



Process Book

MADISON DOUGLAS

Project 1: Rectilinear Forms | Packaging Design | Fall 2025

RESEARCH

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CREATIVE BRIEF

Redesign/reimagine 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" x 7.125" x 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 logo or reimagine the brand. You must design a series of three boxes (based on variations such as noodle type, cheese, etc.) that work together.

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, views of all 6 sides of final forms and professional photography of final forms.

SUBJECT RESEARCH



DESIGN RESEARCH

PARTE - GRAFFITI ARTIST



TYPOGRAPHY EXPLORATIONS

CCSchoolsOut

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
1234567890&

UC/LC duality, curved but not rounded

BOMB FONT

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz

full rounded letterforms

5 Cent

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz

readable, full of character, rounded

Playtimes

**aabbccddeeffggghhiijjkkll-
mmnnoo
ppqrrssttuuvvwxyyz
1234567890&**

what is working about this typeface

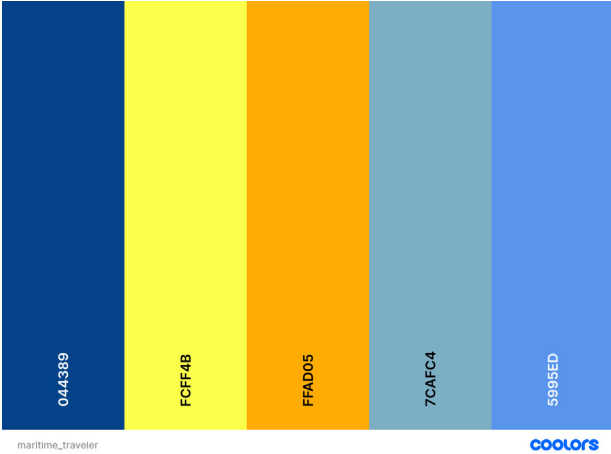
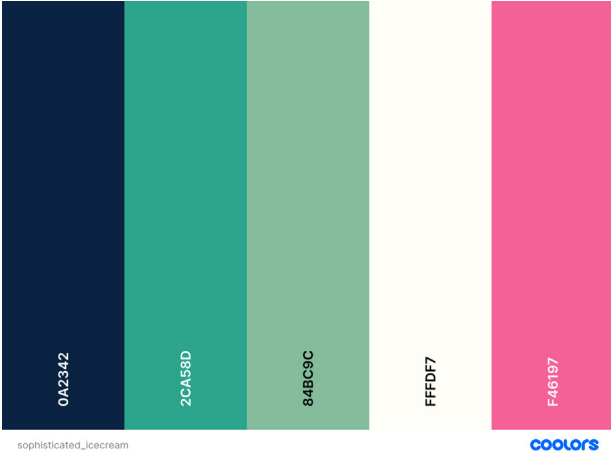
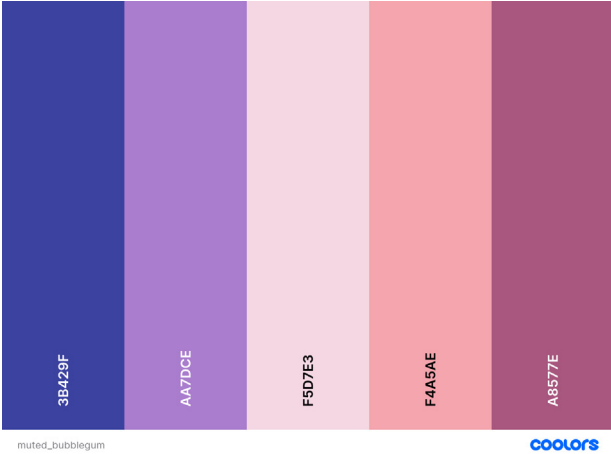
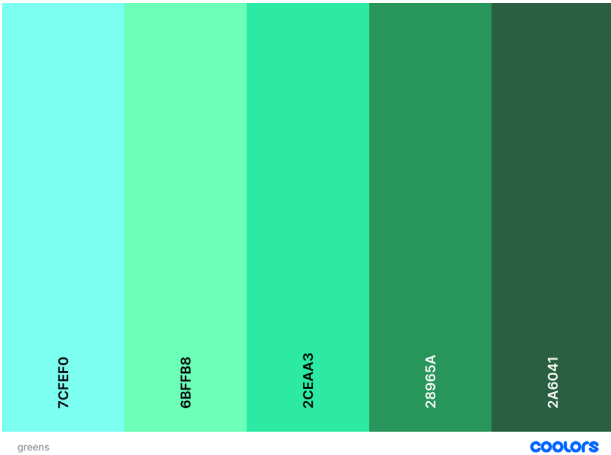
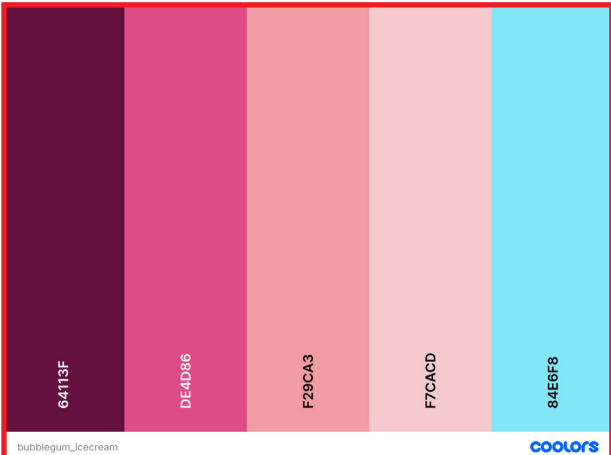
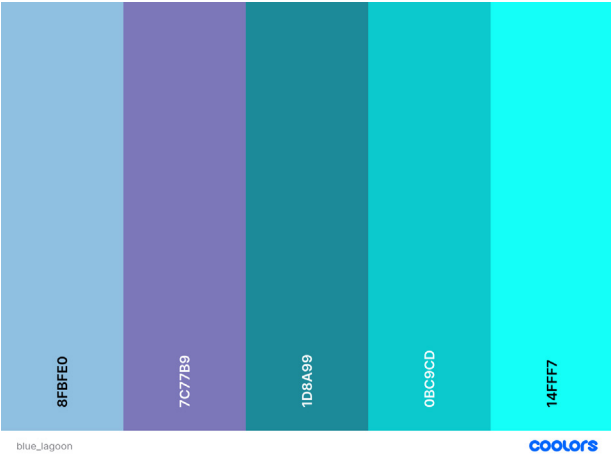
Another Tag

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
1234567890&

clean, straight, angular

* red box indicates which typefaces were used in final

COLOR REFERENCE

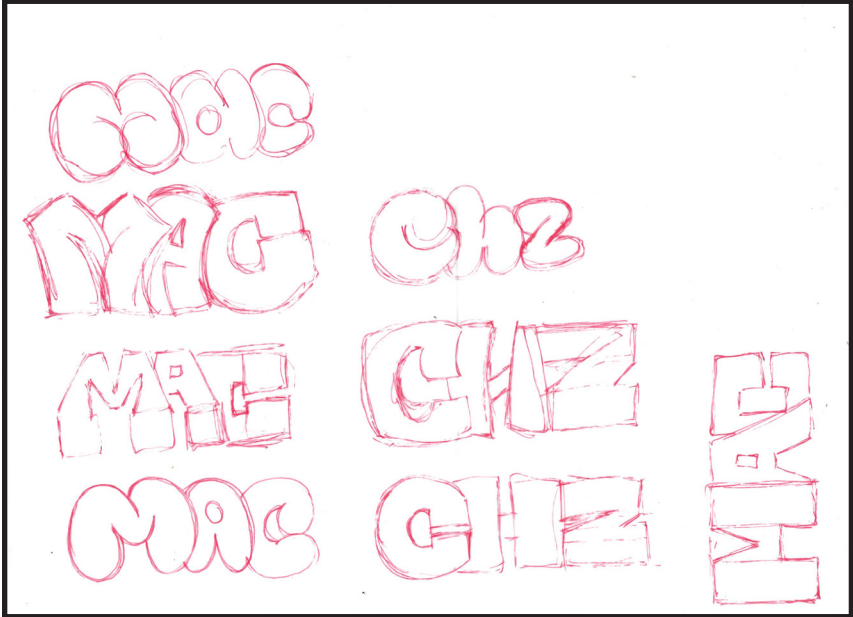


* red box indicates which typefaces were used in final

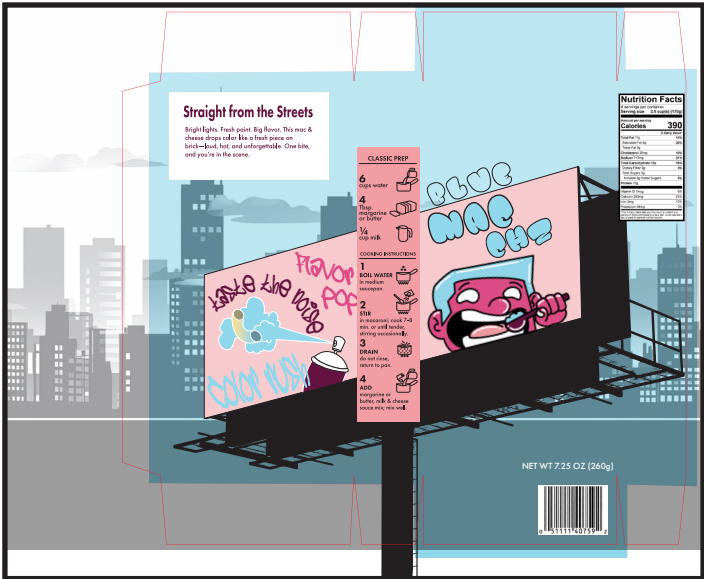
DESIGN EXPLORATIONS

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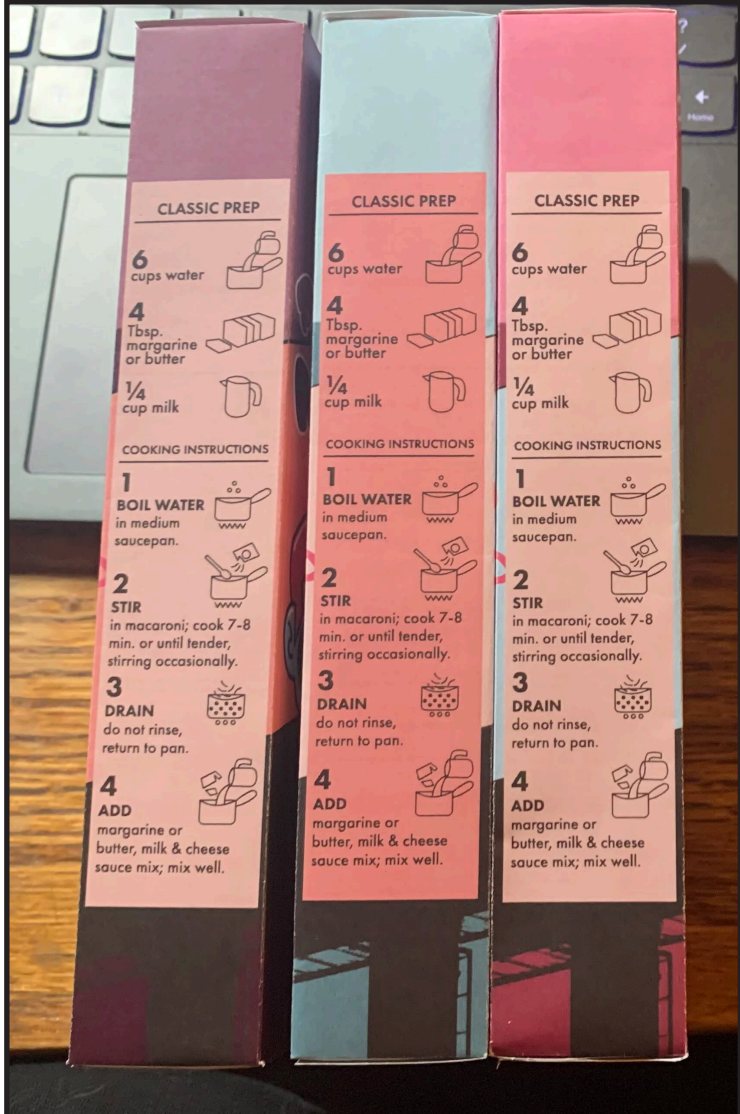
SKETCHES



COMPUTER ROUGHS



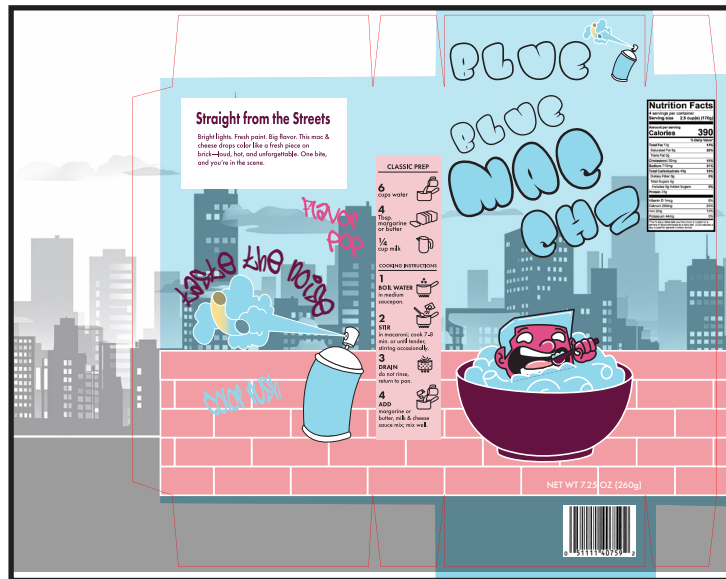
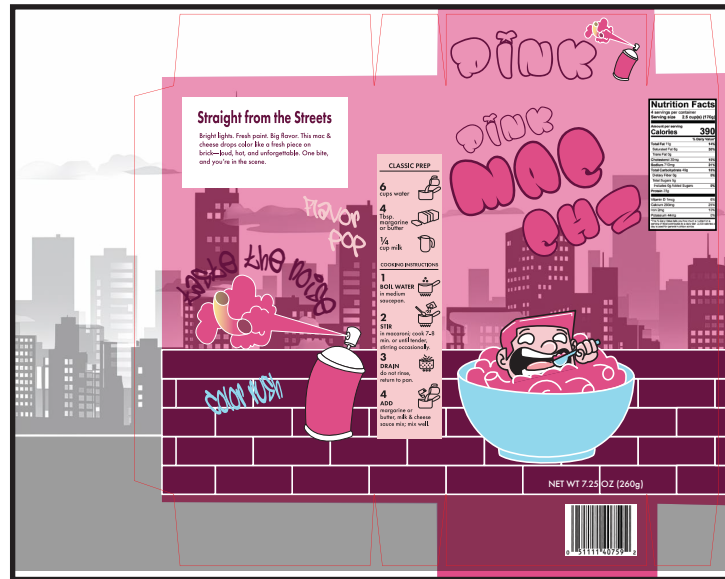
ROUGH MOCKUPS



FINAL LAYOUTS

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FINAL LAYOUTS



FINAL MOCKED UP LAYOUTS.



FINAL MOCKED UP LAYOUTS.





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