

OBSESSIVELY WATCHING THE

TINNED FISH

MARKET FOR INSPIRATION



ST. JOHN • USVI









WHY IS THIS RELEVANT?

Inspiration will come from strange and unexpected places. Be curious. Look closely. Train yourself to see the world through a critical eye. It doesn't matter *what* you're looking at; the broader your search, the better.

What's your equivalent of my tinned fish obsession?



5 ASPECTS OF YOU. IN TYPE.

Last week you were asked to produce a 'me map'. From this you identified five keywords, which was an opening effort to consider various aspects of yourselves you could choose to reflect for this project.

You could have used found typefaces, or simply done this task with a pen.

How can we express emotion in a 'wordmark'?

Get ready to tell us about your choices.

order

Chaos

Order.

Chaos

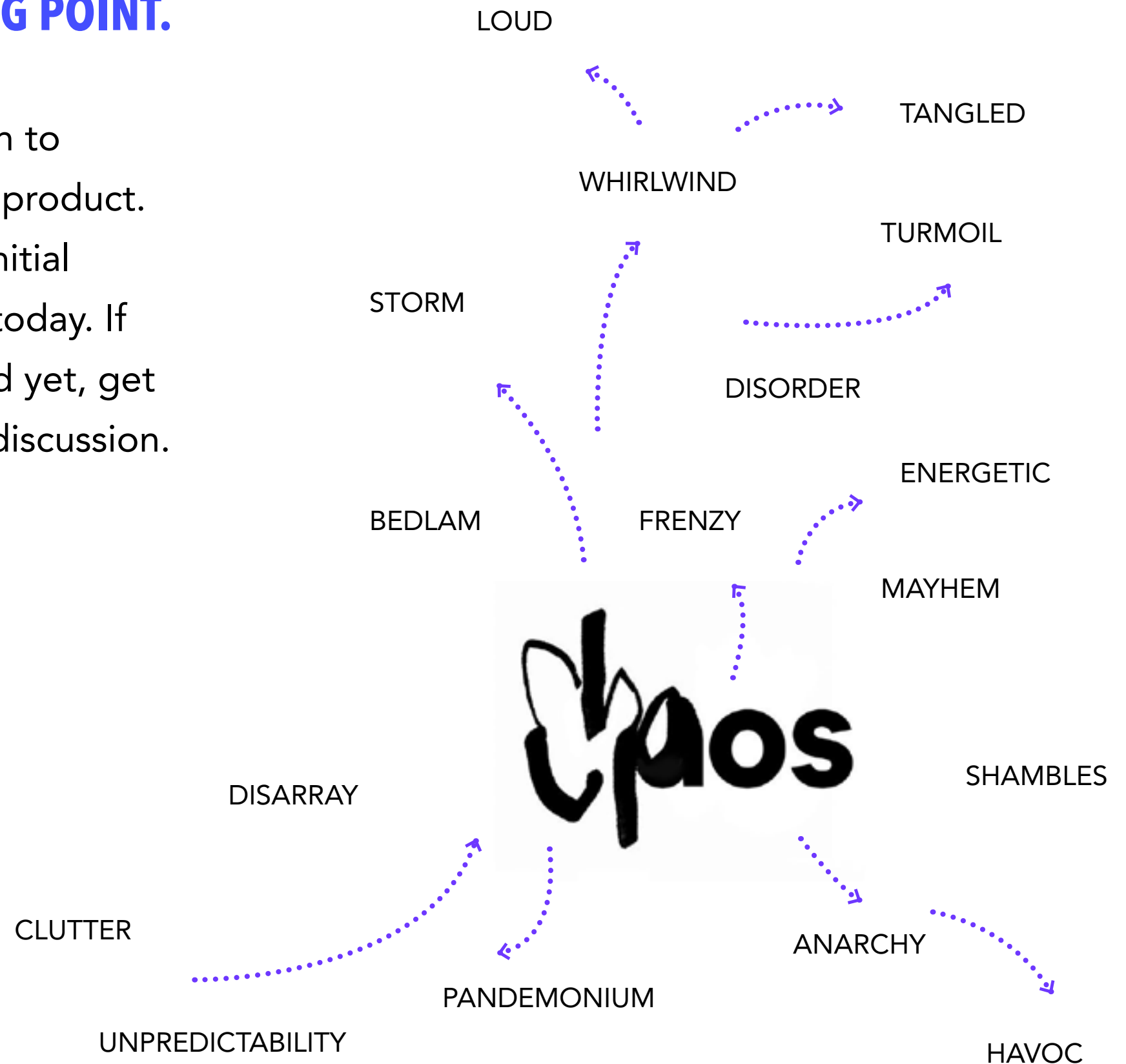
o-r-d-e-r

Chaos

USING THIS A STARTING POINT.

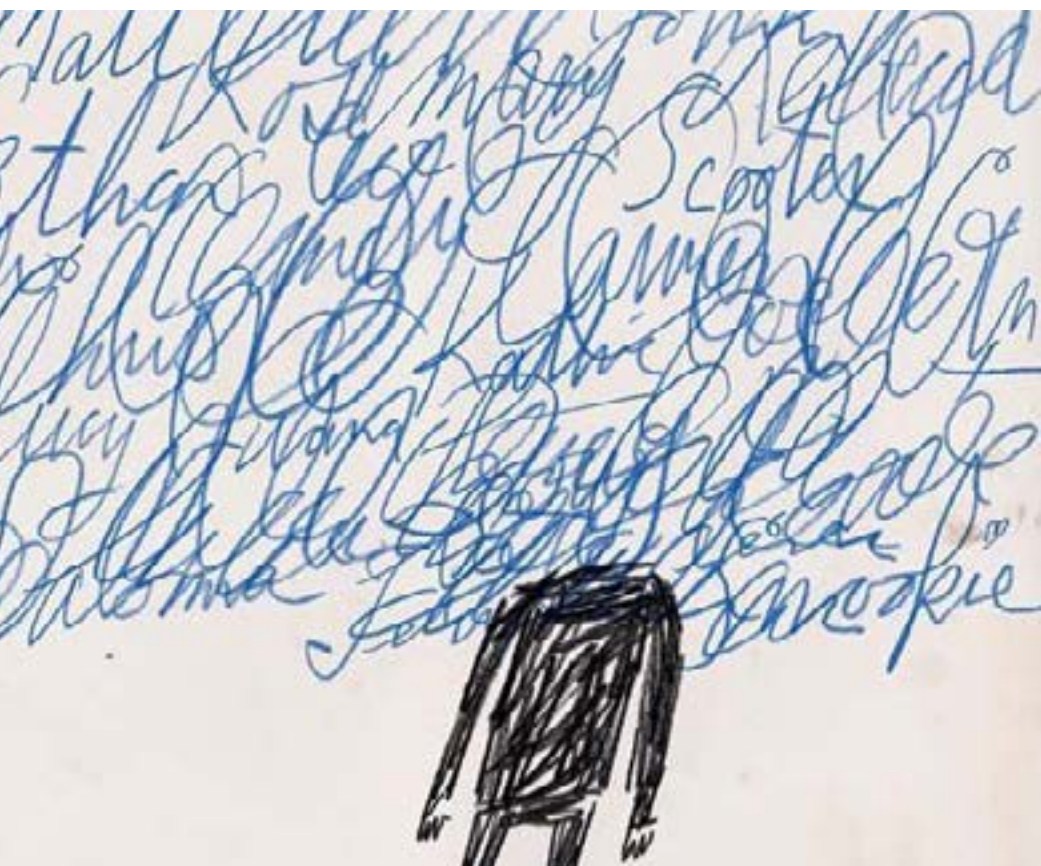
Hopefully you have begun to consider a name for your product. Perhaps you have a few initial thoughts we can discuss today. If nothing has come to mind yet, get your 'me map' ready for discussion.

Consider your keywords. Exploring synonyms or related terms could be an interesting next step to kick start your thinking.



A WIDER VISUAL THEME.

These experiments can inform a broader dive into a wider visual theme. What does visual 'order' look like, versus visual 'chaos'?



WHAT'S IN THE PACK?

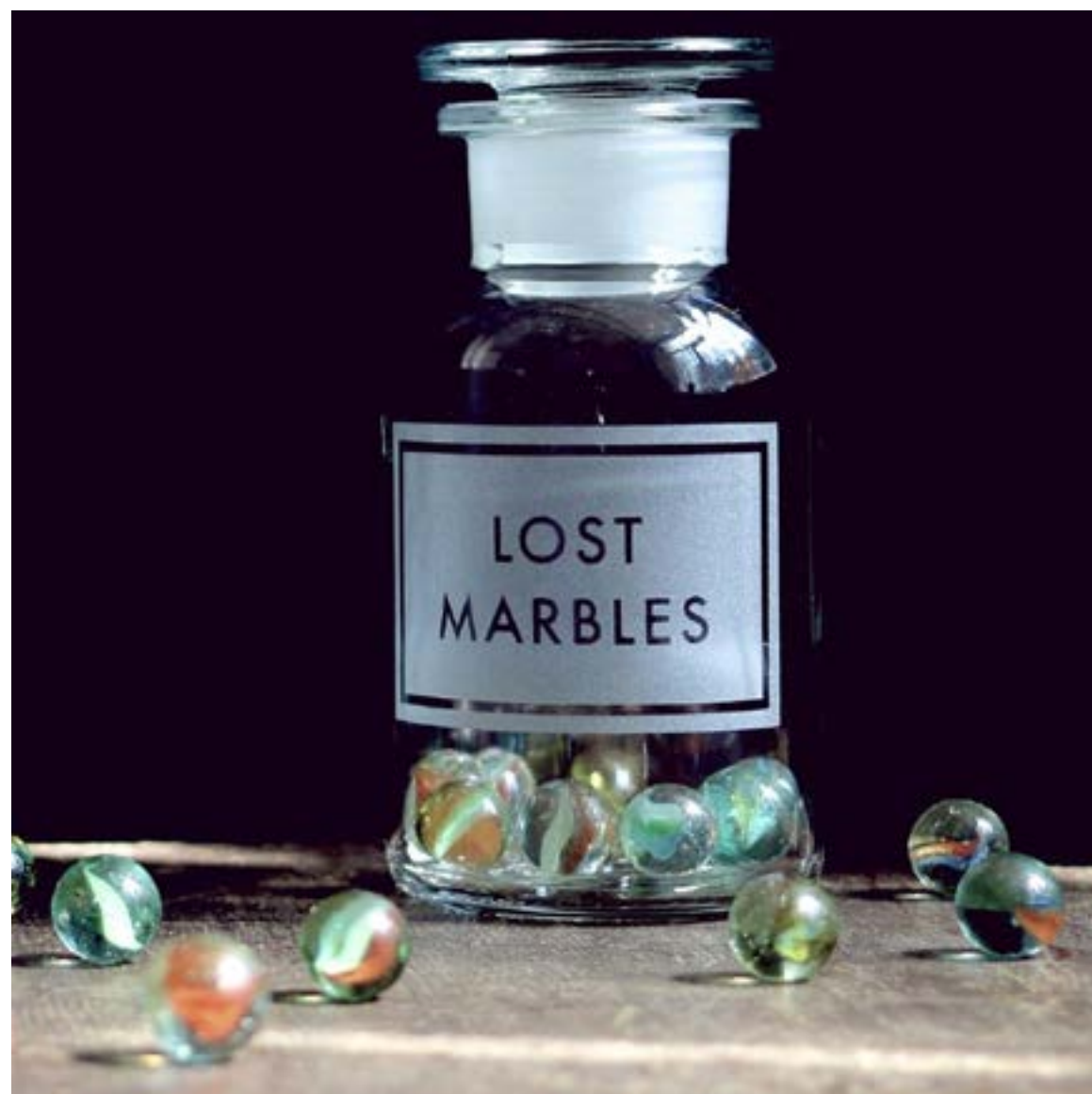


A REPRESENTATION

The challenge is not to create an action figure of yourself, you can be much more inventive with what is actually 'in the box'.

You need to package an aspect of you. As mentioned last week, you quite probably cannot include your whole self - but one or two aspects which represent the wider you.





A PLAY ON
AN EXISTING
PRODUCT



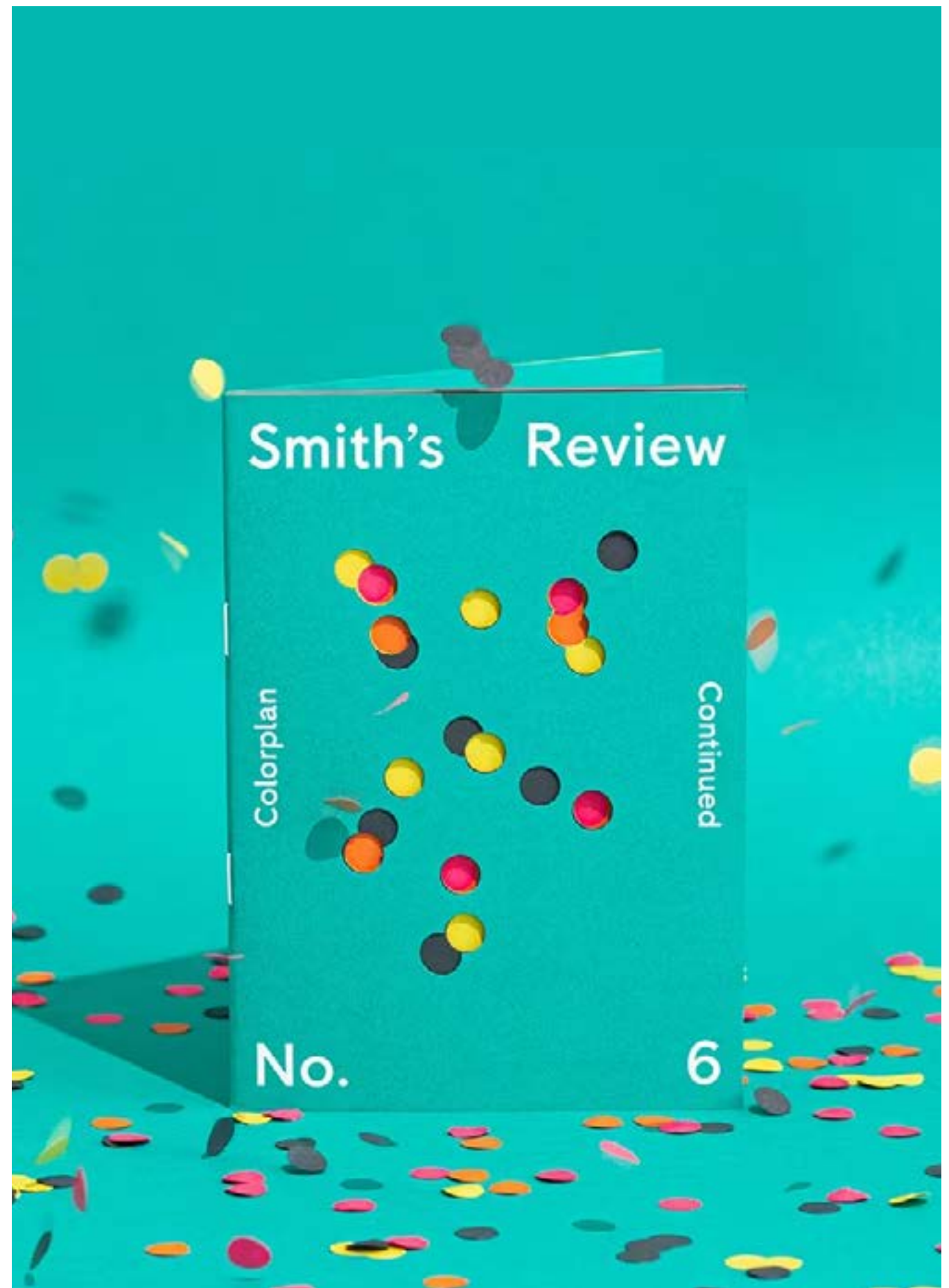
A 'FEELING'

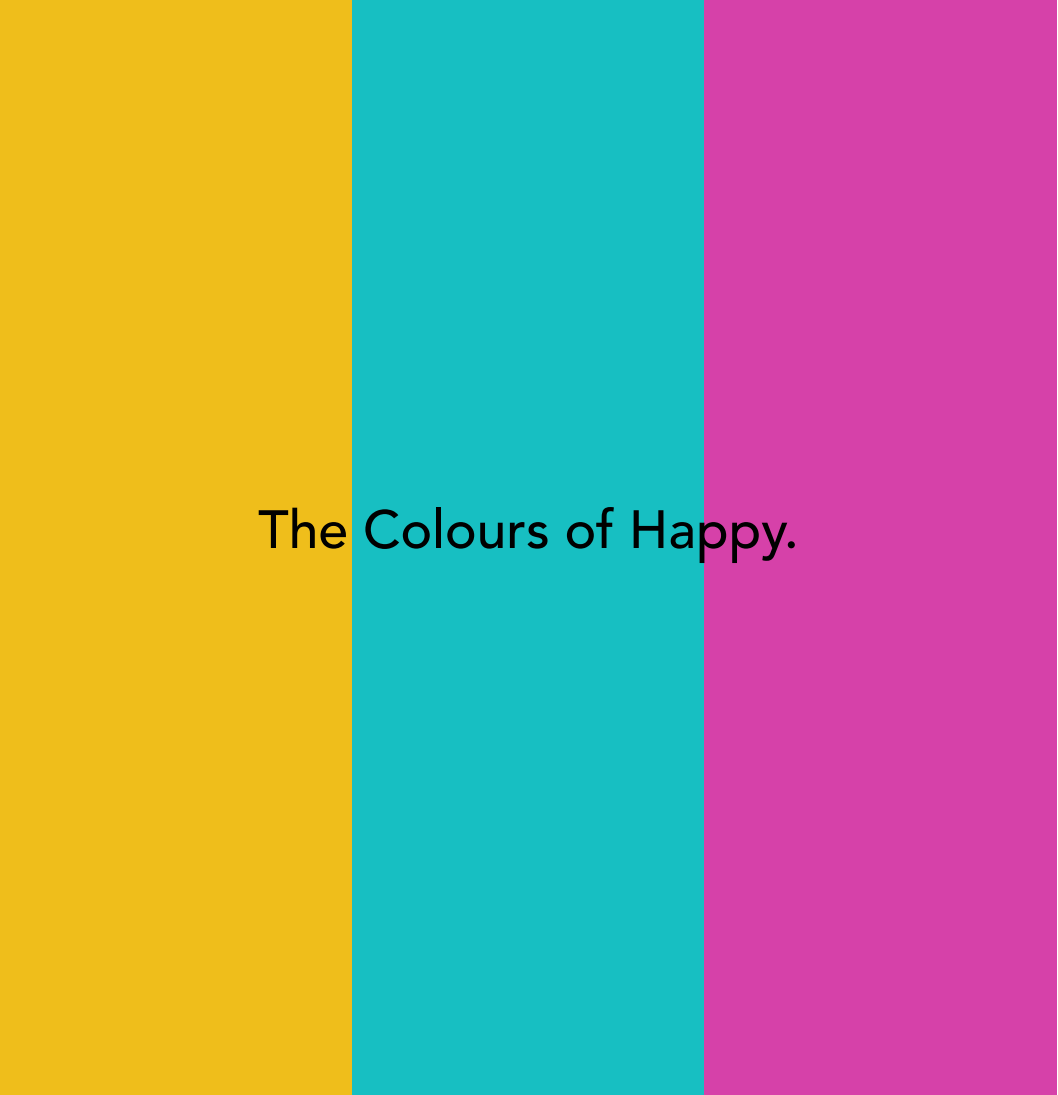
A NOTE ON COLOUR

Every colour evokes an emotive response. Its not a science, and can be altered by a number of factors such as background, culture and geographical location.

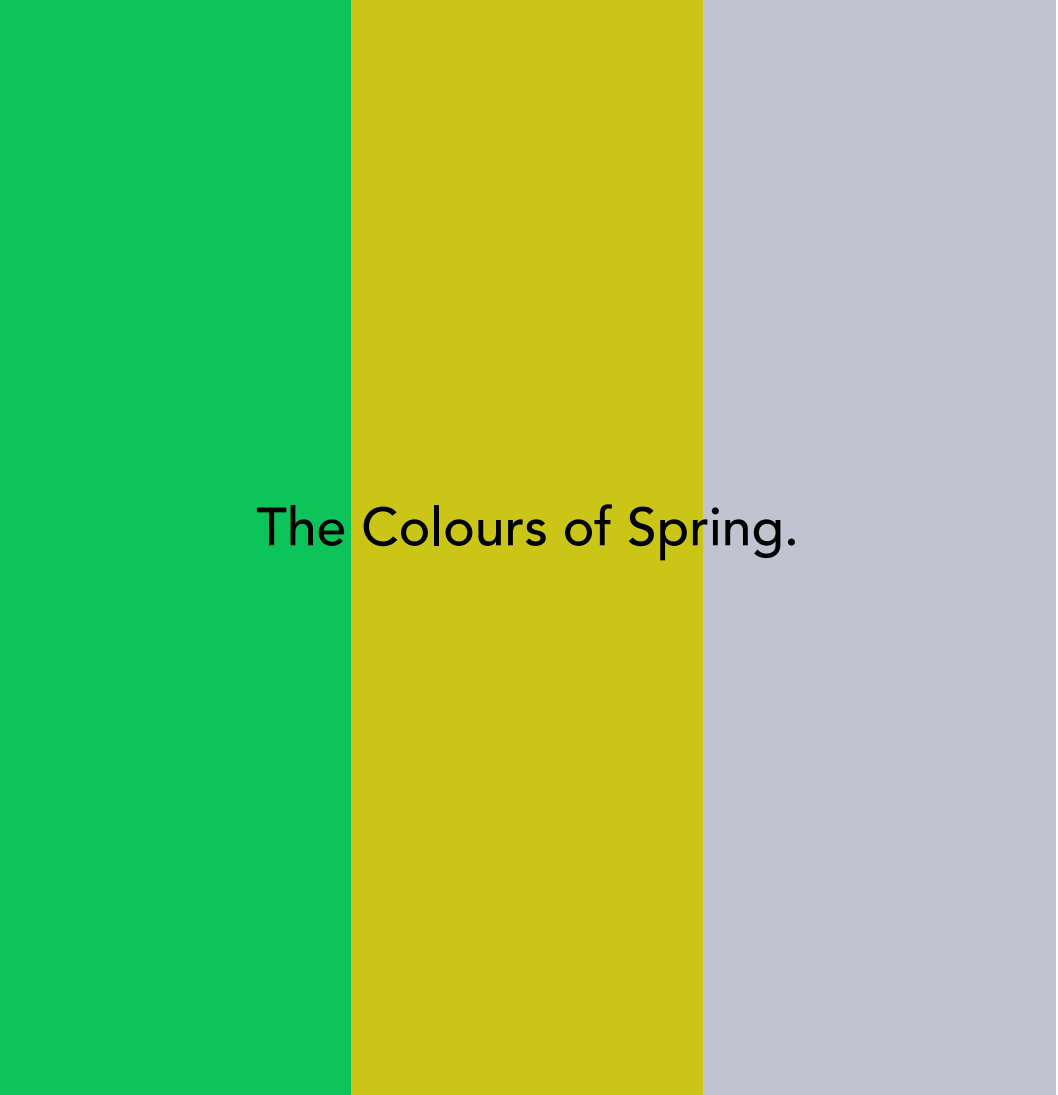
There is however extensive research by GF Smith, who have tried to explore this further.

www.worldsfavouritecolour.info



Three vertical bars of equal height and width are positioned side-by-side. The leftmost bar is yellow, the middle bar is cyan, and the rightmost bar is magenta.

The Colours of Happy.

Three vertical bars of equal height and width are positioned side-by-side. The leftmost bar is green, the middle bar is olive, and the rightmost bar is light grey.

The Colours of Spring.

LEARNING FROM A PRODUCTS LANGUAGE.

As part of your research, really look at the language used in found product's smallprint.

Side effects?

Handling instructions?

Benefits?

Warnings...

You are looking for a visual language to *subvert*. Repurpose the language to reflect the self rather than the product.

**EXTRA STRENGTH •
LIMITED EDITION •
MADE TO MEASURE •
NO ADDED NONSENSE •
TESTED UNDER PRESSURE •
HANDLE WITH CARE •**

**LOOK AT THE EXAMPLES IN THE ROOM.
ALSO CONDUCT YOUR OWN WIDER
RESEARCH TO HELP.**

CONTROLLED CHAOS

LOOKS ACCIDENTAL. ISN'T ALWAYS.

For creative minds who thrive on happy accidents, unlikely connections and ideas that refuse to sit still.

INGREDIENTS: 40% curiosity, 25% instinct, 20% unfinished notebooks, 15% misplaced objects.

CAUTION: May produce unexpected outcomes. Keep away from rigid thinking.

BATCH NO. 026 · CURRENTLY EVOLVING



EXPLORING 'NETS'

Next week, we'll have a practical workshop exploring and working with different product pack shapes.

You will all need to select two product nets from the book before you leave today. We will aim to get them printed out for you for the workshop next week.

Think about what sort of box or pack might be best suited to your project. We will explore two options to start with.



TODAY

Get your 5 typographic examples in front of you, along with your me map. We will come around and check in with everyone on a one-to-one basis.

- **NAME OPTIONS**

Early ideas that reflect you.

- **INGREDIENTS OPTIONS**

What might your ingredients be?

- **WHAT 'FORM' MIGHT THE PACKAGING TAKE?**

(Look through the packaging book, and select 2 you would like to build in next weeks session).

THIS WEEK:

WHAT MIGHT THOSE NAME OPTIONS LOOK LIKE?

PLAN FOR FORMATIVE DEADLINE

For Tuesday 3rd November, can we all assemble the following for Donna:

'Me Map'

5 Typographic
'aspects of you'.

Options for your
Name + Ingredients
Process work

Research
into visual style
+ product language

Photographed
net builds

Designed Elements
so far for Formative
Feedback