

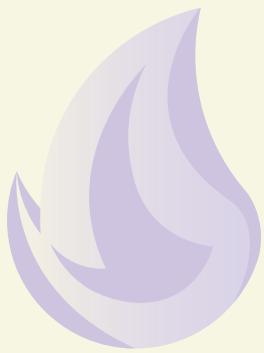
Design Disruptors



# Buruff CANDLES

## Packaging Design Portfolio

Jai Matthews | 2021



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# Introduction

Welcome to Jai Matthews' SECOND Design Disruptors 2021 Portfolio. In this document you will find all information regarding Jai's work to create the Packaging for Buruff Candles. The Folio currently details every stage taken in the path to creating the packaging.

On this document, you will be able to read through all of Jai's work starting from the early research all the way to the final product. Navigate through using the provided table of contents (page 04).

The other portfolio, detailing the creation of the logo, is available elsewhere.

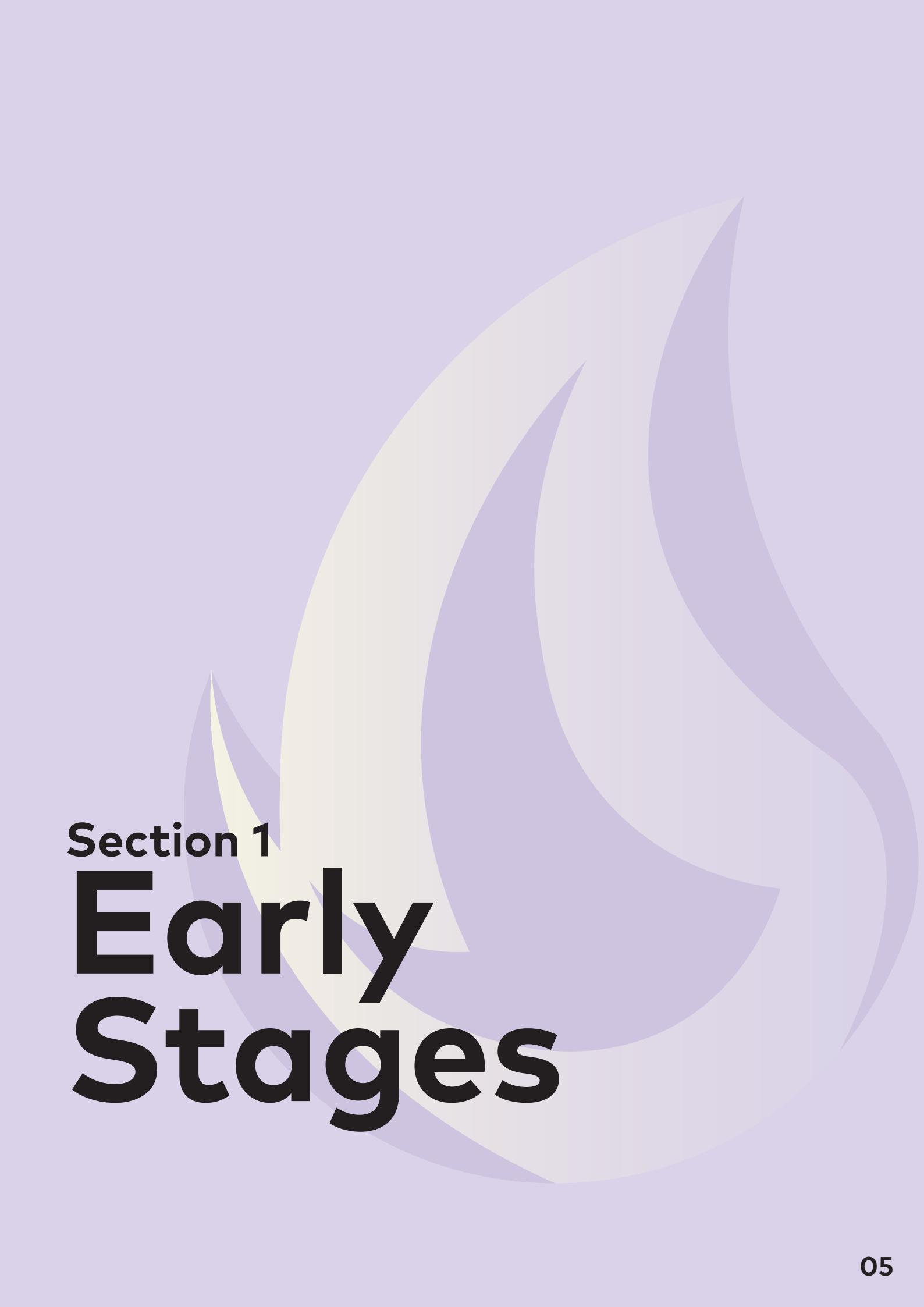
-Jai



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# **Section 1**

# **Early Stages**

# Research & Analysis



## Coretto Monachus

This packaging uses a fascinating form when shaping the label. It adopts an interesting irregular blob-like shape and designs the text around it's form. My design could perhaps incorporate a similar shape on the Logo & Packaging.



## Trident

The design for this packaging is particularly clever. Through a window in the box one can see the product, but the product also forms part of the image on the box. It's a very artistic solution that catches the eye. I may use a similar design for my packaging.



## Flavoured Sugar

This image shows how the same packaging can be used for a series of products with slight tweaks. The design maintains mostly the same typography, but changes the overall colours and image. If I did a line of products, I could use the same design philosophy.



## Nuage Cosmetics

This image also shows an example of a similar design over multiple products. In this one we see the same art style used to create multiple different artworks that differ between the products. The differing container also helps to differentiate the items.

# Research & Analysis



## SOMA

The packaging here may look simple, but it incorporates a woefully under-used technique. It has print on the inside of the box. This luxurious technique helps to make the product more pleasant for the user and is certainly something that I may adopt when designing a package myself.



## Loving Earth

This is another example of packaging being able to use the same typography and layout across multiple slightly different products whilst differentiating them using colour and image. Once again, if I were to do a line of products, I may choose to have a separate artwork for each variety of the marketed product.



## Port Pastel

Whilst this one may look rather generic, It has a very well-established colour scheme. The same greens and the oranges show up on packaging and the logo. Additionally, I like how the packaging uses free-flowing round shapes. This type of shape is one that I may use myself in the future.



## Poilu

This packaging is another example of the product coming together with the print on the package to make one complete image. In this case the brush becomes the man's mustache. This also adds a layer of comedy to the packaging that draws the eye and the interest of the consumer. I may use a similar technique.



# Design Brief

## The Product:

Buruff Candles is, of course, creating a candle. This should go without saying but for those who cannot understand such concepts, here it is. Because they vary drastically in size, it is important to specify its size. It will have a rough radius of 10cm and a rough height of 15cm. Though these measurements are subject to change. Of course, being made of wax it is not particularly delicate. However, precautions should be taken to ensure it isn't dented.

## The Customer:

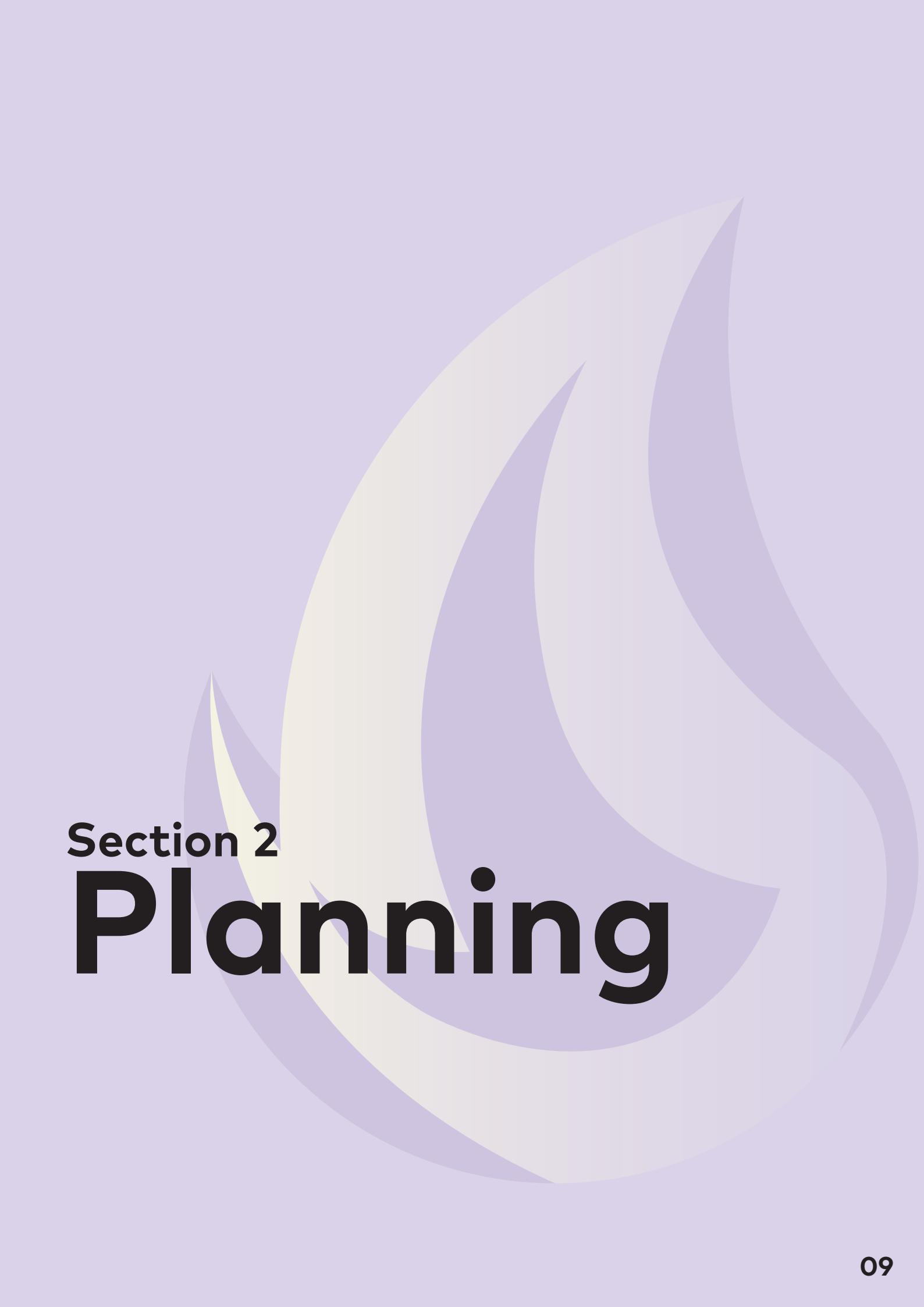
As mentioned in the brief for the logo, Buruff candles aims toward a middle-range candle. It has enough class to appeal to the wealthier whilst being cheap enough for the more parsimonious. Of course, it will have to be targeted towards adults (or really boring children) but other than that there should be no explicit target demographic.

## The Purchase:

The candle should be sold at as large a range of stores as possible to ensure its reach across the market. Essentially, supermarkets.

## Sticking to the brand:

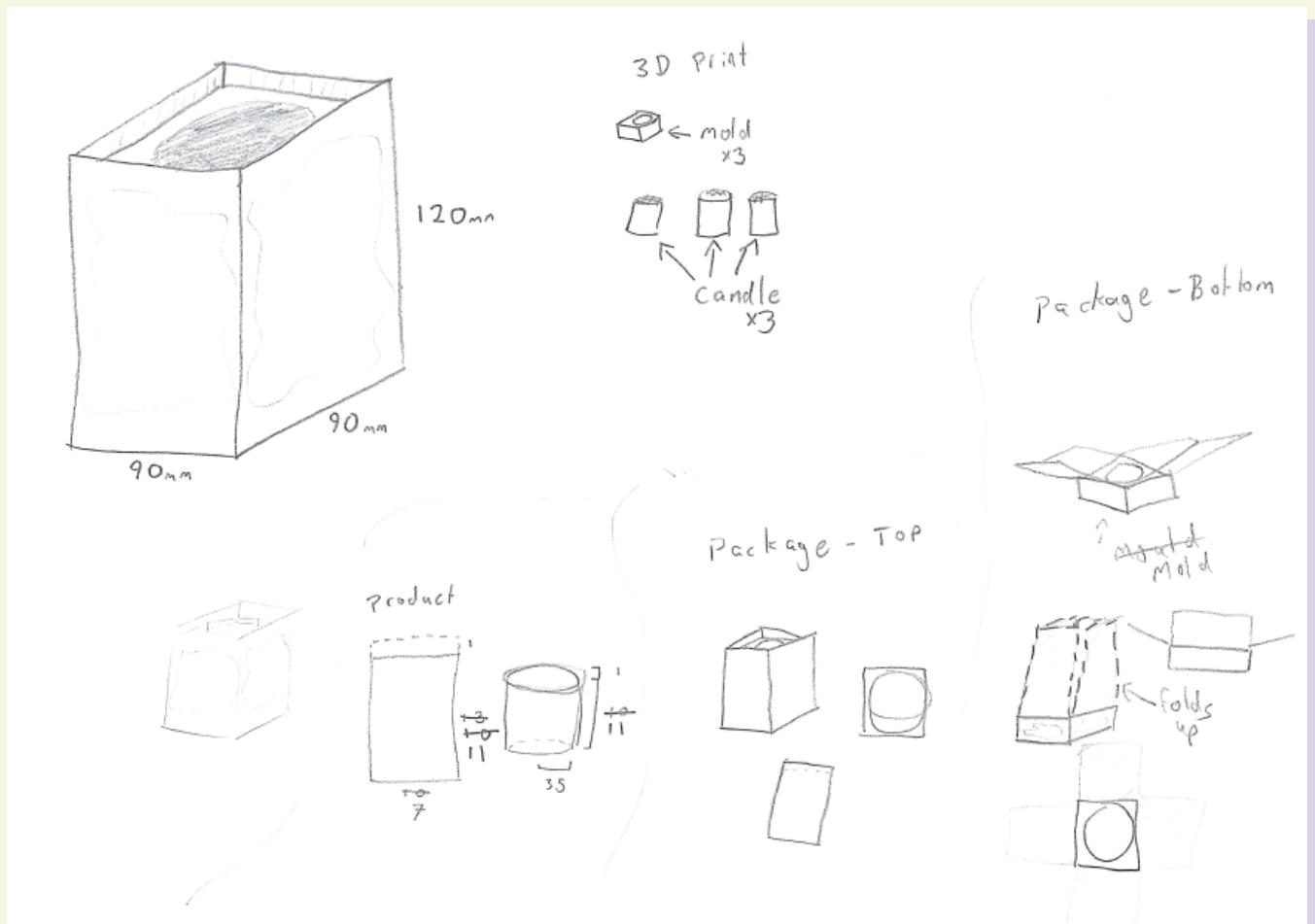
Using some of the pale beige colours and the purple will be enough to represent the brand. However, use of the logo will also be required. Fonts too should carry over. Bahnschrift should be used for any text on the packaging.



## **Section 2**

# **Planning**

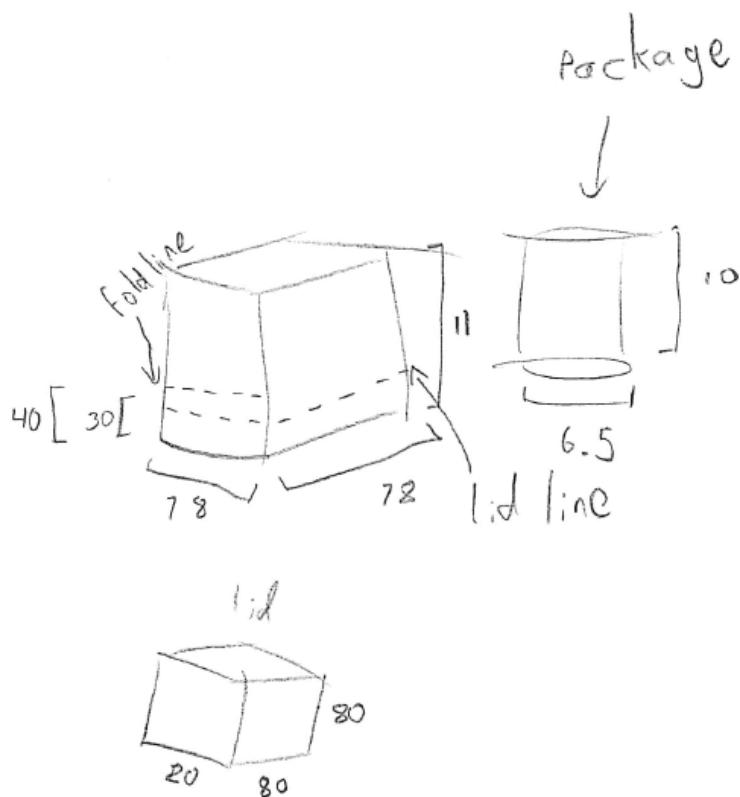
# Creating the Form



This document is an example of experimentation to create the form of the box. The image detailed in these sketches shows a standard cuboid, except with a lip at the top to give it a more decorative form.



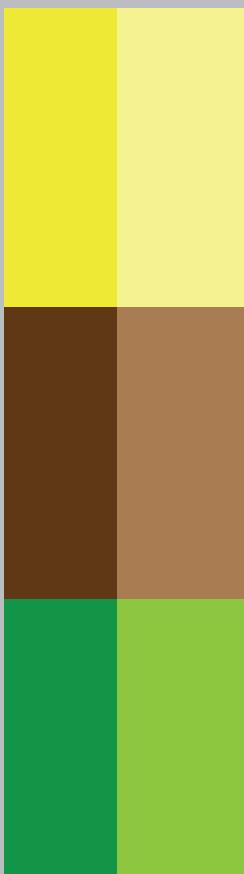
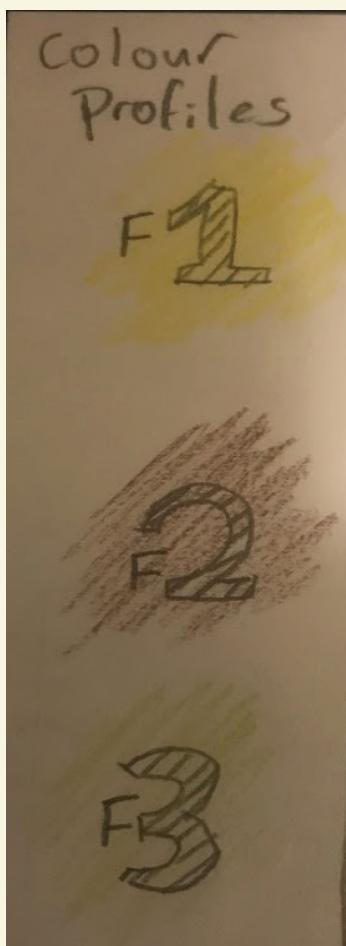
# Measurement Refinement



The next stage was to create precise measurements for the box. The rather primitive sketch shows some of the experimentation that was undergone to arrive at the final dimensions that will be used for the box.



# Scents and Varieties



**Pineapple,  
Lemon,  
Popcorn.**

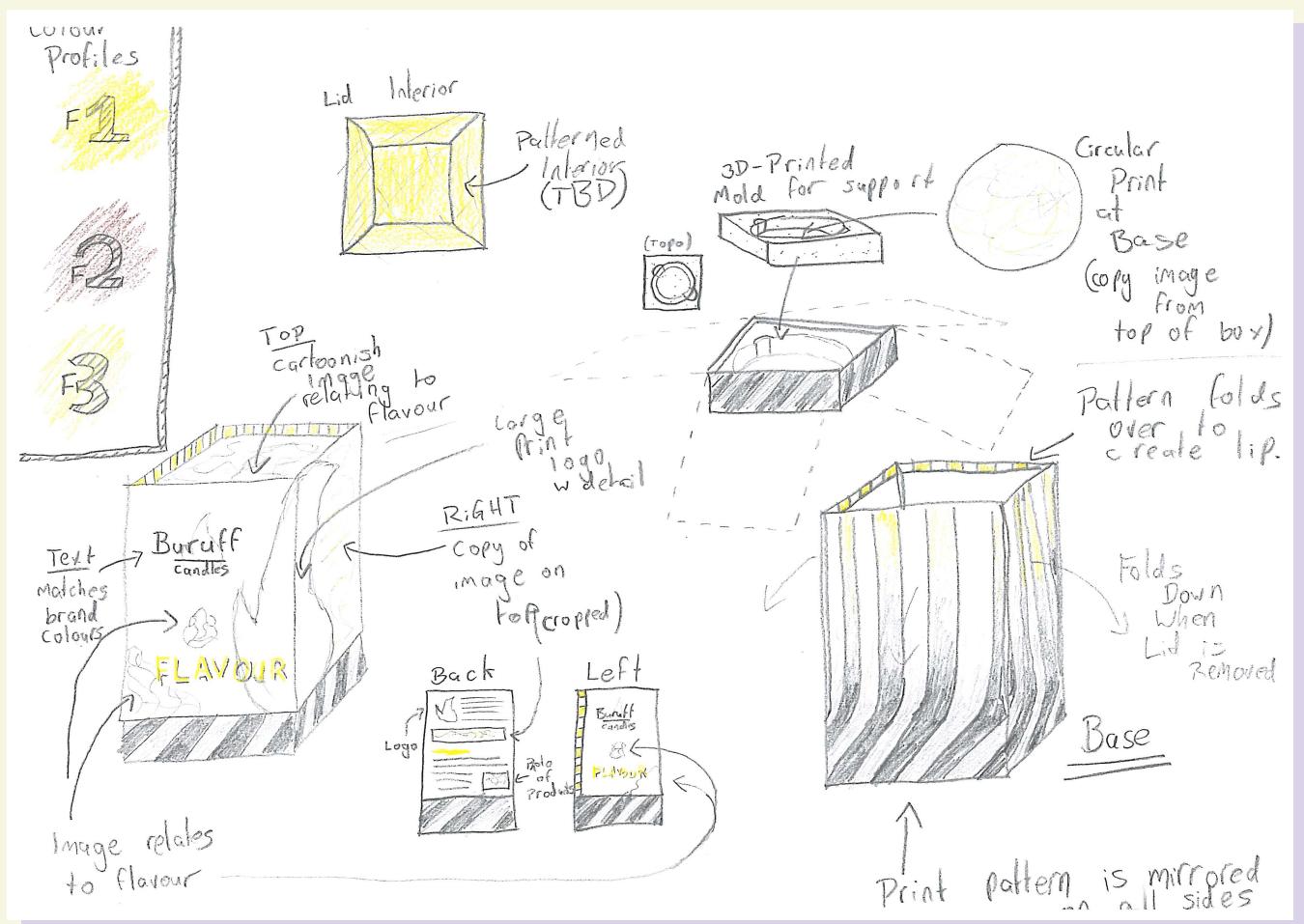
**Chocolate,  
Cocoa,  
Excrement.**

**Apple,  
Mint,  
Lime.**

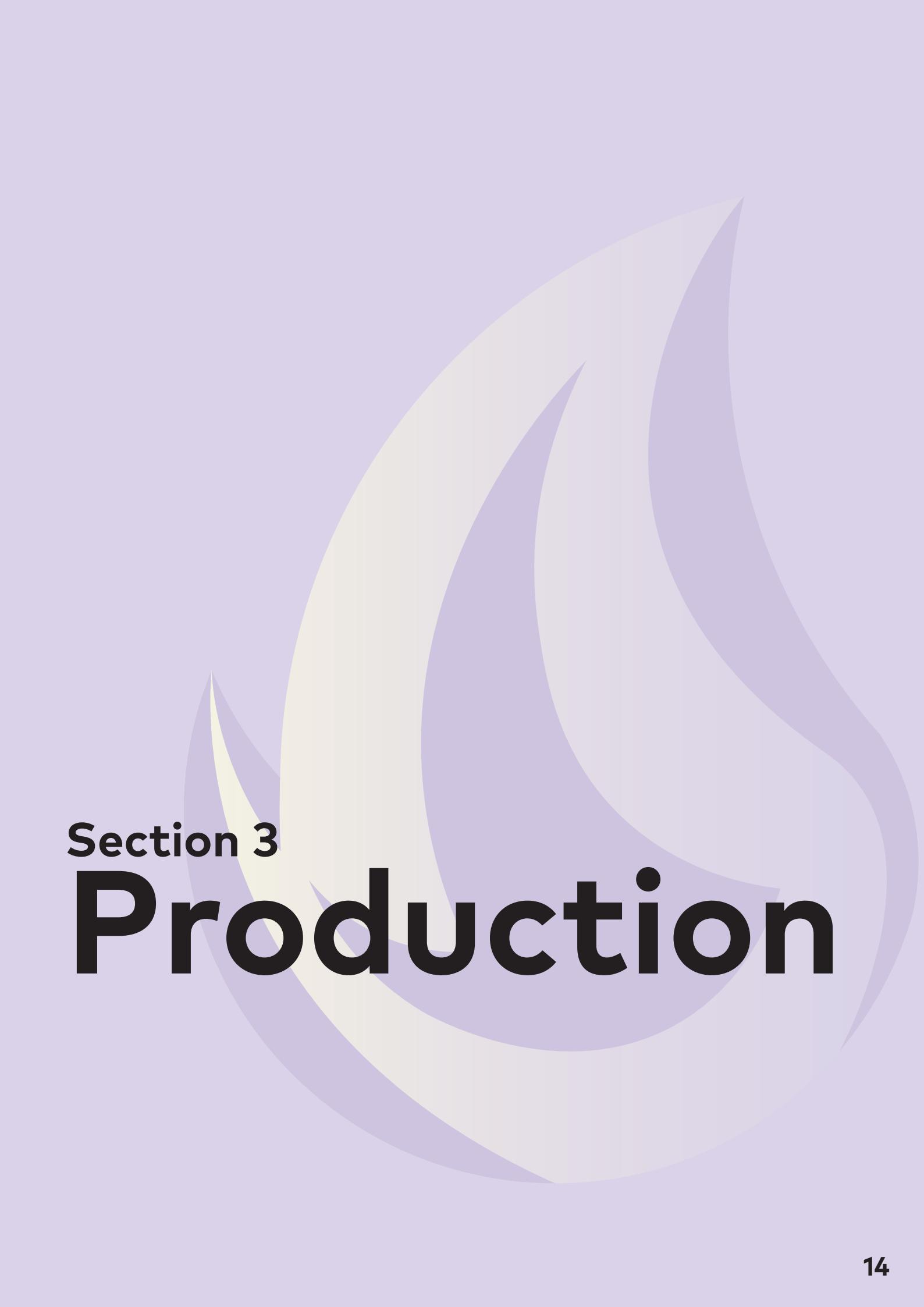
To accommodate for the planned line of products the 3 colours shown were chosen. From each, scents had to be chosen to match what the colours were. In the end the scents chosen were Apple, Pineapple, and Chocolate.



# Final Sketch



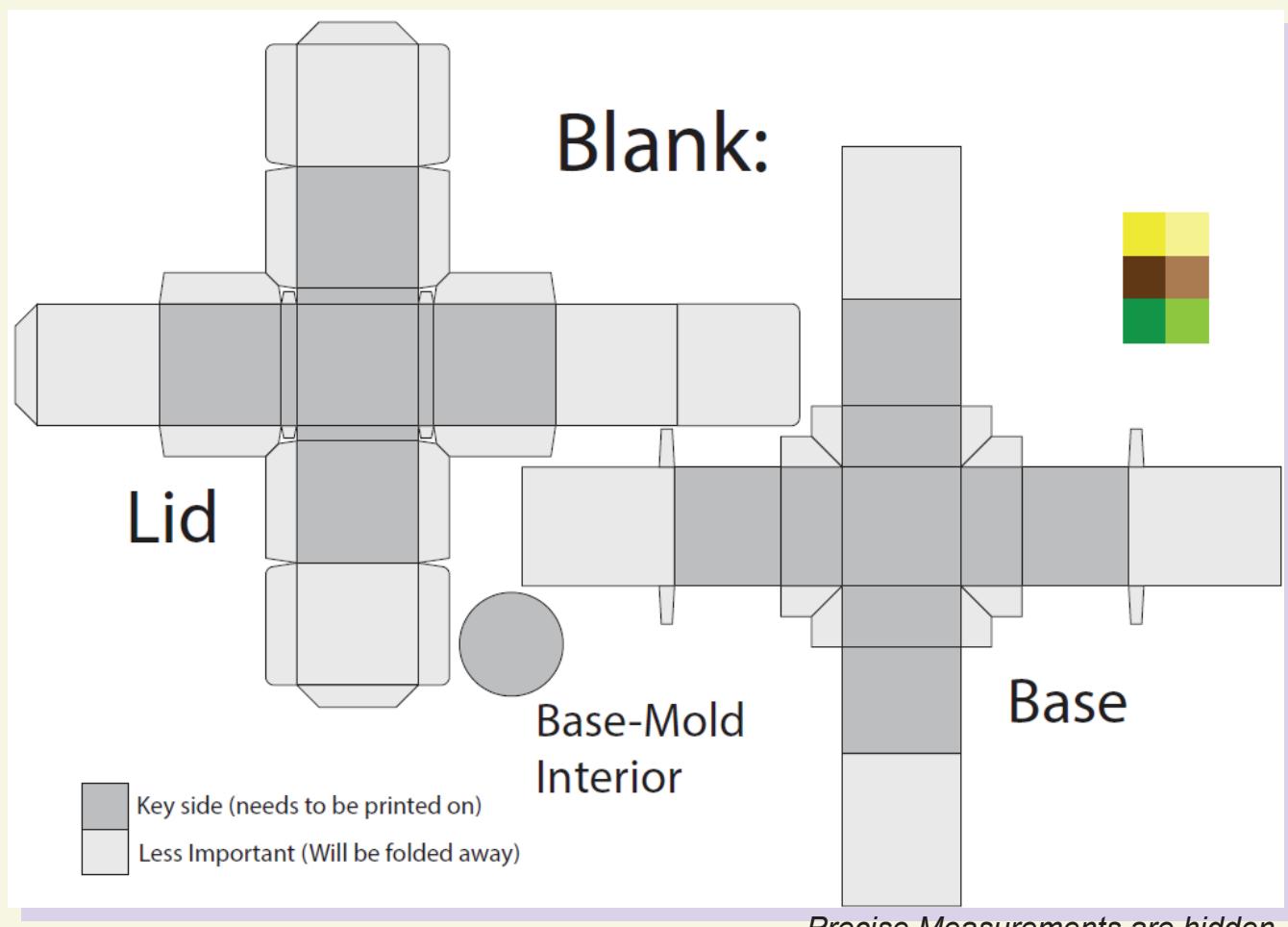
This final sketch shows, in as much detail as possible, every single aspect of the box ready for design on adobe illustrator. This would leave no needed experimentation on the computer given that it has all been done and accounted for.



## **Section 3**

# **Production**

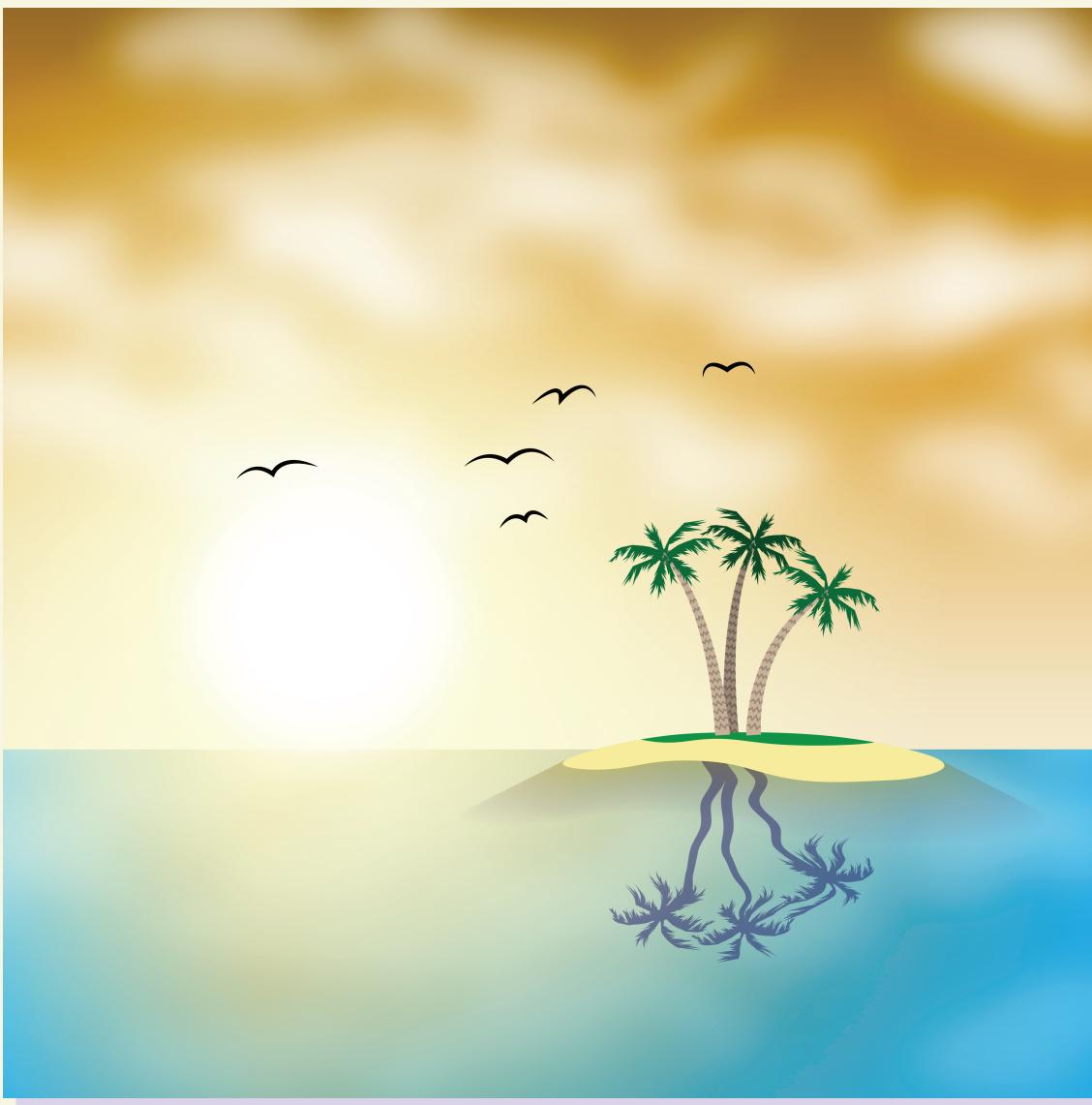
# Die Line Construction



The slightly more painful stage was to use adobe illustrator, and a lot of rulers, to create a precise die line of the final box measured out to the right proportions ready to be populated by artworks to go on the box.



# Artwork



Each flavour would require a unique, original, illustration to go on the box. This is the final, completed design for the pineapple flavour. It depicts a sunset over a tropical island.



# Artwork



Each flavour would require a unique, original, illustration to go on the box. This is the final, completed design for the apple flavour. It depicts a decorative apple tree on a hill.

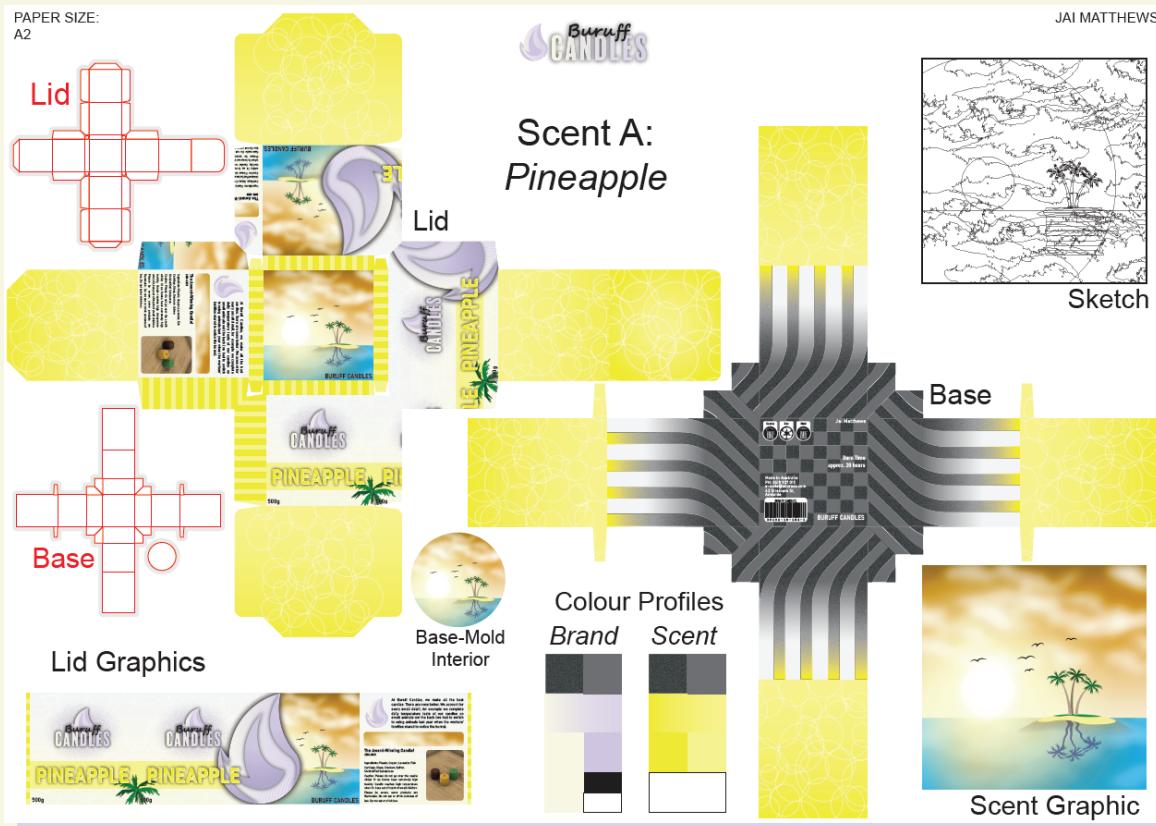
# Artwork



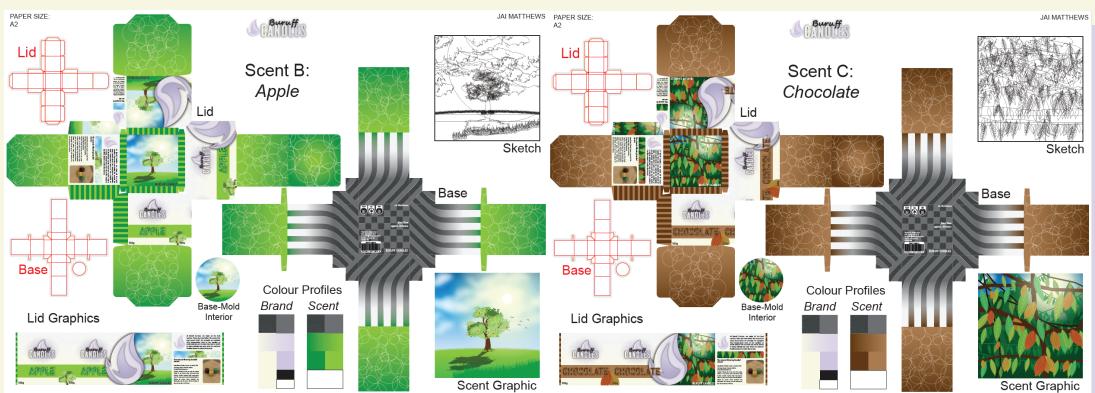
Each flavour would require a unique, original, illustration to go on the box. This is the final, completed design for the chocolate flavour. It depicts a zoomed in segment of a forest.



# Compiling



The most arduous stage by far was next. Every aspect of the design had to be digitised, some decisions still had to be made, and the whole thing had to be put together and changed for each individual flavour across the boxes.



# Printing



*Image Unavailable.*

The very final stage was to print the illustrator document. Because standard printers wouldn't work (even on A3), the files had to be printed on Emma (don't ask). Eventually they worked and it came out as it should.



# Final Product



After a few hours cutting, scoring, and folding,  
...Here is the final product!

