



Fall 2022 ✨ Radie Schultz

Packaging

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project 1: rectilinear forms

Project 1 Guidelines

PROJECT 1 – Rectilinear Forms

Redesign/re-imagine a simple paperboard carton

The macaroni & cheese box is a staple on grocery stores shelves. Outside of surface graphics, it has remained largely unchanged for years. For this project, you are asked to consider the shape and form, as well as the surface graphics of the 6-sided carton. The existing box is 3.5" wide by 7.125" tall by 1.25" deep. You may decide to maintain the size and orientation of the box on the shelf, or you may want to reconsider the form, as long as the total volume of the box ($3.5 \times 7.125 \times 1.25 = 31.172$ ") remains the same. The package should remain a rectilinear form and must contain all of the existing content (weight, preparation instructions, nutrition facts, etc.), although you are asked to redesign all of the text and graphics. You may choose to use the Kraft brand (or similar) logo or re-imagine the brand, including transforming the product into a gourmet high end brand and package redesign (does not need to be Kraft). You must design a series of three boxes (based on variations such as noodle type, cheese, etc.) that work together or if you choose gourmet pasta you could choose two different pasta types and a jar of sauce.

Consider: research existing brands, color, form, shelf presence, imagery, typography, design that wraps around surfaces of the form.

What is due: Color comps, built to size and properly photographed for presentation. Process book showing documented research, ideation, sketches, a dieline with graphics for each box and professional quality photography or renderings of final forms showing multiple viewpoints or camera angles.

Timeline: 3 weeks

ideation

Main Font Exploration

Upsetti Pasta

Gambado Sans Forte | Upsetti Spaghetti

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890 !@#\$%^&* (),...''[] { }

DROOG HEAVY | UPSETTI SPAGHETTI

AA BB CC DD EE FF GG HH II JJ KK LL MM NN OO PP QQ RR SS TT UU VV WW XX YY ZZ
1234567890 !@#\$%^&* (),...''[] { }

HEY ELISE REGULAR | UPSETTI SPAGHETTI

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890 !@#\$%^&* (),...''[] { }

Chalooops Bold | Upsetti Spaghetti

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890 !@#\$%^&* (),...''[] { }

MARVIN | UPSETTI SPAGHETTI

AA BB CC DD EE FF GG HH II JJ KK LL MM NN OO PP QQ RR SS TT UU VV WW XX YY ZZ
1234567890 !@#\$%^&* (),...''[] { }

Sketchnote Regular | Upsetti Spaghetti

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890 !@#\$%^&* (),...''[] { }

Hoss Round Black | Upsetti Spaghetti

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890 !@#\$%^&* (),...''[] { }

Ruddy Black | Upsetti Spaghetti

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890 !@#\$%^&* (),...''[] { }

Brevia Black | Upsetti Spaghetti

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890 !@#\$%^&* (),...''[] { }

Hobeaux Bold | Upsetti Spaghetti

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890 !@#\$%^&* (),...''[] { }

Snicker Bold | Upsetti Spaghetti

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890 !@#\$%^&* (),...''[] { }

Kraft Gourmet

New Spirit | Kraft

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890 !@#\$%^&* (),...''[] { }

Odile | Kraft

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890 !@#\$%^&* (),...''[] { }

Rooney | Kraft

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890 !@#\$%^&* (),...''[] { }

Gelo | Kraft

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890 !@#\$%^&* (),...''[] { }

Tuna | Kraft

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890 !@#\$%^&* (),...''[] { }

Confiteria Script | Kraft

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890 !@#\$%^&* (),...''[] { }

Further Font Exploration

Gambado Forte | Upsetti Spaghetti

Avenir Next Regular | pasta for when you're upset

DROOG HEAVY | UPSETTI SPAGHETTI

Sofia Pro Soft Regular | pasta for when you're upset

HEY ELOISE REGULAR | UPSETTI SPAGHETTI

Hind Regular | pasta for when you're upset

Chalooops Bold | Upsetti Spaghetti

Dita Regular | pasta for when you're upset

MARVIN REGULAR | UPSETTI SPAGHETTI

Arboria | pasta for when you're upset

Sketchnote Regular | Upsetti Spaghetti

Realist Regular | pasta for when you're upset

Hoss Round Black | Upsetti Spaghetti

Franklin Gothic ATF Regular | pasta for when you're upset

Ruddy Black | Upsetti Spaghetti

Soleil Light | pasta for when you're upset

Brevia Black | Upsetti Spaghetti

Forma DJR Micro Regular | pasta for when you're upset

Hobeaux Bold | Upsetti Spaghetti

Realist Regular | pasta for when you're upset

Snicker Bold | Upsetti Spaghetti

Sofia Pro Regular | pasta for when you're upset

New Spirit | Kraft

Filson Pro | Gourmet

Odile | Kraft

Neue Haas Grotesk Display Pro 56 Italic | Gourmet

Rooney | Kraft

Nimbus Sans Regular | Gourmet

Gelo | Kraft

Zeitung Micro Pro Light | Gourmet

Tuna | Kraft

Fieldwork Geo Hair | Gourmet

Confiteria Script Bold | Kraft

Fieldwork Geo Hair | Gourmet

Montserrat Bold | Kraft

Confiteria Script Regular | Gourmet

Further Font Exploration: Choices

Gambado Forte | Upsetti Spaghetti

Avenir Next Regular | pasta for when you're upset

DROOG HEAVY | UPSETTI SPAGHETTI

Sofia Pro Soft Regular | pasta for when you're upset

HEY ELOISE REGULAR | UPSETTI SPAGHETTI

Hind Regular | pasta for when you're upset

Chalooops Bold | Upsetti Spaghetti

Dita Regular | pasta for when you're upset

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New Spirit | Kraft

Filson Pro | Gourmet

Odile | Kraft

Neue Haas Grotesk Display Pro 56 Italic | Gourmet

Rooney | Kraft

Nimbus Sans Regular | Gourmet

Gelo | Kraft

Zeitung Micro Pro Light | Gourmet

Tuna | Kraft

Fieldwork Geo Hair | Gourmet

Confiteria Script Bold | Kraft

Fieldwork Geo Hair | Gourmet

Montserrat Bold | Kraft

Confiteria Script Regular | Gourmet

Montserrat Bold | Kraft

Confiteria Script Regular | Gourmet

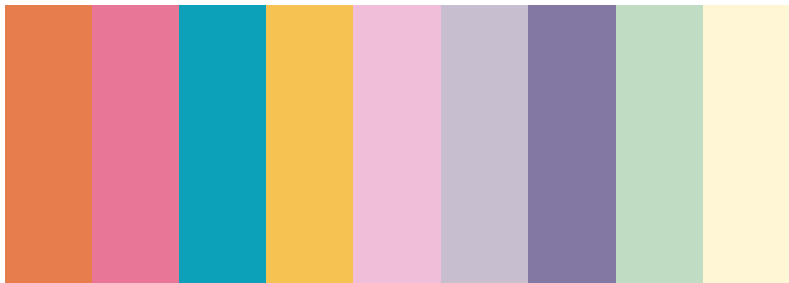
Gambado Forte | Upsetti Spaghetti

Avenir Next Regular | pasta for when you're upset

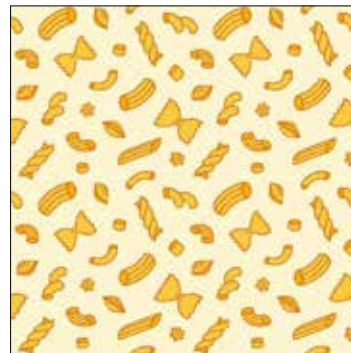
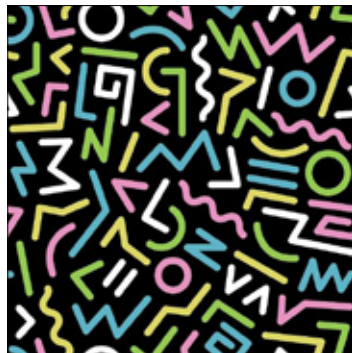
Gambado Forte | Moodles

Avenir Next Regular | a good old bowl of comfort pasta

Color Palette Exploration

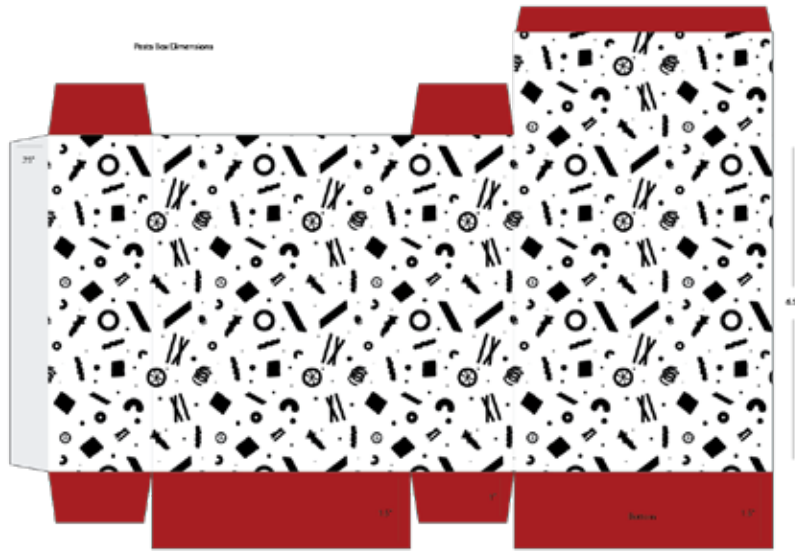


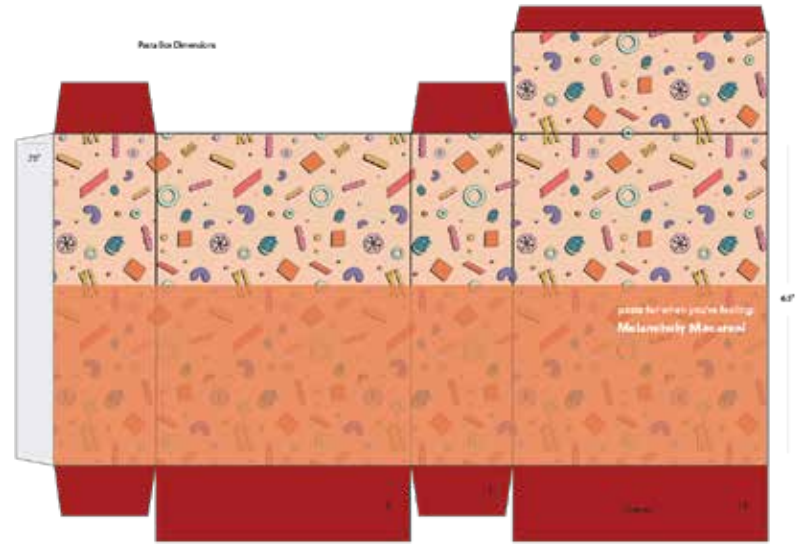
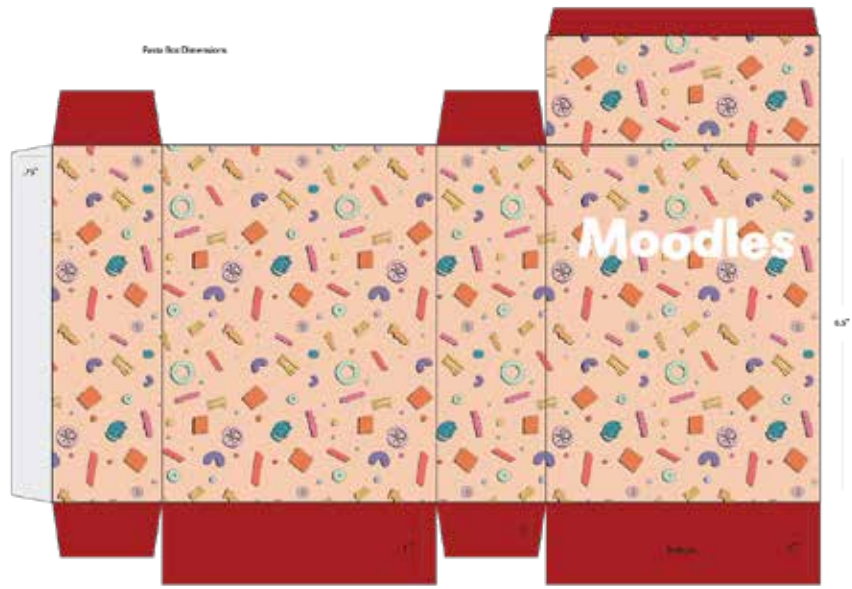
Moodboard



- pasta as a pattern
 - think back to rejected postcard pattern (image above)
- bright, bold—in colors and type
- 90's aesthetic/vaporwave, color palettes

process





fnals

a good old bowl of comfort pasta, ready in minutes. easy.




Moodles!

the perfect pasta for when you're feeling:

Melancholy Macaroni 


1 LB (454g) | Finished Macaroni Product

a good old bowl of comfort pasta, ready in minutes. easy.



Moodles!

pasta for when you're feeling:

Silly Spaghetti 

2 LB (907g) | Finished Macaroni Product

a good old bowl of comfort pasta, ready in minutes. easy.

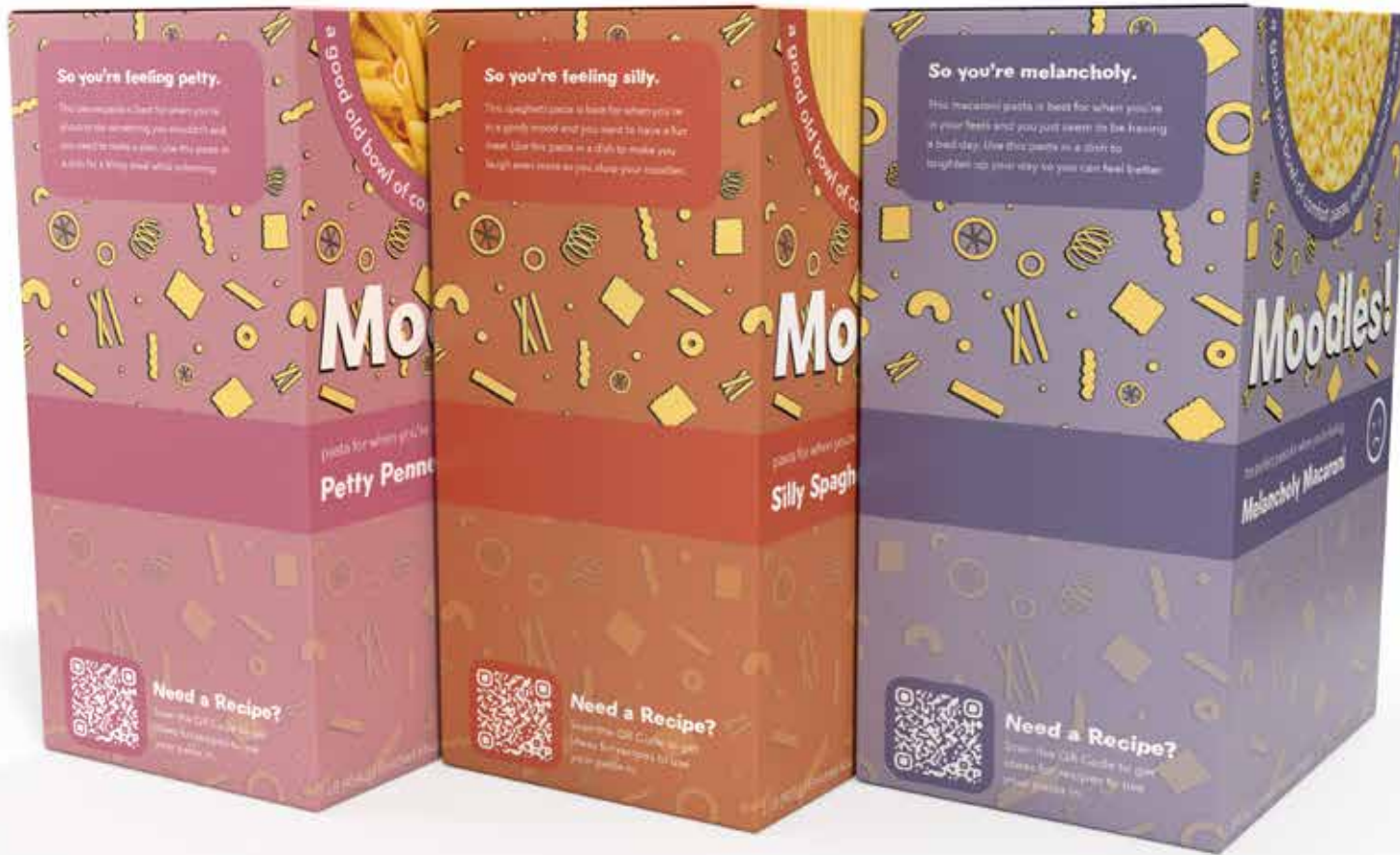


Moodles!

pasta for when you're feeling:

Petty Penne 

1 LB (454g) | Finished Macaroni Product



So you're feeling petty.

This macaroni is best for when you're mad at someone and you need to make a point. Use this pasta in a dish for a little extra sass.

a good old bowl of co...

So you're feeling silly.

This spaghetti is best for when you're in a silly mood and you need to have a fun meal. Use this pasta in a dish to make you laugh even more as you slurp your noodles.

a good old bowl of co...

So you're melancholy.

This macaroni is best for when you're in your feels and you just seem to be having a bad day. Use this pasta in a dish to toughen up your day so you can feel better.

Mo

pasta for when you're
Petty Pennes

Mo

pasta for when you're
Silly Spaghetti

Moodles!

pasta for when you're
Melancholy Macaroni



Need a Recipe?

Scan the QR Code to get ideas for recipes to use your pasta in.



Need a Recipe?

Scan the QR Code to get ideas for recipes to use your pasta in.



Need a Recipe?

Scan the QR Code to get ideas for recipes to use your pasta in.



A good old bowl of comfort pasta, ready in minutes, easy.

Moodles!

Melancholy Macaroni



Instructions:

- 1 Bring 4-8 quarts of water to a rolling boil, add salt to taste.
- 2 Add moodles to boiling water, let parry.
- 3 Return to boil. Boil 8-10 minutes, but once you've got 2 minutes for more tender pasta, you'll be done.
- 4 Drain, then toss with olive oil.
- 5 Eat immediately with your favorite sauce!

Nutrition Facts	
Serving Size 2 cups (100g)	
Amount Per Serving	
Total Fat	10g
Total Carbohydrate	20g
Total Protein	5g
Total Sugar	1g
Total Fiber	1g
Total Fat	10g
Total Carbohydrate	20g
Total Protein	5g
Total Sugar	1g
Total Fiber	1g
Total Fat	10g
Total Carbohydrate	20g
Total Protein	5g
Total Sugar	1g
Total Fiber	1g

Ingredients:

Macaroni (durum wheat semolina, enriched with iron, niacin, thiamine, riboflavin, folic acid), salt, olive oil, parmesan cheese, dried herbs, garlic powder, onion powder, black pepper, non-stick cooking spray.

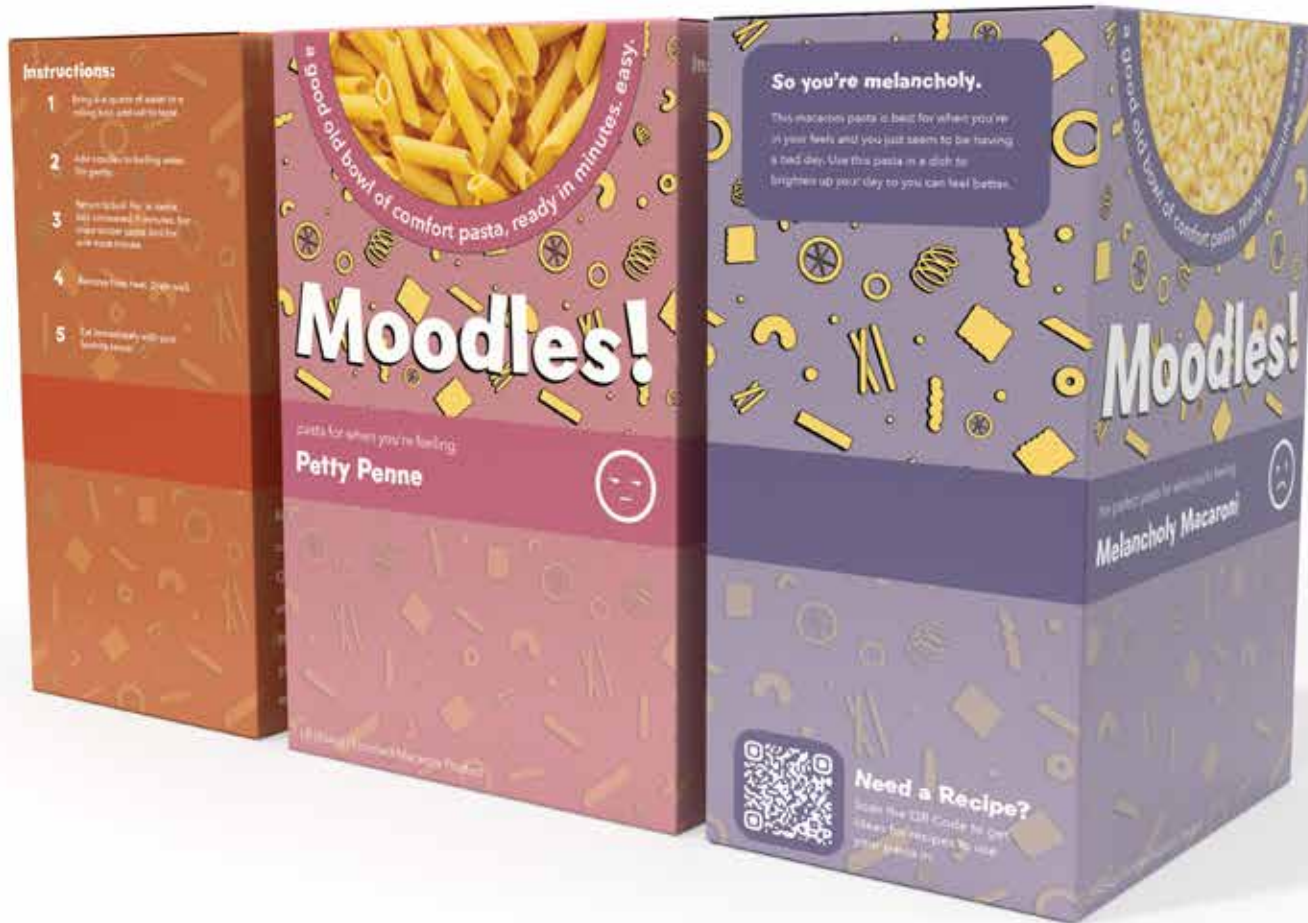
Moodles was founded in 2022 with the belief that comforting food is the answer to life's problems. Our pasta products are always easy to make in minutes, taking out the stress of taking a meal. When you're overwhelmed, tired, or depressed, you can always count on Moodles being there to make you a little bit better.

So you're feeling pretty

It's time to get back to work. You've earned it. You've got this. You're a warrior. You're a champion. You're a hero.



Visit a Moodles!



Instructions:

- 1 Bring a pot of water to a rolling boil and add salt to taste.
- 2 Add noodles to boiling water for pasta.
- 3 Return to boil for 10 minutes and simmered 10 minutes for extra tender pasta. Add for extra tenderness.
- 4 Remove from heat. Drain well.
- 5 Eat immediately with your favorite sauce!

Moodles!

Pasta for when you're feeling
Petty Penne



So you're melancholy.

This macaroni pasta is best for when you're in your feels and you just seem to be having a bad day. Use this pasta in a dish to brighten up your day so you can feel better.

Moodles!

The perfect pasta for when you're feeling
Melancholy Macaroni



Need a Recipe?

Scan the QR Code to get ideas for recipes to use your pasta in.

project 2: diverse forms

Project 2 Guidelines

PROJECT 2 – Packaging Diverse Forms **Design for brand line across varying containers**

Many brands have products that exist in a variety of shapes and forms (consider Gatorade “G” series and similar brands). Identify one of these brands for your project that you think needs design improvement. The challenge of this project is to extend the look of your brand over different sized containers: boxes, cylindrical cartons, bottles, blister packs, etc. You may choose to retain the original containers, or re-imagine the container type. Packaging should maintain the existing content but the surface graphics must change. You must have at least three different forms/sizes, although you may choose to do more. Can be a grocery product, but may also be a non-consumable consumer product.

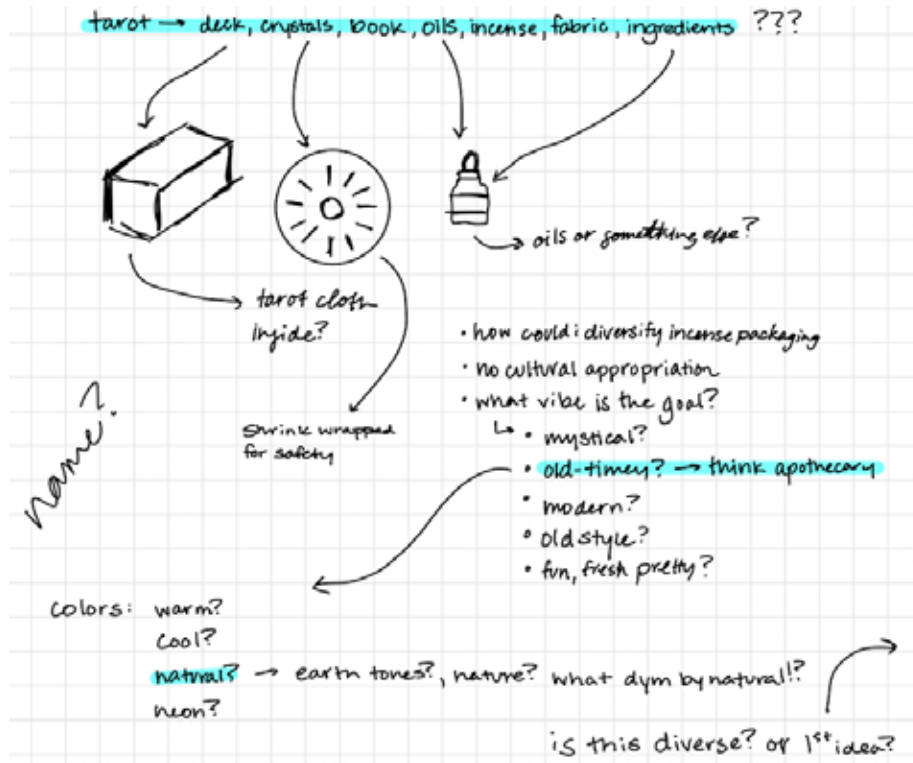
Consider: research existing brands, color, form, shelf presence, imagery, typography. How does your design work across disparate forms?

What is due: Color comps, built to size and properly photographed for presentation or constructed 3D models and professional quality renderings. Process book showing documented research, ideation, sketches, views of final forms and professional photography/renderings of your package and the old package that your design replaces.

Timeline: 4 weeks

ideation

Brainstorming



OK → tarot brand name

three eyes

clairvoyant clairvoyance

of the beholder → beholder?

read.

cleanse

apothecary vibes

w/ natural earth tones

eye of the beholder?

spirit of the beholder

beholder's spirit

maybe not earth tones?

going w/ font pack

"The Stranger"

Wild West Apothecary?

look at Red Redemption 2

Paul says check out Saint Denis, its similar to New Orleans I think

still have apothecary vibes, but old wild westones

Look + Feel Inspiration

Wild West aesthetic is taking cues from the videogame, *Red Dead Redemption II* by Rockstar Games. The game takes place in a dying west, with cowboys, gangs, and gunfights being squashed by the Pinkertons. This where the idea for using old cigarette cards as inspiration for the tarot deck come from; they are a collectible in game. The backs of the cards are inspired by old playing cards and William Morris' wallpapers during the Arts and Crafts Movement. The reason for that is a bit personal, I personally like tarot decks that have backs where you cannot tell is the card is upright or reversed when you can't see the face. To me, that is a hallmark of a well designed and thought out deck. Though only one or two card faces will be designed, they'll just be simple line drawings with color.

Tarot Card Research

Tarot Cards are a form of fortune-telling and divination. They began as playing cards, hence the 56 suit cards that are similar to playing cards that exist today.

Etteilla was the first to issue a tarot deck specifically designed for occult purposes around 1789. In keeping with the unsubstantiated belief that such cards were derived from the Book of Thoth, Etteilla's tarot contained themes related to ancient Egypt. **The Magician, The High Priestess, The Empress, The Emperor, The Hierophant, The Lovers, The Chariot, Strength, The Hermit, Wheel of Fortune, Justice, The Hanged Man, Death, Temperance, The Devil, The Tower, The Star, The Moon, The Sun, Judgement, The World, and The Fool.**

Cards from The Magician to The World are numbered in Roman numerals from I to XXI, while The Fool is the only unnumbered card, sometimes placed at the beginning of the deck as 0, or at the end as XXII. The Minor Arcana (lesser secrets) consists of 56 cards, divided into four suits of 14 cards each; Ten numbered cards and four court cards. The court cards are the King, Queen, Knight and Page/Jack, in each of the four tarot suits. The traditional Italian tarot suits are swords, batons, coins and cups; in modern occult tarot decks, however, the batons suit is often called wands, rods or staves, while the coins suit is often called pentacles or disks.

The three most common decks used in esoteric tarot are the Tarot of Marseilles, the Rider-Waite-Smith tarot deck, and the Thoth tarot deck. Each deck style has unique orders and different ways of reading. The most common deck used now is the Rider-Waite-Smith, the imagery is the seen the most and is the most recognizable.

[Met Museum: History of Tarot](#)

<https://en.wikipedia.org/wiki/Tarot>

<https://blogs.uww.edu/ucinfo/2021/11/08/tarot-a-brief-history/>

Renaming the Cards

When creating a tarot deck, you can rename the cards differently from their traditional names. I took that liberty and chose to rename the cards that being with 'The' to more closely follow the wild west themes in the branding and the feel of the design. I discussed these with my brother, reading the meanings for the cards and figuring out the western archetype that fit the meaning.

The Fool became **The Outlaw**; the beginning of the journey, naiveness, and taking a leap of faith to learn more. Readers often view the Major Arcana (the first 22 cards) as The Fool's Journey to learn more and become less of a fool, as such it is numbered 0 or no number at all. *The Outlaw* is the fool venturing out to the west, not knowing what they are about to encounter. The Magician became **The Barkeep**; receiving guidance from above, willpower, and taking appropriate action. *The Barkeep* is someone you confide in, who teaches you with advice from learned experience. The High Priestess became **The Sister**; intuition, the unconscious mind, purity, and your inner voice. *The Sister* is a nun, forcing you to listen to your gut and trust 'that small little inner voice'. The Empress became **The Bride**; motherhood, fertility, and abundance. *The Bride* is your wife-to-be, the one who is seen as fertile by the men (mail-order brides were popular in the old west.) The Emperor became **The Broker**; authority, being in control (of self and others), fatherhood, and leadership. *The Broker* is the oil broker, the owner of oil companies putting money in the pocket of politicians to persuade the law in their favor. The Hierophant became **The Priest**; guidance, knowledge, and religion. *The Priest* is a Father/Pastor in the church, using his religion to guide and teach the community. The Lovers became **The Gang**; showing love to others, well-informed decisions, and bringing people together. *The Gang* is the crime gang, a group of people who travel together committing crimes, becoming closer together. The Chariot became **The Rider**; willpower, triumph, and direction. *The Rider* follows their path, charging forward to victory. The Hermit became **The Stranger**; contemplation, search for truth, self-

exploration, and becoming or seeking out a guru. *The Stranger* (the only reference to Red Dead Redemption II) is the kindness of strangers along the journey providing guidance and forcing the reader to think and self-reflect. The Hanged Man became **The Redeemed**; sacrifice, reversals, surrender, and martyrdom. *The Redeemed* is an outlaw who has changed their ways and has become a better person, or, they are the outlaw who died, sacrificed themselves for their friends now sitting on a pedestal. The Devil became **The Soiled Dove**; playfulness, violence, delusion, enjoying sexuality, and embracing everyone's darker side. *The Soiled Dove*, in short, is the saloon girl or prostitute, who is aware of people's darker side while still being playful and enjoying their job (some referred to these women as soiled doves, for a nicer name than prostitute on the card.) The Tower became **The Pass**; upheaval, disaster, and release. *The Pass* is where everything goes wrong, 'just cross the pass' or the Donner Pass, your life is turned on its' head in seconds. The Star became **The Belle**; hope, longing, optimism. *The Belle* is the Southern Belle, the girl the cowboys fight and die for, what every man would want in the west. The Moon became **The Traitor**; deception, insecurity, two-faced, and illusion. *The Traitor* is the rat, the mole; they deceive their friends and give them away in exchange for freedom. The Sun became **The Gold**; vitality, brilliance, and success. *The Gold* is liquid gold, oil, what the west fought for (actual gold/The Gold Rush), and people excited that 'they struck gold' and they're now rich. The World became **The Wild**; totality, fulfillment, and completion. *The Wild* is the Wild West, where The Outlaw finds themselves and becomes one with themselves, fully realizing who they are.

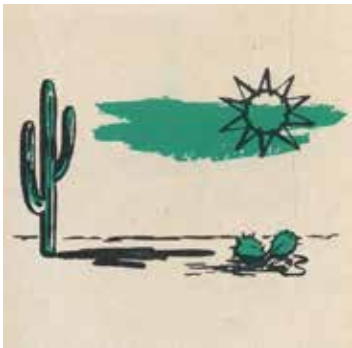
The Suits have also had name changes. Wands became **Rifles**, what you need to survive in the West. Cups became **Shots**, cowboys would often trade a single bullet for a shot of whiskey at saloons. Swords became **Knives**, another survival staple of outlaws and cowboys. Coins became **Horseshoes**, throwing horseshoes as a game and a common thing for their steeds to survive on the trails.

Crystal Research

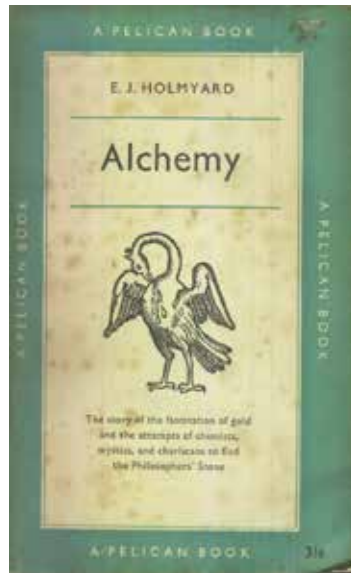
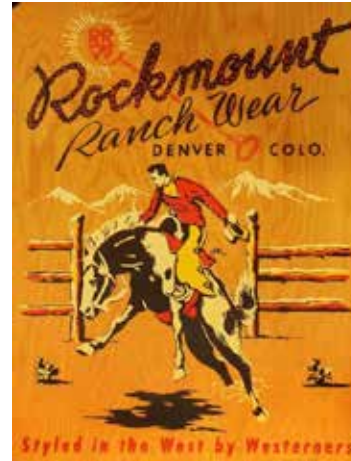
The crystal chosen for the project is a clear quartz crystal, a very basic one. It's best for cleansing negative energy. Many tarot readers recommend using a crystal, most often one of these, to set on their deck to clean the cards of the last reading. The cards are said to hold on to the energy of the last reading and not giving them a cleanse can mess with the energy of the next reading.

Clear Quartz has several properties, such as: Psychic Abilities, Meditation, Clearing, Physical Healing, Cleansing, Expanded Awareness, Communication With Higher Realms, Communication with Guides, Enhancing, Interdimensional Communication, Dispelling Negative Energy, Intention Enhancement, Transformation, Protection, and Self- Healing, according to The Crystal Council.

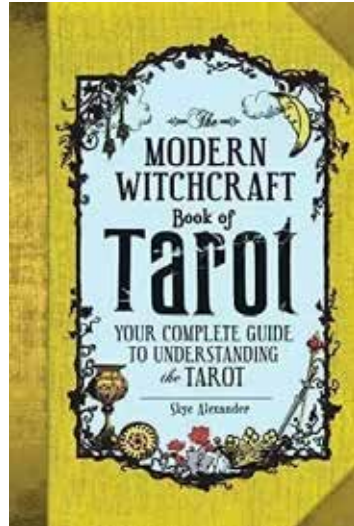
Moodboard - Aesthetic



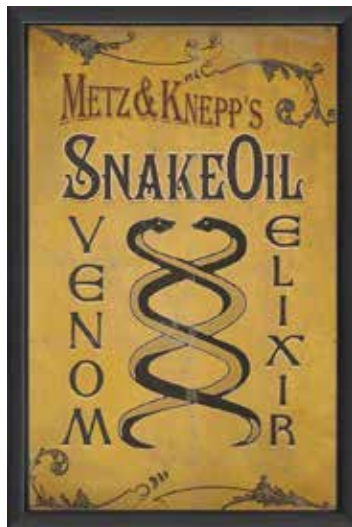
Aesthetic



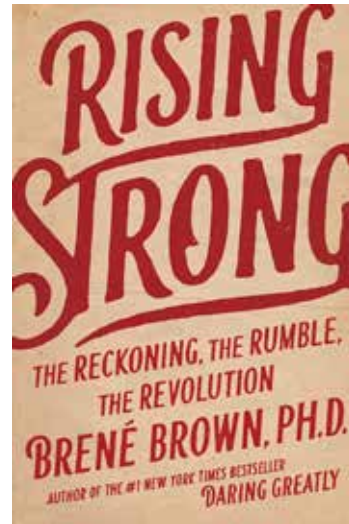
Aesthetic



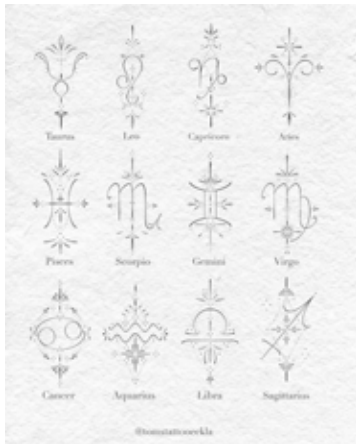
Aesthetic



Moodboard - Font Aesthetic/Layout



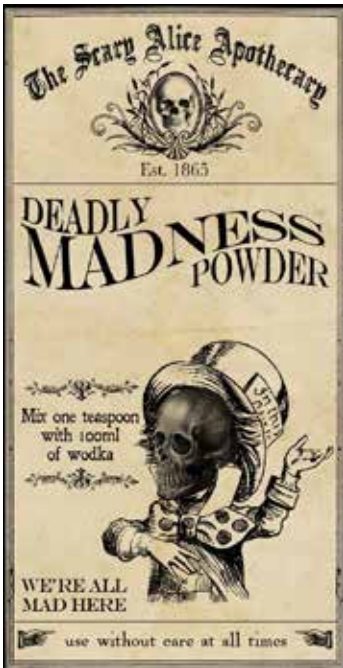
Font Aesthetic/Layout



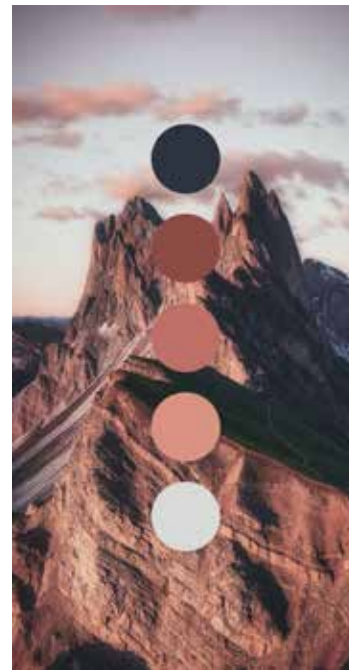
Font Aesthetic/Layout



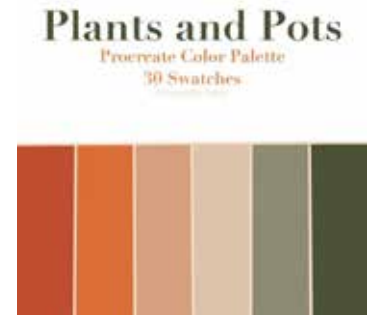
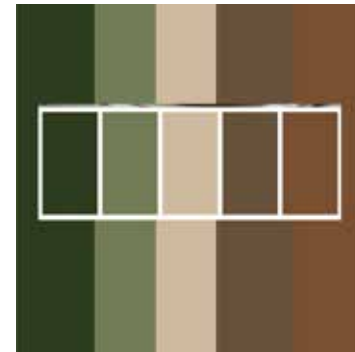
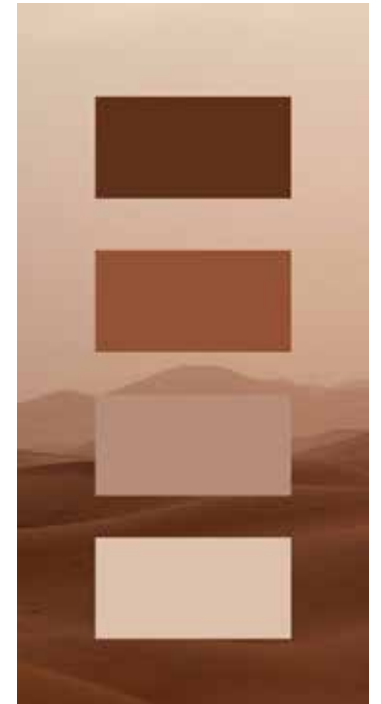
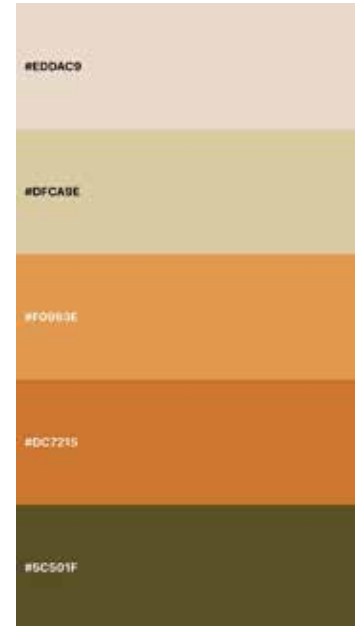
Font Aesthetic/Layout



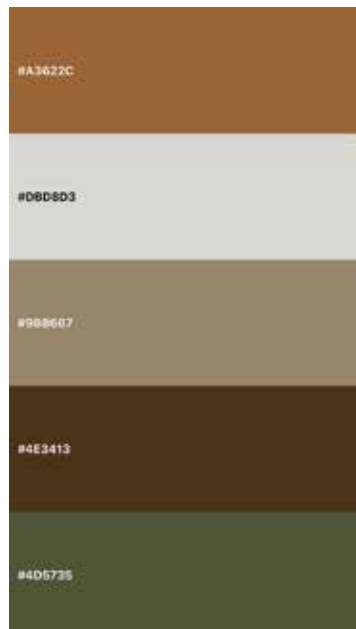
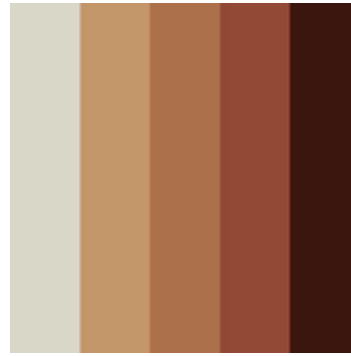
Moodboard - Color



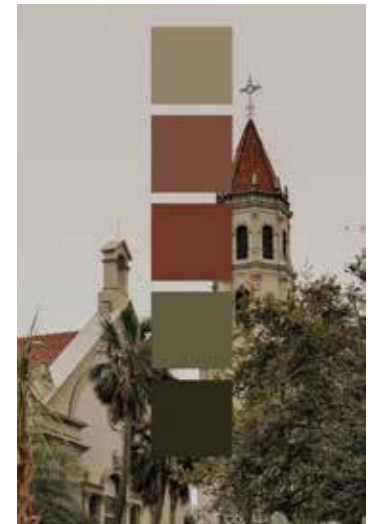
Color



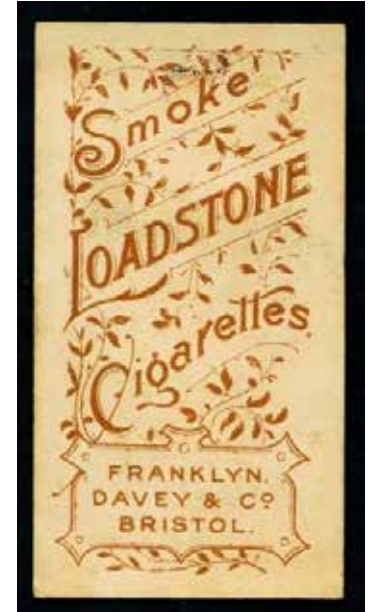
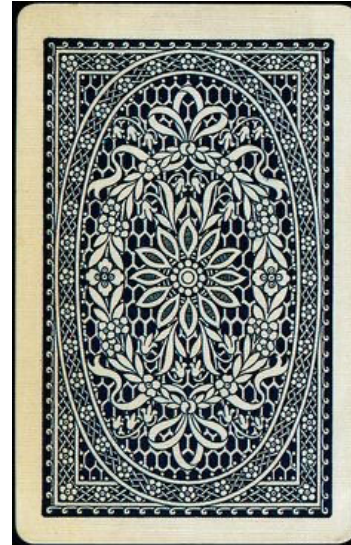
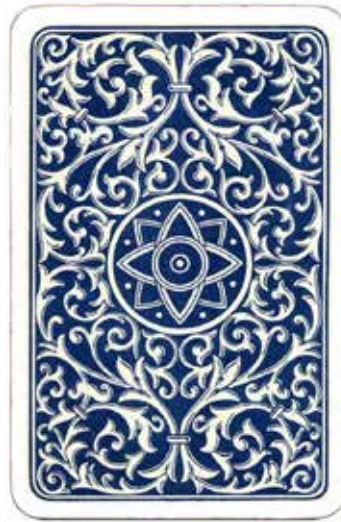
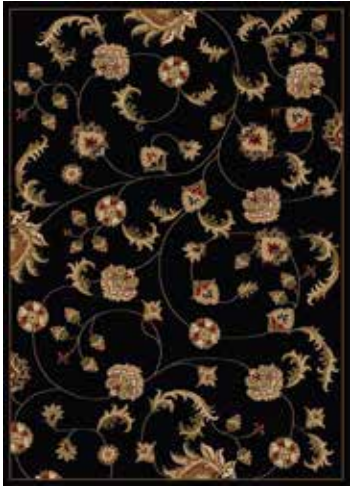
Color



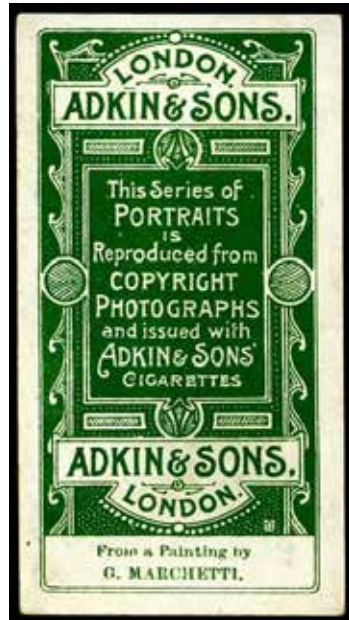
MW
MADE WITH MICHELLE



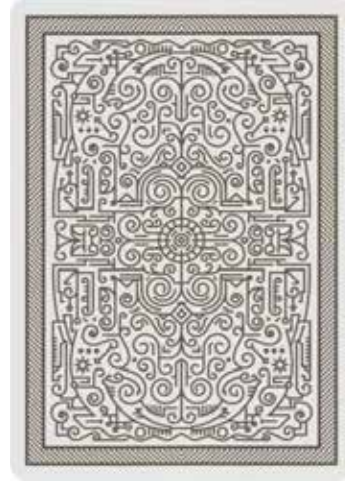
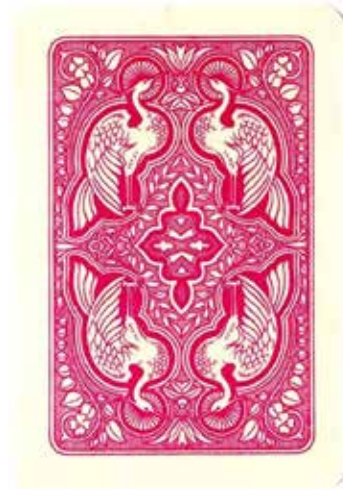
Moodboard - Tarot Card Design



Tarot Card Design



Tarot Card Design



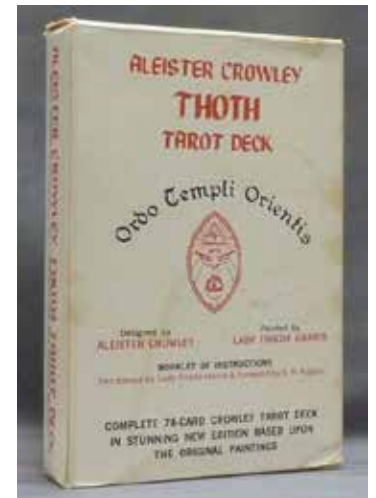
Tarot Card Design



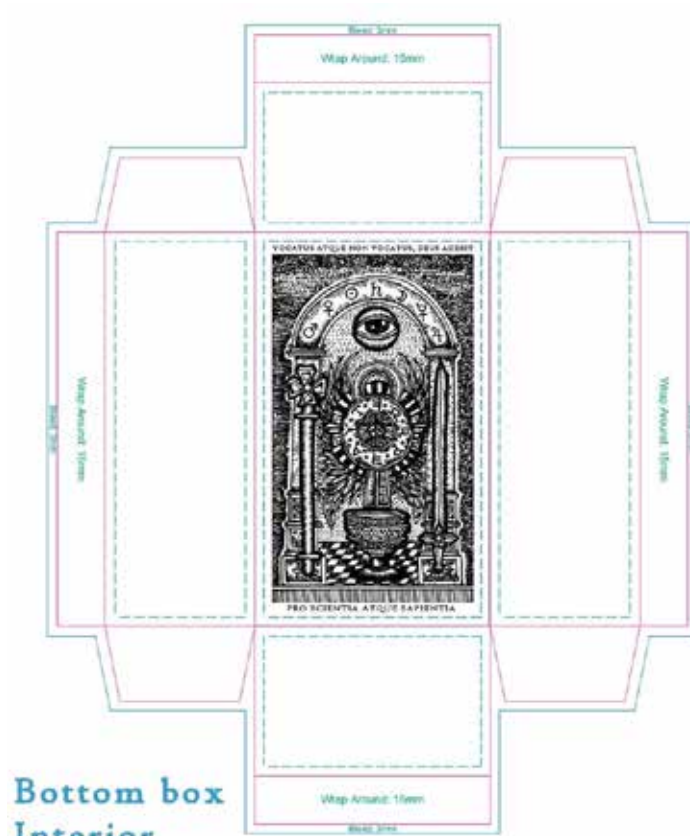
Tarot Card Design



Large 4.5 x 2.25 inch
www.etsy.com/shop/DigitalMaggie



Tarot Card Design



Bottom box
Interior

Font Pack Selection

The Stranger Collection by Omus Nigrum
on Creative Market

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ **Stranger - Regular**
1234567890 !@#%&'()*./:;,"

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
1234567890 !@#%&'()*./:;,"

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ **Stranger - Inline**
1234567890 !@#%&'()*./:;,"

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
1234567890 !@#%&'()*./:;,"

*ABCDEFGHIJKLMN**OP**QRSTUVWXYZ*
1234567890 !@#%&'()./:;,"* **Stranger - Script Caps**

ABCDEFGHIJKLMNOP**QRSTUVWXYZ**
1234567890 !@#%&'()*./:;,"

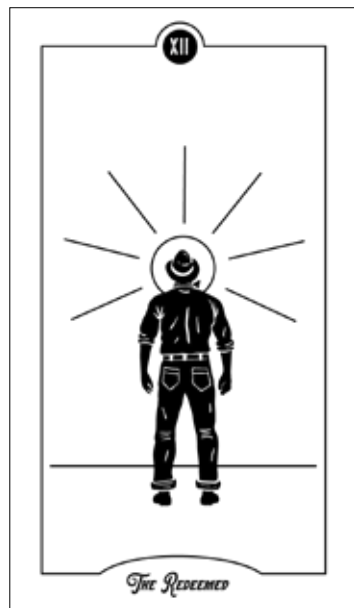
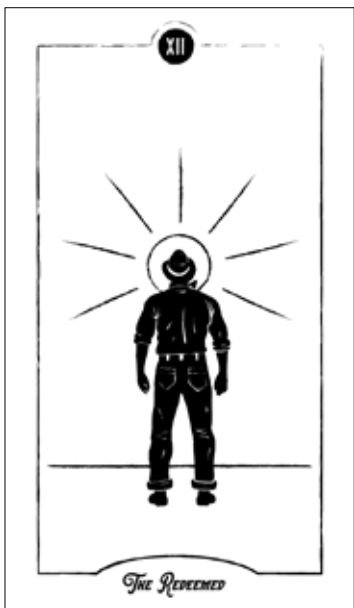
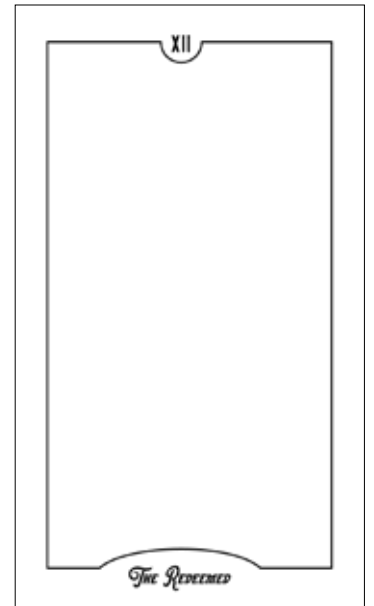
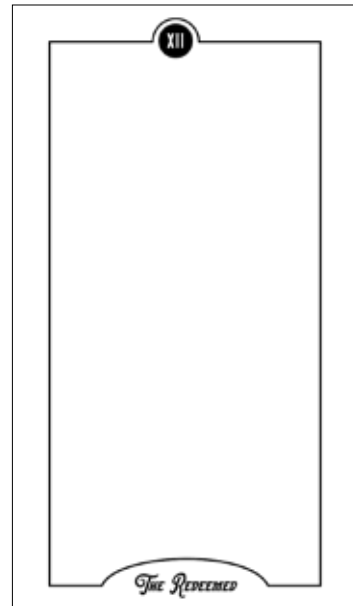
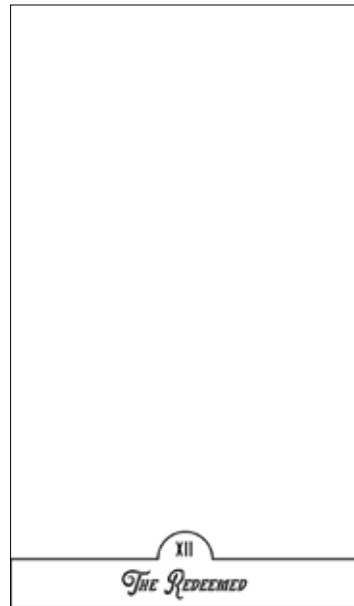
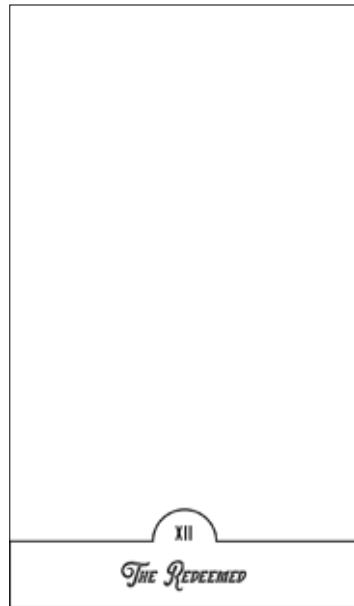
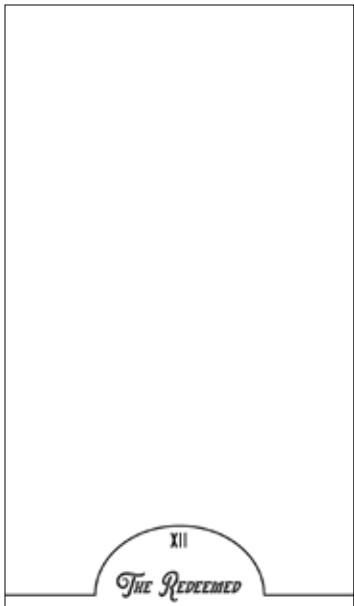
*ABCDEFGHIJKLMN**OP**QRSTUVWXYZ*
1234567890 !@#%&'()./:;,"* **Stranger - Script Inline**

ABCDEFGHIJKLMNOP**QRSTUVWXYZ**
1234567890 !@#%&'()*./:;,"

*ABCDEFGHIJKLMN**OP**QRSTUVWXYZ*
1234567890 !@#%&'()./:;,"* **Stranger - Script Texture**

ABCDEFGHIJKLMNOP**QRSTUVWXYZ**
1234567890 !@#%&'()*./:;,"

process



**BEHOLDER'S
SPIRITS**
CARDS · CRYSTALS · CANDLES

THE REDEEMED

*BEHOLDER'S
SPIRIT*

**BEHOLDER'S
SPIRITS**
TAROT · CRYSTALS · CANDLES

*BEHOLDER'S
SPIRIT*

*BEHOLDER'S
SPIRITS*

**BEHOLDER'S
SPIRITS**

**BEHOLDER'S
SPIRITS**

CARDS · CRYSTALS · CANDLES
BEHOLDER'S
EST. 2022
SPIRITS

**BEHOLDER'S
SPIRITS**

CARDS · CRYSTALS · CANDLES

CARDS · CRYSTALS · CANDLES
BEHOLDER'S
EST. 2022
SPIRITS

**BEHOLDER'S
SPIRITS**
CARDS · CRYSTALS · CANDLES

QUARTZ CRYSTAL · GLASS STONES
BEHOLDER'S
EST. 2022
SPIRIT

**BEHOLDER'S
SPIRITS**
TAROT · CRYSTALS · CANDLES

**BEHOLDER'S
SPIRITS**

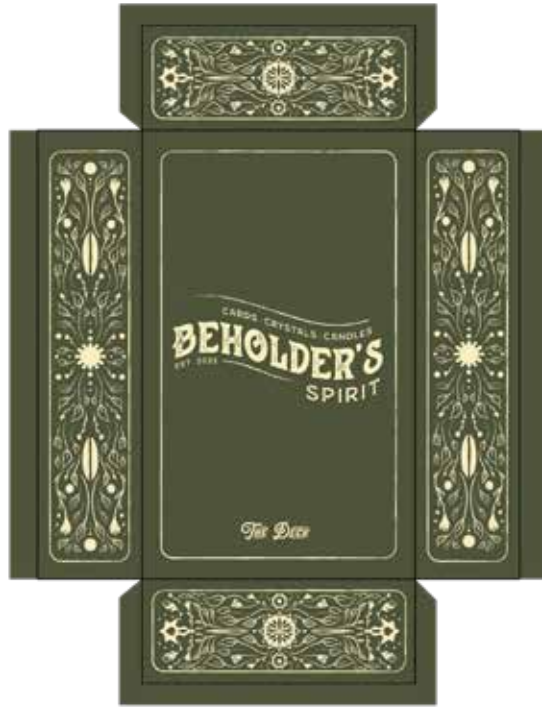
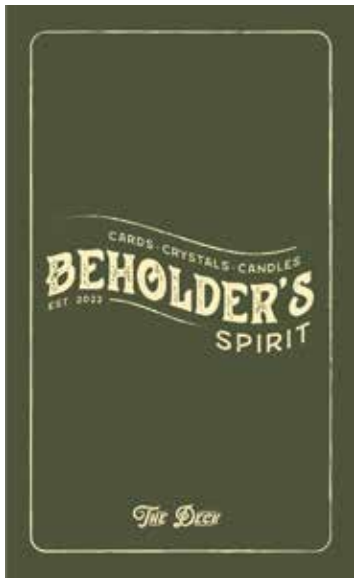
BEHOLDER'S

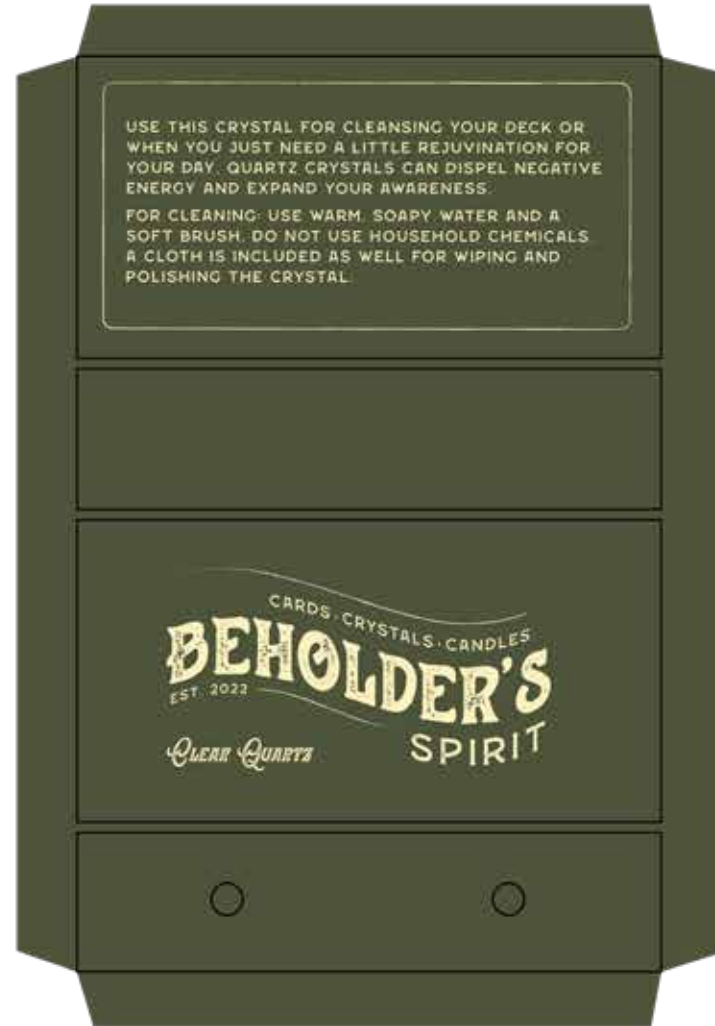
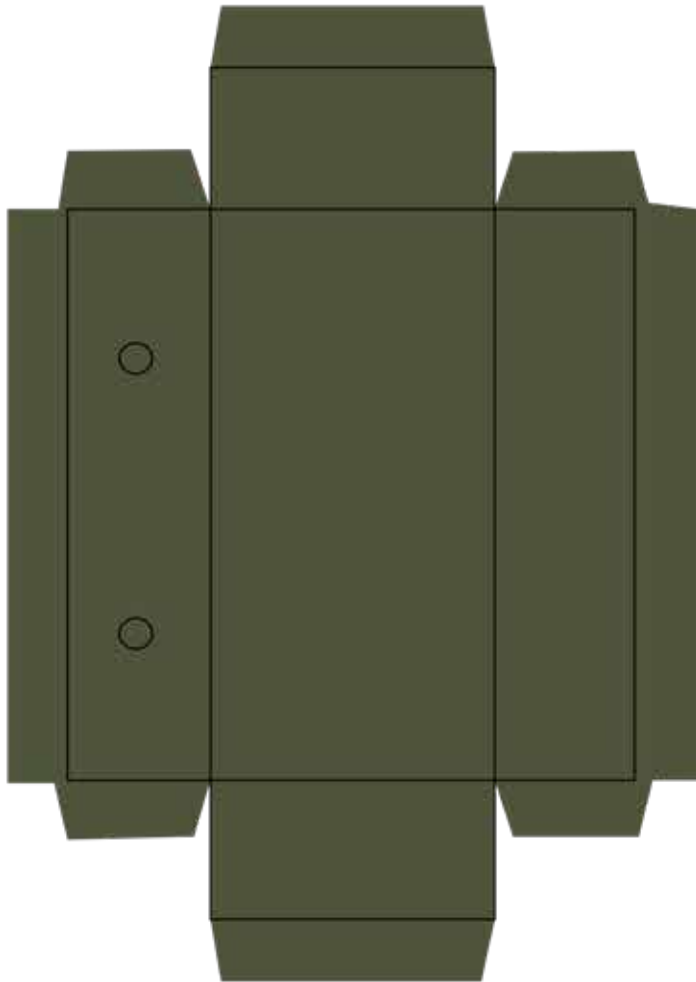
**BEHOLDER'S
SPIRITS**
CARDS · CRYSTALS · CANDLES

CARDS · CRYSTALS · CANDLES
BEHOLDER'S
EST. 2022
SPIRIT

CARDS · CRYSTALS · CANDLES
BEHOLDER'S
EST. 2022
SPIRITS

finals







USE THIS CRYSTAL FOR CLEANSING YOUR DECK OR
WHEN YOU JUST NEED A LITTLE REJUVINATION FOR
YOUR DAY. QUARTZ CRYSTALS CAN DISPEL NEGATIVE
ENERGY AND EXPAND YOUR AWARENESS.
FOR CLEANING: USE WARM, SOAPY WATER AND A
SOFT BRUSH. DO NOT USE HOUSEHOLD CHEMICALS.
A CLOTH IS INCLUDED AS WELL FOR WIPING AND
POLISHING THE CRYSTAL.





CARDS · CRYSTALS · CANDLES

BEHOLDER'S SPIRIT

EST. 2022

CLEAR QUARTZ

USE THIS CRYSTAL FOR CLEANSING YOUR DECK OR
WHEN YOU JUST NEED A LITTLE REJUVINATION FOR
YOUR DAY. QUARTZ CRYSTALS CAN DISPEL NEGATIVE
ENERGY AND EXPAND YOUR AWARENESS.
FOR CLEANING: USE WARM, SOAPY WATER AND A
SOFT BRUSH. DO NOT USE HOUSEHOLD CHEMICALS.
A CLOTH IS INCLUDED AS WELL FOR WIPING AND
POLISHING THE CRYSTAL.

CAPDS
BEHOLDER
EST. 2022
CLEAR QUARTZ
SPIRIT



CARDS - CRYSTALS - CANDLES
BEHOLDER'S
SPIRIT
EST. 2013

OUTLAW SPIRIT

CARDS - CRYSTALS - CANDLES
BEHOLDER'S
SPIRIT
EST. 2013

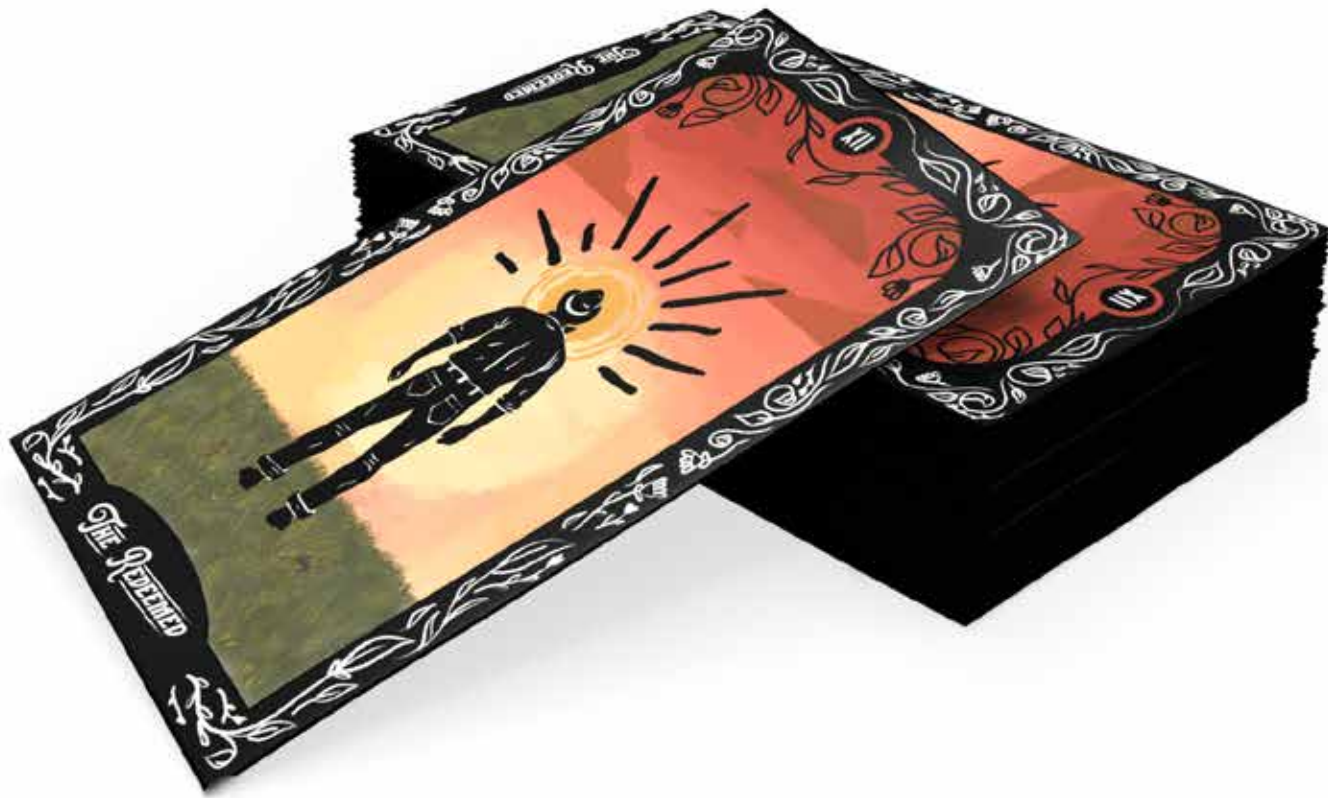
OUTLAW SPIRIT

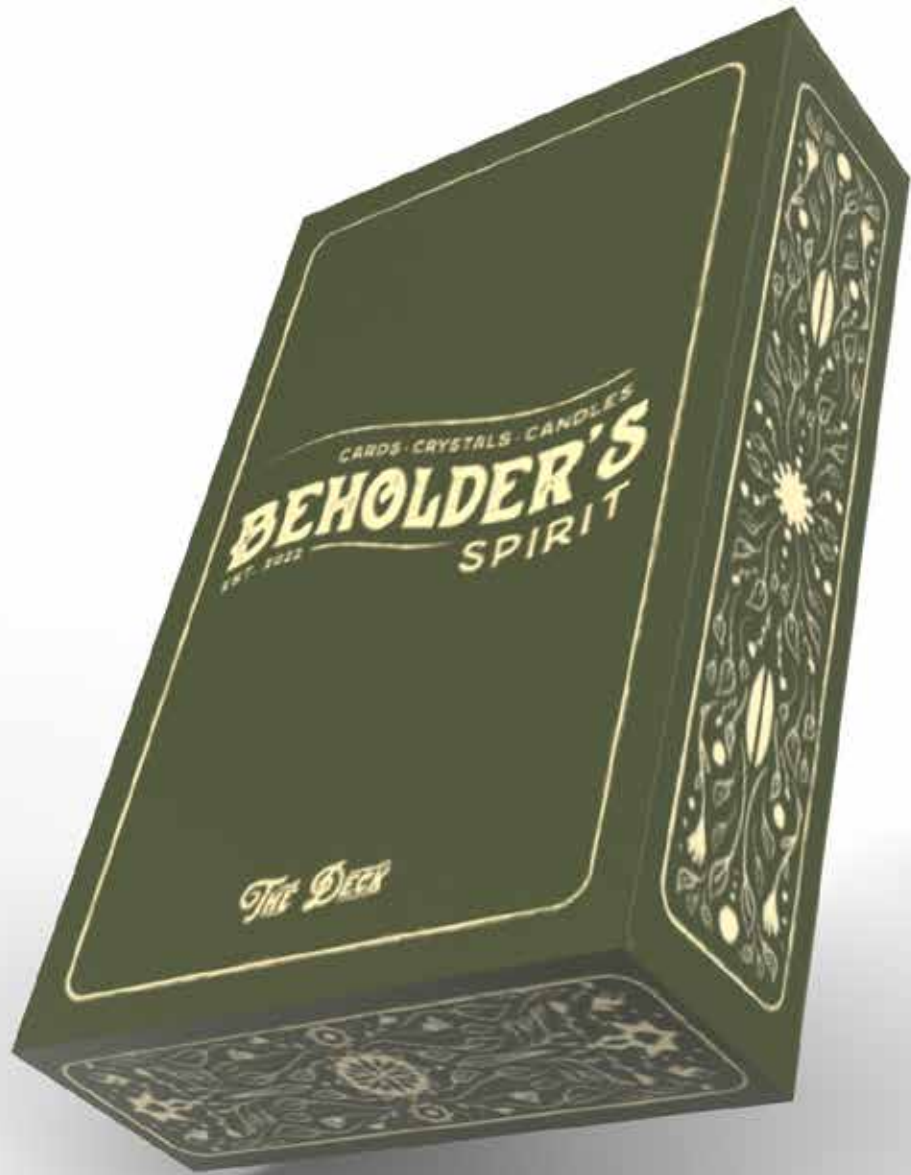
Let's Face Our Demons
1.00 FL





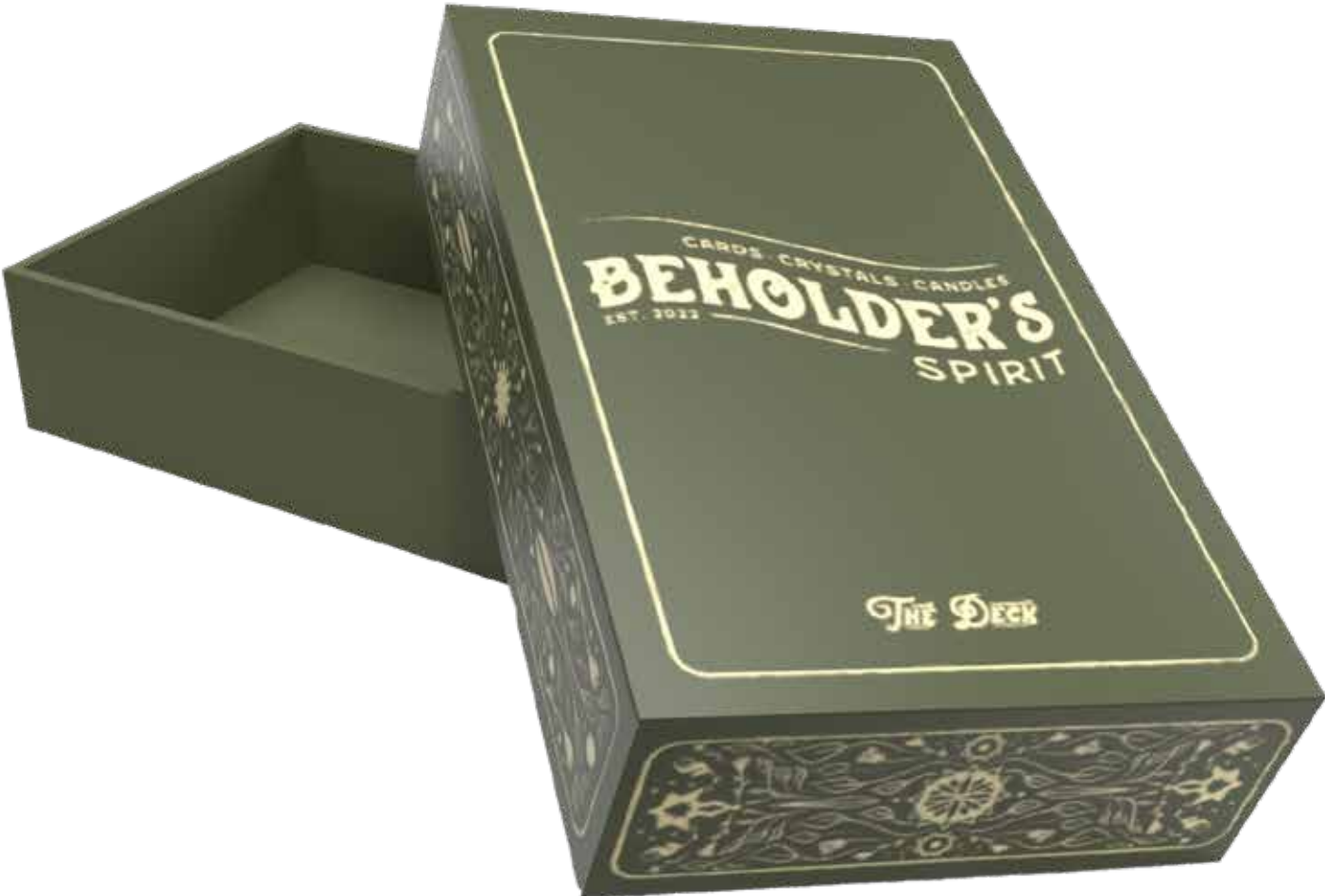






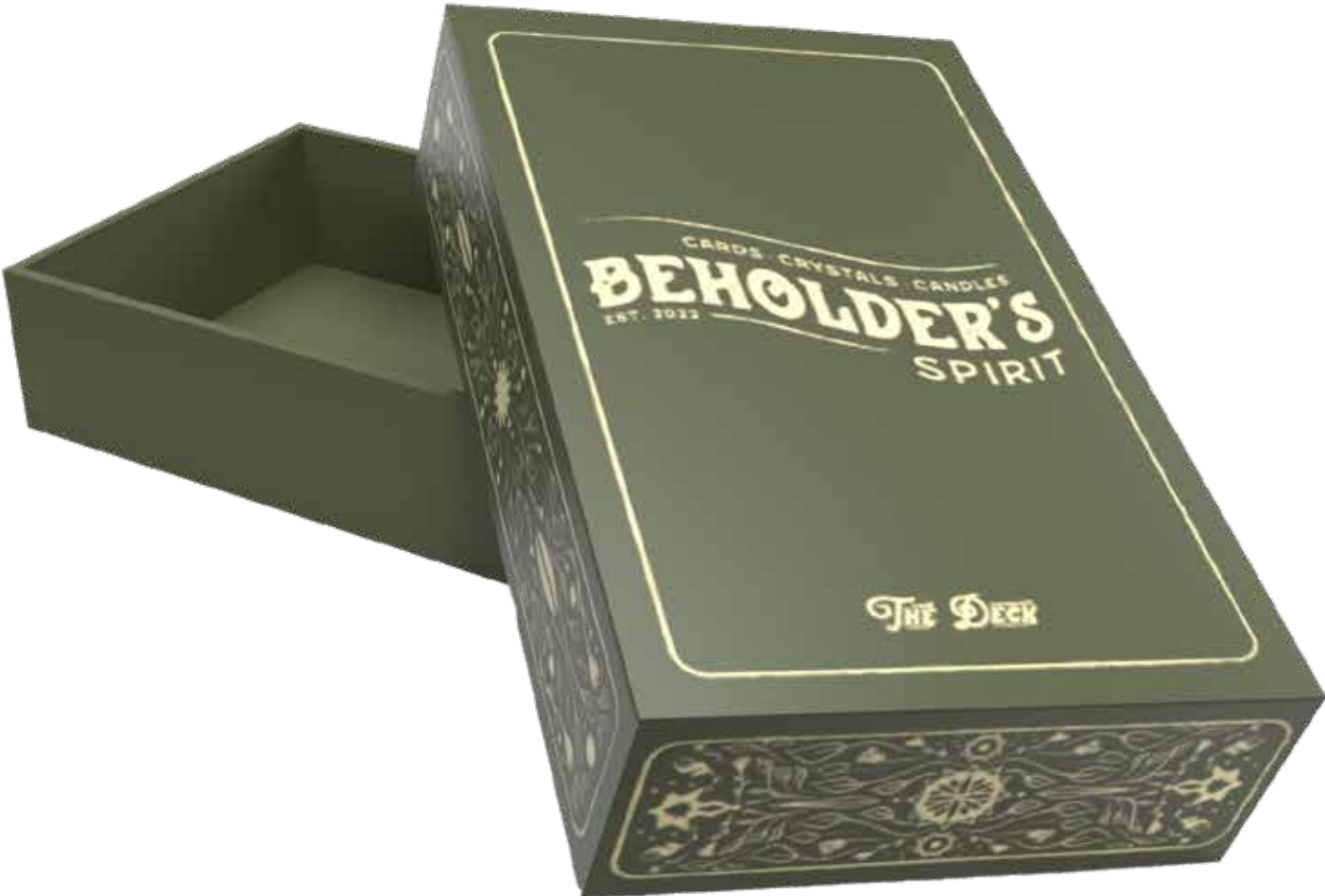
CARDS · CRYSTALS · CANDLES
BEHOLDER'S
EST. 2022 SPIRIT

The DEER



CARDS · CRYSTALS · CANDLES
BEHOLDER'S
EST. 2022
SPIRIT

THE DECK



CARDS · CRYSTALS · CANDLES
BEHOLDER'S
EST. 2022
SPIRIT

THE DECK

project 3: maximal

Project Guidelines

PROJECT 3 – Maximal Packaging **Design for collectible/limited edition products**

While there is a trend toward eliminating packaging for consumable consumer products, there is a similar trend toward creating high-end, limited edition packaging for collectors. Think box sets of music, blue rays, literary works, etc. While digital files exist for all of these items for consumers who want to access books, video and music on electronic devices, there is a market for those consumers who desire a physical object to collect and cherish. The packaging in these cases becomes a large part of the desirability/marketability of the product. The packaging itself becomes an art object. Identify a product that you think could use a high-end packaging approach. Does an existing limited edition exist? If so, how does it miss the mark in your analysis? If not, how do you think a new approach would help attract collectors?

Consider: What types of projects deserve this treatment? How can the materials used bring value to the package?

What is due: Color comps, built to size and properly photographed for presentation or constructed 3D models and professional quality renderings. Process book showing documented research, ideation, sketches, views of final forms and professional photography/ renderings of your package and the old package that your design replaces.

4 weeks

ideation

Font Exploration

SOAP | REGULAR | KNITTING X 3

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890 !@#\$%^&*()-_+[]{}|\./?;:'"~

Rinse | Regular | Knitting x 3

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890 !@#\$%^&*()-_+[]{}|\./?;:'"~

MOONBLOSSOM | REGULAR | KNITTING X 3

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890 !@#\$%^&*()-_+[]{}|\./?;:'"~

HEY ELISE | WEIGHT | KNITTING X 3

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890 !@#\$%^&*()-_+[]{}|\./?;:'"~

CITRUS GOTHIC | ROUGH REGULAR | KNITTING X 3

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890 !@#\$%^&*()-_+[]{}|\./?;:'"~

Carrotflower | Regular | Knitting x 3

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890 !@#\$%^&*()-_+[]{}|\./?;:'"~

BD Supper | Regular | Knitting x 3

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890 !@#\$%^&*()-_+[]{}|\./?;:'"~

LiebeErika | Black | Knitting x 3

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890 !@#\$%^&*()-_+[]{}|\./?;:'"~

LOOKING FLOWERS | CAPS | KNITTING X 3

AA BB CC DD EE FF GG HH II JJ KK LL MM NN OO PP QQ RR SS TT UU VV WW XX YY ZZ
1234567890 !@#\$%^&*()-_+[]{}|\./?;:'"~

Montana | Bold | Knitting x 3

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890 !@#\$%^&*()-_+[]{}|\./?;:'"~

TOMARIK | BRUSH | KNITTING X 3

AA BB CC DD EE FF GG HH II JJ KK LL MM NN OO PP QQ RR SS TT UU VV WW XX YY ZZ
1234567890 !@#\$%^&*()-_+[]{}|\./?;:'"~

CHANTAL | MEDIUM | KNITTING x 3

AA BB CC DD EE FF GG HH II JJ KK LL MM NN OO PP QQ RR SS TT UU VV WW XX YY ZZ
1234567890 !@#\$%^&*()-_+[]{}|\./?;:'"~

Boeked Martin | Regular | Knitting x 3

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890 !@#\$%^&*()-_+[]{}|\./?;:'"~

FLORA MONOGRAMS | REGULAR | KNITTING X 3 | KNITTING X 3

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890 !@#\$%^&*()-_+[]{}|\./?;:'"~

SALTHOUSE | REGULAR | KNITTING X 3

AA BB CC DD EE FF GG HH II JJ KK LL MM NN OO PP QQ RR SS TT UU VV WW XX YY ZZ
1234567890 !@#\$%^&*()-_+[]{}|\./?;:'"~

Aldery Pro | Regular/Swash | Knitting x 3

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890 !@#\$%^&*()-_+[]{}|\./?;:'"~

GoodKitty | Regular | Knitting x 3

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890 !@#\$%^&*()-_+[]{}|\./?;:'"~

Verveine | Regular | Knitting x 3

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890 !@#\$%^&*()-_+[]{}|\./?;:'"~

Font Exploration - Round 2

SOAP | REGULAR | KNITTING X 3

aa BB CC DD ee FF GG HH II JJ KK LL MM
nn oo PP QQ RR SS TT UU VV WW XX YY ZZ
1234567890 !@#\$%^&*()-_+=[]{}|\,./?;:'"~

Rinse | Regular | Knitting x 3

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890 !@#\$%^&*()-_+=[]{}|\,./?;:'"~

MOONBLOSSOM | REGULAR | KNITTING X 3

AA BB CC DD EE FF GG HH II JJ KK LL MM NN OO PP
QQ RR SS TT UU VV WW XX YY ZZ
1234567890 !@#\$%^&*()-_+=[]{}|\,./?;:'"~

CITRUS GOTHIC | ROUGH REGULAR | KNITTING X 3

AA BB CC DD EE FF GG HH II JJ KK LL MM NN OO PP QQ RR SS TT
UU VV WW XX YY ZZ
1234567890 !@#\$%^&*()-_+=[]{}|\,./?;:'"~

TOMARIK | BRUSH | KNITTING X 3

AA BB CC DD EE FF GG HH II JJ KK LL MM NN OO PP QQ RR
SS TT UU VV WW XX YY ZZ
1234567890 !@#\$%^&*()-_+=[]{}|\,./?;:'"~

CHANTAL | MEDIUM | KNITTING x 3

AA BB CC DD EE FF GG HH II JJ KK LL MM NN OO PP QQ
RR SS TT UU VV WW XX YY ZZ
1234567890 !@#\$%^&*()-_+=[]{}|\,./?;:'"~

SALTHOUSE | REGULAR | KNITTING X 3

AA BB CC DD EE FF GG HH II JJ KK LL MM NN OO PP QQ RR SS TT UU VV WW
XX YY ZZ
1234567890 !@#\$%^&*()-_+=[]{}|\,./?;:'"~

LOOKING FLOWERS | CAPS | KNITTING X 3

AA BB CC DD EE FF GG HH II JJ KK LL MM NN OO PP QQ
RR SS TT UU VV WW XX YY ZZ
1234567890 !@#\$%^&*()-_+=[]{}|\,./?;:'"~

Font Exploration - Round 3

Ingra | Various Weights

UltraLight

Light

Regular

Medium

Bold

ExtraBold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Ll Mm Nn Oo Pp Qq

Rr Ss Tt Uu Vv Ww Xx Yy Zz

1234567890 !@#\$%^&*(){}[]:;'"',.

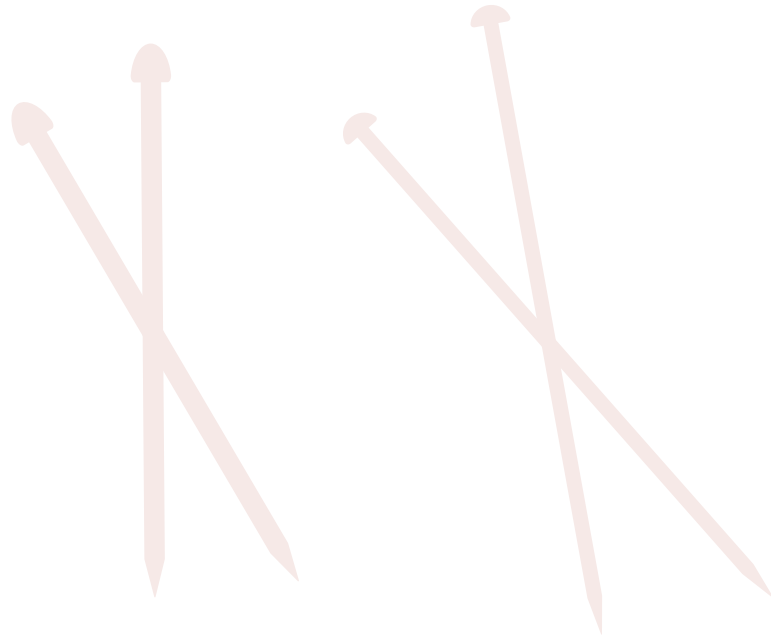
process

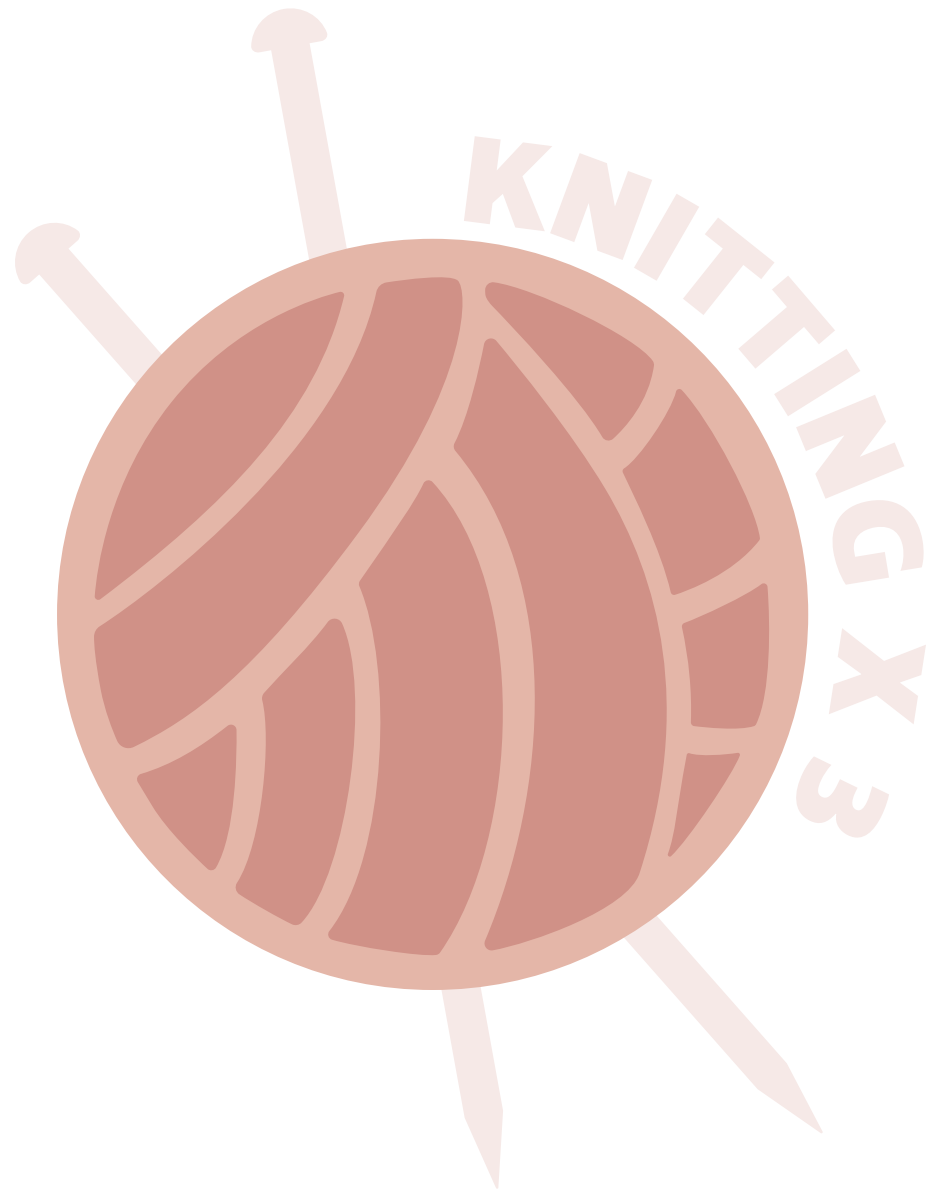
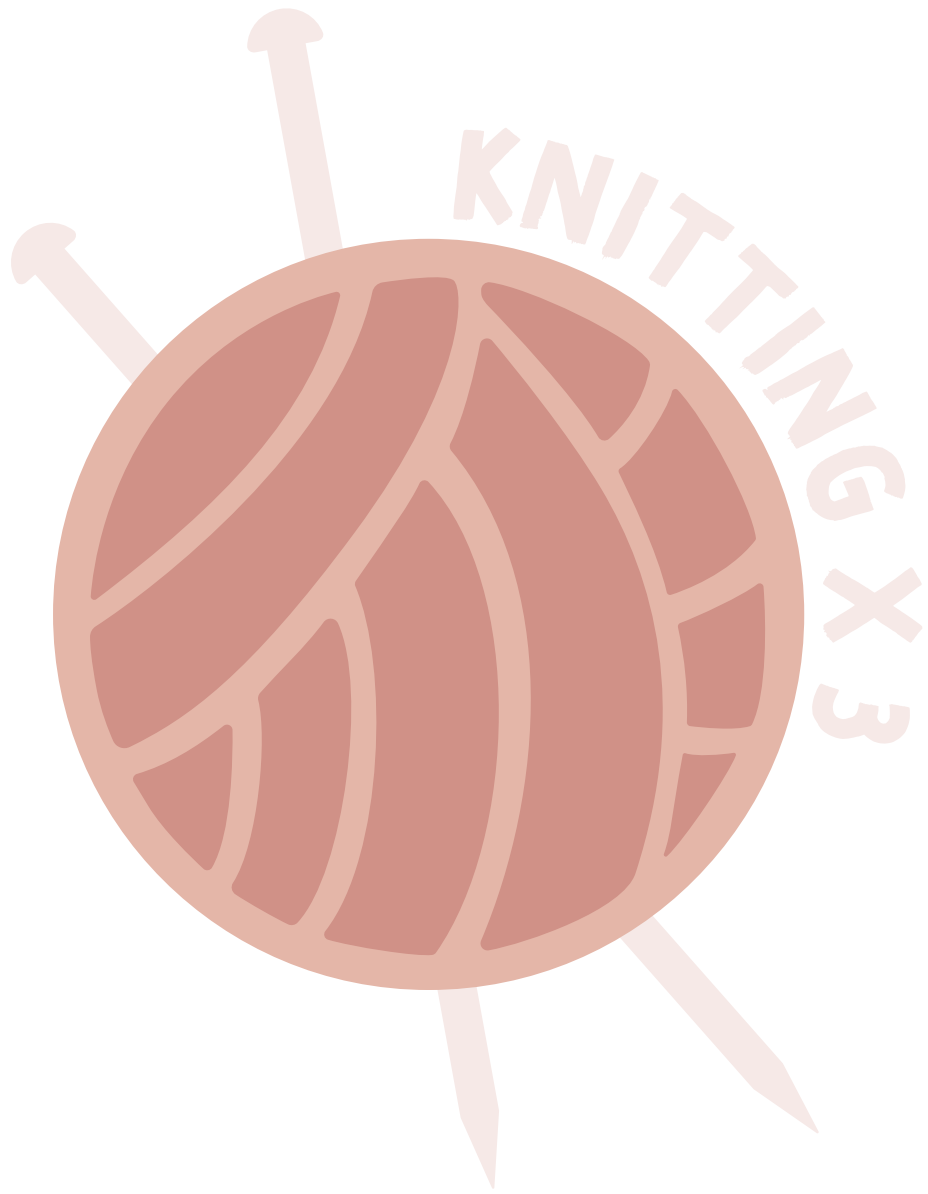
KNITTING x 3
Knitting x 3
KNITTING x 3

KNITTING x 3
KNITTING x 3
KNITTING x 3

KNITTING x 3
KNITTING x 3

KNITTING x 3





finals



the yarn that stripes itself
100% acrylic yarn



made in a clean, green facility
designed to be 100% renewable energy
powered and air leaky sealed.



net weight / poids net / gross wt.
1.5 lb / 700 g / 100 yds / 300 m

made in USA
knitting.com/usa
knitting.com/usa

KNITTING X 3

100% acrylic yarn

net weight / poids net / gross wt.

1.5 lb / 700 g / 100 yds / 300 m

knitting.com/patterns

100% acrylic yarn

net weight / poids net / gross wt.

1.5 lb / 700 g / 100 yds / 300 m

knitting.com/patterns

100-1000-9402 1000-1000-9402



9 795430 563300



designed with a mix of acrylic and
wool to give the beloved warmth
with wool yarn, but the easy care
and look with acrylic yarn.



net weight / poids net / gross wt.
8 oz / 220 g / 100 yds / 90 m

made in USA
knitting.com/usa
knitting.com/usa

KNITTING X 3

80% acrylic, 20% wool

net weight / poids net / gross wt.

8 oz / 220 g / 100 yds / 90 m

knitting.com/patterns

100% acrylic yarn

net weight / poids net / gross wt.

8 oz / 220 g / 100 yds / 90 m

knitting.com/patterns

640, 121, 632933

the blue in the storm
le bleu dans la tempête
la azul en la tormenta



9 795430 563300



9 795430 563300



made in U.S. from 100% recycled cotton /
fabriqué au US à partir de coton recyclé à 100% /
hergestellt aus 100% recyceltem Baumwolle



Keep all the colors the yarn that saves the planet

homemade
carottes au miel
zinnoblen con miel

net weight / poids net / peso neto
7.0z / 198 g | 304 yds / X 331 m



find more patterns at
knittingx3.com/patterns

KNITTING X 3
100% acrylic yarn

worsted / peigné / estambre
4-ply / brins / cabos

net weight / poids net / peso neto
2.5 oz / 70.9 g | 95 yds / 86 m

find more patterns at
knittingx3.com/patterns

KNITTING X 3

150 E. Exchange Street
Akron, Ohio 44325



made in U.S. from 100% cotton /
fabriqué au US à partir de coton à 100% /
hecho en US de 100% algodón

wash colors separately, some may run /
laver les couleurs séparément,
certaines peuvent déteindre /
lavar ropa de colores por separado,
algunos pueden correrse



MEDIUM



9 795430 563300

RADIANCE
ÉCLAT
RESPLANDOR
190345





...itself

3
LIGHT



made in U.S. from 100% acrylic/
fabriqué au US à partir de acrylique à 100%/
hecho en US de 100% acrílico/

net weight / poids net / peso neto
5.3 oz / 150 g | 590 yds / 540 m



designed with a mix of acrylic and wool to give the beloved warmth with wool yarn, but the easy care and work with acrylic yarn.



6
SUPER BULKY



net weight / poids net / peso neto
6 oz / 170g | 106 yds / 97 m



Made in U.S. from 100% cotton/
Fabriqué en US à partir de coton à 100%/
Hecho en US de 100% algodón/

Some colors separately, some may run/
Certains couleurs séparément,
certains peuvent déteindre/
Algunos colores por separado,
algunos pueden correrse/



9 795430 563300

190345
RADIANCE
ÉCLAT
RESPLANDOR

project 4: minimal

Project 4: Minimal

PROJECT 4 – Minimal Packaging

Identify and eliminate packaging waste

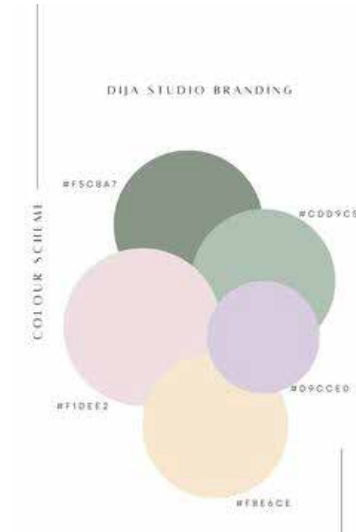
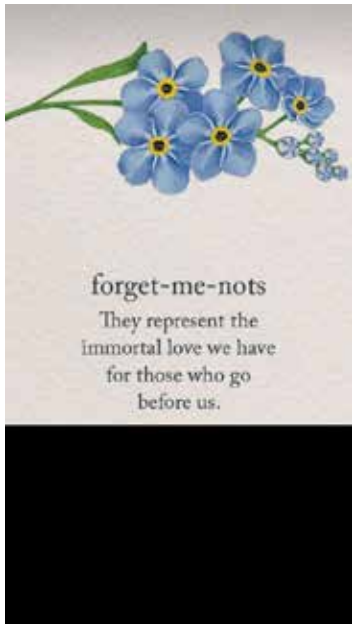
We have all had the experience of unpacking a consumer product and wondering why there is so much packaging associated with the delivery of the item. Sometimes it is a matter of protection for the product, but often it is a matter of presentation to the consumer. The trend toward more responsible, eco-friendly continues in some product lines. For this project, you are asked to research and identify a single product that you think is “over packaged” and resign not only the surface graphics, but the very way the product is shipped, displayed and presented to the consumer. Your project must show a significant reduction in materials used in the packaging and perhaps a switch to more recyclable, eco-friendly materials.

Consider: research wasteful packaging, color, form, imagery, typography, materials used, amount of materials used. Can the new suggested packaging be recycled/reused/re-purposed more easily than the old packaging.

What is due: Color comps, built to size and properly photographed for presentation or constructed 3D models and professional quality renderings. Process book showing documented research, ideation, sketches, views of final forms and professional photography/renderings of your package and the old package that your design replaces.

moodboard

Color



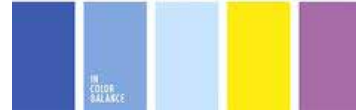
MODERN-FEMININE COLOR PALETTE
SAVE FOR LATER



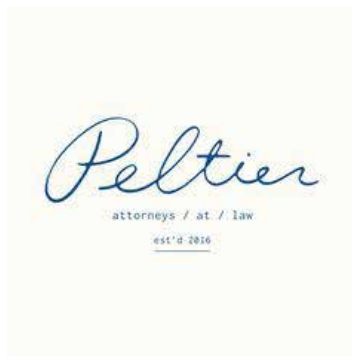
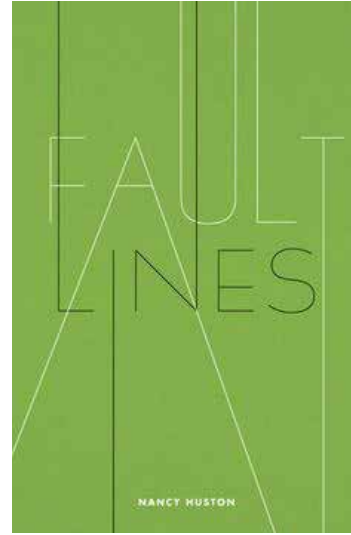
All Feels



Eucalyptus & Olive



Logos





ETSY/SHOP/FATIMUGHART

Packaging



EXFOLIATING SOAP BARS





process

Font

SOaP | REGULAR

aa BB CC DD ee FF GG HH II LL MM nn oo
PP QQ RR SS TT UU VV WW XX YY ZZ
1234567890 !@#\$%^&*(){}[];:'",.~/

Avenir | Book

Aa Bb Cc Dd Ee Ff Gg Hh Ii Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890 !@#\$%^&*(){}[];:'",.~/

Logo



finals







est. 2022

SHIRLEY'S SOAP

clove • oranges • star anise

PIZZELLES





est. 2022
**SHIRLEY'S
SOAP**

lavender • eucalyptus • mint

CALMING





est. 2022
**SHIRLEY'S
SOAP**

lilies • forget-me-nots • irises

SPRINGTIME



nina