



Process Book

MADISON DOUGLAS

Project 2: Diverse Packaging | Packaging Design | Fall 2025

RESEARCH

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CREATIVE BRIEF

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 reimagine 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.

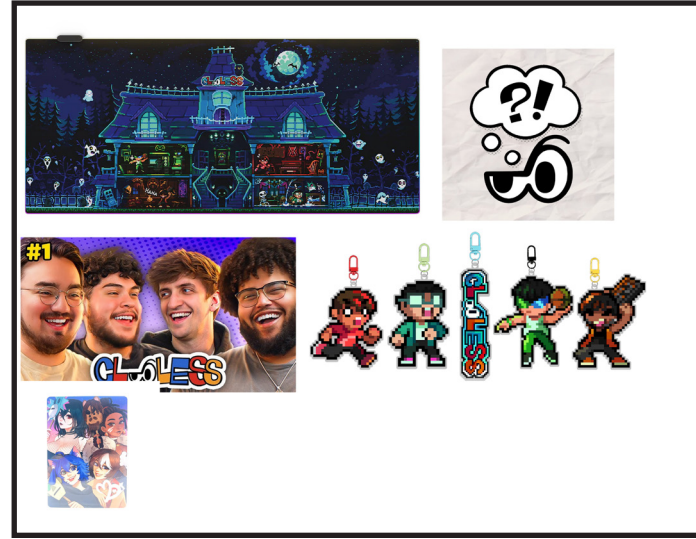
Consider: research existing brands, color, form, shelf presence, imagery, typography. How does your design work across disparate forms?

What is due: Color comps, built to size and properly photographed for presentation. Process book showing documented research, ideation, sketches, views of all 3 of final forms and professional photography of your packages.

SUBJECT RESEARCH



SUBJECT RESEARCH



DESIGN RESEARCH (GAMER SUPPS AND GAMER SOUPS)



TYPOGRAPHY EXPLORATIONS

Futura PT

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
1234567890&

Flowers Kingdom

**AABBCCDDEEFFGGHHiiJJkkLLMMN-
NOOPPqqRRSSTTuUVVwwXxYYZZ**

Chandler42

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
1234567890&

Bauhaus 93

**AaBbCcDdEeffGgHhIiJjKkLlMmNn-
nOo
PpQqRrSsTtUuVvWwXxYyZz**

Playtimes

**aabbccddeeffggghhiiJJkkLL-
mmnnoo
PpqqrrssttuuvvwWxxyyzz
1234567890&**

* red box indicates which typefaces were used in final

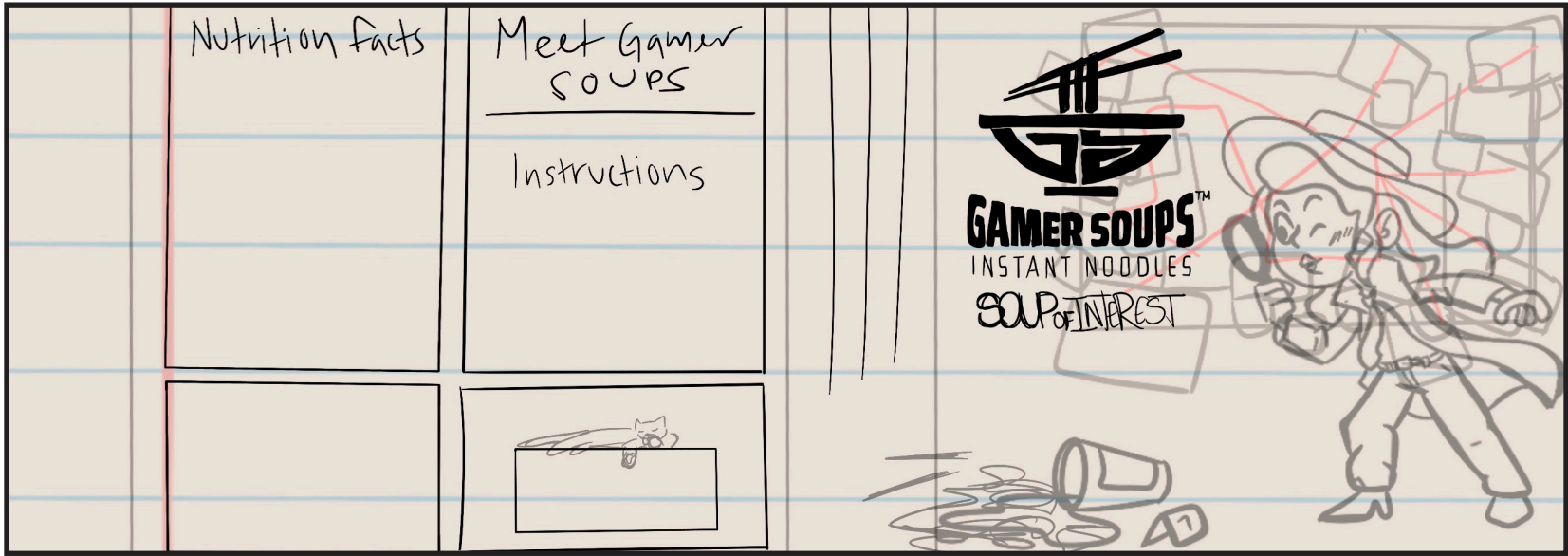
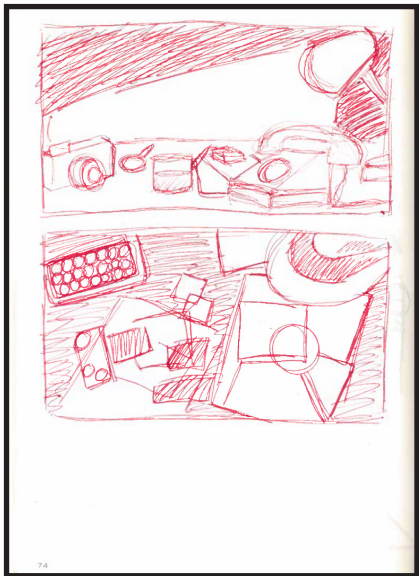
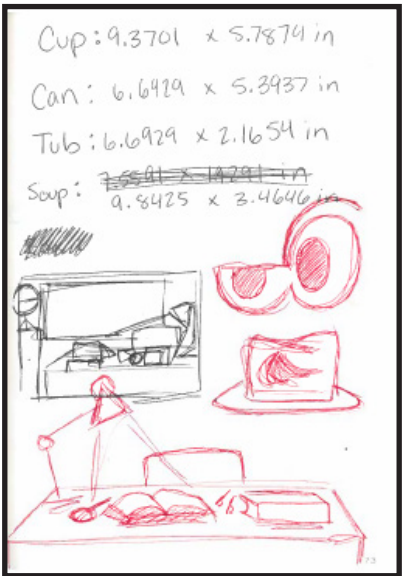
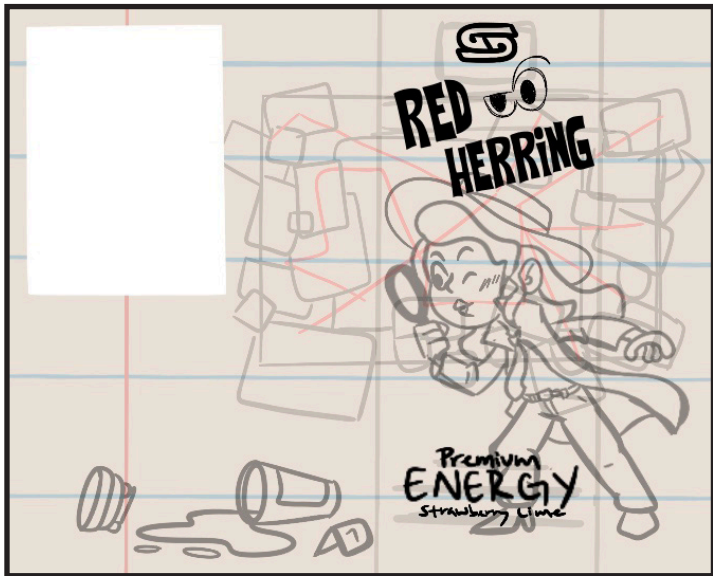
COLOR REFERENCE (CLOOLESS PODCAST X GAMER SUPPS DETECTIVE COLLAB)



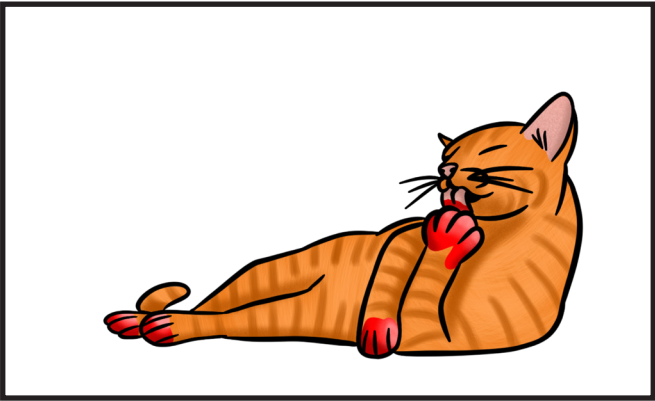
DESIGN EXPLORATIONS

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SKETCHES (CREATING A DRINK FLAVOR AND SOUP TO ACCOMPANY EXISTING CLOOLESS DESIGN)



ILLUSTRATED ELEMENTS (INVERTED CHARACTER HAIR AND LIP COLOR TO MATCH NAME)



FINAL LAYOUTS

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FLAT LAYOUTS (CAN)

Nutrition Facts

4 servings per container
Serving size 2.5 cup(s) (170g)

Amount per serving
Calories 390

	% Daily Value*
Total Fat 11g	14%
Saturated Fat 6g	30%
Trans Fat 0g	
Cholesterol 30mg	10%
Sodium 710mg	31%
Total Carbohydrate 49g	18%
Dietary Fiber 0g	0%
Total Sugars 5g	
Includes 0g Added Sugars	0%
Protein 23g	
Vitamin D 1mcg	6%
Calcium 293mg	25%
Iron 2mg	10%
Potassium 44mg	0%

*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

Ingredients: Carbonated Water, Natural & Artificial Flavors, Citric Acid, Taurine, L-Tyrosine, Caffeine Anhydrous (300 mg), Sucralose, Acesulfame Potassium, Panax Ginseng Extract, L-Theanine, Niacin (Vitamin B3), Pyridoxine Hydrochloride (Vitamin B6), Methylcobalamin (Vitamin B12), Sodium Benzoate (preservative), Potassium Sorbate (preservative).

Warning: Contains 300 mg caffeine per can. Not recommended for children, pregnant or nursing women, or individuals sensitive to caffeine. Do not exceed one can daily. **KEEP CHILLED.** Consume within 24 hours of opening. Store in a cool, dry place. Do not use if can is damaged or seal is broken. Recycling: Please recycle. Aluminum can.

RED HERRING

PREMIUM ENERGY

STRAWBERRY

NET WT 12FL OZ (355mL)
 ENERGY DRINK | NATURAL & ARTIFICIAL FLAVORS

GAMER SUPPS

FLAT LAYOUTS (DRINK FLAVOR POWDER TUB)

SUPPLEMENT FACTS	
Serving Size 1 Scoop (3.5g)	
Servings Per Container: 100	
	Amount Per Serving
Calories	<1
Total Carbohydrates	<1g <1%
Erythritol	<1g
Vitamin C (Ascorbic Acid)	100 mg 111%
Vitamin D3 (Ergocalciferol-based) (VegD3)	900 IU 12.5%
Vitamin B6 (as Pyridoxine HCl)	2.5 mg 147%
Vitamin B12 (as Cyanocobalamin)	100 mcg 4167%
Vitamin H (as Biotin 1%)	800 mcg 333%
***% Daily Value (DV) are based on 2300* adults diet.	
***% Daily Value (DV) are based on 2300* adults diet.	
Other Ingredients: Citric Acid, Malic Acid, Erythritol, Natural & Artificial Flavors, Sucralose, Acesulfame K, Silica, FD&C Red #40.	
VegD3 is a trademark of Arkema, Inc. VegD3 is a plant based, vegan vitamin D3 exclusively distributed by ADP, Inc.	
*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.	

Directions: Add 1 scoop of powder per 8 oz of cold water.

Warning: Not recommended for children, pregnant or nursing women, or individuals sensitive to caffeine. Limit consumption to one serving per day. Do not use in place of sleep.

Ingredients: Carbonated Water, Natural & Artificial Flavors, Citric Acid, Taurine, L-Tyrosine, Caffeine Anhydrous (300 mg), Sucralose, Acesulfame Potassium, Panax Ginseng Extract, L-Theanine, Niacin (Vitamin B3), Pyridoxine Hydrochloride (Vitamin B6), Methylcobalamin (Vitamin B12), Sodium Benzoate (preservative), Potassium Sorbate (preservative).

RED HERRING

GG ENERGY

NET WT 5.64 OZ (160G) | 100 SERVINGS
DIETARY SUPPLEMENT | NATURAL & ARTIFICIAL FLAVORS

FLAT LAYOUTS (SOUP FLAVOR)



Instructions:

- 1) Bring 500 mL (about 2 cups) of water to a boil.
- 2) Add noodle block and cook for 3 minutes, stirring occasionally.
- 3) Remove from heat; add soup base and stir until fully dissolved.
- 4) Serve immediately.

Caution: Bowl and contents will be hot. Use oven mitts or towel when removing from microwave. Discard unused portion. Do not reuse. Do not purchase if inner seasoning packet is torn or missing.






NET WT 3.0OZ (85G)

Nutrition Facts

4 servings per container
Serving size 2.5 cup(s) (170g)

Amount per serving
Calories 390

	% Daily Value*
Total Fat 11g	14%
Saturated Fat 6g	30%
Trans Fat 0g	
Cholesterol 30mg	10%
Sodium 710mg	31%
Total Carbohydrate 49g	18%
Dietary Fiber 0g	0%
Total Sugars 5g	
Includes 0g Added Sugars	0%
Protein 23g	
Vitamin D 1mcg	6%
Calcium 293mg	25%
Iron 2mg	10%
Potassium 44mg	0%

*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

Ingredients: Ramen Noodle Block: Enriched Wheat Flour (Wheat Flour, Niacin, Reduced Iron, Thiamin Mononitrate, Riboflavin, Folic Acid), Vegetable Oil (Canola Oil, Palm Oil), Contains TBHQ and Citric Acid (to maintain freshness). Soup Base: Salt, Monosodium Glutamate, Sugar, Hydrolyzed Corn Protein, Soy Sauce Powder (Soybeans, Wheat, Salt), Spices (including Celery Seed), Dehydrated Garlic, Dehydrated Onion, Disodium Inosinate, Disodium Guanylate, Turmeric (Color), Dehydrated Vegetables: Carrot, Pea, Corn. Contains Less than 2% of Yeast Extract, Natural Flavor, Artificial Color (Red 40).

ALLERGY INFORMATION: Contains Wheat, Soy. Manufactured in a facility that also processes Egg, Milk, Sesame, and Fish.

FINAL MOCKED UP LAYOUTS.





Process Book

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