

Process Book

BHGD2124 Packaging Design
Assignment 02: Design Function vs Beauty

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Introduction

About the task that given by Mr. Edwin, is to design a full set of packaging of skin care products. He also requested students to collect bottles for this assignment and try to not produce any wastes. "Functions of boxes are more important than its beauty.", he strongly mentioned and I agreed with that statement. Other than that I think a strong concept could create an unique design.

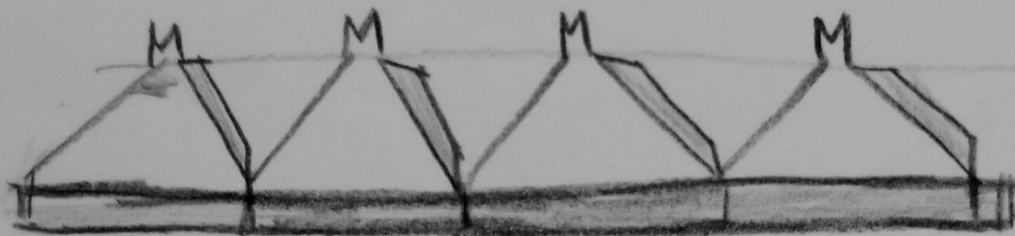
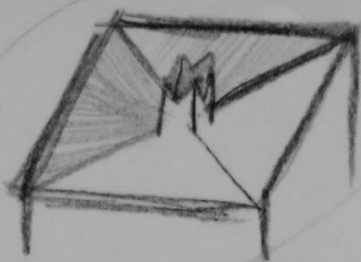
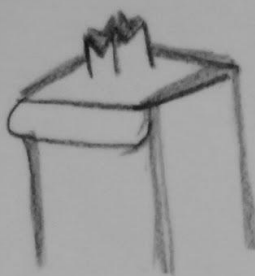
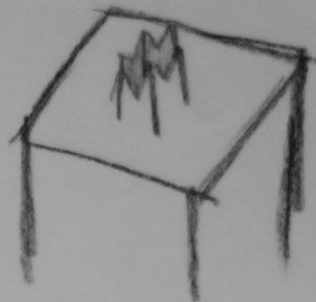
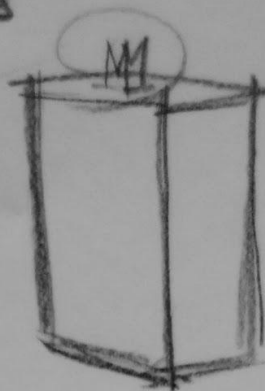
Through my research, skin care products' ingredients usually included fruits/ vege since it's pure and contains variety of nutrition from itself. Hence, I chose **pomegranate**.

Moodboard

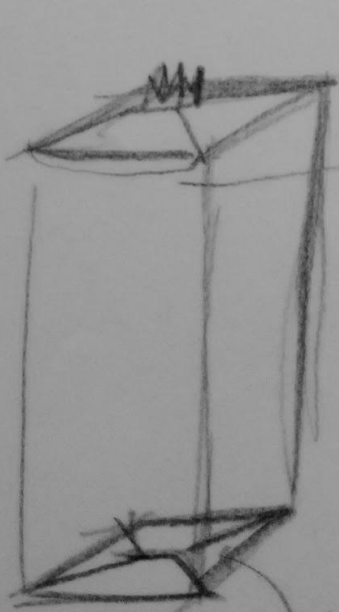


Idea Generations & Sketches

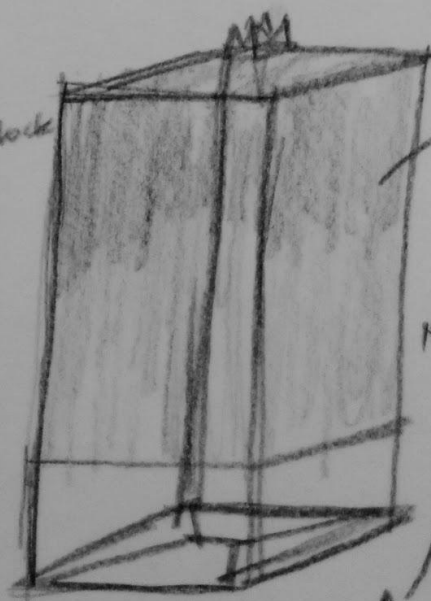




some pattern
line drawing



interlock

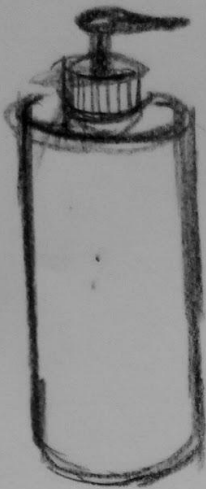


to 2
layers

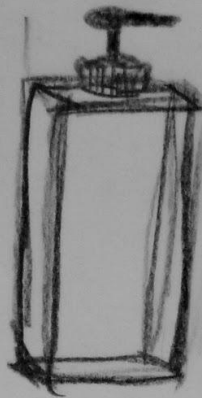


tongue
lock

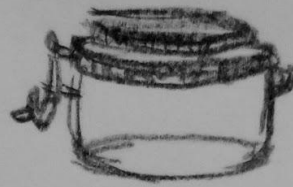
play around
with gradient



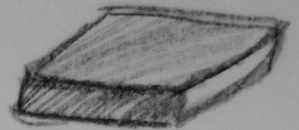
body shampoo



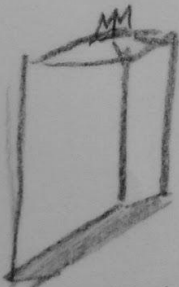
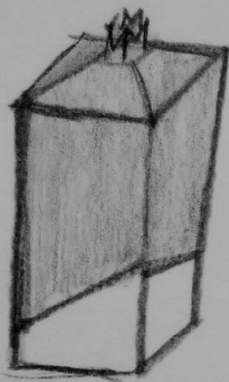
body lotion



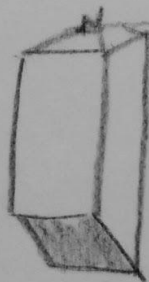
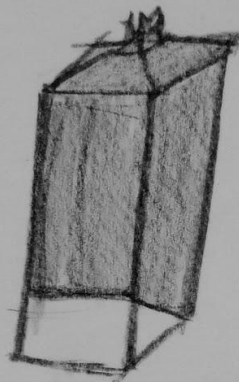
cream



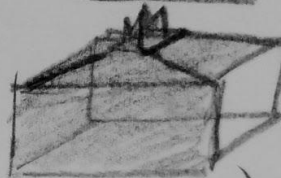
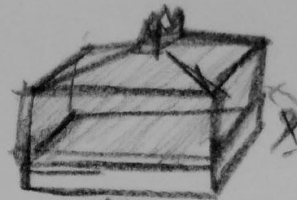
soap bar



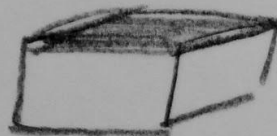
cover



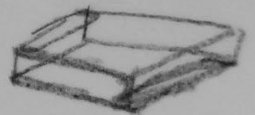
cover



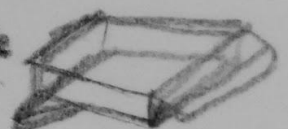
cover



tray box



Tube box

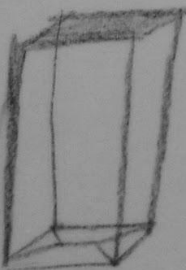


slide in

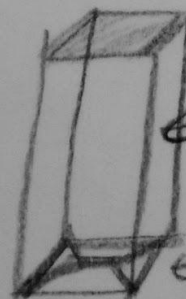
material (paper quality):

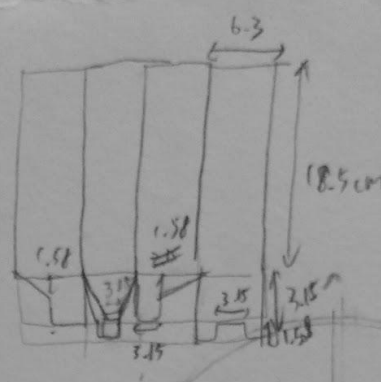
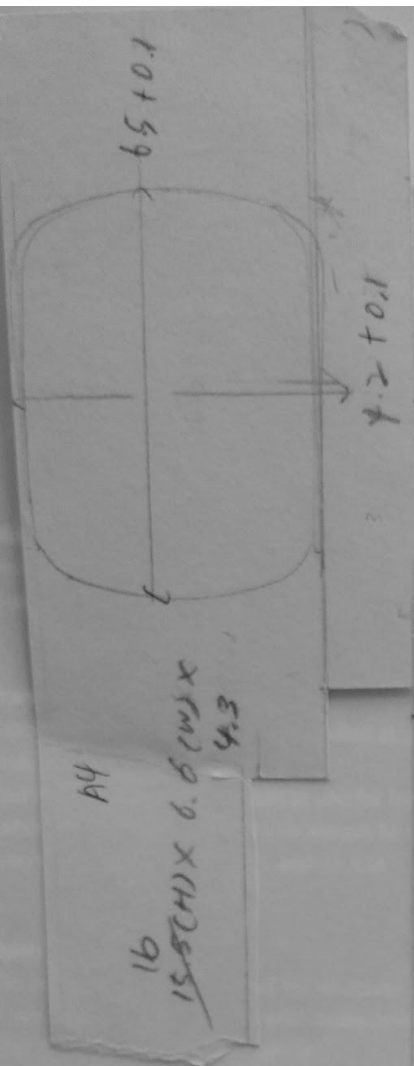
matte paper

wooden paper



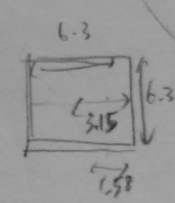
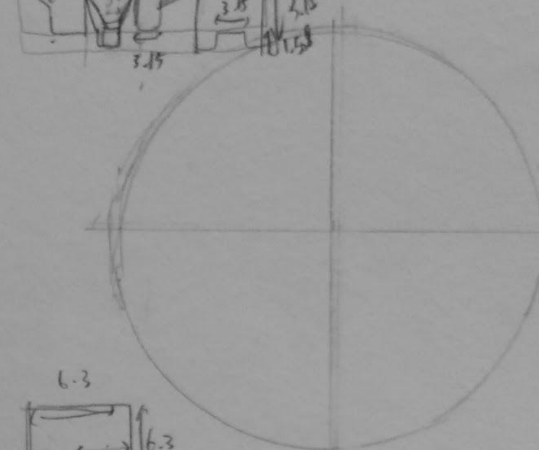
tongue lock



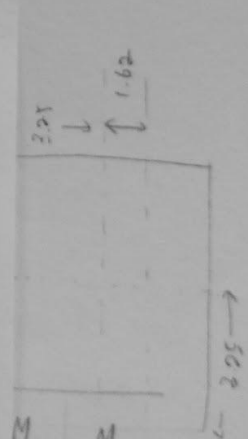
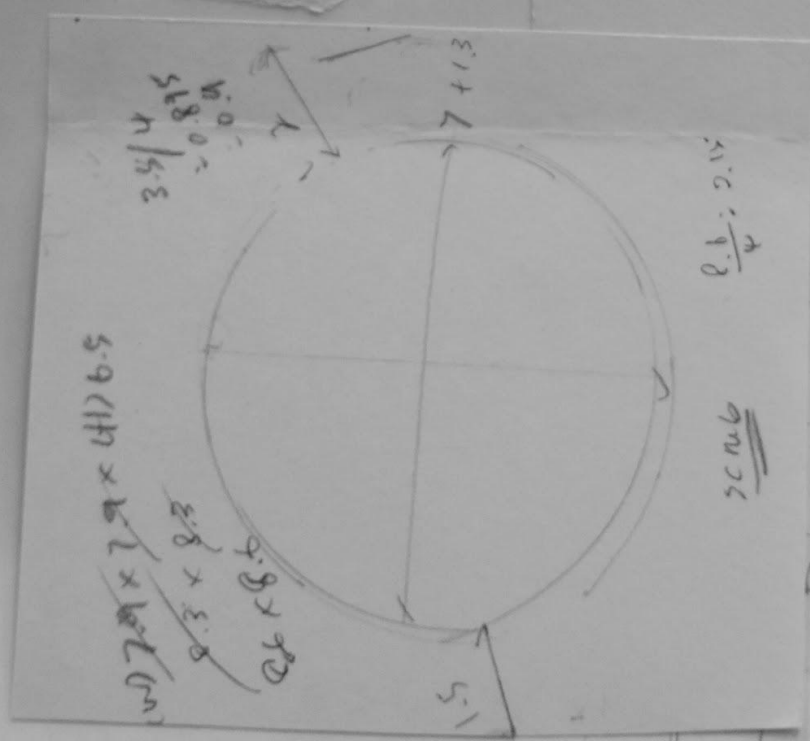


H (19) x W (6.55)

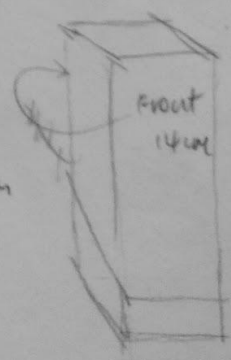
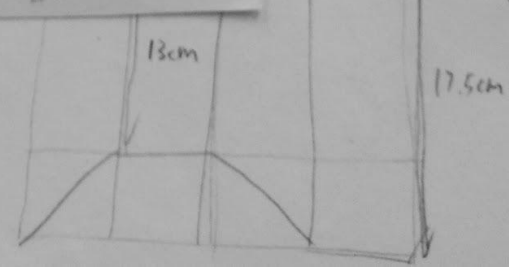
A3 5/200



6.15 cm + 0.5 cm

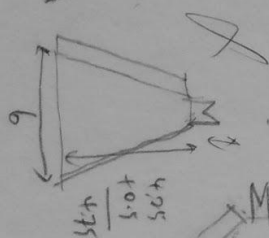


might need to decrease + 0.2 cm

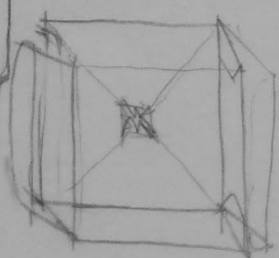




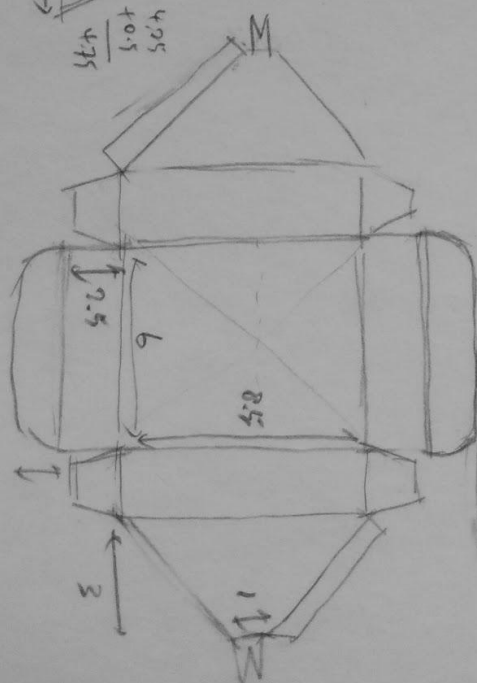
69



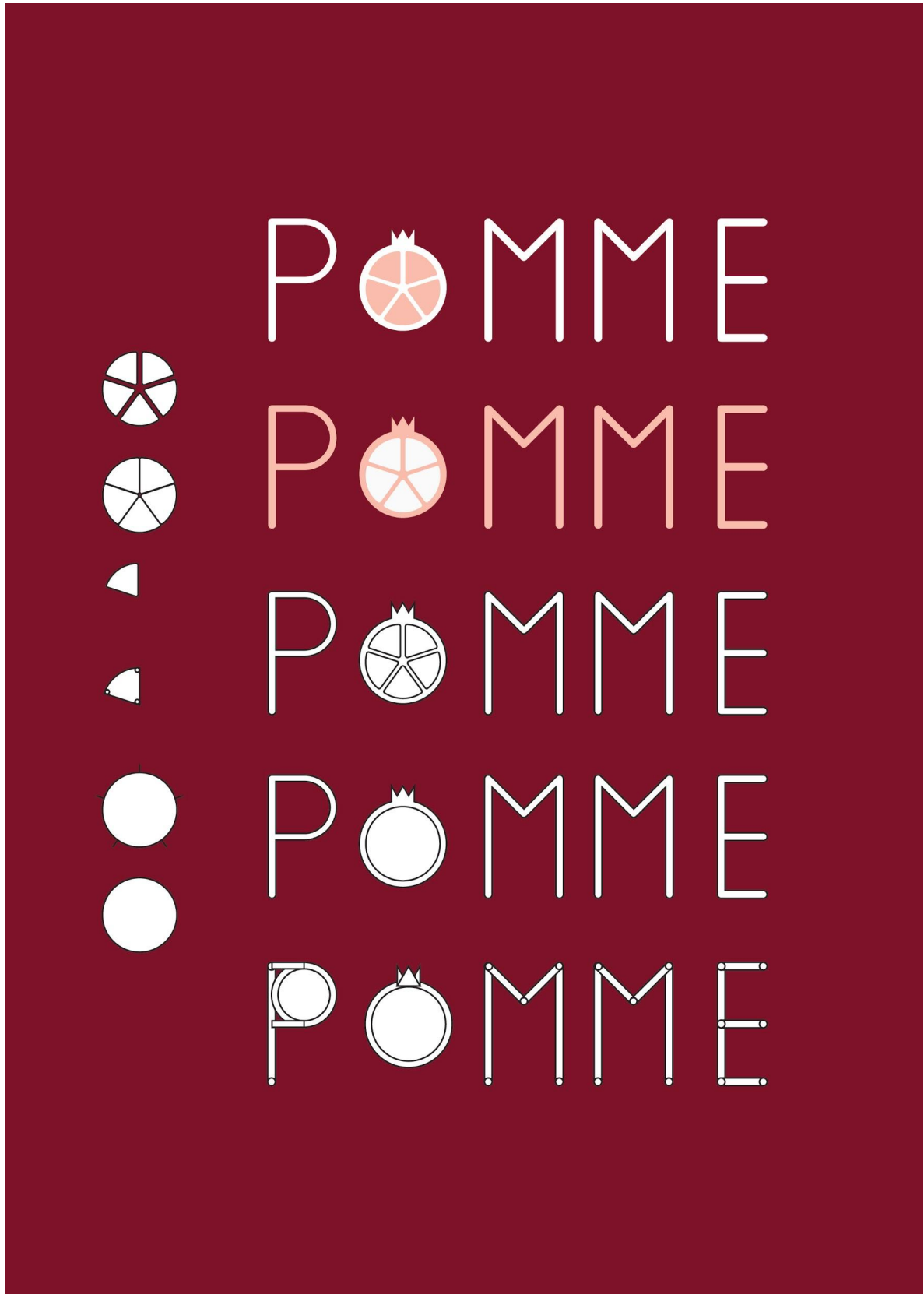
8.4/2
4.05
2



(H) 2.5' x (W) 8.5' x
(V) 6

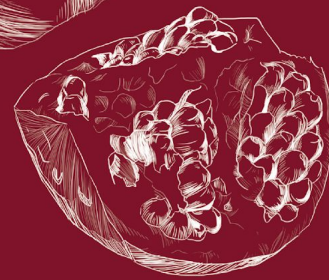


Digital Visualizations



logo/logotype

POMEGRANATE



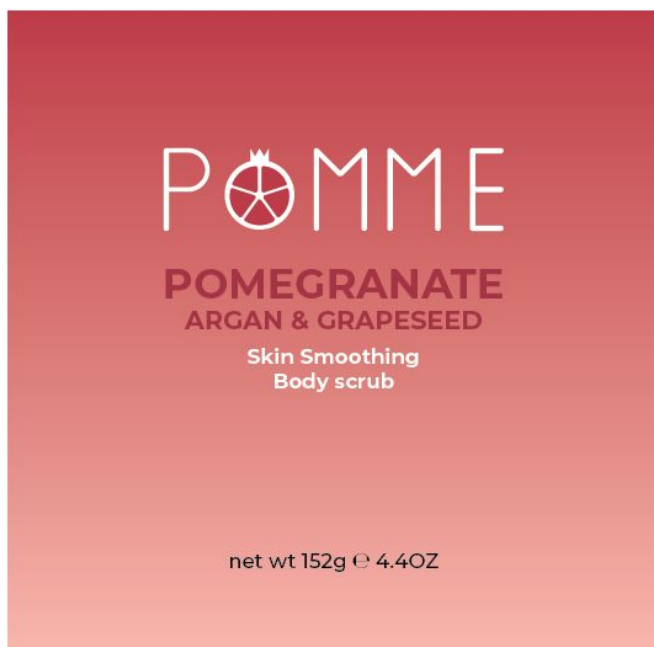
**ARGAN
OIL**

GRAPESEED

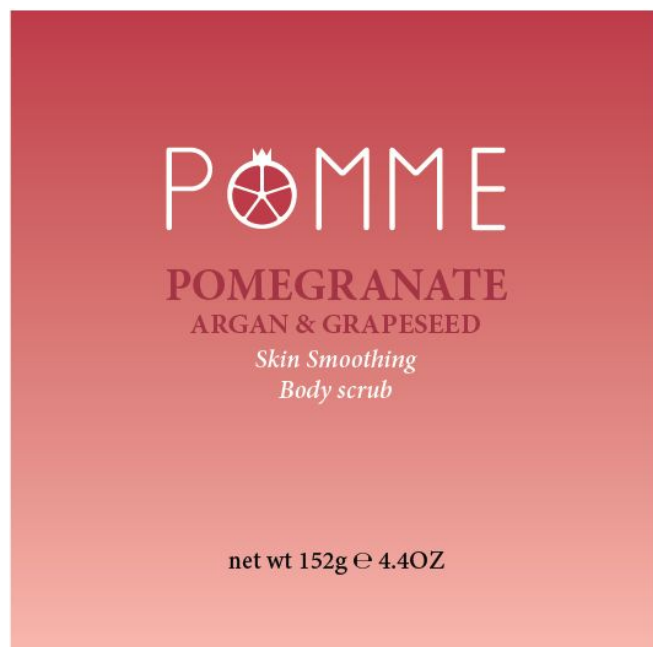


visual elements(patterns)

Typography



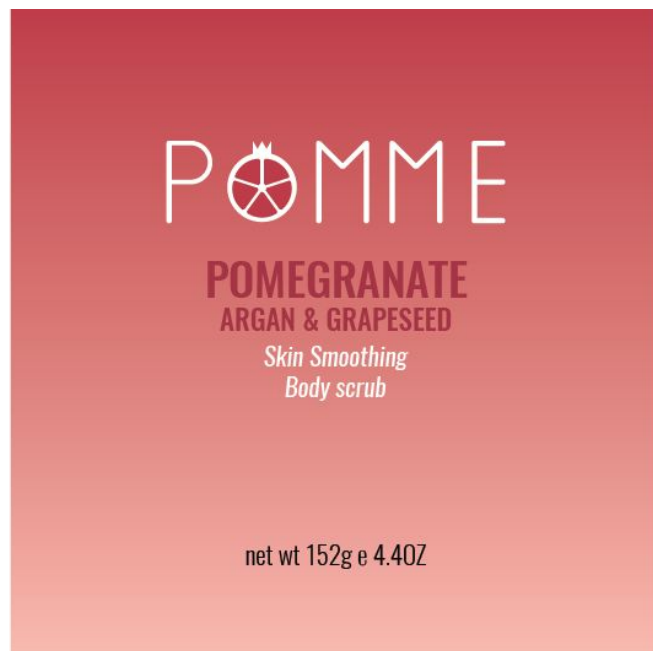
Montserrat



**Minion Pro
(final selection)**



Noto Sans



Oswald

Final



Final Thoughts

To collecting empty bottles that wouldn't be hard for me, the challenging part is to beautify and unite the looks of those empty bottles. I was using the transparent bottles and I wanted to remain the clean looks. So I decided to insert some ingredient such as lotion, soap water with watercolour to add on colours instead of cover it by spray. The measurement parts is the most annoying part of this assignment, there are so much fail attempts because of some reasons. For examples, the cover of the boxes doesn't fit the base since too large or too small. It is hard to figure out the accurate sizing for the covers because of the thickness of papers. This cases also lead to printing for few times, again and again to get the best result. This has become my first experience to mock a packaging design for own branding. From the logo design, concept outcome to choosing material of papers, it was a long process but I quite enjoy it.

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