

The Stimmy Frog project

Print case study

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What's Stimmy Frog ?

Stimmy Frog is a brand of collectable fidget toys that I invented. They are packaged in a mystery box / blind bag .

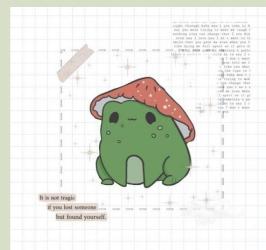
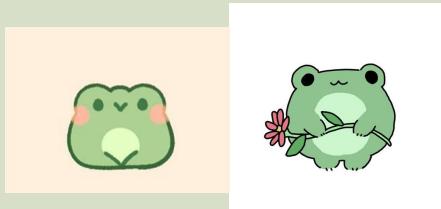
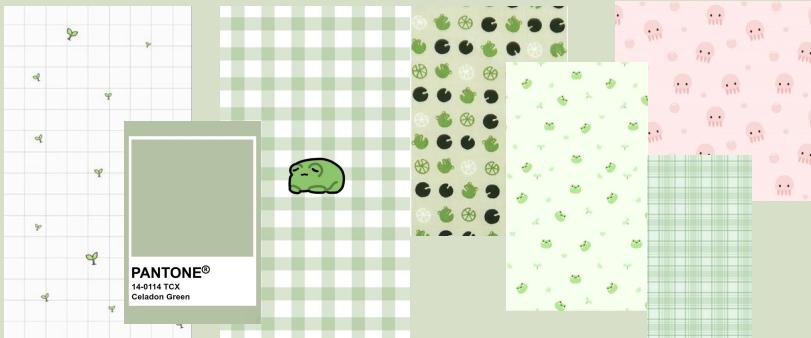
Why ?

I wanted to create something in my style that could be used by both children and adults and that was fun and useful. I love to collect things so I liked the idea of collecting little fidget frogs that could be carried easily in your pocket.

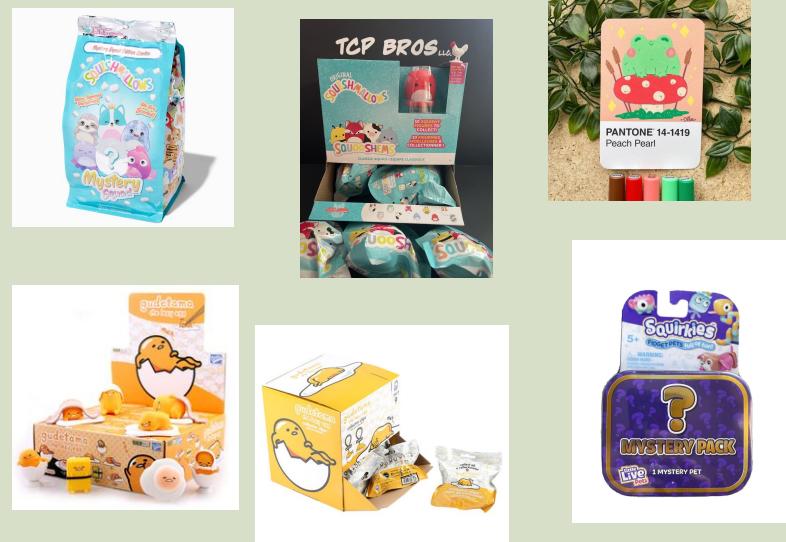


First steps : research and moodboard

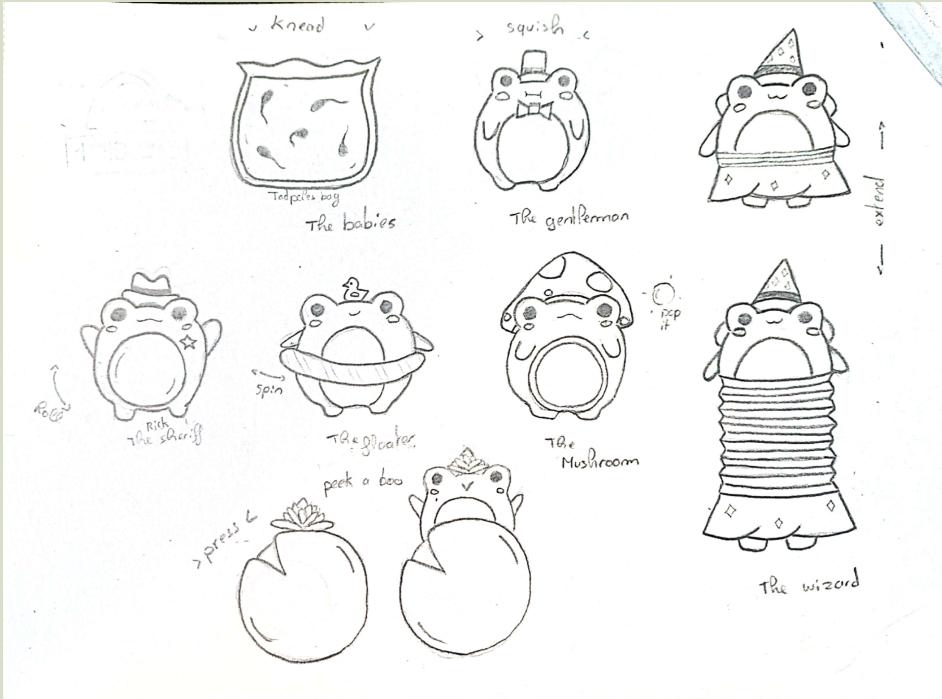
I wanted to have a colourful style without it being too bright and aggressive like the similar toys we often see, so I searched inspiration in pastel colours. The first inspiration for the project was a brand of fidget toys named Squirkies. They are colourful, little fidget toys inspired by animals.



<https://pin.it/3KJ9laR>

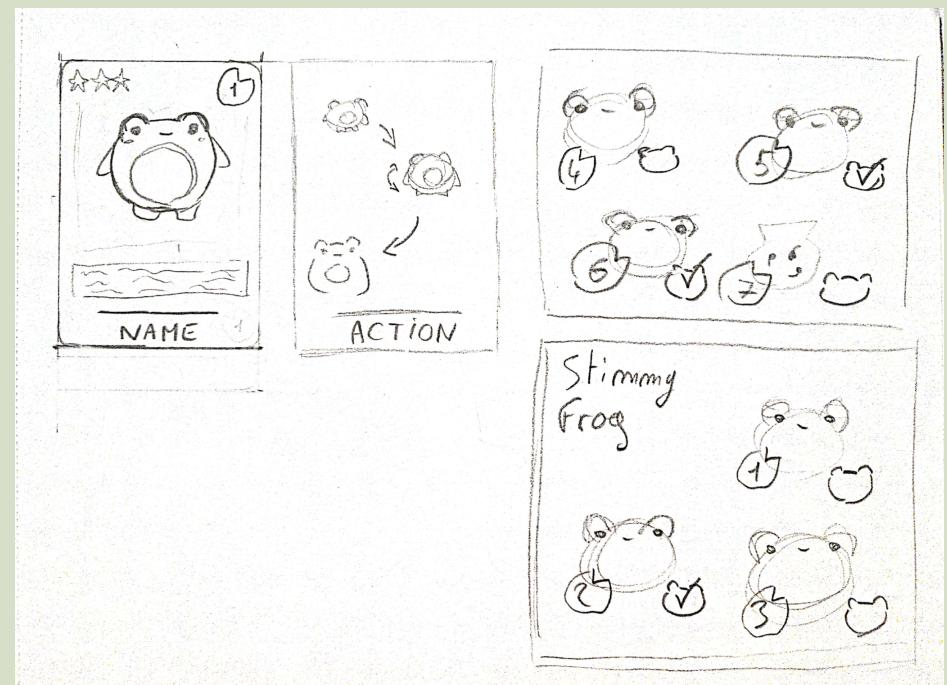


First steps : drafts



I started to imagine and then draw seven frogs inspired by popular fidgets. I gave a name and a title to each of them to build their personality, to help make them more sympathetic.

I also began to think about the checklist to help keep track of your collection, and ID cards for the frogs.



Project : vectorisation Mystery bag



Then I created the pattern for the blind bag. I tried a lot of patterns and I ended up choosing the one where the pattern wasn't too overwhelming. I added a question mark to amplify the 'mystery' part of the blind bag and to add an interesting element to draw attention.



On the final product, the bag will be pre-cut and a ribbon / tape will make the package more accessible.

Project : vectorisation

Frogs

I started to draw the frogs.

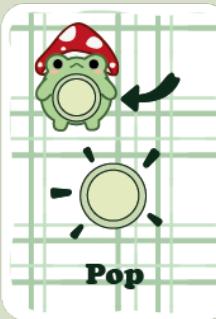
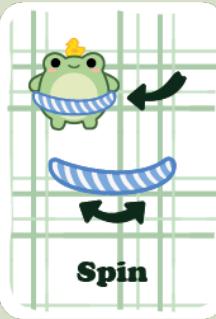
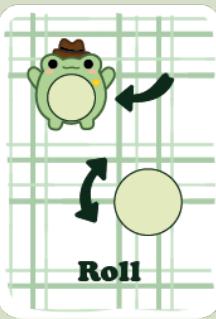


First I made a simple frog to serve as a template for the other frogs. Then the details on each of them.

Also, I made sure to create the variations of some frogs that will help explain how they function.

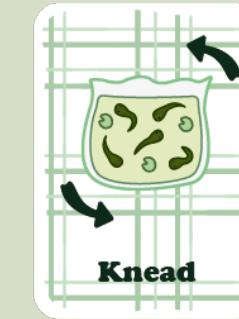


Project : vectorisation Cards



With the frogs done, I created the ID cards. The recto pictures the frog's illustration, its name and title and its number in the collection. The verso pictures an explanation of the fidget.

The first version of the card was darker and I didn't really liked the strict aspect of the straight edges.



Project : vectorisation Checklist

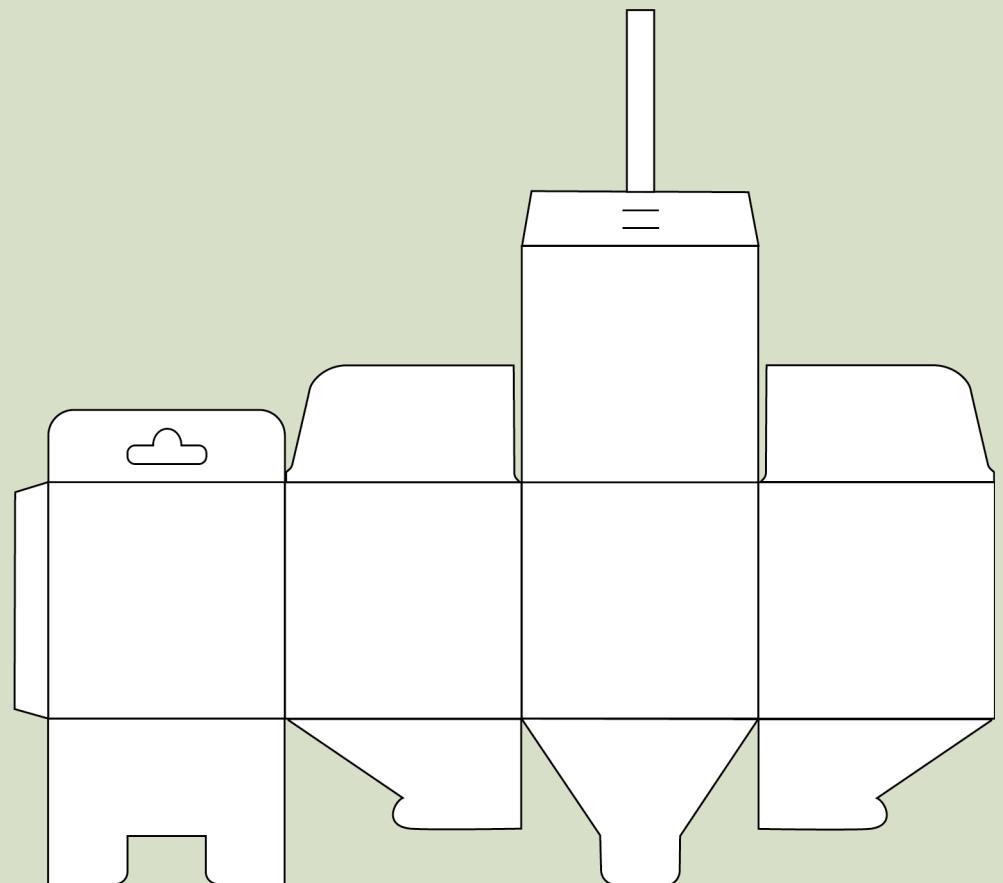
Every collection needs its checklist!

I made sure to add a call to action (check me!) so that we know what to do with this list. The checkboxes are in the shape of a frog head.



Project : vectorisation Packaging Template

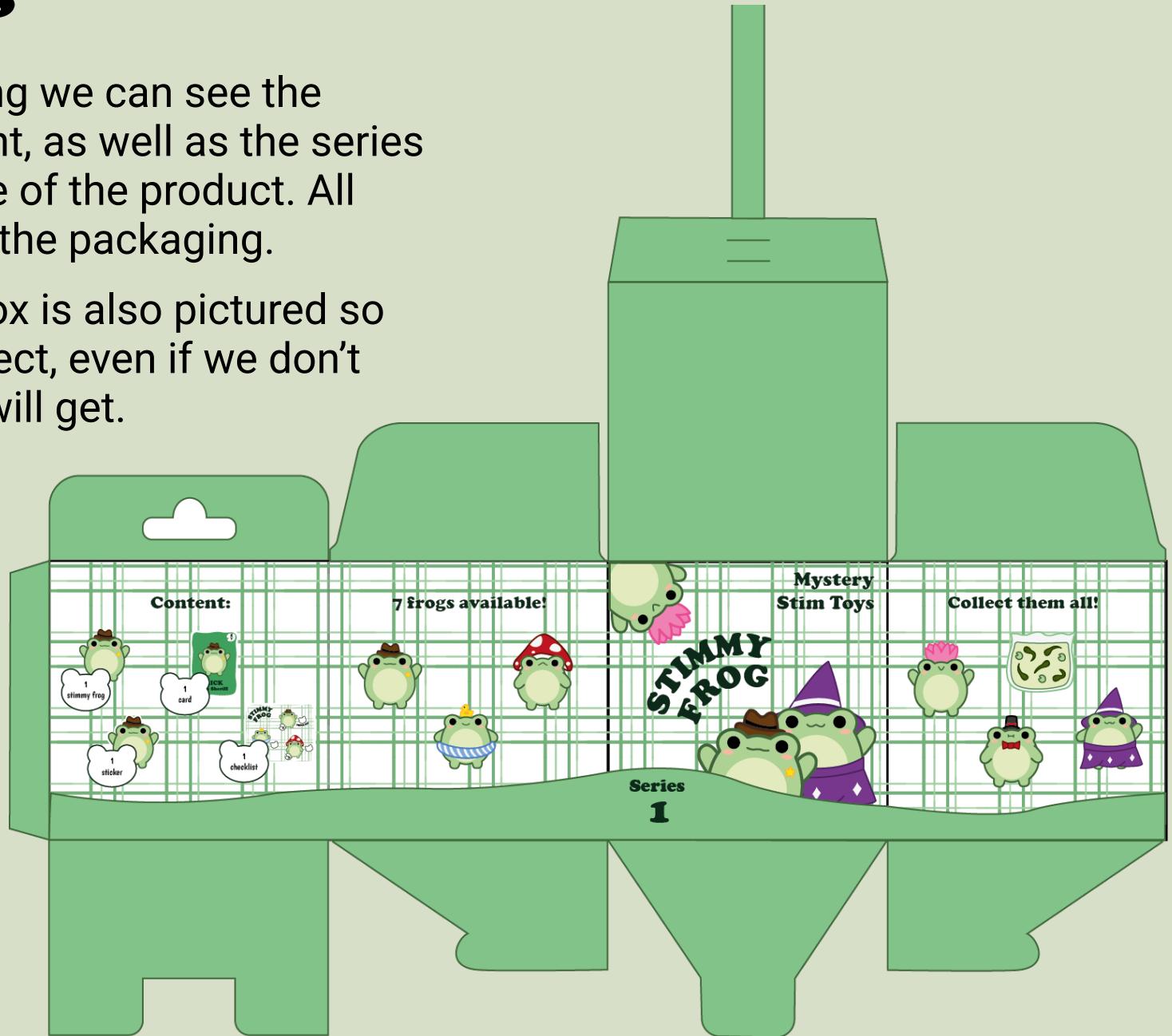
Then I created a custom template for the main packaging. The strip at the top of the packaging will be used to create a loop that will make the packaging more accessible to people with less hand dexterity.



Project : vectorisation Packaging

On the main packaging we can see the illustration on the front, as well as the series number and the name of the product. All frogs are pictured on the packaging.

The content of the box is also pictured so we know what to expect, even if we don't know which frog we will get.



Project : End and improvements

This is the first version of the product. I would like to make some improvements, like making the Stimmy Frogs even more accessible by adding braille on the packaging. I also planned to create a 3d model of one of the frog to eventually 3d print it.

I had a lot of fun creating this project and I learned to anticipate my designs and ideas with the goal of actually producing a concrete object at the end.