



aimee bowen
ui | ux designer

omnia

app

Omnia connects multiple social media platforms into a single app. Currently, there are social media manager apps that allow you to manage posting to multiple accounts but Omnia does so much more. It has Facebook, Instagram, Pinterest, Twitter, and Snapchat and allows users to post, view other's posts, watch stories, and use a chat.

challenge

As a new app, Omnia requires a new brand identity and app interface. To make Omnia preferable to other social media options, the interface needs to allow users to navigate through all of their accounts with ease. The app should clearly differentiate between posts from different platforms.



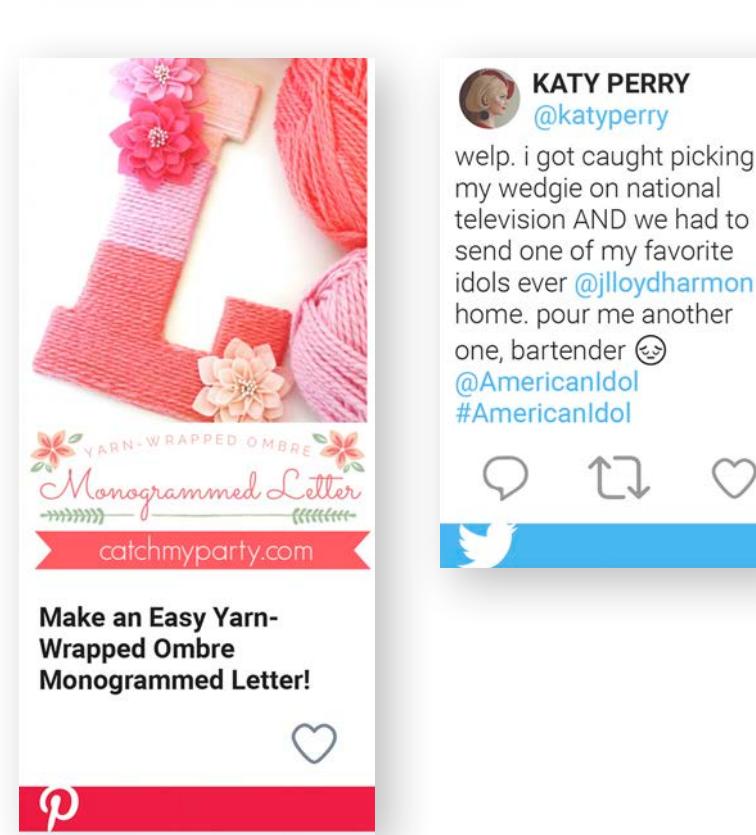
logo + brand

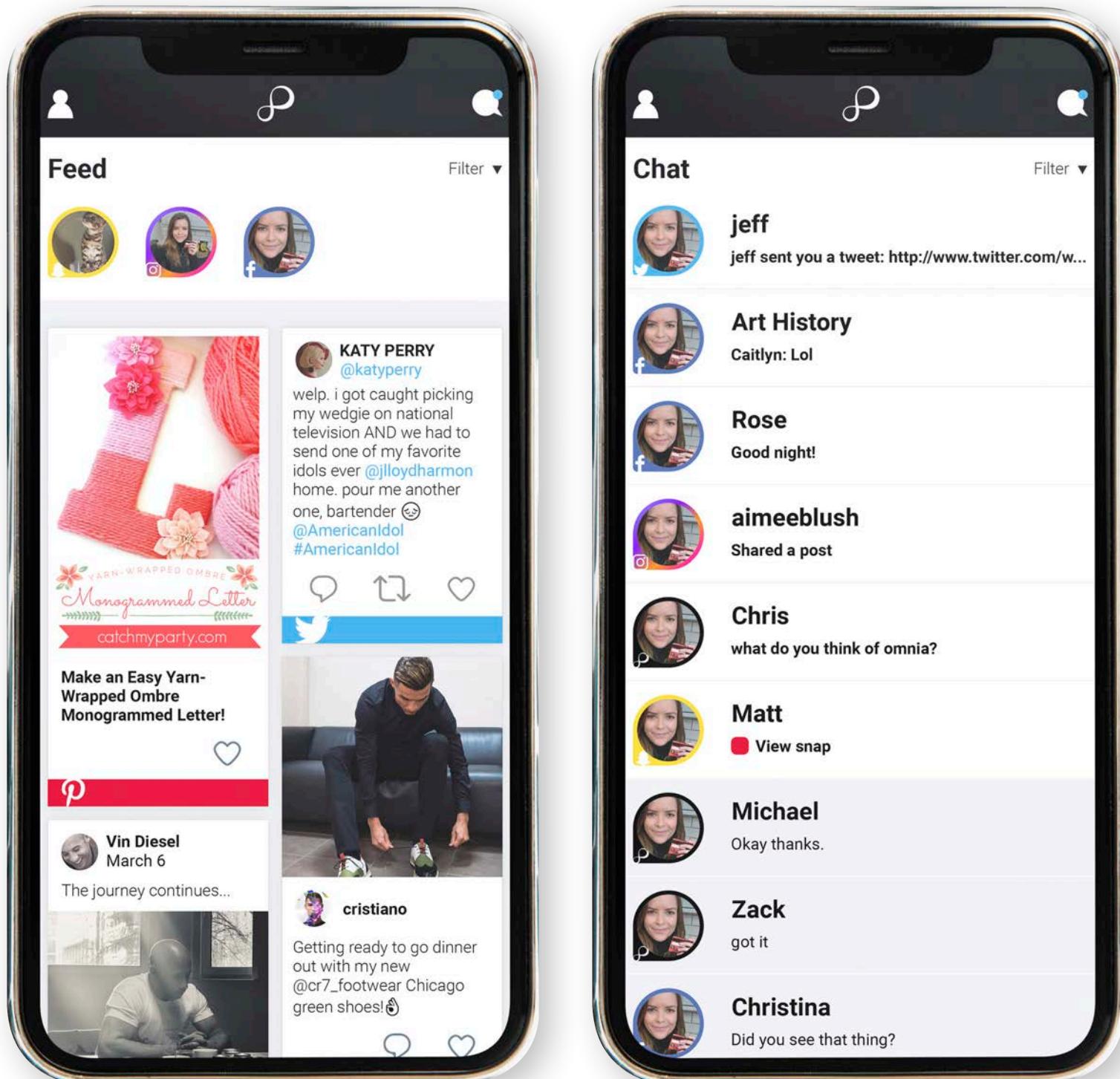
Omnia is branded to be an amalgamation of a variety of different apps. It is powerful enough to be the only app that a person will need. This is represented with the logo mark of the infinity symbol. A person can spend an endless amount of time on the app and the platforms included in the app feels like an infinite amount. The colors of the Omnia brand are kept to black and white, pushing it into the background so that focus is kept on the brands of the social media.



user interface

The design of posts on the app is intended to keep a uniform look while also making it very clear where a post is from. Each social media platform has its unique brand color, which is included on the bottom of posts or in a stroke around profile pictures to make them all recognizable at a glance. The logo of each platform is also included in a similar style to Omnia's identity, allowing for clear identification if colors are obscured on a phone or someone struggles with color blindness.





user experience

The way the posts are laid out on the home screen is inspired by Pinterest. Users follow hundreds of different accounts on social media and this view allows them to see many posts at once and casually look for the posts that catch their interest. If they only want to browse certain social media posts, there is a filter to allow them to remove any platforms from their feed. If a user wants to browse each post more closely, they can tap on a post and it will fill the screen. Then, similar to Snapchat, if they tap or swipe one side of the screen it will navigate to the next post in their feed.

mitate

mobile game

Mitate is a “create your own zen garden” idle mobile game. The goal of Mitate is to be used as a teaching tool. Ideally, the use of the app will cause users to better appreciate zen gardens in real life.

challenge

The app interface needs to visually celebrate the history of zen gardens. The experience of the app should ensure it is an enjoyable game to play while also easy to understand. It should also celebrate the goal of teaching users about zen gardens.



name

The name Mitate comes from the Japanese word for the practice of using metaphors or imagination in garden design. This concept is represented in the app with the unique names for each object for the garden such as "hills" for a pile of rocks or "river" for a path of pebbles. Outside of the imaginative aspect of the objects, there are items that were historically used in zen gardens. The "boat" is based on a specific stone in the garden of the Daisen-in temple in Kyoto. The "mountain" comes from a mound of sand from Ginkaku-ji (Temple of the Silver Pavilion). This makes the app, despite being on a phone and in a simplistic illustration style, as authentic to traditional zen gardening as possible.

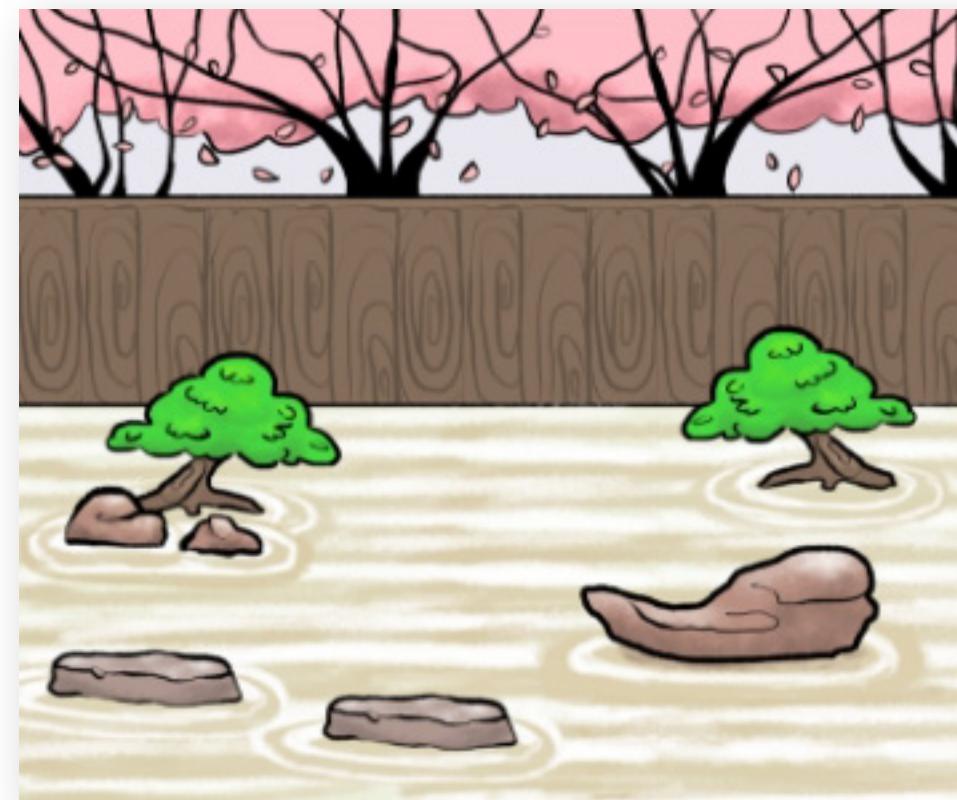
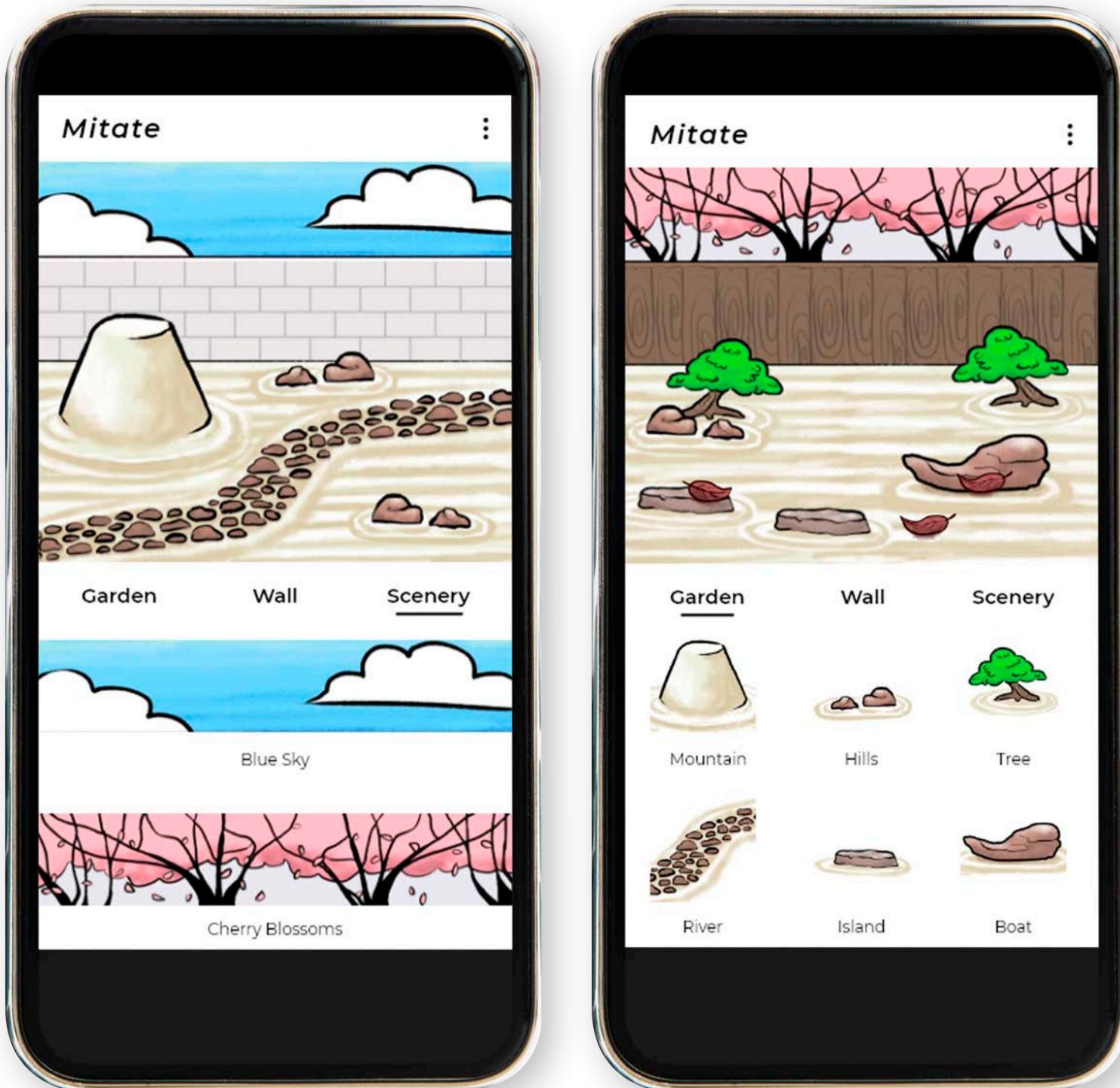


illustration style

The style used for the objects in the app play with texture to represent the materials used in zen gardens (usually sand or gravel). The use of black outlines and the brush style references traditional calligraphy and painting in China and Japan, where zen gardens have a great presence. Painting and gardening are both important parts of Buddhism, so it is natural for them to be together.





game play

Users have the option of adding garden items, changing their fence, and changing their scenery. In zen gardens, there is a concept called borrowed scener where the location and the background are important aspects of the design. Giving users these options allows them to be more aware of how much thought is put into professional gardens.

The point of the app is not simply to make a pretty garden but also causes users to practice the discipline of constantly needing to upkeep their garden. Leaves will appear in the app that need to constantly be removed by the user. The interactivity of having to constantly check into the app to remove leaves retains the idea that zen gardens are meant to be a tool for meditation and hardwork: two things valued in Zen Buddhism. It allows users to experience a meditative moment each day where they can briefly forget about the temptations of the outside world and focus on one repetitive task.

user interface

The UI design is kept minimal to keep the focus of the user on the garden and the elements going into it. It is intended to make it easy to use so that all of the user's effort can be on designing a garden that they can be happy with.

american swedish historical museum

map + brochure

Everyone is encouraged to celebrate their backgrounds at the American Swedish Historical Museum, located in South Philadelphia, PA. The displays in the museum celebrate the culture and history of Sweden, Scandinavia, and Swedish-Americans. There is a variety of examples of Scandinavian culture including architecture, furniture, design, and more.

challenge

The American Swedish Historical Museum has a new audience: teachers who teach art. A re-branded brochure include important information about the museum, including a map, while also capturing the attention of this audience.



Public Hours

Tuesday - Friday
Saturday - Sunday
10am to 4pm
12pm to 4pm

Our History

Founded in 1926, the American Swedish Historical Museum in South Philadelphia is the oldest Swedish museum in the United States. 1926 marked the 150th anniversary of the signing of the Declaration of Independence, and Americans from all backgrounds were celebrating their heritage and their contributions to the United States of America. The museum's founder, Dr. Amandus Johnson inspired a group of committed, successful Swedish-Americans to build the Museum as a permanent monument to Swedish contributions in the United States.

The Museum is located on land that was once part of a seventeenth-century land grant from Queen Christina of Sweden to Swedish colonist, Sven Skute. The Museum's architect, Swedish-American John Nydén, combined architectural features from three prominent edifices in his design. He modeled the main building after a seventeenth-century Swedish manor house, Eriksberg in Södermanland. The copper cupola atop the building is inspired by the one on Stockholm's City Hall, and the arcades which flank the Museum are patterned after those at George Washington's home, Mount Vernon.

The Museum's 20,000 square foot interior is currently divided into twelve exhibition galleries, reference library, curatorial storage and archives, offices, museum store, large dining room/conference area and kitchen. The Museum is available to rent for wedding receptions, corporate meetings, and parties.

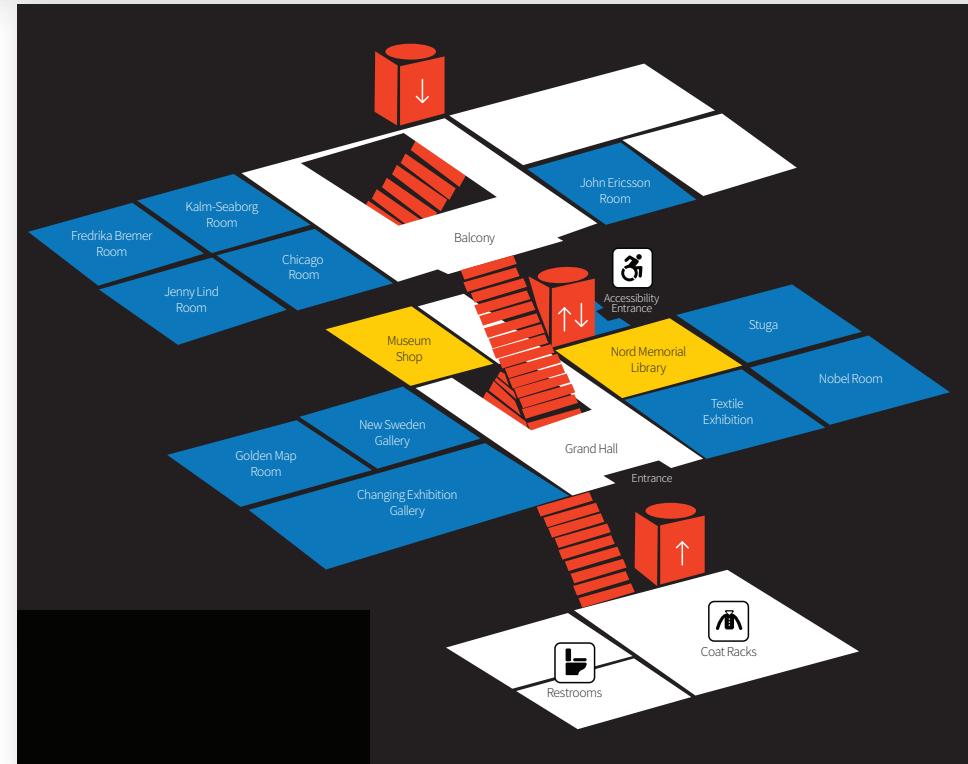
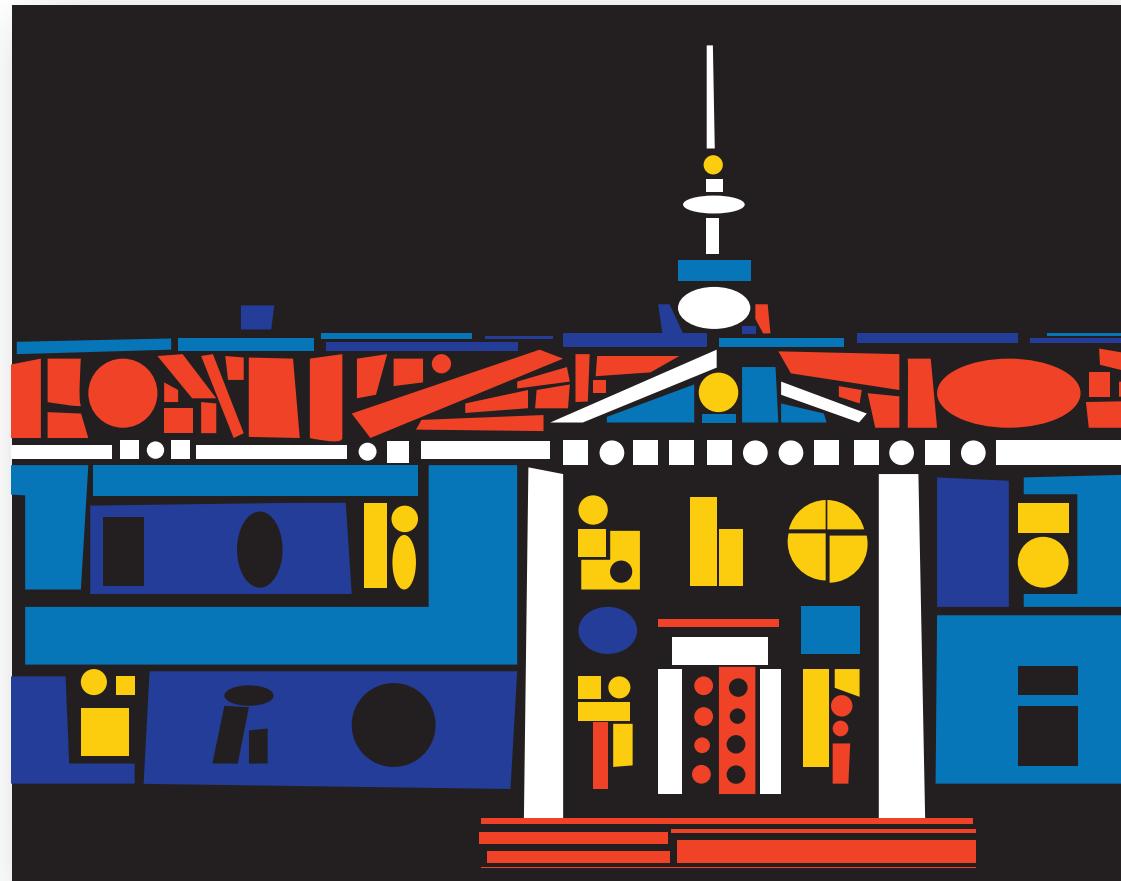
style

The style of the branding is heavily inspired by the geometric style of Swedish design. The blue and yellow in the color palette is drawn from the Swedish flag. Because the American Swedish Historical Museum's goal is to allow everyone to celebrate their cultural heritage, the branding isn't purely focused on Sweden. The additional red in the color palette is drawn from other flags in Scandinavia, specifically Iceland, Norway, and Denmark. Red, white, and blue also represents the United States, half of the identity of Swedish Americans. The mosaic style relates to the coming together of multiple cultures in America and Scandinavia. However, the color palette stays Sweden, which is the only country to use yellow.

The illustrative style of the collateral with the bright colors is also meant to appear child-friendly. With consideration to the target audience, the design is straight-forward and professional enough to work as a map, but fun enough to add show teachers that the location has exciting art and design that children will be intrigued by.

map

The isometric layout of the map allows for all parts of the venue to be visible. The location is small and it adds visual interest. Red, a color that stands out and is often used for emergency items, is reserved for elevators and stairways. These items are important for getting around and for evacuation scenarios.





AMERICAN SWEDISH HISTORICAL MUSEUM

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Upcoming Events

April 28	Spring Ting Dinner & Auction 2018
May 15	Toddler Time: Sami Exploration
May 26	History of Finnish Independence
June 6	National Day
June 19	Toddler Time: Midsommar Fun
June 23	Midsommarfest
November 30	Julbord
December 1	Lucia

Rentals

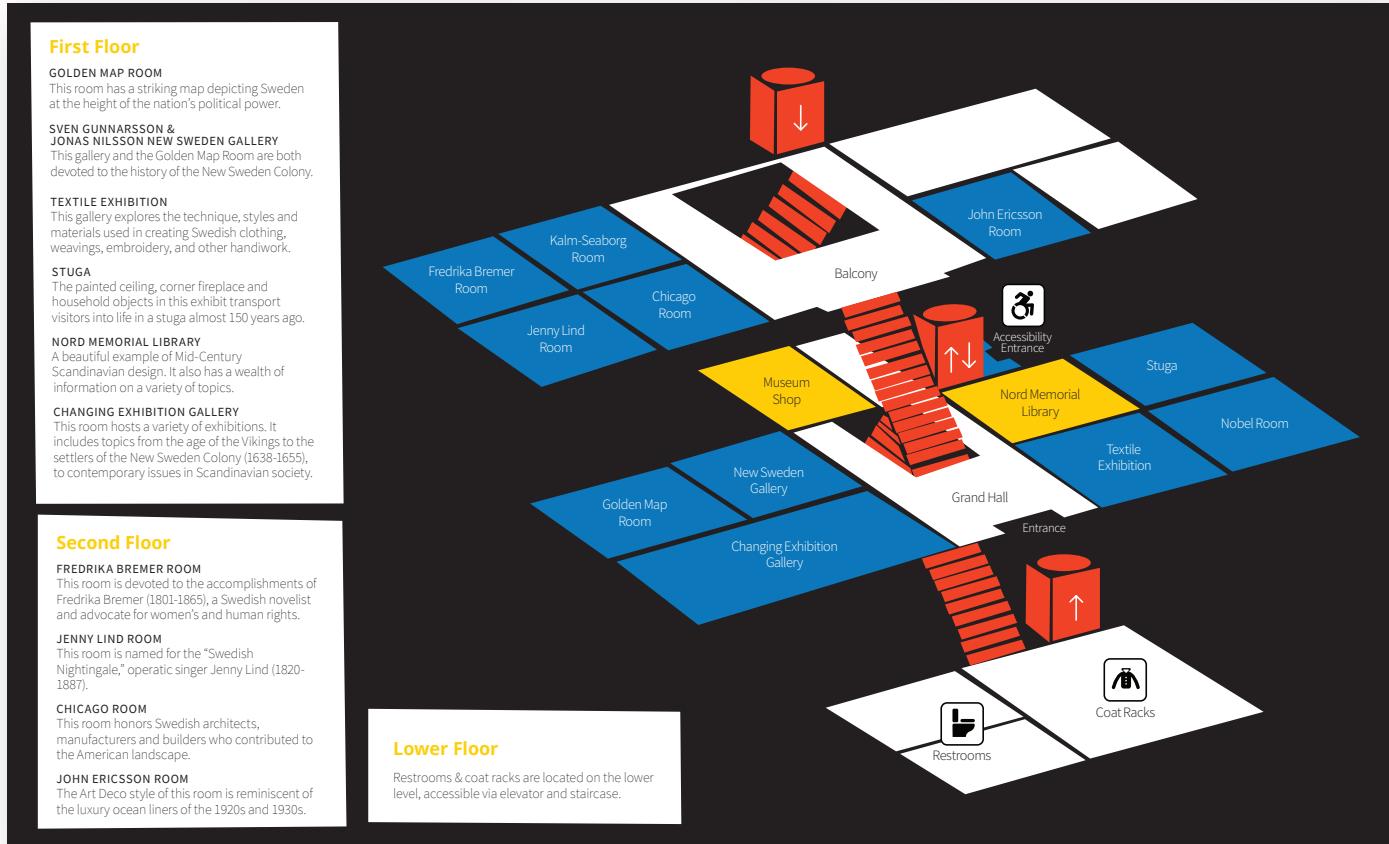
Rental of the American Swedish Historical Museum includes use of all the museum's public spaces during your event. Your guests will enjoy browsing our fantastic galleries, which feature original period paintings, furniture, and textiles. There is even a seasonal tent, complete with lighting, fans and heaters, and clear, retractable sides, so that you and your loved ones can dine and dance the night away while enjoying the beauty of the outdoor setting.

Featuring easy access, free parking, and convenient proximity to center city, the American Swedish Historical Museum is the perfect Philadelphia venue to host any special occasion.

For information on pricing and holding an event at the Museum, please contact Mandy Lightcap at Jeffrey Miller Catering, 215.421.7765 and mandy@jamcater.com.

Public Hours

Tuesday – Friday	10am to 4pm
Saturday – Sunday	12pm to 4pm



brochure

The brochure uses a gateway fold. The American Swedish Historical Museum has large double doors leading to the grand hall, so the layout visually references this. It also represents the museum welcoming you in, relating to Sweden, which is said to encourage great hospitality.

harboring innovation

logo

Eastern Communication Association (ECA) promotes excellence in research, teaching, criticism, and communication theory. The association hosts an annual convention, with a different city and a different theme each year.

challenge

In 2020 the ECA Conference is in Baltimore where innovation, start-ups, and technology flourish. ECA named their 111th conference "Harboring Innovation" as a play on the location at Inner Harbor, a popular Baltimore sightseeing hub. This year, like every other, the convention requires a unique logo mark to represent the event.



logo mark

Similar to the name of the convention, the logo combines the seaside location with the innovation in Baltimore. A circuit board celebrates the contributions Baltimore has made to the software and hardware industry while also representing interconnectedness, one of the goals of the ECA Conference, the circuit board transitions into being a dock on the right side of the icon, representing the harbor. Both are described as a hub, one for technology and business and the other for tourism, respectively.

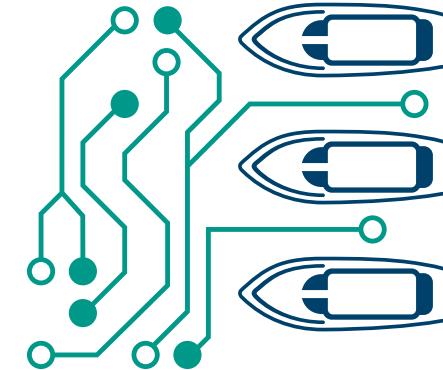
The boats are an essential part of the icon to make it clear that the shape of the circuit board is a dock. It also intends to further promote the convention's goal to connect people together. The boats traveling to Inner Harbor could come from anywhere but connect at this one location, just like the vendors and attendees.

colors

The two colors continue to support these ideas. Green is used for the common color of circuit boards but have a turquoise hue. This, in combination with the dark blue, makes the logo look nautically themed while also keeping a professional appears.

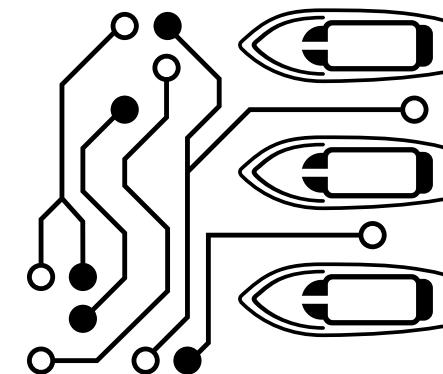
typography

The type pairs a heroic font for "INNOVATION" that visually matches the circuit board with a cursive style that looks like it would be the name painted on the side of a ship.



Harboring
INNOVATION

111th ECA Conference • Baltimore, MD
April 1 – April 5, 2020



Harboring
INNOVATION

111th ECA Conference • Baltimore, MD
April 1 – April 5, 2020

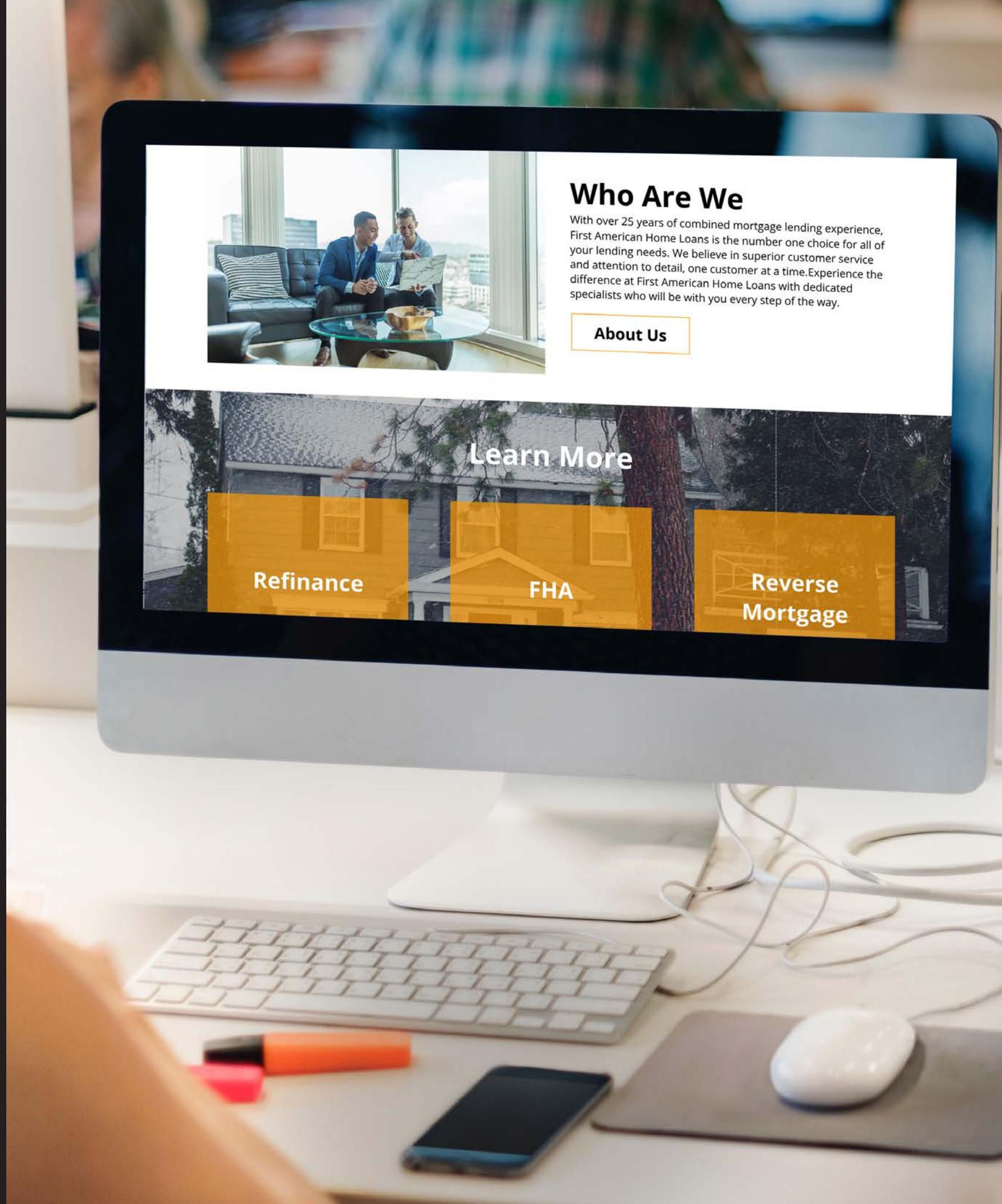
first american home loans

website

First American Home Loans is a California-based company that offers services for home owners such as mortgage refinancing.

challenge

First American Home Loans wants to modernize their website to reach more customers. The main target audience of this company are homeowners near the age of retirement. The new website should target this group and represent the company as trustworthy and experienced, important traits for companies working with finances.



The website features a clean, modern design with a color palette of blue and orange. The homepage includes a large image of an elderly couple sitting on a bench, followed by sections for "Welcome to First American Home Loans" and "Our Services" (FHA, Refinance, Reverse Mortgage). Below these are sections for "Who Are We" (with a photo of employees) and "Services" (with a photo of a house and icons for FHA, Refinance, and Reverse Mortgage). A testimonial section shows photos of happy clients and their quotes. The "Refinance" section highlights "lower monthly payments? Or need extra cash or a fixed mortgage rate? This is why you should refinance." The "FHA Loan" section discusses "Streamline Refinance" and "Fast and easy, close in 30 days". The "Reverse Mortgage" section explains the process and benefits.

website

The two main goals of the First American Home Loan's website are to share information and to reach potential new clients, with the latter being priority. On the home page, above the fold there are call to action buttons for "Learn More" and "Get Started," making it as easy as possible to direct a user in a way that meets the client's needs. The client's brand colors, blue and orange, are used throughout the website to enhance brand recognition. Orange, being the brighter color that attracts more attention, is used to any call to action buttons that take priority.

In this website, photography became an important element. As a company that deals with finances, it is important to cultivate a sense of trust. Because photography is usually a glance at the real world, it can make the brand seem more genuine. In addition, it can make it clear without reading what services they offer. The photos will include Orange County-style homes and people of an older age, which would branch a connection to the target user. For their "About Us" page, real photos of employees will be used to clearly communicate that clients will be meeting with real people.

icons

Custom icons were created for the website to communicate at a glance the services that First American Home Loans wants clients to get excited about. The company's identity has curved lines with a lot of motion, so this style is referenced in the icons.

wimbledon

map + brochure

The Championships: Wimbledon is a prestigious tennis competition in London. Attendees and competitors come from all around the world.

challenge

Wimbledon will be needing maps and wayfinding icons to assist attendees traveling to the event from outside of the United Kingdom. In addition, they will be rebranding.

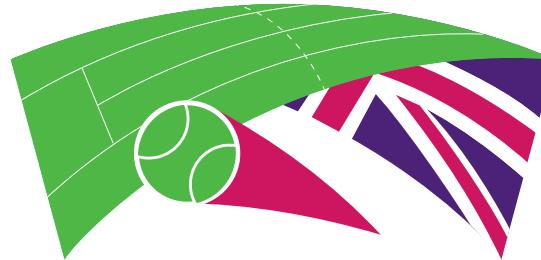
For individuals arriving at Heathrow airport, the goal is to create a map showing how to get to Wimbledon through two different forms of transportation: car and public transportation. The visitors will also need a campus map, showing them how to get from parking lots or public transportation, to event locations.



logo

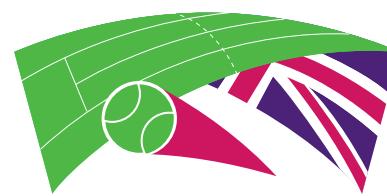
The Wimbledon logo celebrates important aspects about The Championships. It includes a green tennis court for the club's unique grass courts, the union jack for its location in the United Kingdom, and the color purple, a color associated with royalty throughout history, for its royal patronage.

THE CHAMPIONSHIPS
WIMBLEDON

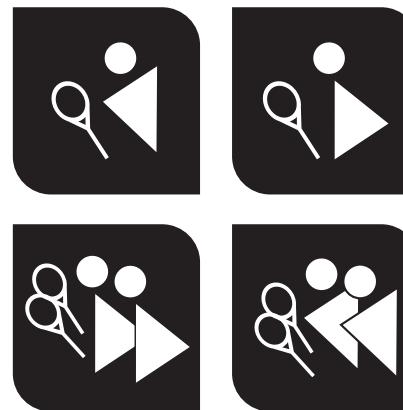


icons

The icons imitate the motion and shape of the logo. The human figures for the event icons are slanted to feel as if they are running through the court. The icons for transportation bleed out of the box to feel as if the vehicle is coming into frame. To differentiate between ladies and gentlemen, inspiration was taken from universally understood bathroom icons. For those the men have broader shoulders and the women have dresses, this design abstracts these shapes with triangles.

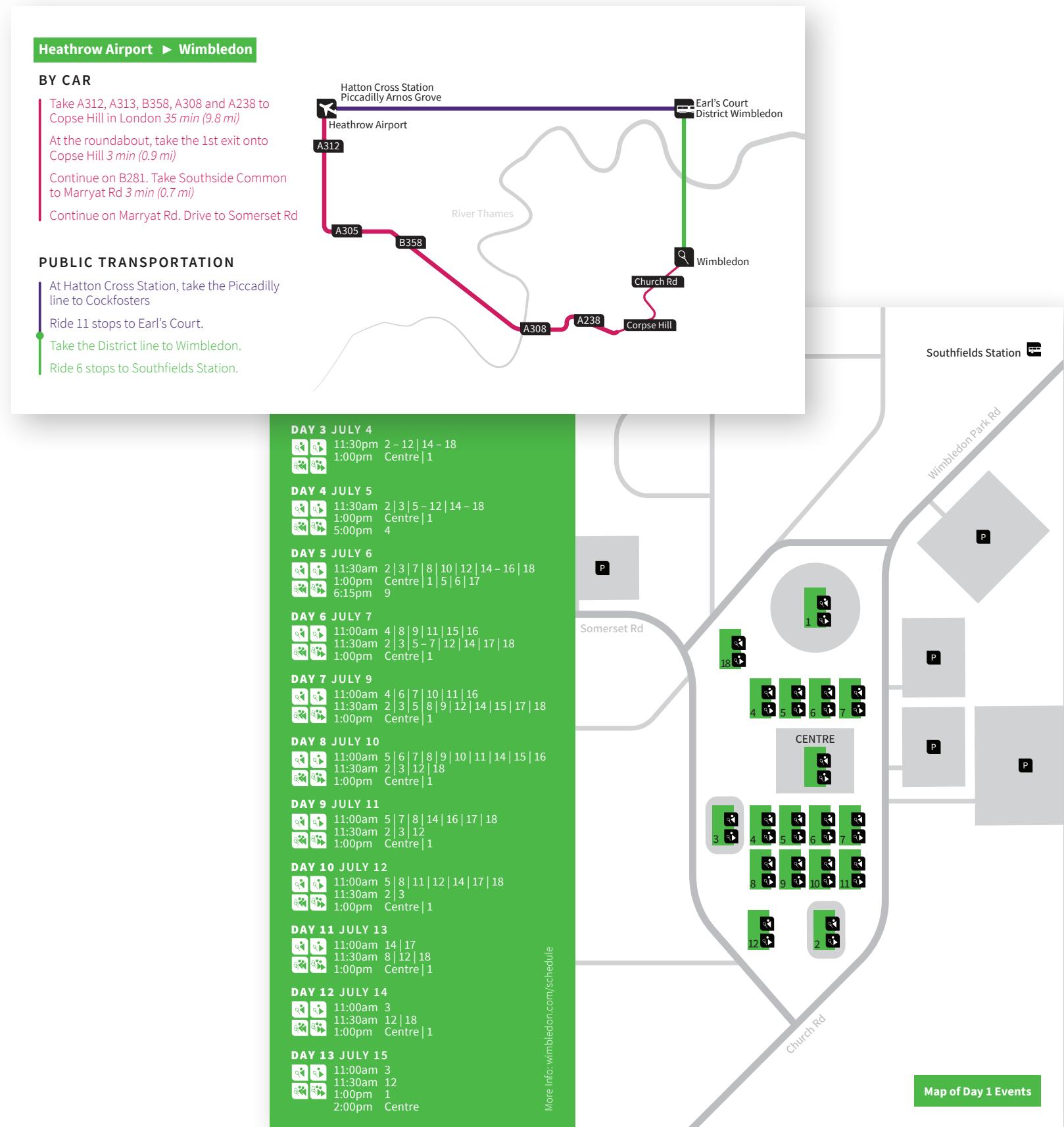


THE CHAMPIONSHIPS
WIMBLEDON



maps

The maps are designed to be highly simplified. Instead of showing the true geography of the location, the paths are just straight lines with 45°/90° turns. For the large map, the directions for the road way only vaguely follow the true shape of the freeways. This was designed with the assumption that drivers don't necessarily notice curves in the road, instead they just need to know if they are turning right or left or continuing on the same road. The railways are just lines, based on the assumption that riders only need to know their stop. For the small map, the intention was the get visitors from parking or Southfield's Station to events, so these are the only thing depicted on the map. The streets bordering All England Club are darker than the rest since these will lead people to the location, however side streets are included for anyone approaching from a different direction.





brochure

The brochure leads the viewer through their journey as they open it. It begins with a portrait photo of a Wimbledon champion, based on how it will be displayed at an airport. Then it opens with their travel from the airport to Wimbledon before finally landing on the map of the event itself. This clearly breaks the path into steps for the ease of the user.

office of emergency services

disaster kit

In the event of a disaster, access to shelter, water, or food may be scarce. A disaster refers to a natural disaster, such as an earthquake or a hurricane, or a man-made disaster like a terrorist attack. People need to have an emergency kit ready ahead of time to ensure that they have necessary resources in any of these events. California Governor's Office of Emergency Services will issue a kit after an emergency that will include a 3-day supply of food and water, a flashlight with batteries, hand sanitizer, first aid supplies, and an emergency mylar blanket.

challenge

The goal is to design a container to keep all items of the kit together as well as design the packaging of each piece so that they visually appear to be a part of one set. The container must be able to survive at least a 2-story drop. This will allow the kit to be quickly delivered without a concern for damage.



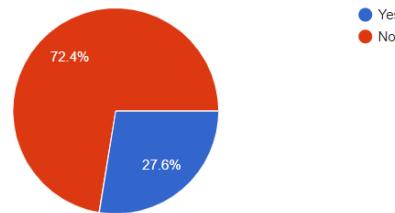
disaster research

The moodboard looks at 4 disasters from around the world: 2010 Haiti Earthquake, Hurricane Katrina, 2011 Tōhoku earthquake and tsunami, and the 2001 Gujarat earthquake. The moodboard shows how devastating disasters can get and why a person might have little access to food, shelter, and water. It also shows disaster kits that were sent during recovery, disaster kits that were made as a result, or other ways that resources such as water were obtained.



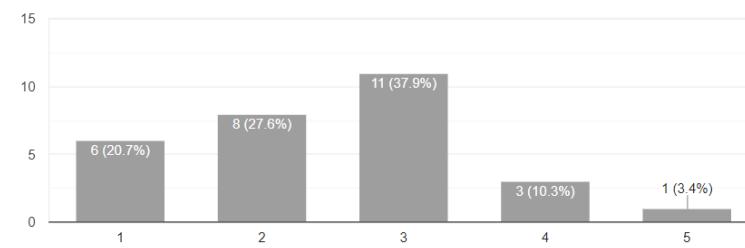
Do you own a disaster kit? (For example, a single backpack that holds resources you would need in the event of a disaster.)

29 responses



How prepared are you for a disaster scenario?

29 responses



survey

The survey had a total of 29 responses. It gave insights into how prepared people were for a natural disaster, what information they might need when dealing with this disaster kit, and what additional items should be added to improve it.

kit container

The packaging solution is simple. The products are rolled into a blanket for padding, rolled with an emergency blanket to protect it from dirt, and tied off with paracord.

Rolling the items is a simple way to protect them from impact, the elements, and any dirt or dust. In addition, the paracord acts as a handle but the small package could be placed inside or attached to the outside of a backpack. Because a blanket has a flexible form, this also allows for users to add any other supplies they may need without worrying about running out of space.



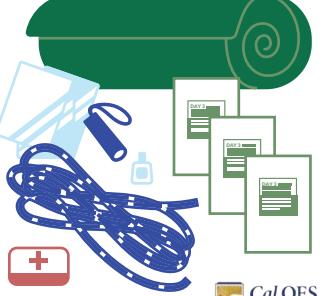
daily rations

The main goal of the packaging is to minimize the mental effort required by a user of the product. The food and water is neatly rationed out into three separate days and kept in pouches. This means that a person won't have to calculate how much they would need to eat or drink each day and they have or struggle to remember if they have consumed their supply that day or not. In addition, the rations are packaged out of the material of a towel so it can be reused as a pouch, a wash cloth, etc. after the food and water have been eaten.





**Disaster Kit
INFORMATIONAL PACKET**



YOUR KIT CONTAINS

- Paracord
- Blankets
- First Aid Kit
- Food & Water
- Flashlight
- Hand Sanitizer

Cal OES
CALIFORNIA OFFICE OF EMERGENCY SERVICES

**Supplies
FOOD & WATER**



SUSTENANCE
Food and water for 1 adult rationed into 3 days.

CLEANING
Use the cloth bags for cleaning or drying.

**Supplies
PARACORD**



FIRST AID
Create splints or as a sling.

SHELTER
Tie down parts of a shelter.

HUNTING
Use as a snare, as a net, or as a fishing line.

RESCUE
Pulling someone out of a hole or use as leverage for climbing.

CARRYING
Tie satchels closed, bind objects together, or loop the rope into a handle.

**Supplies
BLANKETS**



WARMTH
Use blankets to hold in body heat.

SHELTER
Hang up for shelter from the elements.

FIRST AID
Use as a sling, a splint, or for covering wounds.

CLOTHING
Modify for use as a belt, cloak, or other articles of clothing.

SIGNAL
Reflect sunlight to catch the attention of aid.

HEAT
Reflect sunlight or fire to heat food and water.

**Supplies
FIRST AID KIT**



ADHESIVE BANDAGES
Cover smaller cuts to keep them clean.

GAUZE
Cover injuries such as burns and lacerations.

ANTISEPTIC
Clean open cuts and wounds to avoid infection

**Supplies
HAND SANITIZER**



HYGIENE
Clean your hands to avoid illness.

ANTISEPTIC
Kill bacteria in an injury.

FIRE
Easy to burn for a fire.

CLEANING
Clean stains or surfaces.

**Botiquín de Desastre
PAQUETE INFORMATIVO**

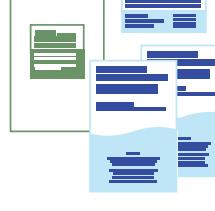


EN TU BOTIQUÍN HAY

- Guinda
- Manta
- Primeros auxilios
- Comida y Agua
- Linterna
- Gel antibacterial

Cal OES
CALIFORNIA OFFICE OF EMERGENCY SERVICES

**Suministros
COMIDA Y AGUA**



SUSTENTO
Alimentos y agua para 1 adulto para 3 días.

LIMPIEZA
Utilice las bolsas de tela para la limpieza o el secado.

**Suministros
CUERDA**



PRIMEROS AUXILIOS
Crea férulas o como eslinga.

ABRIGO
Ate las partes de un refugio.

CAZA
Úselo como una trampa, como una red o como una línea de pesca.

RESCATE
Sacar a alguien de un agujero o usarlo como palanca para escalar.

QUE LLEVA
Ate las bolsas cerradas, junte los objetos o enrolle la cuerda en un asa.

**Suministros
MANTAS**



COMODIDAD
Use mantas para mantener el calor corporal.

ABRIGO
Cuelgue para refugiarse de los elementos.

PRIMEROS AUXILIOS
Úselo como una eslinga, una férula o para cubrir heridas.

ROPA
Modifíquelo para usarlo como cinturón, capa u otras prendas de vestir.

SEÑAL
Refleja la luz del sol para captar la atención de la ayuda.

CALOR
Refleja la luz del sol o el fuego para calentar los alimentos y el agua.

**Suministros
BOTIQUÍN DE PRIMEROS AUXILIOS**



VENDAS ADHESIVAS
Cubra los cortes más pequeños para mantenerlos limpios.

GASA
Cubrir lesiones como quemaduras y laceraciones.

ANTISÉPTICO
Limpie cortes y heridas abiertas para evitar infecciones.

**Suministros
GEL ANTIBACTERIAL**



HIGIENE
Lávese las manos para evitar enfermedades.

ANTISÉPTICO
Matar las bacterias en una lesión.

FUEGO
Fácil de quemar para un incendio.

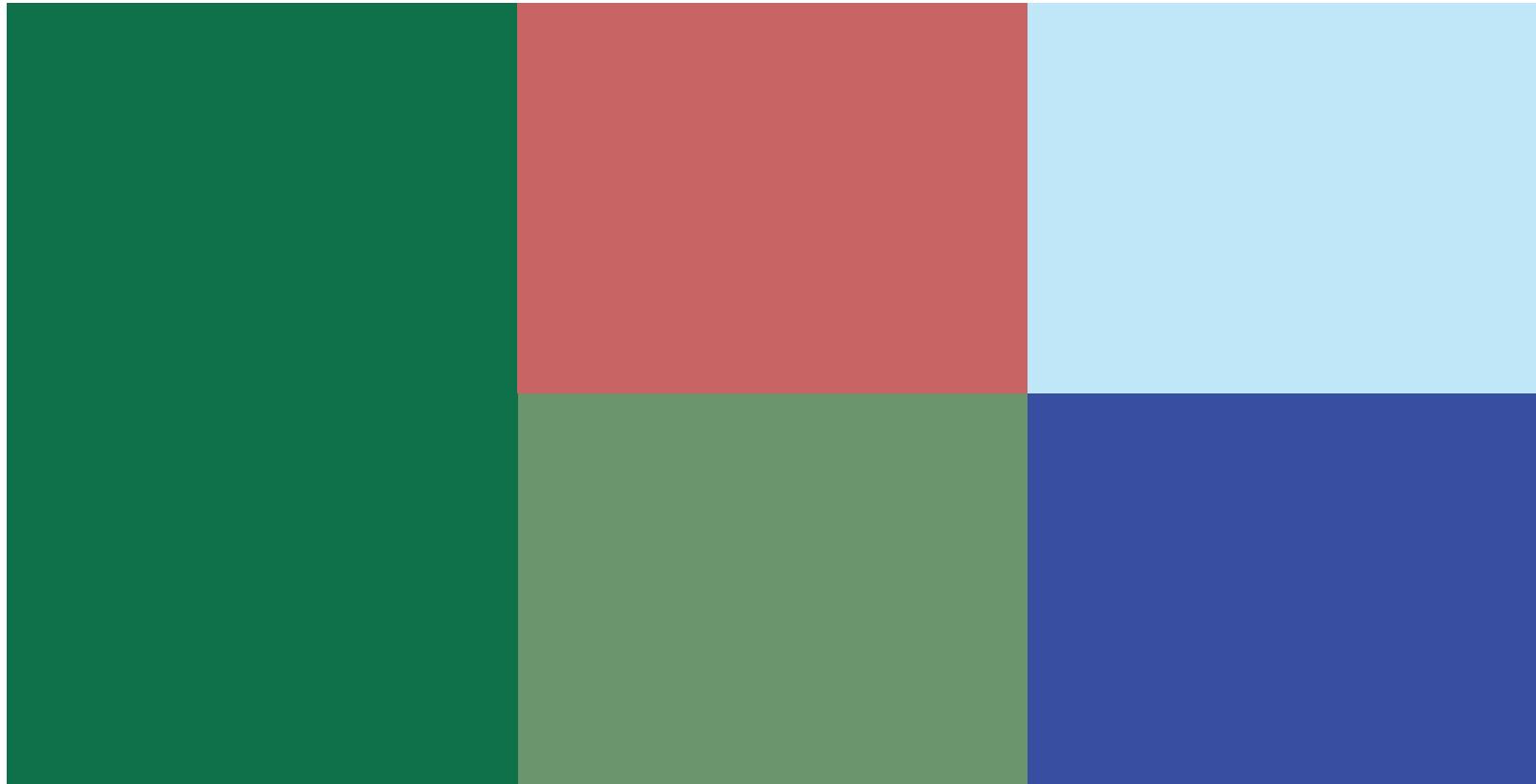
LIMPIEZA
Limpie las manchas o superficies.

LIGERO
Luz en caso de un corte de energía.

SEÑAL
Úsalo para captar la atención de la ayuda.

information kit

Almost every part of the disaster kit can be used for more than one purpose. The information kit describes different uses for each item. It is double sided, one side in English and the other in Spanish, and is held together on a keyring.



colors

The goal was to create a color palette that was calming. The starting point for the palette was the dark green of the blanket used in the kit container, to ensure that the designs visually matched with it.

The color palette is also intended to reduce stress in the person using it. Muted colors and colors that include blue, violet, pink, green, and gray can encourage a person to relax. The final color palette mainly uses green and blue. In color psychology, blue gives a sense of calm, serenity, and trust, while green expresses harmony, balance, and peace.

The colors are also found in nature, giving ideas of survival. The only exception to these points is red, which is used because it is universally recognized as the color of first aid.



packaging design

To further develop trust in the product, along with using the California OES logo, the packaging is kept consistent with the surfaces being split between a white and a colored background. This brings higher contrast and therefore greater attention to the main identifying features of the items such as the cross for the first aid kit or the title for packages like "EMERGENCY FOOD." This also gives color a role in identifying the items. Food and water are grouped together with the light blue color, first aid uses red, hand sanitizer uses blue (the same color as the flashlight), and the information uses green. This means that although the color palette is cohesive, the products are visually separated into different categories.

up & up

packaging

Up & Up is one of largest in-house brands of any store. It is a brand under Target corporation that contains approximately 800 different products, including colored pencils. Currently, the art supplies are similar to simpler competitors, such as Crayola, that offer a set of a variety of colors.

challenge

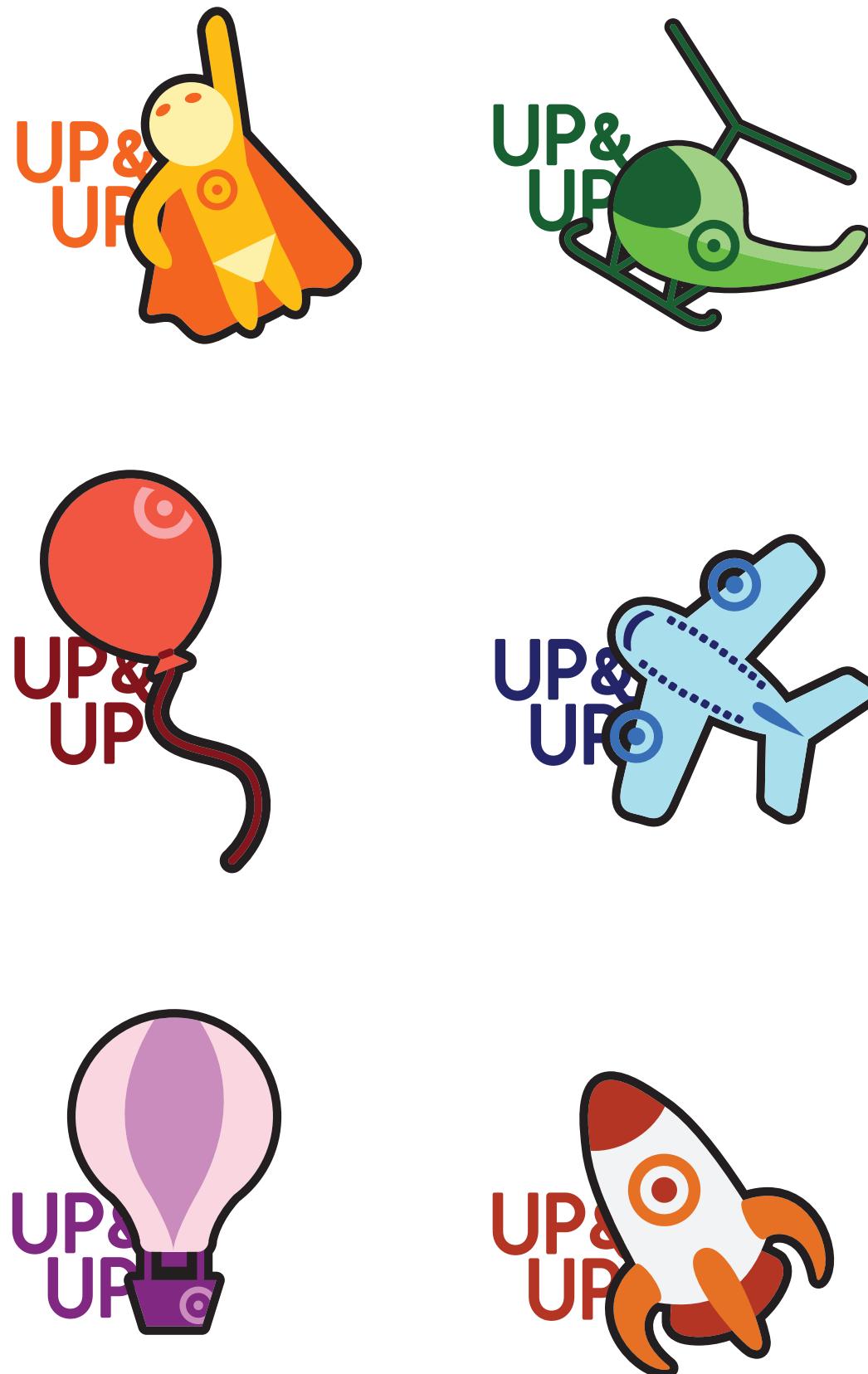
This redesign is intended to compare Up & Up to fine art brands, such as Prismacolor, by offer a set of 6 different eight-color palettes. Each box and set is distinct while still connecting together as a cohesive brand. The target audience for this set is children and will be designed in a way that attracts parents to believe their child will benefit from the product.

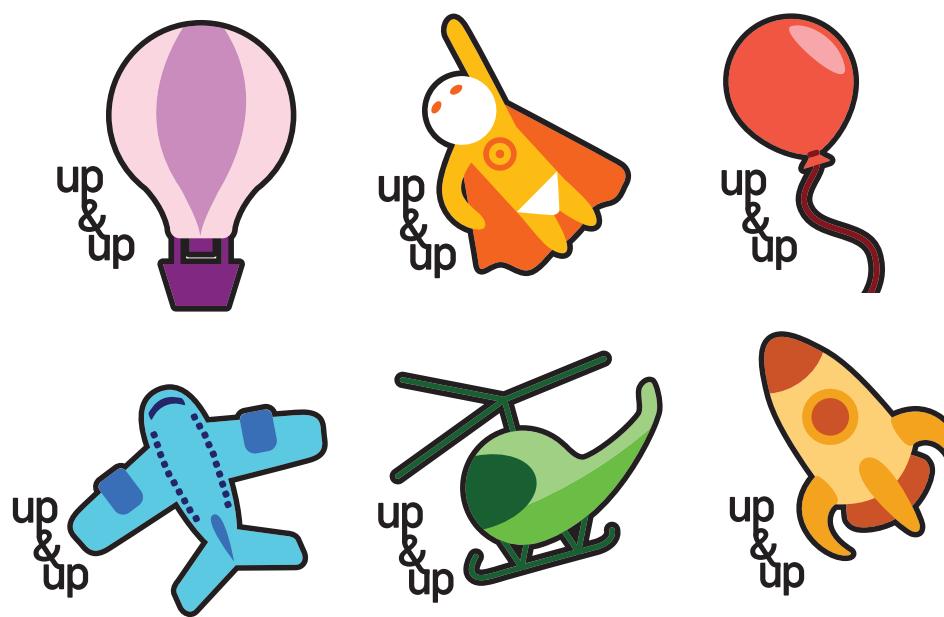


logos

The logos play off of the name of the brand name by using things that go up. Because colored pencils are used in art, an outlet for creativity, these items are meant to activate a child's creativity and make them feel excited about the product. It is also intended to catch the eye of parents who might associate one of the logos with something their child likes, leading them to purchase that set. The overlapping of the phrase "Up & Up" with the illustration adds to the feeling that the objects are flying upwards.

In addition, the audience expected to buy this set are those who shop at Target and have a trust for their in-house brands. To make it clear about Up & Up's association with target, the parent brand's logo is incorporated into each of the icons.





logo process

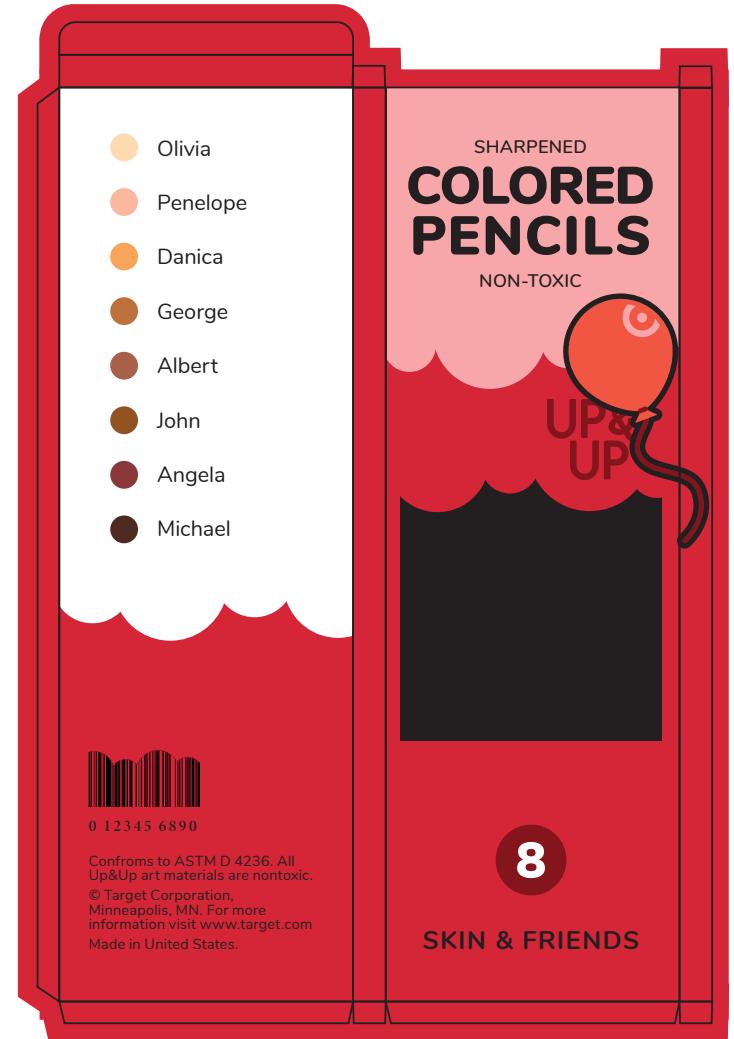
Sketches and digital comps that eventually led to the final 6 logos.



packaging design

Up & Up colored pencils are marketed towards children. More specifically, the packaging intends to convince parents, who represent the majority of shoppers at Target, that this product is a great gift for their child. Children are more attracted to brighter colors because their eyes are still developing so the series utilizes highly saturated primary and secondary colors. This intends to catch the eye of children exploring the store or convince parents that their child will love the pencils as much as they love other brightly-colored products, such as toys or playgrounds.

The colors chosen were mainly picked to match the colored pencils inside of the packages. It was also important to keep a high level of contrast between the different boxes so each set seemed unique. The green is for a set of green colors and the blue for a set of blue colors. For the pastel set, pastel colors include baby blues and light yellows but when searching pastel colors the first colors to appear are always pinks and lavenders. A mix of pink and lavender seemed to more wholly represent the contents. For the "Skin & Friends," which is a nude set, it was important to keep the theme of bright colors. If you increase the brightness and saturation many of the nude color the color becomes a red or an orange, so red was used for the packaging. For "Shiny & Bright," neon colors are mainly used for lights so a warm color was selected to represent the warmth given off by light bulbs. The set that has a variety of colors, "Art & School," is intended to be the most bought set. Yellow relates to the #2 pencil, school buses, and other products that have connotations of elementary school.

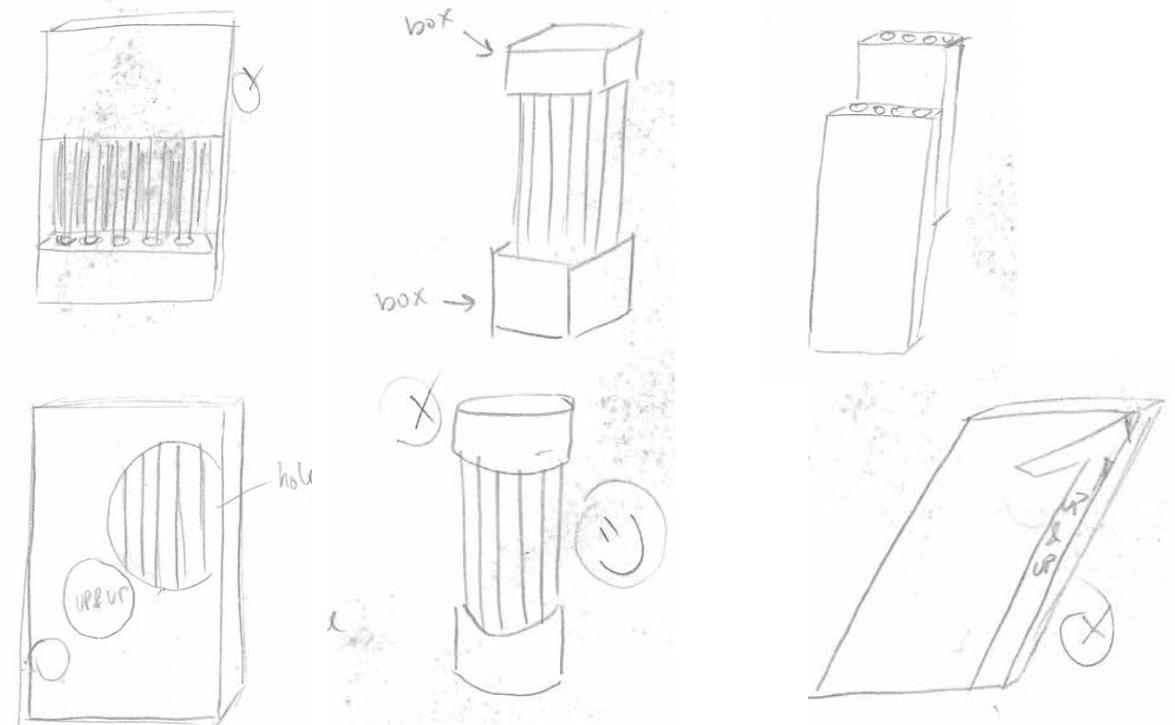


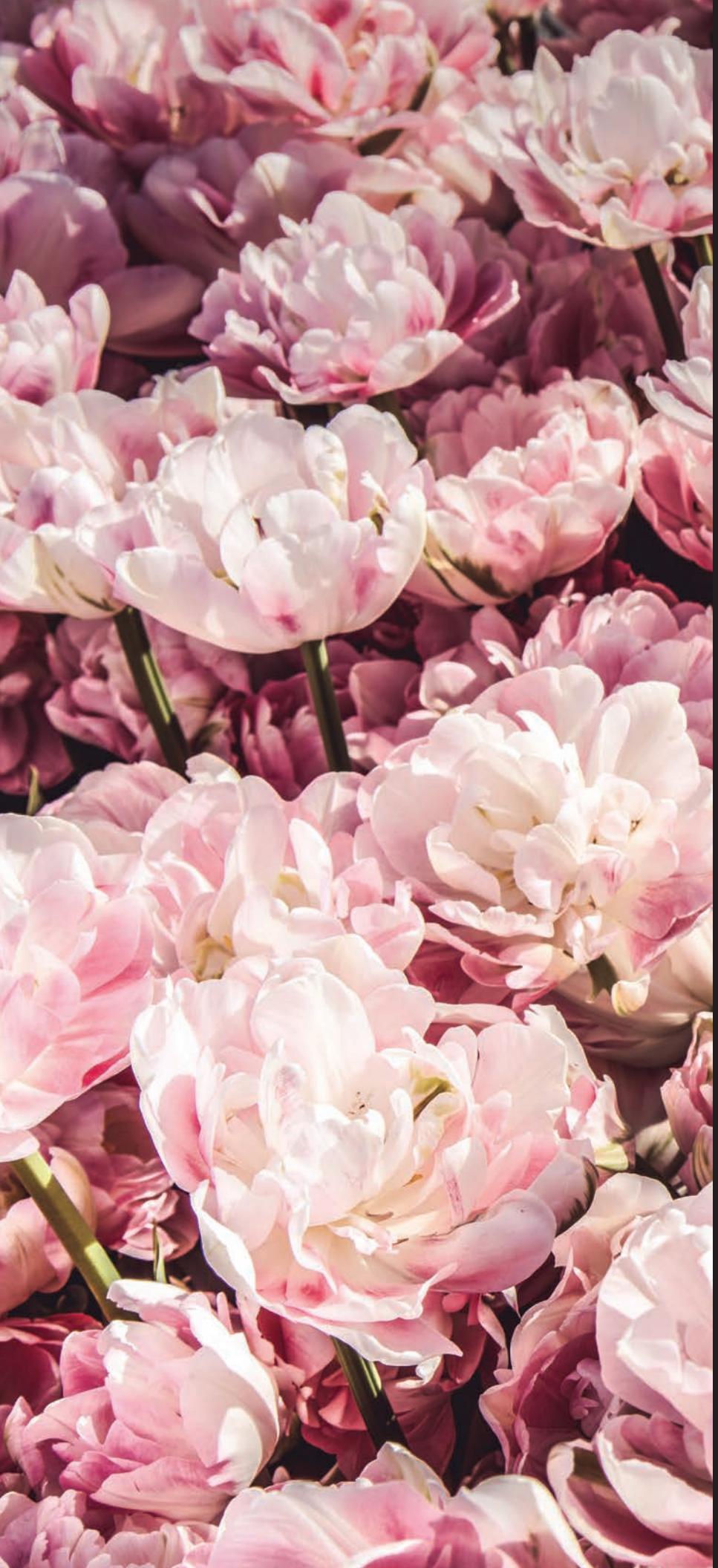
copywriting

To reflect the brand name, all sets are named with the use of an ampersand. The names, such as "Water & Sky" are meant to describe the colors used in the set as well as continue to spark the imagination of the user of the pencils. This naming is extended to the names of the individual colors to make each set truly unique from competitors. One example is "Skin & Friends," a set of nudes where all of the colors are common names.

packaging process

Before the final packaging template was created, sketchings and prototypes were created to explore different options.





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