

PROJECT #3: MAXIMALIST PACKAGING

gabrielle siegfried

INITIAL IDEAS

possible brands / directions

initial idea #1 • not selected

COMPOSERS

revisiting the master composers

a comprehensive tribute to a renowned classical composer, like beethoven, mozart, and tchaikovsky. the special set will include a vinyl featuring the most famous compositions, accompanied by informational booklets about the composers' eras.

a thought for the packaging would be a themed box with intricate details. the design will be simple black and white with a classical typographic treatment, but a hint of modern graphics.

keywords: classical · modular · minimal



initial idea #2 • not selected

WES ANDERSON

the complete filmography

crafted to transport film enthusiasts into the whimsical world of wes anderson and his cinematic creations. the limited edition set of films will include special dvd sets, hardcover editions of select film scripts, and small film booklets.

everything will be nestled within a thematic keepsake box inspired by the distinct aesthetics of the wes anderson universe, in a way, the packaging will become the art object. the exterior of the box is a captivating embodiment of his style, adorned with quirky illustrations and reminiscent of the iconic settings in his films.

keywords: quirky · typographic · friendly · orderly



initial idea #3 • selected!

JANE AUSTEN

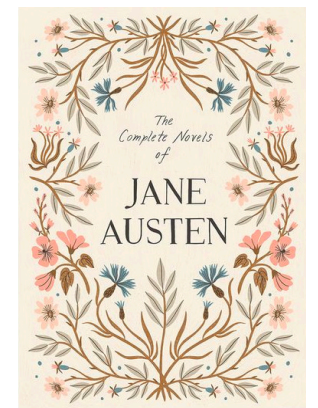
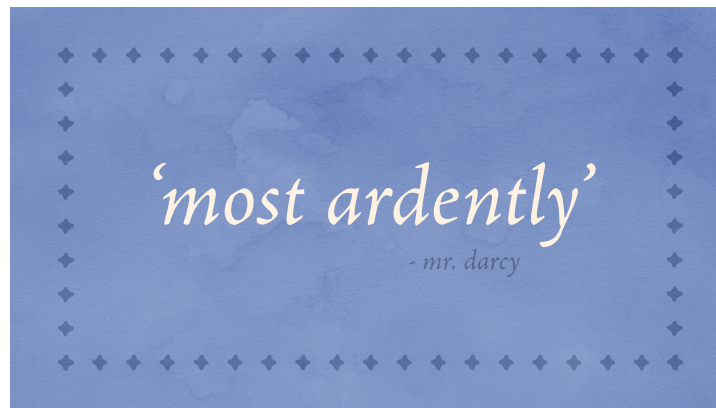
collection of jane austen novels

designed to immerse readers in the world of jane austen and her novels, the product will include special hardcover editions of a few novels, a teacup and saucer, and a collection of handwritten letters from her novels. all of these items are neatly housed within a thematic box that can sit on a bookshelf.

an initial idea is the box will be designed/illustrated to resemble the home of jane austen, with the interior featuring details like the wallpaper of her home with embroidered details.



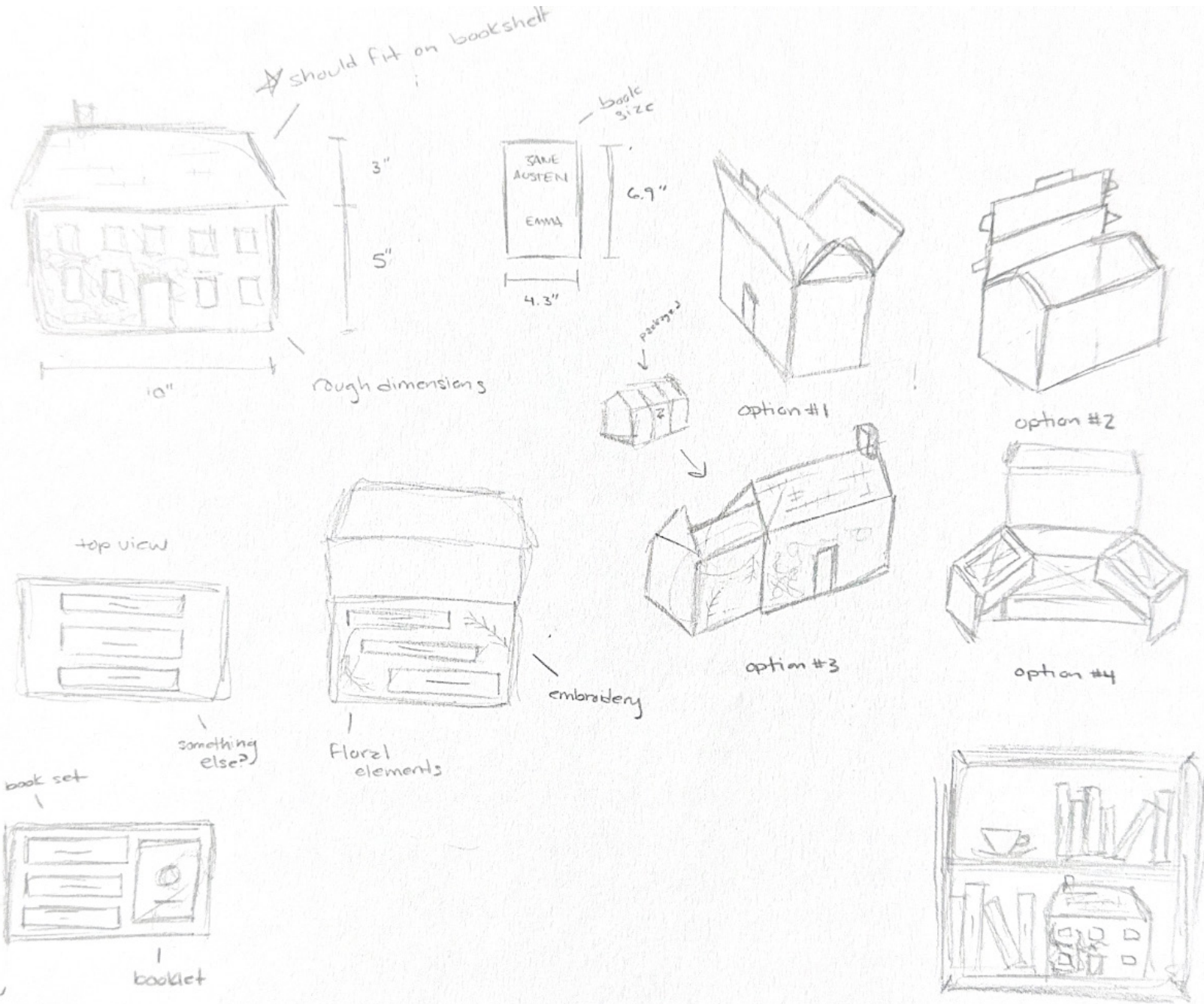
keywords: classic · floral · charming · handmade



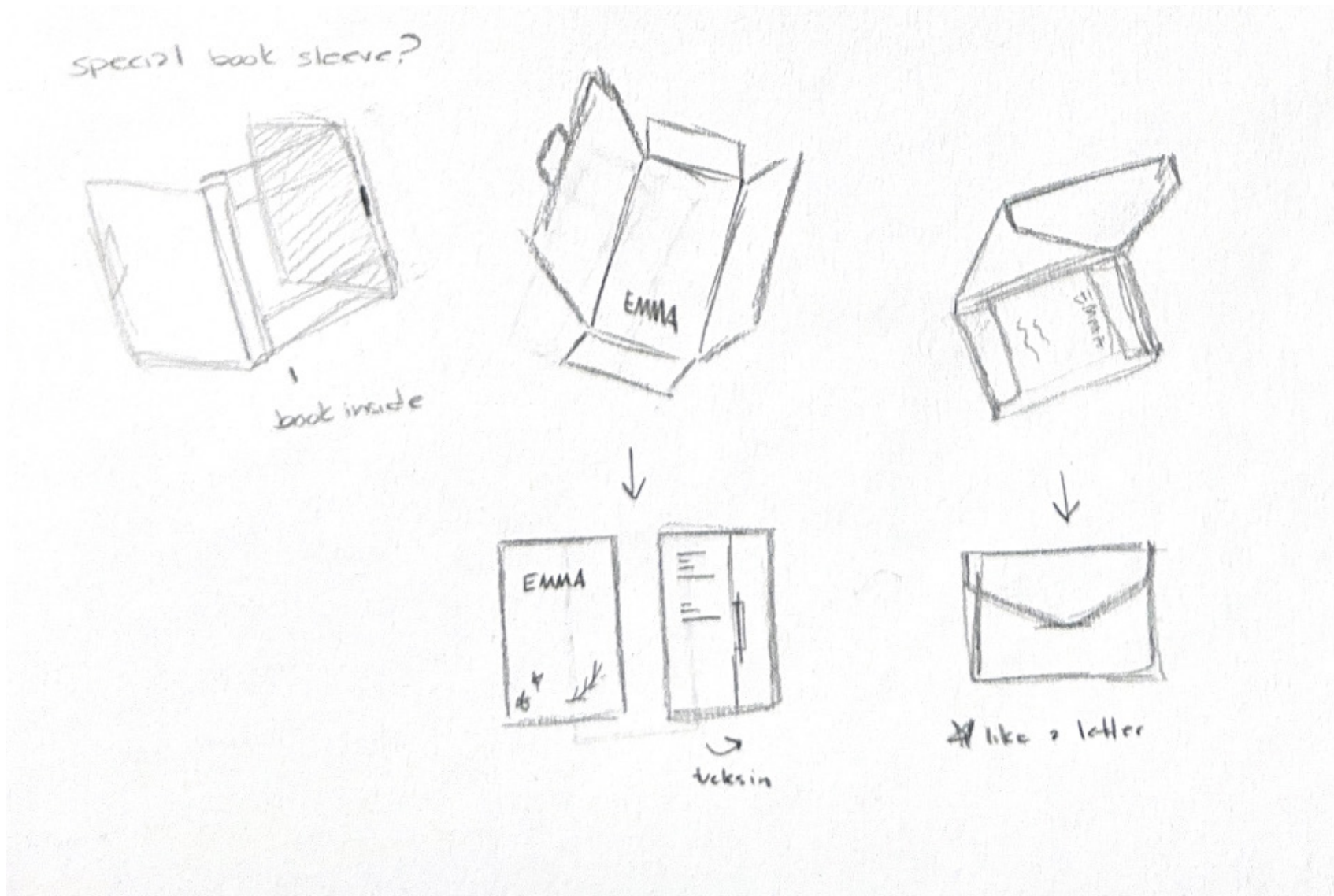
SKETCHES & MODELS

packaging & design explorations

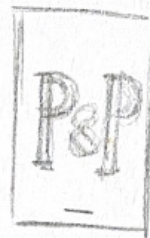
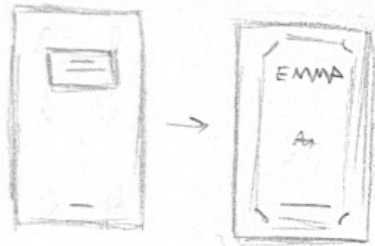
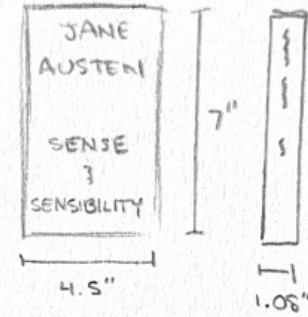
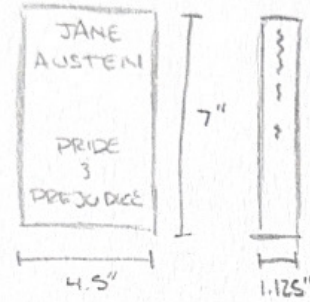
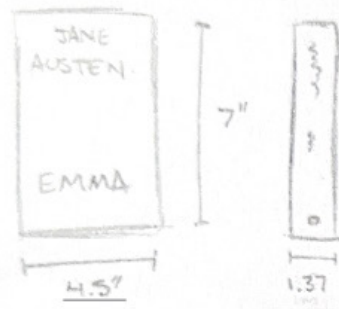
'house' / packaging sketches



'book sleeve' / book packaging sketches



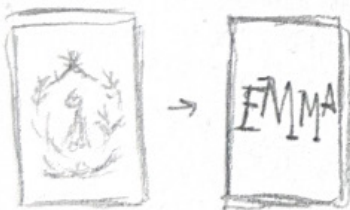
'book sleeve' cover designs



die-cut title



floral with embroidery

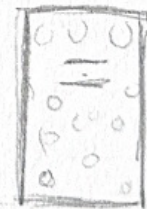
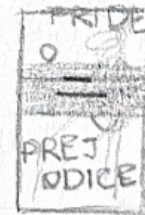


main female

typography



embroidery

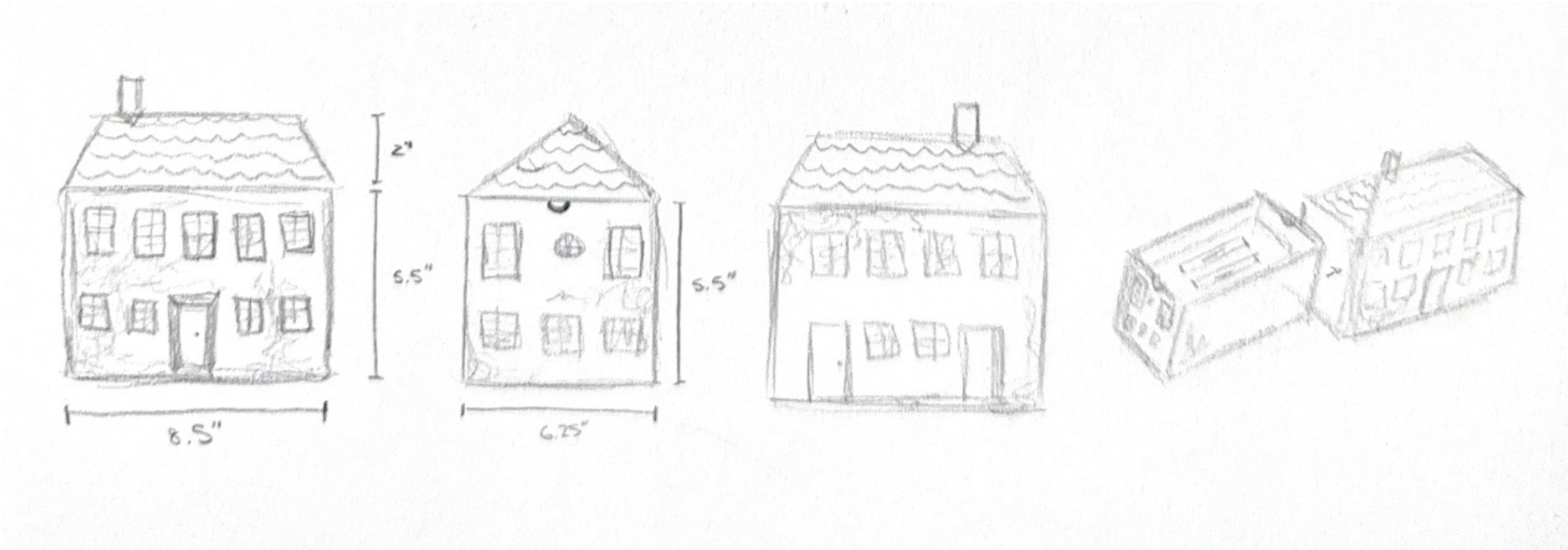


pattern

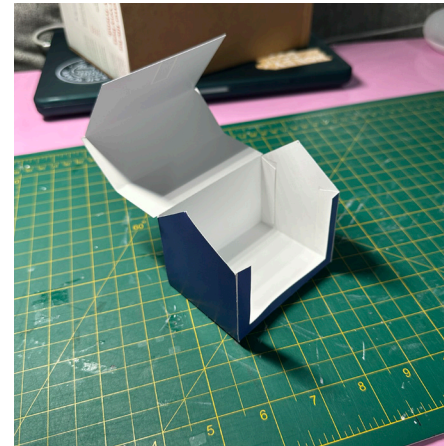


scene/aspects of the book

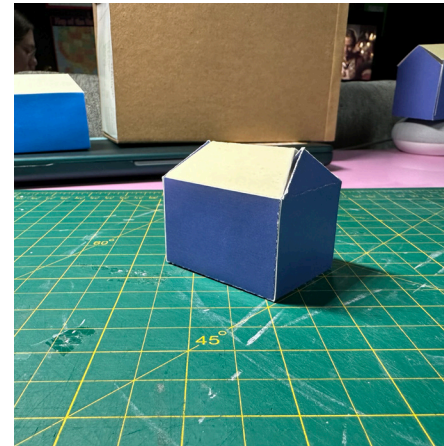
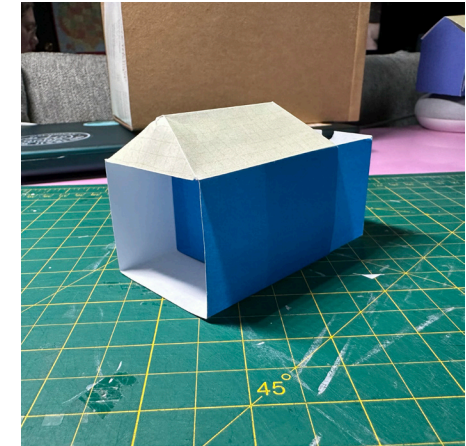
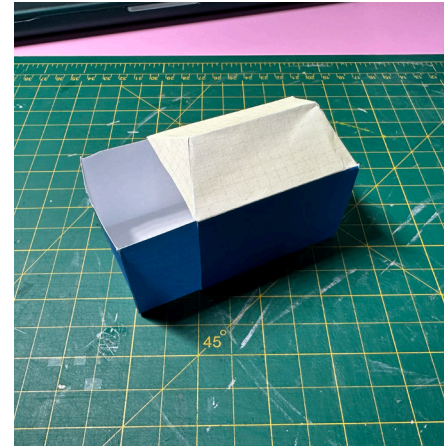
rough illustration plan



trying to figure out rough dimensions.
i did not want it to be large, since it should ideally fit on a bookshelf among other books.



miniature models to figure out how the box should be opened / used.



PROJECT CONSIDERATION / DESIGN INTENTION

after sketches & models

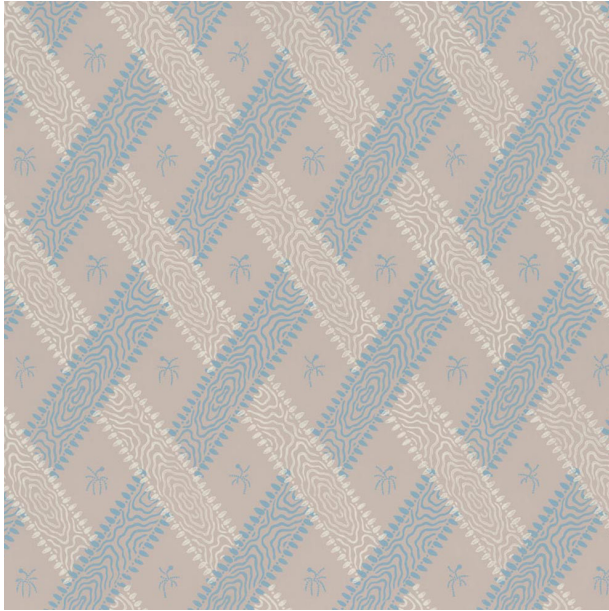
project considerations / design intention

my goal is to make sure the details in this set are intentional. the interior will hold elements of austen's daily life, sourcing inspiration from her writing room, drawing room, and dining room wallpapers. the replicated wallpapers serves as the backdrop of motifs, bringing together the visual with the literal the set of books that are found within. drawing from her private spaces, i chose to extend the details to include elements such as her cherished writing table, where she actually wrote these novels. this project is not just about her novels, but a step into the environment that fueled austen's creativity.

presenting the trio of timeless classics, "pride and prejudice," "sense and sensibility," and "emma"—in special hardcover editions (not designed), with a thematic paper slip that emulates a letter, a frequent way of communication between the characters in her novels. i hope to offer an invitation for enthusiasts to immerse themselves in a world that inspired her extraordinary tales, and a testament to the power of design to bridge the realms of fiction and reality!

PATTERNS

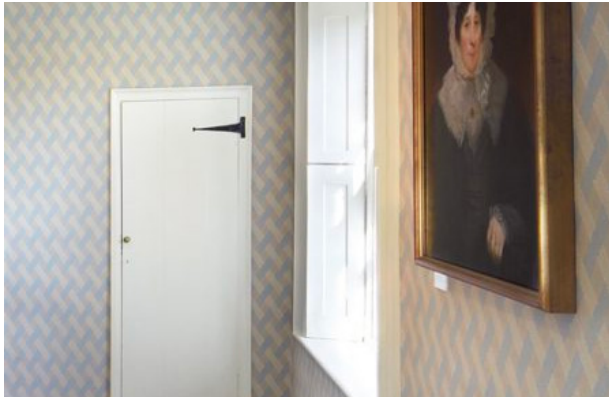
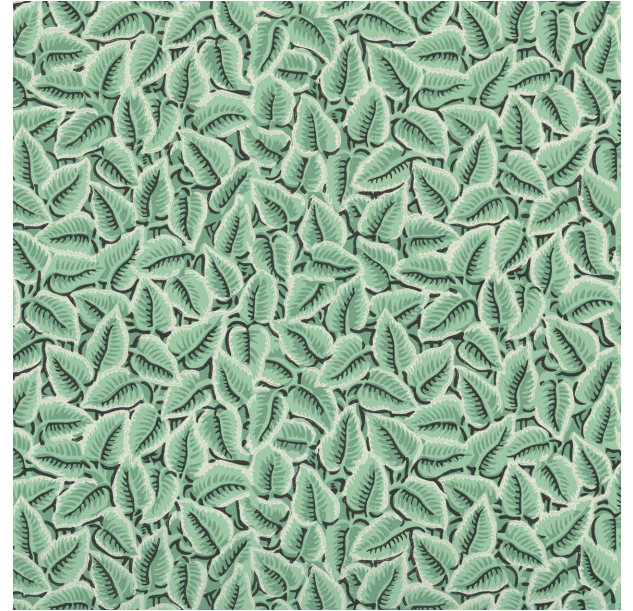
apprentice ribbon trellis & chawton rosebud moire



chawton vine



chawton leaf



found in the family room



found in the drawing room



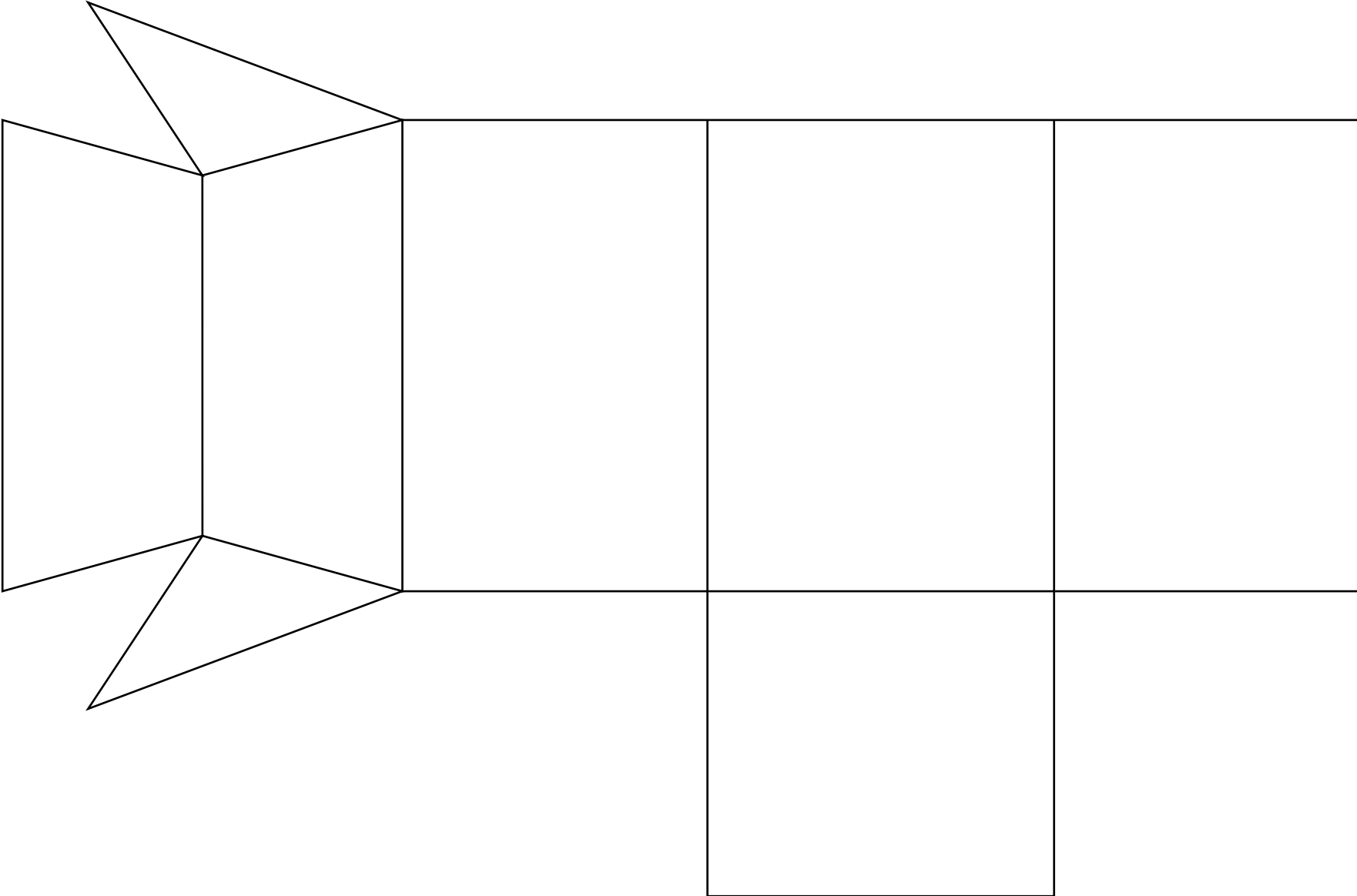
found in the dining room

TEMPLATES

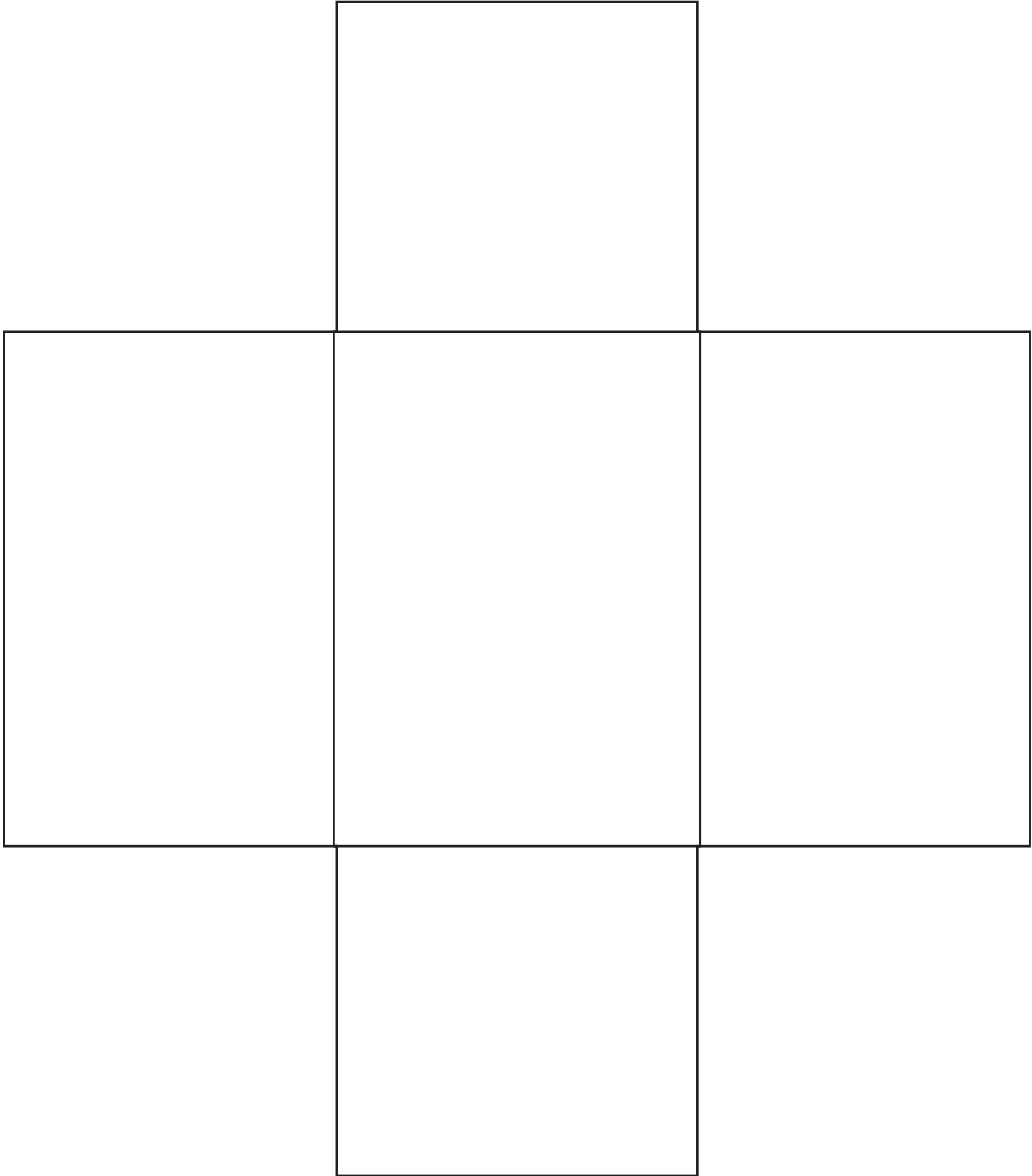
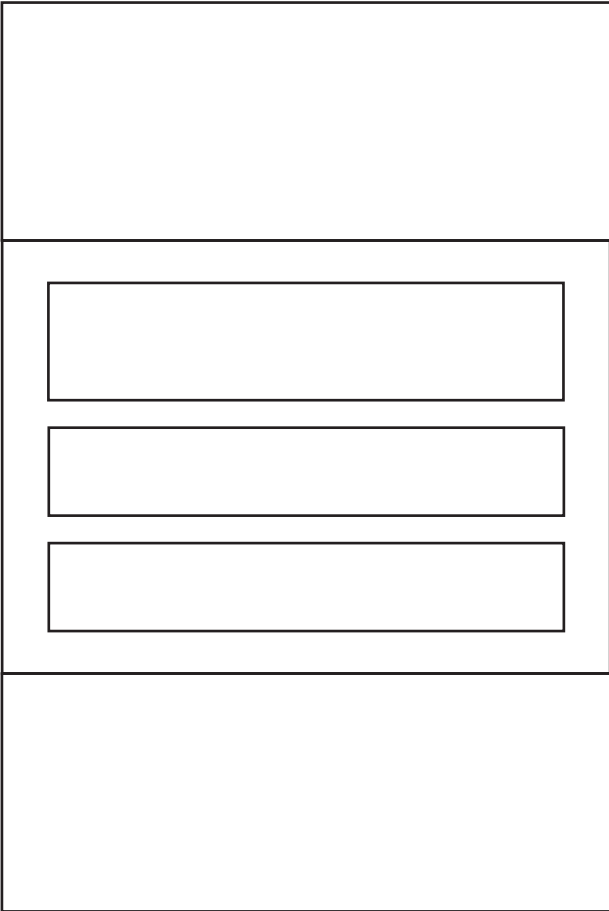
for print / laser cutting

HOUSE TEMPLATE

graphics will be 'tiled' on

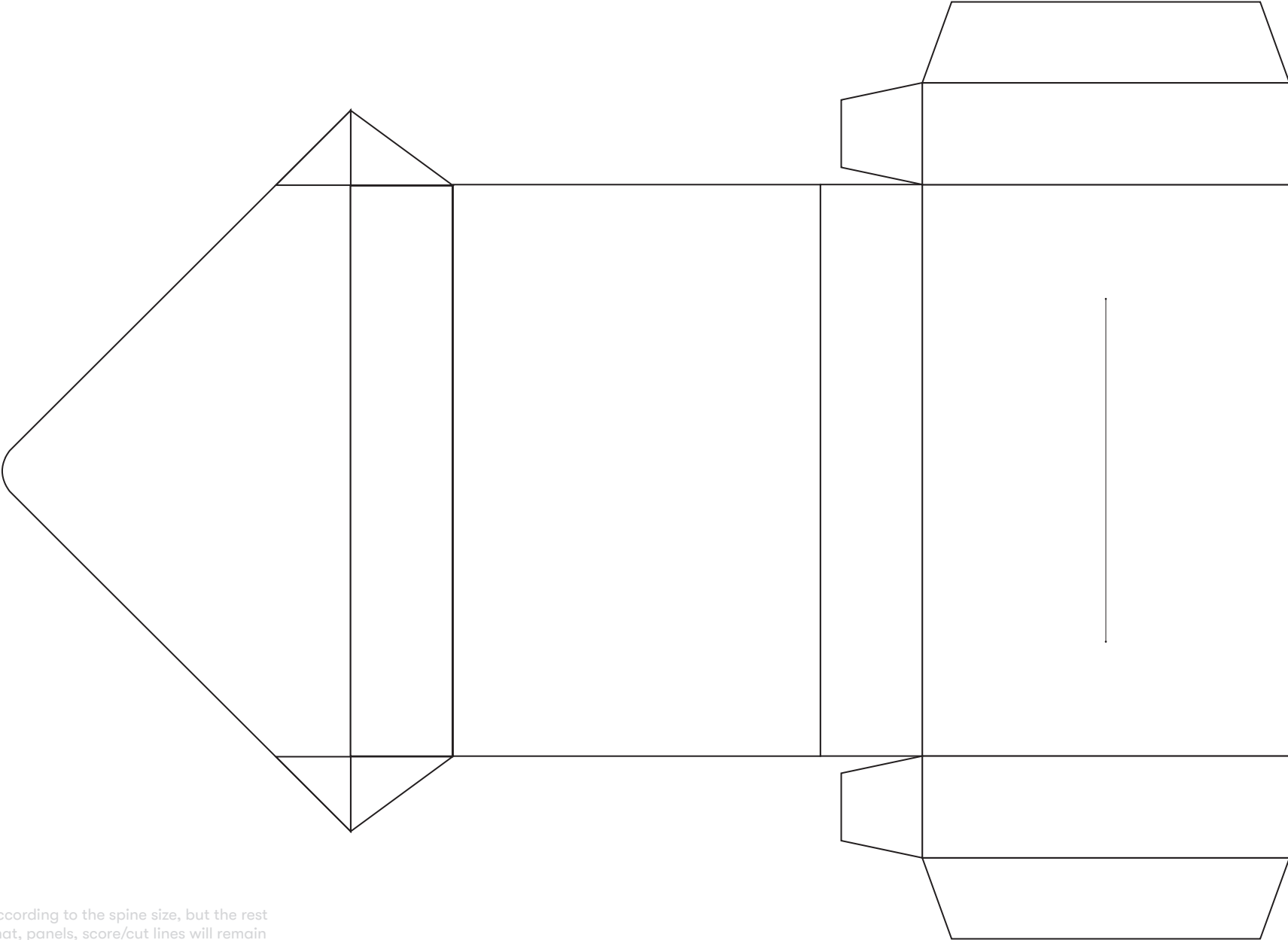


HOUSE 'DRAWER' & INSERT TEMPLATE



note the notch on the inner corners of the drawer, so when it is assembled, the thickness of the cardboard matches up perfectly.

GENERAL BOOK SLEEVE TEMPLATE



will vary according to the spine size, but the rest of the format, panels, score/cut lines will remain the same.

'HOUSE' CONSTRUCTION

main box & drawer

HOUSE WITH DRAWER V01



'drawer' made out of scrap paper to experiment with dimensions and 'pull mechanism'

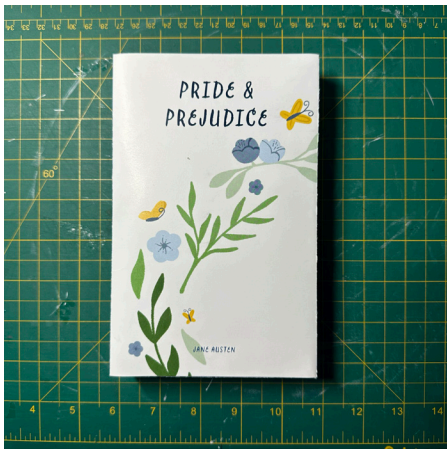
HOUSE WITH DRAWER V02



made out of the same material as the house, but ended up just a little too big. these photos also demonstrate how the books fit within.

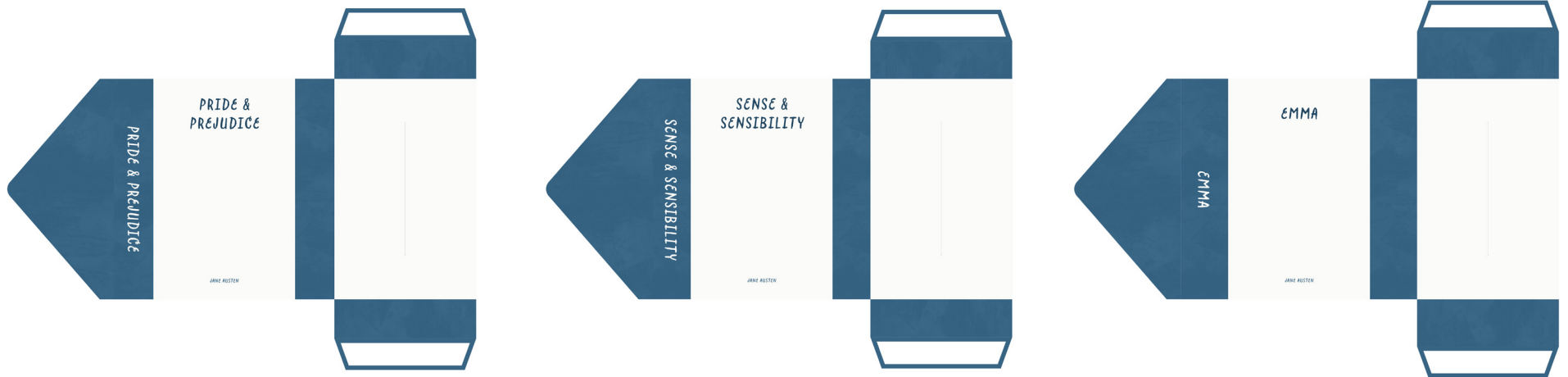
BOOK COVERS

cover designs & spine variations

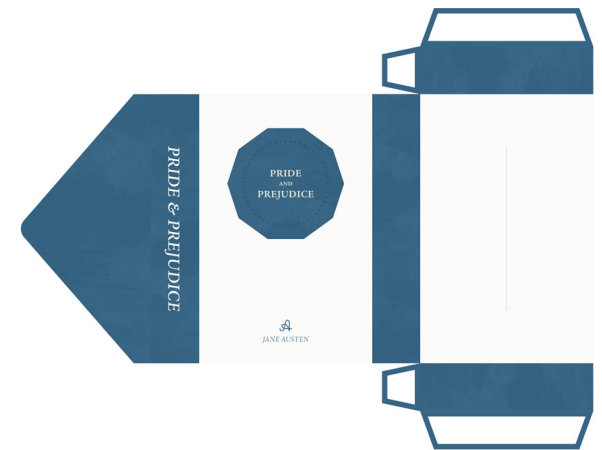
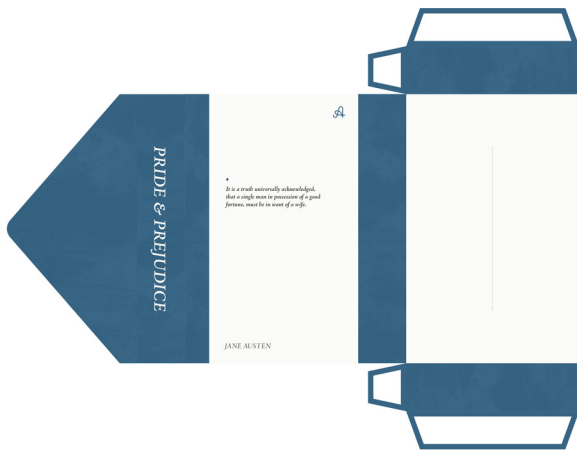


rough template test.

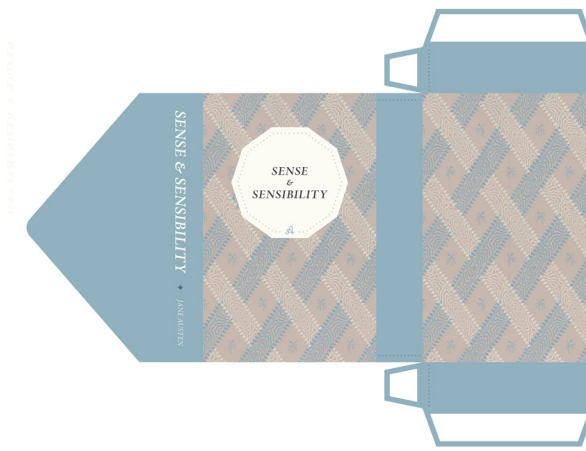
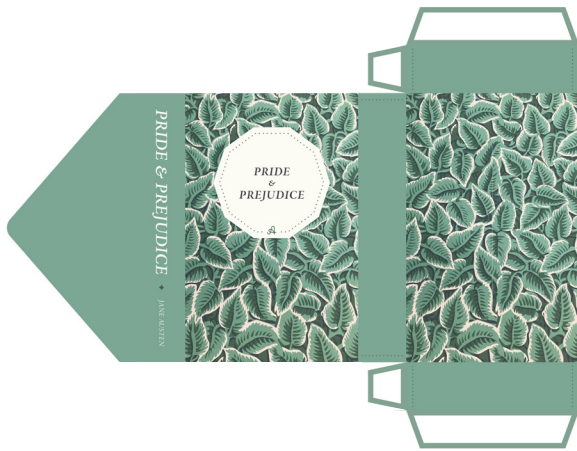
i found i did not like the orientation and how it opened, as the spine was on the right side of the book as opposed to the left. so i went back into the template and made some adjustments.



these versions were strictly to experiment with format and see how the template works when printed and constructed.



these rough versions explored covers that used simple typography, since (ideally) these covers would enclose a special hardcover edition of the corresponding book. so, they are meant to be simple and only hint at what is inside.



the addition of jane austen's wallpapers (from her house and the rooms she wrote her novels in) and a matching color palette.

the decagon shape represents the shape of her small writing table, where she chose to quietly write her novels.

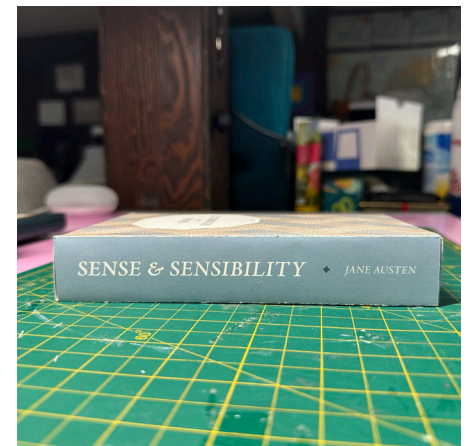
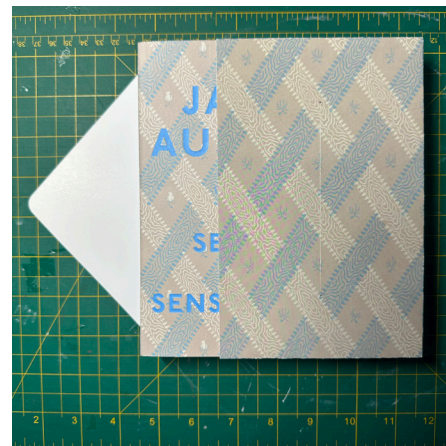
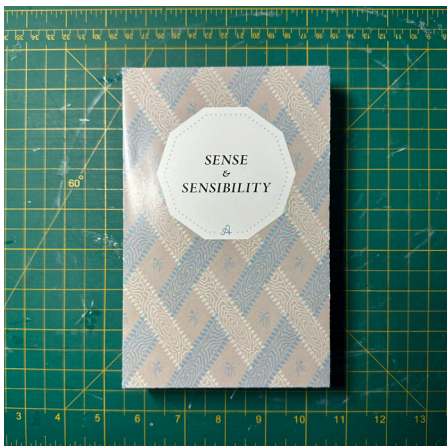
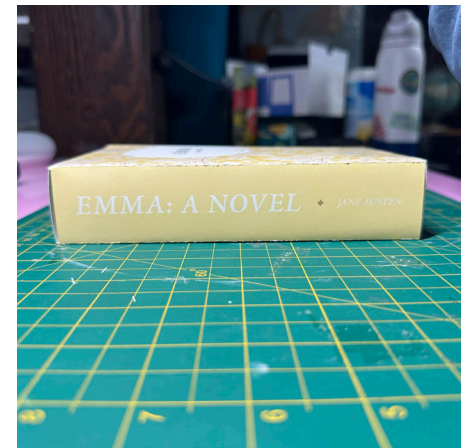
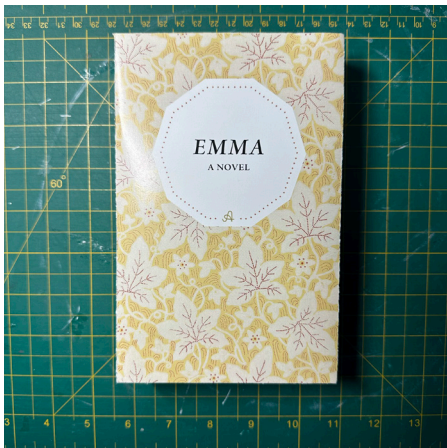
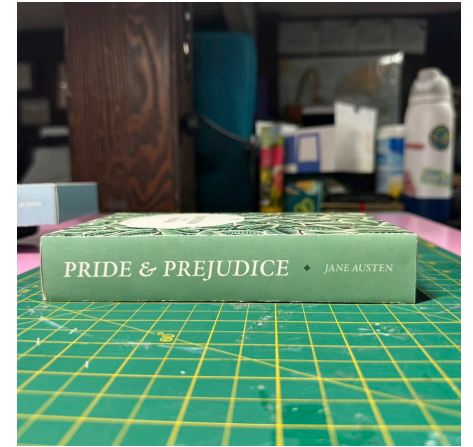
03 physical



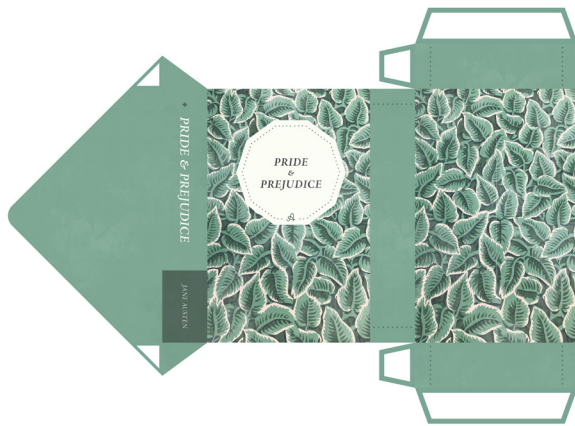
03 printed and constructed, shown together.

through critique, i realized that the typography on the spines should be identical in type size, so i later explored different spine designs.

additionally, i did not like the gaps you see on the sides of books, so i adjusted the template again.

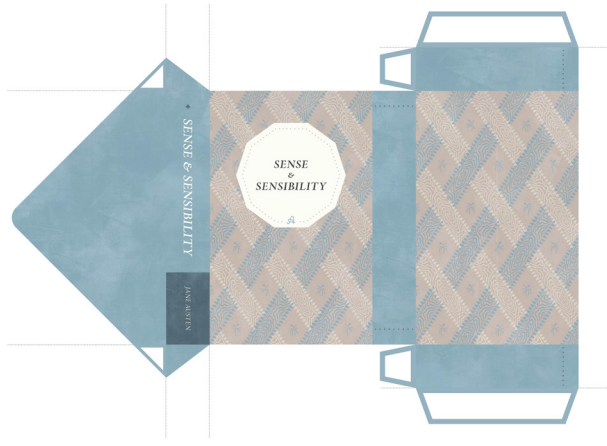
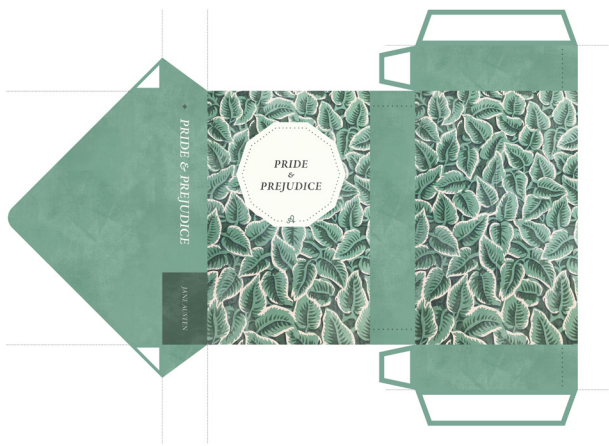






these versions utilize a system that neatly tucks in the side panels of the cover (see next page).

to better match the house, i added the same textures to the color panels as used on the house illustration itself. however, when printed, the texture was too subtle.



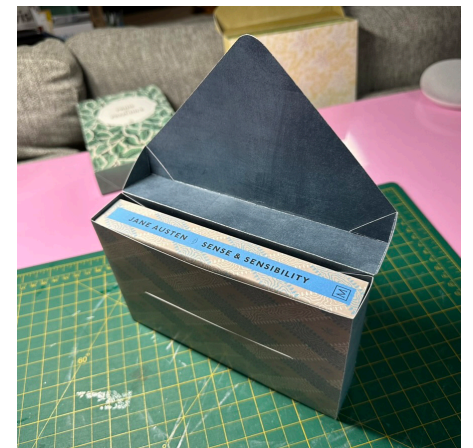
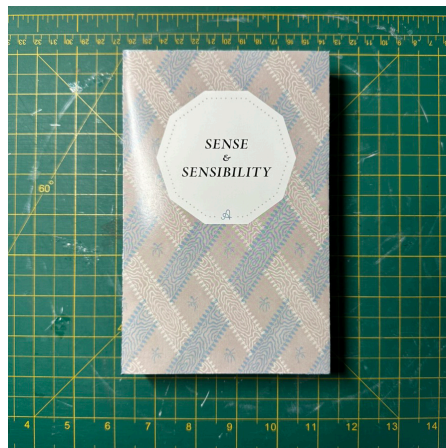
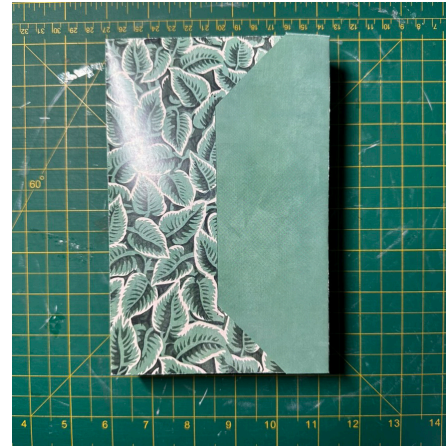
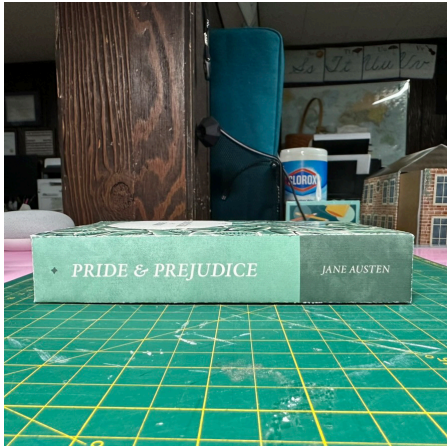
these versions better show the texture on the color panels (see next page).

additionally, shows some of the cut/crease lines.

06 physical



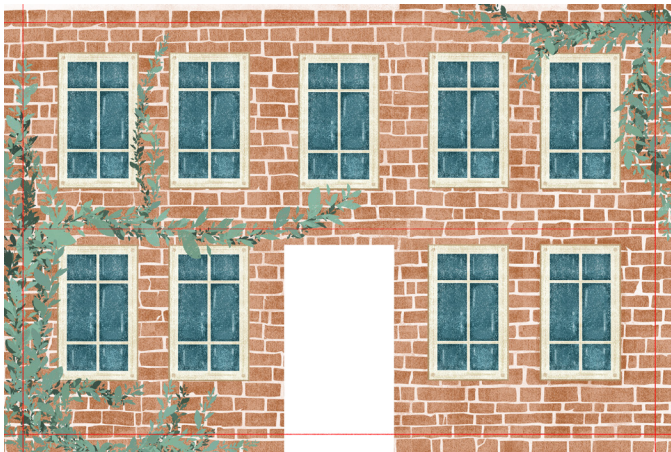
very happy with the texture on these ones as opposed to the last ones, but still continued to make a few changes (note the motif on the corner is on the wrong side, covered by the corner tucks)



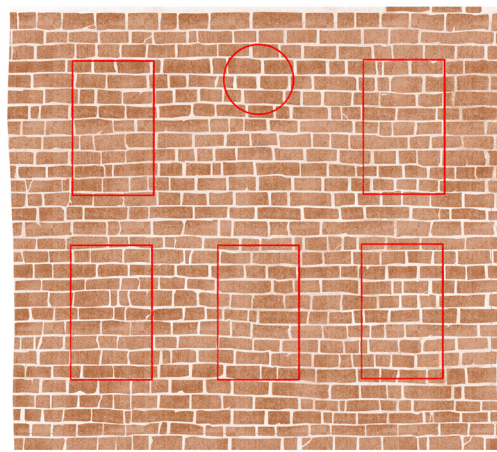
ILLUSTRATION

rough illustrations & planning

01
digital



front



sides



roof

initial illustration, exploring color, positioning, texture, and style.

not an exact replication of her house, but more of a representation featuring the main elements.

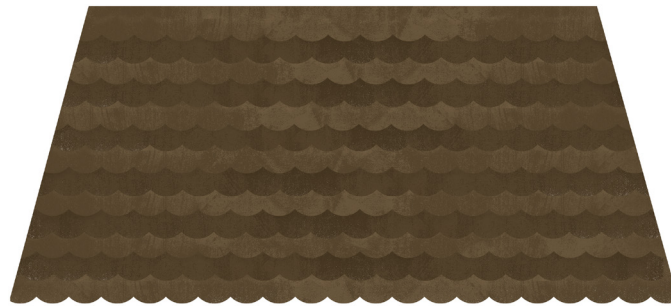
red border on 'front' and 'roof' note a bleed for when the illustration wraps around a corner.



front



back



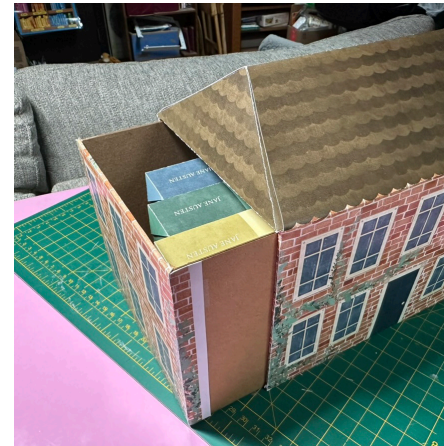
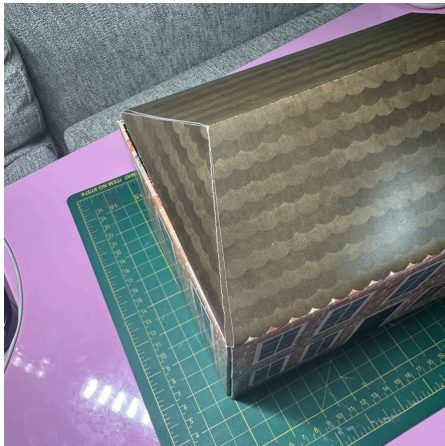
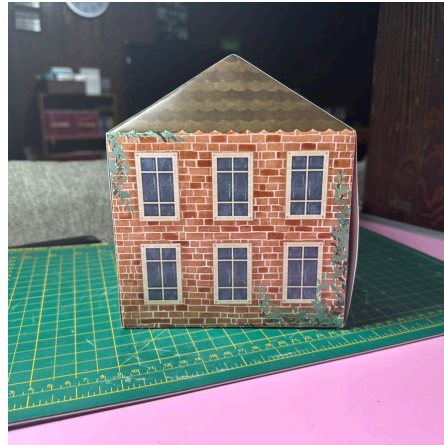
roof

changes from initial: better adherence to color palette from book covers, scallops on roof are smaller, texture is more prominent.



sides

ROUGH ILLUSTRATION APPLICATION ON HOUSE



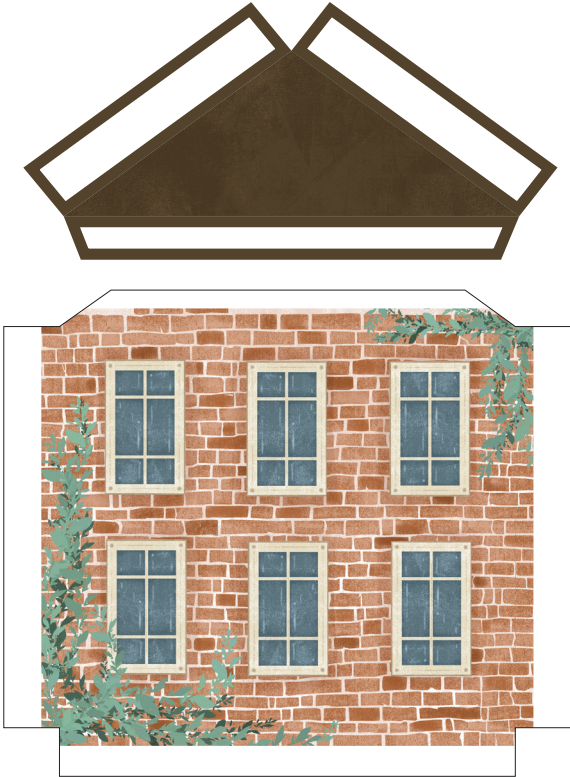
roughly assembled to test out application process, sizing, color, and overall look.

through this, i decided to use the cardstock with adhesive backs applied with the xyron.

IN-PROGRESS PHOTOS FOR FINAL APPLICATION



TILES FOR FINAL APPLICATION



FINAL DESIGNS

photographs, final flat designs, & models

COMPLETE SET



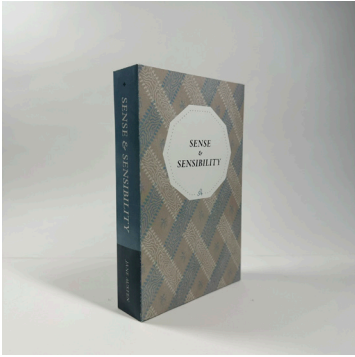
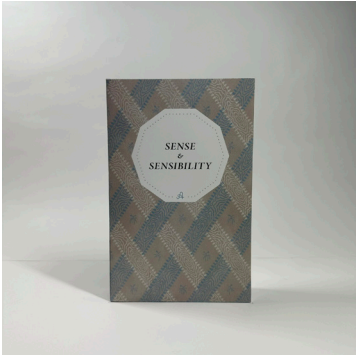
HOUSE & DRAWER



BOOK SLEEVES TOGETHER



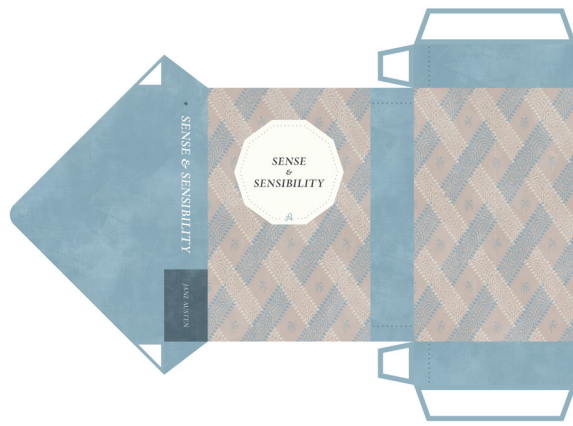
BOOK SLEEVES INDIVIDUALLY



BOOKS SLEEVES



pride & prejudice



pride & prejudice



emma: a novel

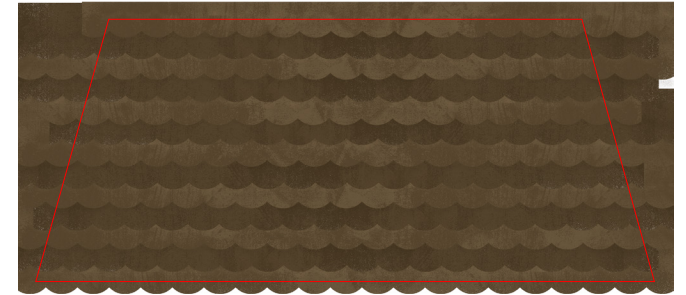
ILLUSTRATION



front



side



roof front & back



back



side



roof sides

TYPE & COLOR

typography & color palettes

ADOBE JENSON PRO ITALIC

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
0 1 2 3 4 5 6 7 8 9

COLORS

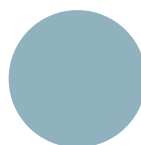


CMYK

55 20 46 1



73 44 66 29



44 50 19 0



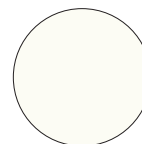
69 47 42 12



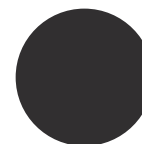
3 9 41 0



32 32 62 2



10 4 0



0 0 0 0

END

thank you