



Process Book

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Mac & Cheese Boxes • **Packaging** • *Fall 2025*

RESEARCH

CREATIVE BRIEF

PROJECT 1 – Rectilinear Forms

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

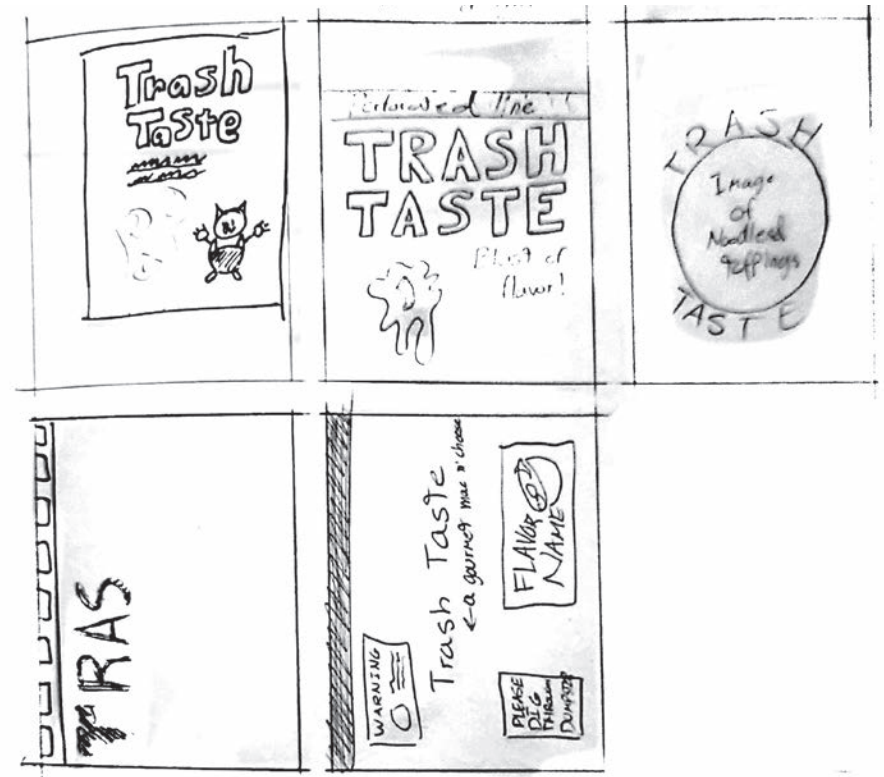
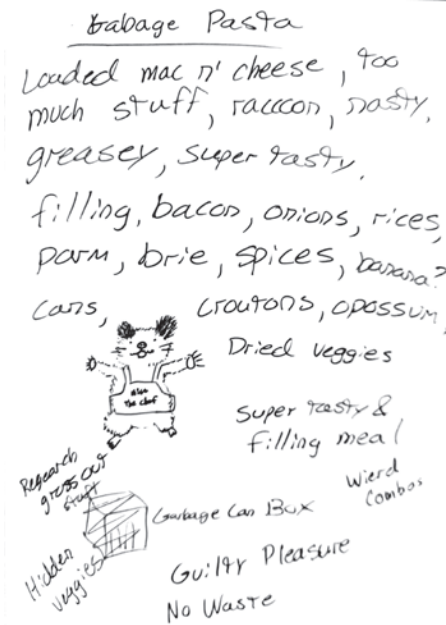
What is due:

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.

IDEATION

We had a lot of thoughts at the start of this project as we were getting back into the swing of things. We settled on two ideas to start: a “trash mac n cheese” where it would be this greasy, gourmet meal or a sort of **sexy mac n cheese** packaging.

We went for sexy mac n cheese and spend a long time on figuring out how far we wanted to push the line. There was a great deal of research done on adult product packaging, learning how that field of design looks and feels. There were many collaborative hands that wanted to throw their wordsmithing abilities into the ring as well, which was a great boon!



IDEATION

Sexx mac'n cheese

Pleasure, exciting, Girthy, Thick,
Creamy, Thin, Spicy, Mild,
pleasing, ridiculous, bodies,
noodle shapes, goey,
high end, nothing explicit

Revealing window, scandalous!

Winky Pasta
Put this
noodle
in water

Hot &
Steamy



These elbows
have nothing
to hide

Burlesque
Show??

Looks
as wines

Grooming??

Pasta you can
do whatever you
want...

This angel hair
is ready to sin.

Guilty
Pleasure

Sidepiece
mac
Numbers

Organic &
more adult
flavors

S W A L L O W

Food to conquer your desire

Dominate your desire

Dripping
with
Desire



Bowl
of
Desire

Drip

Seep

Leak

Saturated

Doused

Satisfaction
mac n' cheese

Dripping with Desire

THEME
Pasta Strippers

Pasta
that knows
a thing or two

Hunger

Gluttony

Satiety

Satiation

Satisfaction

IDEATION

There's a lot in this package

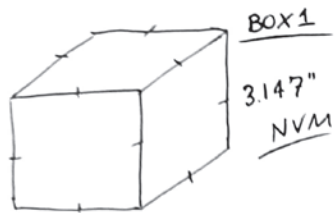
Taste
Touch
Feel
Pleasure
Chills
Heat
You'll cream yourself with delight
Let's get twisted
Filled-pasta
Maracoti
Noodles
Mac'n' cheese
zesty-oodles
zesty
Mac n' Zesty
The girthiest pasta
Passion
Intensity
Indulge in your guilty pleasures
Pasta that everybody finishes
The gage last for ever
Cravings
Tortellini
Manicotti
Bursting with flavor

Guilty Pleasures / The Forbidden Taste

Private Dance	Sex Position	
		Pasta SEX Pasta
Urban Dictionary Backroom Hookup	The pasta that screams Fla-vah SWALLOW Eat me Experience Depth of Flavor	Intercourse is word for conversation Ride Hook-up To Pork Dooger
Sassy See Spaghetti Bang Average	69 Pay off Weekend at the lake	Night at the motel Strip of condom flavors hide the Salam Roll on Roll over

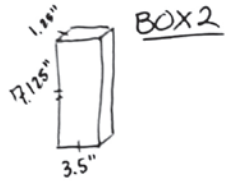


IDEATION

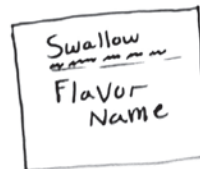
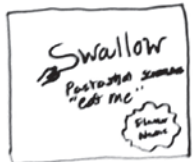
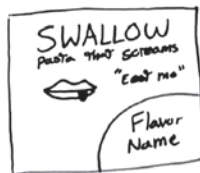


Swallow
 pasta that screams "eat me"
 open up & say ahh
 Tahiti Twist
 Send noods
 let's get saucy

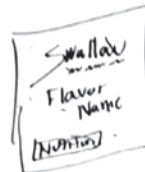
Swallow



Pasta that
 hugs deep
 everytime
 do you want it al dente
 or raw
 Pasta
 Nothing but a
 good time



mas n' cheese



Sa Bird
 S S S
 S S S
 S S S
 S S S
 S W

Myers TV

Myers TV | Pasta that tames your desires

- Name
- Tagline
- Flavor Name
- Some nutritional facts
- Pasta Name

Never
be without
it

Penetrating
flavor

Cravings
Swallow
Zesty
Smash
Deep throat
SEXY
Bare
Bones



Swallow

Holiday Hookup

Sparrow

Swallow

Swallow

Swallow

S

Swallow

Swallow

Swallow

33

A collection of handwritten cursive letters and symbols, including 'A', 'W', 'O', and various strokes, arranged in a grid-like pattern. The letters are written in a fluid, cursive style with varying line thickness and some ink bleed-through. The symbols include a small 'i', a 'W', an 'O', and several variations of the letter 'A'. The strokes are also cursive and fluid, with some showing a thick downstroke and a thin upstroke. The overall arrangement is somewhat random but follows a general grid-like structure.

IDEATION



RESEARCH



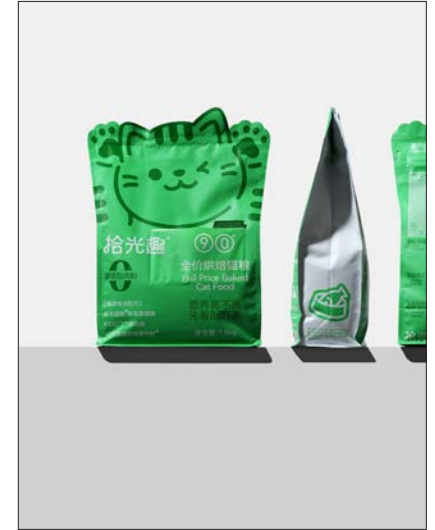
RESEARCH



RESEARCH



RESEARCH



TYPEFACE RESEARCH

GUYOT PRESS

SWALLOW

not so ordinary Mac n' Cheese

A really solid serif typeface, Guyot Press was really considered early on, pairing well with just about every other font here. It was swapped in favor of Quasimoda for readability and the more modern look of sans serifs.

EROTIQUE

SWALLOW

not so ordinary Mac n' Cheese

Erotic is in the name and it fit well within what we were going for with the idea of Swallow. However, it felt like the idea was trying too hard when we used this font.

QUASIMODA

SWALLOW

not so ordinary Mac n' Cheese

A quality sans serif, Quasimoda feels modern and fits adult packaging quite well. It also pairs nicely with Masqualero, what would be used for the Swallow logo

SCRIVANO

SWALLOW

not so ordinary Mac n' Cheese

This script-esque typeface fits the vibes, but like Erotique it felt like trying too hard. Not to mention it felt out of place in modern design.

DECOY

SWALLOW

not so ordinary Mac n' Cheese

A nice, fun rounded slab serif typeface that fits in with how many modern adult products market themselves. We personally disliked how many of these looked and moved away from this.

MASQUALERO

SWALLOW

not so ordinary Mac n' Cheese

Masqualero is a very adult and fancy looking sans serif, The higher contrast adds to its fancy feeling and it felt perfect as the logo.

WARBLER DISPLAY

SWALLOW

not so ordinary Mac n' Cheese

Akin to Erotique & Masqualero, Warbler is another fancy, high contrast typeface. However, like others, it felt like trying a little too hard and could be fairly difficult to read.

ARTIFEX HAND CF

SWALLOW

not so ordinary Mac n' Cheese

A rad looking sans serif, Artifex Hand CF was considered for a bit. Ultimately, we went with Masqualero over it for the higher contrast and elegance it brought over Artifex.

BOMBONIERE

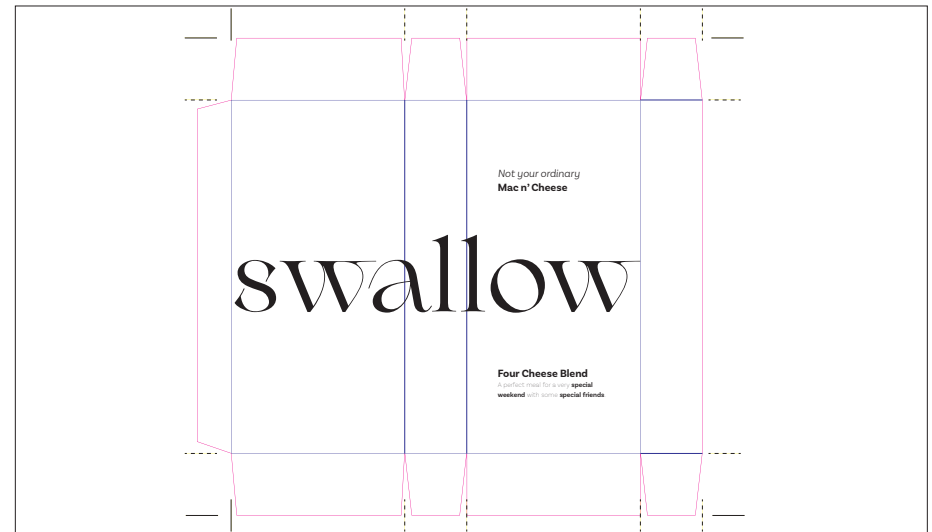
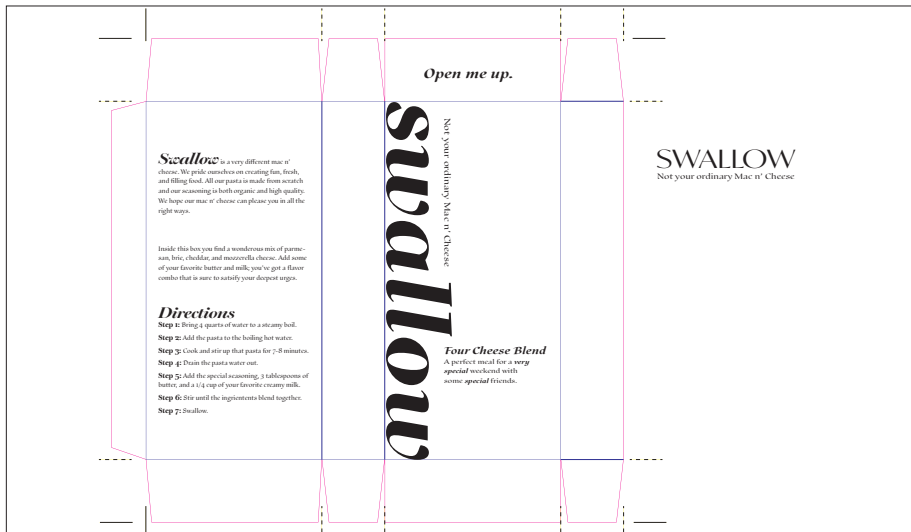
swallow

not so ordinary Mac n' Cheese

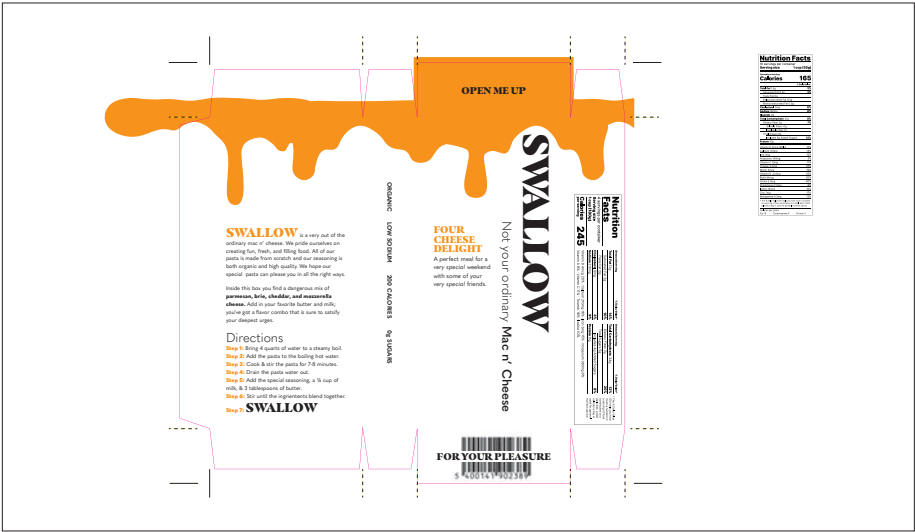
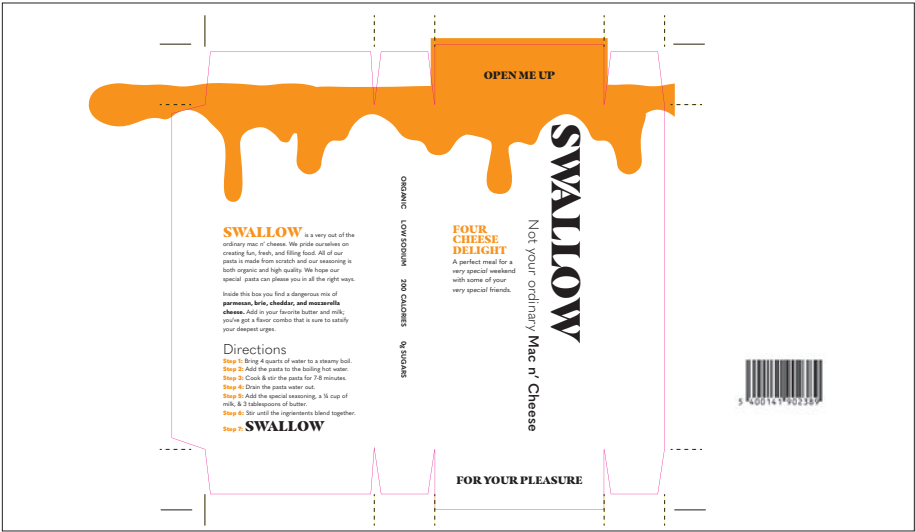
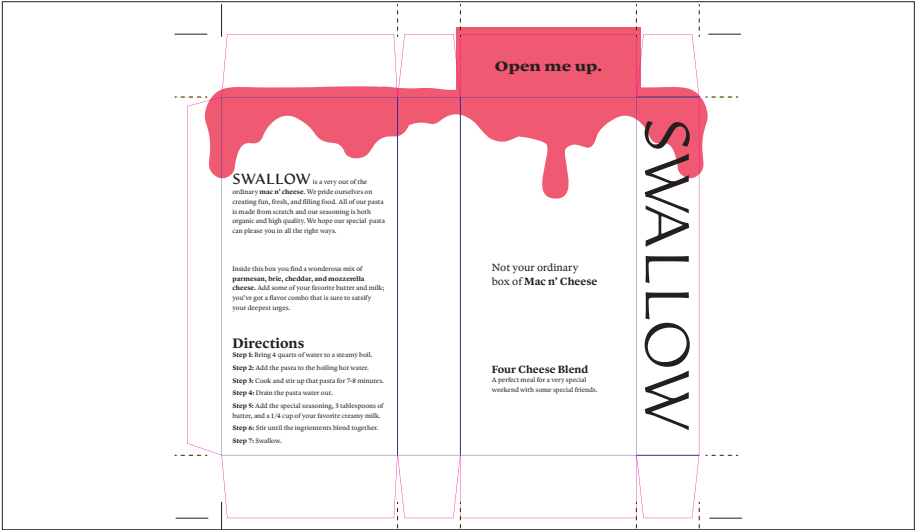
Another fantastic high contrast serif typeface. It's italicized characters especially look great. Wanting to use all caps for the logo and difficulty using it in body copy, however, we opted to not use it this time.

DIGITAL ROUGHS

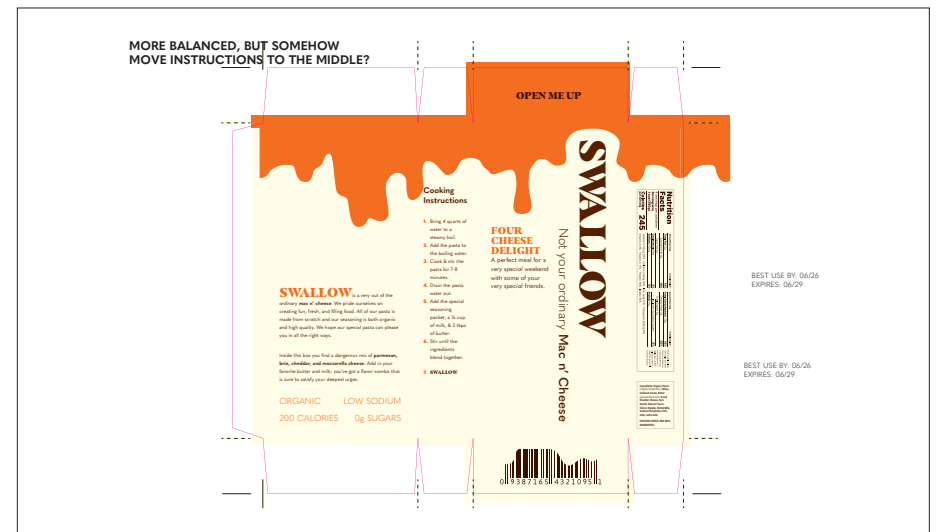
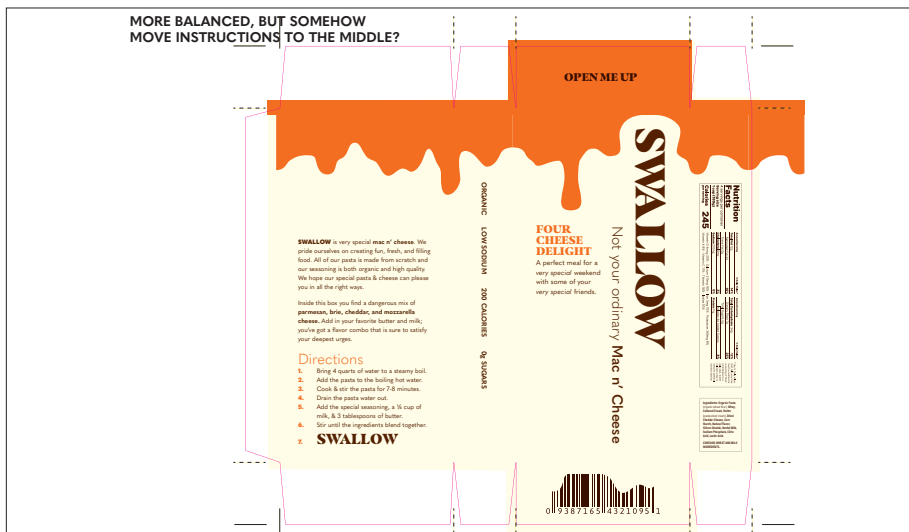
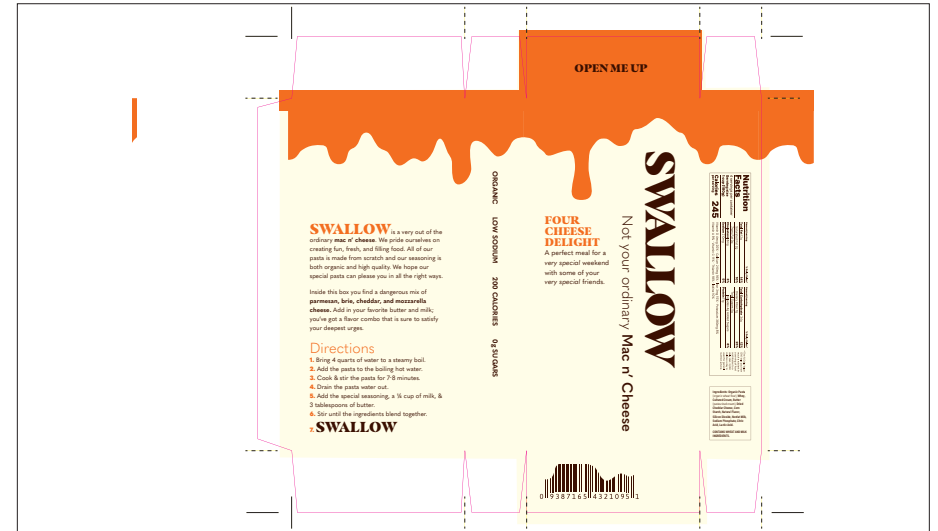
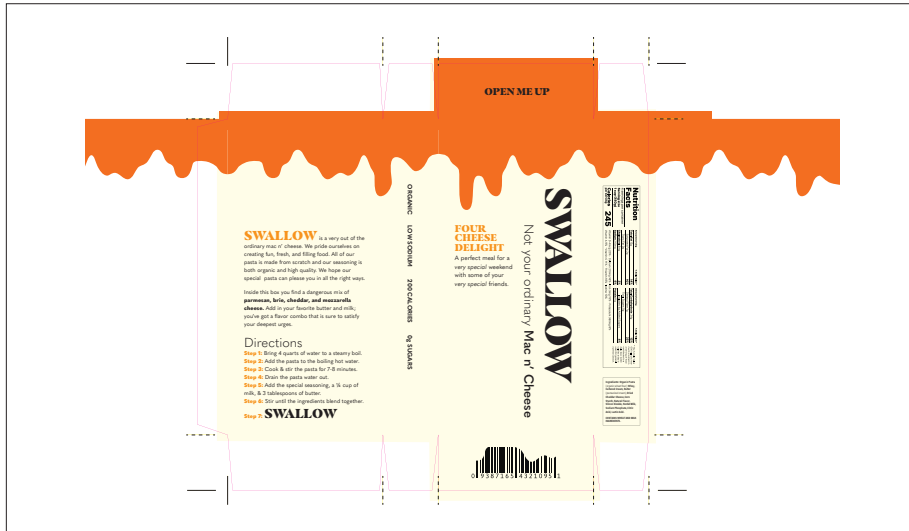
ROUGHS



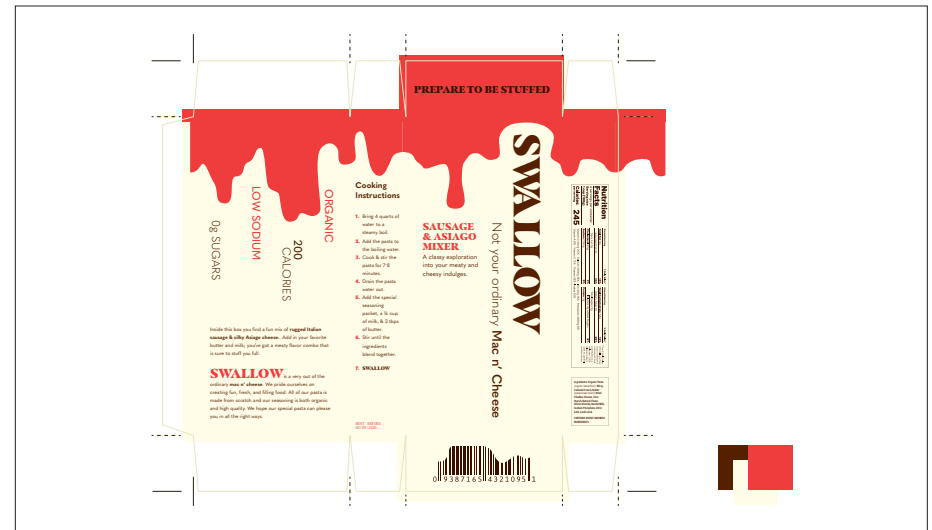
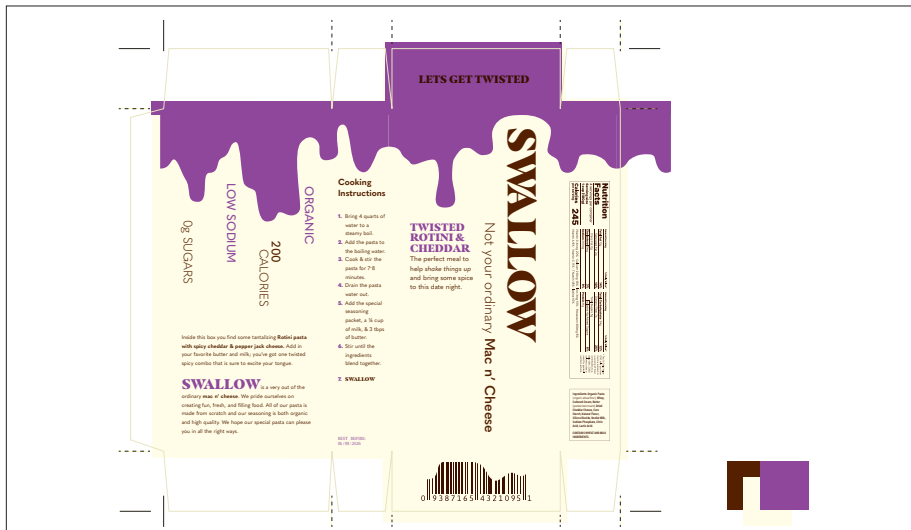
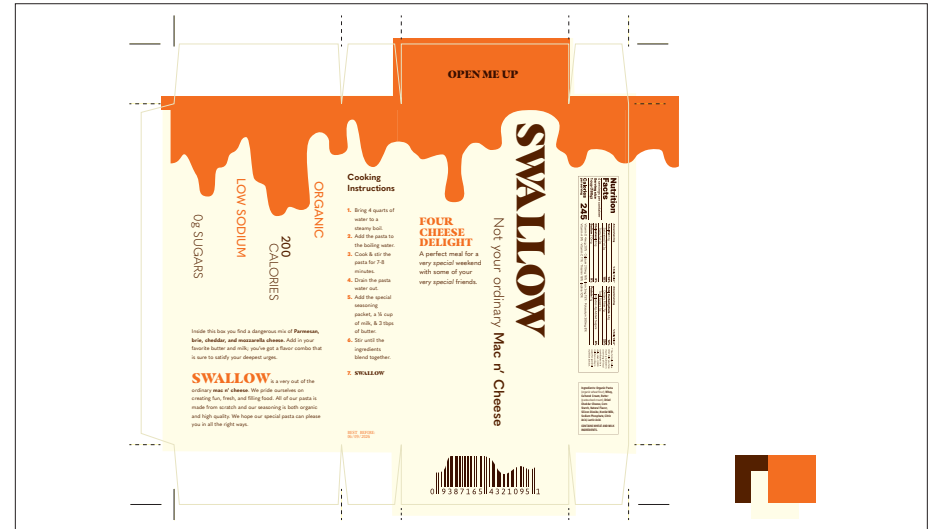
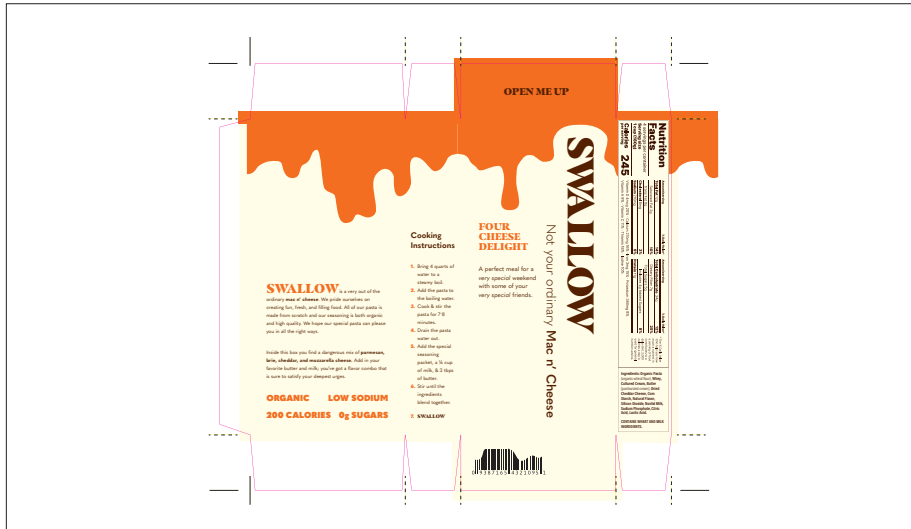
ROUGHS



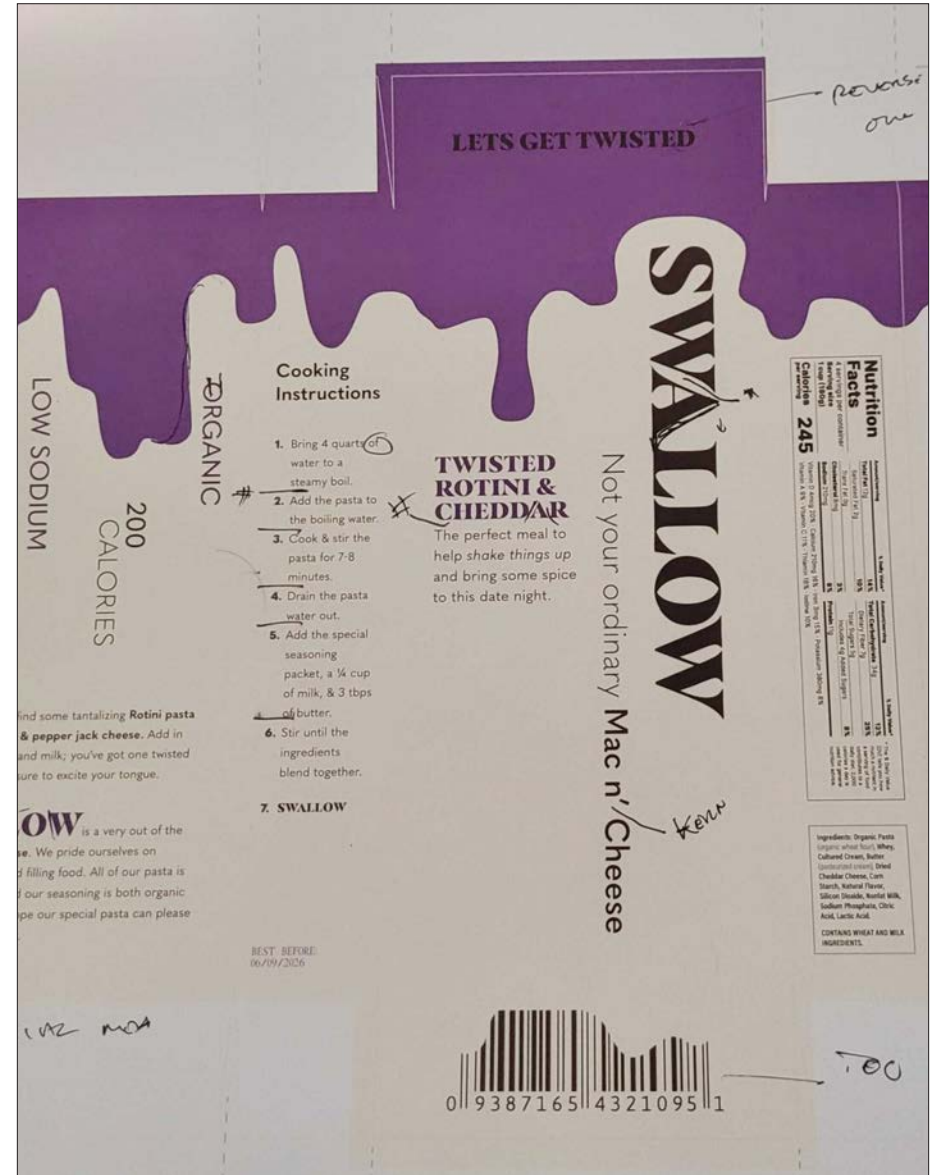
ROUGHS



ROUGHS



PROCESS



FINAL ART

FINAL FLATS



FINAL FLATS



LET'S GET TWISTED

SWALLOW

Not your ordinary Mac n' Cheese

TWISTED
ROTINI &
CHEDDAR

The perfect meal to
help *shake things up*
and bring some spice
to this date night.

Cooking Instructions

1. Bring 4 qts of water to a steady boil.
2. Add the pasta to the boiling water.
3. Cook & stir the pasta for 7-8 minutes.
4. Drain the pasta water out.
5. Add the special seasoning packet, a ¼ cup of milk, & 3 tbs of butter.
6. Stir until the ingredients blend together.

7. SWALLOW

ORGANIC

200
CALORIES

LOW SODIUM

0g SUGARS

Inside this box you find a fun mix of **rugged Italian sausage & silky Asiago cheese**. Add in your favorite butter and milk; you've got a meaty flavor combo that is sure to stuff you full.

SWALLOW is a very out of the ordinary **mac n' cheese**. We pride ourselves on creating fun, fresh, and filling food. All of our pasta is made from scratch and our seasoning is both organic and high quality. We hope our special pasta can please you in all the right ways.

How much can you swallow?
Scan the QR code or check
us out on social media.

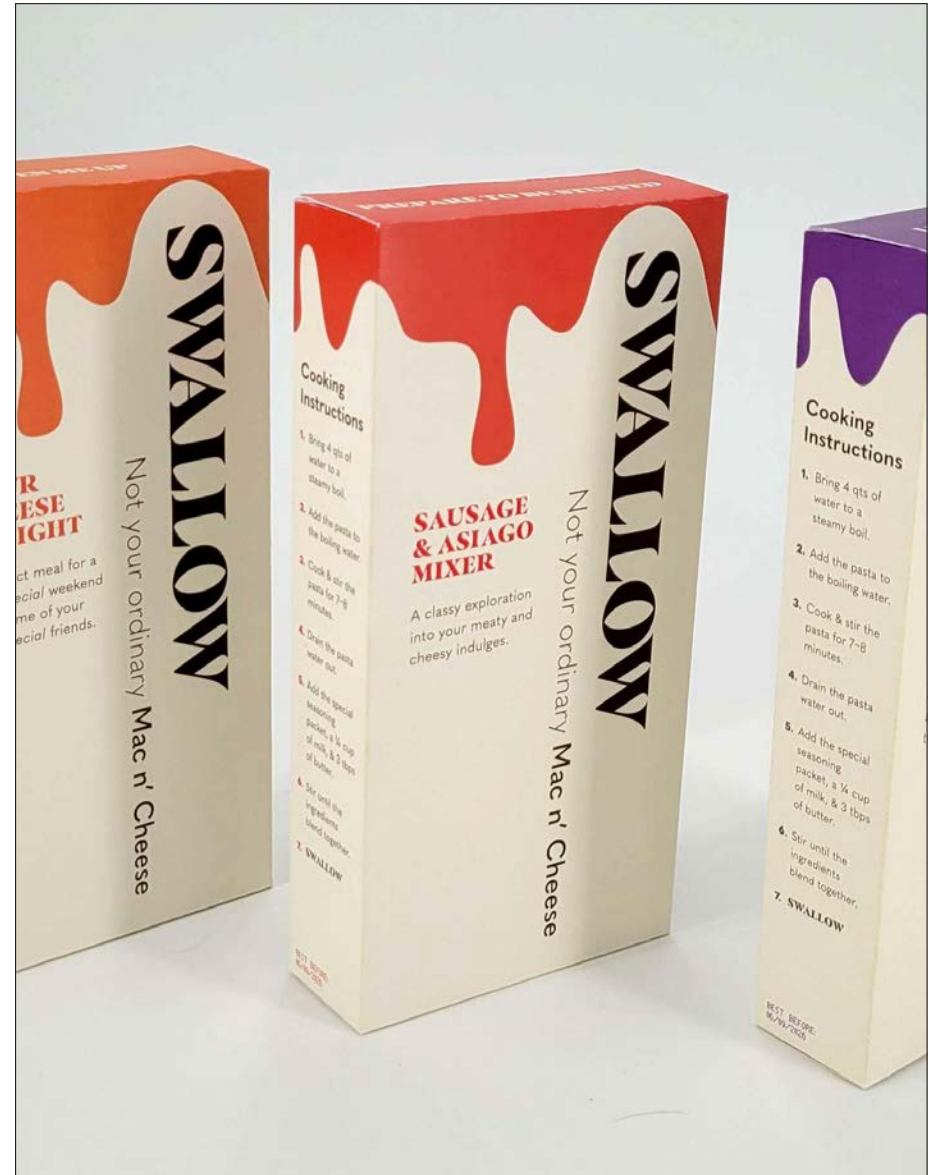
BEST BEFORE:
06/09/2026

Nutrition		1.5oz (42g)	1.5oz (42g)
Facts		1.5oz (42g)	1.5oz (42g)
Total Fat	14g	14g	14g
Sodium	105mg	105mg	105mg
Total Carbohydrate	22g	22g	22g
Dietary Fiber	3g	3g	3g
Protein	8g	8g	8g
Total Sugar	0g	0g	0g
Added Sugar	0g	0g	0g
Total Fat	14g	14g	14g
Sodium	105mg	105mg	105mg
Total Carbohydrate	22g	22g	22g
Dietary Fiber	3g	3g	3g
Protein	8g	8g	8g
Total Sugar	0g	0g	0g
Added Sugar	0g	0g	0g

Ingredients: Organic Pasta
(organic whole wheat flour, whole
wheat flour, water, salt, yeast,
cane sugar, natural flavors,
cheese, cheddar cheese, corn
starch, natural flavors,
silicon dioxide, nonfat milk,
sodium phosphate, citric
acid, lactic acid)

CONTAINS WHEAT AND MILK
INGREDIENTS.

MOCKUPS





Process Book

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