

# Project One:

Imagination + Cheese

**Sydney Slovisky**

Packaging Design

## Project Outline:

### **The Assignment**

Design a box for Macaroni and Cheese. Create one consistent brand over 3 packages.

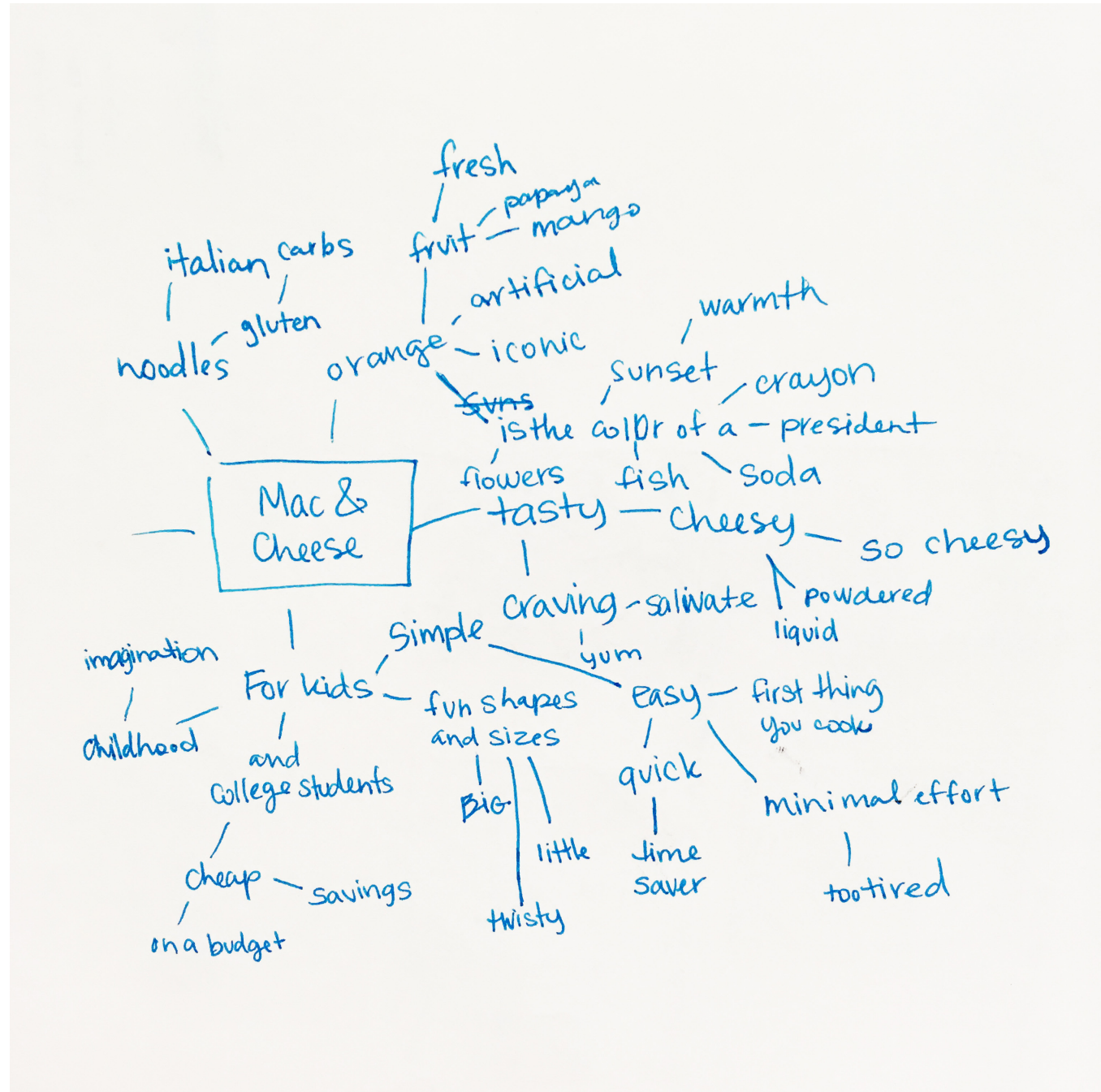


# Research:

Word Map

Concept Ideas

# Research: Word Map



# Research: Concepts

## So Cheesy Mac & Cheese

Comes with a "cheesy" dad joke on every box. Made to share with a parent.

## Minimal Mac

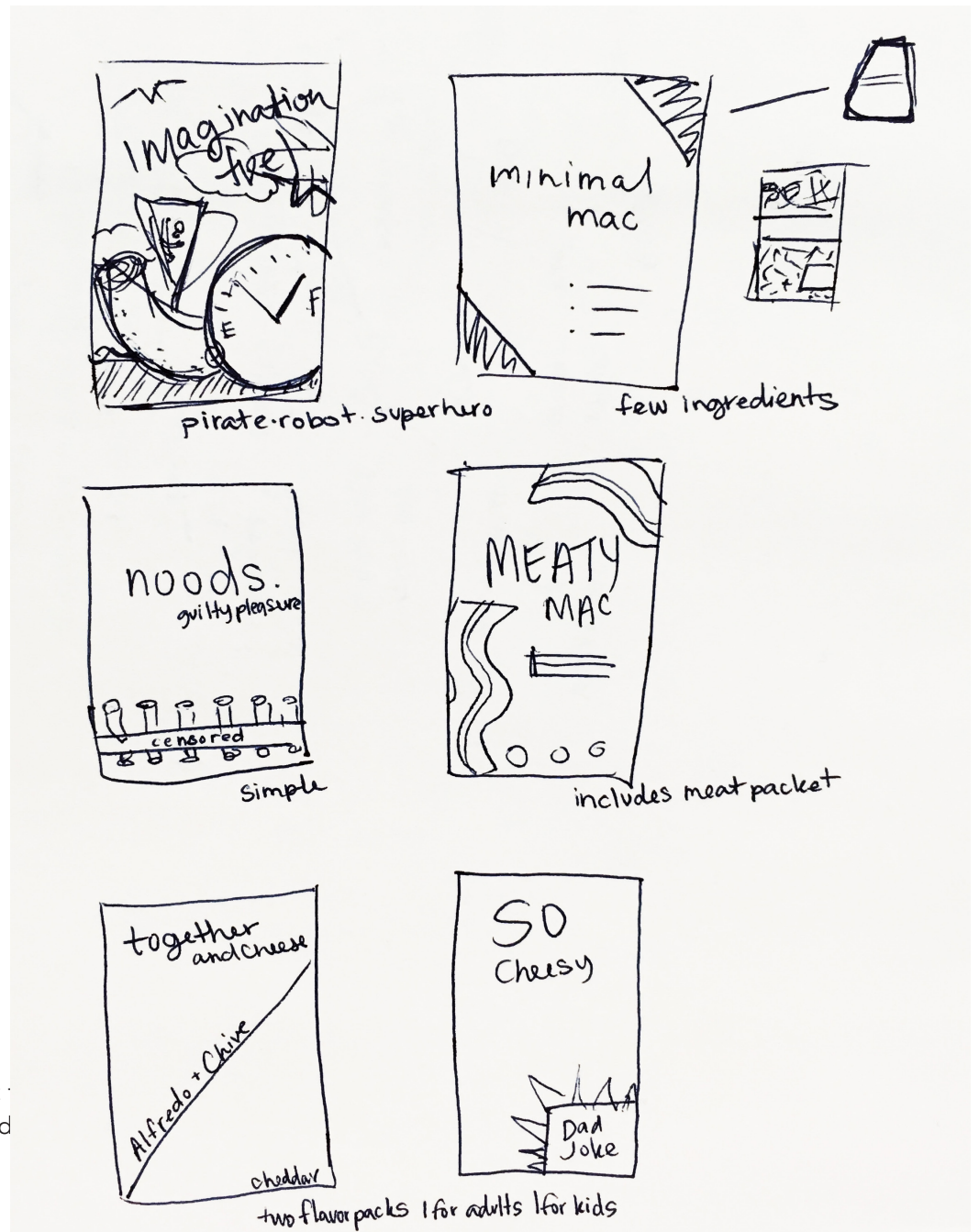
Clean design, minimal effort, minimal ingredients.

## Imagination Fuel

Illustrative box showing all of the things kids are imagining once they eat this macaroni.

## Meaty Mac

Comes with bits of dried meat into the macaroni once it's made.



# Mood:

Feel and Inspiration

Typefaces and Color Palette



Mood:



Mood:





Mood:

Typefaces Used

**Gotham Black**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**0123456789**

*PERMANENT MARKER*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*0123456789*

Sketches:

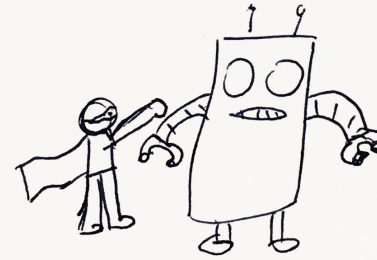
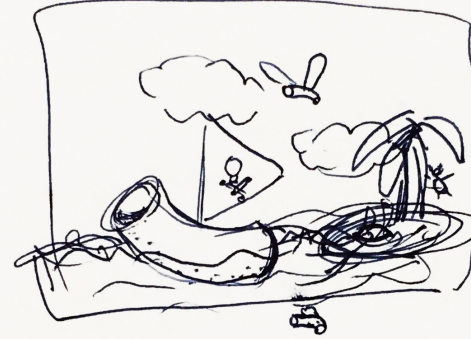
Sketches:

- Robots
- Pirate.
- Astronaut
- Superhero
- Knight
- Scuba
- Circus
- Jungle

Imagination fuel  
Creativity + cheese  
fantasy feed/fuel  
Brain food  
IMAGINATION

IMAGINATION

3 cheese



Digital Rough:  
Concept Sketching



Illustration:

Illustrations:  
Characters





iMAGiNATION  
+CHEESE

Illustrations:  
Logo Design



# Final Product:

Final Boxes

Final Photos

**IMAGINATION**

**IMAGINATION**  
+CHEESE



real noodle  
shape inside!

**HOW TO**

- Boil** 6 cups of water
- Stir** in Mac
- Cook** 8 min.
- Drain** Mac
- Stir in** Cheese Pack + 4 tbsp of butter + 1/4 cup of milk

**FUEL YOUR IMAGINATION**  
at [www.imagination.com](http://www.imagination.com)  
ask a parent or guardian before logging on

**CHEDDAR CHEESE**

NET WT 7.25 OZ (206g)

**Nutrition Facts**

Serving Size 2.5 OZ (80g)  
Approx. 1 Cup prepared  
Servings about 2.5

Amount Per Serving	Package	Prepared
<b>Calories</b>	250	280
<b>Fat Cal.</b>	20	45
<b>% Daily Value</b>		
<b>Total Fat</b> 2g*	<b>3%</b>	<b>8%</b>
<b>Sat Fat</b> 1g	<b>5%</b>	<b>13%</b>
<b>Trans Fat</b> 0g		
<b>Cholest.</b> 5mg	<b>2%</b>	<b>3%</b>
<b>Sodium</b> 530mg	<b>22%</b>	<b>23%</b>
<b>Total Carb.</b> 47g	<b>16%</b>	<b>16%</b>
<b>Fiber</b> 1g	<b>4%</b>	<b>4%</b>
<b>Sugars</b> 6g		
<b>Protein</b> 9g	<b>18%</b>	<b>20%</b>
<b>Vitamin A</b>	0%	2%
<b>Vitamin C</b>	0%	0%
<b>Calcium</b>	10%	15%
<b>Iron</b>	4%	4%

\*Amount in Box. When Prepared as directed, one serving contributes an additional 30 Calories (15 Fat Cal., 3g Total Fat (1.5g Sat. Fat, 5mg Cholest., 5mg Sodium, 2g Total Carb., 0g Sugars), 1g Protein

	Calories	2,000	2,500
<b>Total Fat</b>	Less than 65g	80g	
<b>Sat Fat</b>	Less than 30g	20g	
<b>Cholesterol</b>	Less than 300mg	300mg	
<b>Sodium</b>	Less than 2,400mg	2,400mg	
<b>Total Carbohydrate</b>	30g	30g	
<b>Dietary Fiber</b>	25g	30g	
<b>Protein</b>	30g	60g	

enriched macaroni product (wheat flour, niacin, ferrous sulfate [iron], thiamin mononitrate [vitamin b1], riboflavin [vitamin b2], [beta-tocopherol] [vitamin e]), cheddar cheese sauce mix (whey, milkfat, milk protein concentrate, salt, sodium triphosphate, contains less than 2% of citric acid, lactic acid, sodium phosphate



# IMAGINATION

## IMAGINATION +CHEESE

real noodle  
shape inside!



### HOW TO

**Boil** 6 cups of water

**Stir** in Mac

**Cook** 8 min.

**Drain** Mac

**Stir in**  
Cheese Pack +  
4 tbsp of butter +  
1/4 cup of milk

## FUEL YOUR IMAGINATION

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### SWISS CHEESE

NET WT 7.25 OZ (206g)

### Nutrition Facts

Serving Size 2.5 Oz (86g)  
About 1 cup prepared  
Servings about 2.5

Amount	% Daily Value*	As Prepared	As Packaged
<b>Calories</b>		260	280
<b>Fat Cal.</b>		20	45
	<b>% Daily Value</b>		
<b>Total Fat</b> 2g*	<b>3% 8%</b>		
<b>Sat Fat</b> 1g	<b>5% 13%</b>		
<b>Trans Fat</b> 0g			
<b>Cholest.</b> 5mg	<b>2% 3%</b>		
<b>Sodium</b> 530mg	<b>22% 23%</b>		
<b>Total Carb.</b> 47g	<b>16% 16%</b>		
<b>Fiber</b> 1g	<b>4% 4%</b>		
<b>Sugars</b> 5g			
<b>Protein</b> 5g	<b>18% 20%</b>		
<b>Vitamin A</b>	<b>0% 2%</b>		
<b>Vitamin C</b>	<b>0% 0%</b>		
<b>Calcium</b>	<b>10% 15%</b>		
<b>Iron</b>	<b>4% 4%</b>		

\*Percent Daily Values are based on a diet of other people's secrets.

Amount in Box, When Prepared as directed, one serving contributes an additional 50 Calories (25 Fat Cal.), 3g Total Fat (1.5g Sat. Fat), 5mg Cholest., 50mg Sodium, 2g Total Carb. (2g Sugars), 1g Protein.

enriched macaroni product (wheat flour, niacin, ferrous sulfate [iron], thiamin mononitrate [vitamin b1], riboflavin [vitamin b2], folic acid), cheese sauce mix (whey, milkfat, milk protein concentrate, salt, sodium triphosphate, contains less than 2% of citric acid, lactic acid, sodium phosphate)



# IMAGINATION

## IMAGINATION +CHEESE



real noodle  
shape inside!

### HOW TO

**Boil** 6 cups of water

**Stir in** Mac

**Cook** 8 min.

**Drain** Mac

**Stir in**  
Cheese Pack +  
4 tbsp of butter +  
1/4 cup of milk



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### NACHO CHEESE

NET WT 7.25 OZ (206g)

#### Nutrition Facts

Serving Size 2.5 OZ (69g)

About 1 cup prepared

Servings about 2.5

Amount	As	As
Per Serving	Package	Prepared
<b>Calories</b>	250	280
<b>Fat Cal.</b>	20	45
<b>% Daily Value</b>		
<b>Total Fat 2g*</b>	<b>3%</b>	<b>6%</b>
<b>Sat Fat 1g</b>	<b>5%</b>	<b>13%</b>
<b>Trans Fat 0g</b>		
<b>Cholest. 5mg</b>	<b>2%</b>	<b>3%</b>
<b>Sodium 530mg</b>	<b>22%</b>	<b>23%</b>
<b>Total Carb. 47g</b>	<b>16%</b>	<b>16%</b>
<b>Fiber 1g</b>	<b>4%</b>	<b>4%</b>
<b>Sugars 6g</b>		
<b>Protein 9g</b>	<b>18%</b>	<b>20%</b>

Vitamin A 0% 2%  
 Vitamin C 0% 0%  
 Calcium 10% 15%  
 Iron 4% 4%

\*Amount in Box, When Prepared as directed, one serving contributes an additional 30 Calories (25 Fat Cal.), 2g Total Fat (1.5g Sat. Fat), 5mg Cholest., 30mg Sodium, 2g Total Carb., (2g Sugars), 1g Protein

Calories 2,000 2,600

Total Fat Less than 50g 30g  
 Sat Fat Less than 20g 20g  
 Cholesterol Less than 300mg 300mg  
 Sodium Less than 2,400mg 2,400mg  
 Total Carbohydrate 30g 37g  
 Dietary Fiber 20g 30g  
 Protein 50g 60g

enriched macaroni product (wheat flour, niacin, ferrous sulfate (iron), thiamin mononitrate, vitamin b1, riboflavin (vitamin b2), folic acid), cheese sauce mix (whey, milkfat, milk protein concentrate, salt, sodium triphosphate, contains less than 2% of citric acid, lactic acid, sodium phosphate



