

Forkful Dairy Drop Roastify

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Early this year I was looking through my cupboards at home and I was fascinated by all the different styles and functionality of food packaging, so I decided it was something I wanted to explore. My food packaging had to be stylish and stand out if the product was on supermarket shelves, and the branding had to be adaptable to various applications.

I conducted research into what makes good and bad design, analysed a range of graphic designs, what is the function/purpose of food packaging and what is the principles of food packaging. Noting and analysing elements helped during the creation of my various concepts. During the exploration phase I analysed a large range of different food packaging and found that colour theory plays a big part in affecting the colour choices in food branding and packaging. I explored a range of designers but the two designers that stuck out to me were Gu Dongjie and Gander Design Agency. Their styles really stuck out to me because they produce playful, eye-catching, and colourful designs in a sophisticated way. Both designers use cartoon like style illustrations in their designs and aren't afraid to mix and match styles together.

After analysing food packaging and designers I knew I wanted to try and produce illustrations for my packaging. I decided during the concept development phase I wanted to try to create food packaging for three different products I decided on coffee grounds, instant noodles, and chocolate milk. I brainstormed names and possible ideas of what the illustrations could be for each concept I sketched out my ideas then used Adobe Illustrator pen and shapes tools to bring my ideas to life. For Dairy Drop, my chocolate milk packaging, I really drew inspiration from Gu Dongjie's 2022 Chinese New Year packaging he produced for food company Holiland. He featured a tiger's tale on the box, I thought their techniques he used were effective I decided on using cows on the carton to really stand out on the shelves compared to your typical milk cartons and reflect a similar style. Forkful noodles mainly drew inspiration from Gander Design Agency's marketing with Phil's finest. I used techniques such as bright colours and shapes, I included each noodle type to have their own mascot. I combined both designers' style and techniques in the coffee packaging.

I couldn't decide on a concept to further develop into a final, I chose to present and develop applications for all my designs. I further refined elements such as colour palettes, logos, and applications of products. I feel that each design is unique and reflects a mix of both of my design heroes in my own style.

I believe that the food packaging I created are a successful solution to the challenge of creating visually captivating while functional food packaging. If my designs were produced and sold into products today, I know they would make people stop and look at them on supermarket shelves.