

MINIMALIST

Packaging
Fall 2023
Taylor Smith

The Project

We have all had the experience of unpacking a consumer product and wondering why there is so much packaging associated with the delivery of the item. Sometimes it is a matter of protection for the product, but often it is a matter of presentation to the consumer. The trend toward more responsible, eco-friendly continues in some product lines.

For this project, you are asked to research and identify a single product that you think is "over packaged" and resign not only the surface graphics, but the very way the product is shipped, displayed and presented to the consumer. Your project must show a significant reduction in materials used in the packaging and perhaps a switch to more recyclable, eco-friendly materials.

CONCEPTS

MINIMALIST | OPTION #1

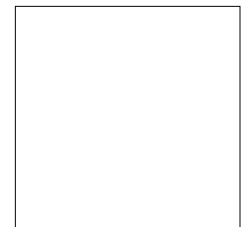
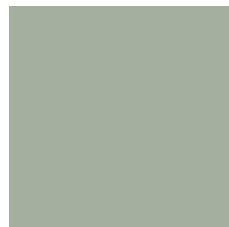
Name: Nature's Touch

Item: Laundry Pods

Waste: Large, thick plastic container

Goal:

The goal for this minimalist packaging would be to create an eco-friendly container for the laundry washing pods. That way the container can be recycled rather than thrown away.



MINIMALIST | OPTION #2

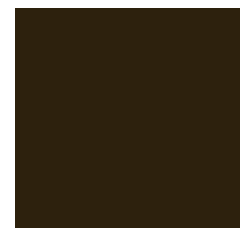
Item: Sealed it!

Item: Wax Seal Items

Waste: Extra cardboard and plastic packaging for... Aesthetics? Maybe to put info on back?

Goal:

Remove unnecessary packaging to reveal the natural beauty of equipment and wax.
This will allow the consumer to see the actual seal design and removes unnecessary plastic.



MINIMALIST | OPTION #3 – CHOSEN



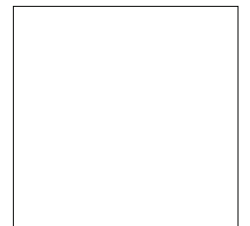
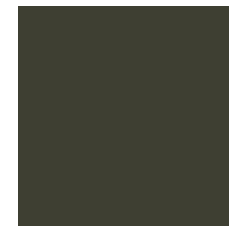
Name: Sprout.

Item: Beauty Blender

Waste: Uses vacuum-seal plastic and extra cardboard to package for sale.

Goal:

There is a lot of waste when it comes to buying beauty blender because of all the extra packaging. In this instance, seed paper might be a interesting route so you can use the blender and then plant the packaging.



ORIGINAL PRODUCT

ORIGINAL PRODUCT



This is the original packaging of the beauty blenders. As can be see, this packaging method uses a significant amount of plastic to display the sponges.

RESEARCH

RESEARCH | BEAUTY BLENDER BACKGROUND

What is the Beauty Blender?

The Beauty Blender is a versatile makeup sponge that can be used for practically anything in your makeup bag: foundations, bb cream, concealer, you name it.

How do you use a Beauty Blender?

Step One: Prime Your Skin.

Step Two: Dampen Your Beauty Blender.

Step Three: Squeeze Out Any Excess Water.

Step Four: Bounce Your Sponge, Don't Drag.

Step Five: Fine Tune With the Pointed End of Your Beauty Blender.

Why a Beauty Blender?

Beauty Blenders, which are meant to be used wet, help to create a "pore-less finish" on the skin. The off-brand versions, she said, don't hold water the same way and can leave makeup with a spongy texture.

Why is the Beauty Blender so popular?

The one-of-a-kind edgeless makeup sponge ensured her clients looked impeccable on camera in high-definition. The category-creator quickly won countless beauty awards and is now beloved by both makeup aficionados and newbies as the go-to tool for achieving a perfectly blended complexion.

Advantages and Disadvantages

Advantages:

- It doesn't leave streaks like brushes do
- It makes the foundation look a lot of natural and luminous
- It helps fill pores better than brushes

Disadvantages:

- It's hard to clean it completely
- Cheap blenders break, chip, and flake easily
- It's not really hygienic to use a wet sponge, which can be a breeding ground for germs



RESEARCH | MATERIALS



Beauty blender Ingredients:

WATER, CORN, BIONANOPOL, NATURAL PRESERVATIVE, AND NATURAL PIGMENT

Plastic Alternative:

Water Soluble bags are made from 2.75 mil PVA (polyvinyl alcohol) material, and are designed to degrade in hot water at +149 degrees Fahrenheit. Water Soluble bags are environmentally friendly and non-toxic. Due to the nature of the material, bags will start to dissolve quickly when exposed to moisture and/or humidity.

These eco handle bags can be disposed of in a few different ways, including by running them under hot water in the sink, placing them into your trash that goes to the landfill, or recycling them. Water Soluble bags will quickly dissolve into carbon dioxide and water in the natural cycle.

Plant Pots

Bio-degradable Plant Fibre Seed Pots
Our Garden Grow Fiber Grow Pots are a brilliant Eco Friendly alternative to plastic growing pots. These naturally bio-degradable fiber pots are designed to be the perfect size for planting seeds or cuttings in so you can reduce your used of plastic pots when growing!

They're also excellent for your plants as they limit the risk of root disturbance for overall better, stronger and healthier plants. The perfect size for growing your Thompson & Morgan plug plants on in - you'll have a beautiful displays of flowering plugs in no time!

Seed Paper alternative:

Seed paper is a special eco-friendly paper made from post-consumer materials embedded with wildflower, herb or vegetable seeds. When you plant this plantable card stock in a pot of soil or outside in a garden, the seeds in the paper germinate and grow into plants.

Seed paper is made from recycled paper and isn't coated or treated in any way so that it readily decomposes in soil. Once you plant it, the seeds will germinate and take root as the paper itself biodegrades. All you have to do is keep it moist in a sunny spot and you'll be able to watch it grow.



Staples vs Glue: Which is the more sustainable option?

The adhesive used in glued boxes is usually water-based, which is eco-friendly and easy to recycle. Always something to look out for - it's better for the environment.

RESEARCH | OTHER BEAUTY BLENDERS



RESEARCH | ECO-FRIENDLY PACKAGING



RESEARCH | ECO-FRIENDLY PACKAGING



RESEARCH | ECO-FRIENDLY PACKAGING



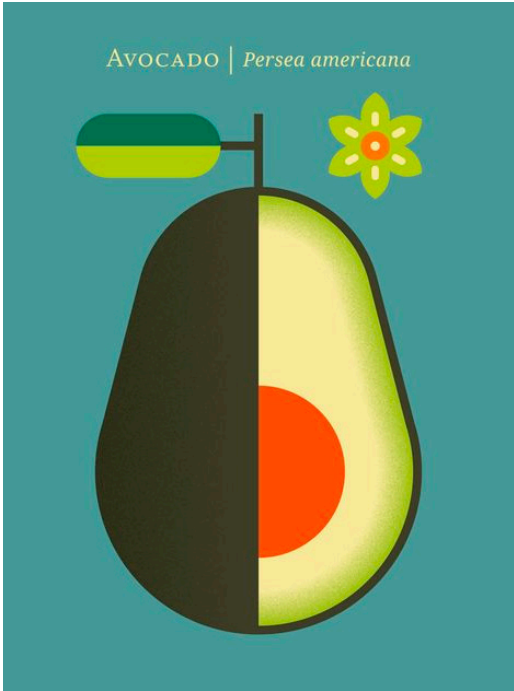
RESEARCH | ECO-FRIENDLY PACKAGING



RESEARCH | ILLUSTRATION

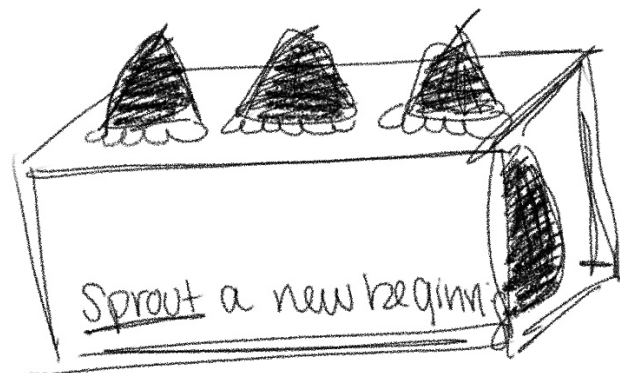
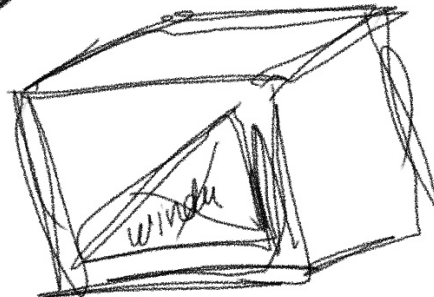
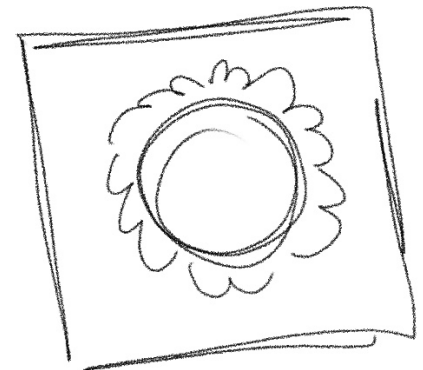
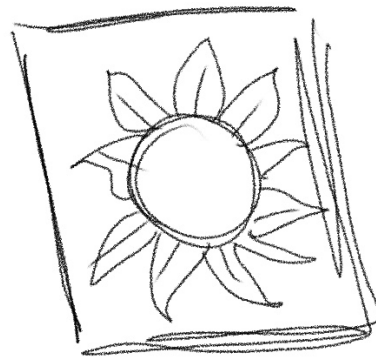
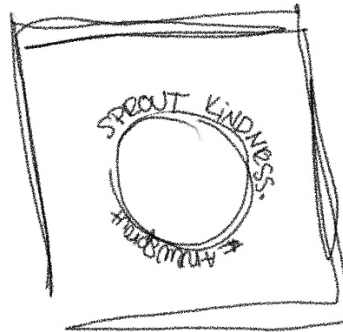
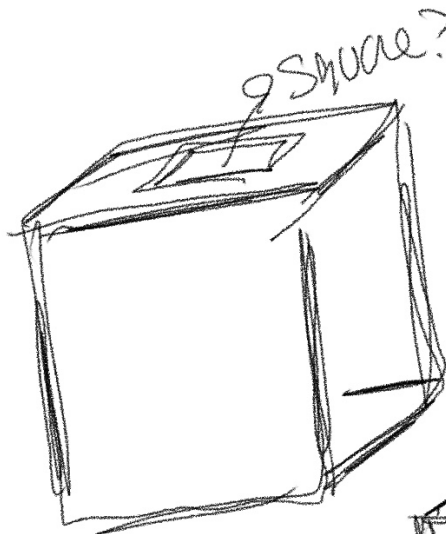
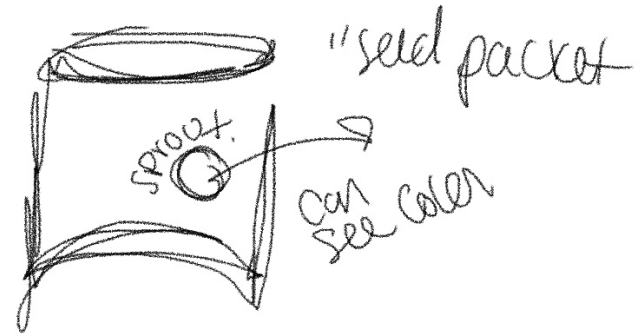
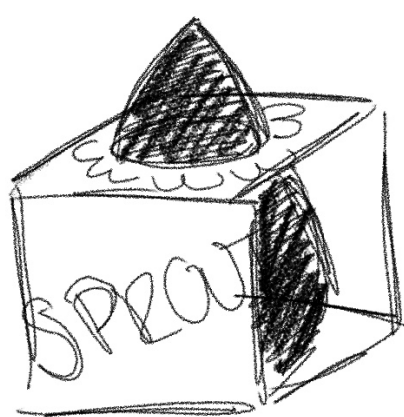


RESEARCH | AVOCADO ILLUSTRATION

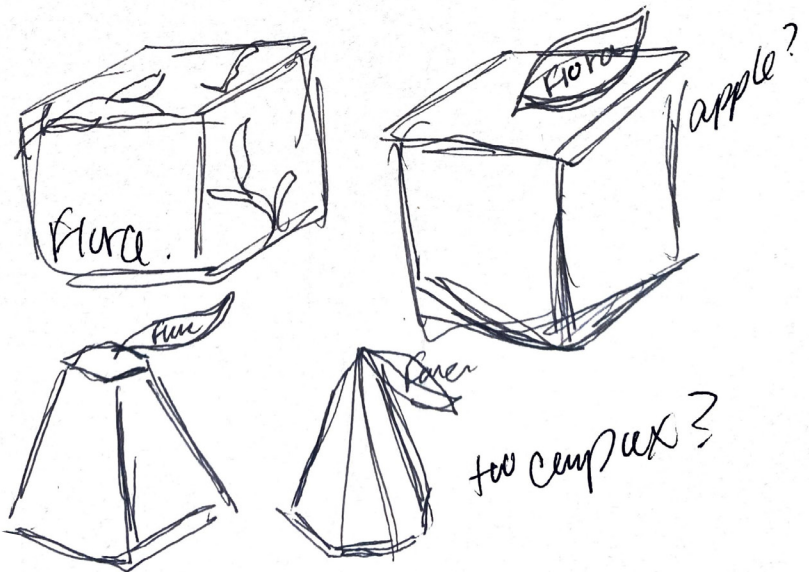
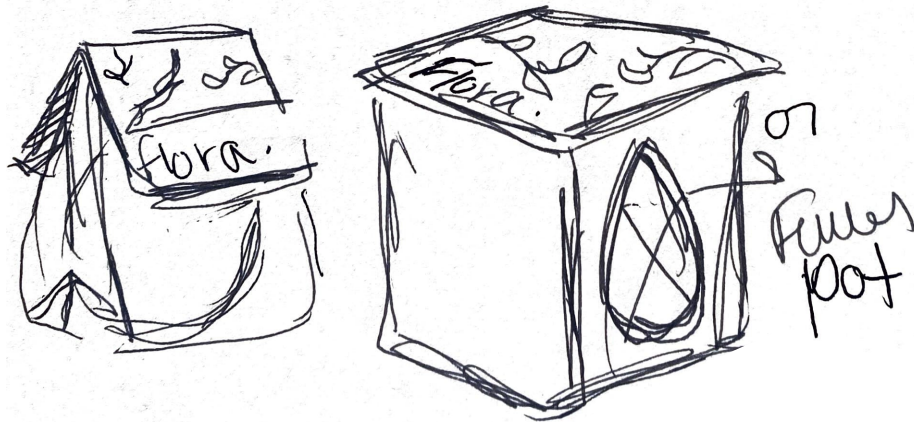
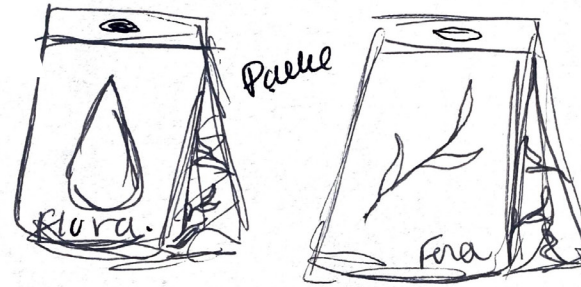
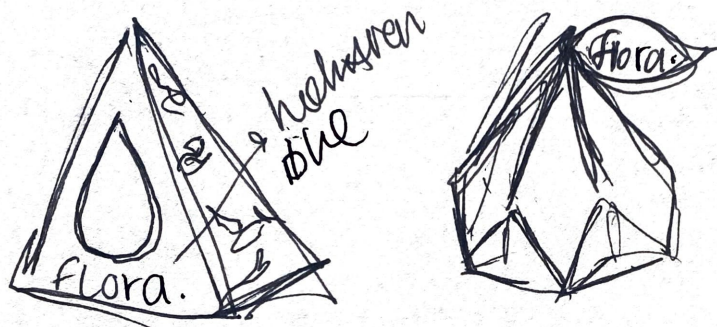
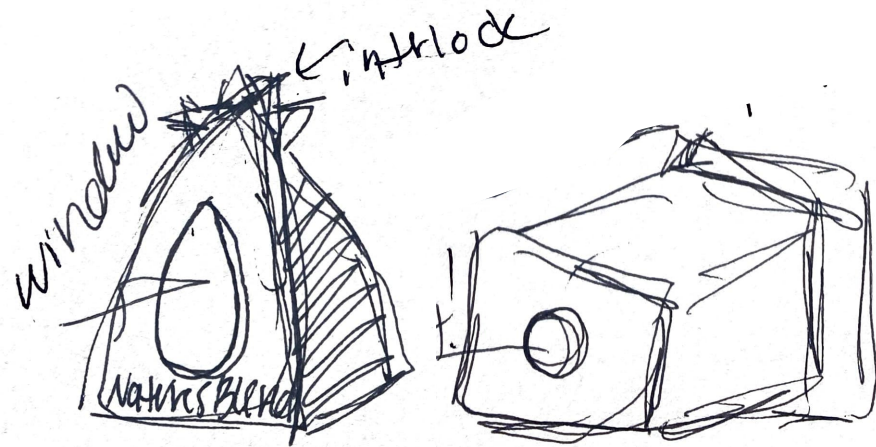


SKETCHES

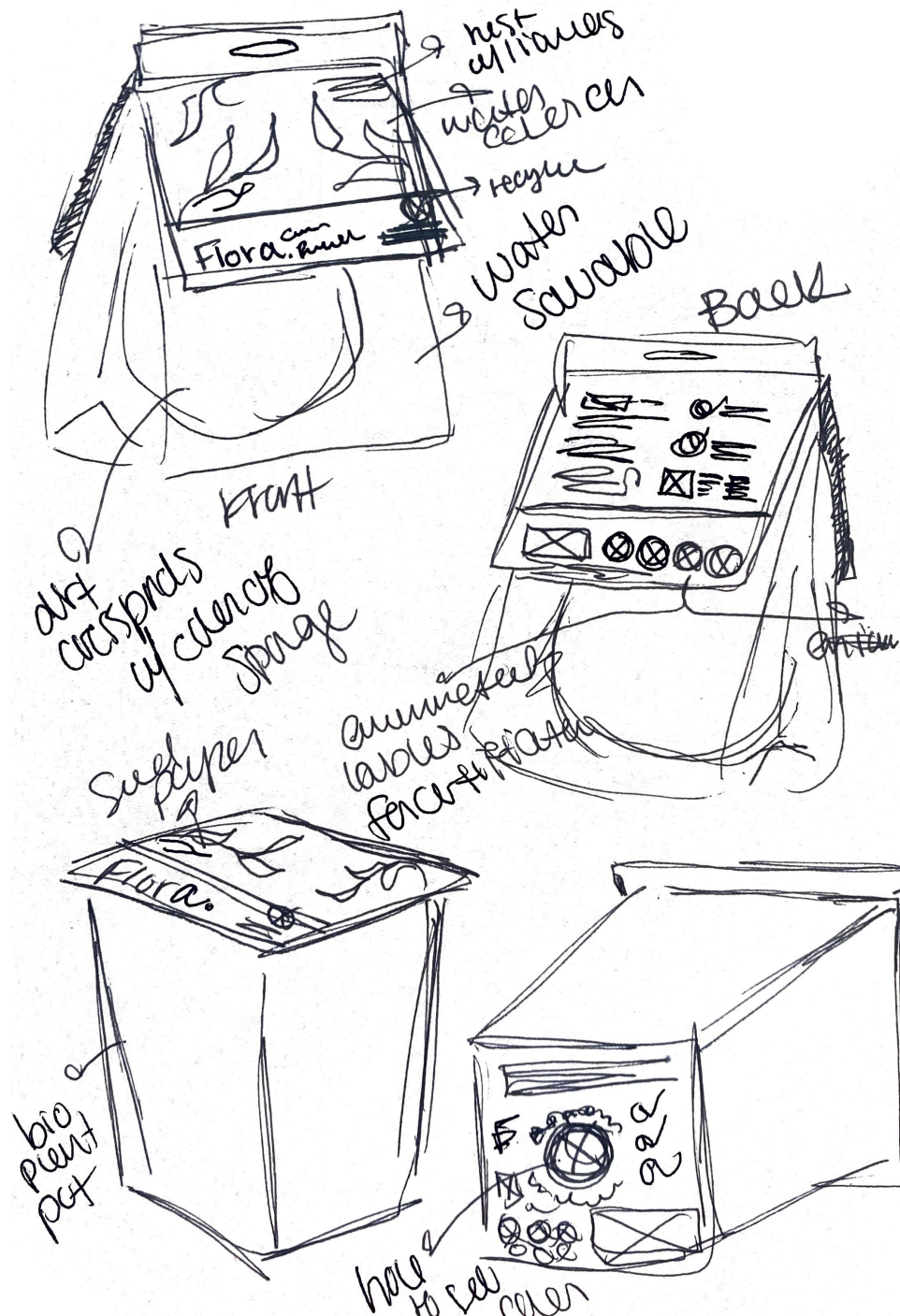
SKETCHES | INITAL



SKETCHES | EXPLORATIONS

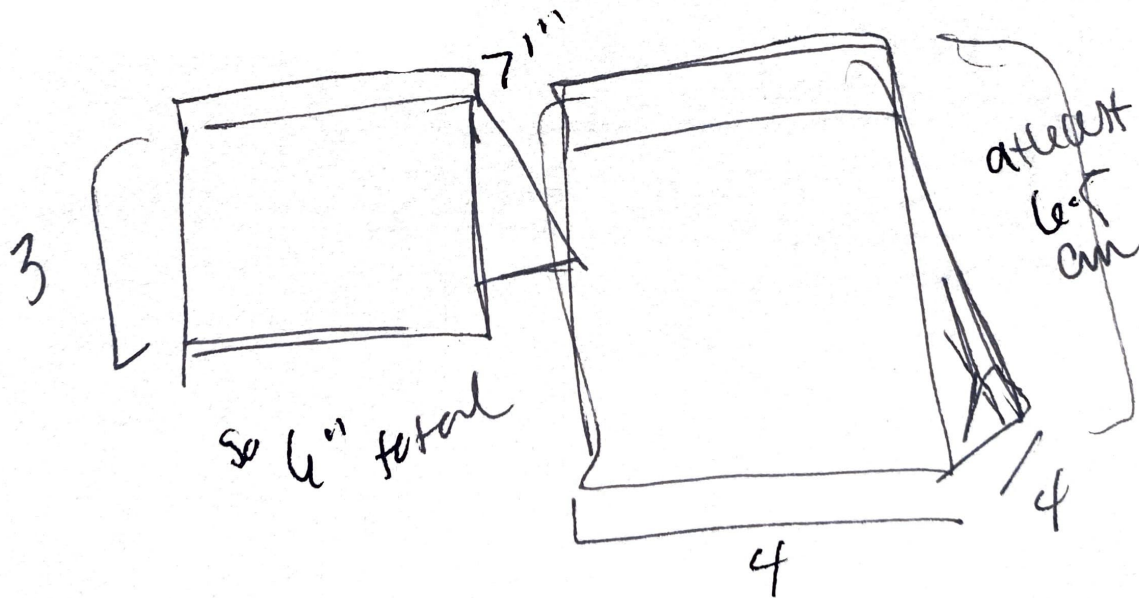
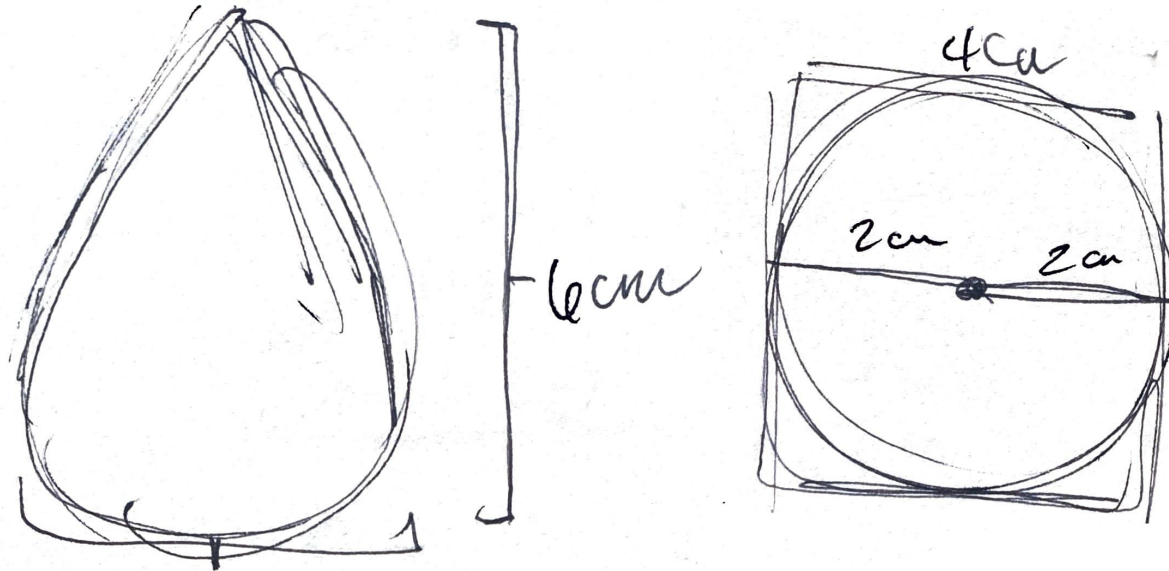


SKETCHES | REFINED OPTIONS

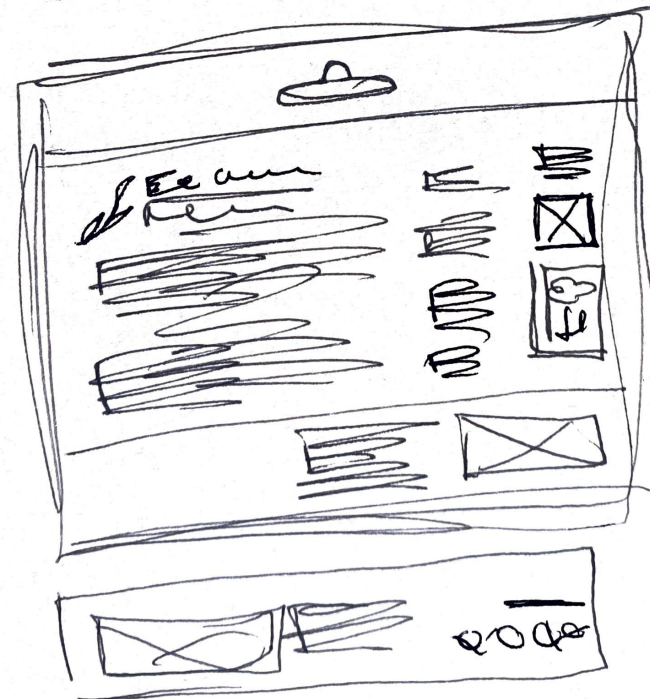
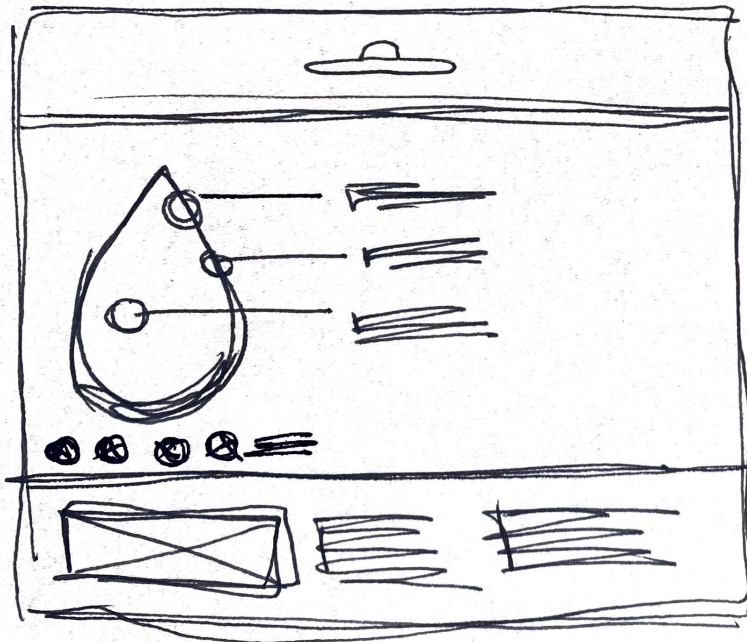
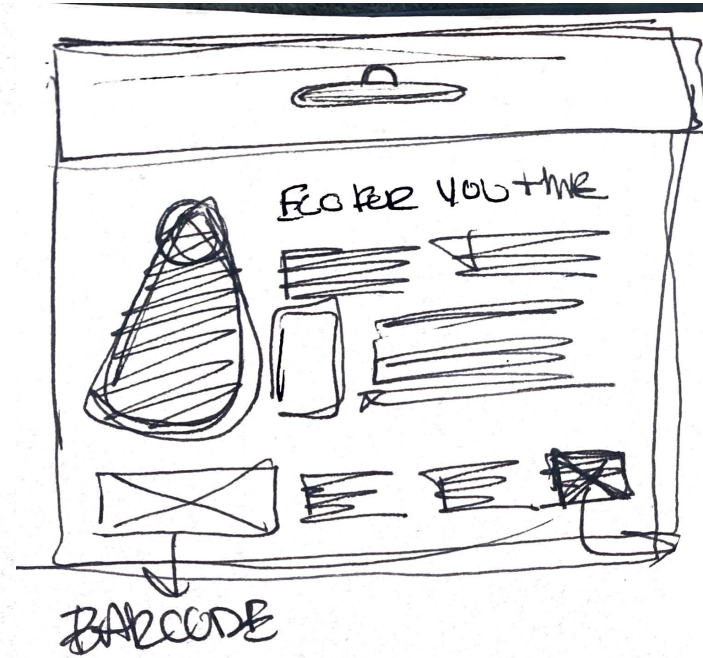
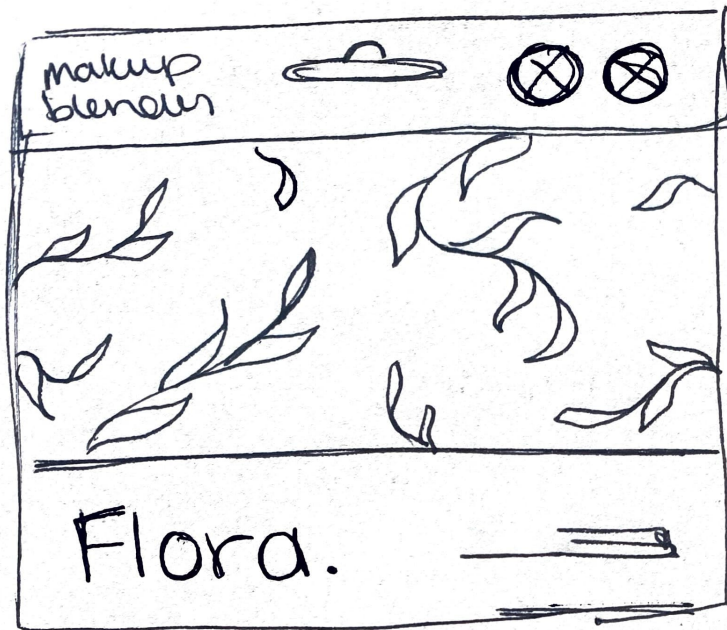


The main idea for the beauty blender packaging is for it to be an eco-friendly alternative to other beauty blender brands. So, the packaging concept is designed around being earth friendly and representing inherently earth friendly things like seeds or plants.

SKETCHES | DIMENSIONS



SKETCHES | PACKAGING



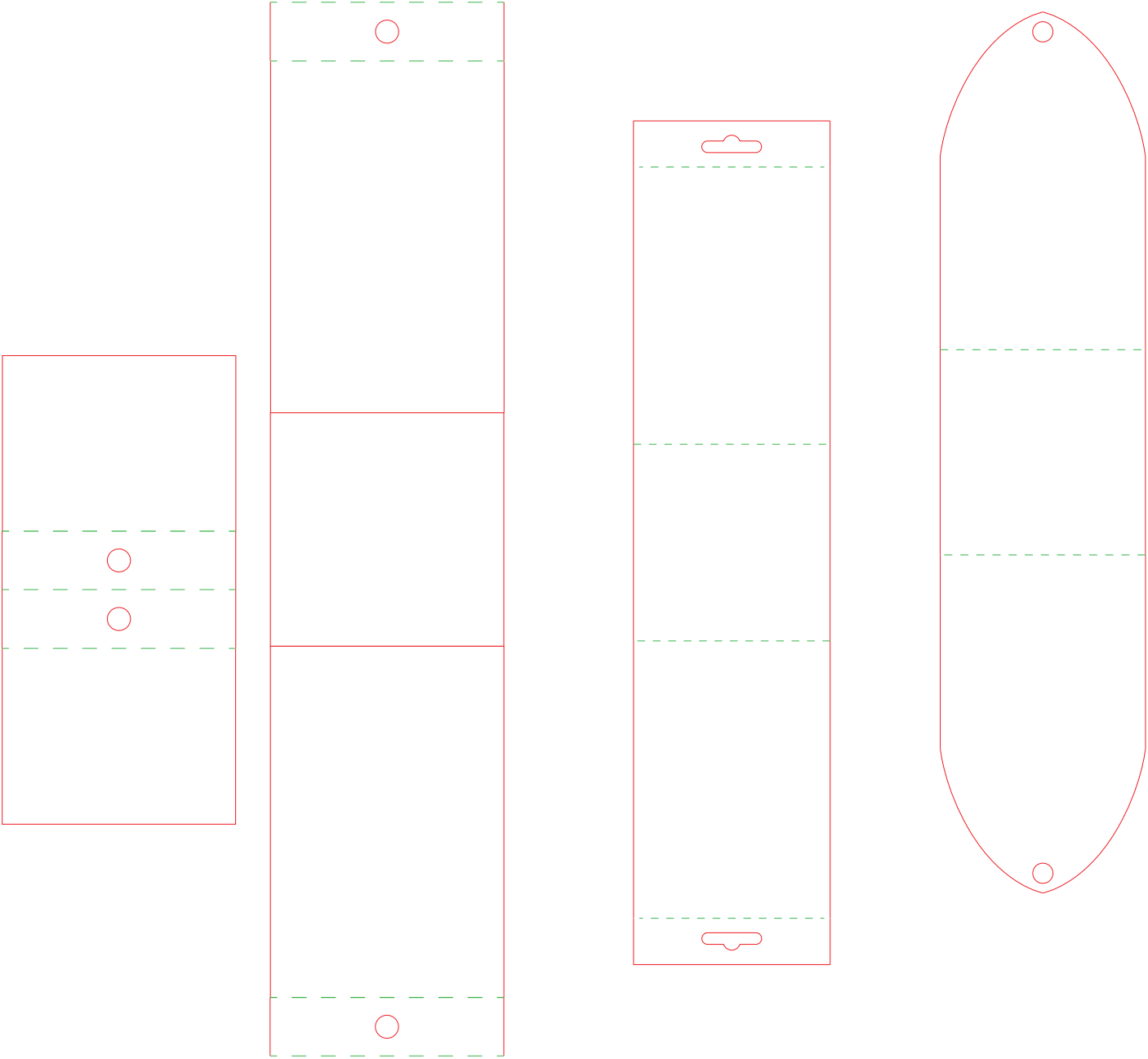
SKETCHES | LOGO

Avi Avi Avi
Avi Avi Avi
Avi Avi Avi AVI
avi. avi. (Avi) (Avi)
AVO AVI AVI

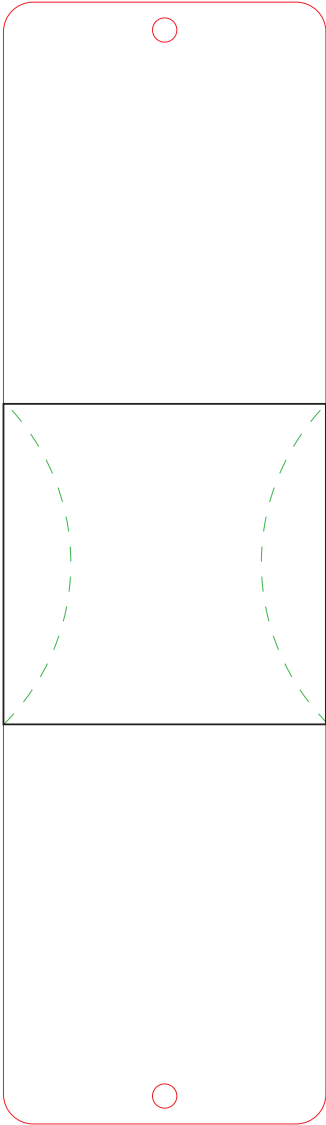
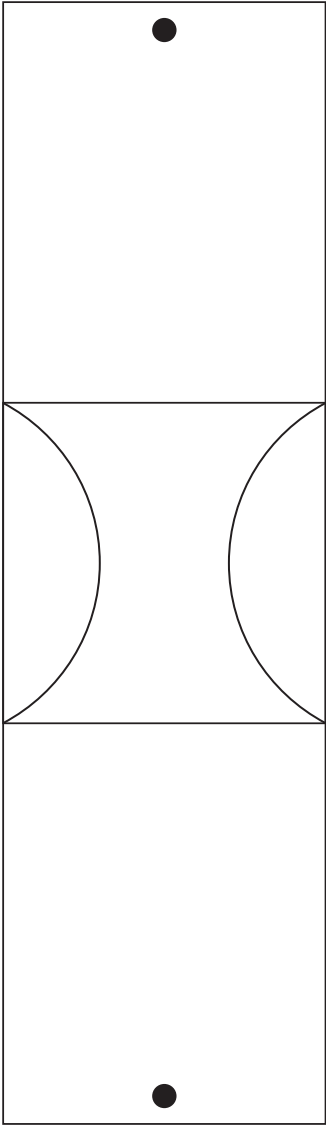
I decided to go with a simple sans serif font instead of an intricate logo. I thought this would convey the "clean" and "natural" vibes better than a designed logo.

DI-LINES

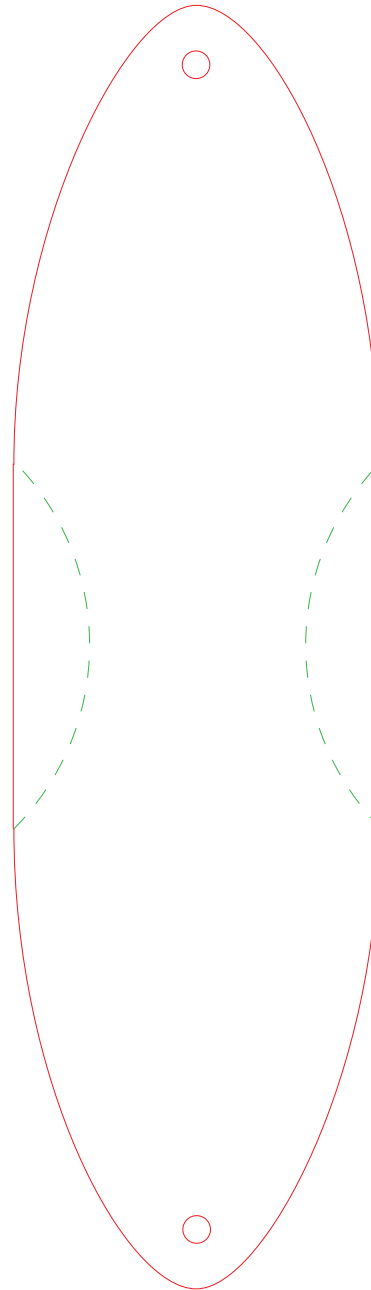
DIE-LINES | INITIAL CONCEPT



DIE-LINES | INITIAL CONCEPT



DIE-LINES | FINAL

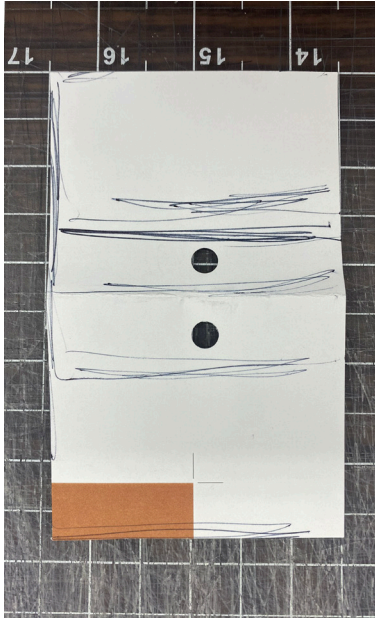
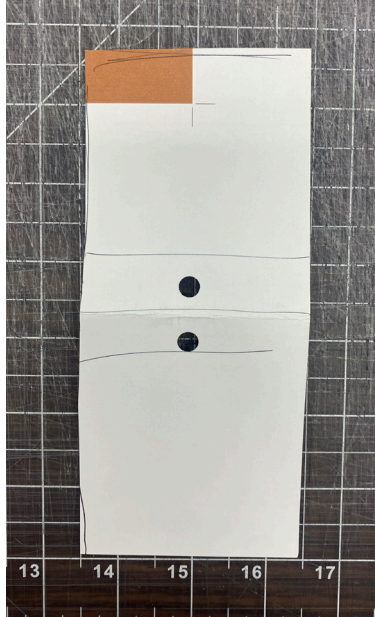
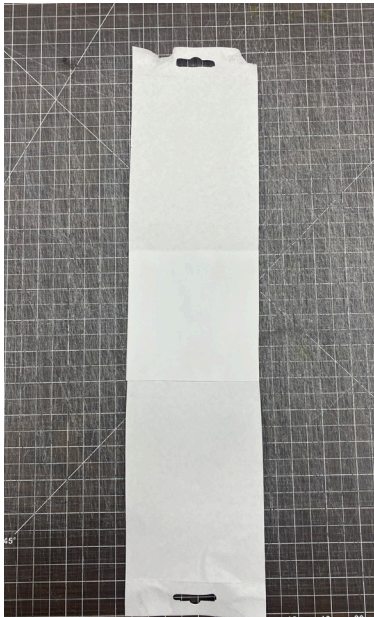
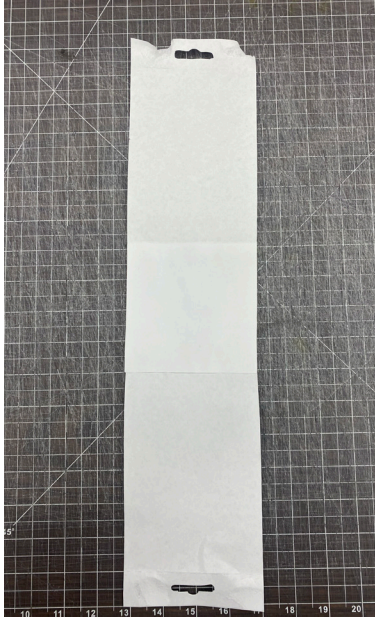
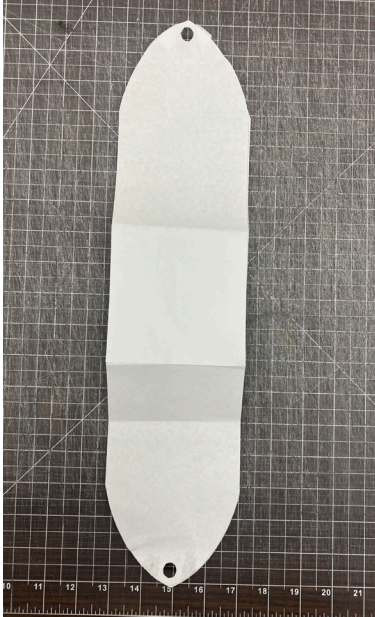


I decided the rounded die-cut because the packaging then mimics the shape of the blender. The scored semi-circles then secures the blender in place.

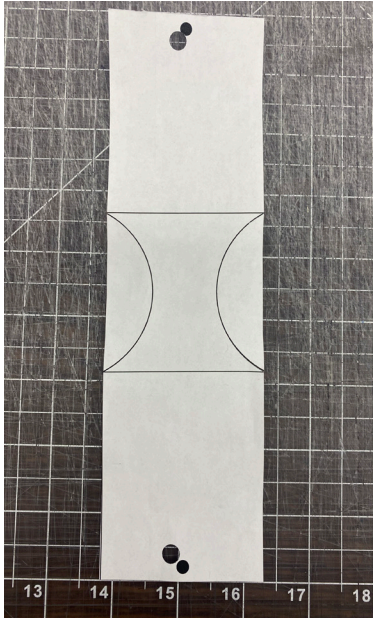
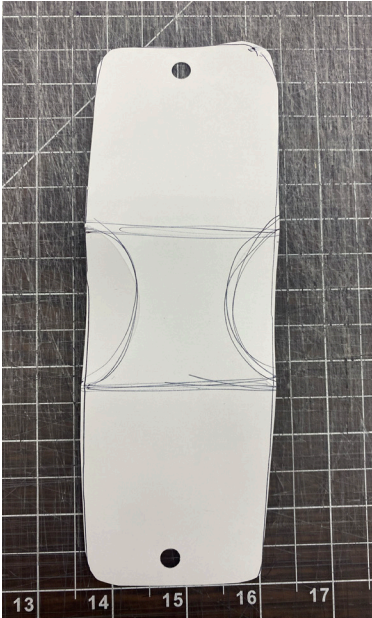
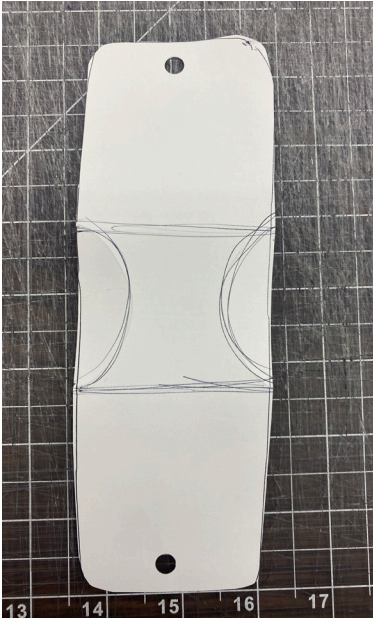
At this point, I decided to pursue a avocado design because of how the shape and construction of the packaging reflects the fruit.

MOCK-UPS

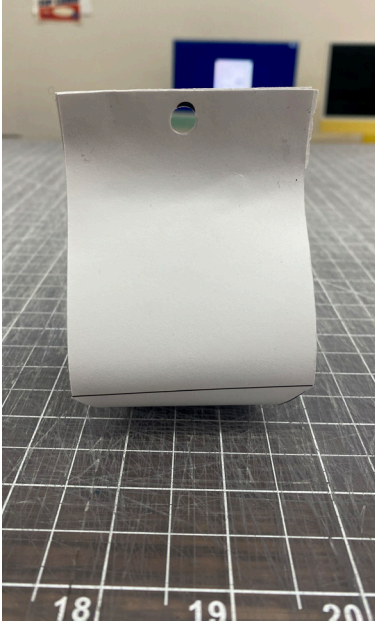
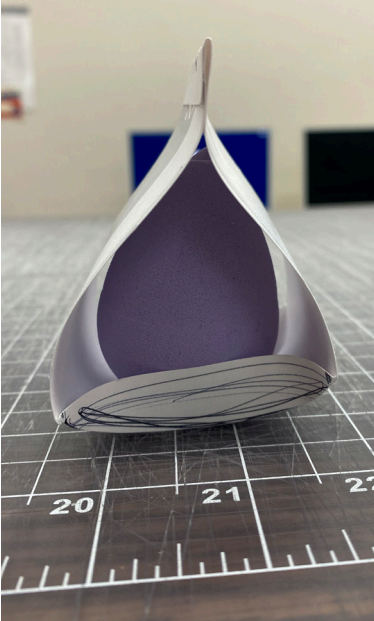
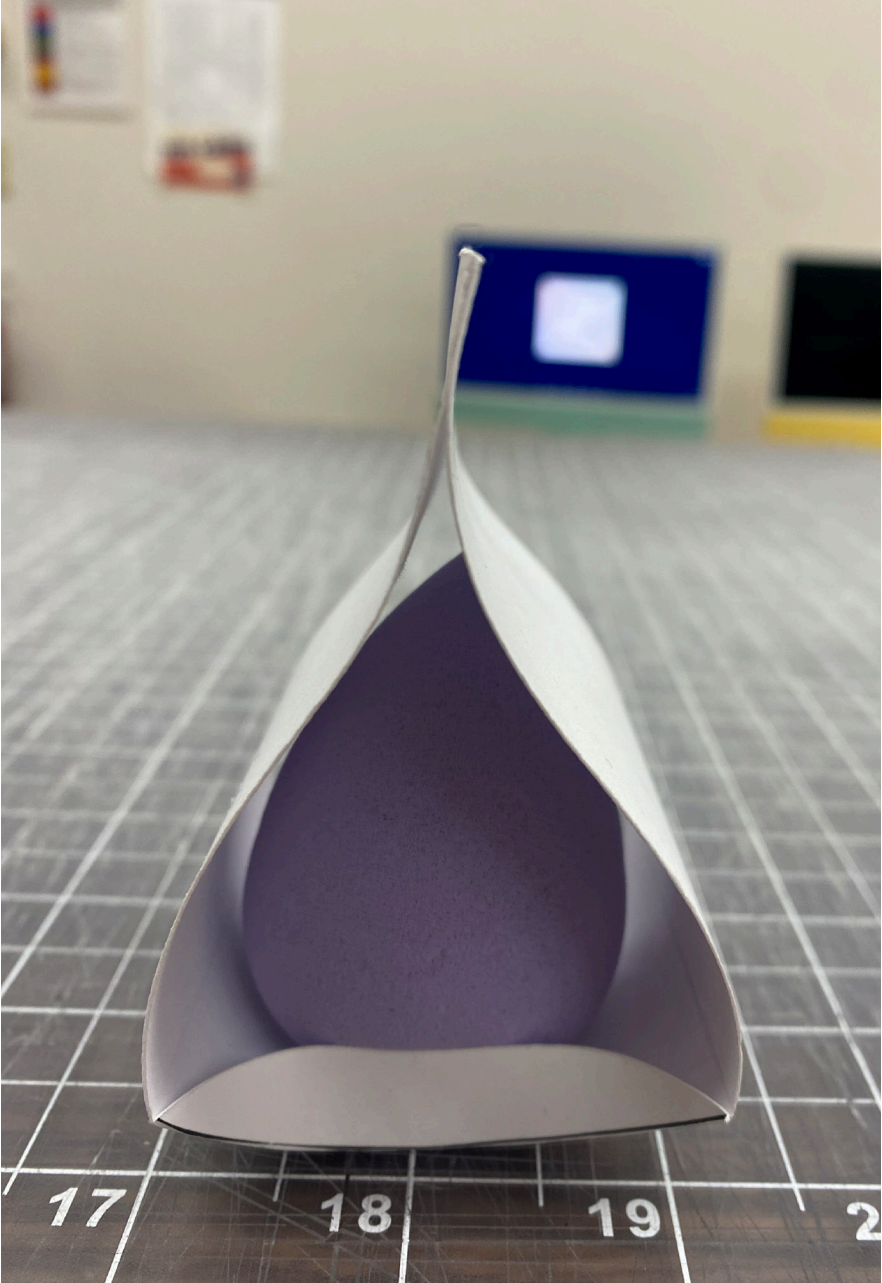
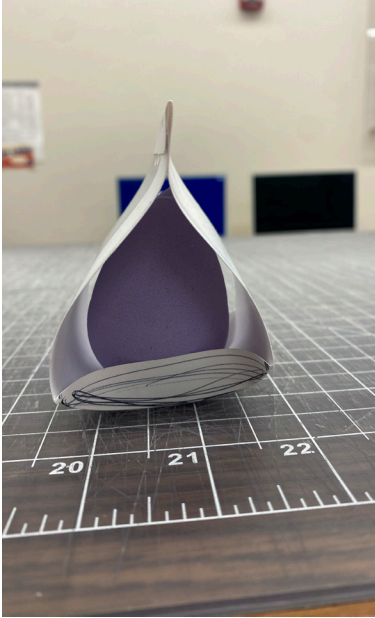
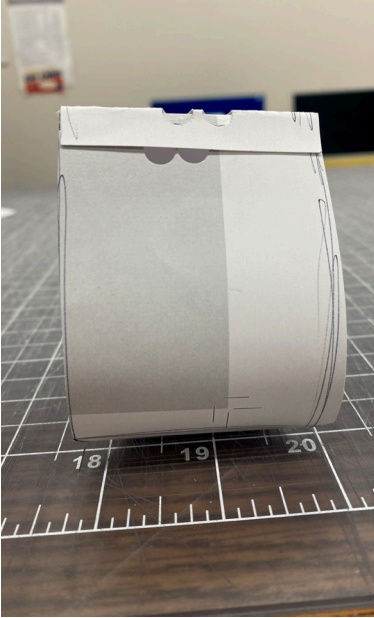
MOCK-UPS | INITIAL



MOCK-UPS | INITIAL



MOCK-UPS | REFINED



NAME EXPLORATION

NAME EXPLORATION

Sprout.

Nature's Blend

Flora.

Bud Blend

Avi Blender

Auvi Blender

Chosen name:

I liked this name because it was sweet, simple and to the point.

"Auvi" is a play on shortening the word avocado. However after asking people how to pronounce "Avi," the 'u' was added to ensure correct annunciation.

TYPE & COLOR

TYPE

Chosen typeface:
I really enjoyed the character of the lower case “y” and the overall friendliness of the typeface. I also thought it paired well with the roundness of the packaging.

Urbane Rounded

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Xx Yy Zz

Quicksand

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Xx Yy Zz

Avenir

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Xx Yy Zz

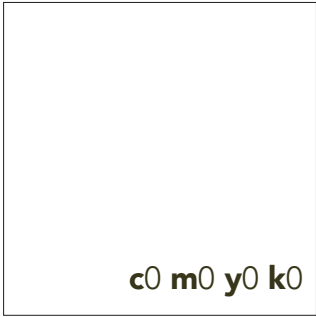
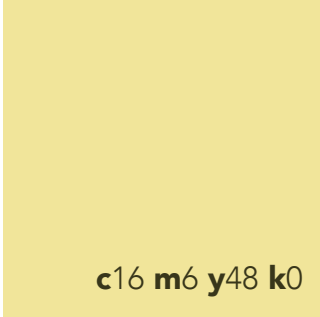
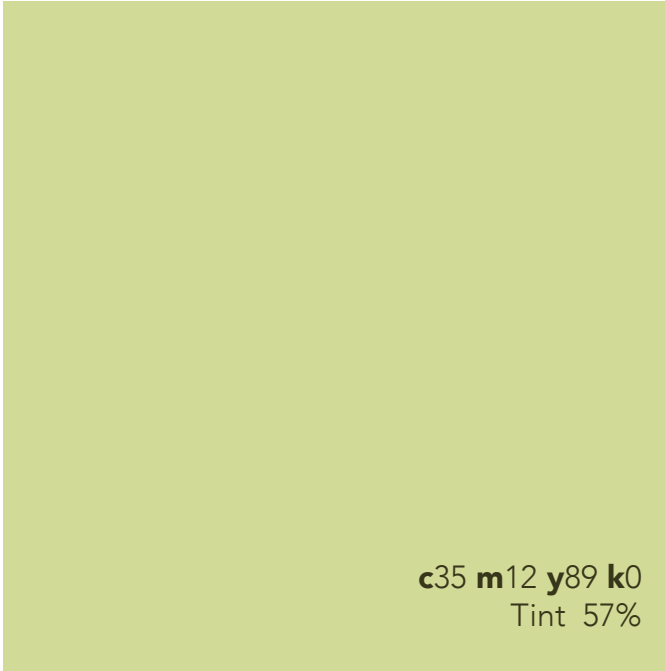
Avant Garde

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Xx Yy Zz

Arial Rounded

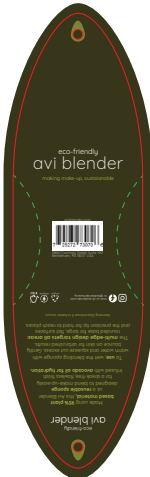
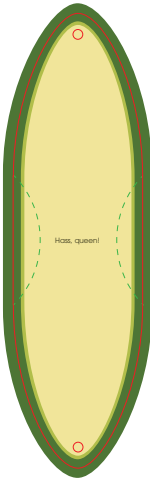
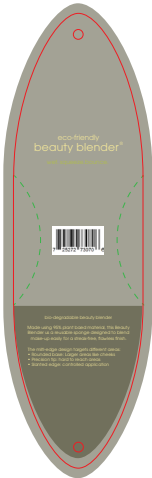
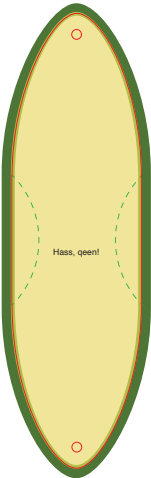
**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Xx Yy Zz**

COLOR

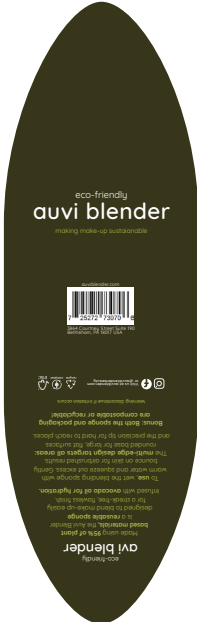
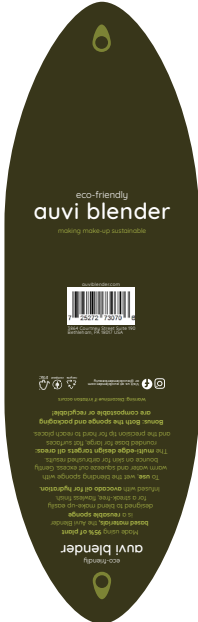


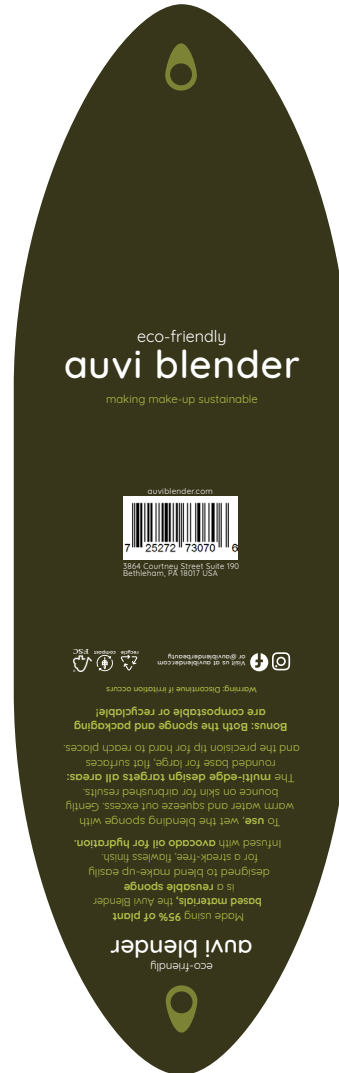
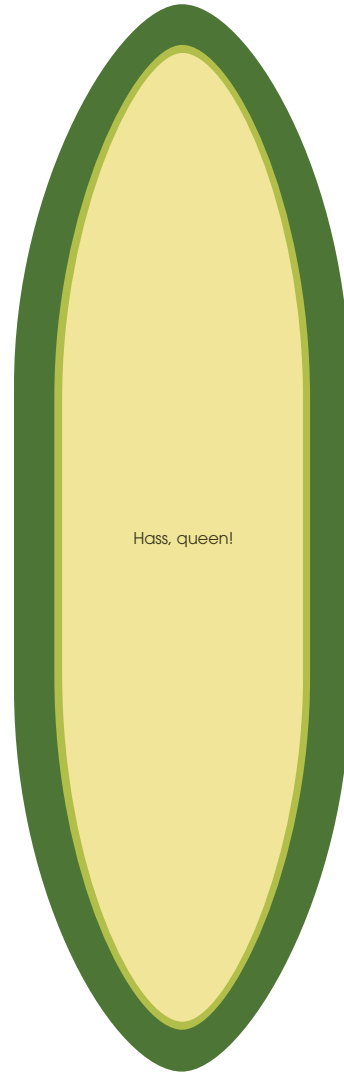
DIGITAL RENDERINGS

DIGITAL RENDERINGS | EXPLORATIONS



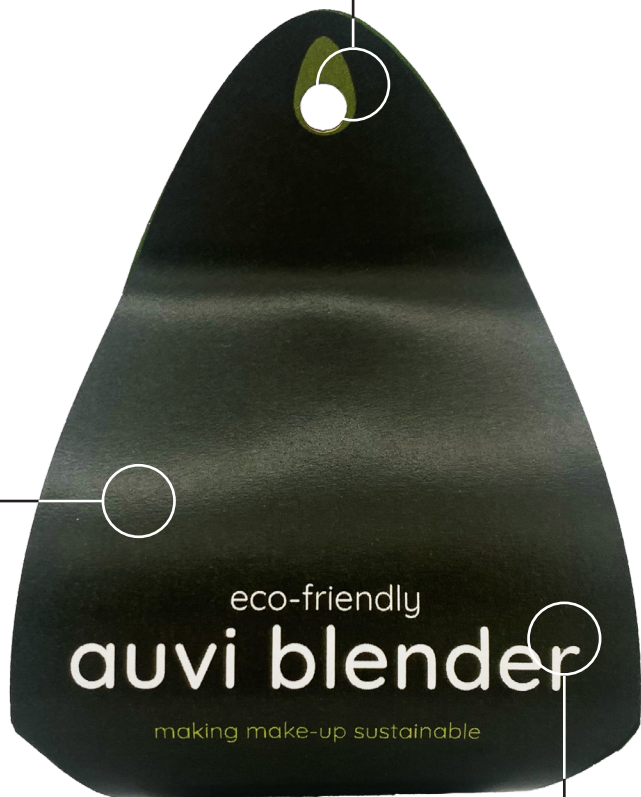
DIGITAL RENDERINGS | SEMI-FINALS





FINALS

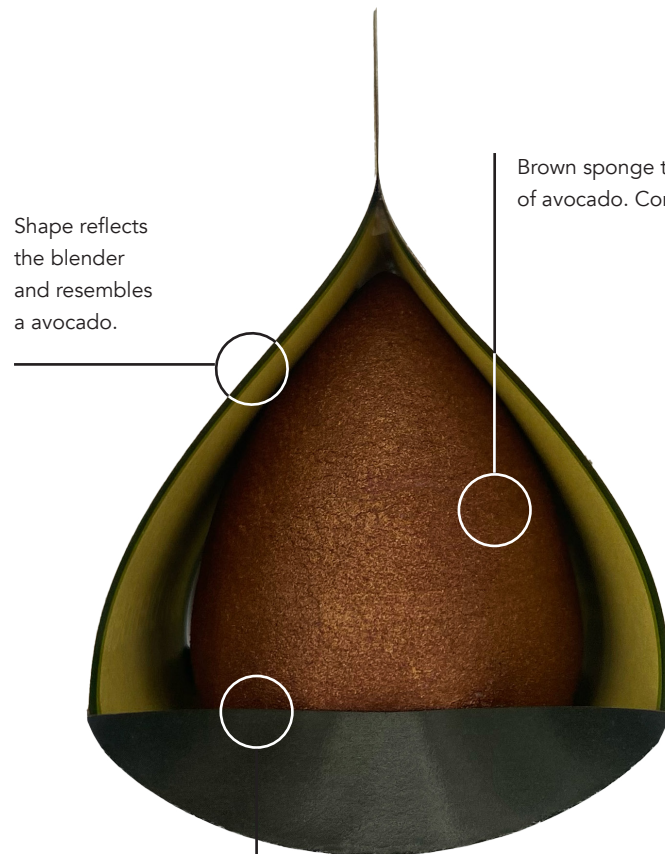
Avocado element
for fun.



Compostable paper so
whether people compost
or throw away in household
garbage, the paper will
not harm the environment.

Printed using soy ink. Allows the
paper to be more
eco-friendly when deteriorating.

Shape reflects
the blender
and resembles
a avocado.



Brown sponge to reflect "pit"
of avocado. Compostable.

Paper secures blender
without need of plastic.





