

MAXIMALIST

Packaging
Fall 2023
Taylor Smith

The Project

While there is a trend toward eliminating packaging for consumable consumer products, there is a similar trend toward creating high-end, limited edition packaging for collectors. Think box sets of music, blue rays, literary works, etc. While digital files exist for all of these items for consumers who want to access books, video and music on electronic devices, there is a market for those consumers who desire a physical object to collect and cherish. The packaging in these cases becomes a large part of the desirability/marketability of the product. The packaging itself becomes an art object.

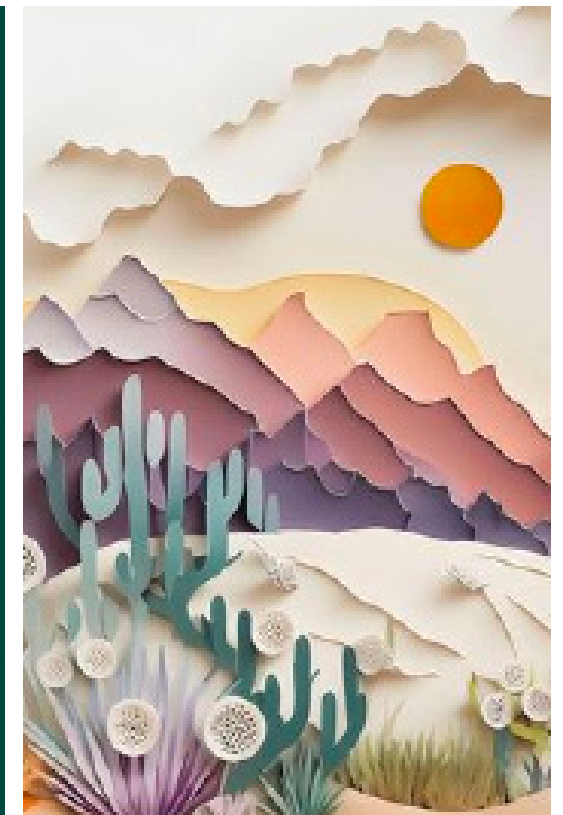
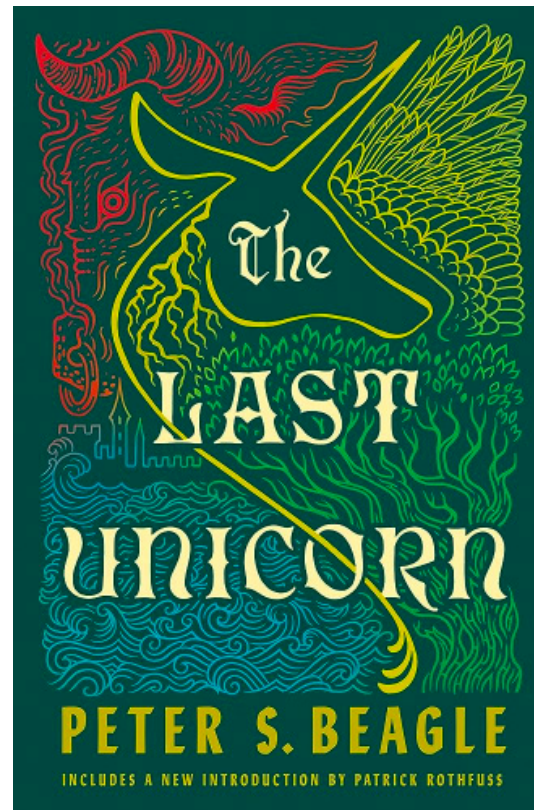
MAXIMALIST | OPTION #1

Theme: The Last Unicorn

Items: Book & Movie

Description:

The packaging for this movie and book special edition would be a paper painting that would be displayed on a wall. The book and movie would have hidden compartments behind the frame of the "painting."



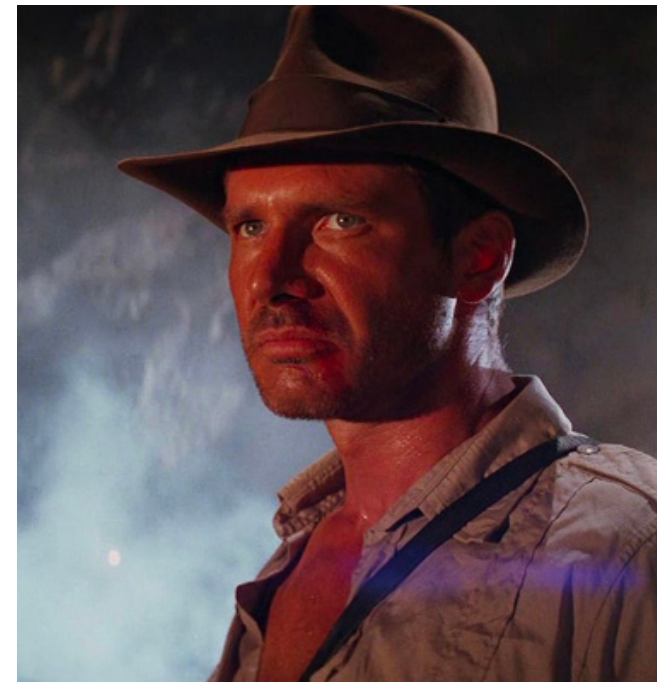
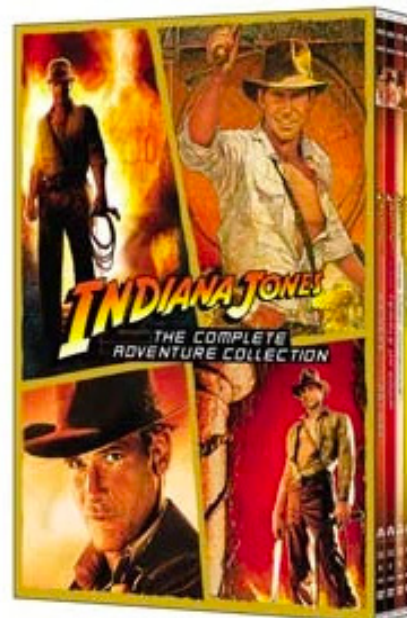
MAXIMALIST | OPTION #2

Theme: Indiana Jones

Items: 6 Movie Series

Description:

The packaging would reflect the lost ark depicted on the right, containing the 6 movies in the series. As the consumer would open the ark, a golden light would turn on to reflect what happiness in the first Indiana Jones Movie. Each movie would have a new design for the covers and there would be a "treasure map" that describe the special series.



MAXIMALIST | OPTION #3

Theme: Micheal Jackson

Items: CDs

Description: A collection of his albums that could be under the thriller or “diamond” glove theme. The albums would be Dangerous, HIStory: Past, Present and Future, Thriller, and Bad.



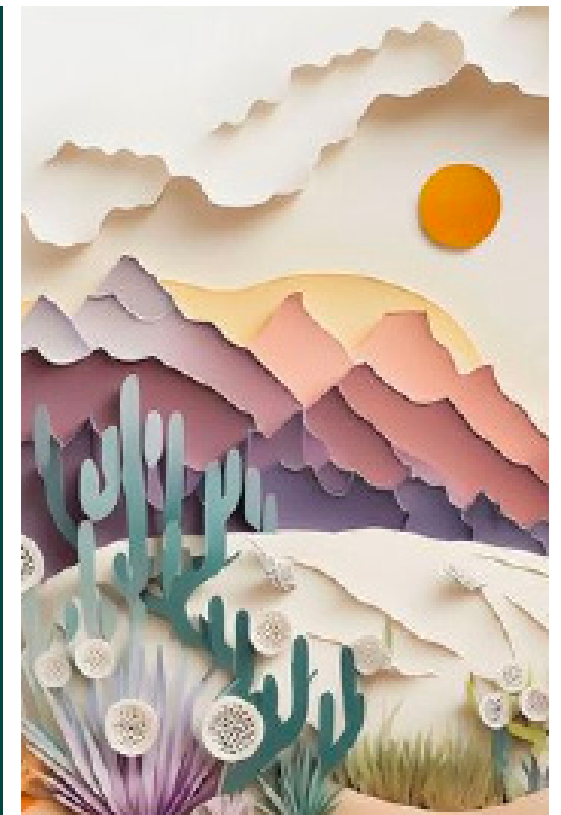
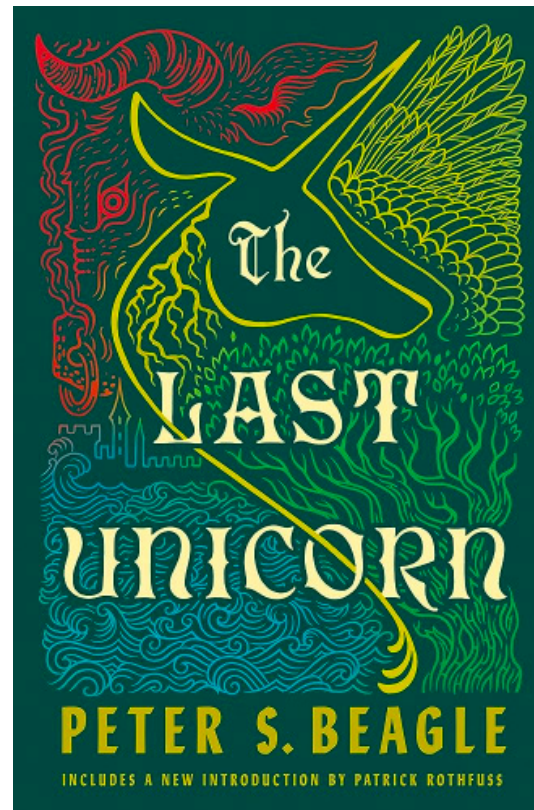
MAXIMALIST | CHOSEN CONCEPT

Theme: The Last Unicorn

Items: Book & Movie

Description:

The packaging for this movie and book special edition would be a paper painting that would be displayed on a wall. The book and movie would have hidden compartments behind the frame of the "painting."



RESEARCH

RESEARCH | THE LAST UNICORN



BOOK

Target: 12-year old

Released:1968

Recap:

The unicorn lived in a lilac wood, and she lived all alone...
...so she ventured out from the safety of the enchanted forest on a quest for others of her kind. Joined along the way by the bumbling magician Schmendrick and the indomitable Molly Grue, the unicorn learns all about the joys and sorrows of life and love before meeting her destiny in the castle of a despondent monarch—and confronting the creature that would drive her kind to extinction....

In *The Last Unicorn*, renowned and beloved novelist Peter S. Beagle spins a poignant tale of love, loss, and wonder that has resonated with millions of readers around the world.



MOVIE

Target: Adults

Released:1982

Recap:

The film was original intended for adults as the film can be scary, have sexual innuendos, and can be extremely intense. However, this has not stopped adults and children alike from enjoying the vibrant and action filled film.

RESEARCH | HISTORY

EUROPEAN UNICORN

“Once upon a time, a hunter in the forest saw a brilliant white unicorn in the distance, emerging from a river and gleaming like the moon. Enchanted by the sight, the hunter called together his friends and gave chase. But the unicorn knew that men could never catch him, so he playfully waited for the hunters to draw close before bounding out of view. After a while, the unicorn came to a stop in front of a beautiful young maiden sitting under a tree. She reached out, combed his curling mane and rubbed his horn until he lay his head in her lap. But it was a trap! Looking up at the maiden, the unicorn saw her brown eyes were filled with tears and realized her deceit too late--the dogs and men suddenly seized him and carried him away. Afterward, the maiden remained in the woods, despondent. As she leaned down to wash away her tears in the stream, a movement in the distance caught her eye: She couldn't be sure, but she thought it was the shining horn of a unicorn disappearing into the night”.

--Adapted from medieval European folktales;
Greek authors told similar stories over 2,000 years ago.

AN ANCIENT TALE

You may have heard that the one-horned unicorn is so magical that its horn can counteract poisons, and it is so elusive that no person can catch it. But did you know these unicorn stories began in ancient Greece? More than 2,000 years ago, Greek travelers told tales of unicorns living in far-off lands. As the fabulous accounts spread around the Western world, few people questioned that unicorns actually existed. Indeed, in about 300 BC, scholars translating the Old Testament from Hebrew into Greek concluded that the Hebrew term re'em referred

to a unicorn. Even early naturalists considered the unicorn to be a living animal: Several ancient catalogues of animals of the world include unicorns and describe them as solitary beasts that often battle lions and elephants.

- White coat--but some early authors and artists described it as yellowish red, or even brown.
- Usually a horse's body, often with cloven hooves like a goat; sometimes the entire body looks like a goat's.
- Long, white spiraled horn--but early Greek naturalists described a shorter, blunter horn colored red, black and white.
- Goat's beard.
- Tail of a lion--but some descriptions include the tail of a horse, goat, or boar.

“There are wild elephants and plenty of unicorns, which are scarcely smaller than elephants. They have the hair of a buffalo and feet like an elephant's. They have a single large, black horn in the middle of the forehead... They have a head like a wild boar's and always carry it stooped towards the ground. They spend their time by preference wallowing in mud and slime. They are very ugly brutes to look at. They are not at all such as we describe them when we relate that they let themselves be captured by virgins.”

--Italian explorer Marco Polo, c. AD 1300, most likely describing a Sumatran rhinoceros A Magical Horn

SEA UNICORNS

Many stories of unicorns refer to the magical properties of their horns, a claim first made by a Greek physician named Ctesias nearly 2,000 years ago. Those lucky enough to possess a horn might take advantage of its wide range of healing properties, from detecting and neutralizing poisons and curing fevers to prolonging youth and acting as an aphrodisiac.

Narwhals are small whales from the icy channels of northern Canada and northwestern Greenland.

Narwhals are sometimes called sea unicorns because of the enormous tusk that grows from the upper jaw in males.

Some scientists have speculated that narwhal tusks, which can grow almost as long as three meters (about 10 feet), might be enormous sensory organs that can detect subtle changes in temperature and pressure.

UNICORN BEER!

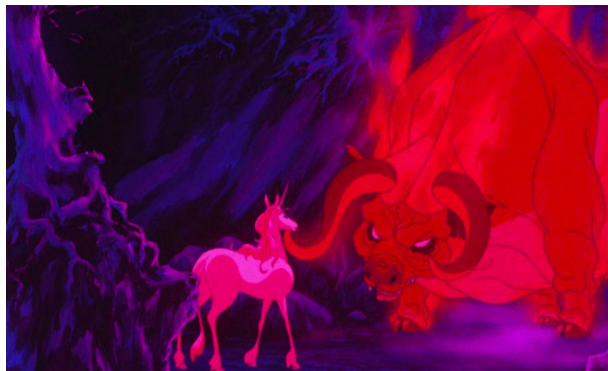
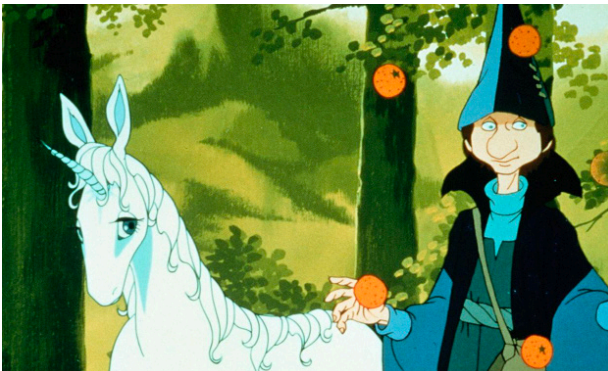
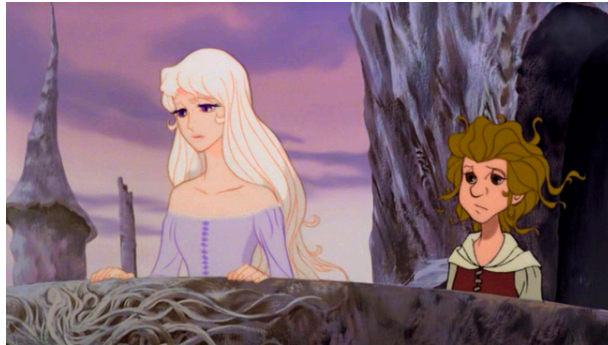
In Japan, the unicorn is called the kirin and is the symbol and name of a popular beer. The word kirin has also come to mean “giraffe” in modern Japanese, perhaps owing to an earlier confusion: In 1414, Cheng Ho, the returning leader of an expedition to Africa, presented to the Chinese emperor a live “unicorn” that was, in fact, a giraffe.

RESEARCH | MAIN COLORS



- 9766db
- ba87c9
- 231f20
- b8d3de
- dc002c

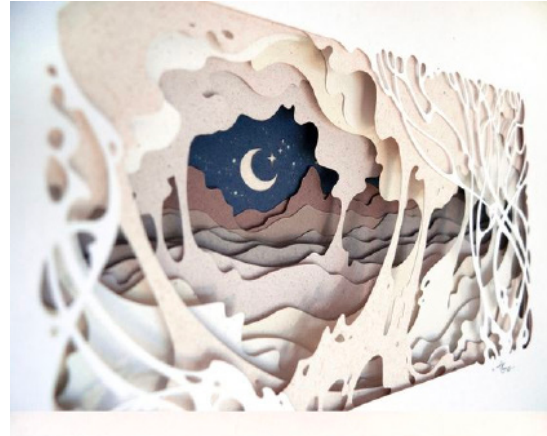
RESEARCH | MOVIE STILLS



RESEARCH | HISTORICAL



RESEARCH | PAPER PAINTING



RESEARCH | PAPER PAINTING



RESEARCH | PAPER PAINTING

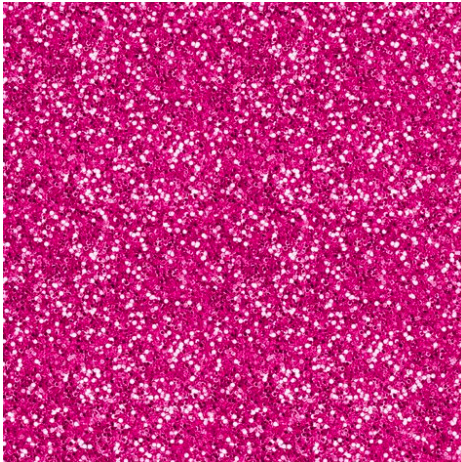


I really enjoyed this inspiration to the left because of its utilization of flatter paper and the color scheme. I also thought the flourishes and clouds were giving the fantasy feeling that I was trying to achieve.

RESEARCH | BOOK PACKAGING



RESEARCH | MATERIAL CONCEPTION



SKETCHES

SKETCHES | LOGO

THE Last
Unicorn

unicorn unicorn

THE LAST
Unicorn

Unicorn

unicorn
↑

Uniorn

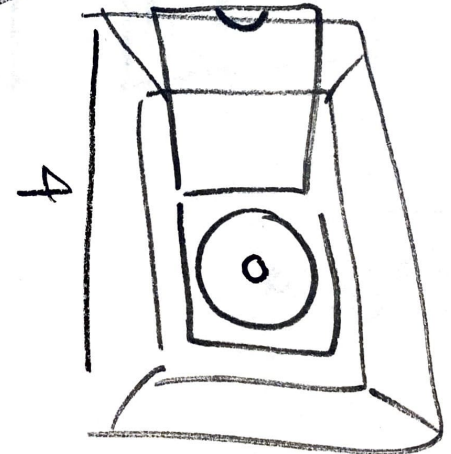
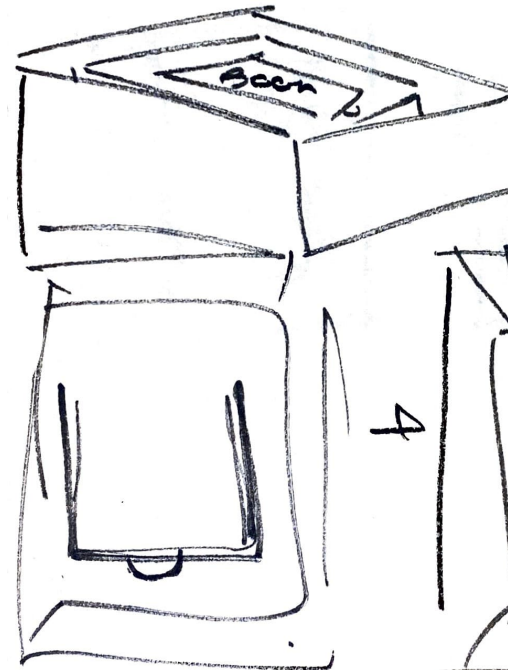
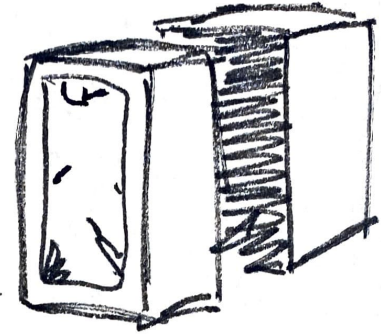
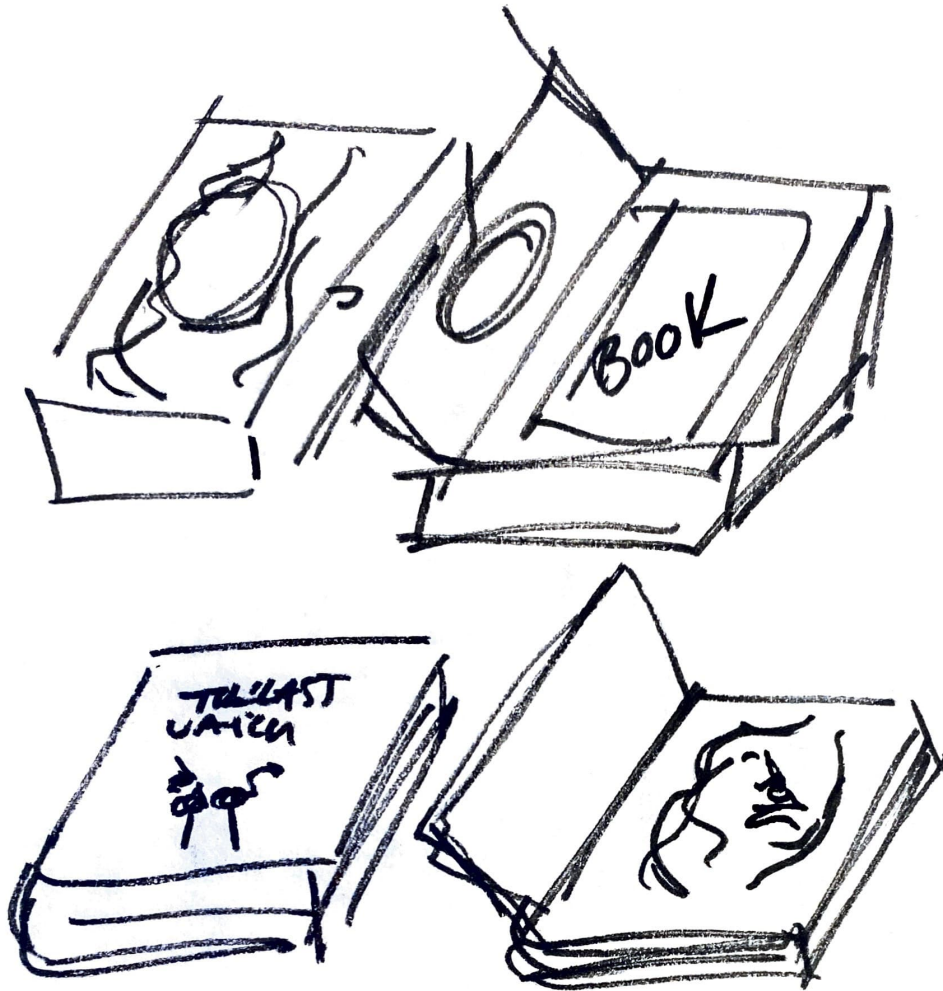
unicorn
↑

Unicorn

SKETCHES | BOX DESIGN

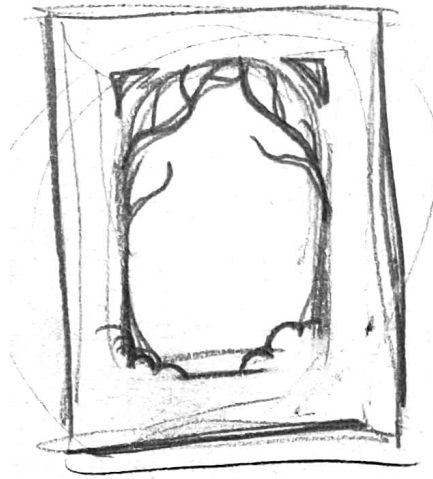


SKETCHES | BOX DESIGN



SKETCHES | PAPER ART

Cover

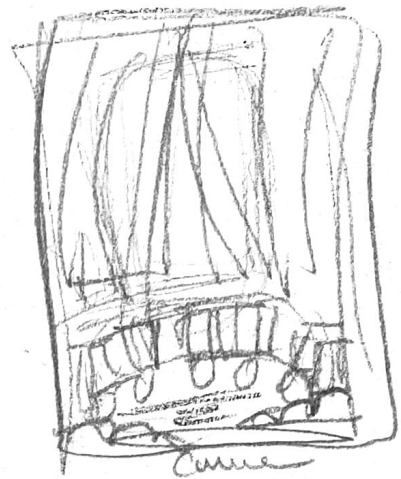


1



4 Forest

2

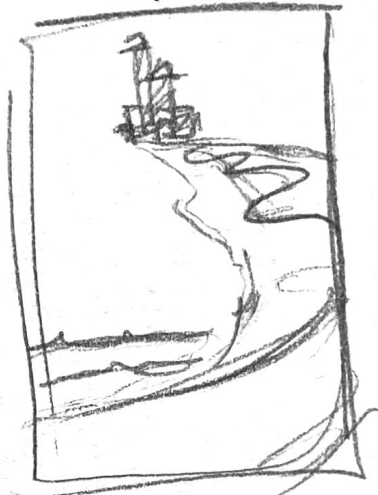


Come
BOOK

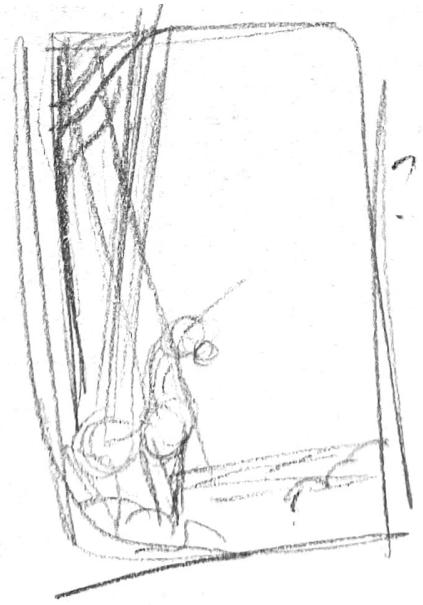
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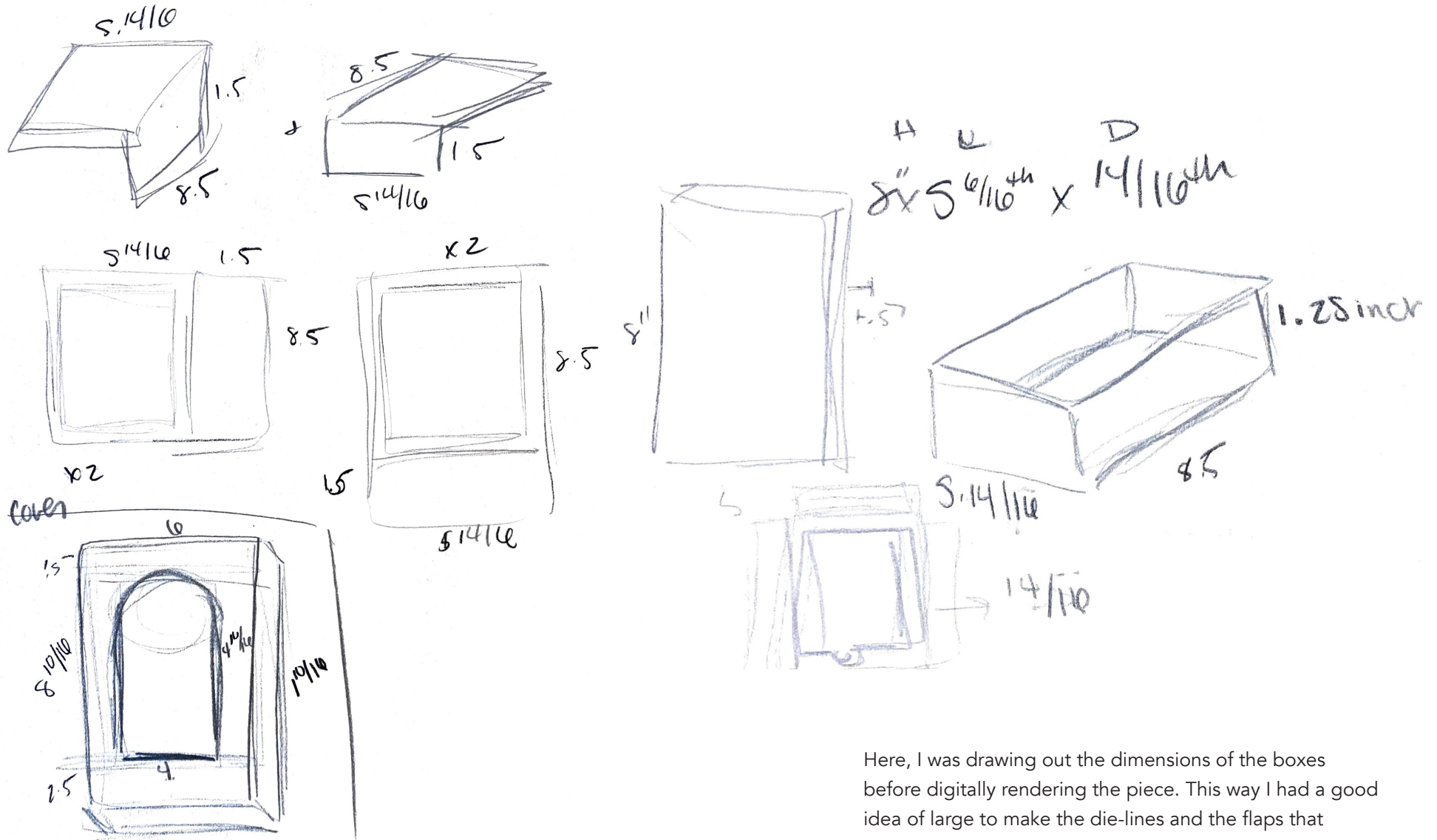
Bull



Castle



SKETCHES | BOX DIMENSIONS



Here, I was drawing out the dimensions of the boxes before digitally rendering the piece. This way I had a good idea of large to make the die-lines and the flaps that supported the artwork.

FONTS & COLORS

FONTS

Magero

The LAST UNICORN

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

Lust Script

The Last Unicorn

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

Fleur

THE LAST UNICORN

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

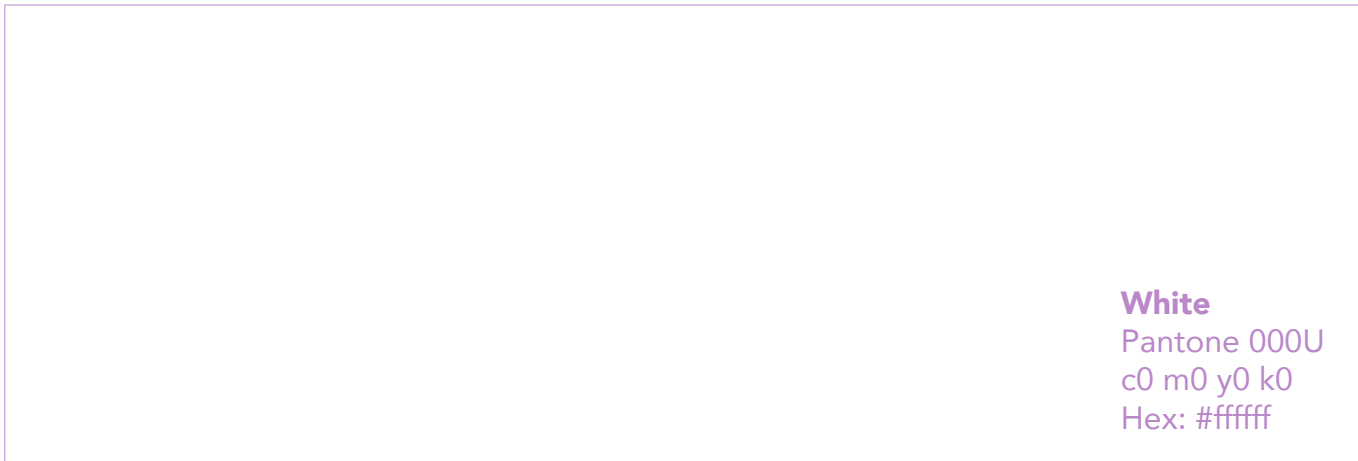
Lust

The LAST UNICORN

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

COLOR



LOGO

Main

THE LAST
UNICORN

The main logo consists of the words "THE LAST" stacked above "UNICORN". The text is rendered in a purple, elegant serif font. The word "UNICORN" is significantly larger than "THE LAST". There are three decorative four-pointed stars in a purple color: one above the letter 'T', one to the right of the word "LAST", and one to the right of the word "UNICORN".

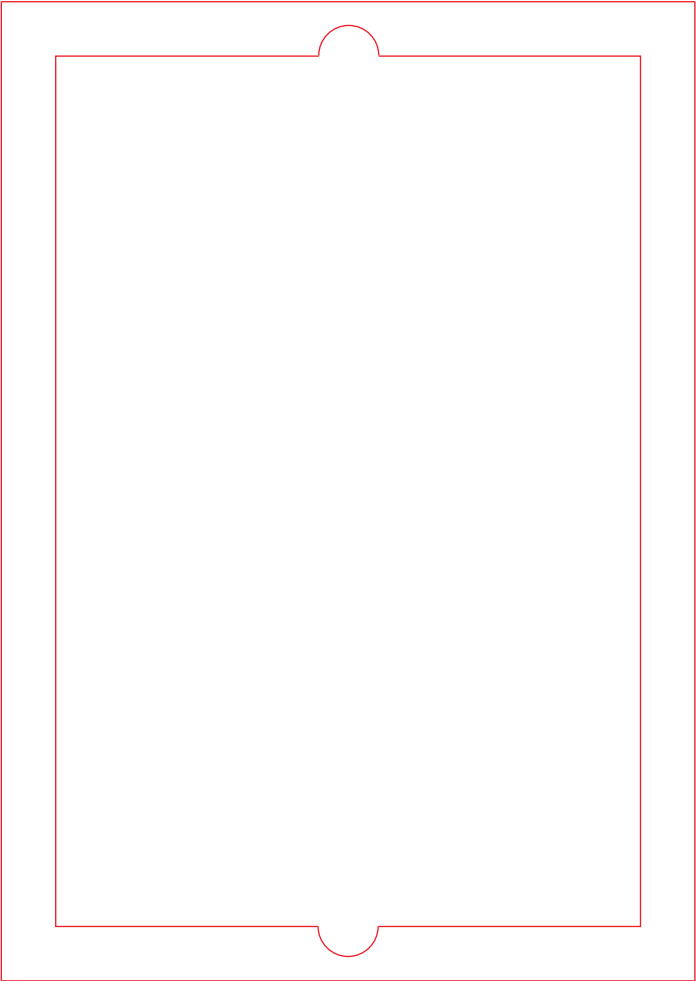
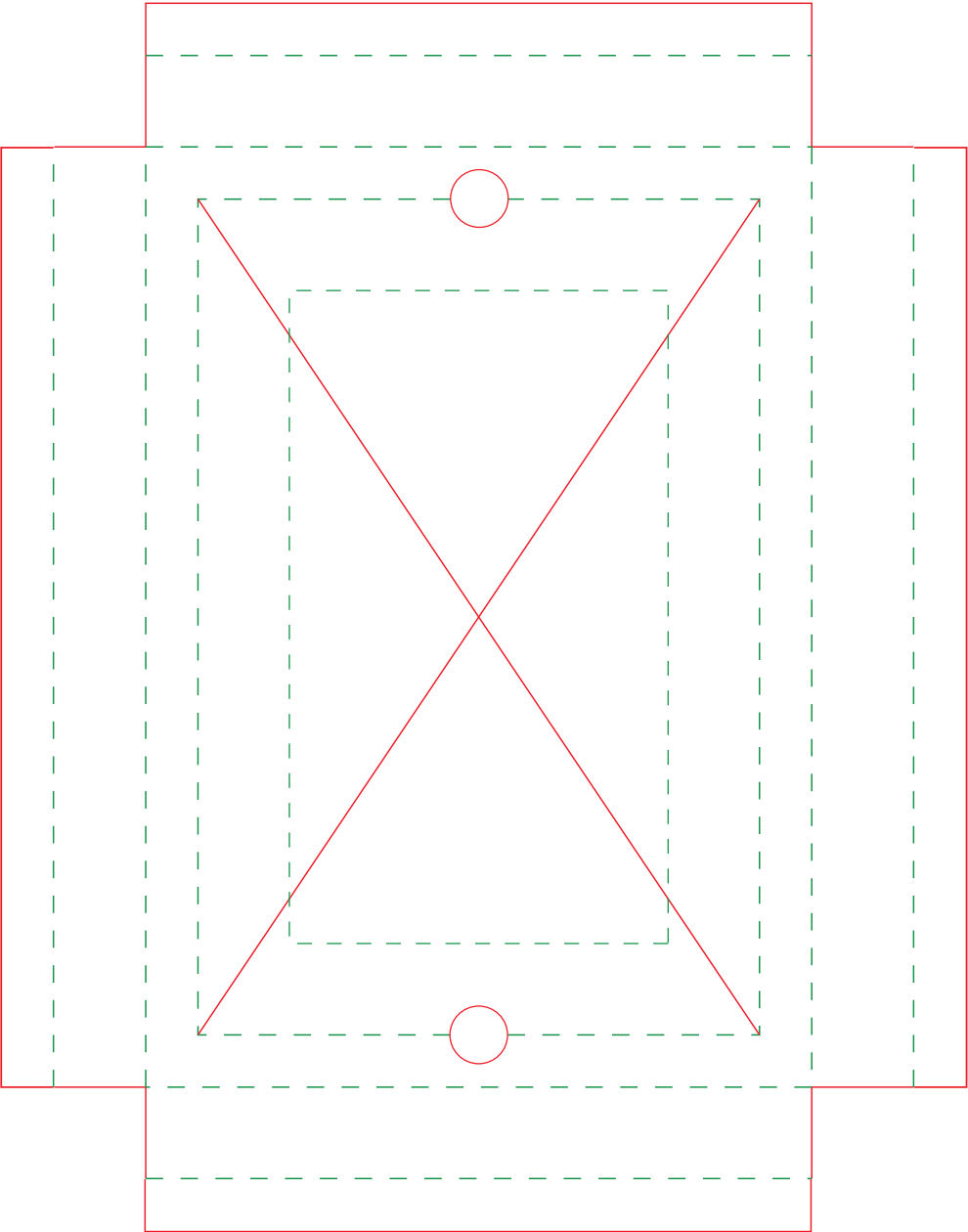
Horizontal

THE LAST UNICORN

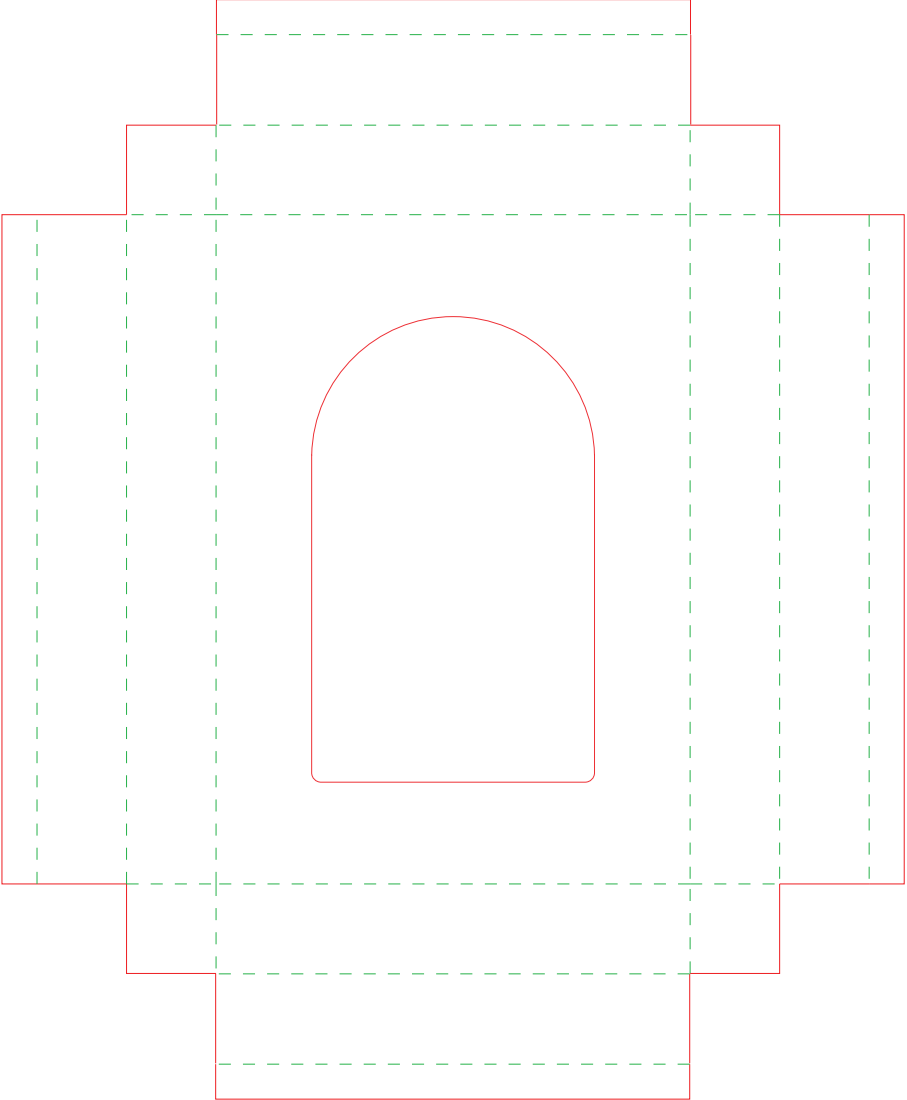
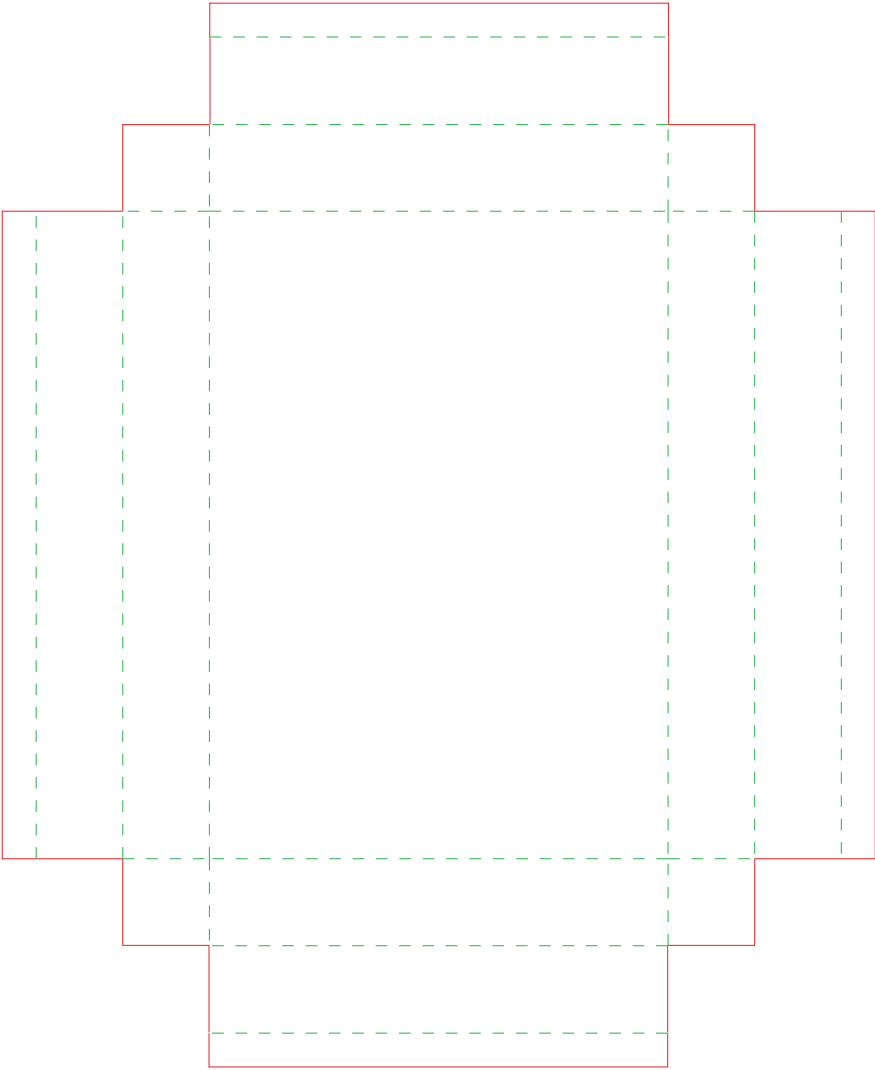
The horizontal logo features the words "THE LAST UNICORN" in a purple, elegant serif font. The words are arranged on a single line, with "THE LAST" and "UNICORN" separated by a wide space.

DIELINES

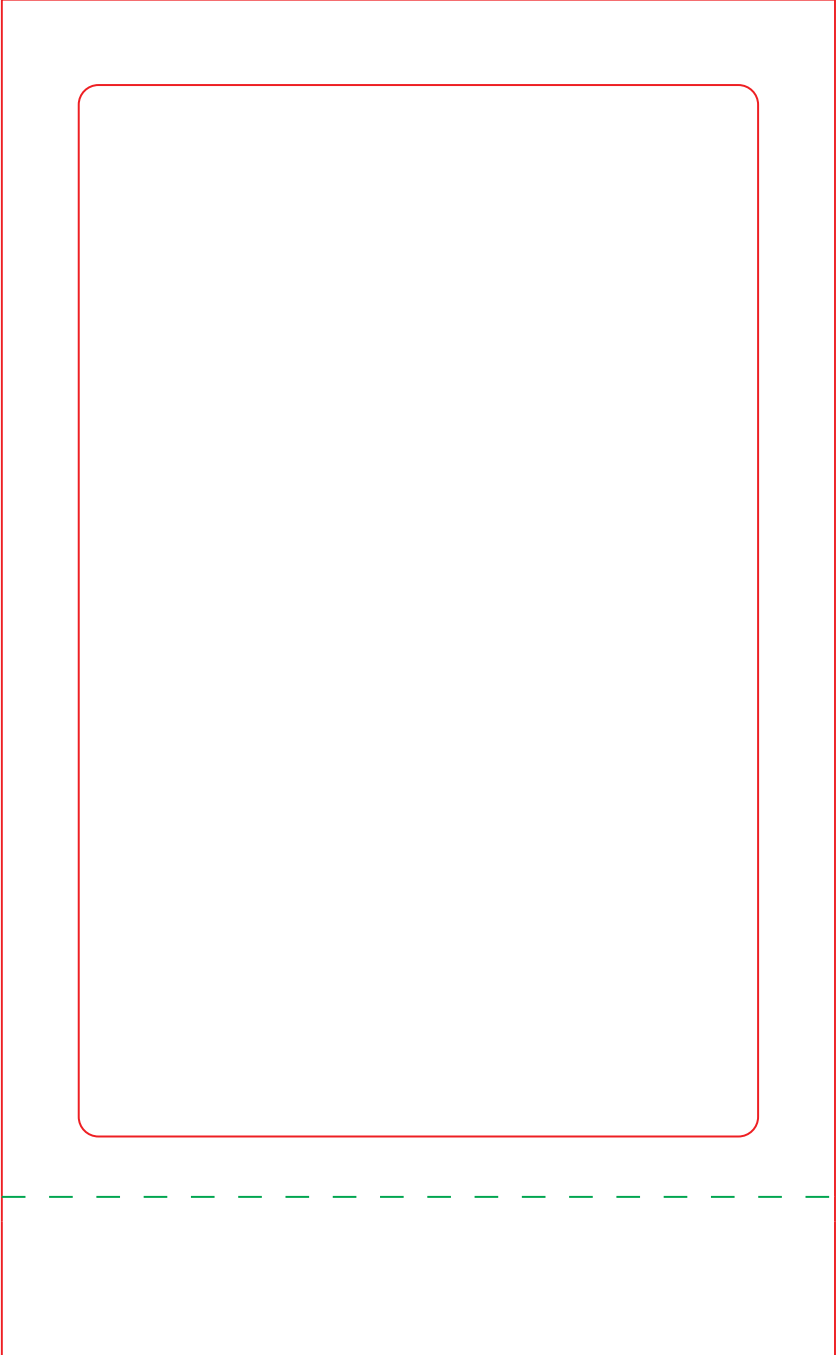
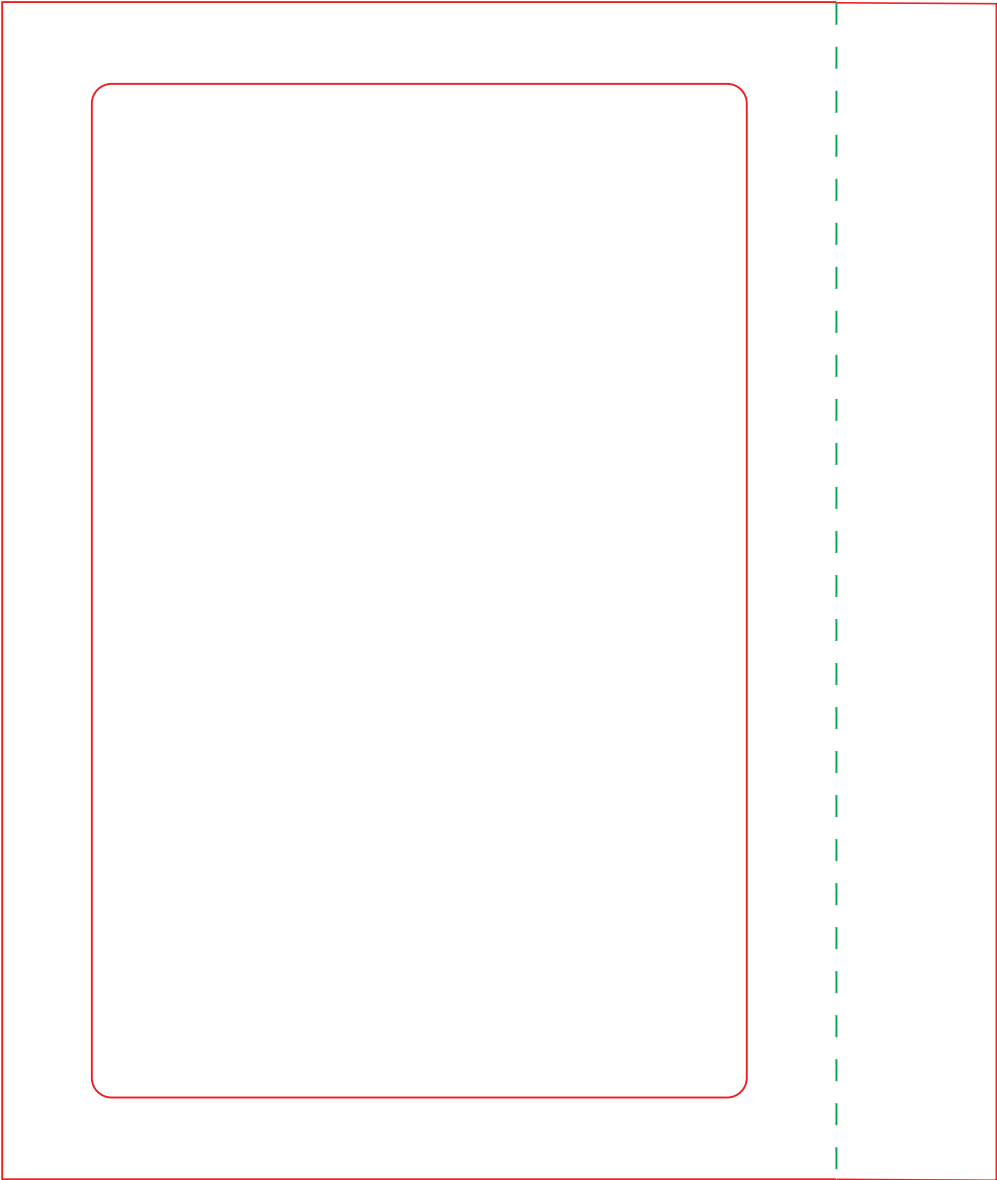
DIELINES | BOOK HOLDER



DIELINES | BACK & FRONT

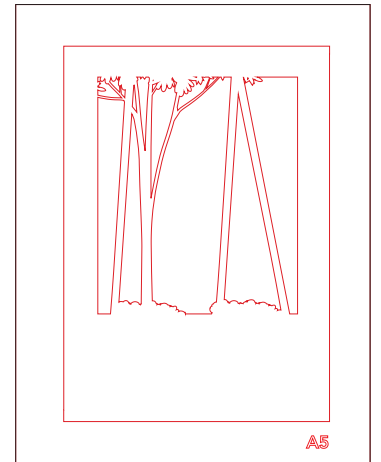
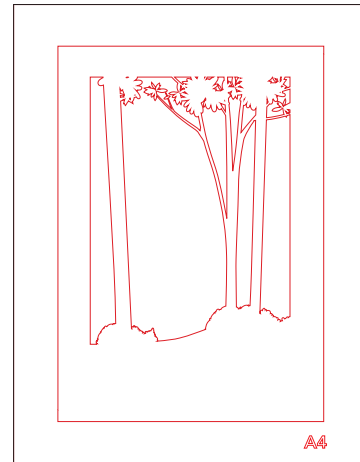
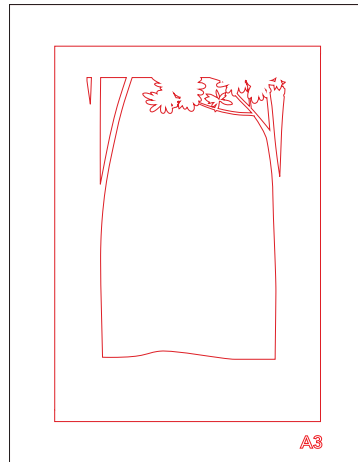
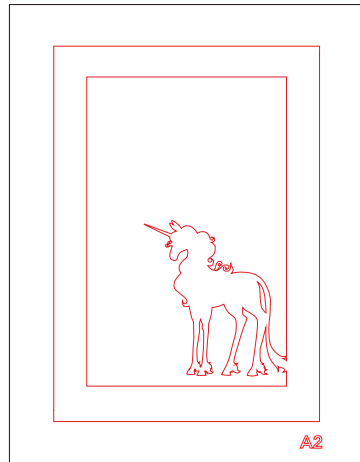
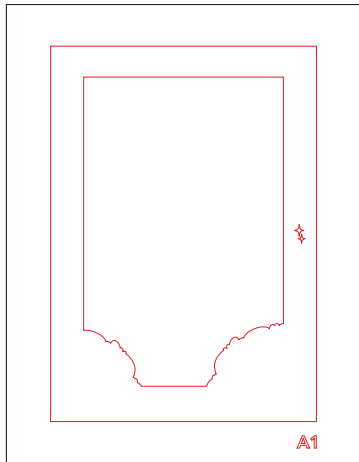


DIELINES | PAPER ART FLAPS

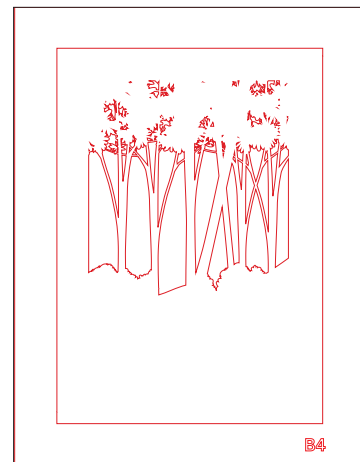
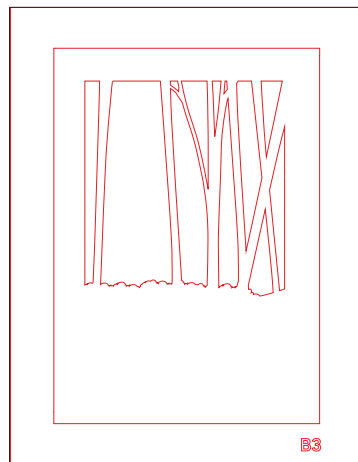
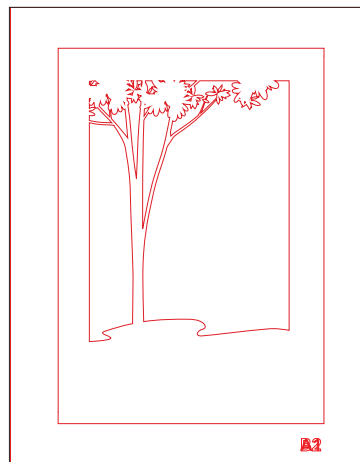
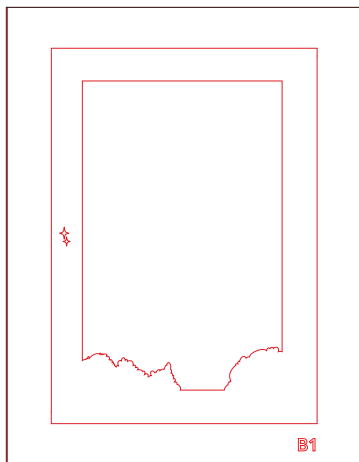


DIELINES | PAPER ART

Unicorn Layer

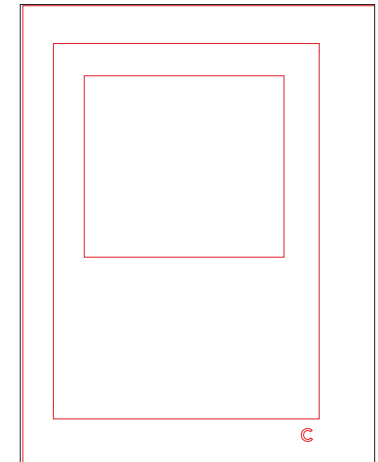
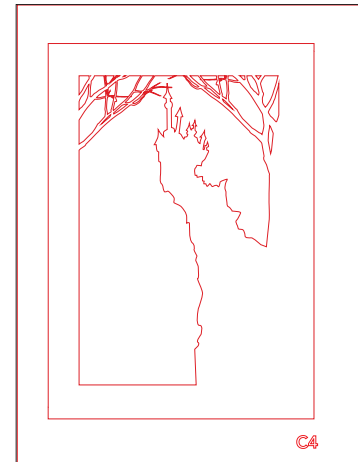
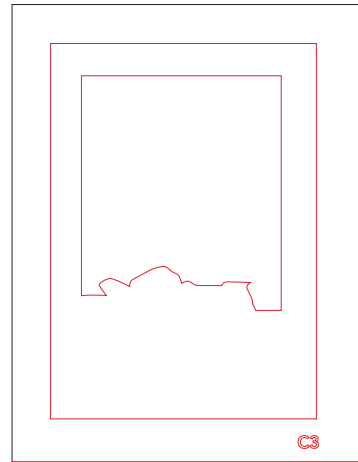
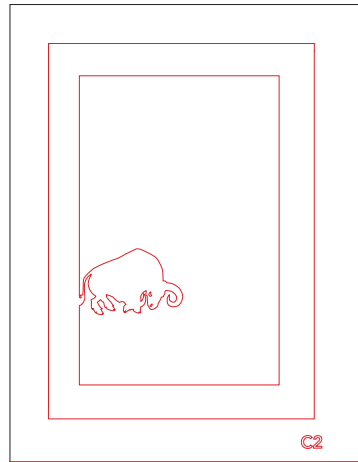
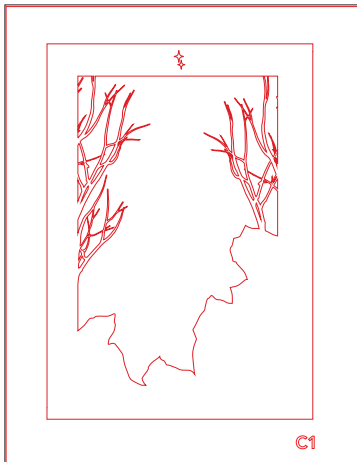


Character Layer

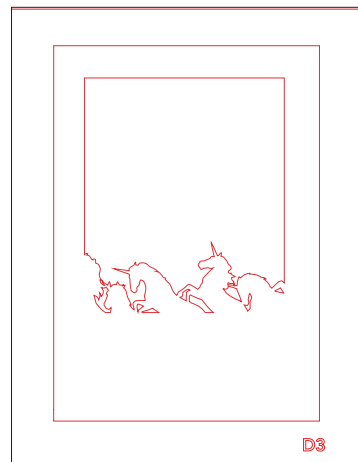
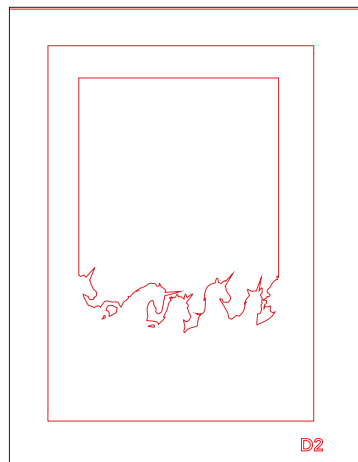
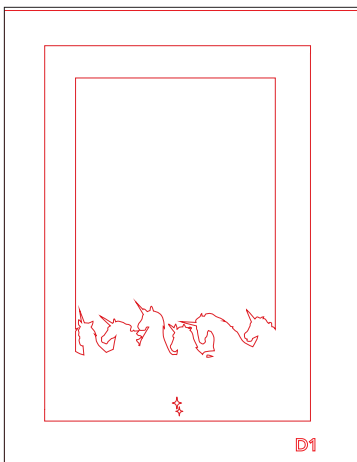


DIELINES | PAPER ART

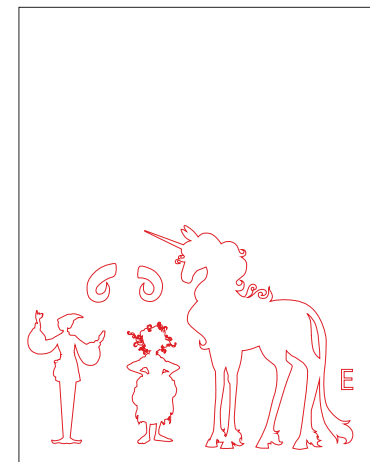
Bull Layer



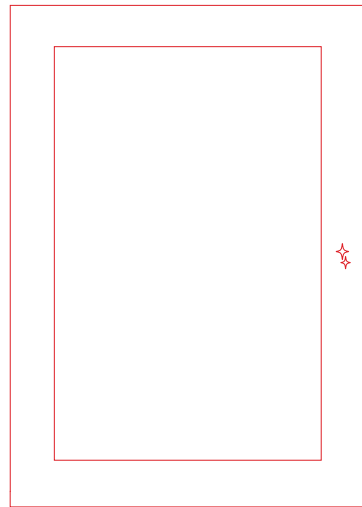
Sea Layer



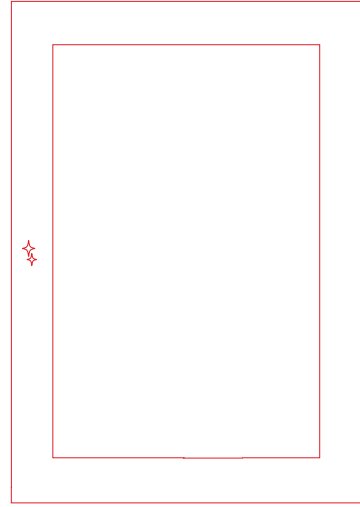
Characters



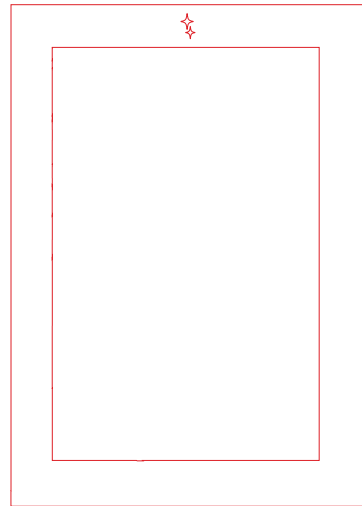
DIELINES | WHITE OVERLAY



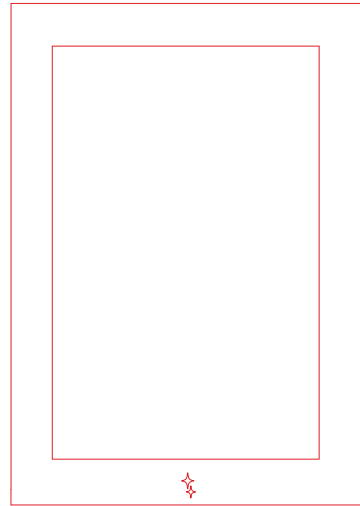
A1



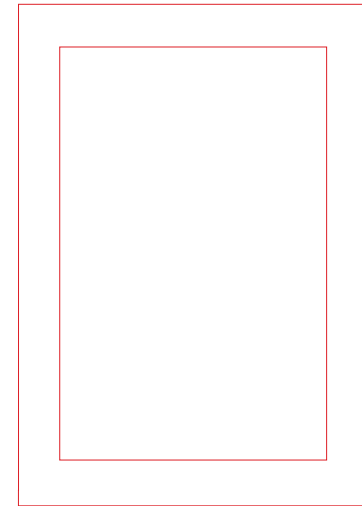
B1



C1



D1



MOCK-UPS

MOCK-UPS | TRIAL #1



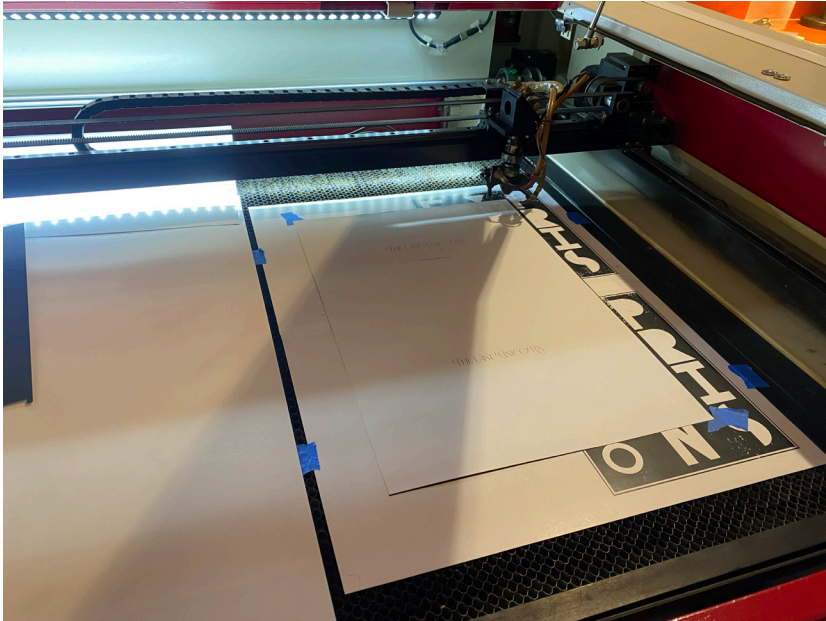
This first mock-up was to done to check the sizing of the box, inert, and artwork. At this stage, I realized the base box was too large and that I needed to design the insert to hold the book still.

MOCK-UPS | TRIAL #2

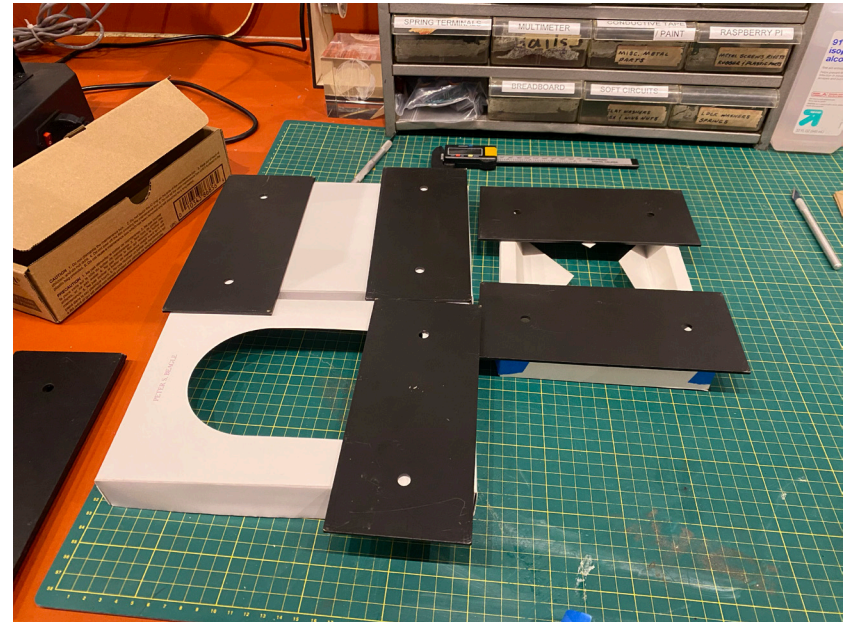


This phase confirmed the sizing and that the insert supported the book.

MOCK-UPS | PROCESS



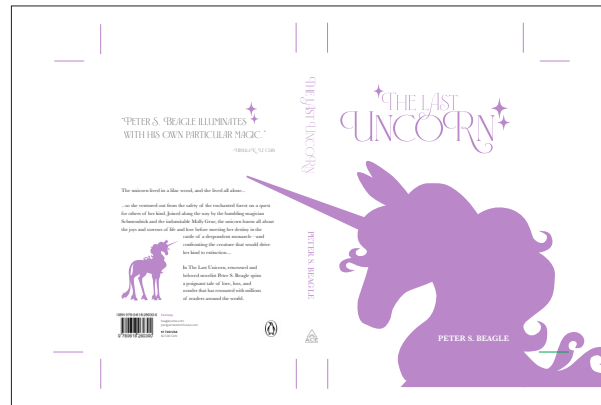
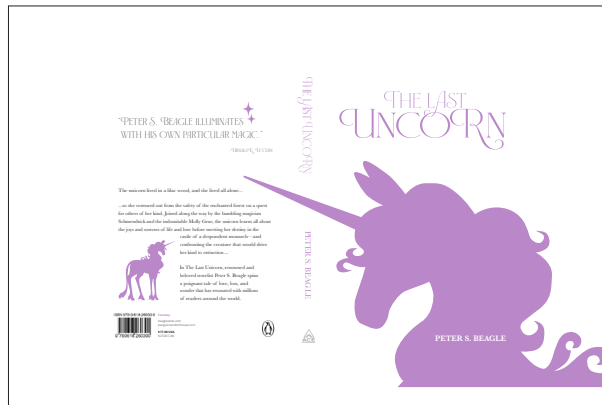
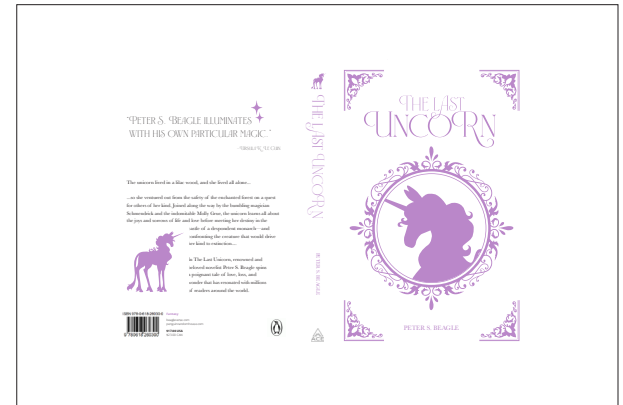
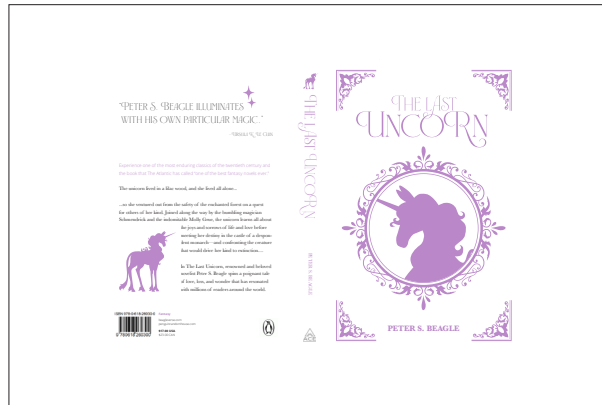
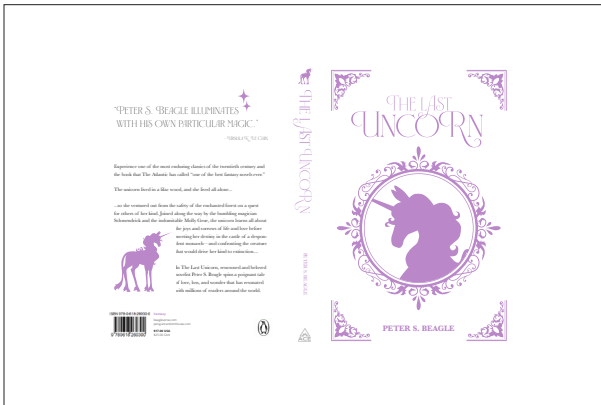
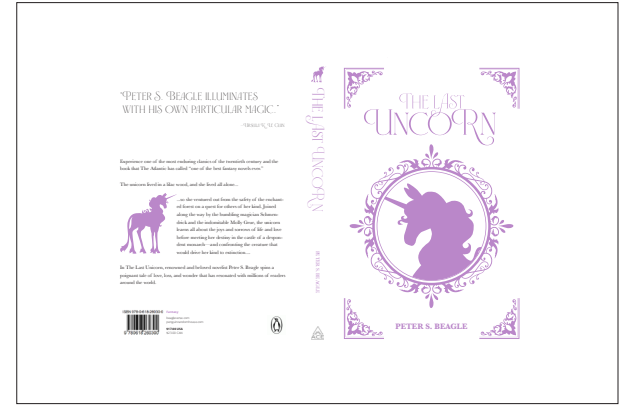
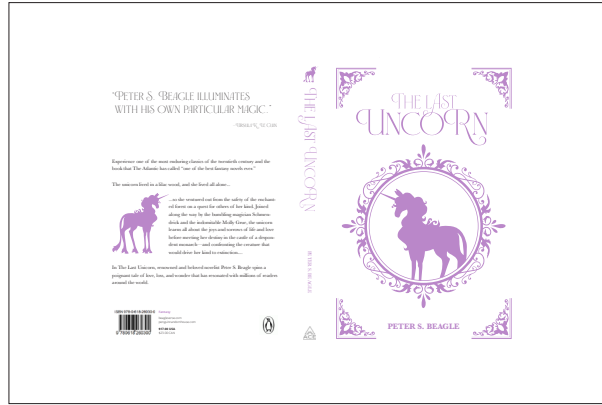
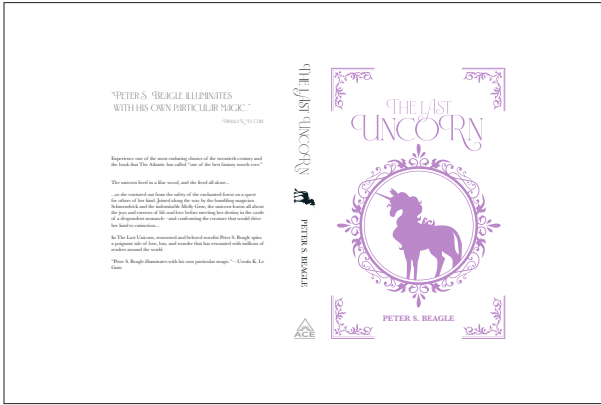
This image depicts the process of cutting the exterior box. As you need to place a template for the laser cutter to accurately cut the desired die-line.



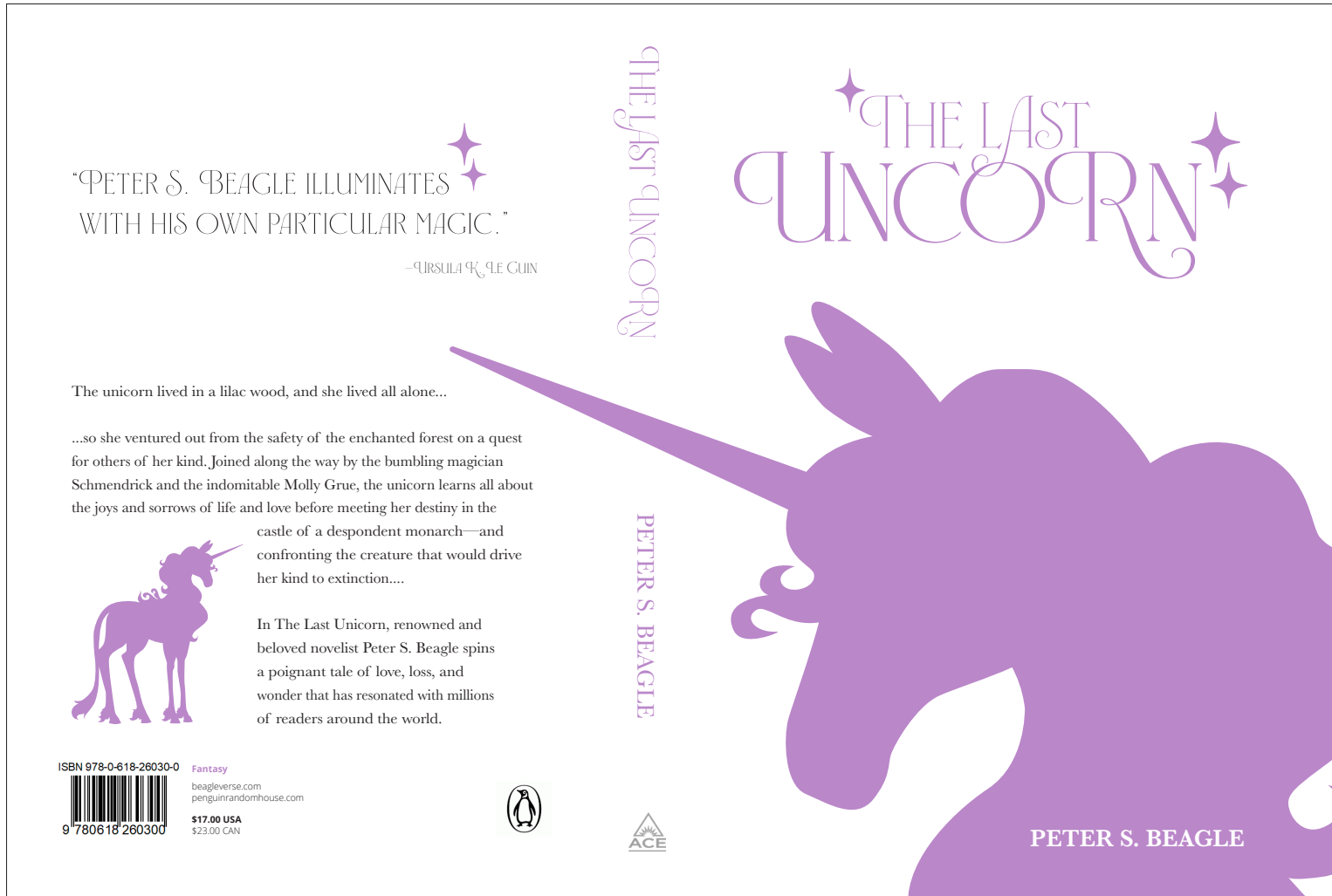
The box top, bottom, and insert were lightly warped after being folded. So the weights helped flatten out the items.

DIGITAL EXPLORATIONS

DIGITAL EXPLORATIONS | BOOK COVER



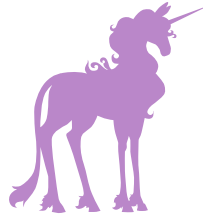
DIGITAL EXPLORATIONS | BOOK COVER – FINAL



“PETER S. BEAGLE ILLUMINATES
WITH HIS OWN PARTICULAR MAGIC.”
—URSULA K. LE GUIN

The unicorn lived in a lilac wood, and she lived all alone...

...so she ventured out from the safety of the enchanted forest on a quest for others of her kind. Joined along the way by the bumbling magician Schmendrick and the indomitable Molly Grue, the unicorn learns all about the joys and sorrows of life and love before meeting her destiny in the castle of a despondent monarch—and confronting the creature that would drive her kind to extinction....



In *The Last Unicorn*, renowned and beloved novelist Peter S. Beagle spins a poignant tale of love, loss, and wonder that has resonated with millions of readers around the world.

ISBN 978-0-618-26030-0



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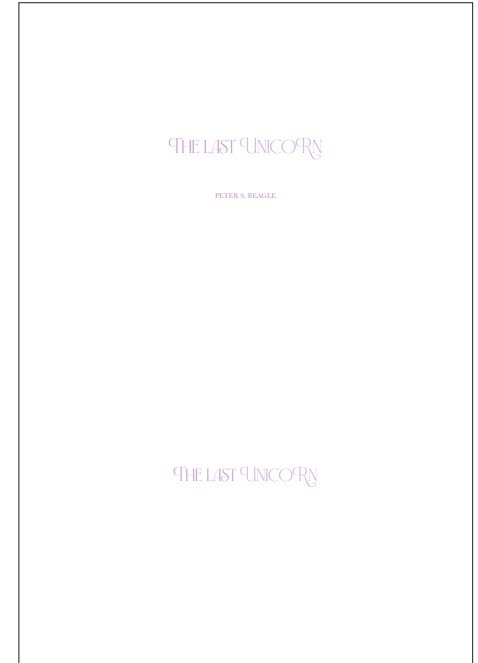
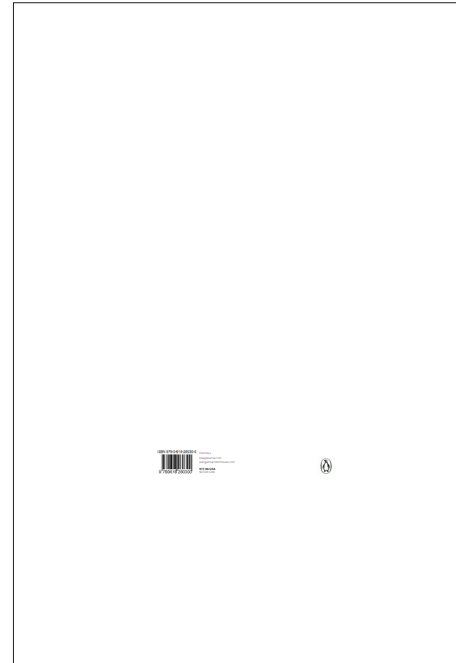
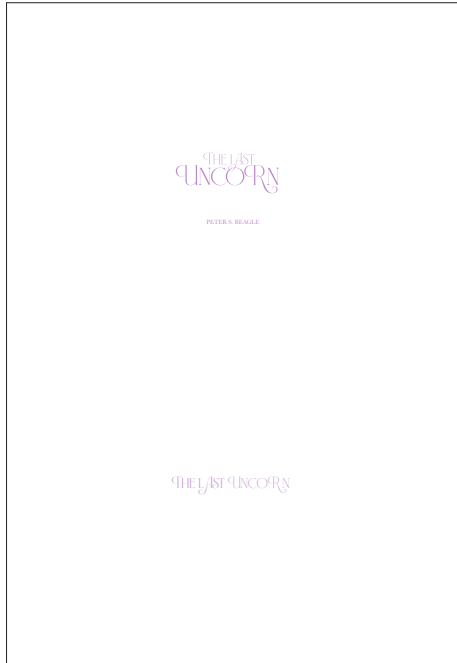
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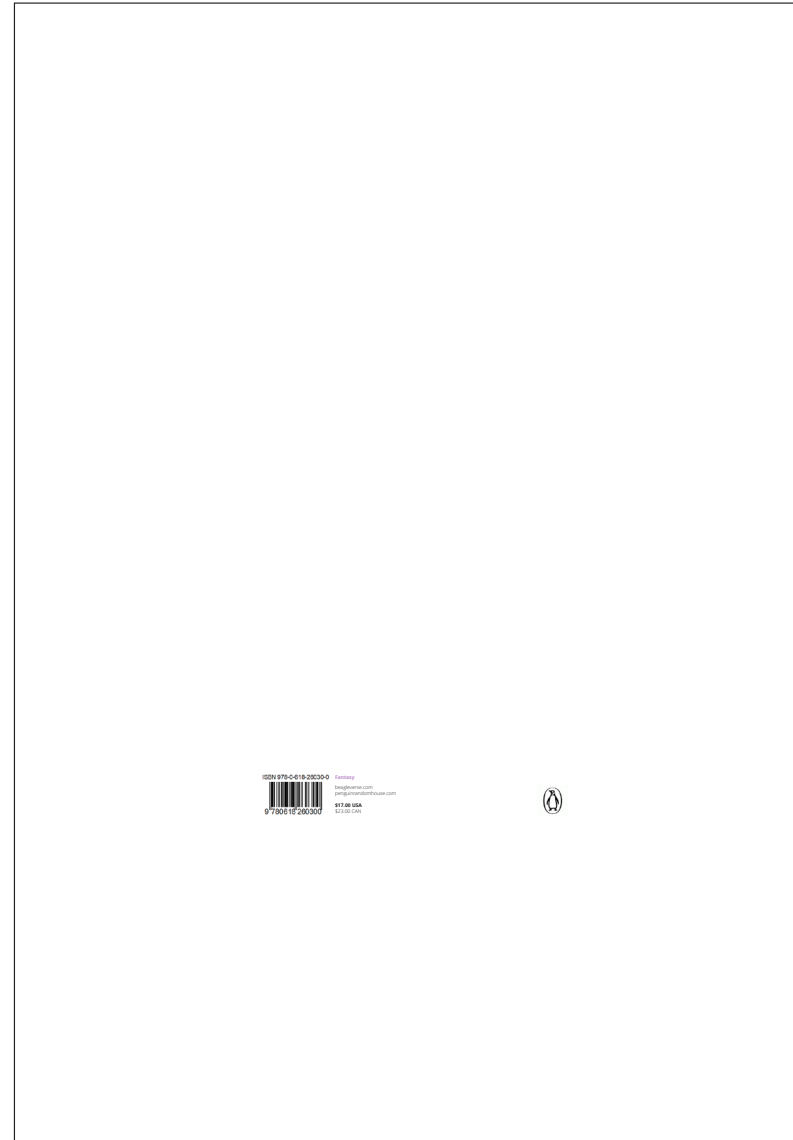
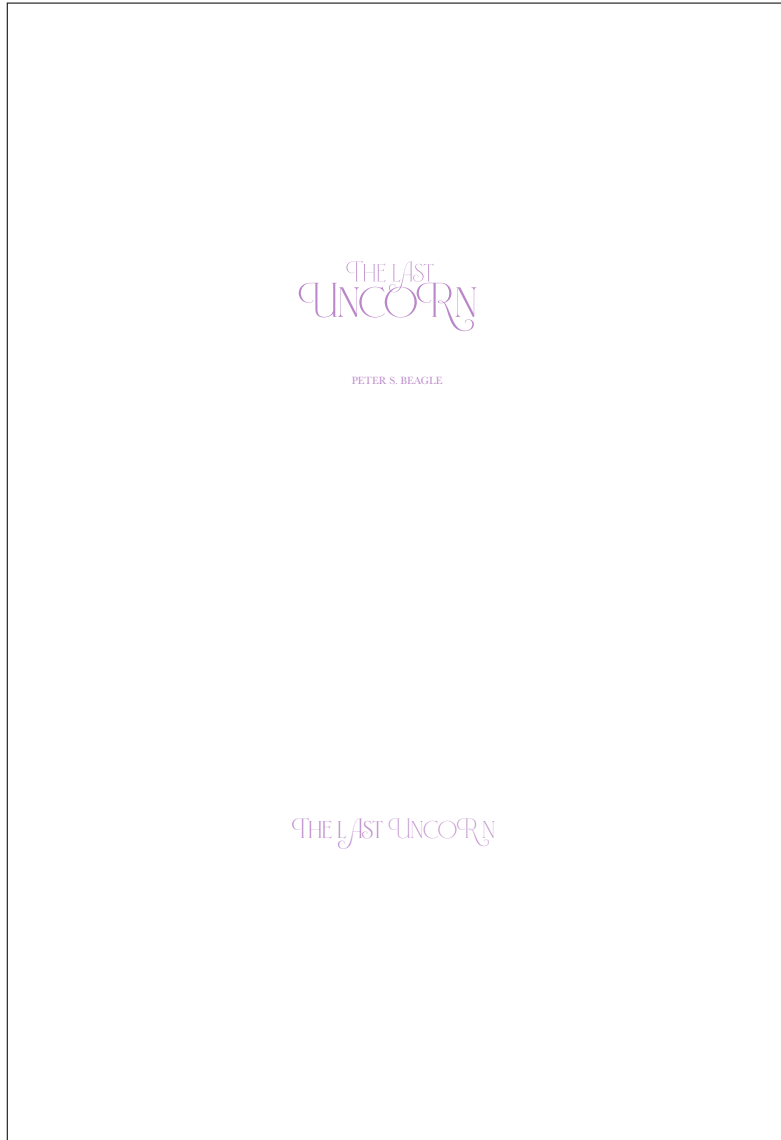
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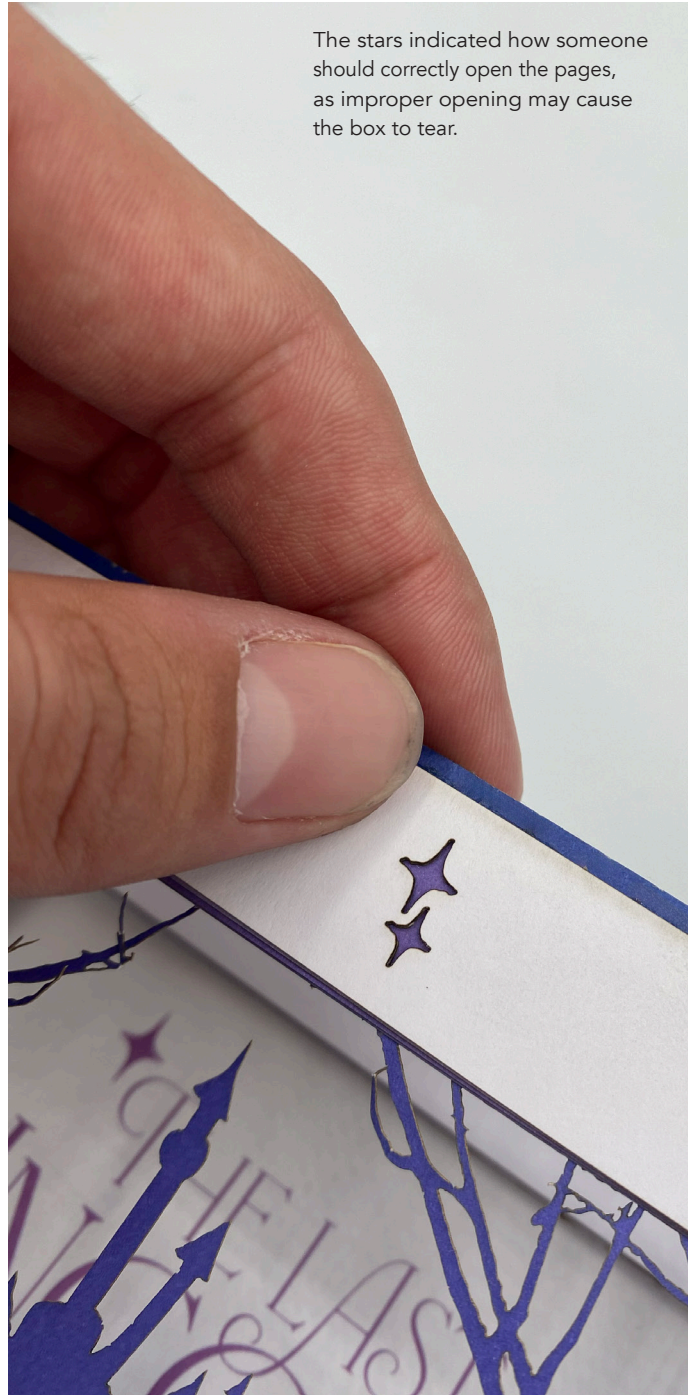
page 2



page 3



page 4



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