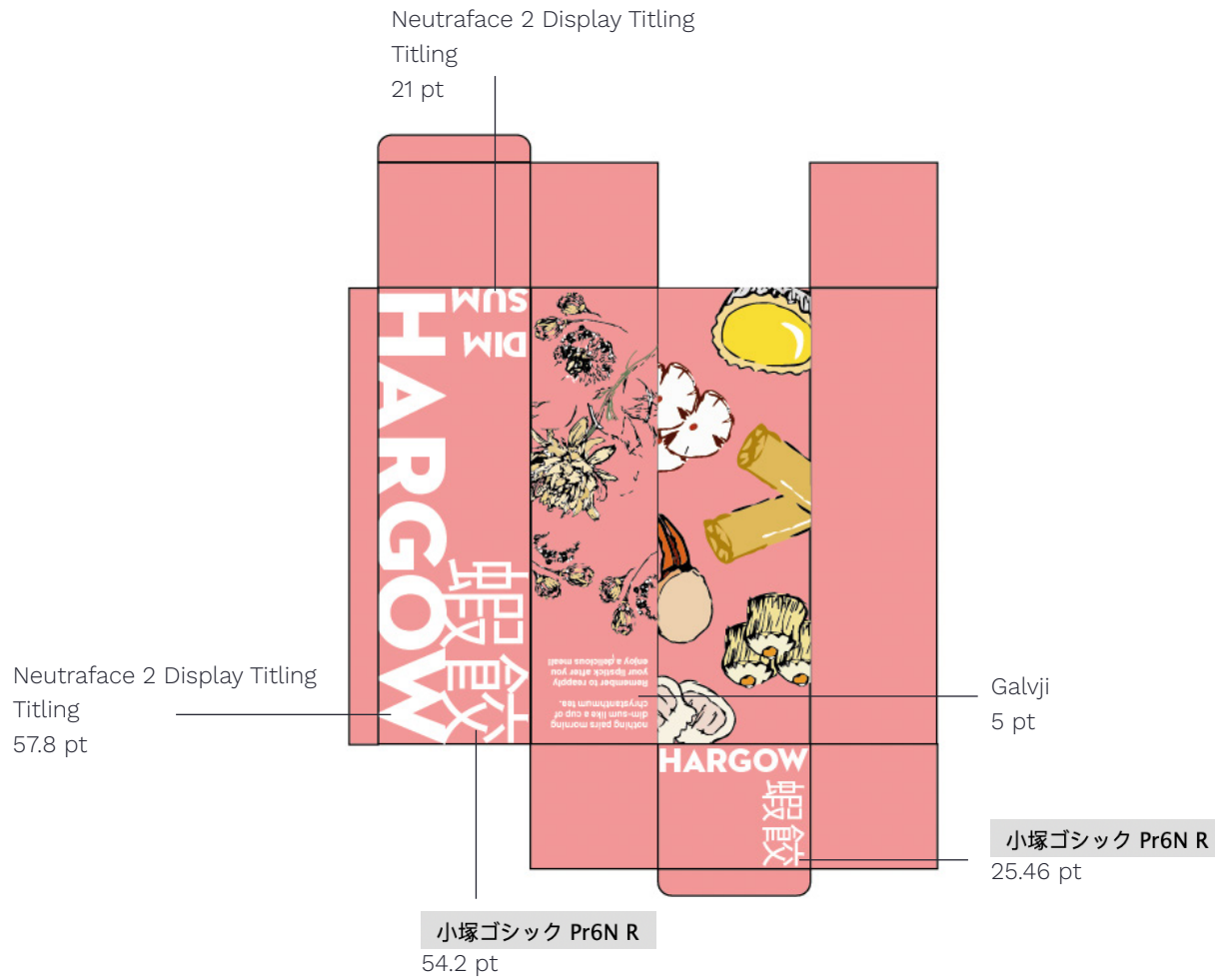
Dimensions



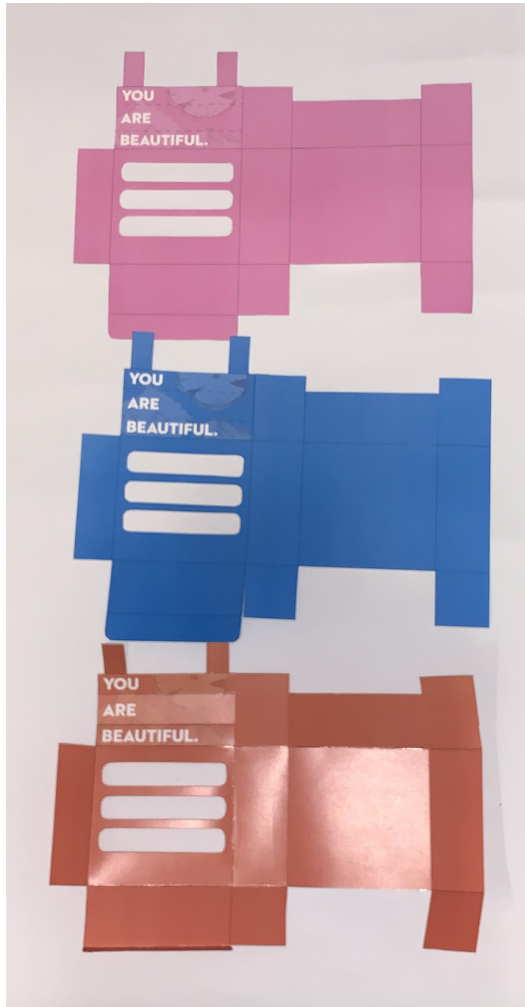
Typographic Settings

Legend

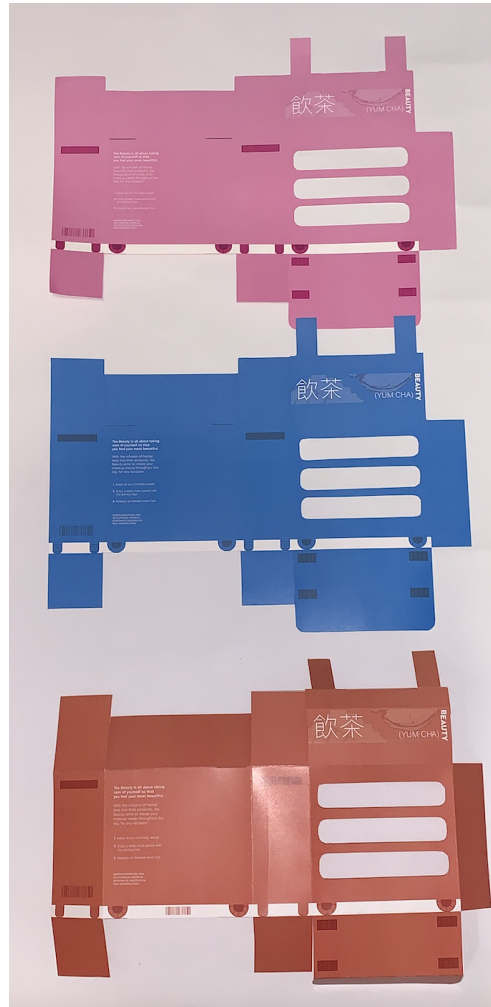
Typeface
Size (if applicable)
Size



Printouts



Interior print



Exterior print



Individual prints

Photoshoot



Setup at home behind the photoshoot



1

2















11



12

Thank You.