

# PRODUCT PROMOTION & PACKAGING

Professor Salcer  
1231A Spring 2018

Sana Karnawat  
Integrated Design BFA

# Assignment 1:

## THE EMOTIONAL PROJECT

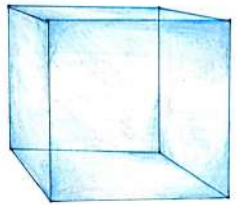
Assignment:

Create an abstract object using a combination of color(s), shape(s) and texture(s) that suggest a mood or feeling, e.g., joy, fear, anger, etc.

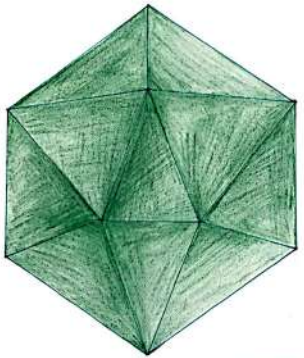
It should be placed in an outer container that helps to support this feeling.

The materials for this project could be any of the following: heavy paper, cardboard, plastic, fabric, metal, wood, glass, clay, paint, found objects, etc.

# Phase 1: Conceptual Sketches



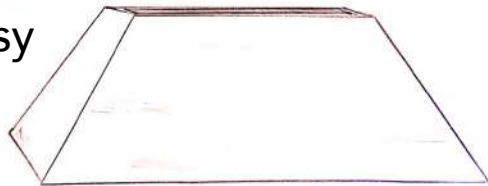
cold



jealousy



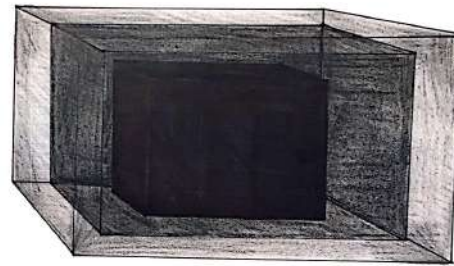
anger



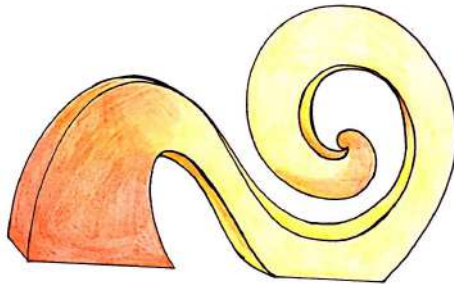
stability



optimism



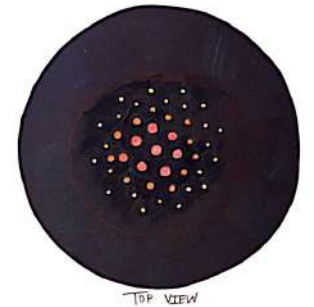
claustrophobia



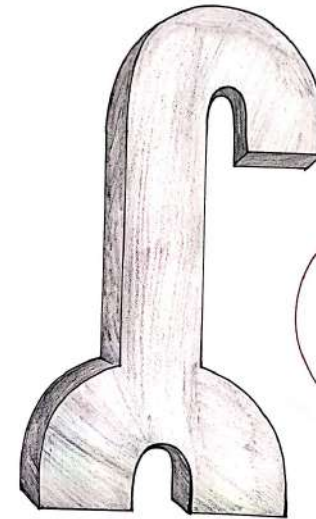
joy



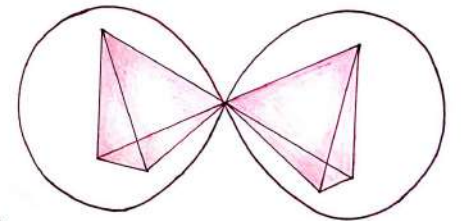
hot



TOP VIEW



boredom



love



Phase 2: Product -  
Claustrophobia

# Assignment 2:

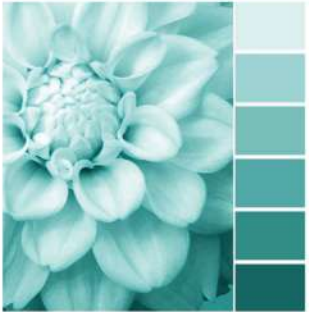
# THE COSMETIC PROJECT

Assignment:

Design a custom made cosmetics bottle and its outer packaging for either a male, female or unisex fragrance, plus a small promotional counter display.

# Phase 1: Mood Board

## *Ess / luxury sea breeze fragrance*



essential | ɪˈsen(t)SHəl |  
adjective  
absolutely necessary; extremely important

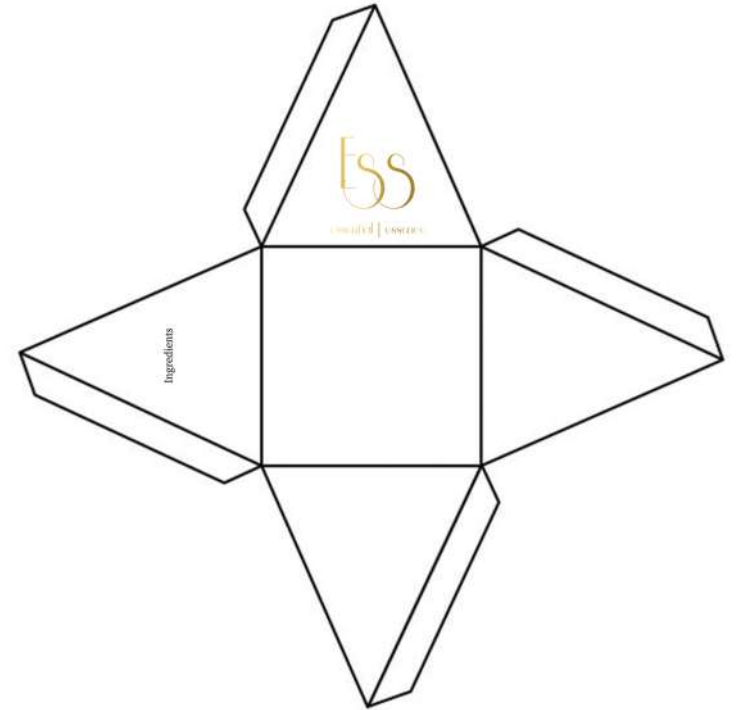
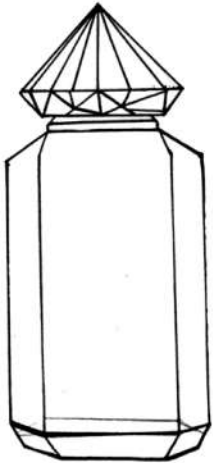
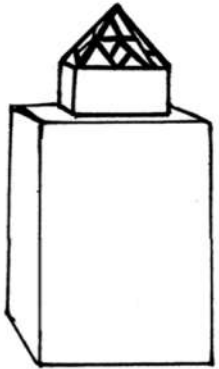
essence | ˈesəns |  
noun  
the intrinsic nature or indispensable quality  
of something, especially something abstract,  
that determines its character



## Phase 2: Sketches



Luxury brand targeted toward 20-30 year olds. A refreshing fragrance, inspired by the cool and calming sea breeze. Its small size allows one to carry it along anywhere. A truly “*essential essence*.”

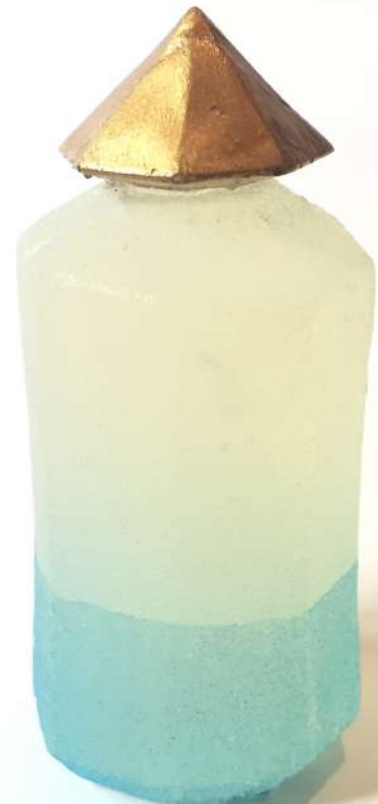




# Phase 3: Model




Balsa foam model





# Phase 4: Final Presentation





# Assignment 3: THE BEVERAGE PROJECT

## Assignment:

Design teams of 4 collaborate on creating a brand identity for a collection of beverages.

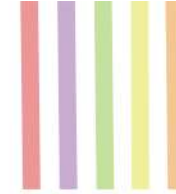
Create an overall identity that covers a range of flavors and each team member will design an individual flavor.

# Phase 1: Mood Board

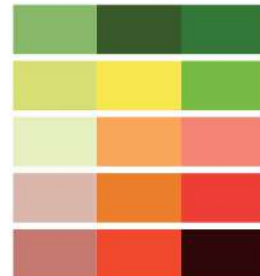
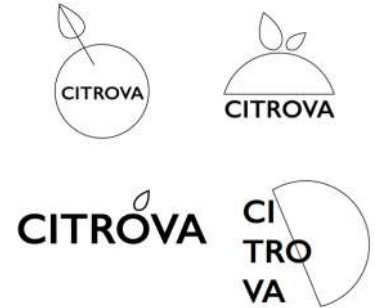
*citrova / an organic juice with a variety of flavors*



CITROVA  
CITROVA



CITROVA



CITROVA



CITROVA

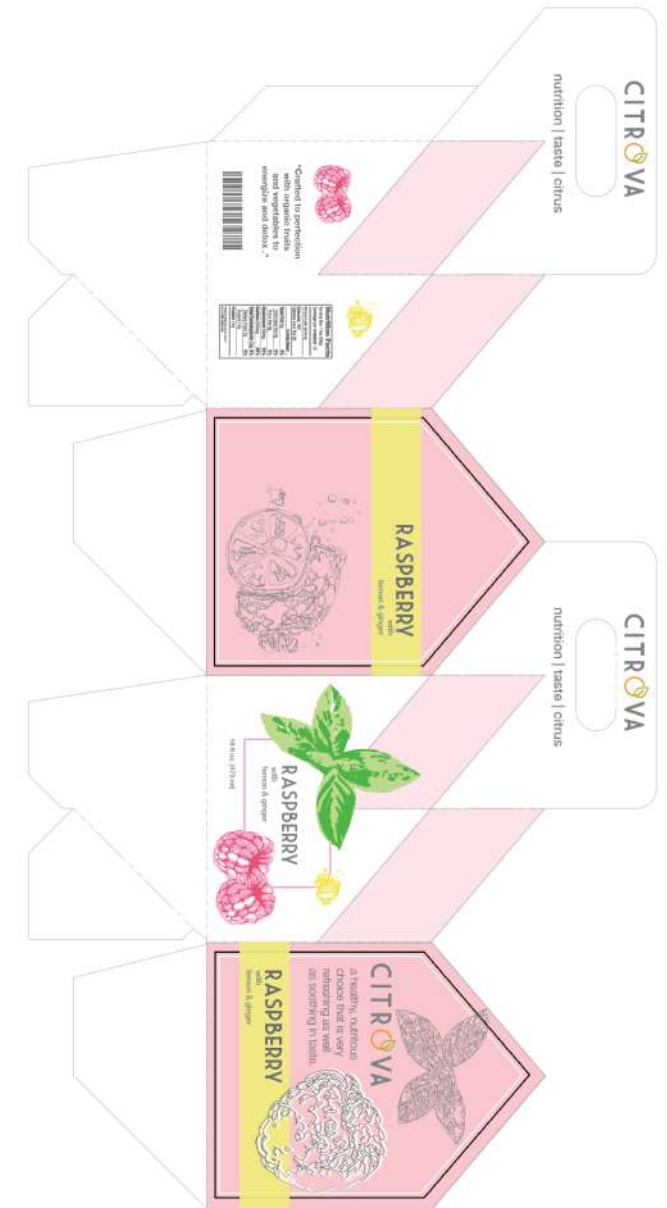
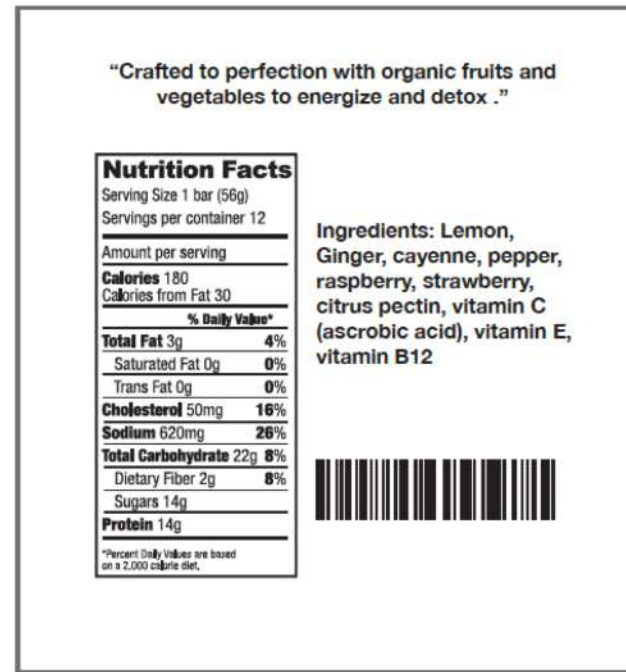


CITROVA



# Phase 2: Prototype

## *my flavor - raspberry*





# Phase 3: Final Presentation





# Assignment 4:

## THE MAKEOVER / THE LINE EXTENSION

Assignment:

Makeover – Choose an existing product that is out there in the marketplace that, in your opinion, could benefit from a design facelift.

OR

Line Extension – Add a new product line or division to an existing brand name.



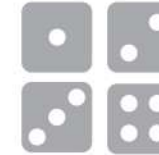
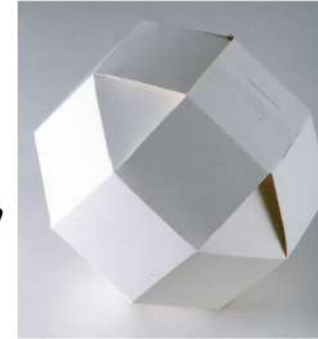
# THE LINE EXTENSION

## Phase 1: Mood Board

### Domino's Twin Chocolate Box



complex shape to attract customers



DOES IT GET BETTER THAN THIS?  
I DON'T THINK SO.



**Domino's**

Introducing Domino's brand new addition, the

*Chocolate Dice*

pizza + drink + dessert  
=  
perfect meal

targetted towards all its loyal customers

**INDULGE**

**Domino's**  
POSSIBILITIES, TOPPED WITH PRIDE

this dice is a guaranteed lucky roll

brings nothing but utter delight

Chocolate cake layered  
with mouth-watering  
**CARAMEL**

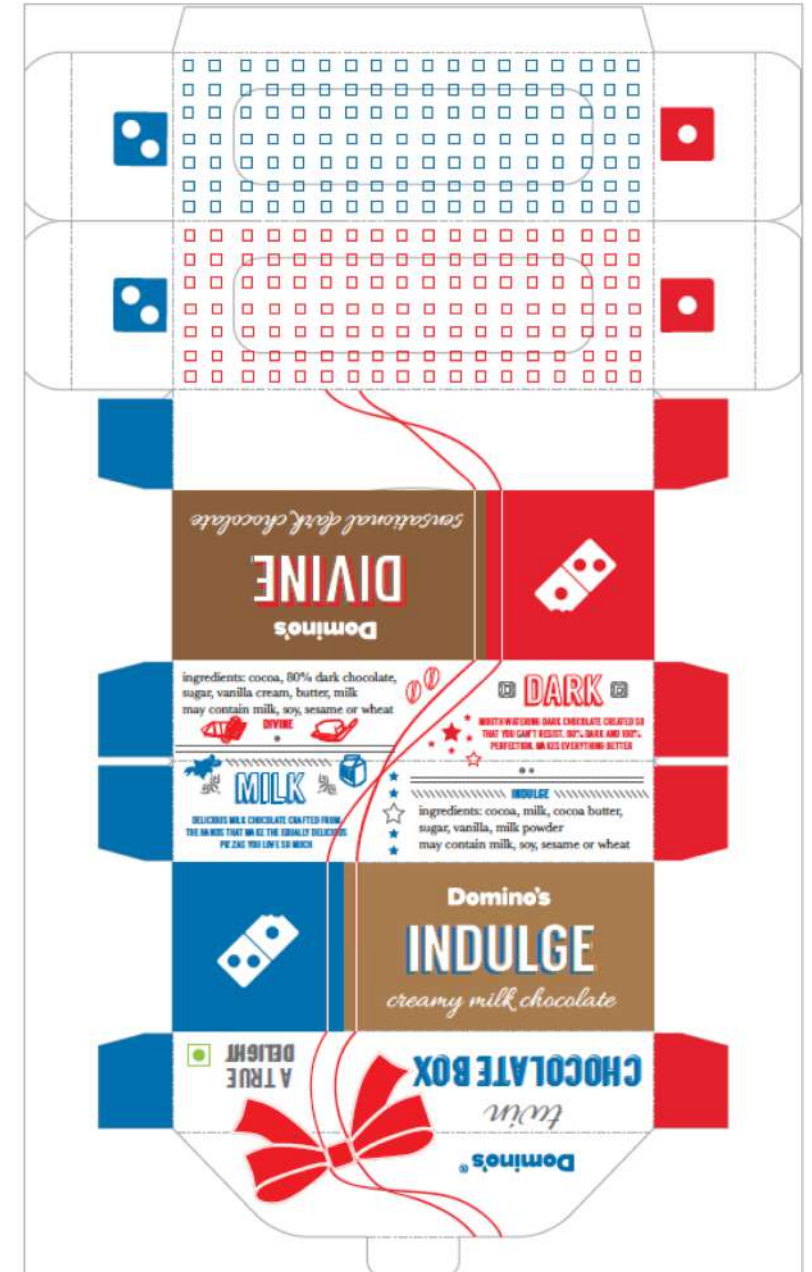
a guaranteed  
**LUCKY ROLL**



# Domino's branding



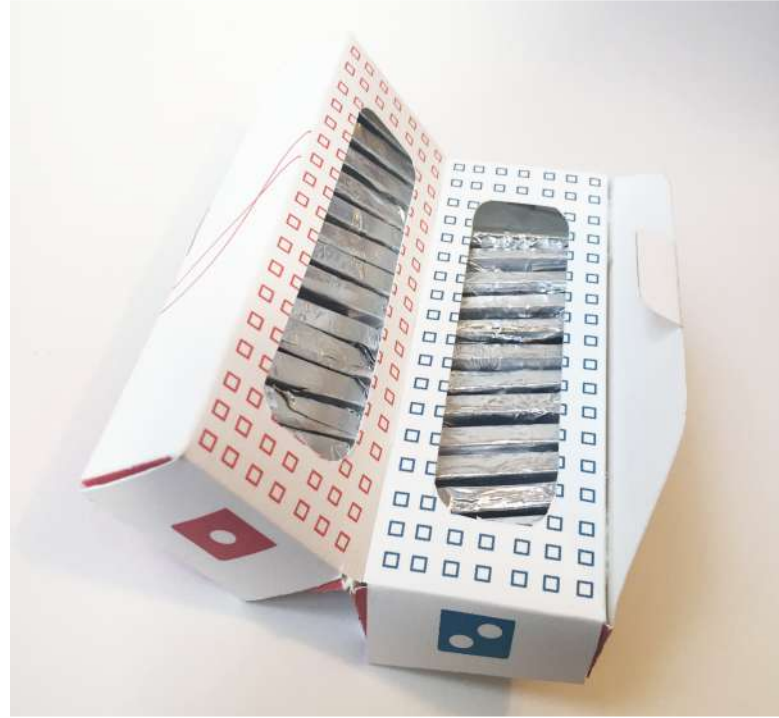
# My proposed line extension



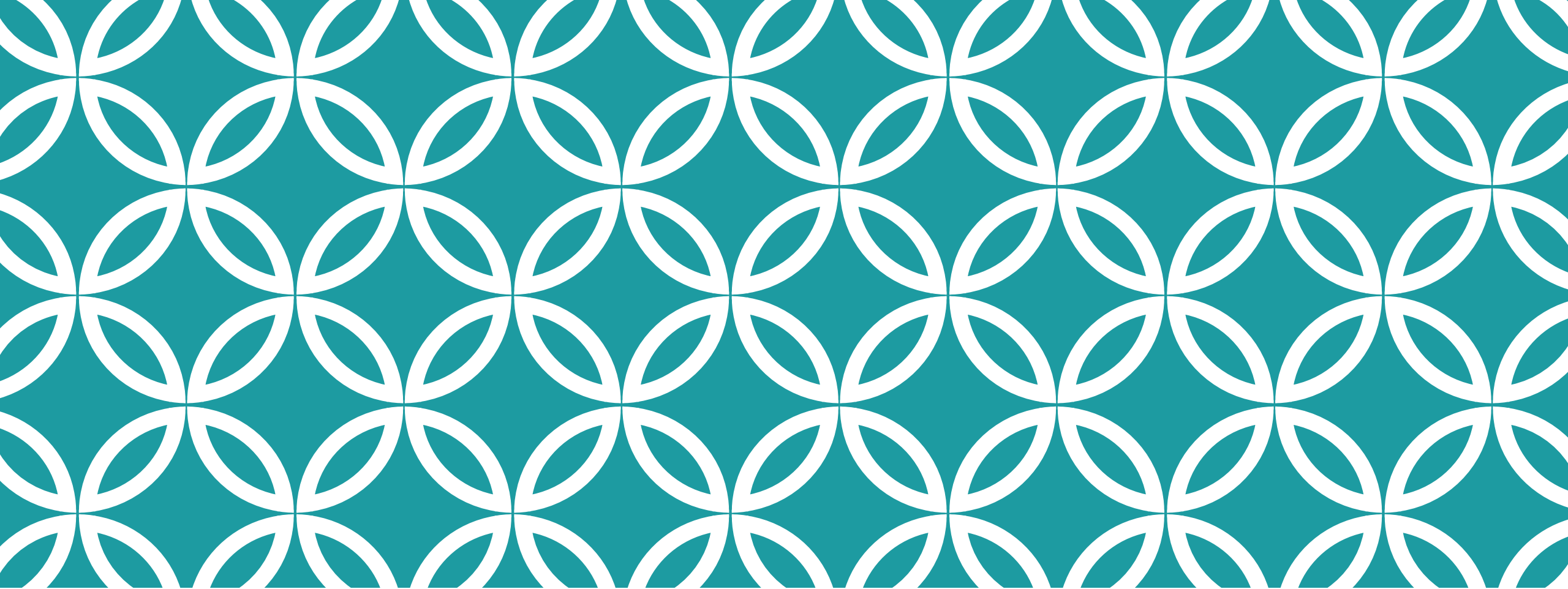


## Phase 2: Final Presentation









THANK YOU

