

bokēh

Filien Luiten  
Packaging Design

# Packaging Design

## ASSIGNMENT

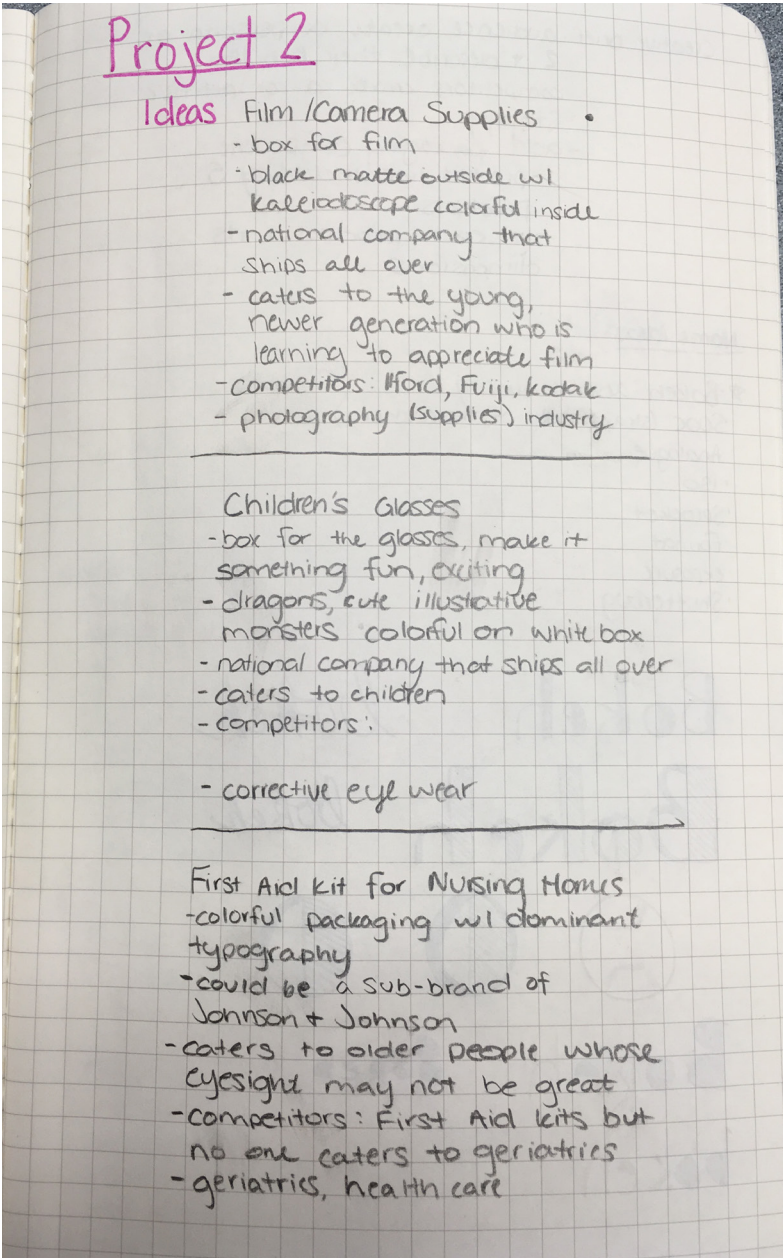
Invent and/or rename a company for a packaging project (use an existing product as a base for reference).

## CREATIVE STRATEGY

A written creative brief identifying “your company” including a plan for product packaging. This company will be marketed internationally, nationally or locally. Outline a creative strategy for your proposed company- create a particular “niche” for your company which will help to establish a marketing strategy.

bokkeh

CREATIVE BRIEF  
Filien Luiten  
Design I



PROJECT SUMMARY

Bokeh is a supplier of film and paper for the up and coming young modern female film photographers. It is a national company that ships supplies all over the US and Canada and is also available in a few camera supply retail stores. This project will include creating and logo and package design for Bokeh and its products. The product packaging will be for its line of film and paper needed to develop photographs.

AUDIENCE PROFILE

The audience for Bokeh is middle to upper class, age 15-25 females who enjoy shooting with a film camera. They are young and hip and appreciate bold colors and type. An example persona would be Ryann a 17 year old girl who has an adventurous spirit, is extroverted, enjoys hanging out with her friends, going shopping, and being artsy. She is a bit of a hipster as she doesn't follow the mainstream culture of instagram and in her younger years she shot photos with a Polaroid before upgrading to a film camera. These girls don't mind paying more for good quality film/paper that comes in well designed modern packaging.

COMPETITIVE POSITIONING

Bokeh would be competing against other film suppliers such as Kodak, Fuji film, and Ilford. What sets this Bokeh apart is its bold packaging and modern design. Careful attention to detail was paid in all aspects of packaging so that it will stand out on the shelves/internet from the ordinary yellow packaging of Kodak, rainbow of Fuji film, and the white packaging of Ilford.

COMMUNICATION STRATEGY

The communication strategy would be friendly and hip to make it understandable and pertinent to the target audience. The language would be youthful and hip and the modern packaging will set it apart from those of Fuji film, Kodak, and Ilford which are aimed for a more adult/professional audience.

PERSONALITY

Three key words to describe Bokeh would be modern, bold, hip.

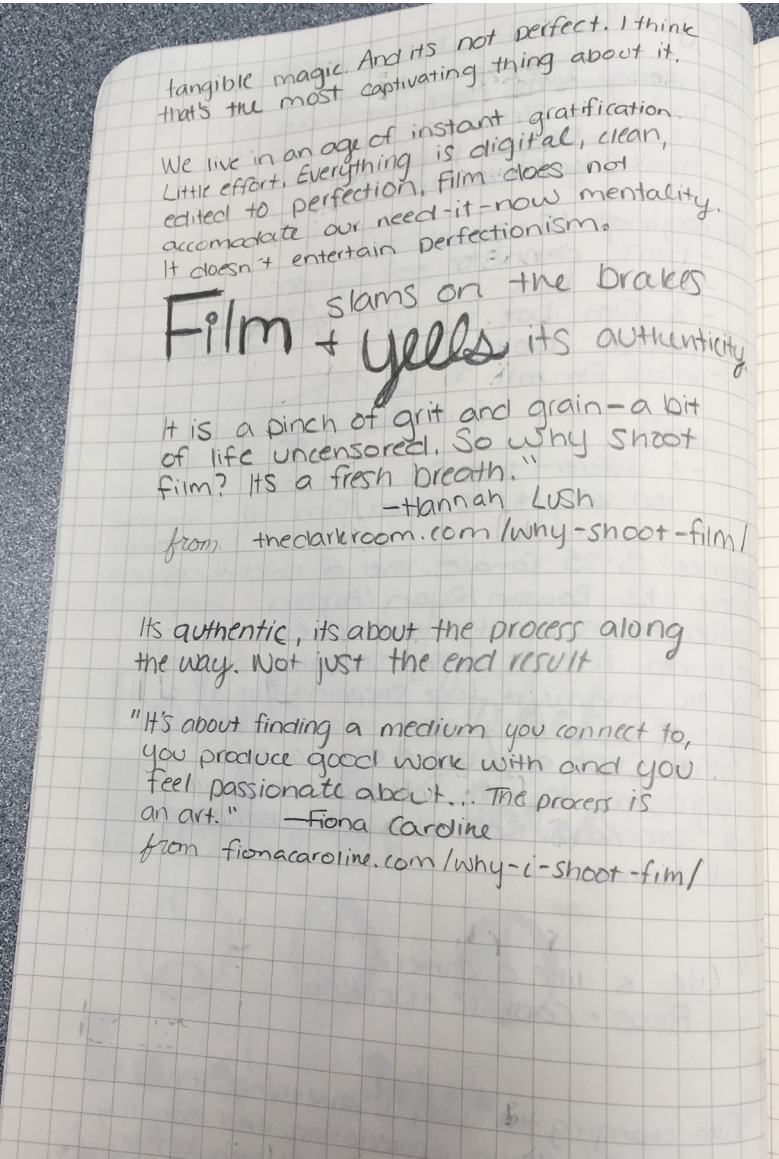
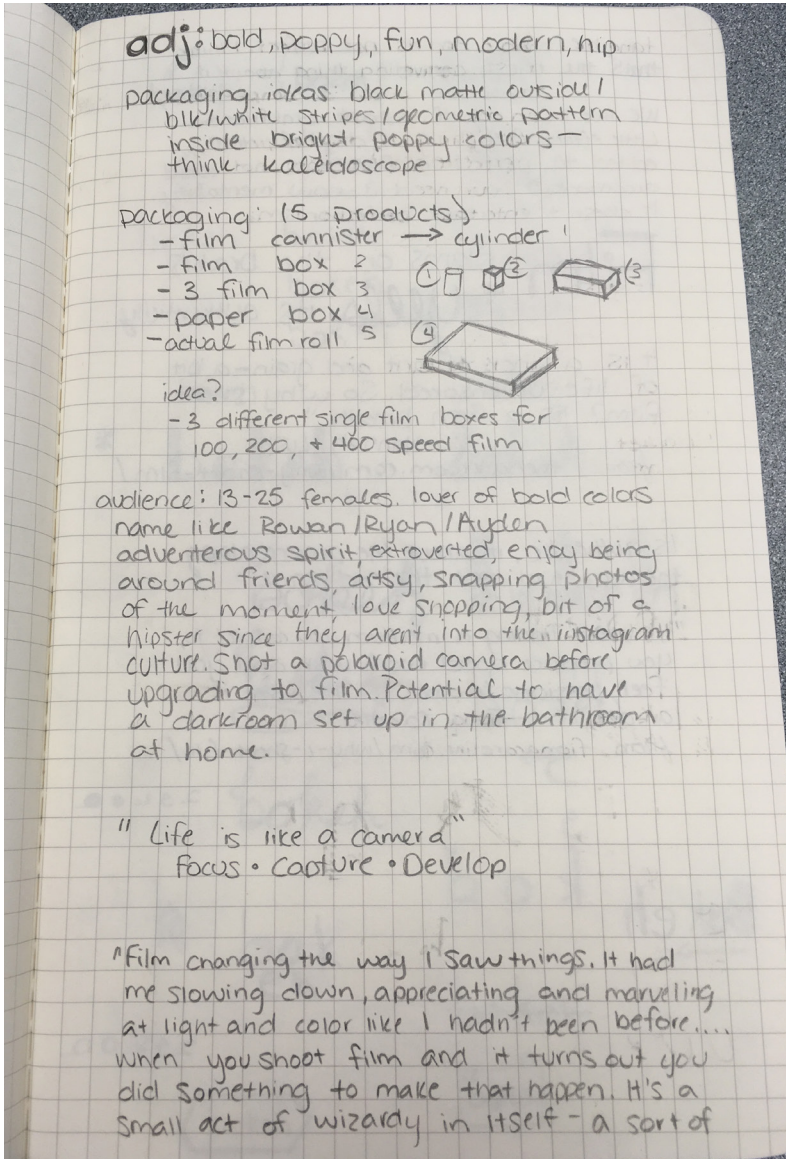
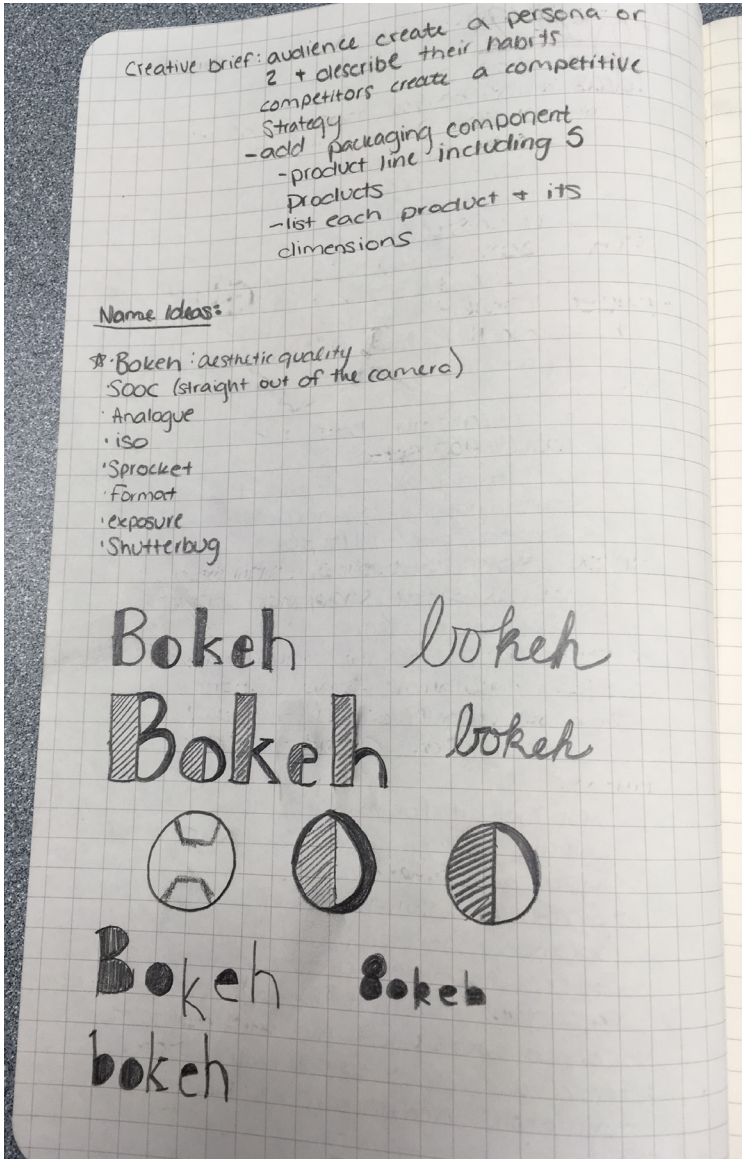
PACKAGING

- Film cannister label:** approximately 3/4" by 1.5"
- 2/3 film boxes (single) packaging** would differentiate based on film speed- length: 1.65" width: 1.65" height: 2.25"
- Film box** (three rolls): length- 4.75" width: 1.65" height: 2.25"
- Paper box:** length: 10.75" width: 8.75" height: 3/4"

Name/ Notes

NAME

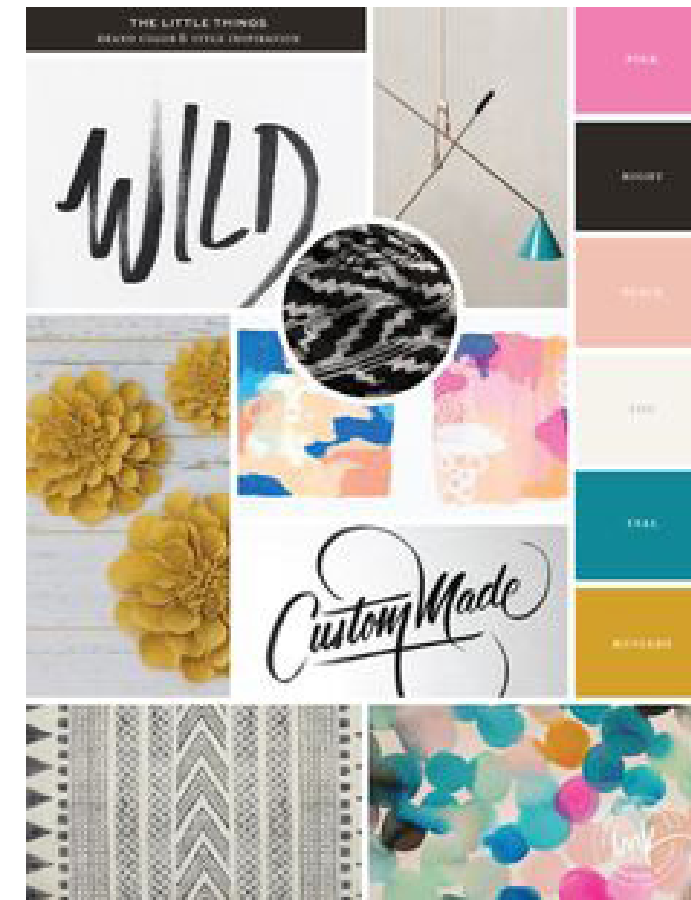
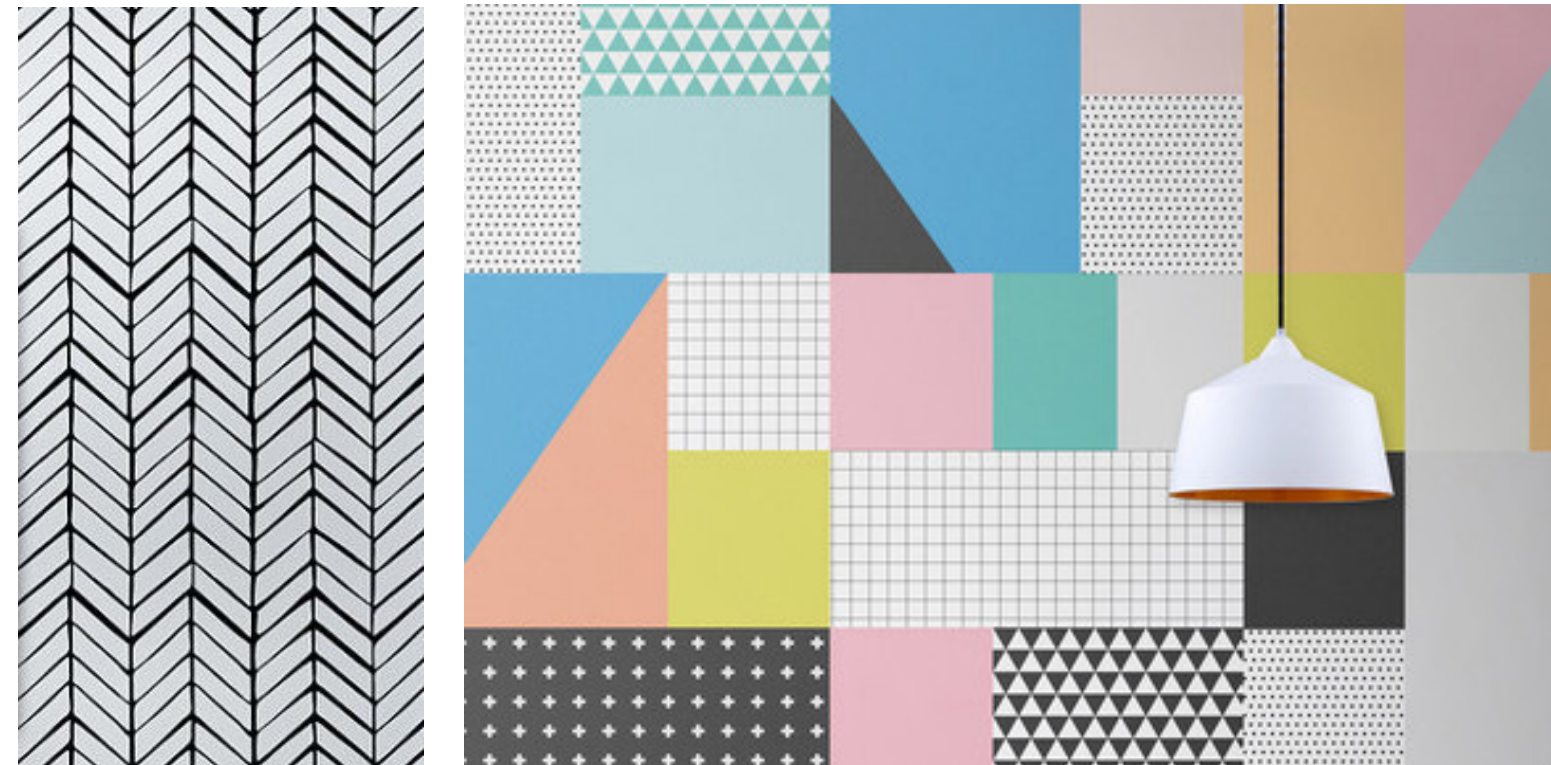
I looked up photography terms and upon stumbling on the word bokeh: the aesthetic quality of light in a photography, I thought it was the perfect name for my company.



# Research

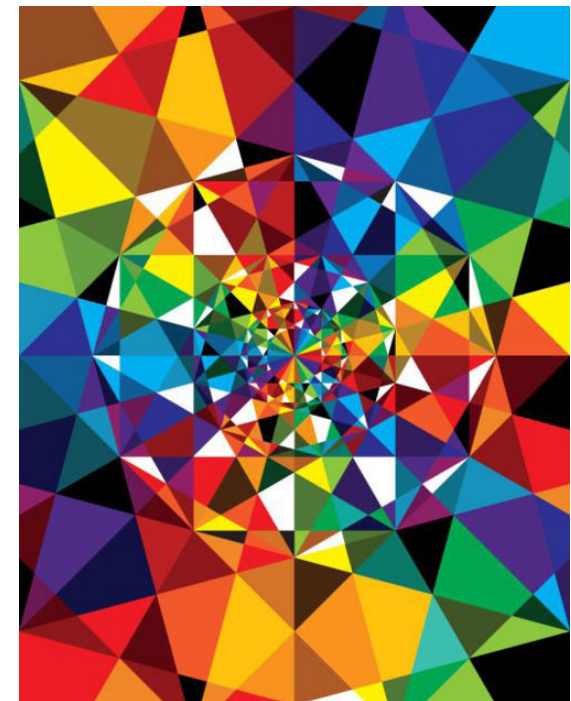
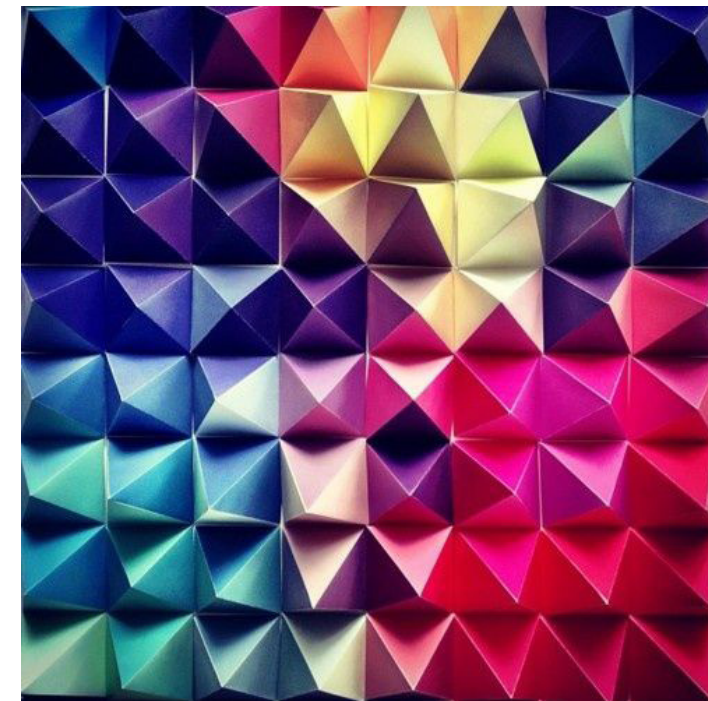
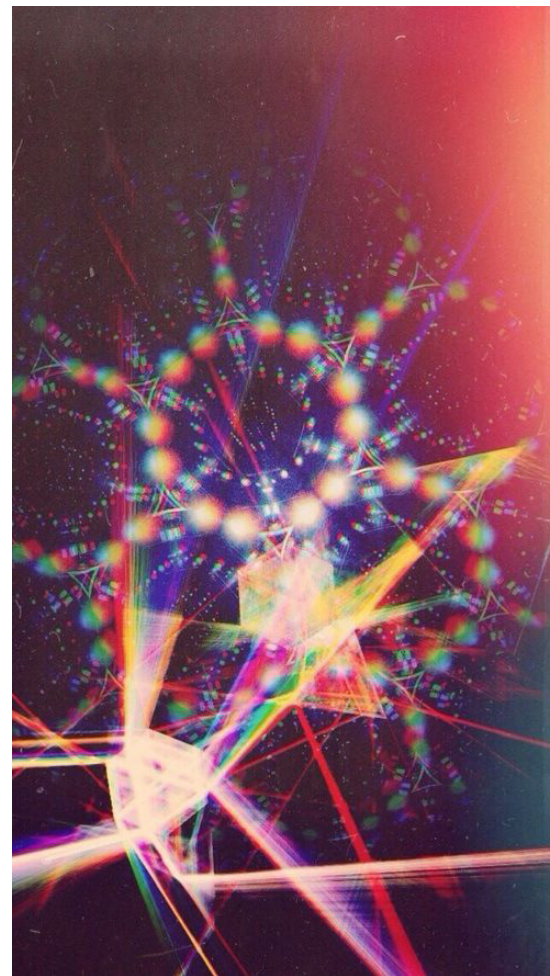
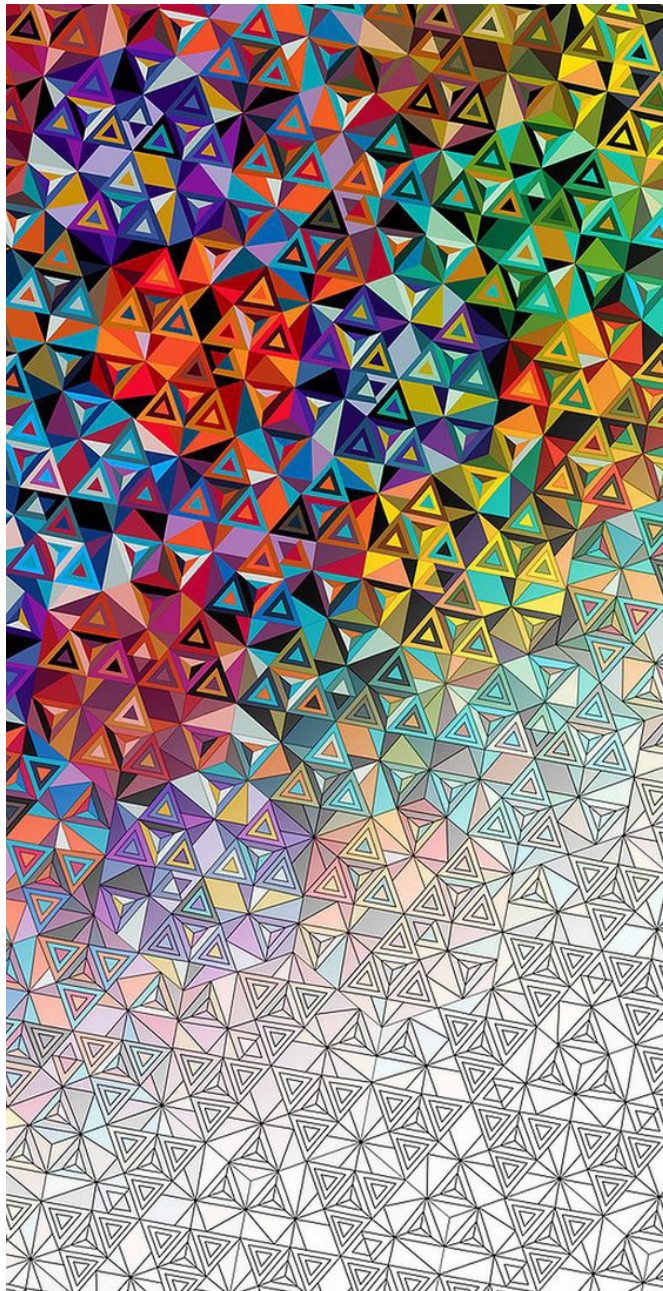
I researched different patterns and packaging that I felt meshed with the personality of my target audience.

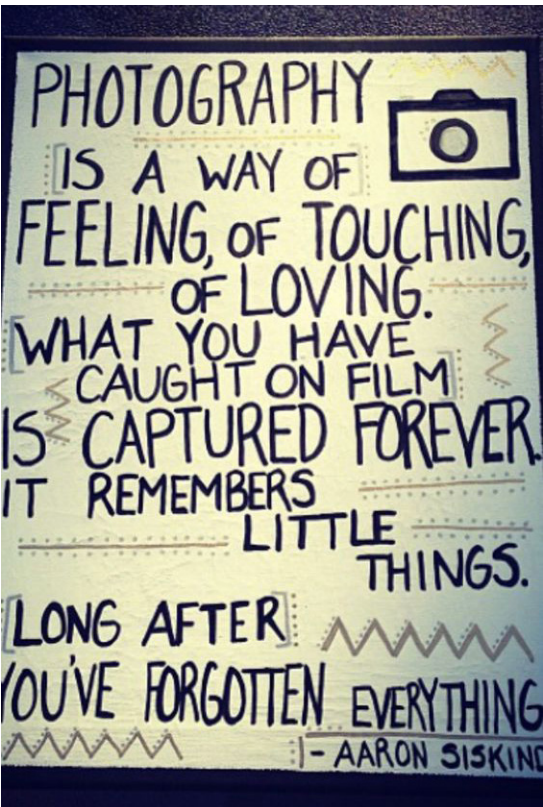
I knew I wanted my packaging to have a matte black exterior with a brightly patterned interior to represent the process of film photography.



The idea behind  
a kaleidoscope is that  
it is a structure that's filled  
with broken bits and pieces,  
and somehow if you can look  
through them, you still see  
something beautiful. And  
I feel like we are all that  
way a little bit.

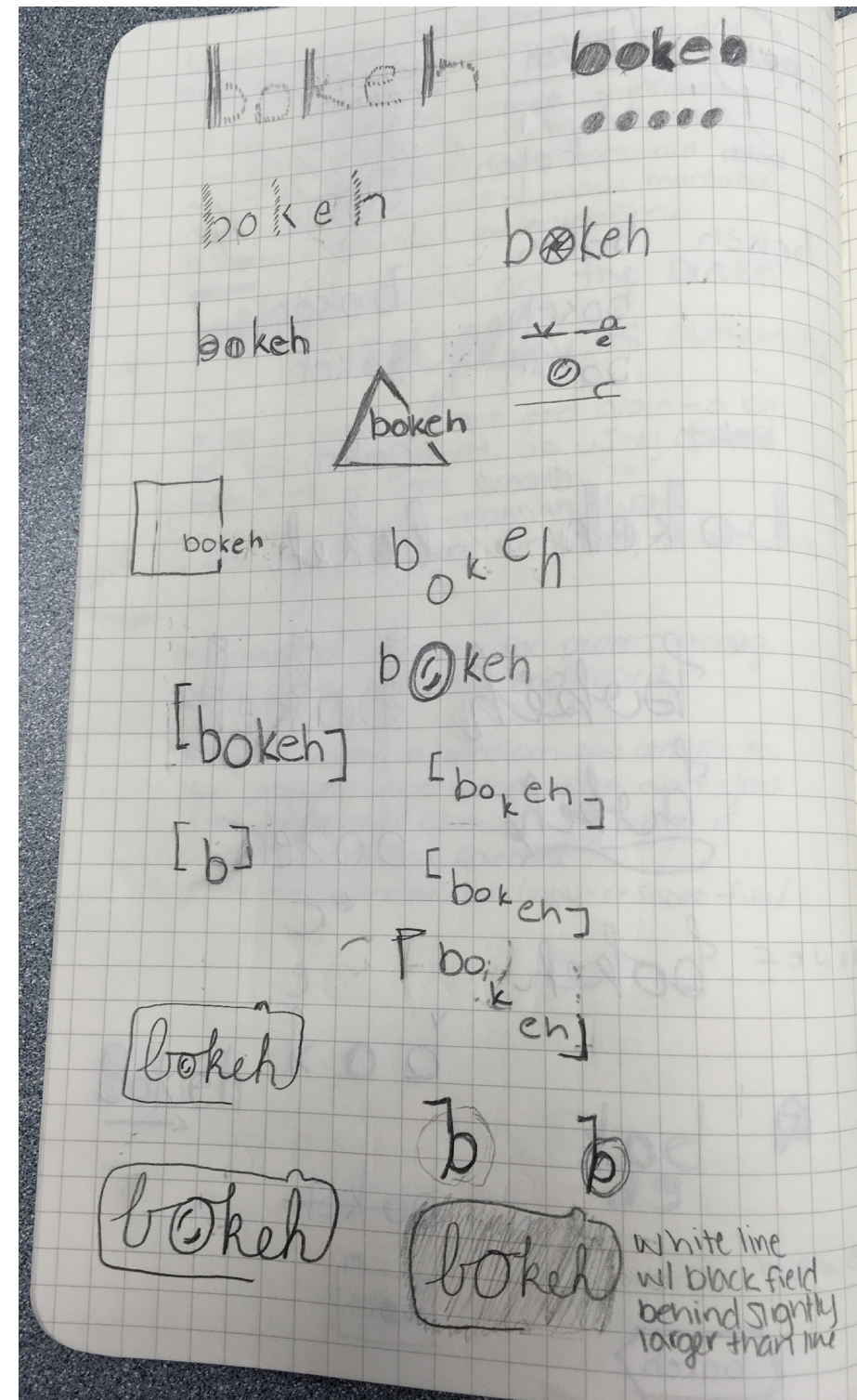
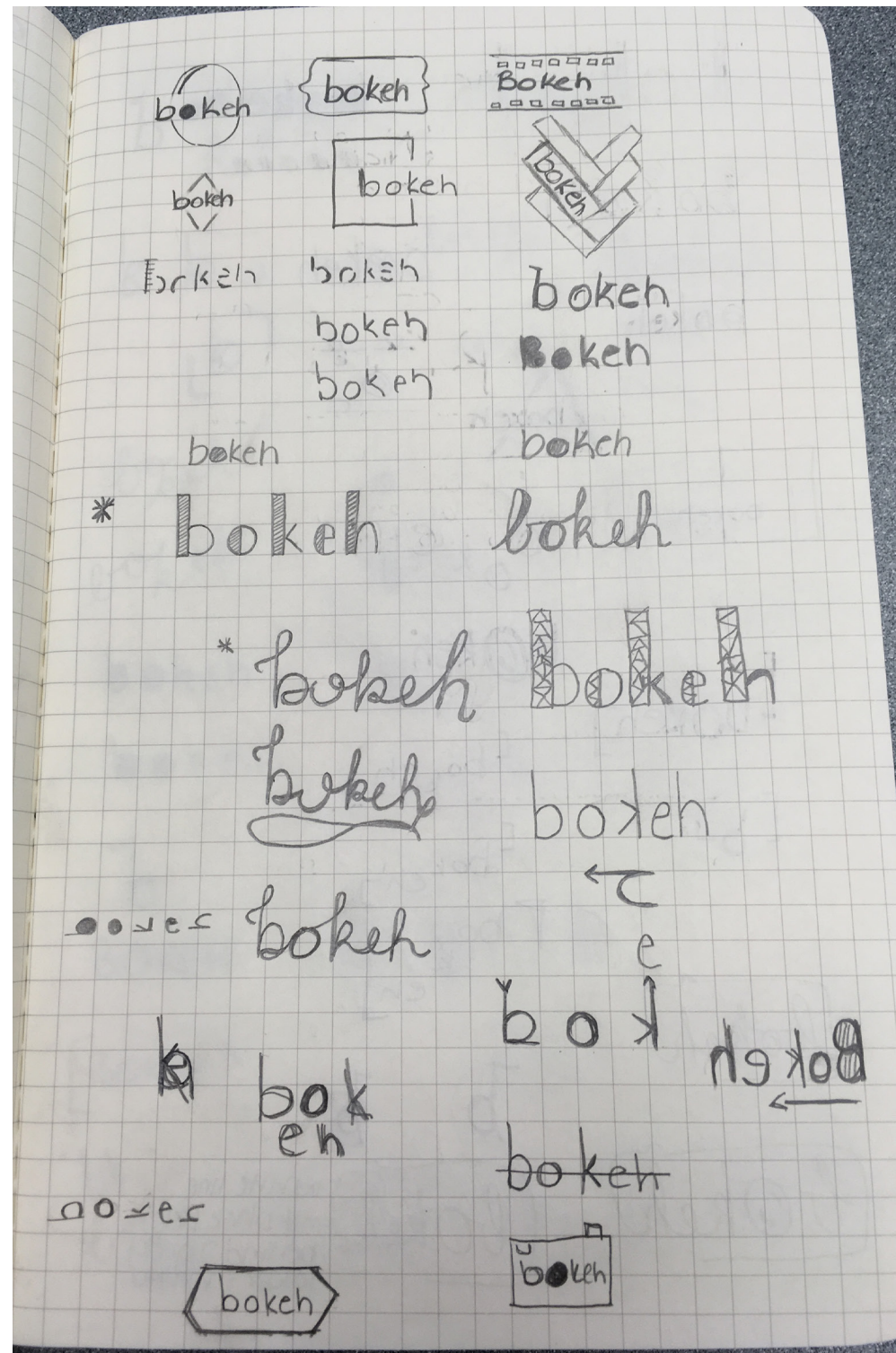
Sara Bareilles

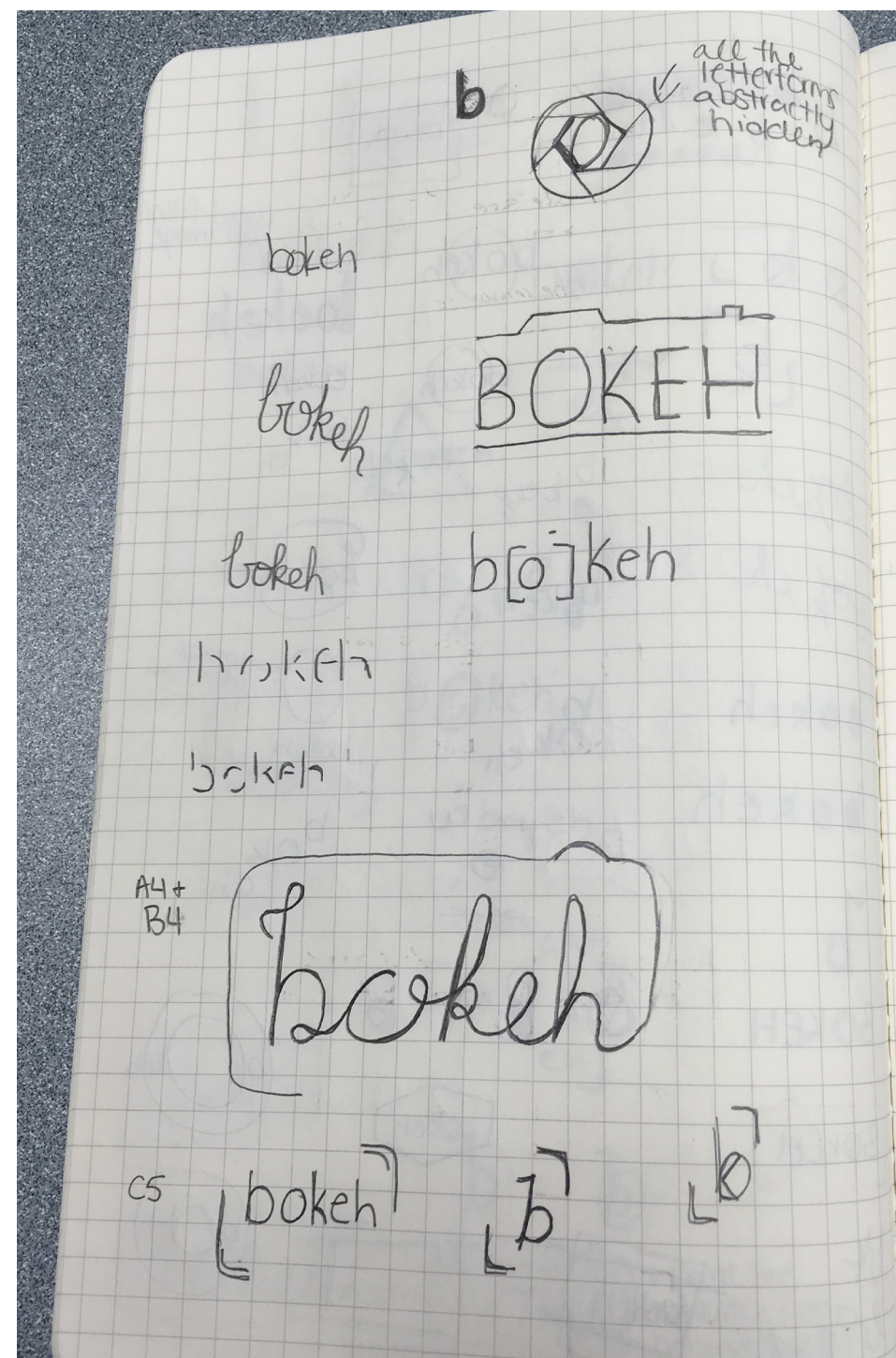
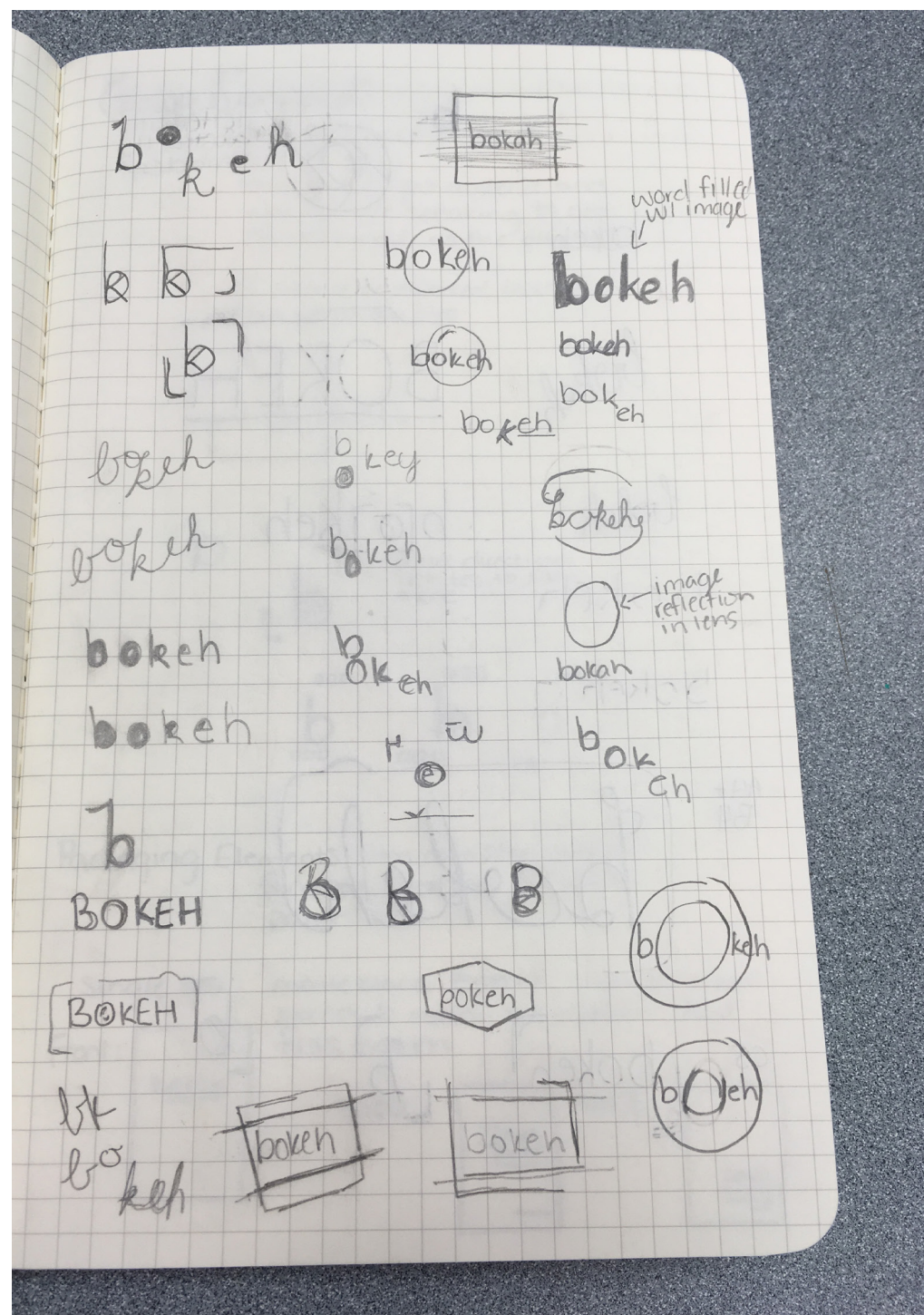




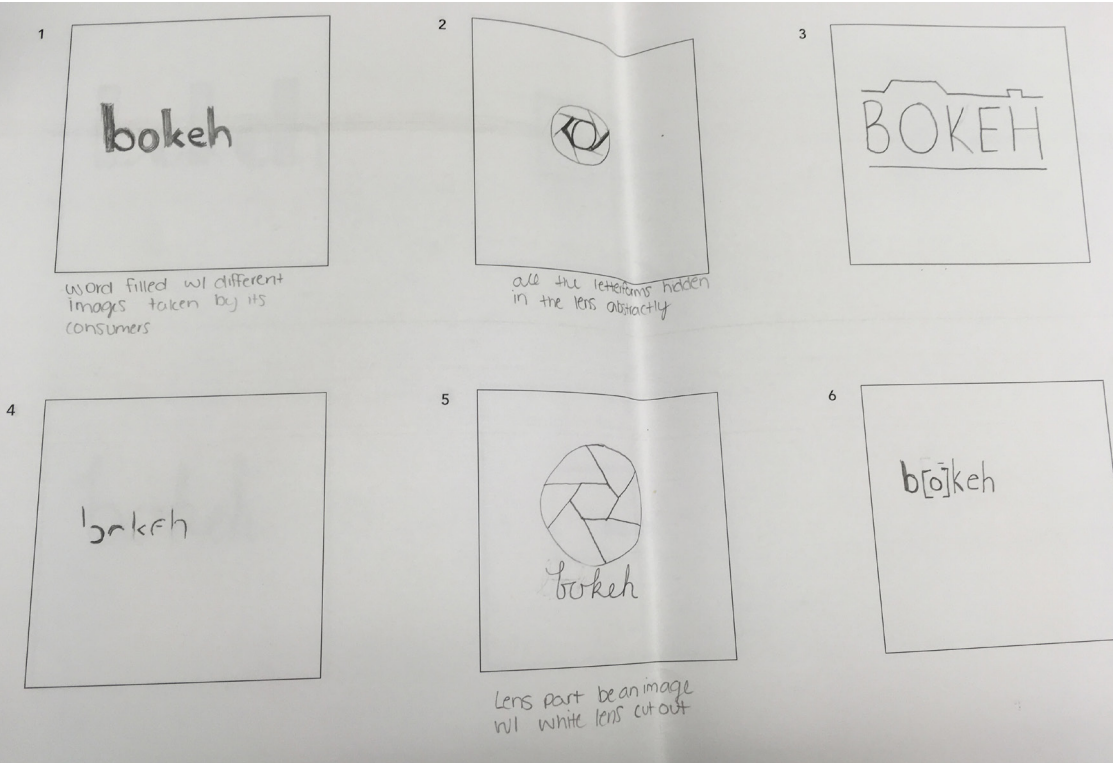
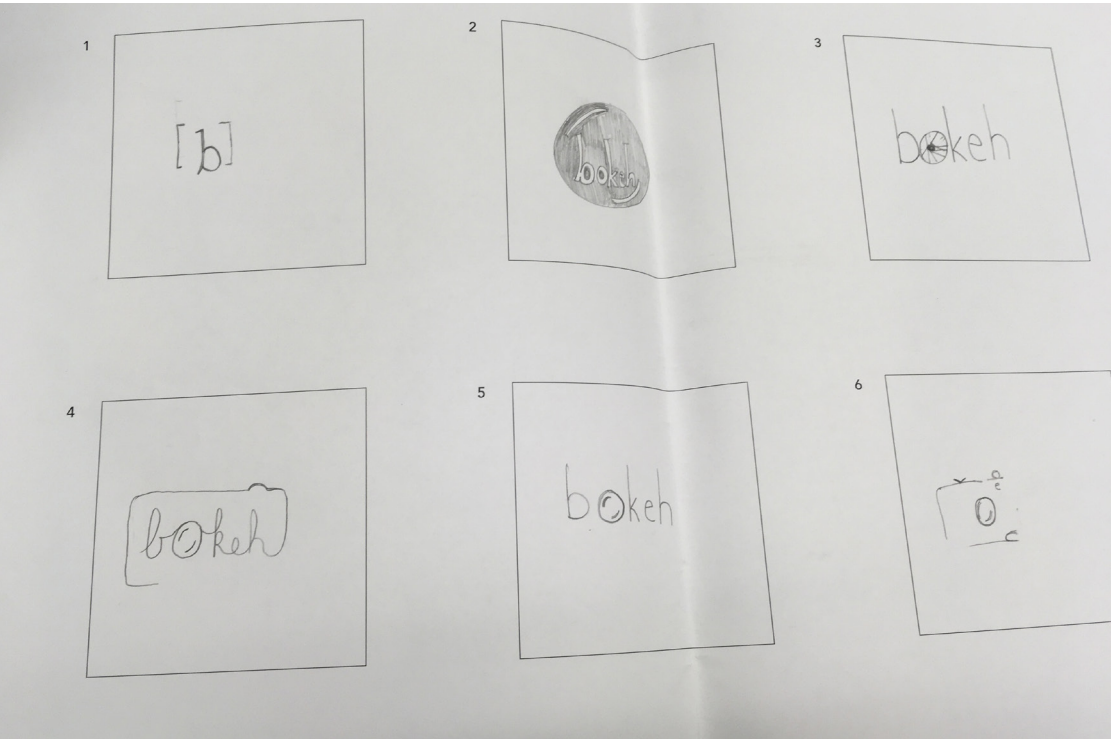
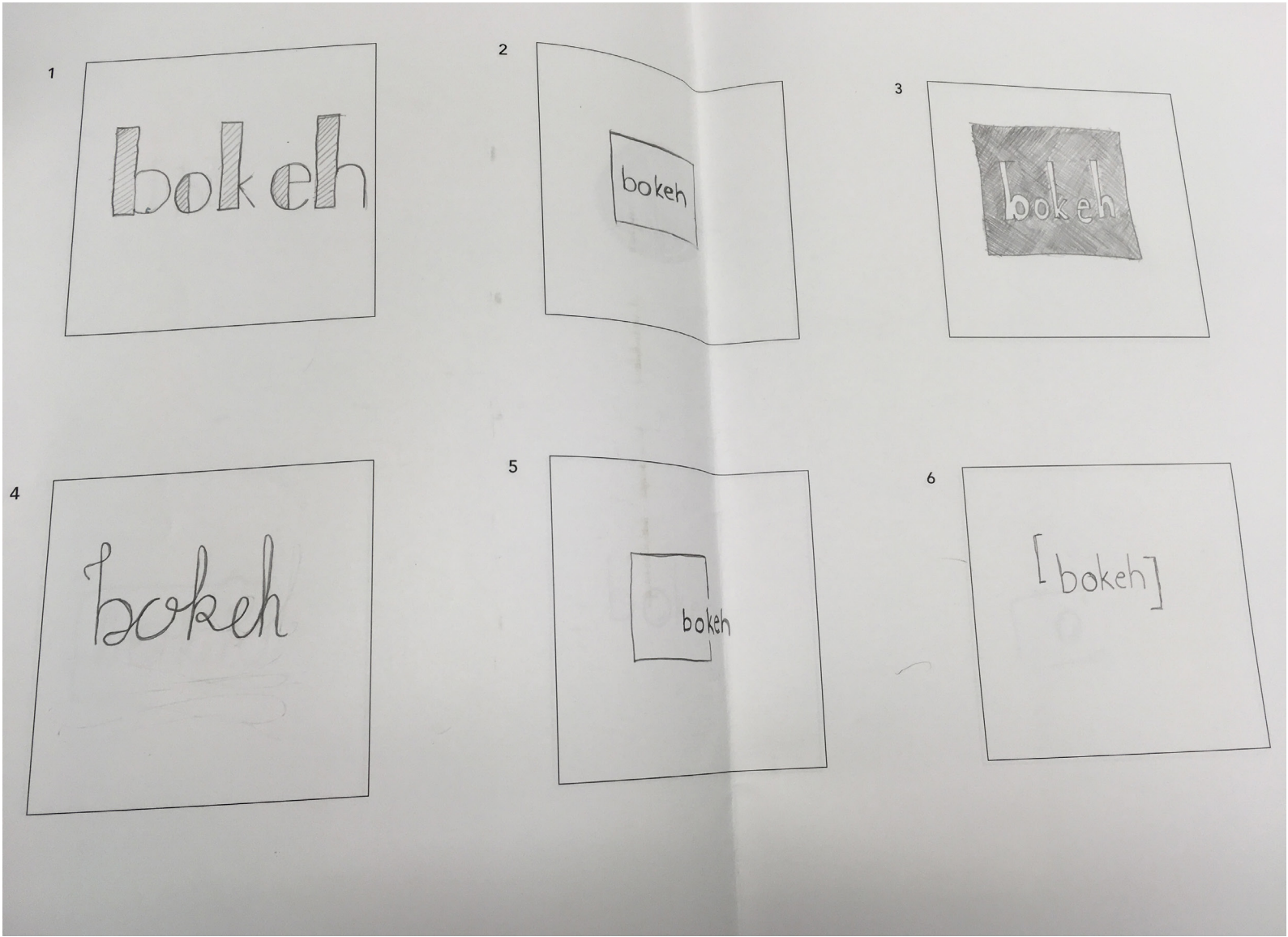


## Sketches

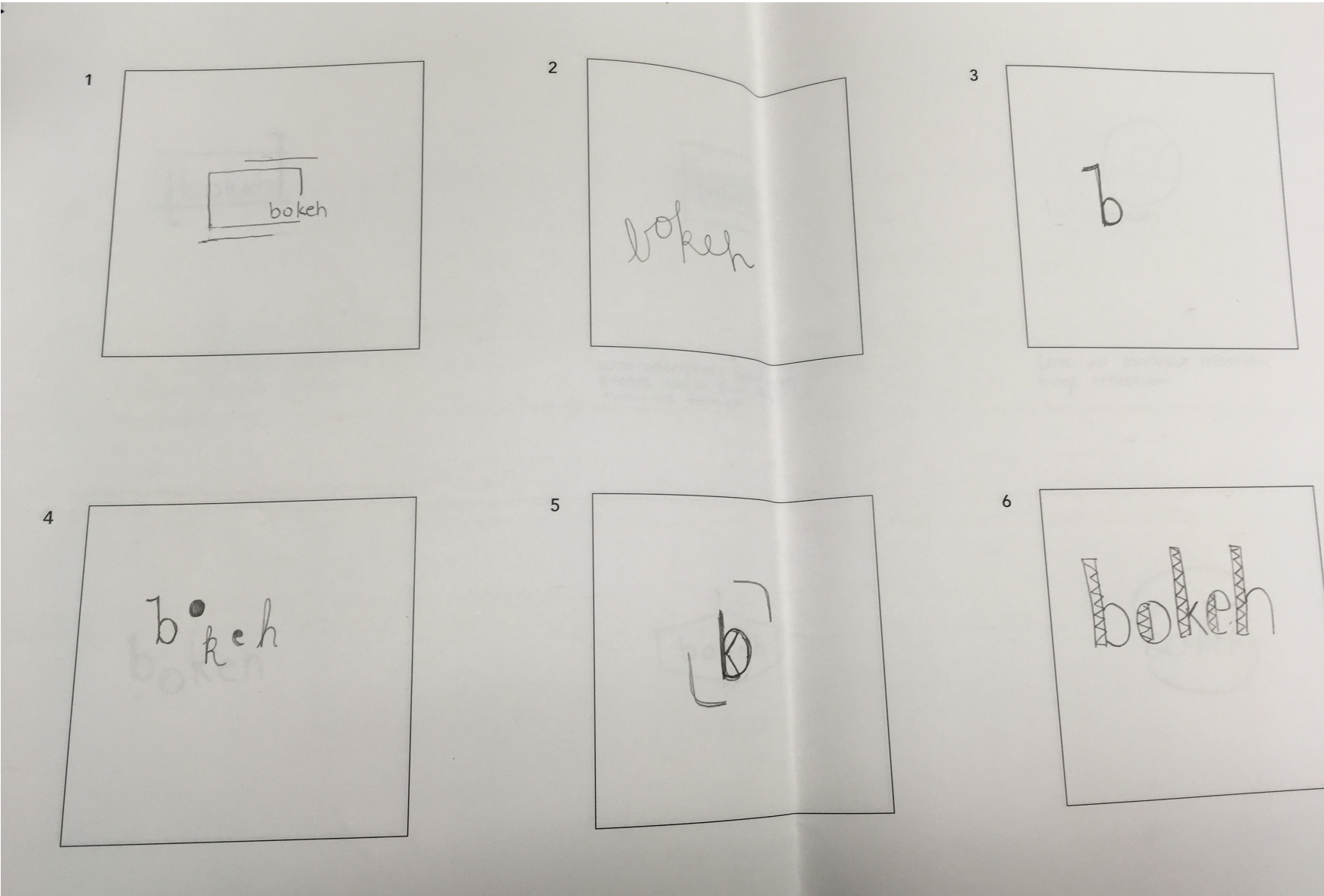
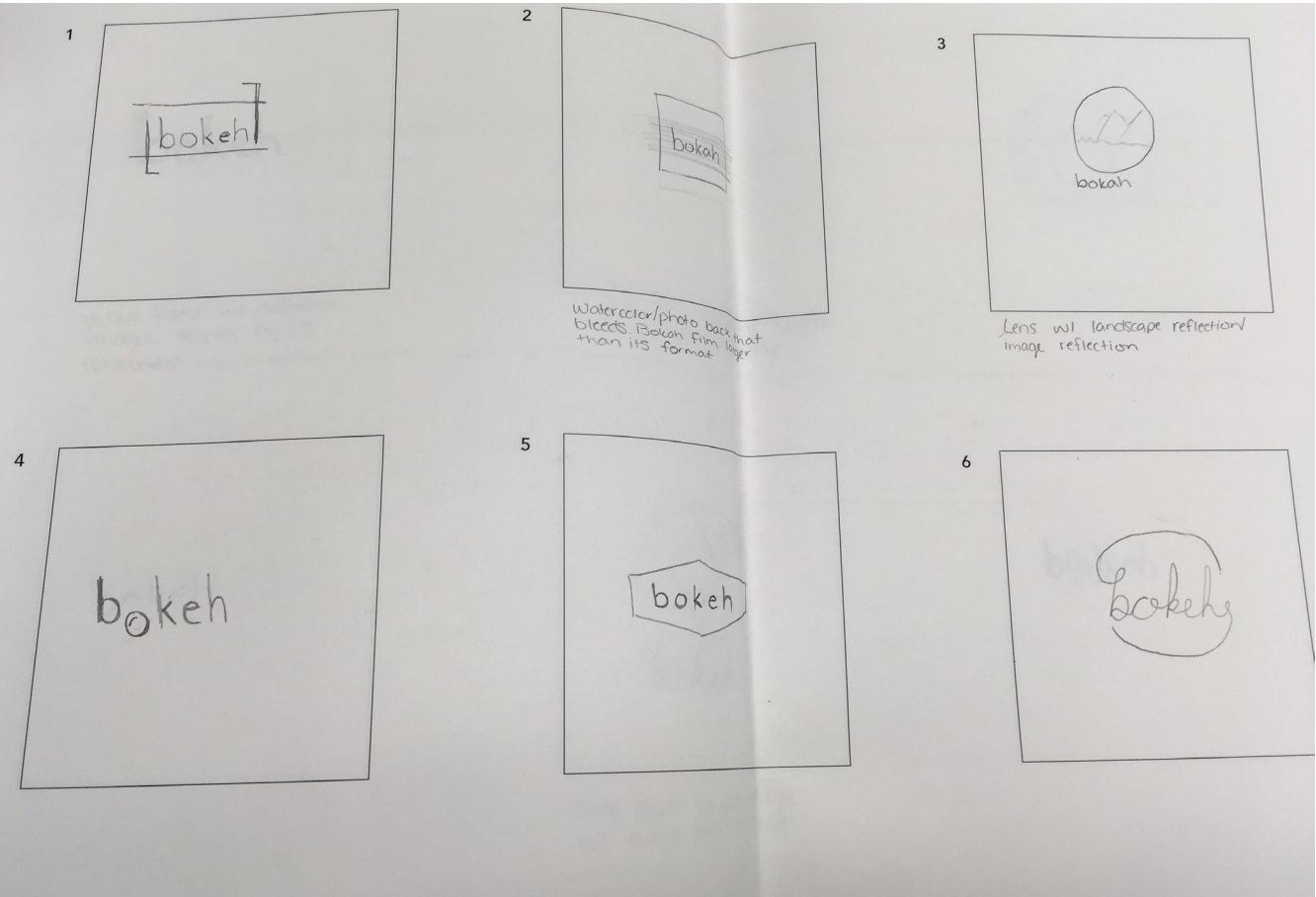




30 logos

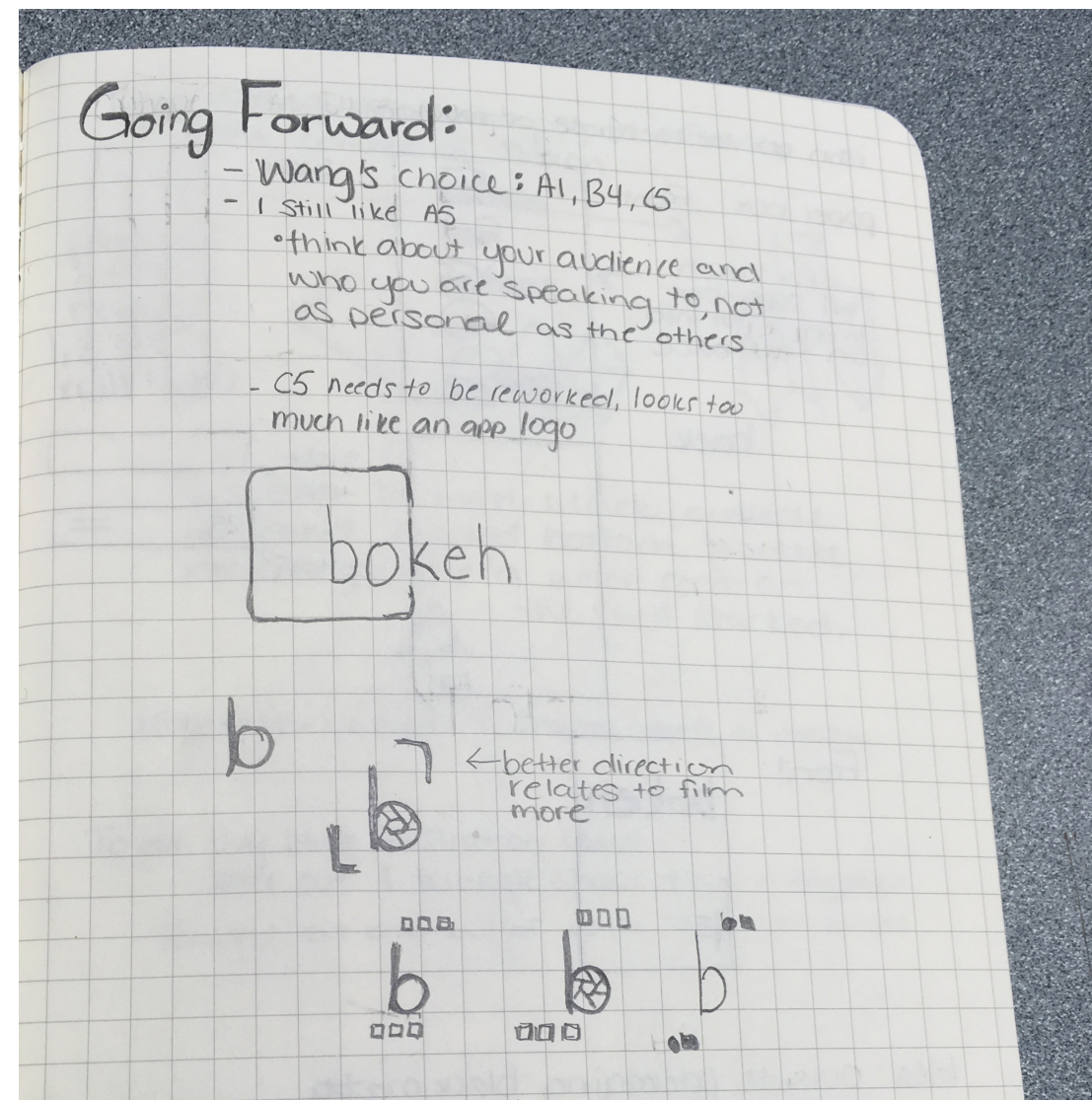


30 logos



# Moving Forward

While I still liked a different direction than the 3 that were chosen, I have learned to let go of it and move on. In this case, this particular one just didn't fit the target audience as it was too modern and not personal enough.

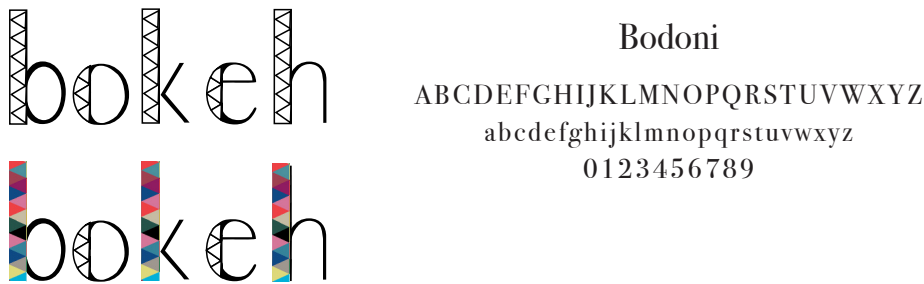
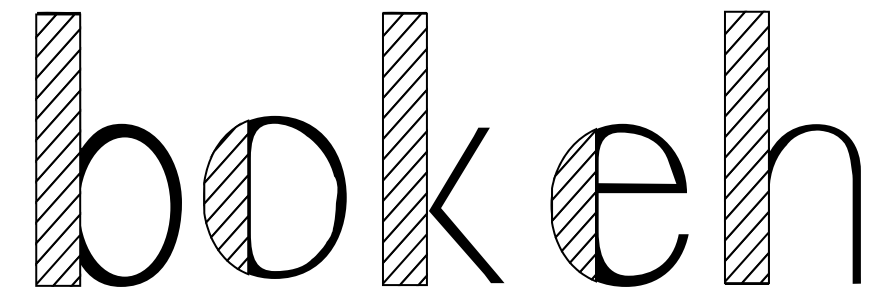


3 turned in



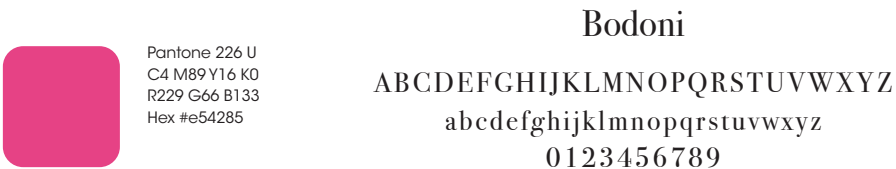
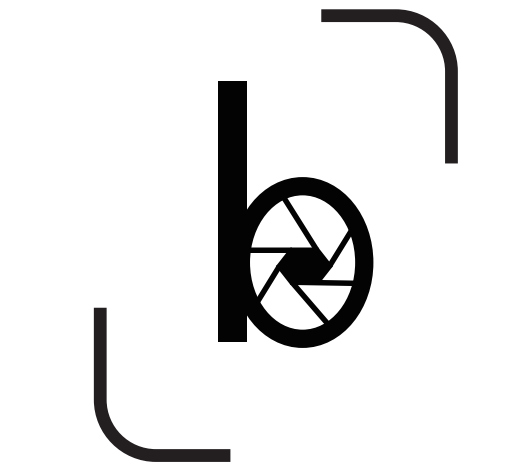
This logo feels personable to my audience but I think it gets lost when it is reversed out on the black field. I need to go in and play some more with smoothing the curves out and fixing the tilt of the ascenders and might play with thickening the strokes to see if that helps it without it becoming too bulky.

**Critique:** Readability issues, doesn't feel open with the containing shape



I think this one could be fun playing with putting different patterns in the thick strokes but I worry about them getting too small/lost when scaled down. I do like how this will relate to the inside of my packaging though. I need to see if I can figure out a better way to put the pattern in the strokes as right now I am using the laying a rectangle over the strokes to achieve this and can not get it to work correctly with the e and o taking the colorful rectangle using the pathfinder tool. It is not recognizing the rectangle as a path as I created it in photoshop.

**Critique:** Strongest of the three, like how different colors, shapes, and textures are incorporated

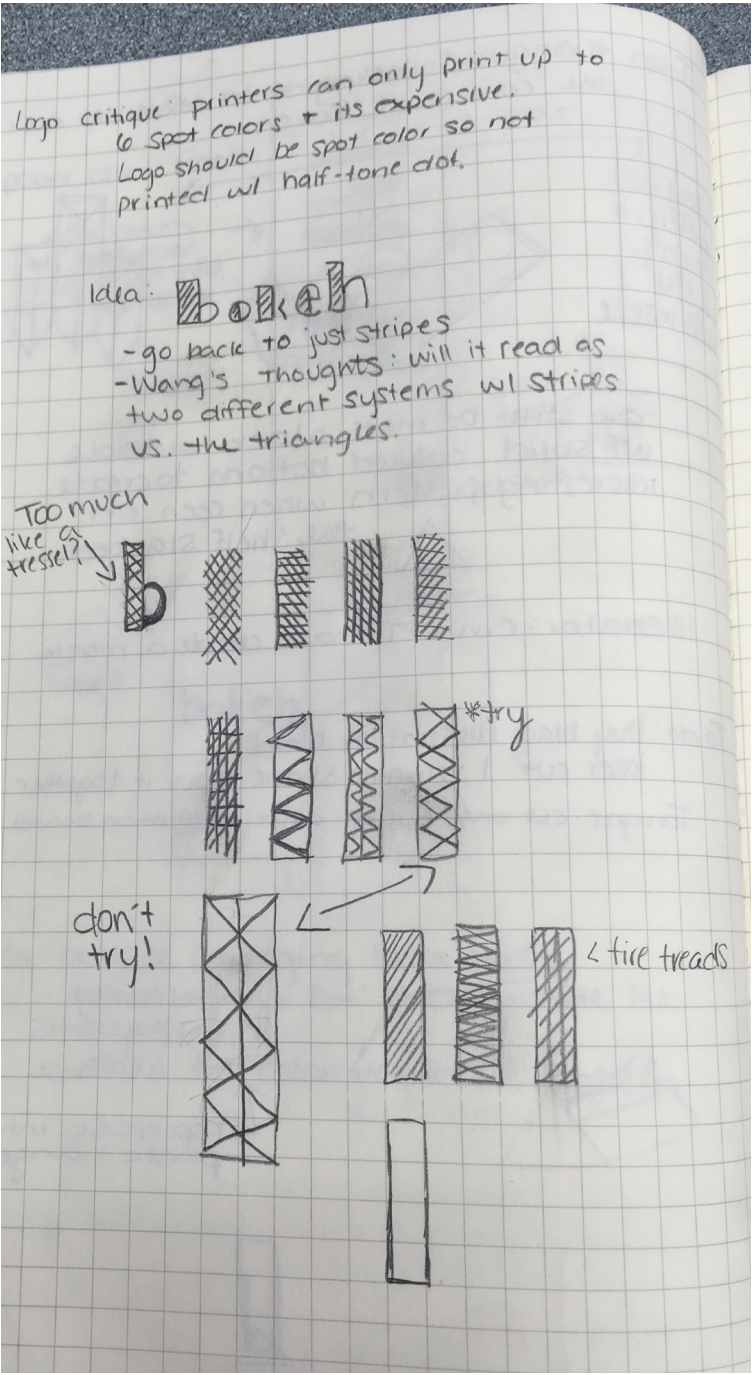
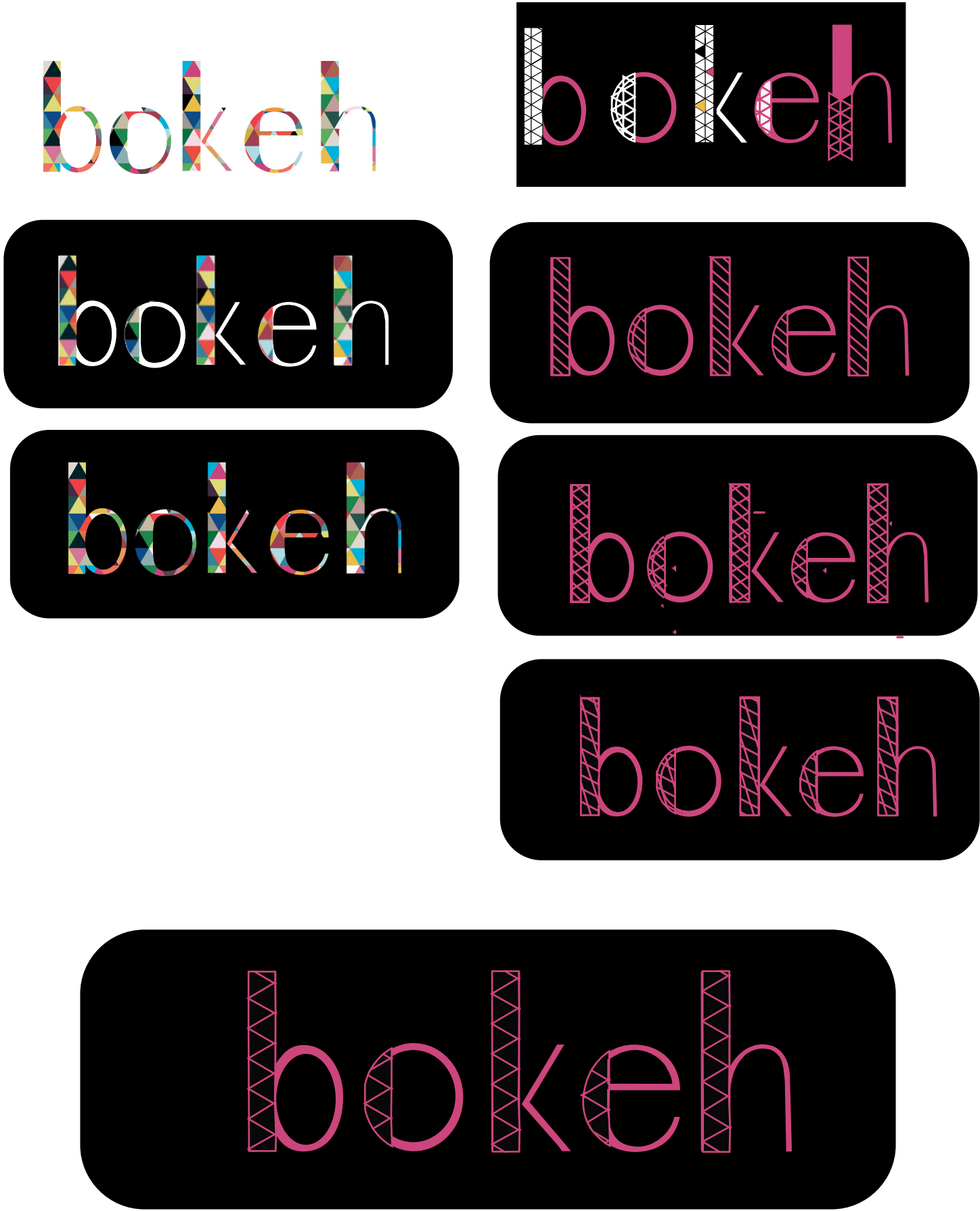


This is my least favorite because I feel like it relates to much to a phone app logo with the single letter and doesn't get the whole word across. I played with putting the whole word in and it just wasn't working the way I wanted. I might need to see about just typesetting bokeh underneath the logo and but I would never really want the logo mark to stand alone.

**Critique:** Feels to much like a phone app with the single letter; doesn't feel open with containing shape

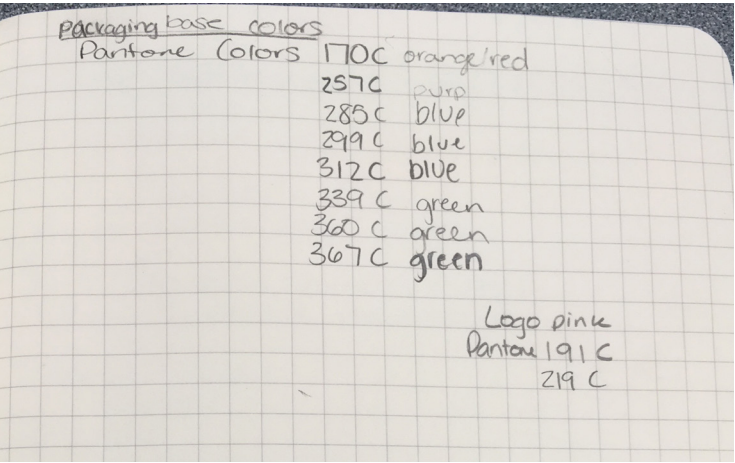
# Revisions

Revisions I played with filling the whole logo with the full color pattern only to discover that you can only print up to 6 spot colors for a logo. So then I began playing with creating a more linear logo and what the pattern would be as well as if it should be filled in or not. I ended up going with the triangular pattern to relate back to the pattern that would be on the inside of my packaging and is seen in the multy color logo.

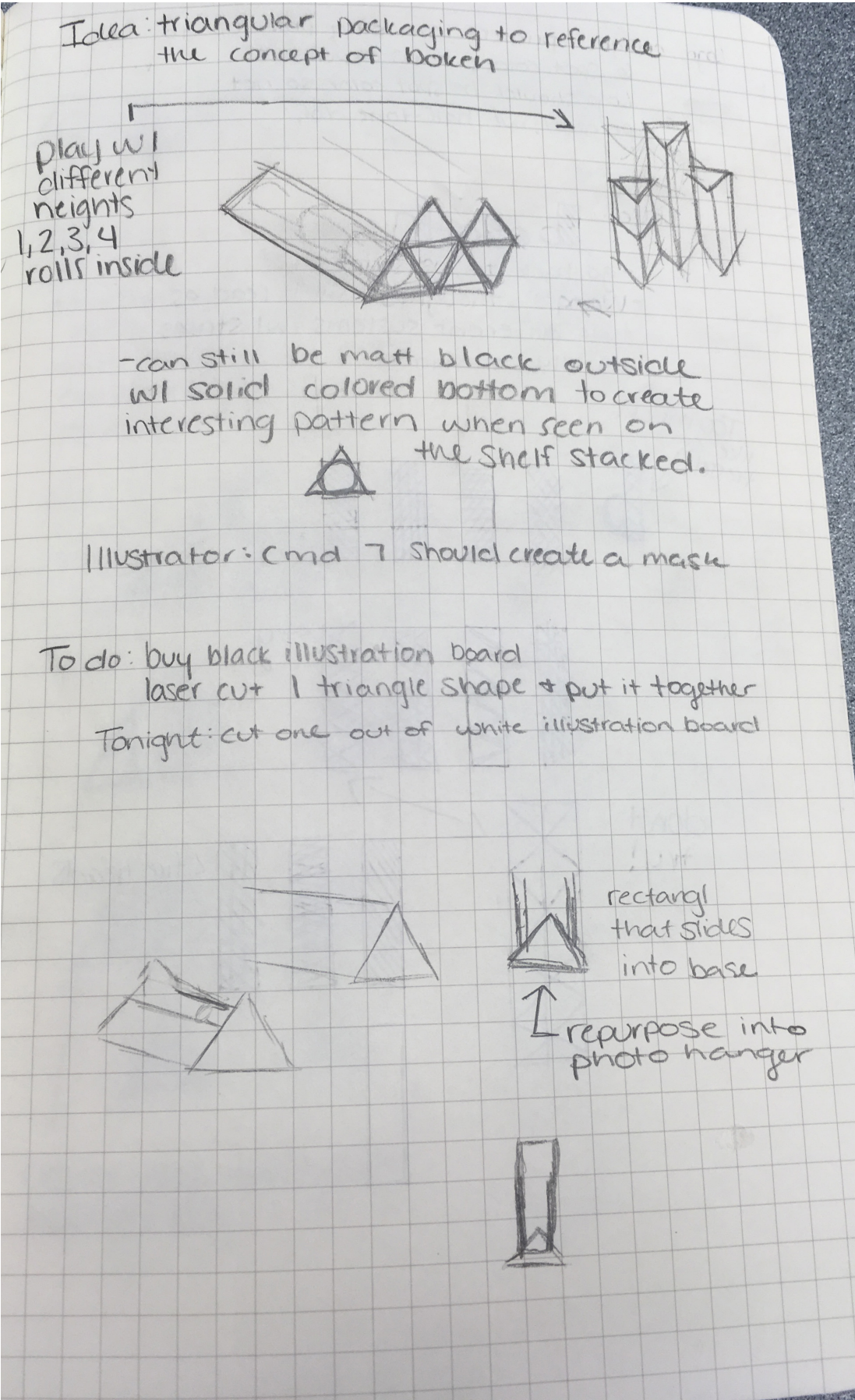
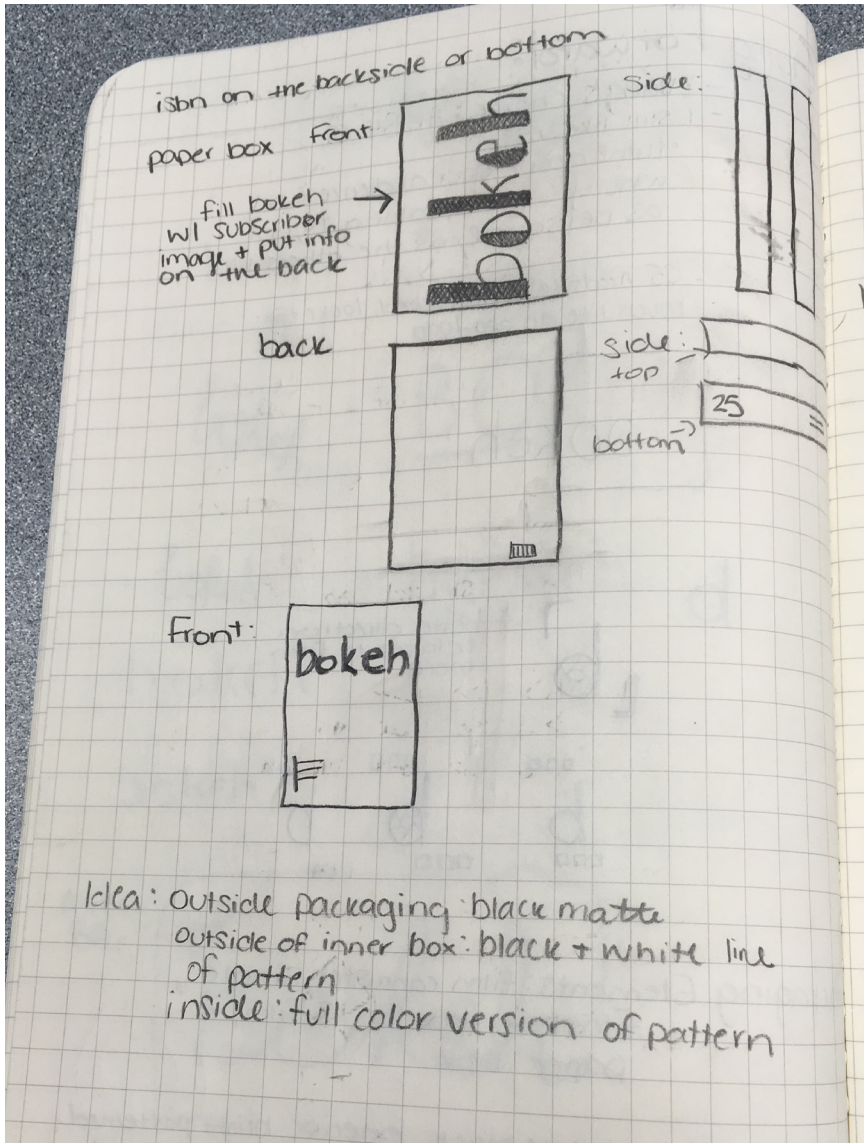
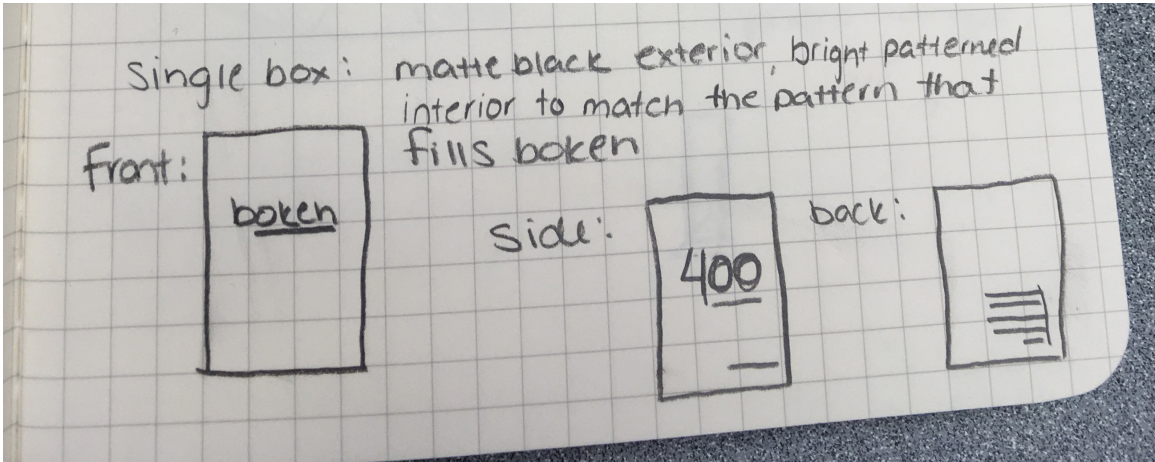


# Notes

Played with different colors and which one worked the best. Ended up going with the pink line and then the 3rd blue fill, lavender, peachh and the first green. I really liked the greyish outline however upon printing it just really muted the fill colors and they were no longer as vibrant as I wanted.



Packaging Ideas

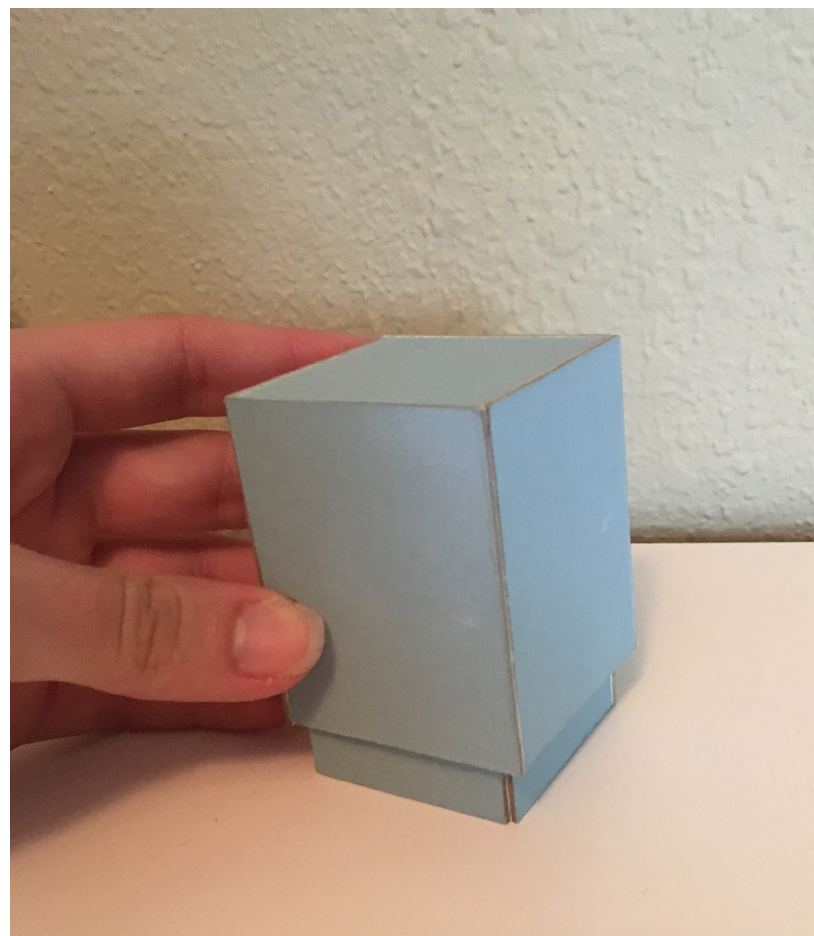
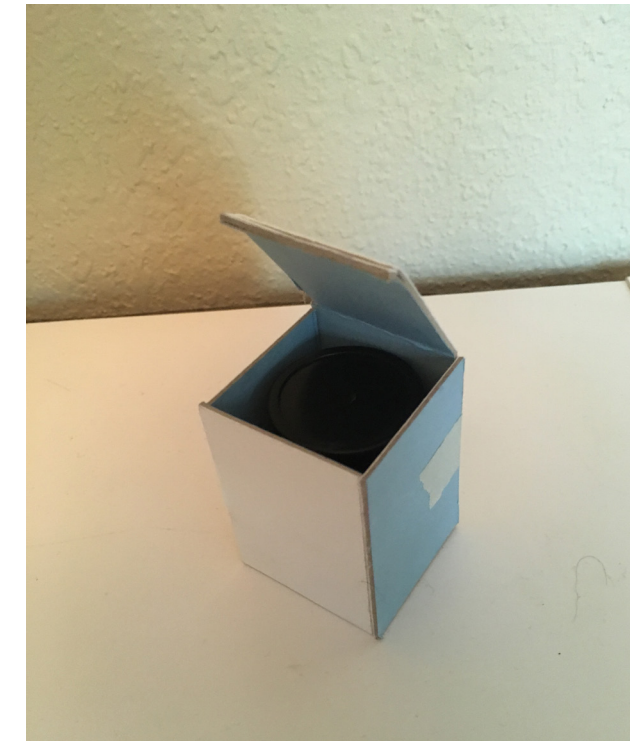
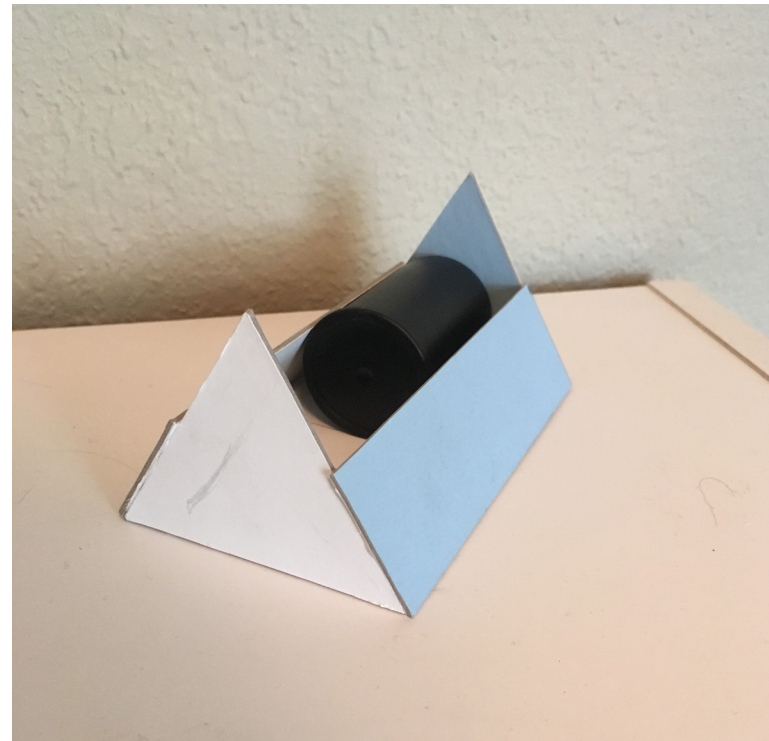


# Packaging Comps

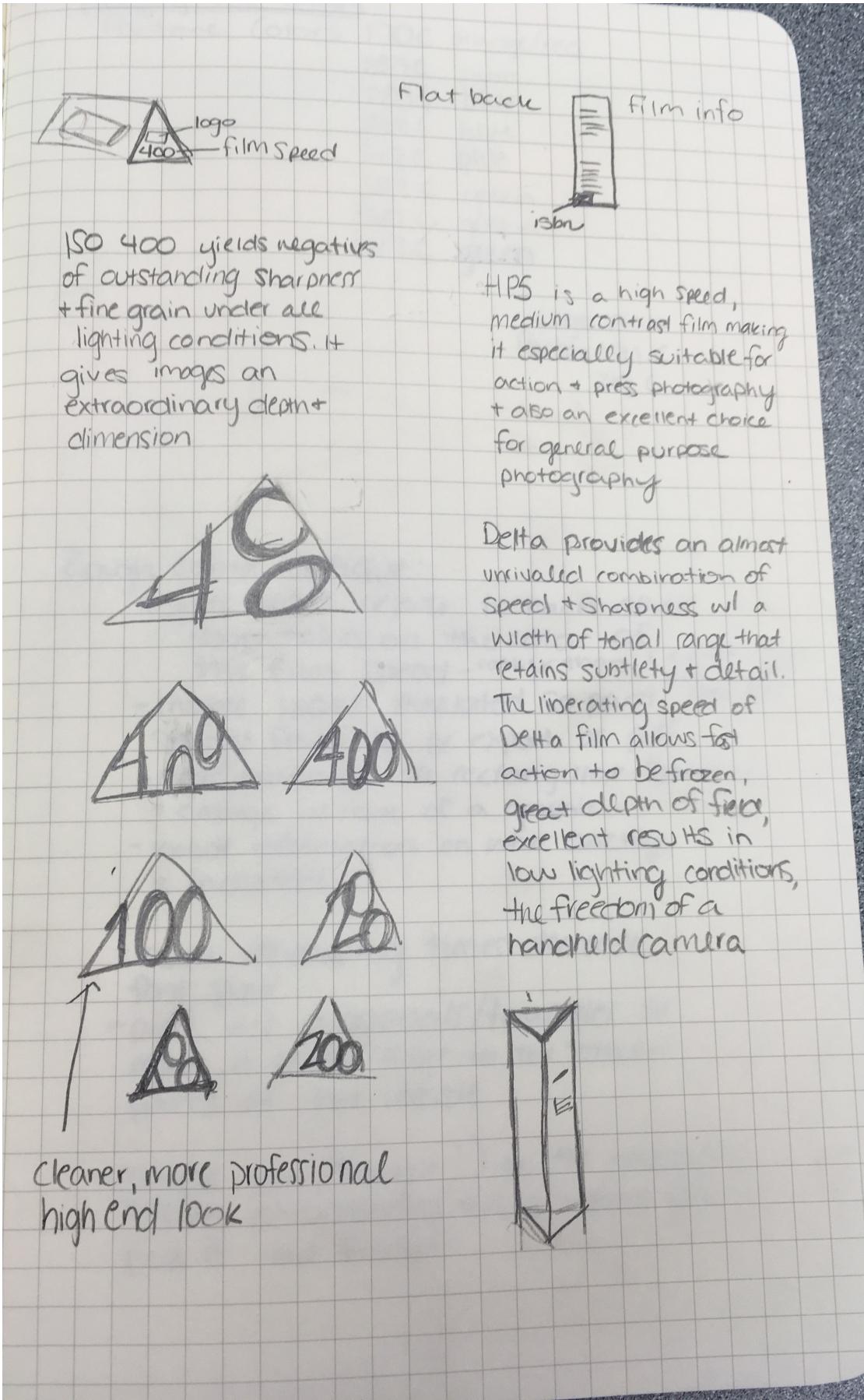
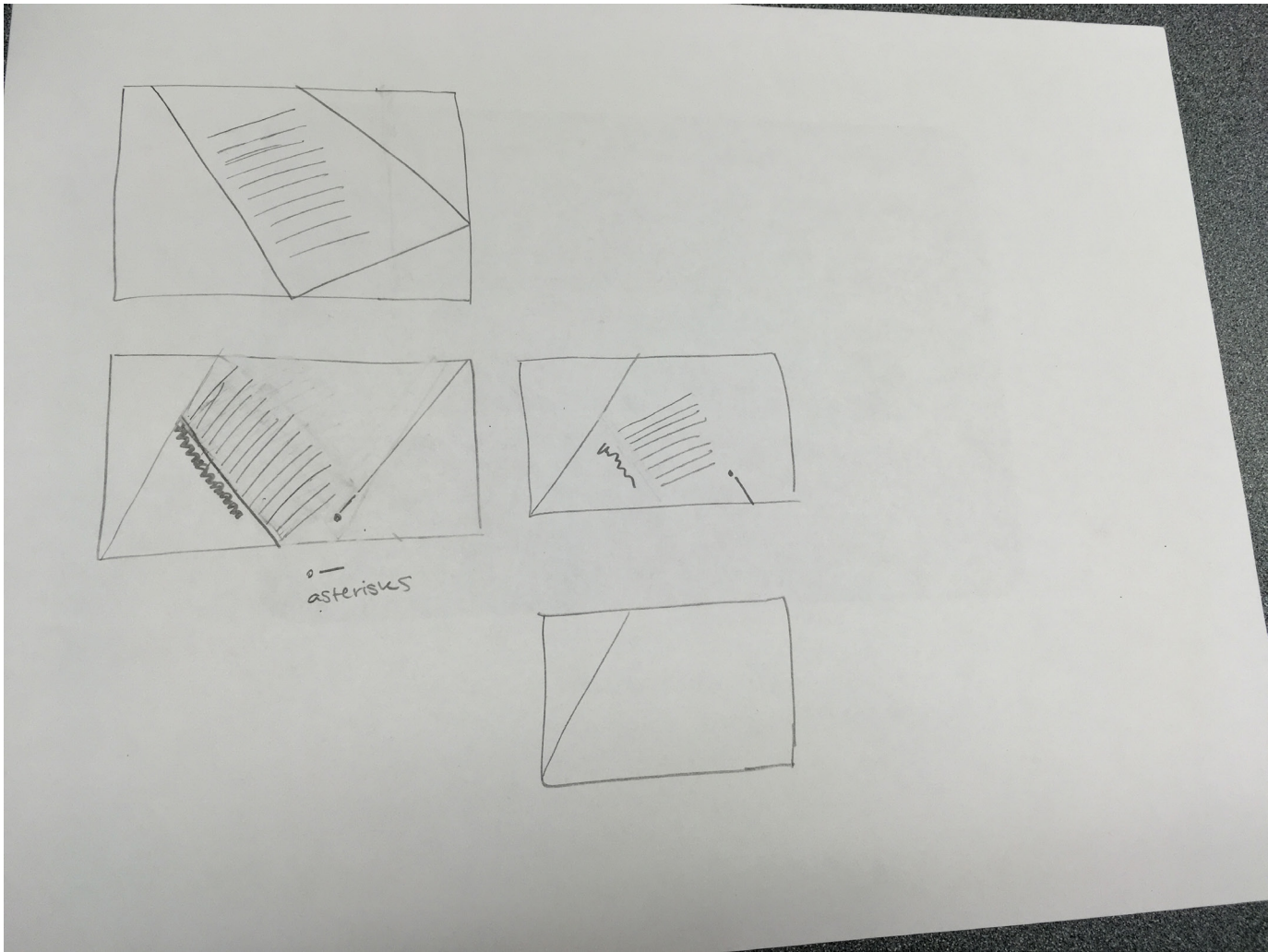
Filien Luiten

Project 2  
Professor Wang

Design I  
Spring 2017



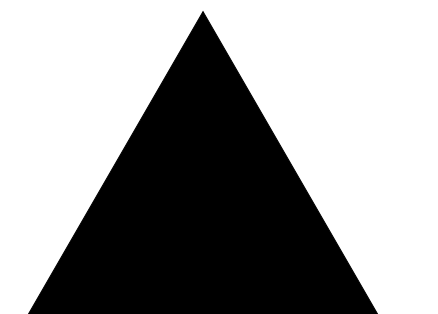
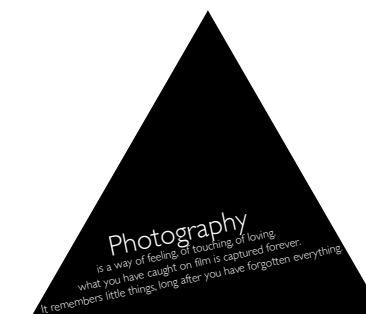
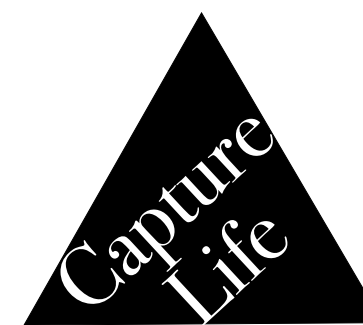
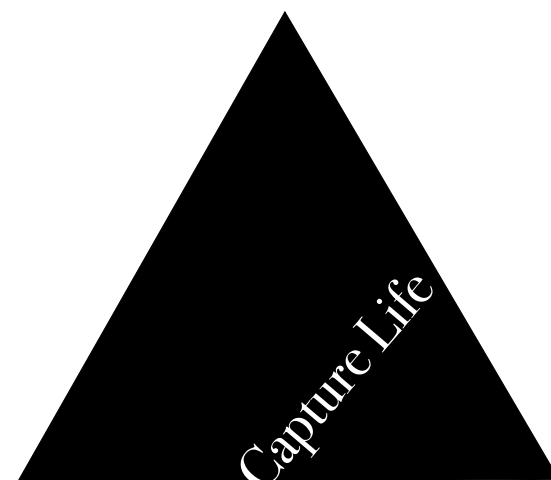
Packaging Design  
Sketches



# Notes

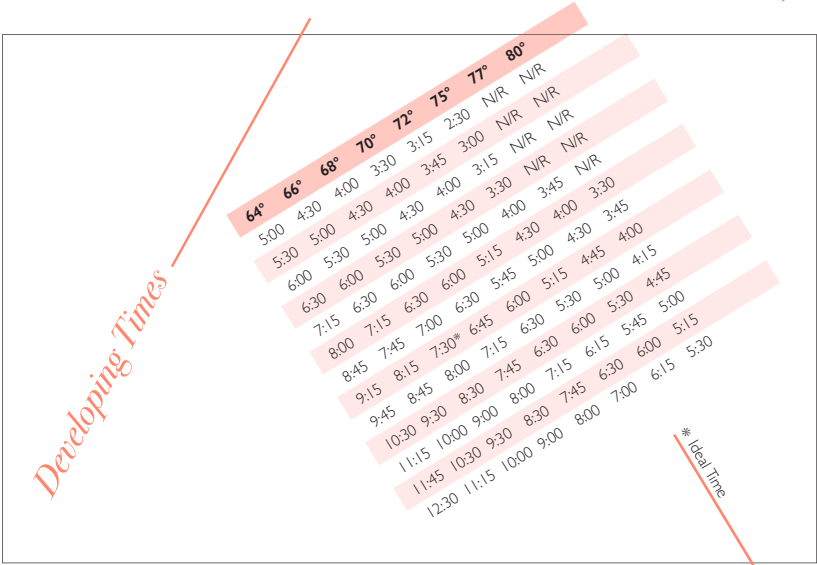
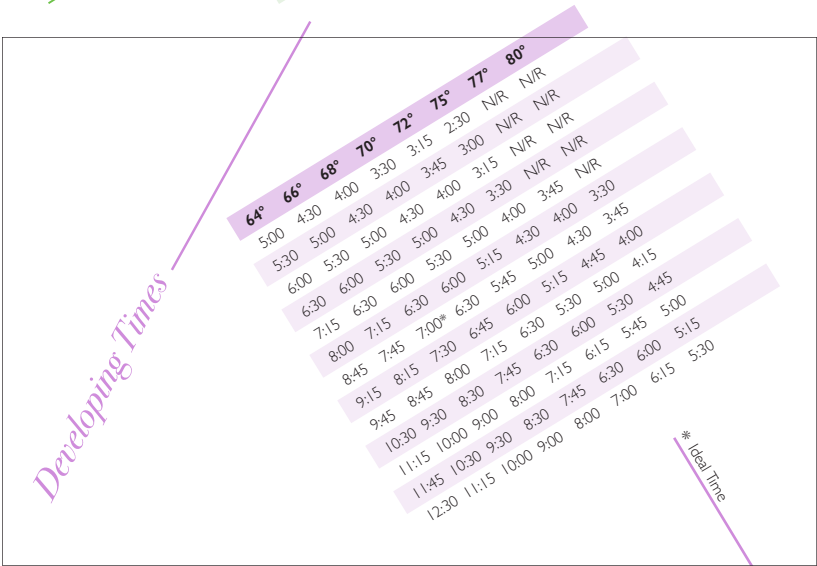
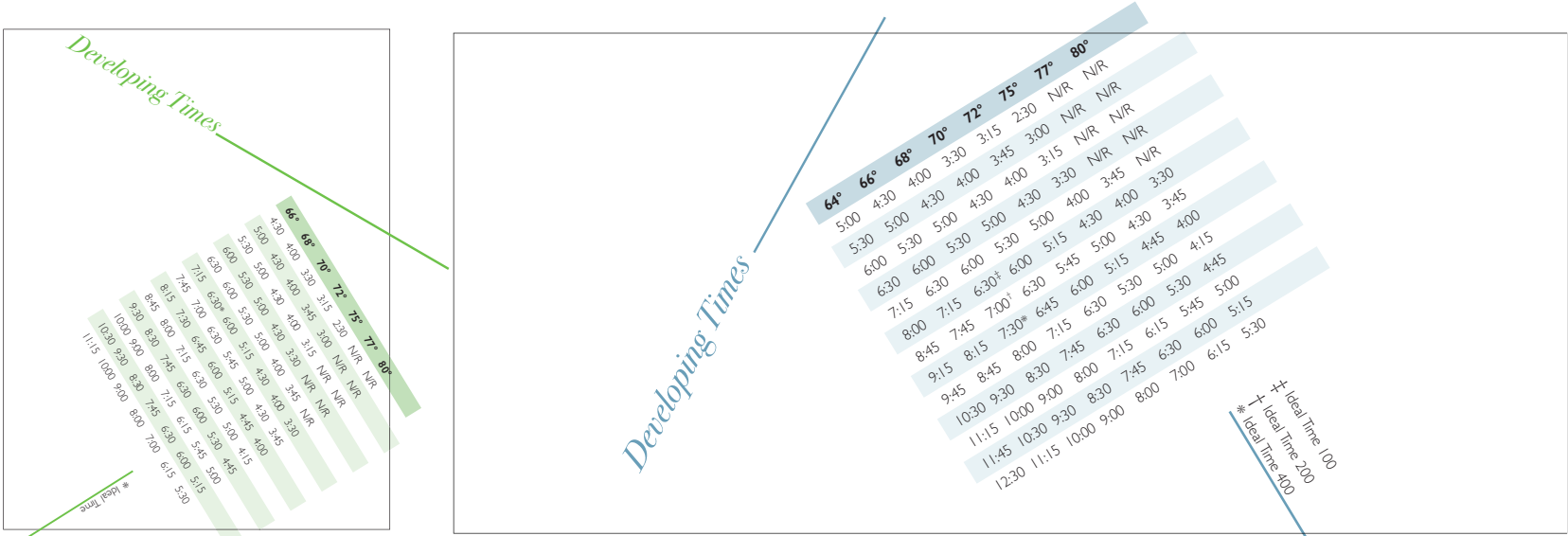
Ended up going with the top row for the top of my packaging displaying the film speed. Really liked the bottom 200 and how it was playful but not as sophisticated as the others.

For the bottom of my packaging I ended up going with the smaller set single line of type.

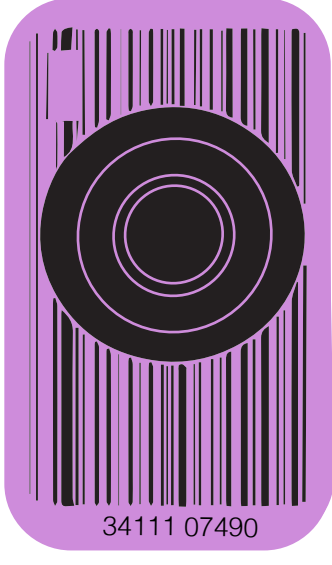
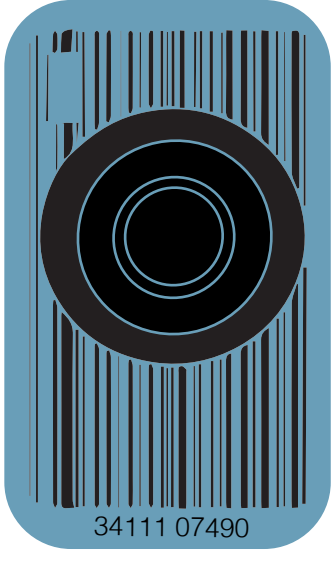
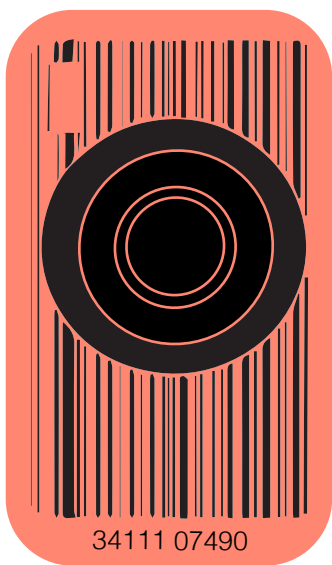


Notes

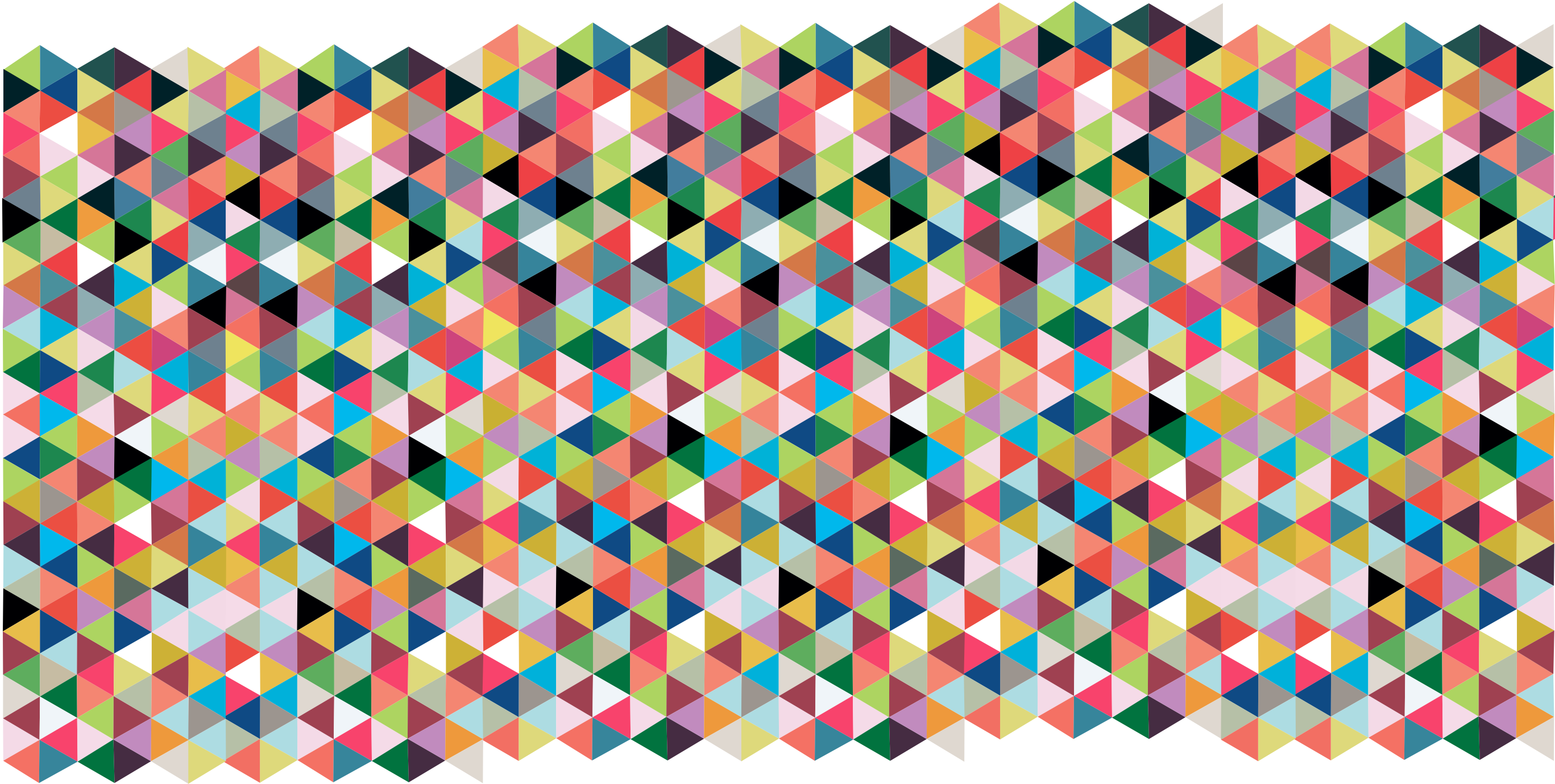
The developing time charts went on the bottom of the piece that slid into the outer shell. The circles were on the tops of the film canisters. I also wanted a barcode that added an element of fun to the piece.



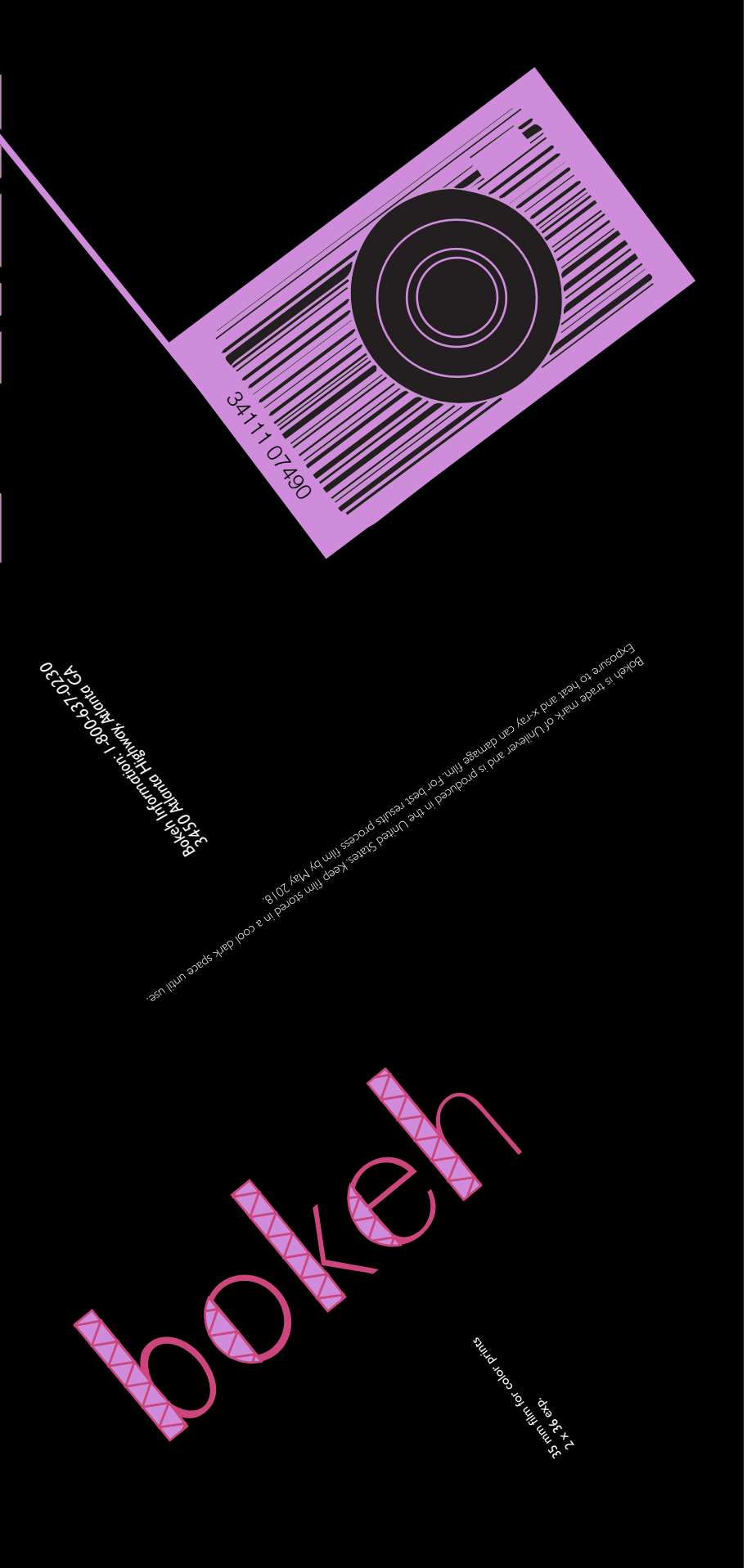
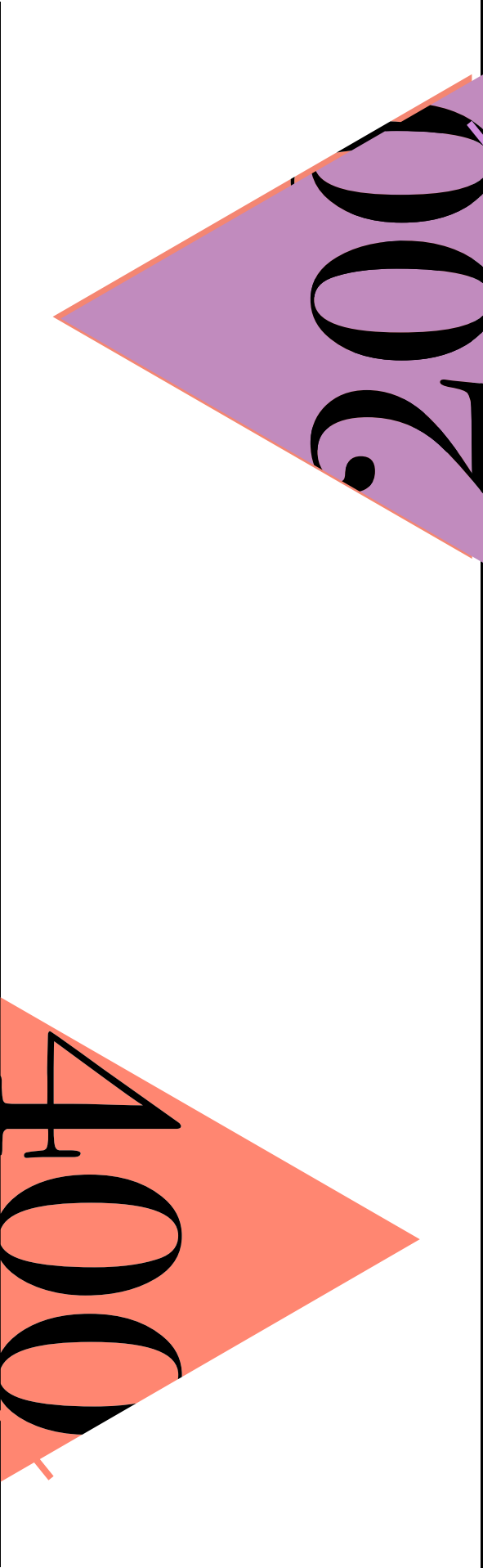
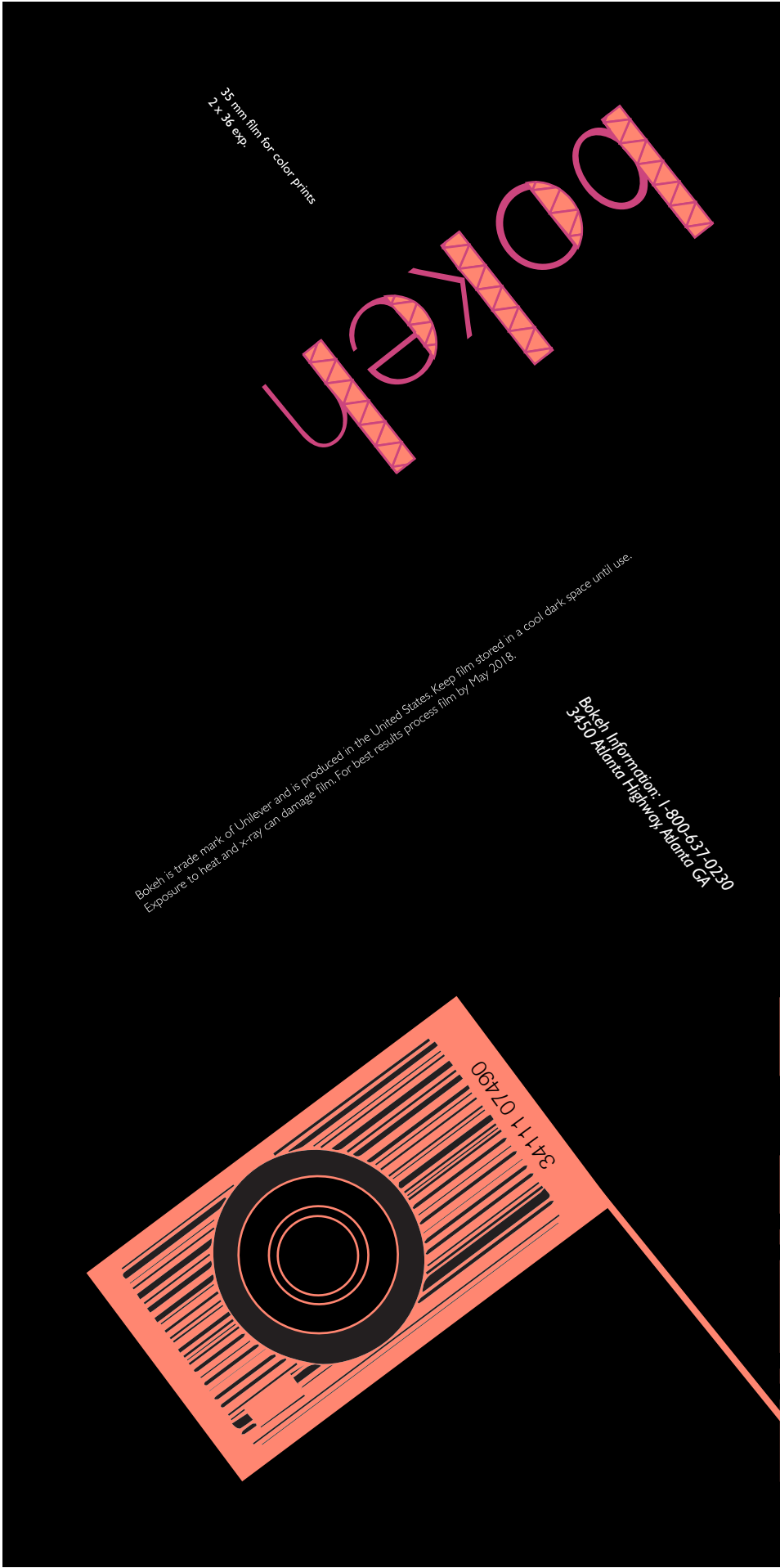
100 200 400



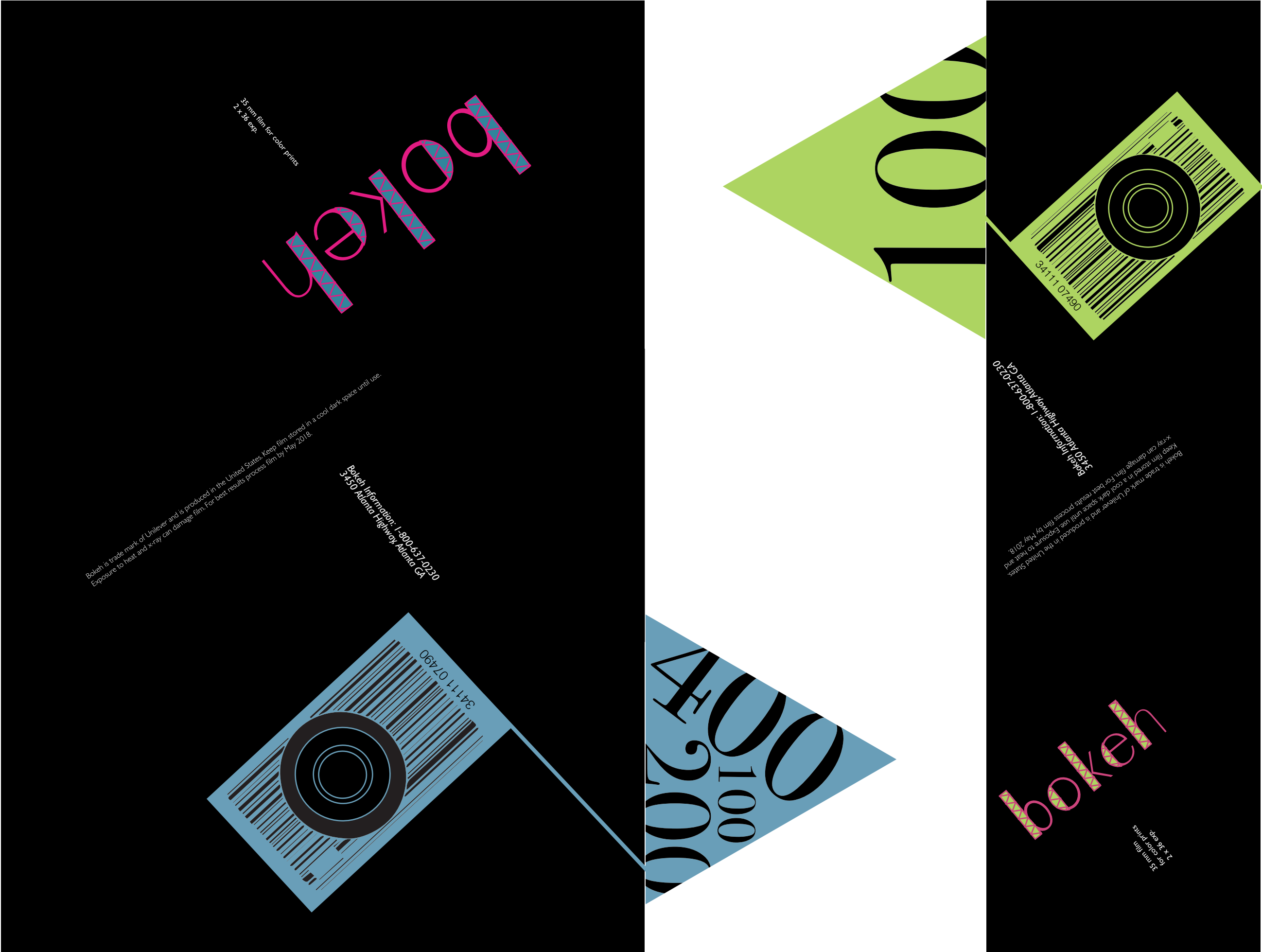
Final Files:  
Interior



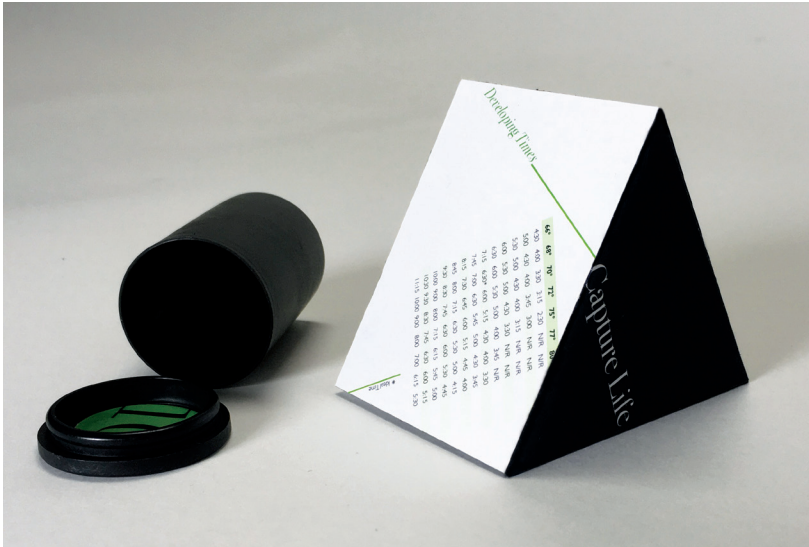
Final Files:  
Exterior



Final Files:  
Exterior



Packaging



bokkeh