



Kadin Chin

Process Book

**Packaging
Diverse Forms**

Package Design

Fall 2025

Research

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Fall 2025

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 or food 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.



Creative Brief

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Our first thought when doing this project were around what to even cover? We avoided food items, having just done the Mac n Cheese box project and focused on non perishable goods.

There were ideas about computer accessories like keyboards, mice, speakers, or monitors. Another option was video game accessories like controllers or headsets. Both of these would involving getting products we did not own and make the project that much more expensive.

Eventually, we settled on tennis packaging, having played in high school and still owning the equipment. We focused the package designs around the tennis racket, a can of tennis balls, and racket string.

Ideas

- ⦿ Videogame Console & accesories
 - Console, charger? Replacement cables, controller, headphones, game, VR, stickers, storage
- ⦿ Tennis Racket, Balls, & shoes
 - Tennis bag string
- ⦿ Iced Caramel Coffee
 - Kwegg, Bag, glass, Box of Kwegg

- Can choose to change the form as long as it still supports the product

Push ideas further
Research More

~~No too~~ Focus on lesser known brand

Laser cutter, 3D print, stickers

• Computer things

- keyboards, mice, screens, laptops, headphones, speakers, Numpads

Kadin Sporting Goods

6 different package ideas

↑
shapes

- Tennis Racket
- Tennis Ball
- shoes
- Tape
- String
- Socks
- Waterbottle
- Hat

Kadin's Balls

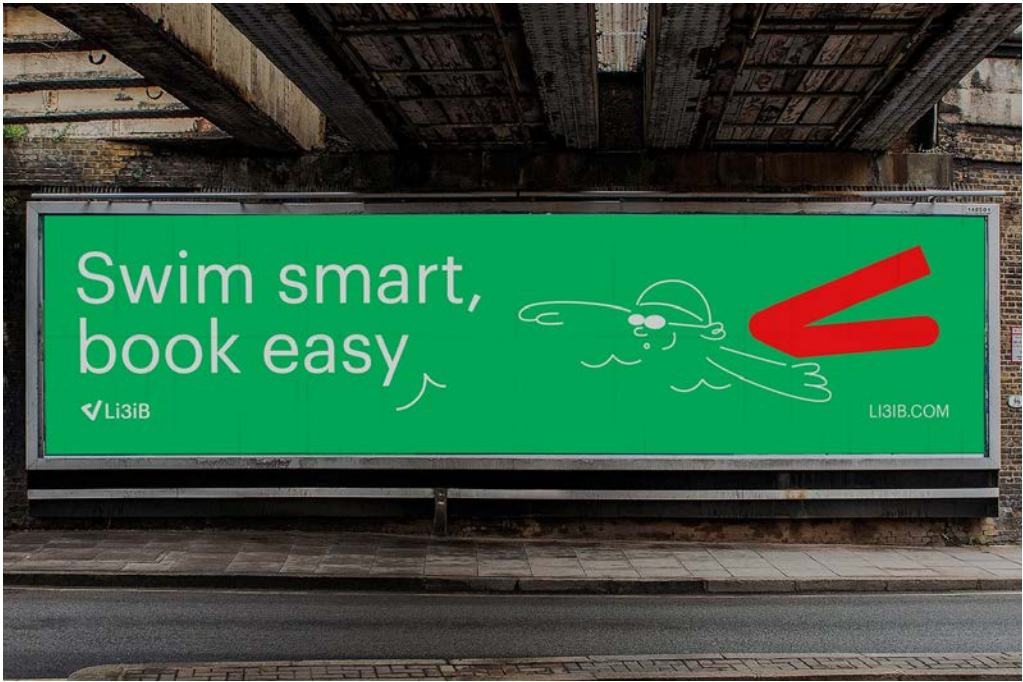
Need to know what the thing is

Thursday

Bob gone
Oct 7, 9, 14

Kadin	Due Oct. 23
- Striving for excellence.	4 wks
- Serving an Ace.	
- The deciding factor	
- Contributing to the Tiebreaker	

Ideation



Research

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Research

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Research

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Research

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Process

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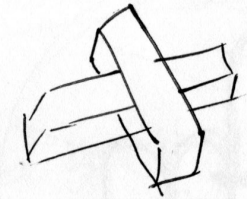
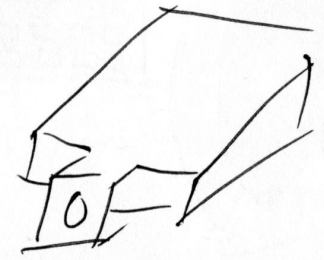
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Practically is not always a concern

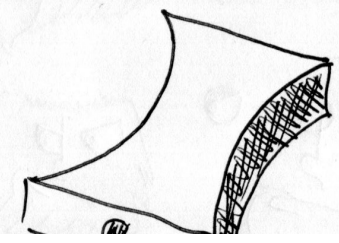
- Package
Hand tools?



Experiment with
how it'll
fold

E-flute
Cardboard - Base
↳ Xyon on top

Scraps of card stock



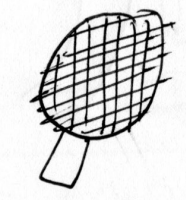
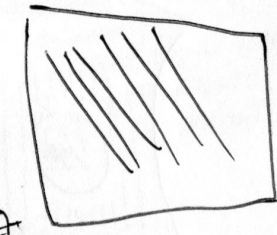
Racket, Balls, Strings, extra tape, 



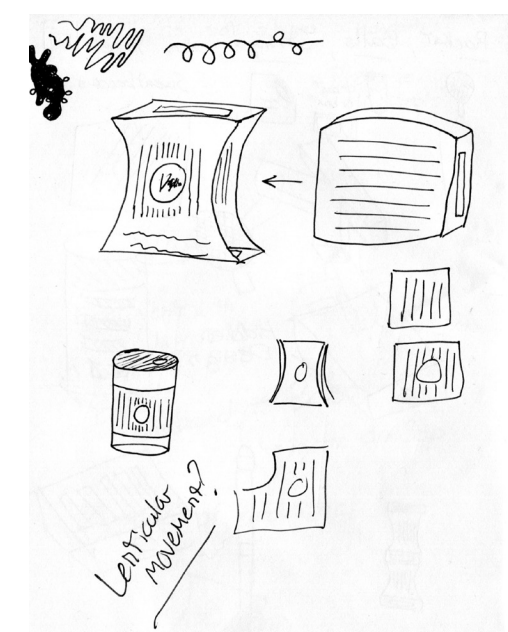
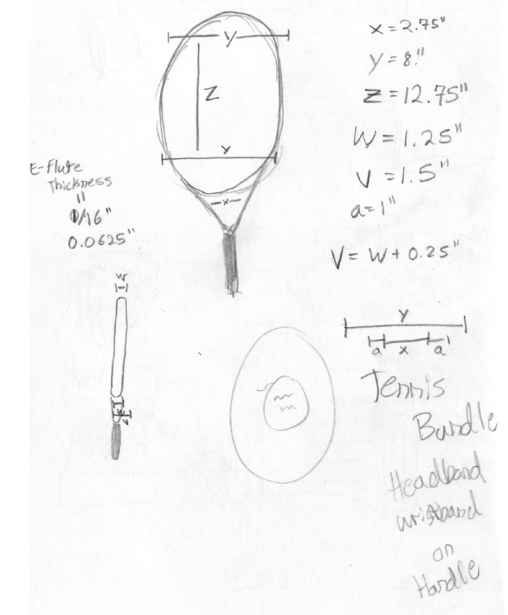
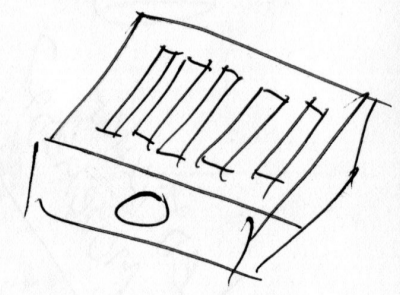
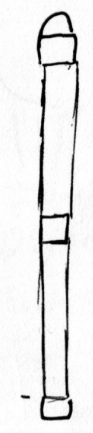
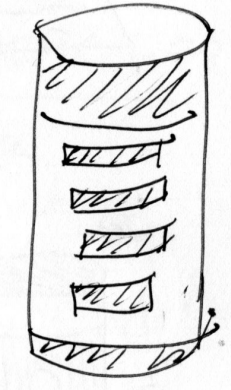
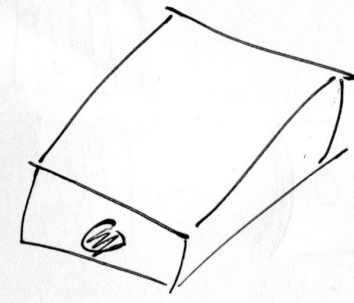
or bag?
or box?



Sweatbands



Hidden
Design?



Ideation

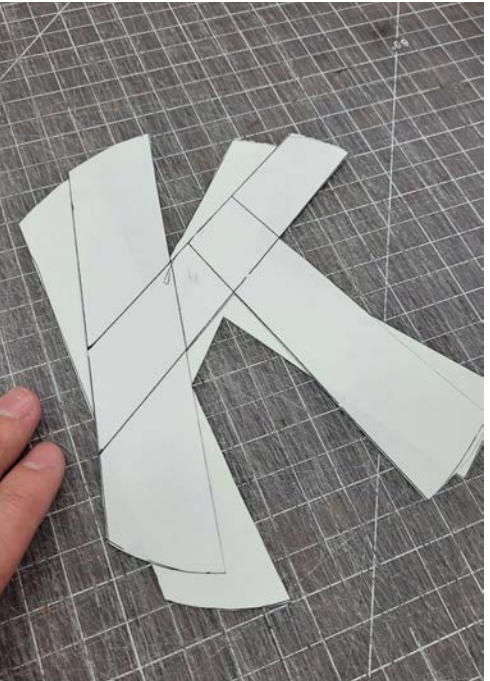
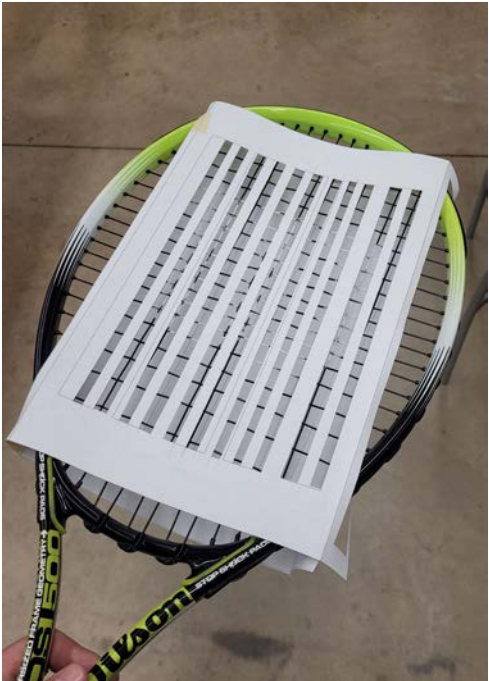
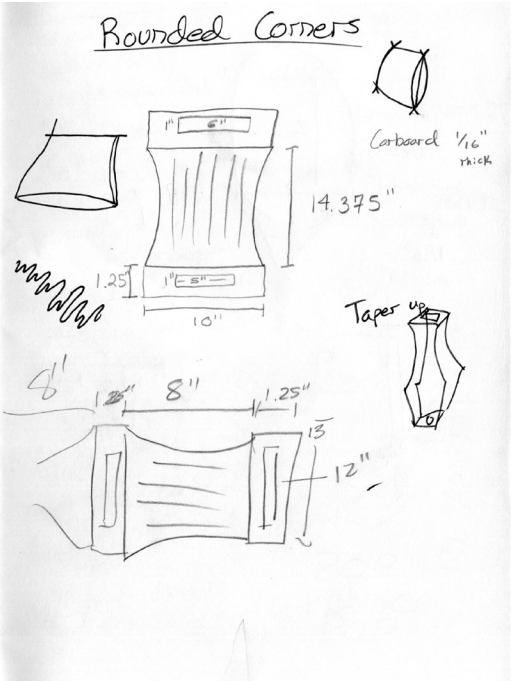
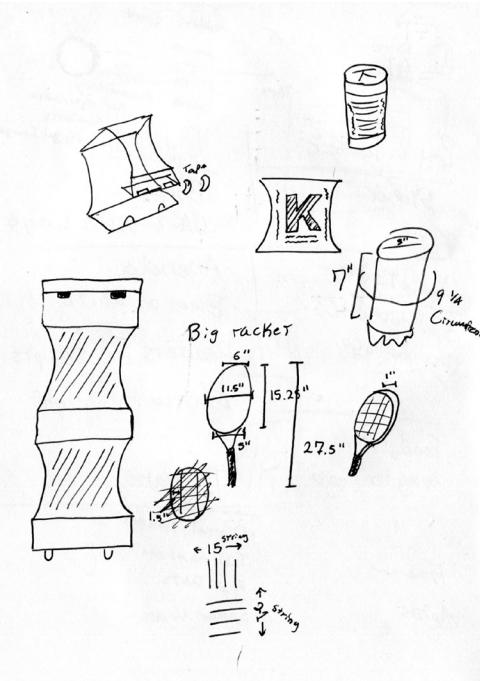
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This process involved much more testing and mockups of the physical box we were trying to create to wrap the racket. Before any sort of design work could happen, we needed to make the package to house the racket. We chose a box, rather than the plastic most brands use, as it provides a nicer look and uses more eco-friendly material.



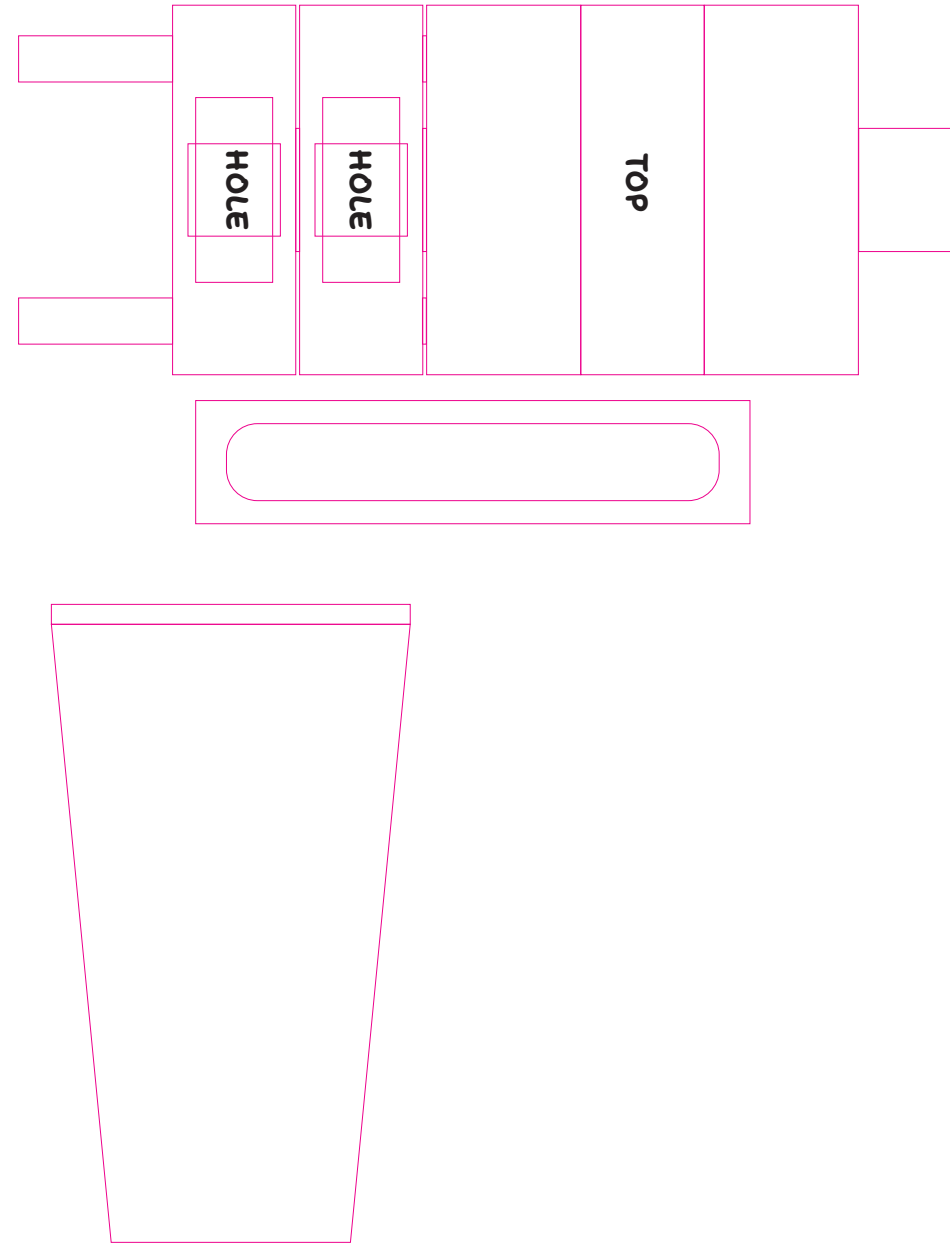
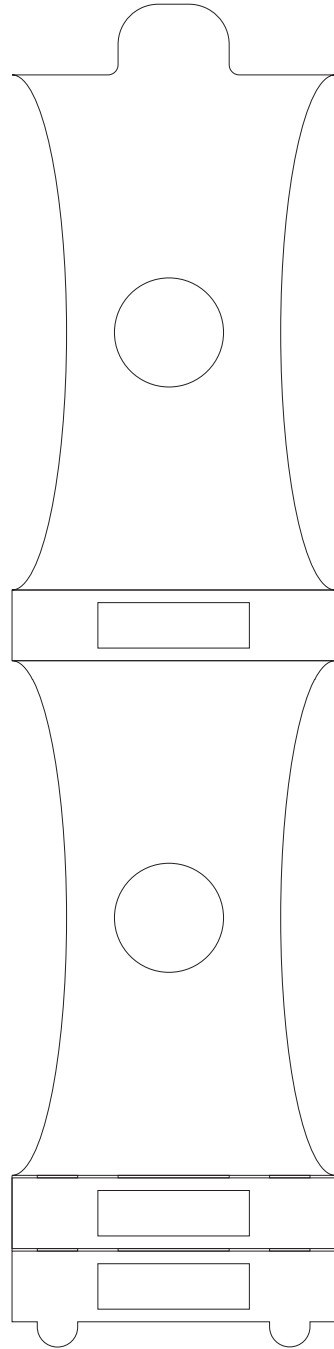
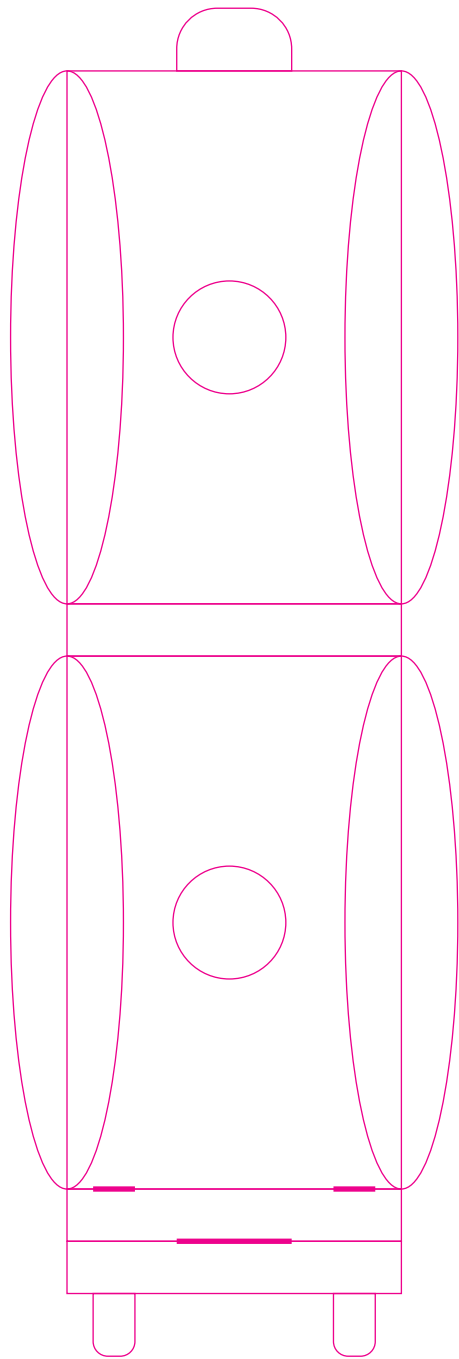
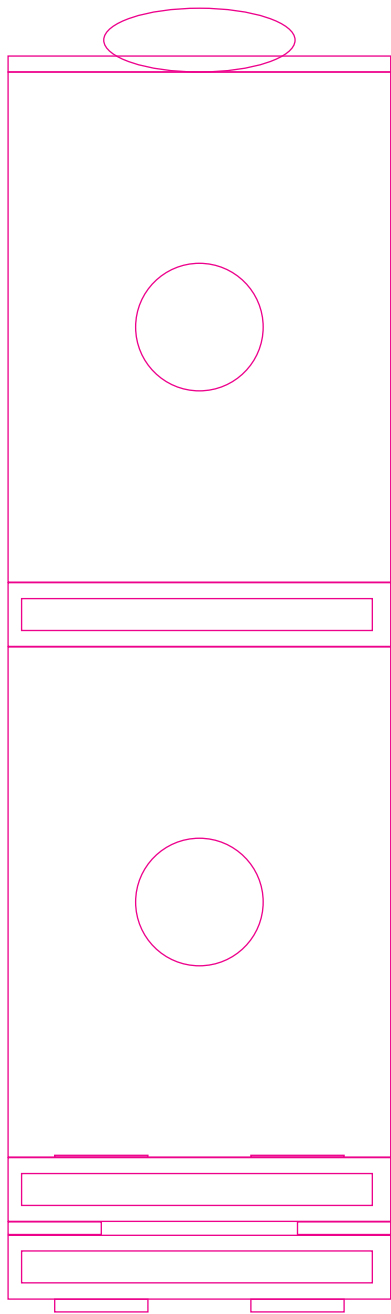
Mockups

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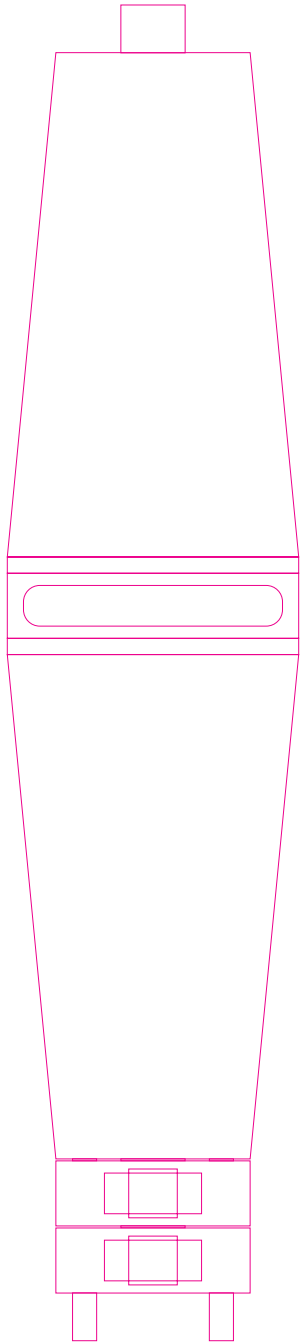
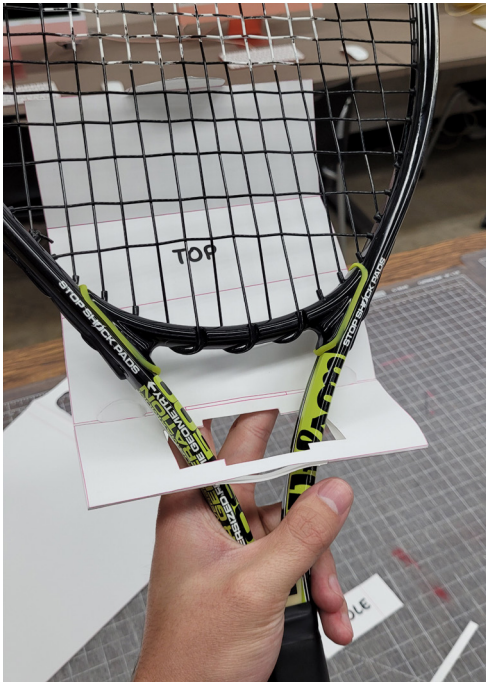
Dielines

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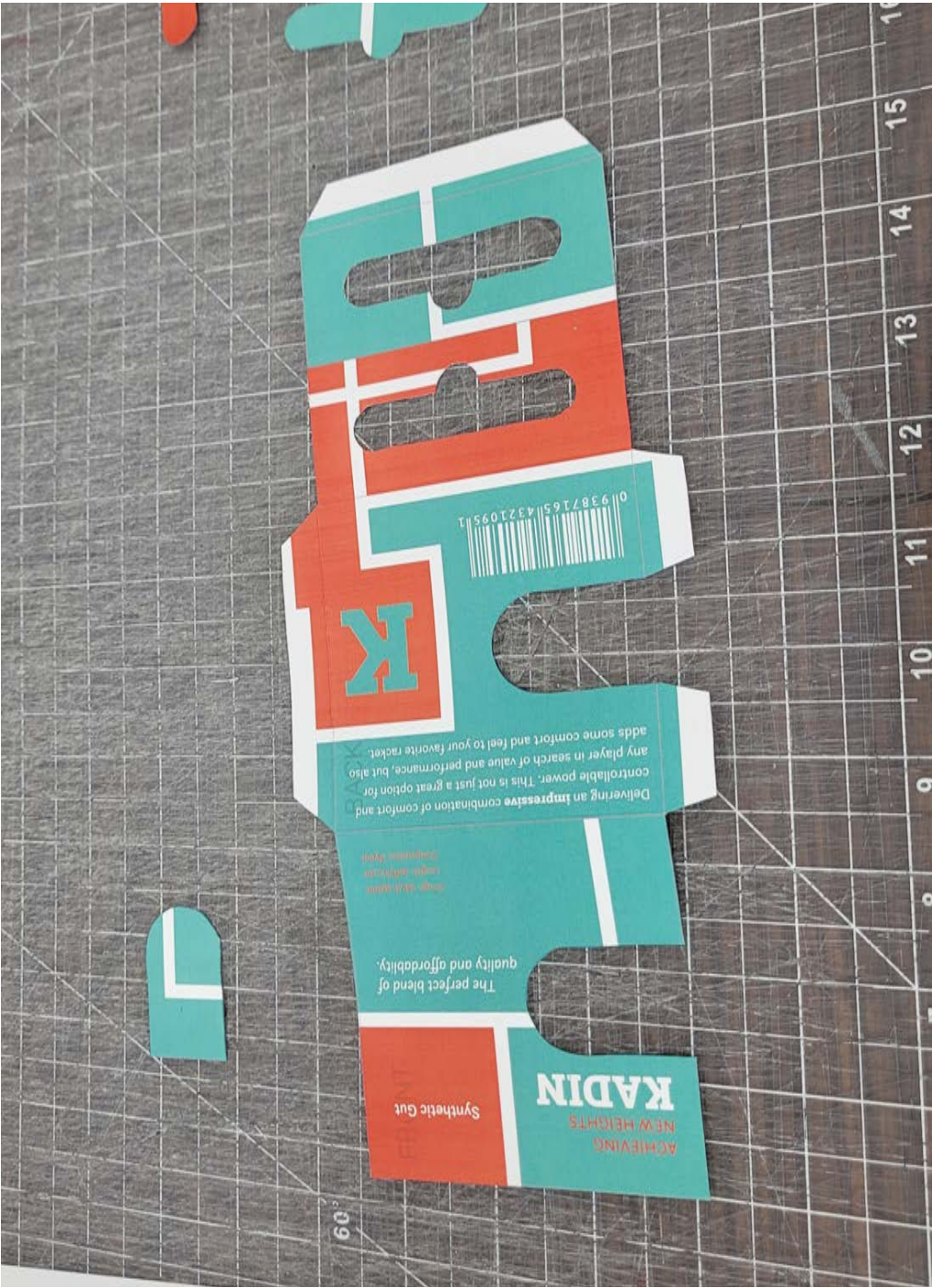
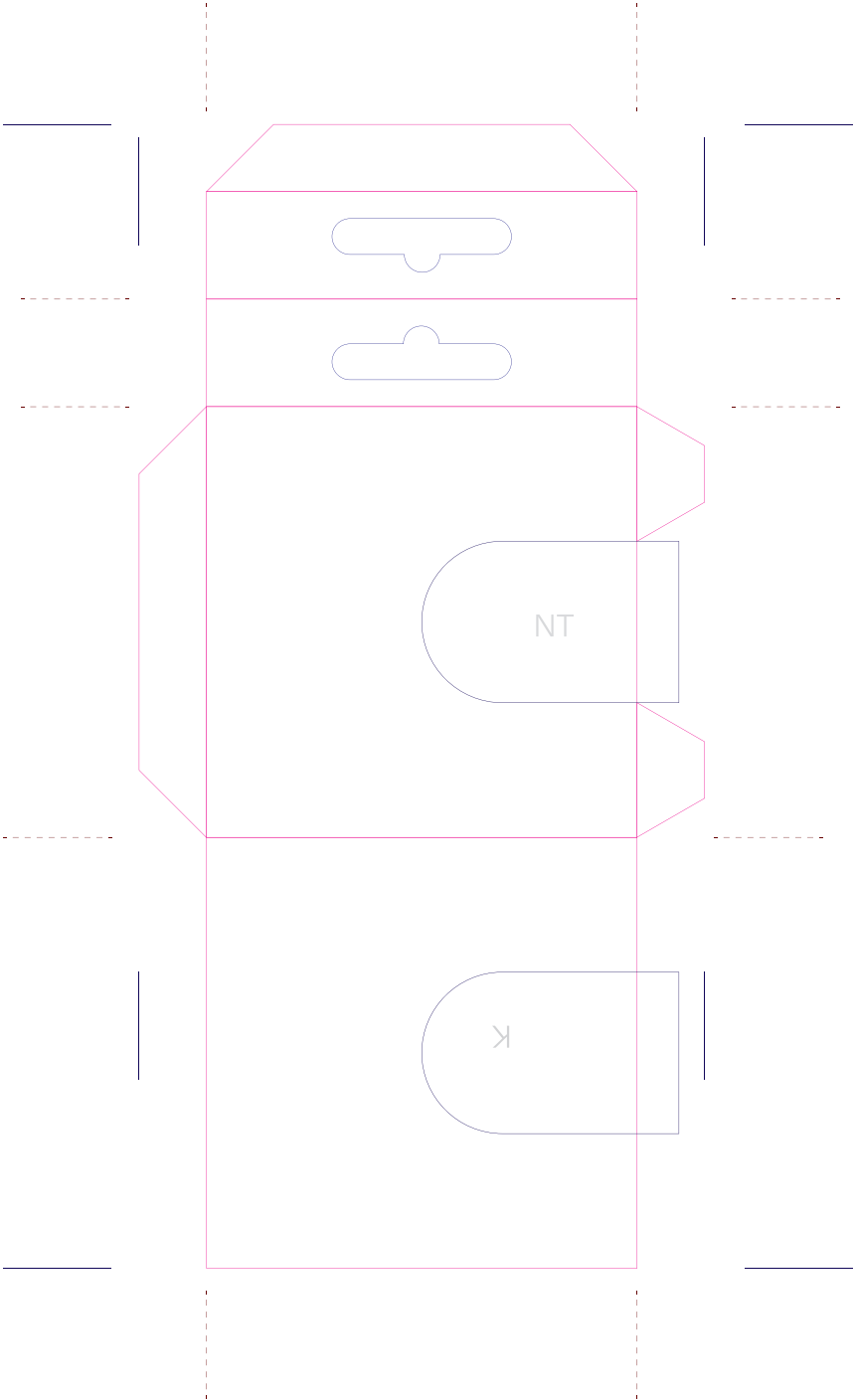
Mockups

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Dielines

Digital Roughs

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Questa Slab

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG 1234567890.?!()

A slab serif fits right in with sports design and Questa Slab is one of the best. Pairs well with its other named cousins like Questa Sans. However, it felt too on the nose and there were more fun options to explore.

Questa Sans

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG 1234567890.?!()

A solid sans serif that pairs well with all the typefaces listed here.

New Astro Soft

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG 1234567890.?!()

A very cool, modern typeface. We really like the new space-age feel and it connects really well with the concept of a new age tennis gear. But it struggled to pair well with other type and looked odd small, so we opted for something

Postea var

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG 1234567890.?!()

Postea is a variable typeface and a nice, sharp sans serif. It lends it self to more modern, sports design and its powerful presence pushes the design.

PODIUM Soft

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG 1234567890.?!()

A fun take on sports design, the very bold and large typeface certainly gets in your face.

Acumin Variable Concept

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG 1234567890.?!()

Podium Soft needed a supporting typeface and the Acumin font family having extended fonts helped it mesh with Podium Soft amazingly.

Ink Free

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG 1234567890.?!()

An alternative take on the sports package. Ultimately, it just didn't work as well as we wanted.

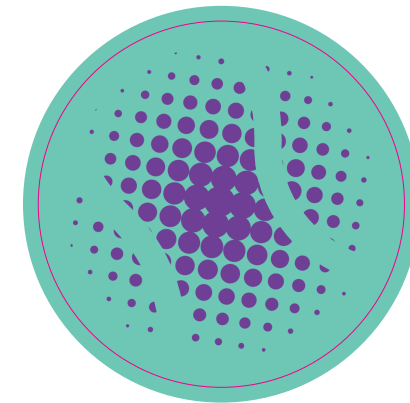
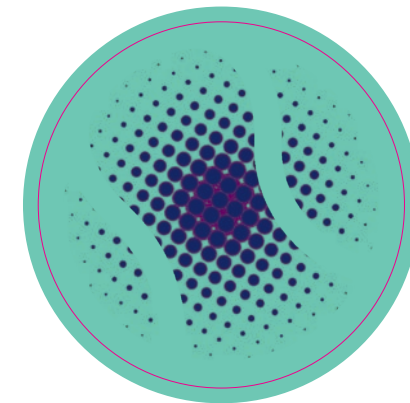
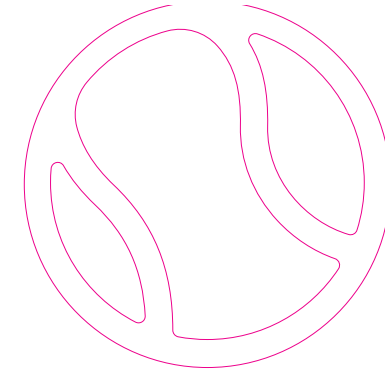
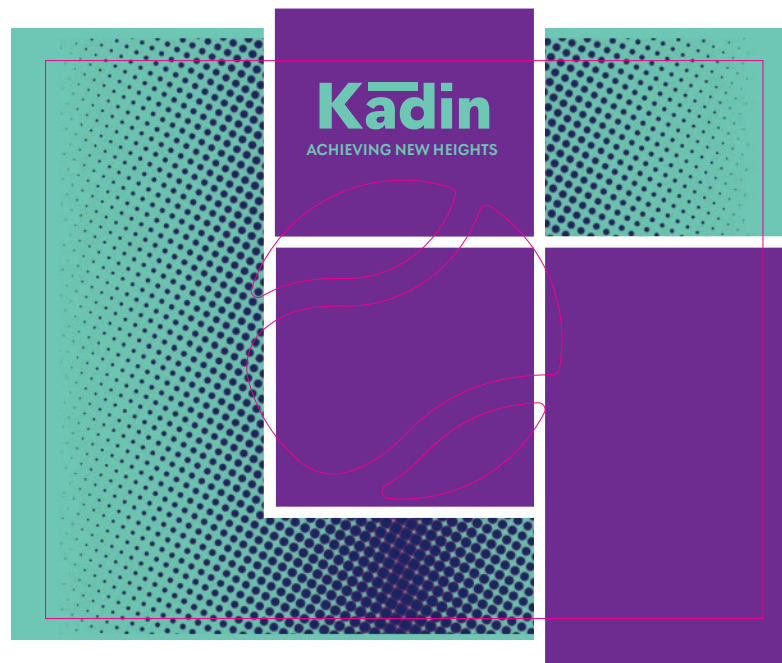
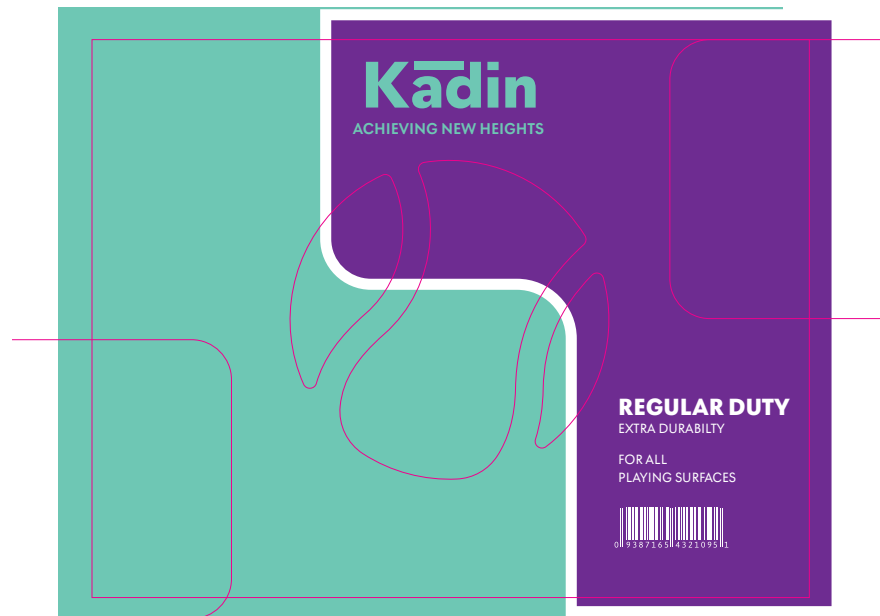
Seismic Latin VF

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG 1234567890.?!()

A really fun variable typeface. We love the sort of nonsensical nature of it and it worked really well with Ink Free.



Typeface Explorations



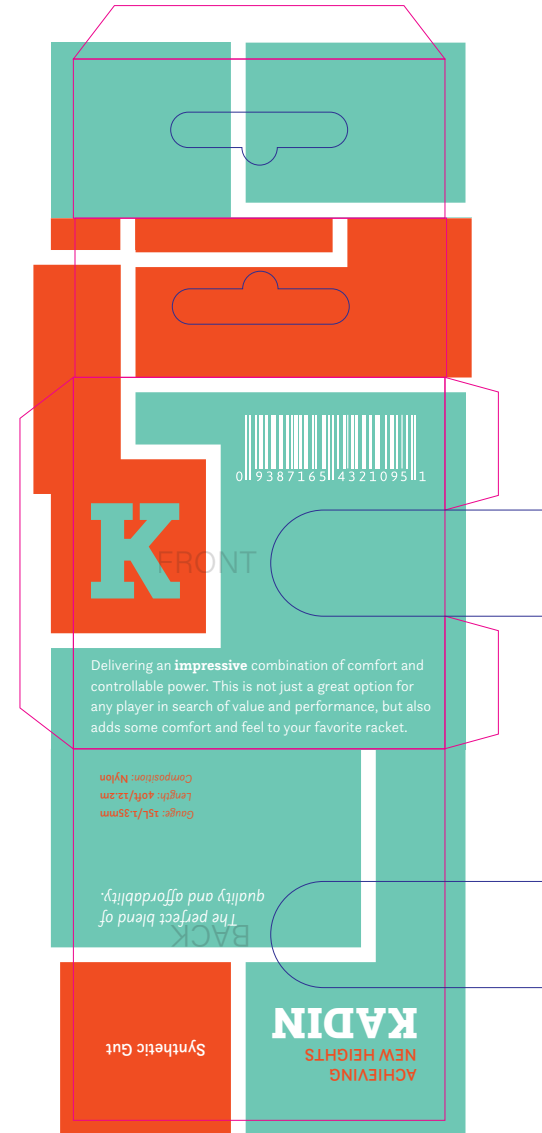
Ball Can Digital Roughs

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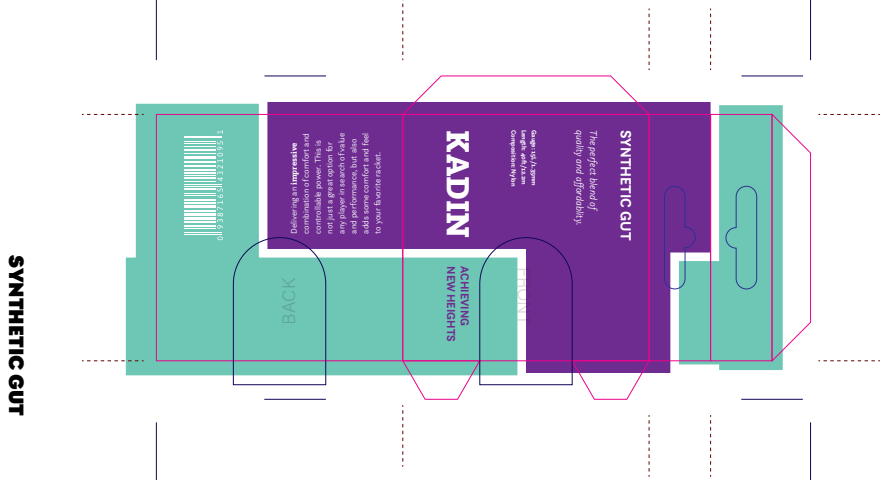
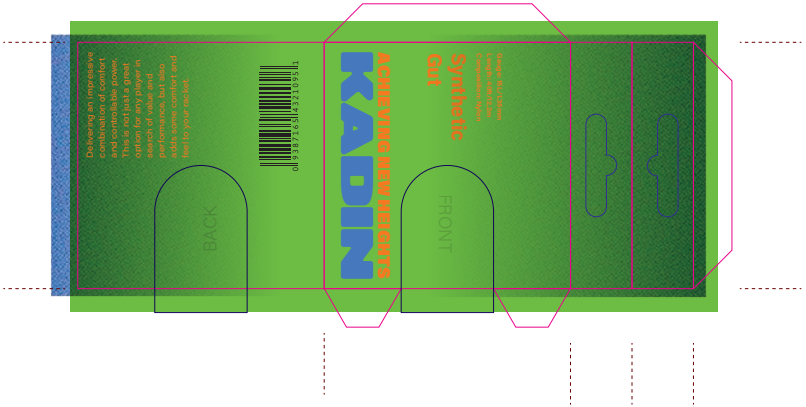
String Digital Roughs

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SYNTHETIC GUT

SYNTHETIC GUT

SYNTHETIC GUT

SYNTHETIC GUT

String Digital Roughs

SYNTHETIC GUT



String Digital Roughs



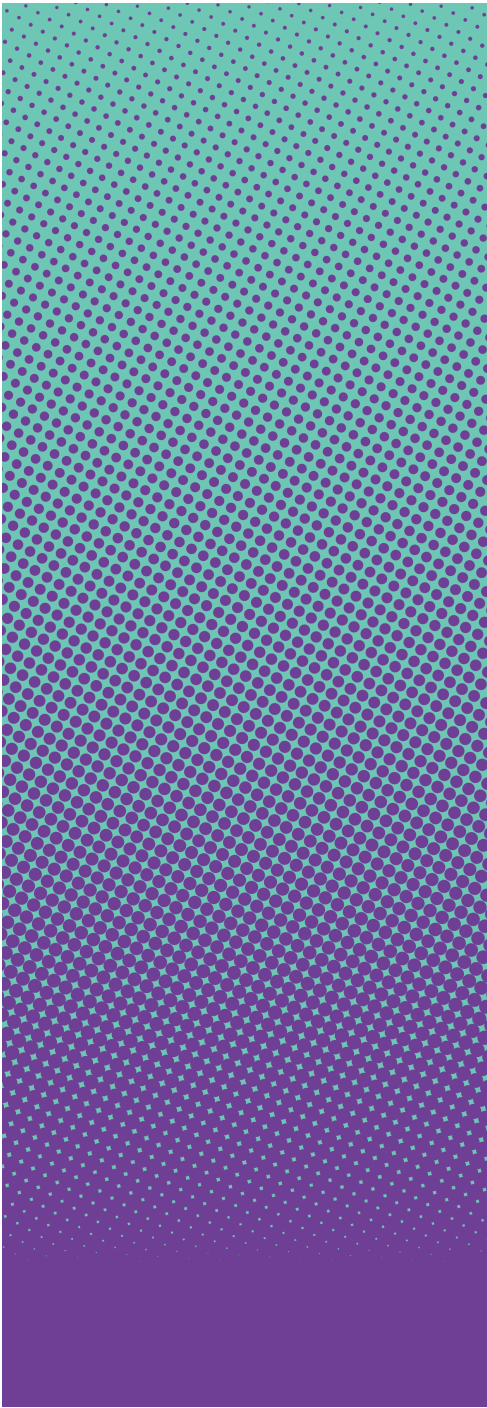
Racket Digital Roughs

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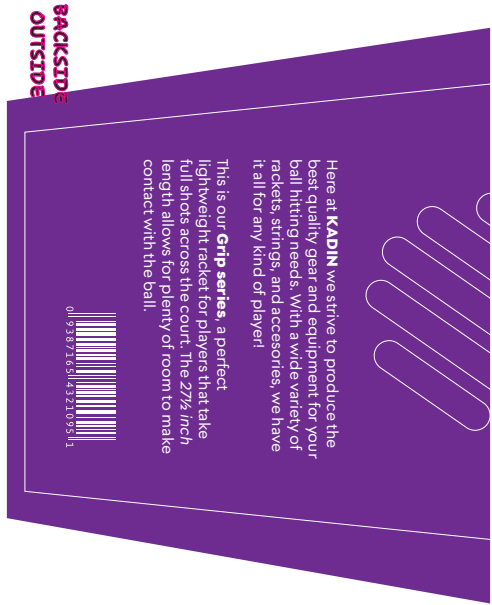
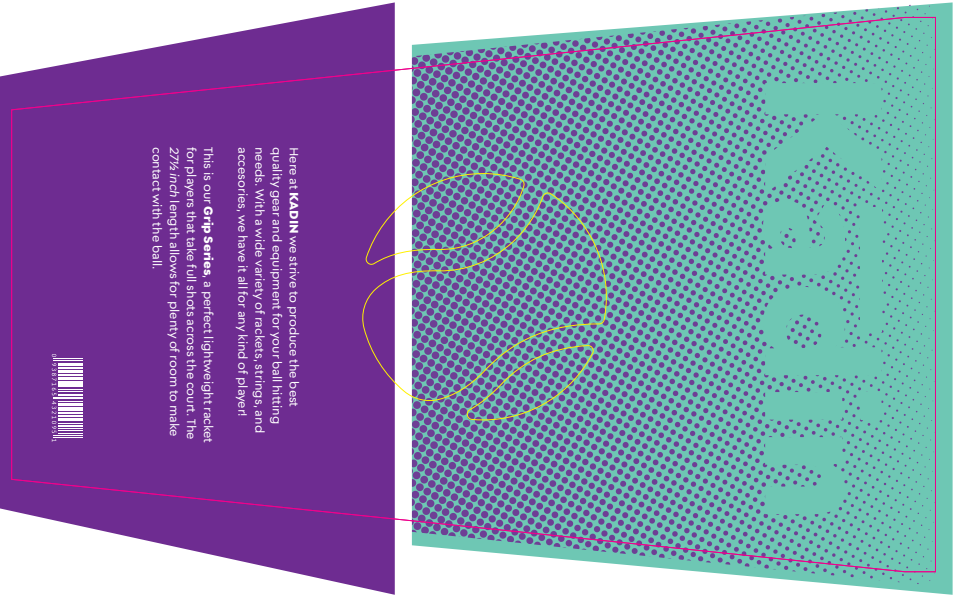
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Racket Digital Roughs





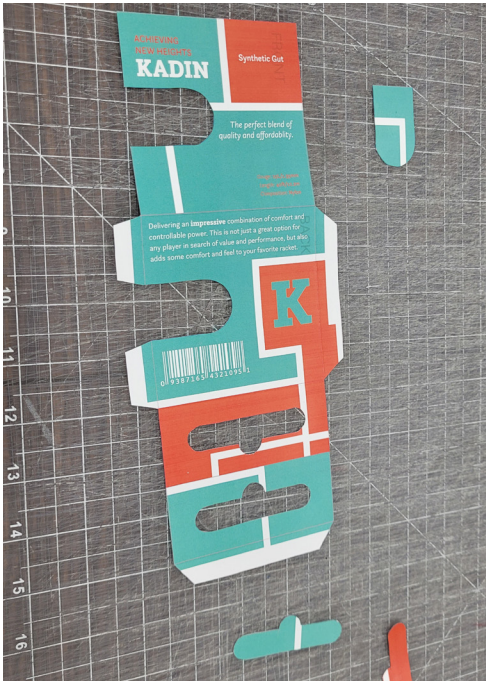
Logotype Digital Roughs

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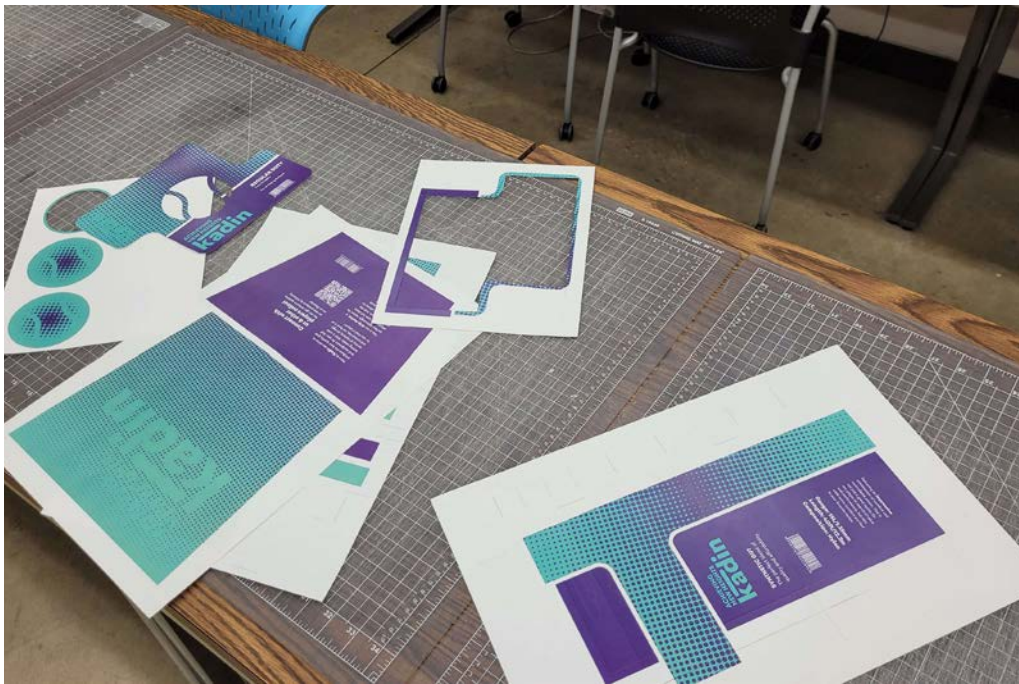
Rough Mockups

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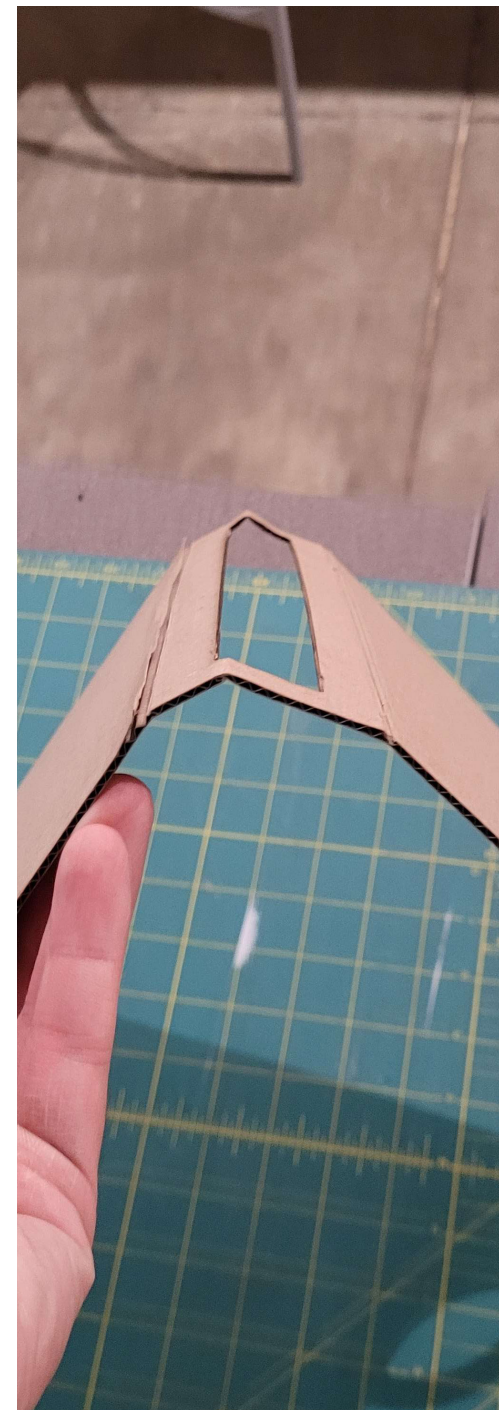
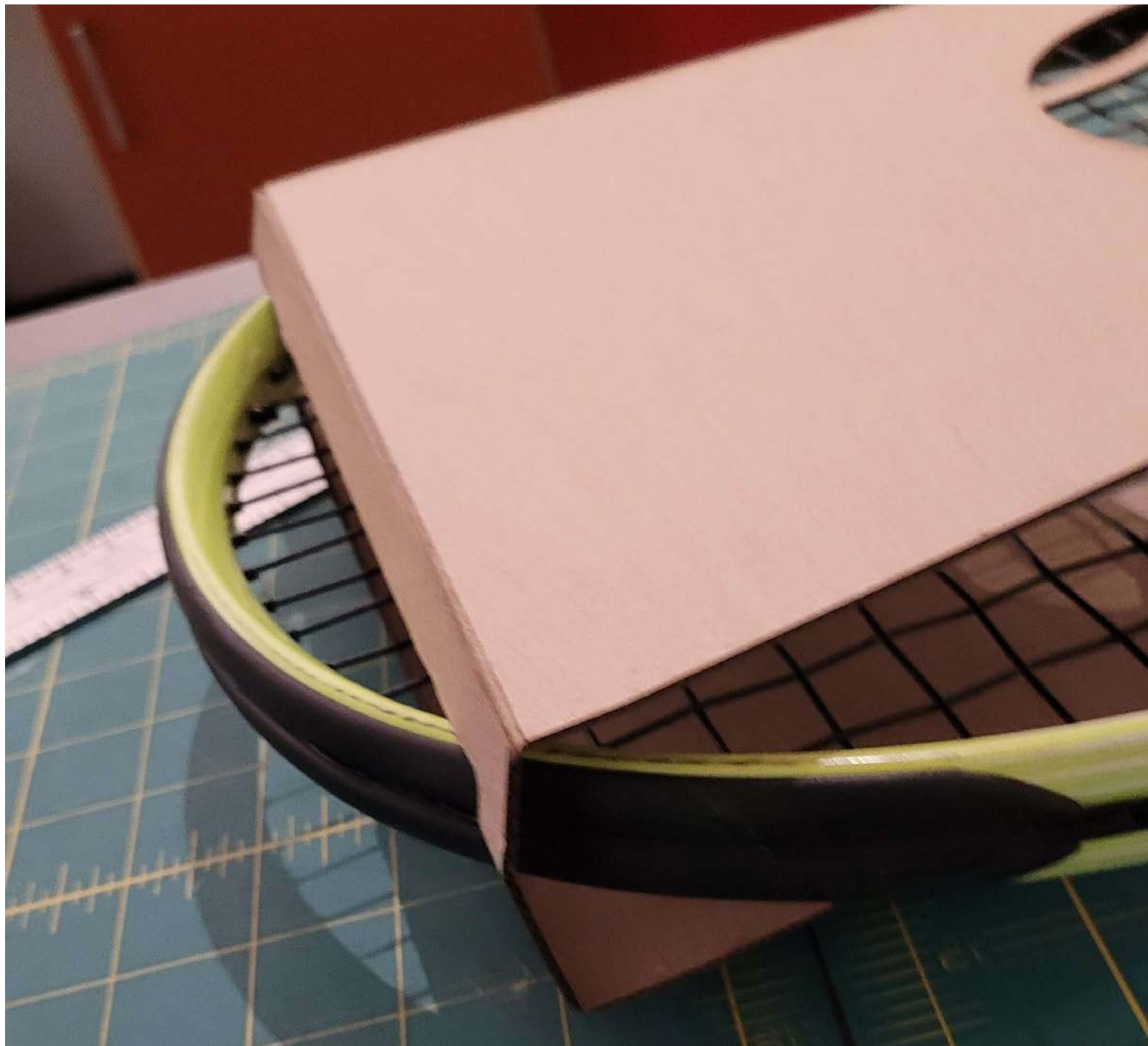
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Rough Mockups



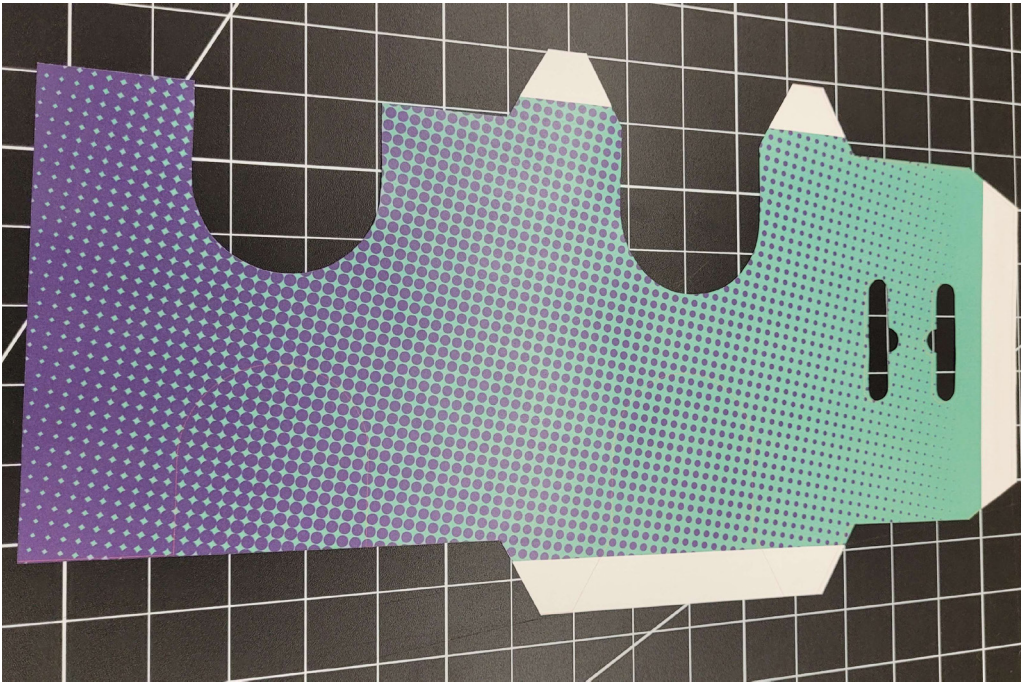
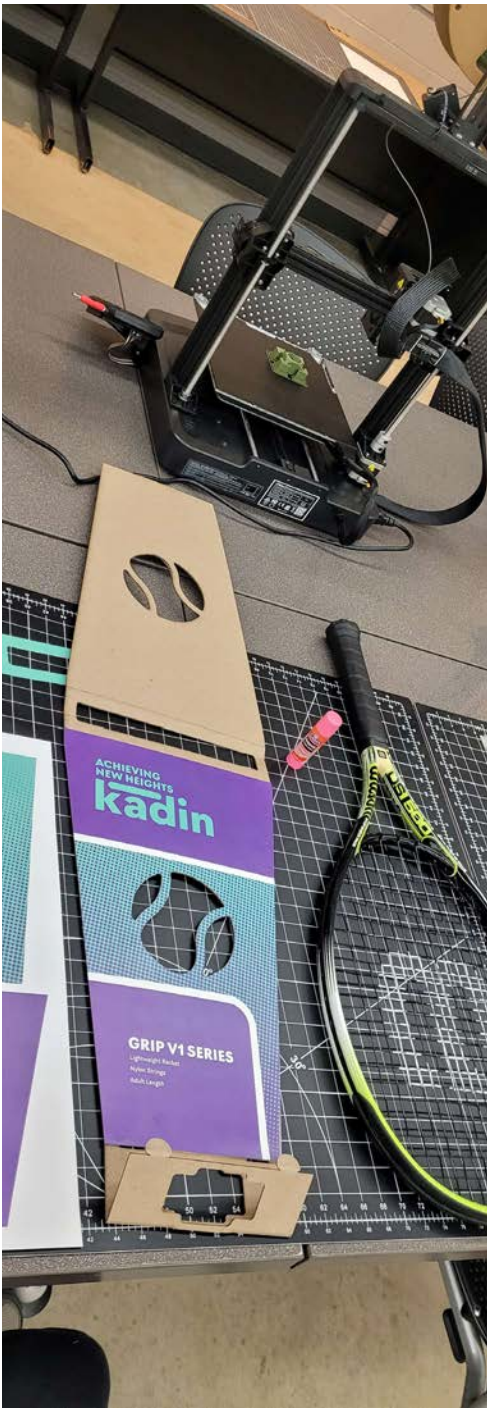
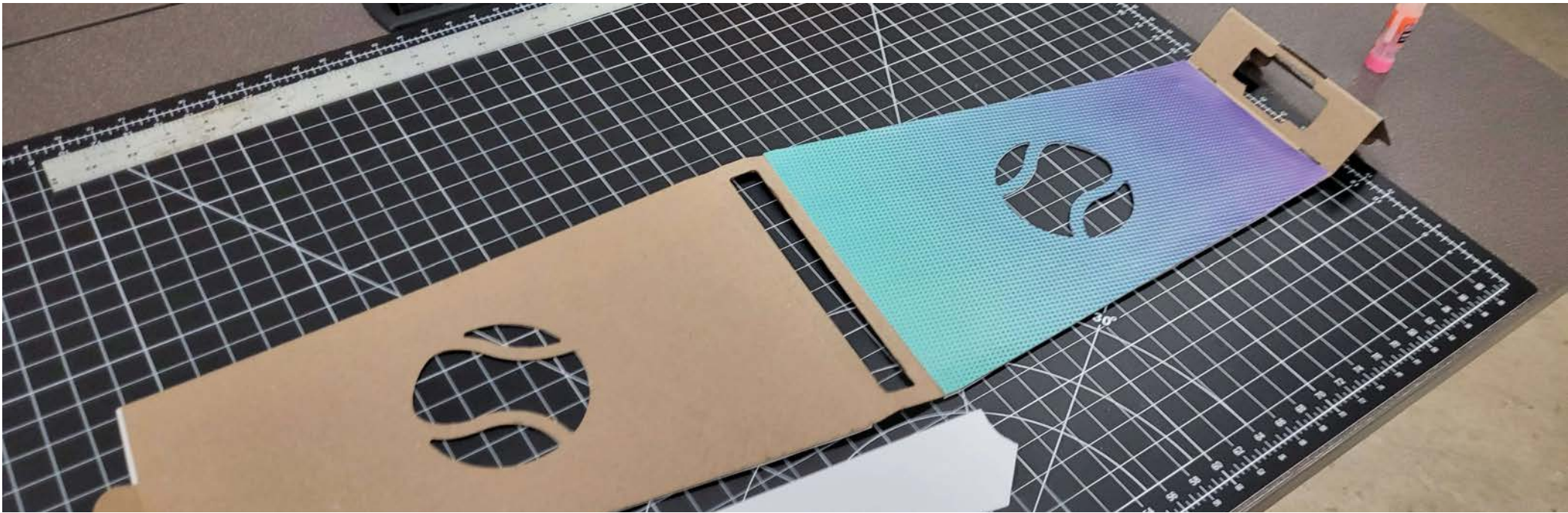
Rough Mockups

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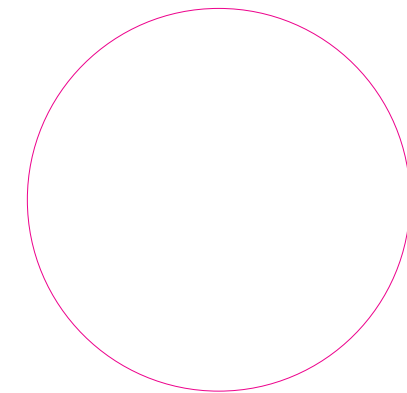
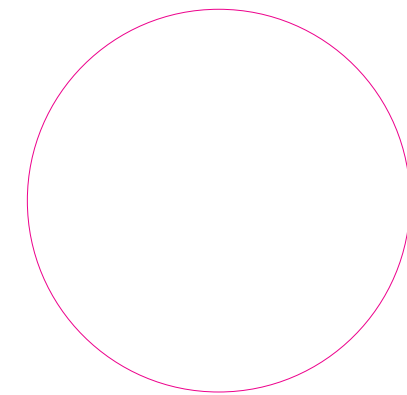
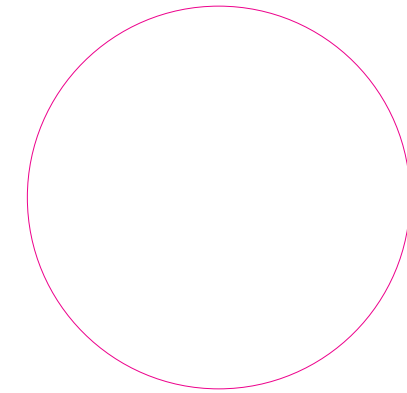
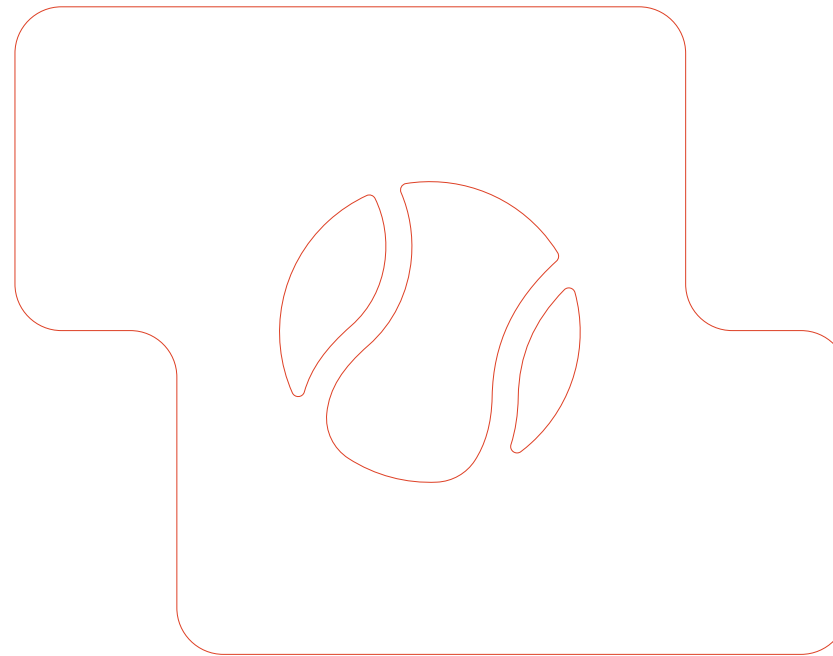
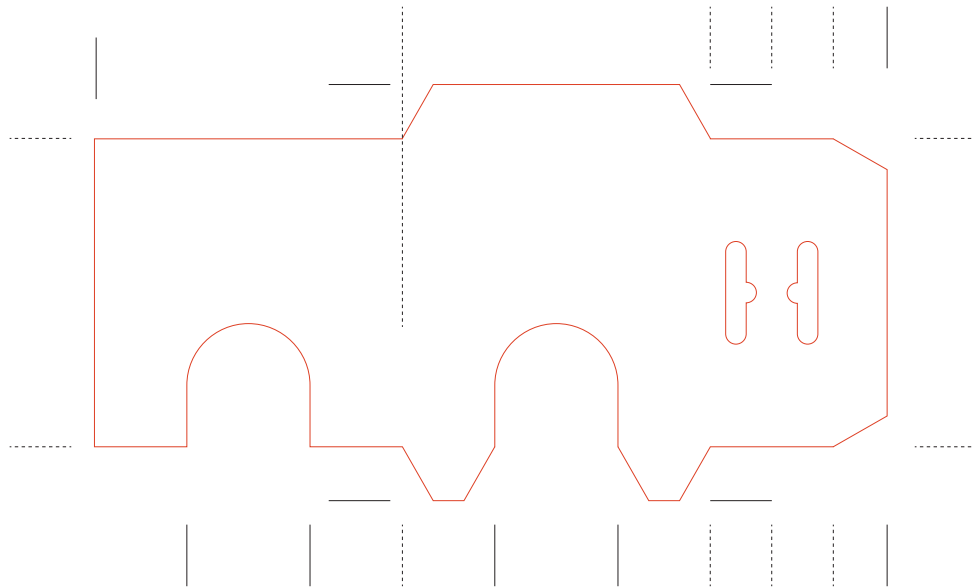
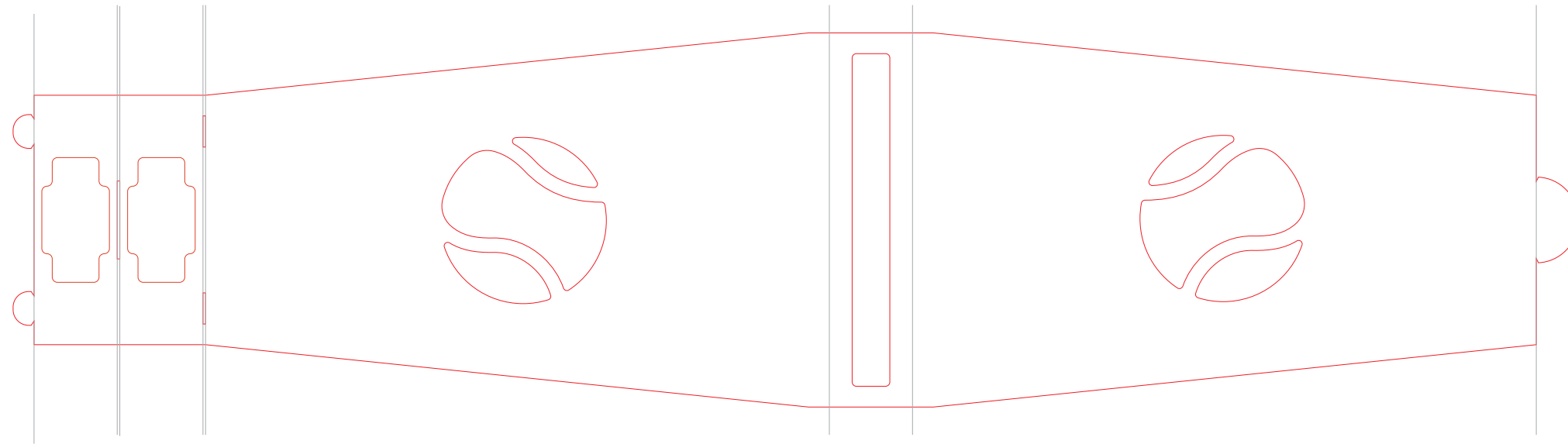
Final Art

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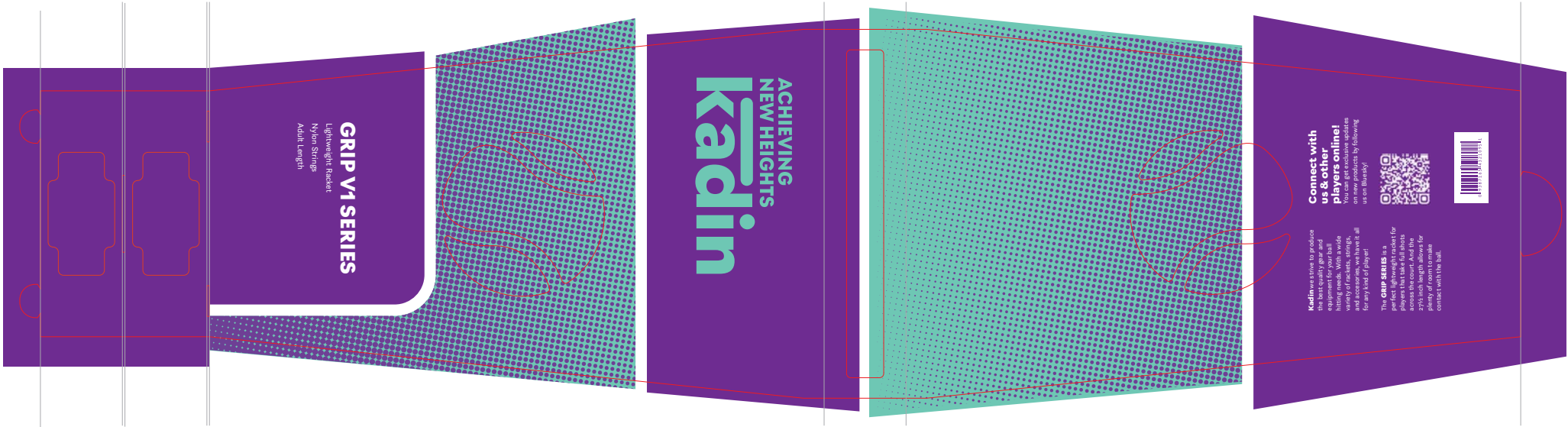
Final Dielines

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Final Mockups

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Final Mockups

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