

VISUAL

'ME, MYSELF & I' PACKAGING PROJECT { INTRODUCTION }

STUDIES

INTRODUCTION

As individuals, the clothes we wear may give others a certain impression; our hairstyle, the car we drive or what we buy might all be factors in how others perceive us. Is all that really you?

For this task, you are asked to consider the possibility that you, yourselves, are a product on the shelves - along with the washing powder and dried peas.

What would your packaging look like?

YOUR PACKAGING MUST INCLUDE:

- 1 - **A Product Name**
Create a name for yourself.
- 2 - **Suitable Typography, Colour Palette and Visual Style**
These will need to complement your product/persona.
- 3 - **A Strapline**
A one line description.
- 4 - **An 'Ingredients' List**
What might be in there?
- 5 - **Additional Packaging Details**
These will need to be observed from your own research. What else appears on packaging? Barcodes? Warnings?
- 6 - **A 'Visual Representation'**
This needs to appear at least twice.

Note: Your packaging must be no larger than 200mm in any one direction.

YOUR VALUES.

This is a short task to get you started. You will see a large list of human values. You need to reflect on which of these is important to you.

Choose 10 to start off with.

They may reflect different aspects of you.

Then we will narrow it down.



CREATIVITY



HONESTY



COMPASSION



HUMOUR



GROWTH



VISION

THE 'ME' MAP.

We will now throw a load of questions at you.
Be ready with a pen.

You don't need to share your answers unless you want to. These will all be personal to you. Some will be a gut reaction response, others may require a bit of thinking. Get your notes down, and you can reflect on them later.

STARTING POINTS.

Looking at your map - do any keywords start to jump out at you? Highlight at least 5.

Are they linked in any way?
Perhaps they reflect very different aspects of you.

You could also reflect on your drawing tasks from last week - or your memory project. All these things can be linked.

THE FORM.

Can the form (the shape of the pack) in some way reflect an aspect of your character?

This could be a direct nod to an existing product, although try to think beyond that.

The week after next week we will be looking more in depth at product nets, and exploring options.



THE TYPE.

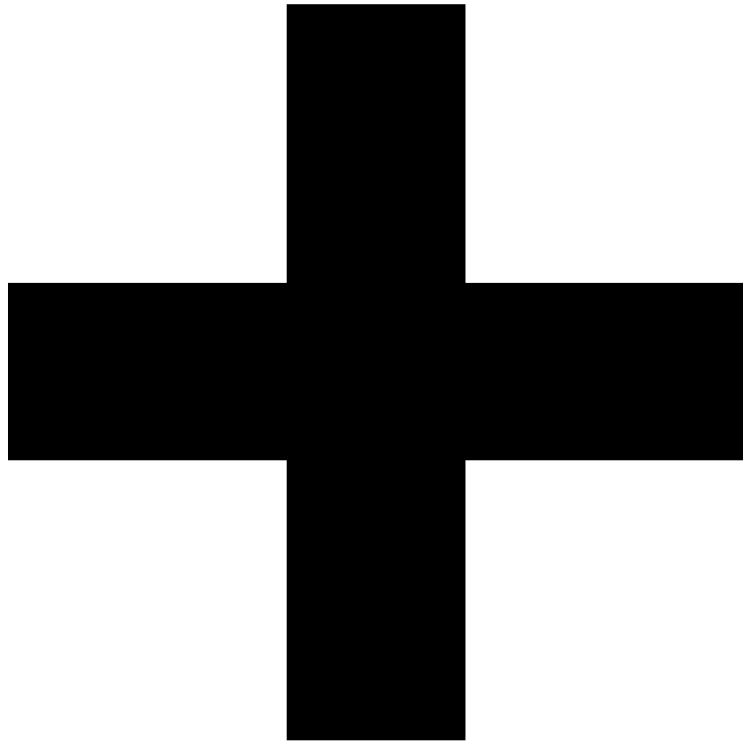
Fonts have voices. We have started to discuss this in the typography module - so how can we select (or create) typography that reflects something about ourselves?

Are you a minimalist? Is that your worst nightmare? How can human characteristics be reflected in type?



Brittney

Omega



CONSIDER...

How can the aspects of your 'me map' lead to any potential names for your packaging?

Start pairing appropriate typefaces with each of your keywords for next week.

Print out your words, in those typefaces and bring them to next week's session.

Both digital and hand-rendered are fine.

Your name (and packaging) can reflect just one tiny aspect of you. You don't need to (and won't be able to!) include it all.

INGREDIENTS

Diverse tastes, Sarcasm (50%), Yellow (20%), Eye Sight (20/20) Mockumentaries (10%) Six Foot Two (100%) Traces of Heavy Metal (none)

