Project One:

Imacination + Cheese

Sydney Slovisky

Packaging Design

Project Outline:

The Assignment

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

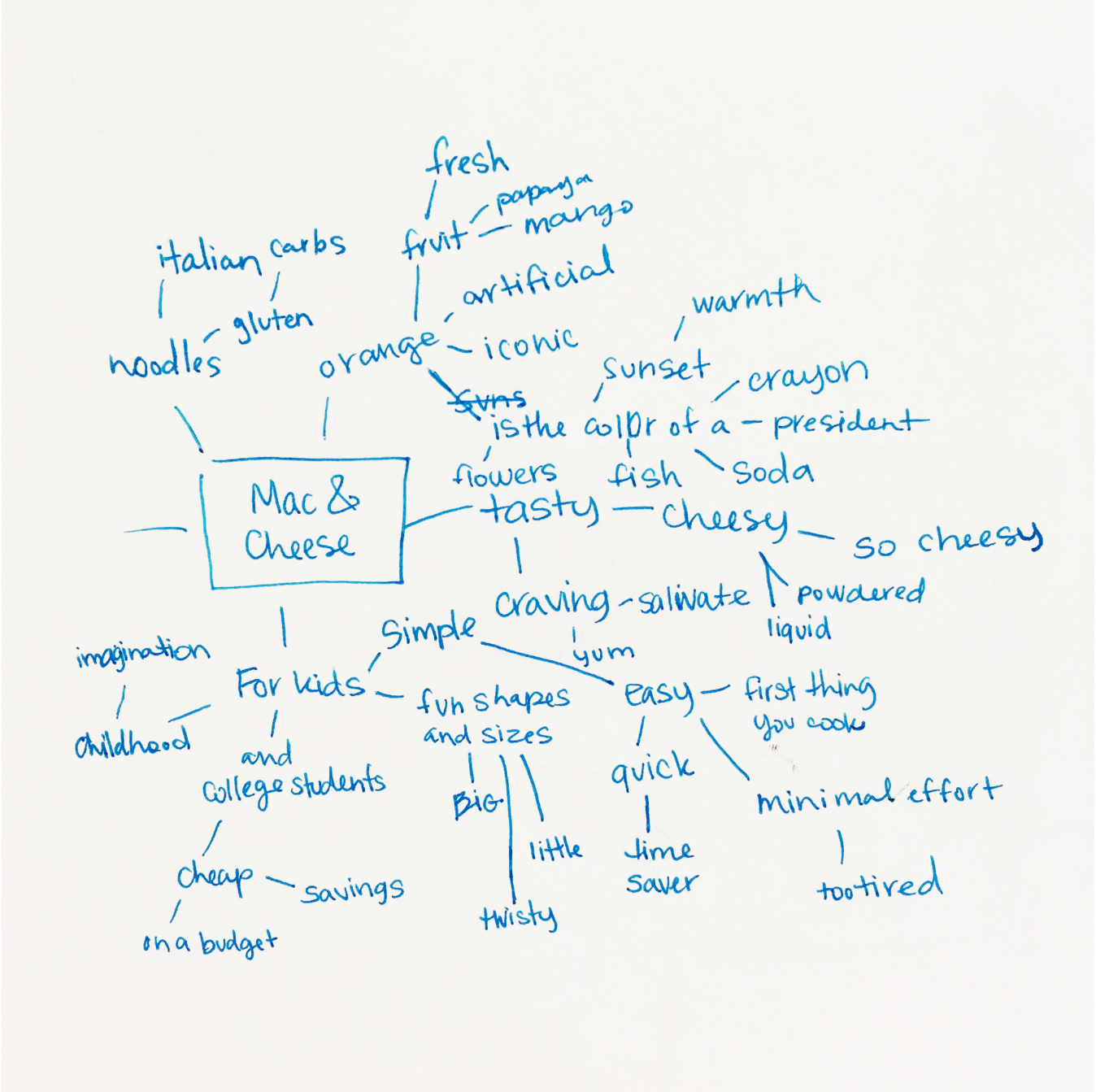
Research:

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

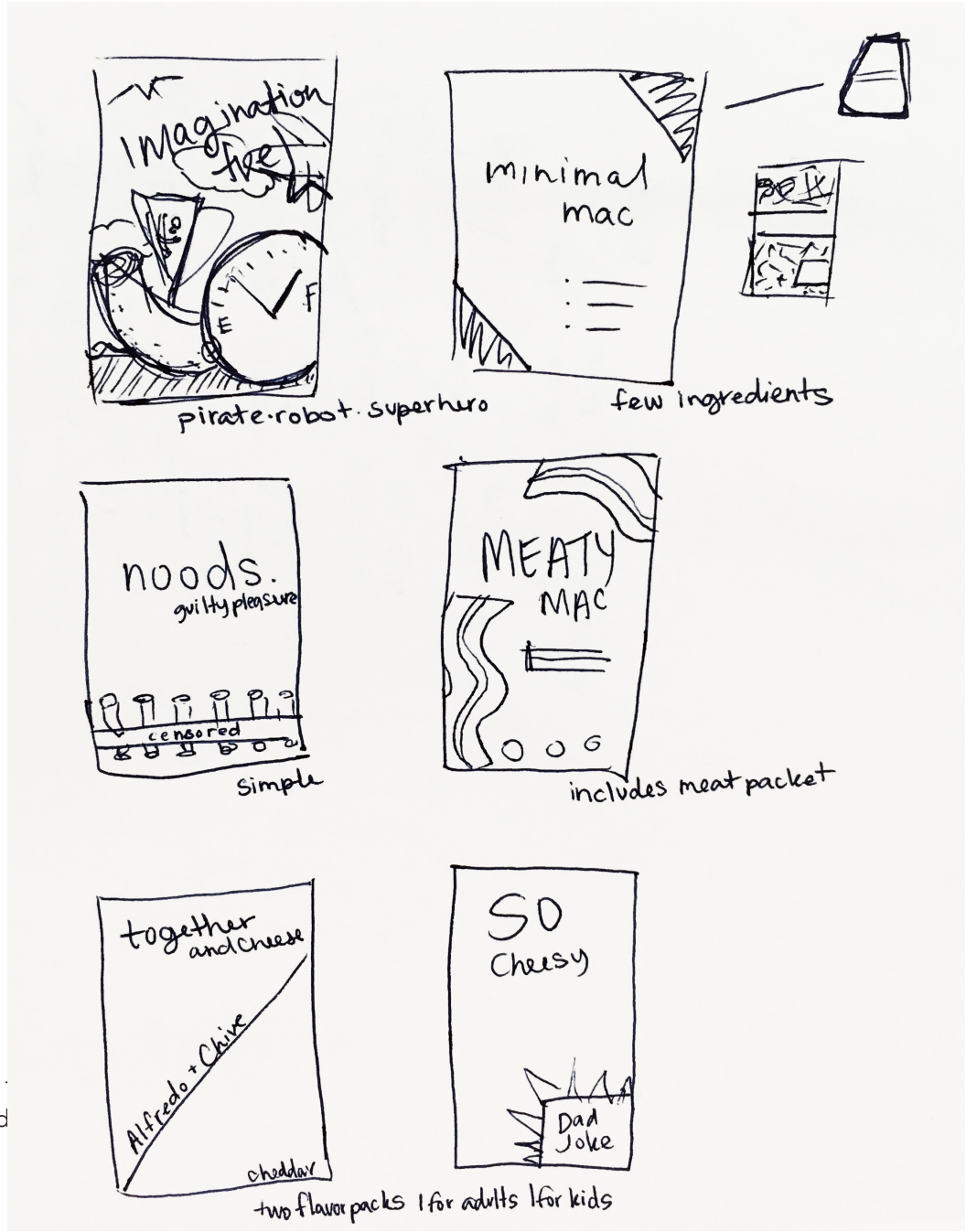
Clean design, minimal effort, minimal ingredients.

Imagination Fuel

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

Meaty Mac

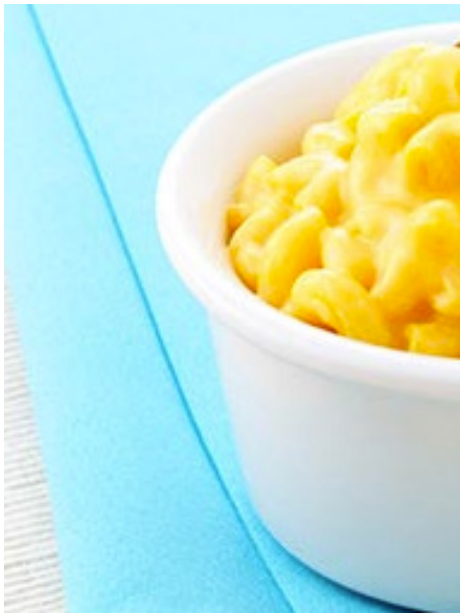
Comes with bits of dried meat
into the macaroni once it's mad

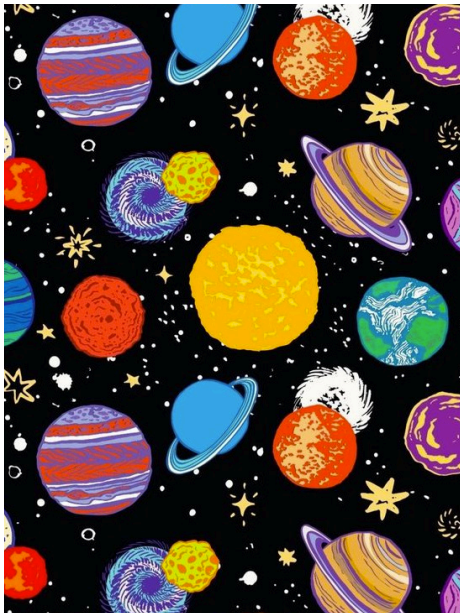


Mood:

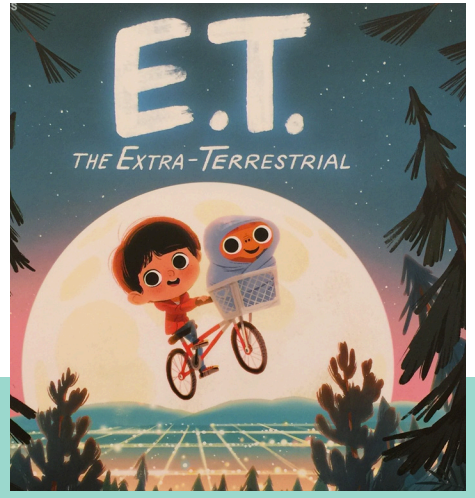
Feel and Inspiration
Typefaces and Color Palette

Mood:






POP!
VITAMINS


E.T.
THE EXTRA-TERRESTRIAL


ROLL
WITH
IT


VITA COCO
Kids
Apple Island
VITA COCO
Kids
Very Cherry Beach

Mood:

Mood:

Typefaces Used

Gotham Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Permanent Marker

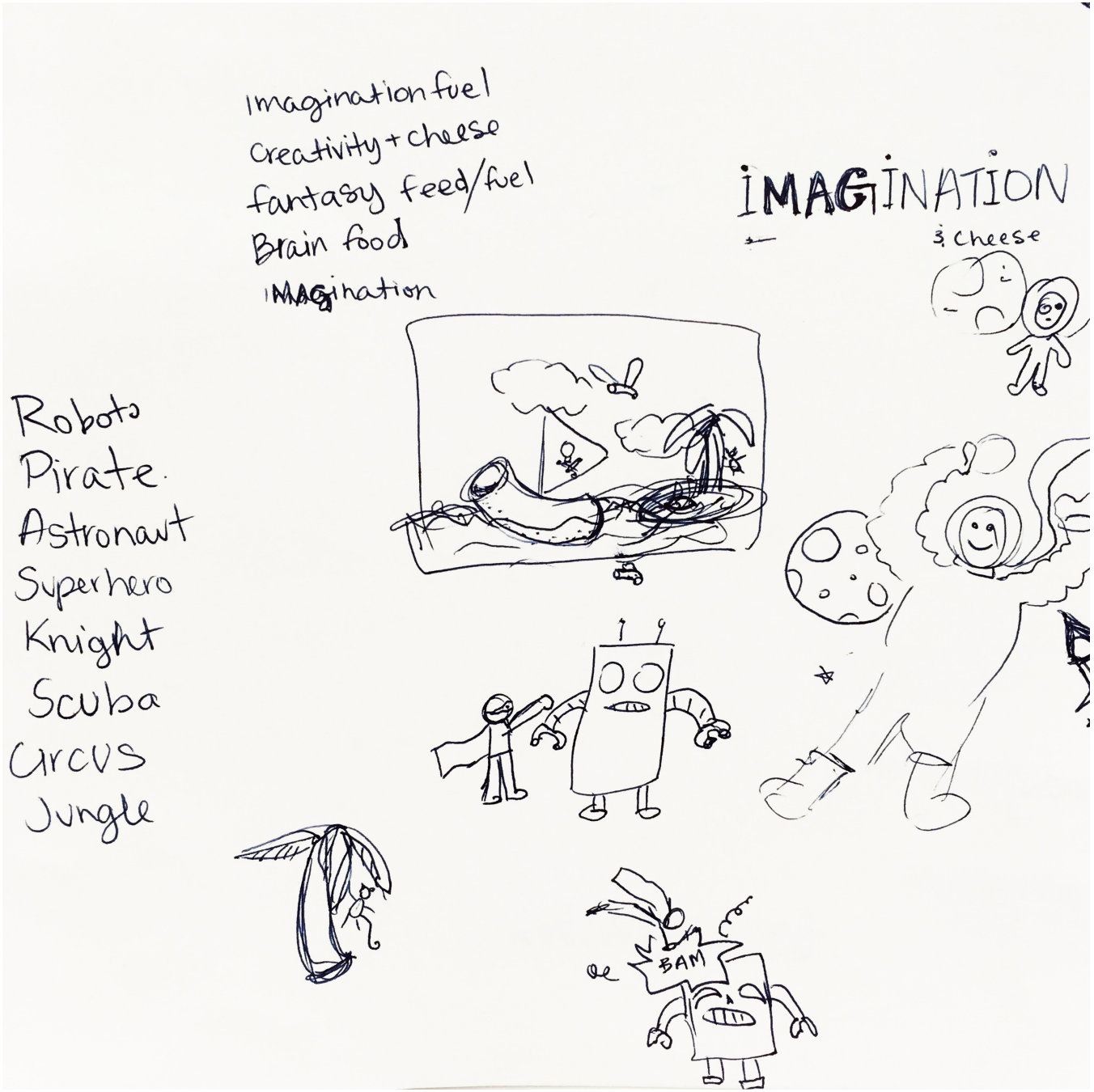
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Sketches:

Sketches:


Imagination fuel
Creativity + cheese
fantasy feed/fuel
Brain food
IMAGination
IMAGINATION
3 cheese
Robots
Pirate
Astronaut
Superhero
Knight
Scuba
Circus
Jungle
BAM

Digital Rough:

Concept Sketching

Illustration:

Illustrations:

Characters

Sydney Rae Slovisky
Project One: Mac Box

Illustrations:

Logo Design

Final Product:

Final Boxes

Final Photos

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Project One: Mac Box

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Project One: Mac Box


iMAGiNATiON
+CHEESE
CHEDDAR CHEESE
NACHO CHEESE
SWISS CHEESE


real noodle shape inside!
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at www.imagination.com
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
iMAGiNATiON


iMAGiNATiON
+CHEESE


real noodle shape inside!
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