

HANI

Reusable Earphone Packaging
for the Korean market

Genice Chandra
YSDN 3010

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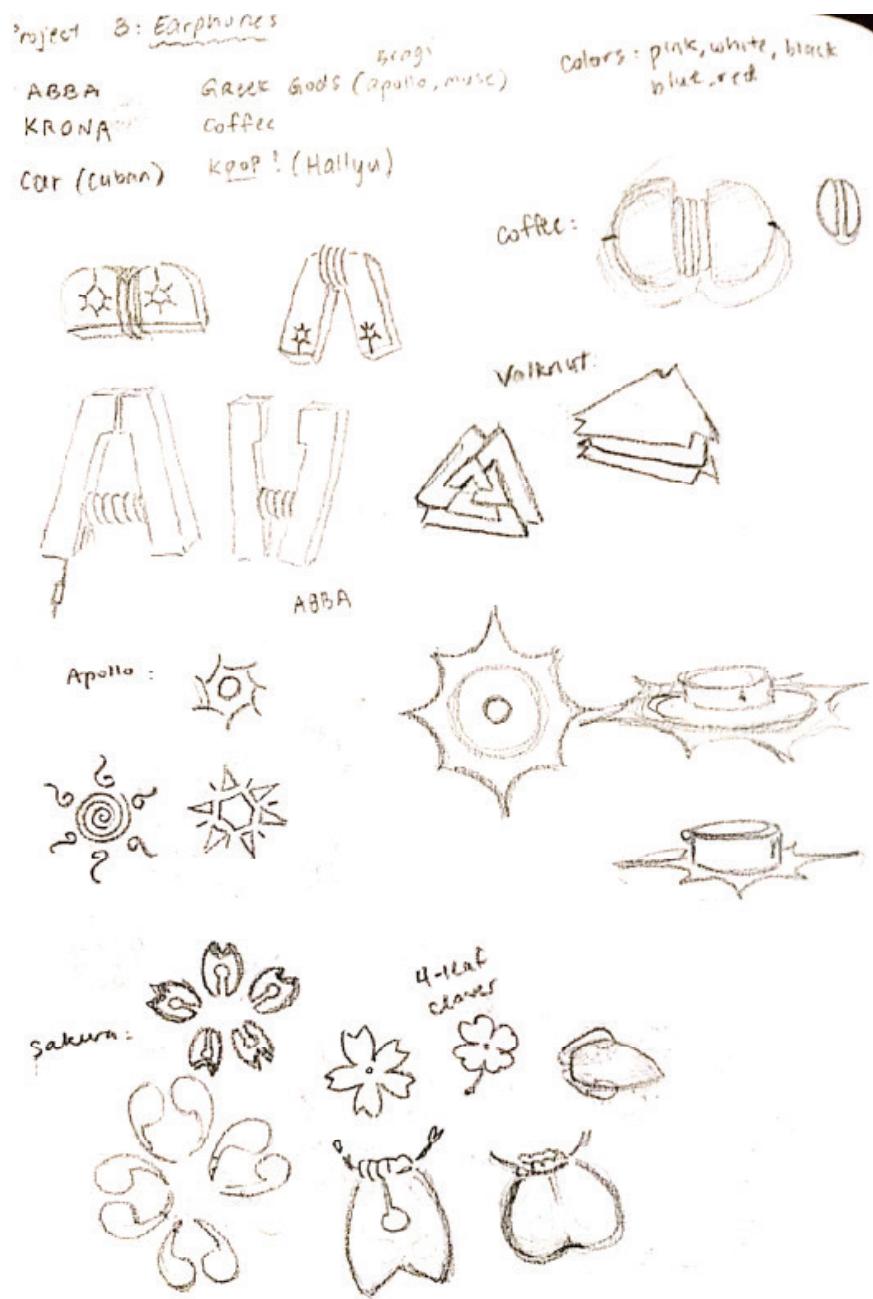
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THE PROBLEM

Any avid lover of music can relate with the endless number of earphones that one can cycle through throughout the years. With every pair of earphones, a pointlessly bulky plastic package is discarded. What's more, earphone storage faces the neverending issue of tangled wires and dirty earbuds. A stand-out earphone package is the infamous Apple earphones however, it is infinitely difficult to get earphones back into the perfectly tight square without fear of overstretching them. The current solution for this is to purchase a secondary earphone organizer, but even these don't protect the earbuds. What a music lover needs is easy earphone packaging that doubles as storage.



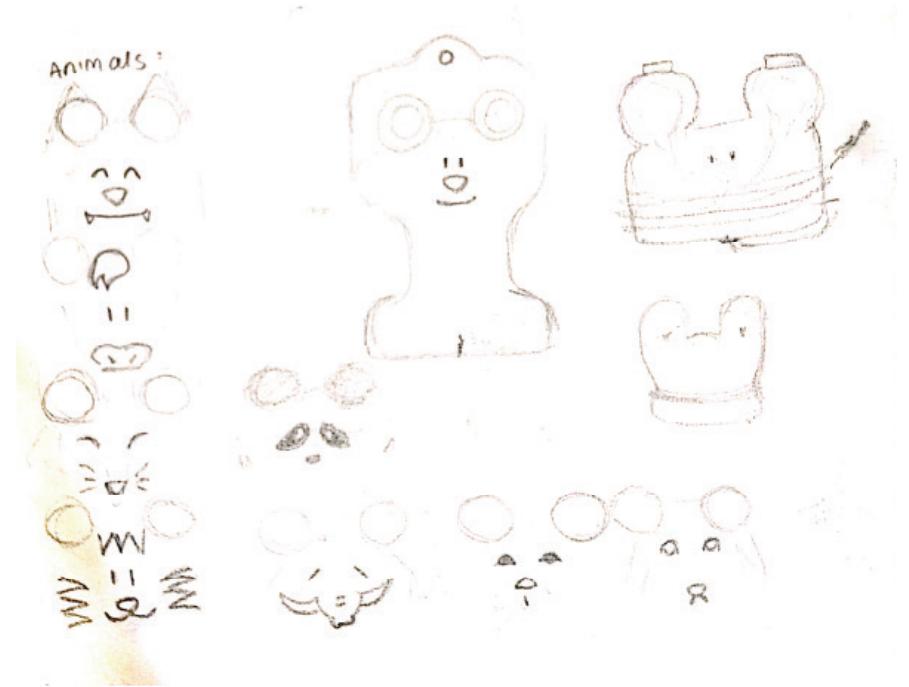
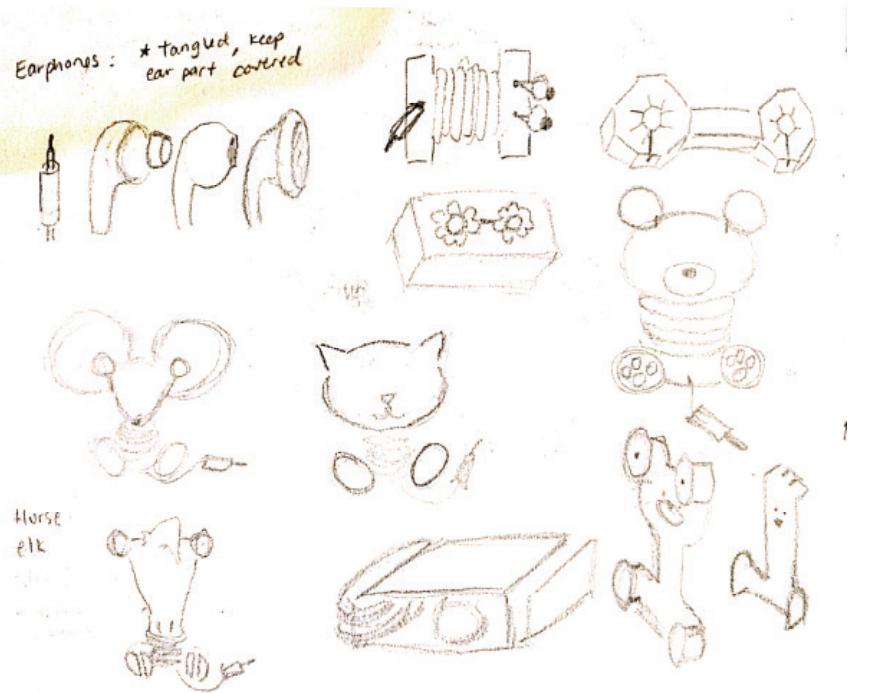


EXPLORATION

The process began by exploring different applicable forms and themes. For hygienic purposes and protection during transportation (both before and after purchase), it was determined that the product would have to be in a relatively enclosed container. Different from other earphone organizers and packaging, the organizer would need to be able to enclose the ear buds too.

The focus began with the earbud itself. What does the earbud resemble? What shape was it? These questions were used to guide the design; potential answers were flower petals or coffee beans. Alternative mediums such as cloth and plastic were also considered.

The second step was determining how to wind the wire and package the earphone. User feedback showed that people are used to rolling their earphones around their palm when storing them away. This method also resulted in less tangles and was the ideal packing strategy. Circular forms and concepts that revolved around 'winding' such as a sun were considered too.

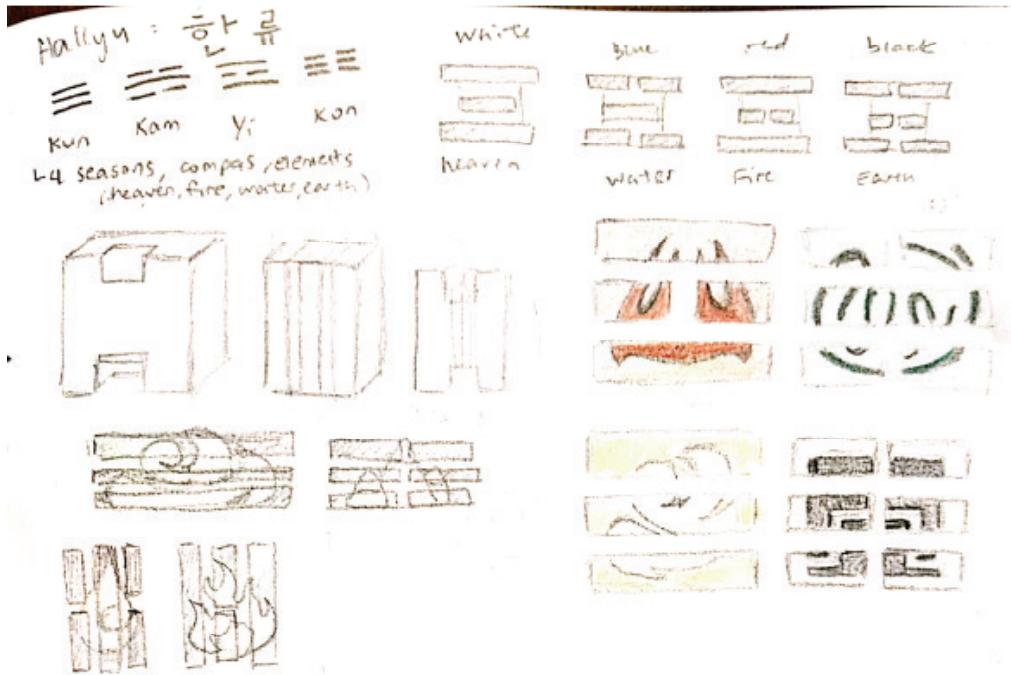


CONCEPT SKETCHES

1

Animals

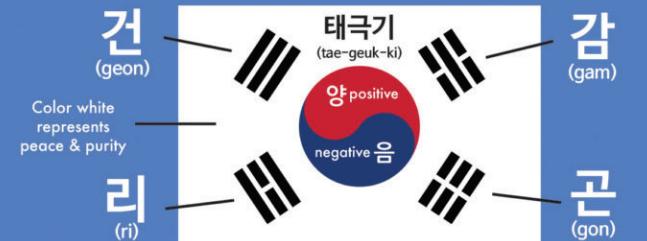
The first theme to be thoroughly considered was animals. Both visually and functionally, earphones are related to the ear. The plan was for the earphone to become the ear, the wound cable being the body, and the plug as the tail. The production of the package would be a single piece of thick cardboard. The light and flatness of the design would make it ideal for travel. The main obstacle with this concept was storing the earphones in a way that could protect the earbuds and keeping the product secure onto the packaging.



Trigrams

2 Another concept was inspired by the music pop sensation, K-pop (Korean pop). It uses the trigram symbols from the Korean flag and their respective meanings. The approach is more geometric, based off the elements associated with the trigrams. It would associate the color of the earphone with one of the the elements. One of the primary aims of this concept was to reduce the size of the packaging and have a striking colorful visual if the package were to be shelved.

MEANING OF THE KOREAN FLAG



What each trigram represents				
Celestial Body	heaven	sun	moon	earth
Season	spring	autumn	winter	summer
Cardinal Direction	east	south	north	west
Virtue	humanity	justice	intelligence	courtesy
Family	father	daughter	son	mother
Natural Element	heaven	fire	water	earth
Meaning	justice	fruition	wisdom	vitality

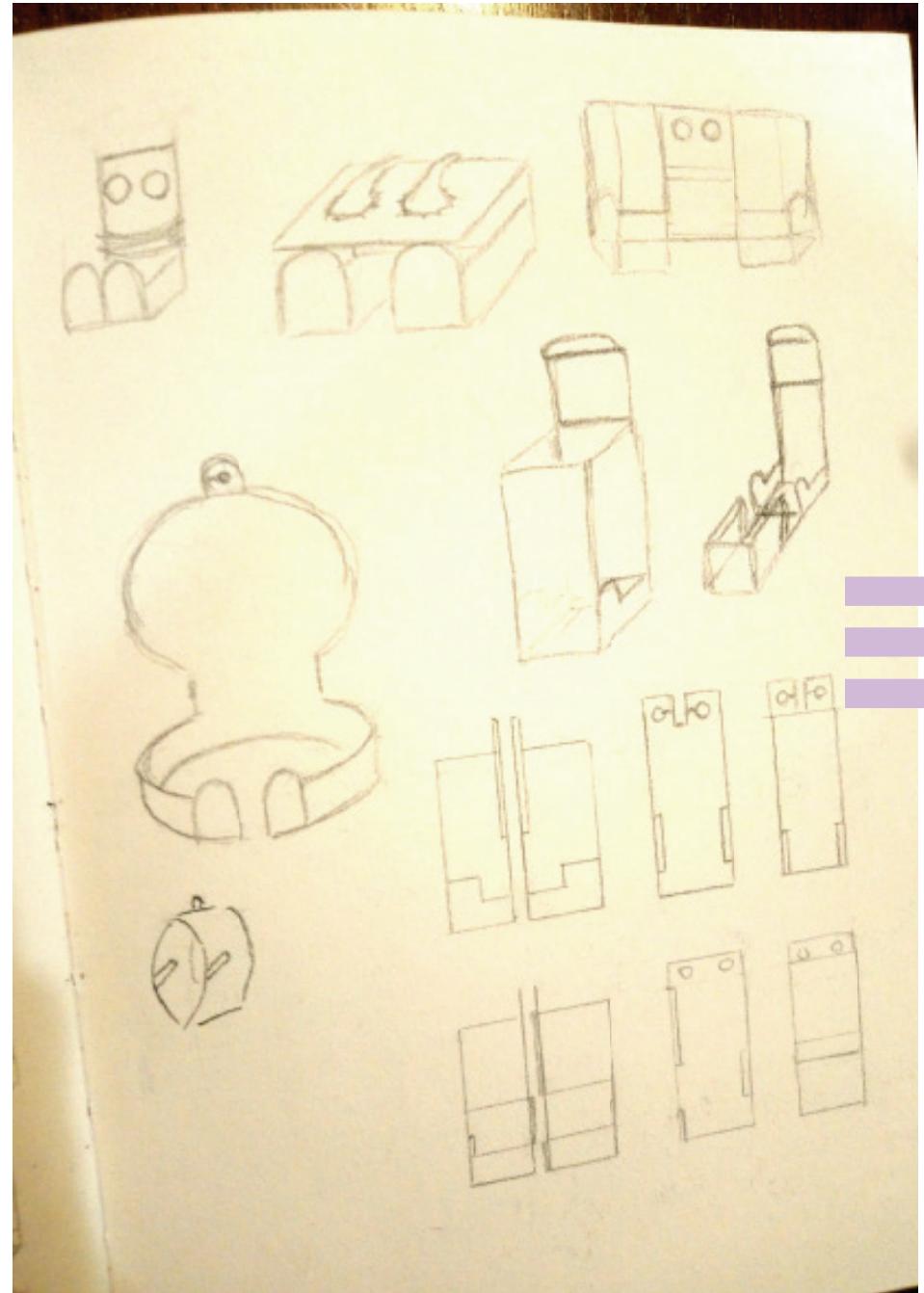
source: https://en.wikipedia.org/wiki/Flag_of_South_Korea

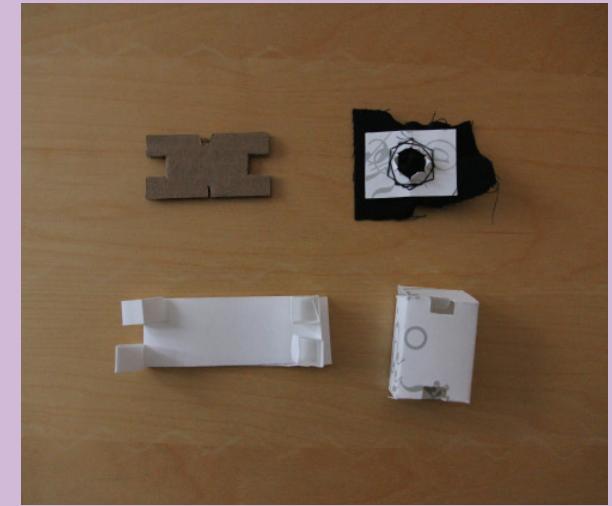
source: domandhyo.com

THE CONCEPT

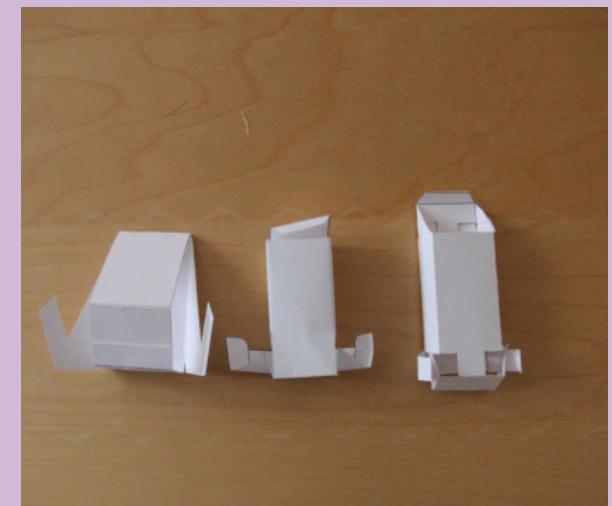
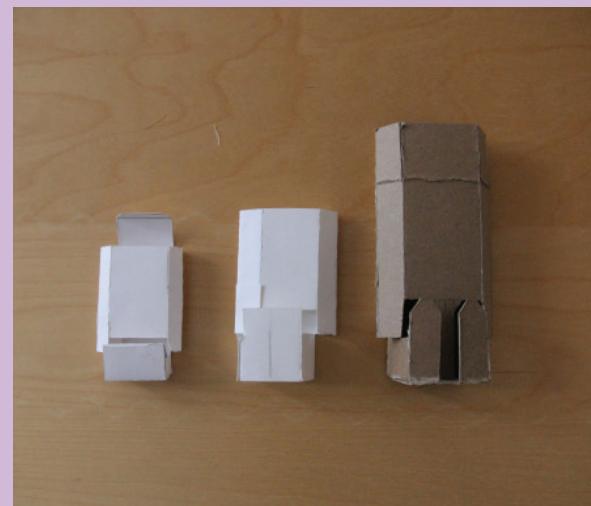
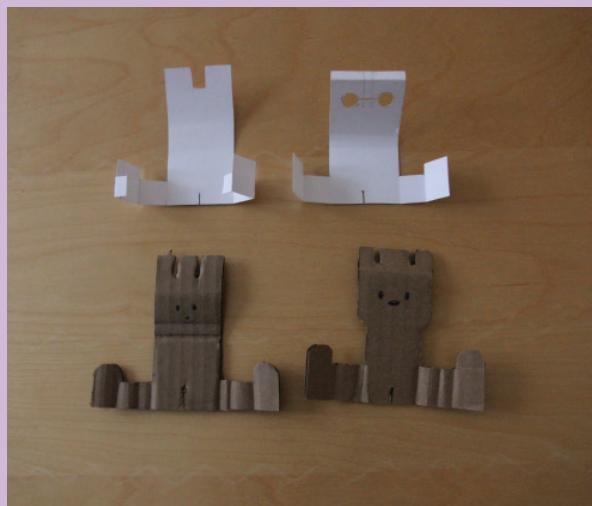
The final result is mashing two concepts into one. The trigrams would become the basis for the branding and characters whilst the benefits of the form sketches from the Animal concept would become the shape of the package.

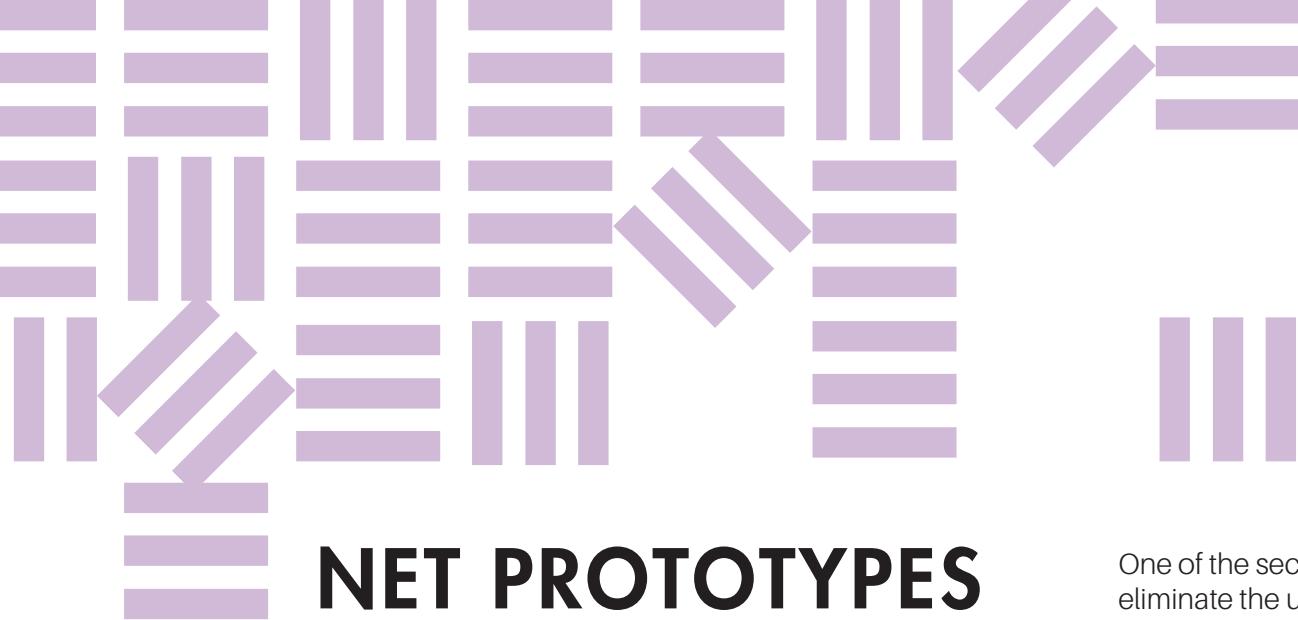
At this stage, the form has been relatively decided. However, the security issues surrounding the flat animal stand were still unsolved. There were also worries that winding around a flat surface would cause unwanted bends in the wire. As I was brainstorming solutions, my attention was drawn to a plushie I had made a while ago. I wrapped my earphones around it and brought it in. The reaction to the plushie was extremely positive and I had revelation. Instead of the conventional air and plastic used in earphone packaging, the plushie could take it's place! The earphones would be secure within the container and protected from outside elements and rough-housing due to the plushie.





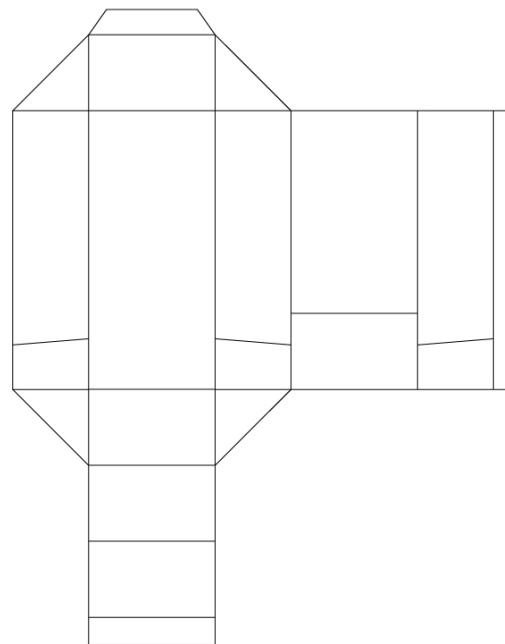
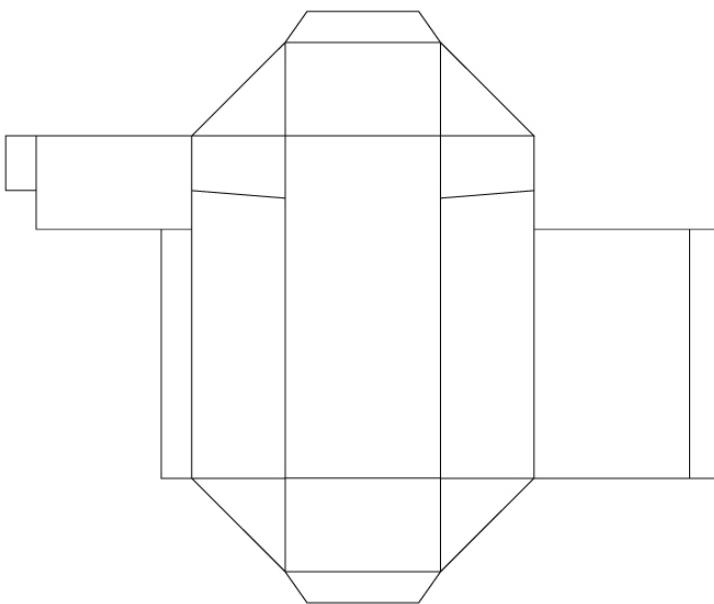
CONCEPT PROTOTYPES

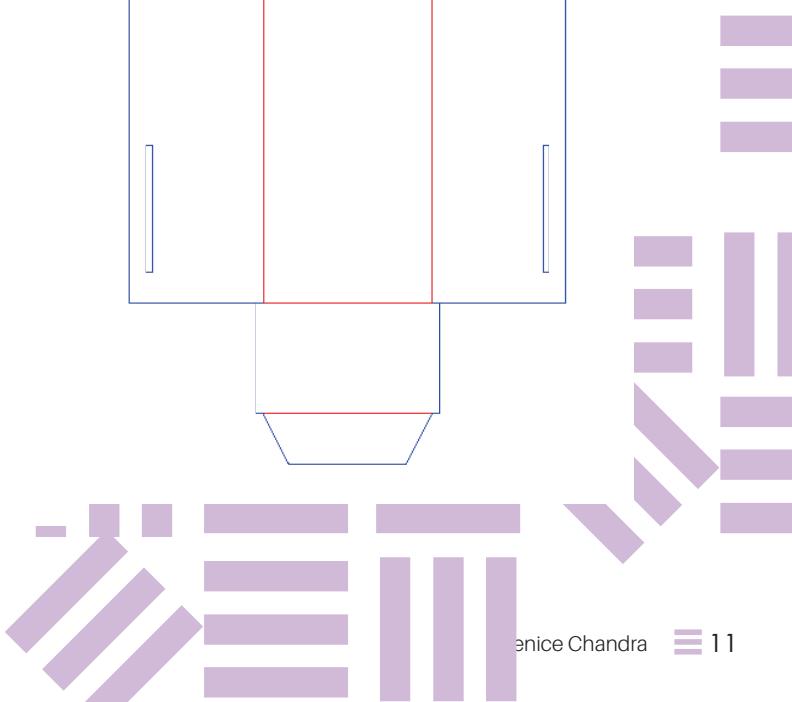
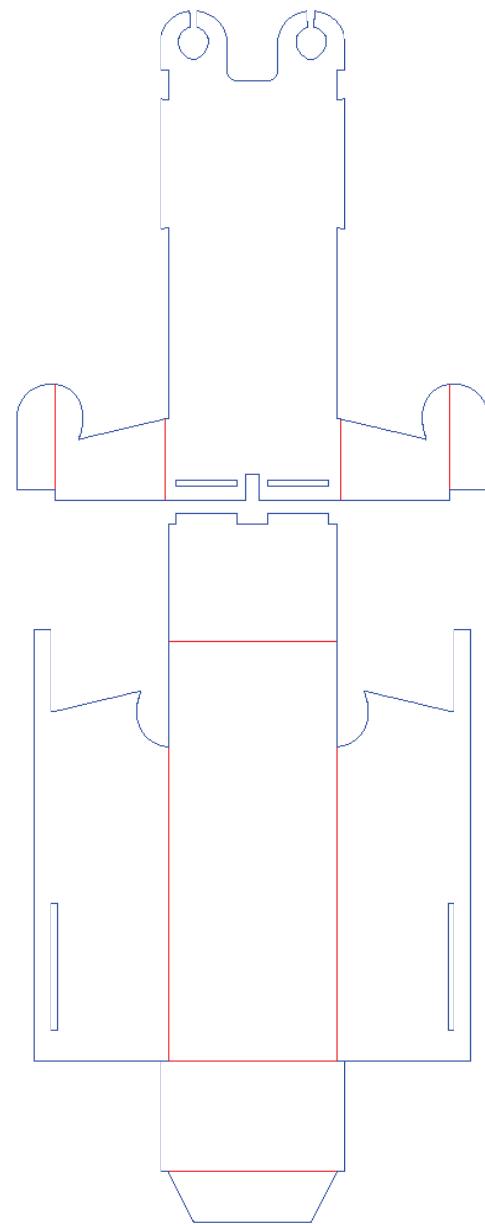
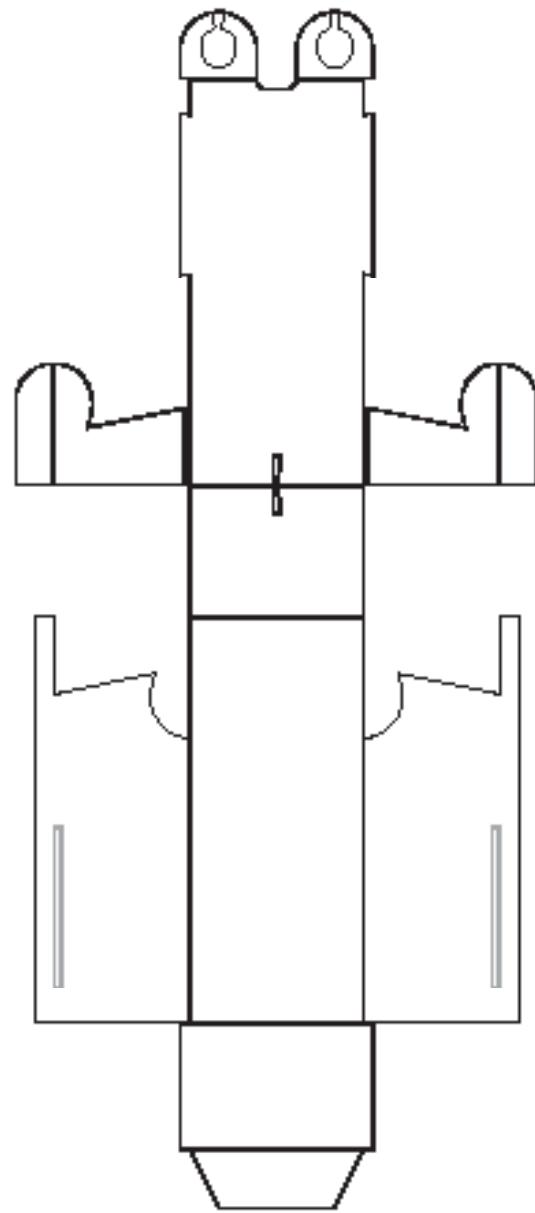
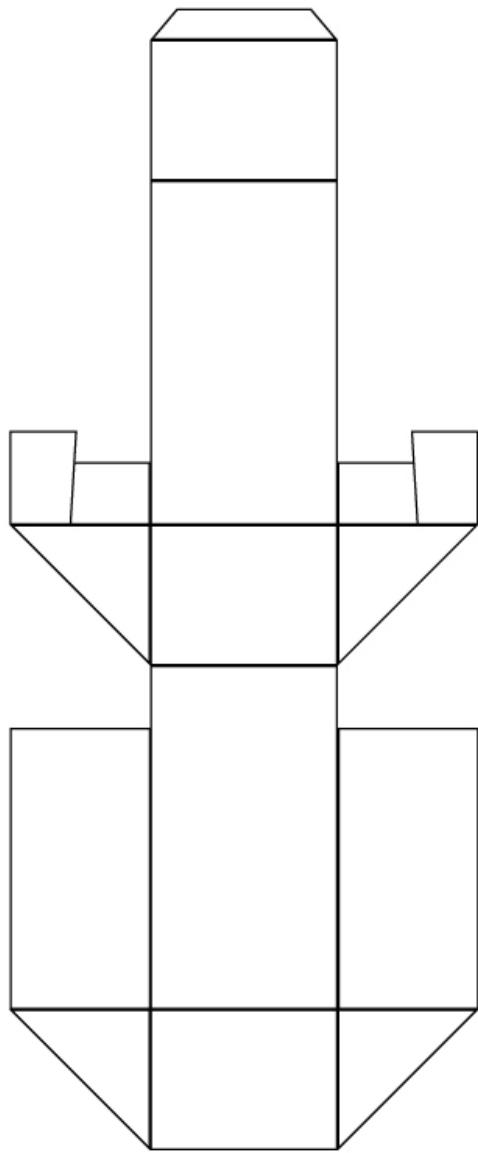


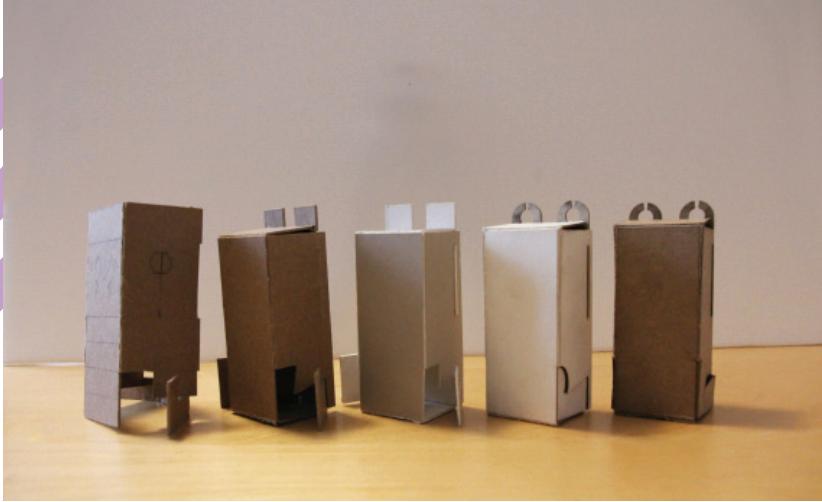


NET PROTOTYPES

One of the secondary goals when designing the net was to eliminate the use of glue as much as possible.







3D PROTOTYPES

Materials

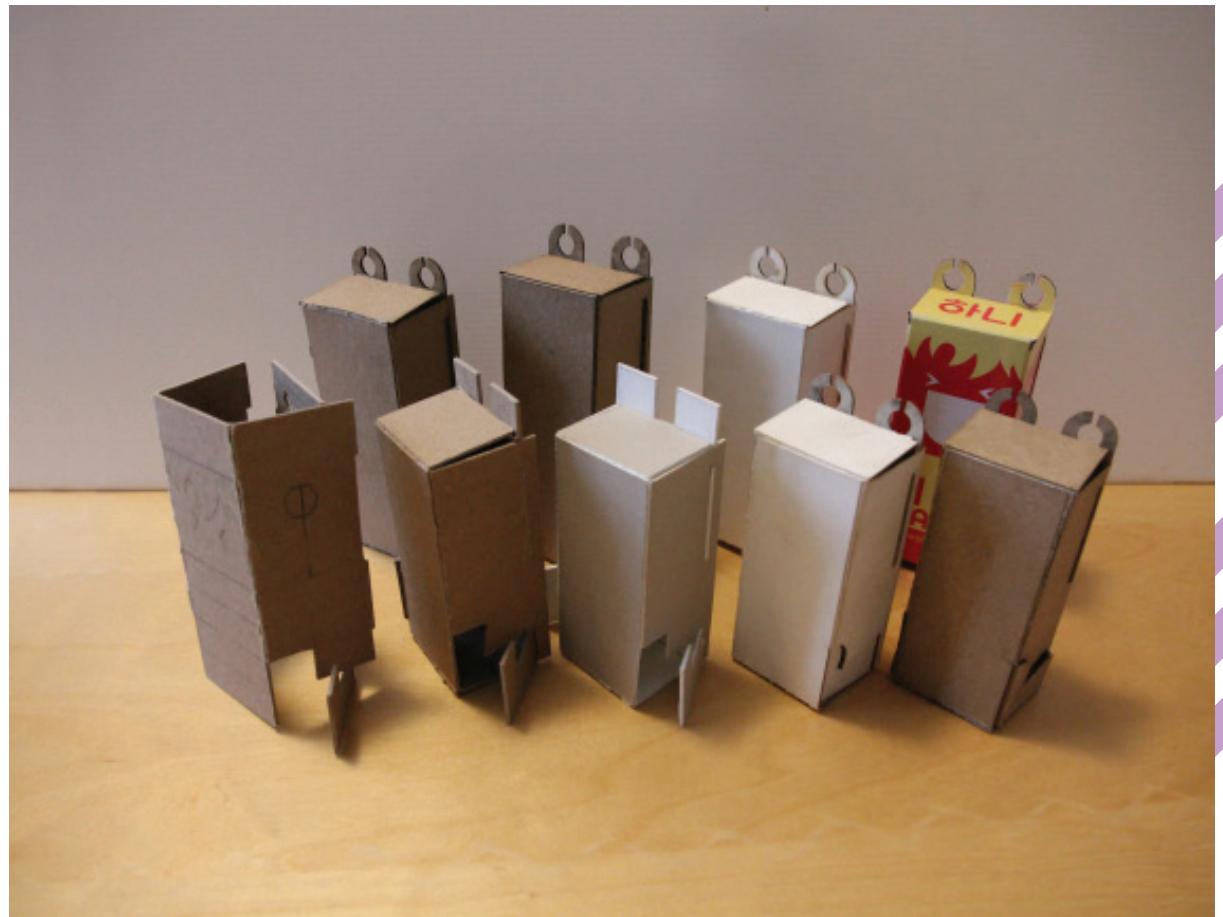
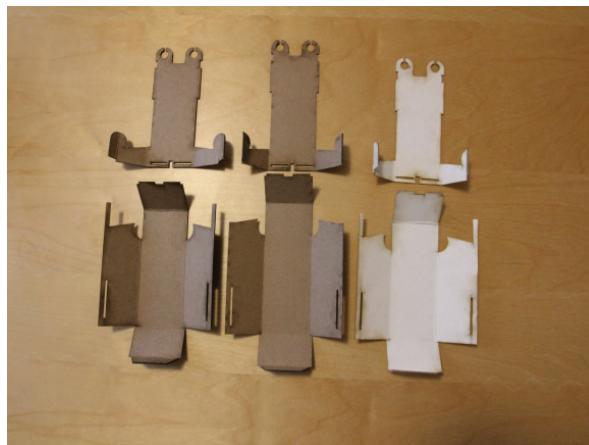
The material used for the prototype and final package is illustration board. The material was chosen due to its hard rigidity, capable of staying straight when holding a phone, but also bendable. Three different thicknesses were explored; a thick brown stock, a smoother white variant and a thinner, more flexible brown stock. To print the design onto the stock, a sticker must be printed and then pasted onto the material.



Prototypes

Changes in prototypes varied from each iteration. The first two prototypes focused on establishing the form and determining measurements. The next batch of prototypes dealt with tucking in the legs, after which they were lasercut. At this point, there was a change in the net (from one piece to two). Consequently, after prototyping the plushie, it was determined that the height of the prototype was insufficient. The dimensions were remeasured and cut.

The second last prototype tested the presentation of the design and colour. It was made apparent that the stickers meant for the exterior of the design had to be marginally bigger to accommodate for the bends and the material. Small changes in the size and height of the lock at the sides and the depth of the legs to hold the phone were made throughout each iteration.

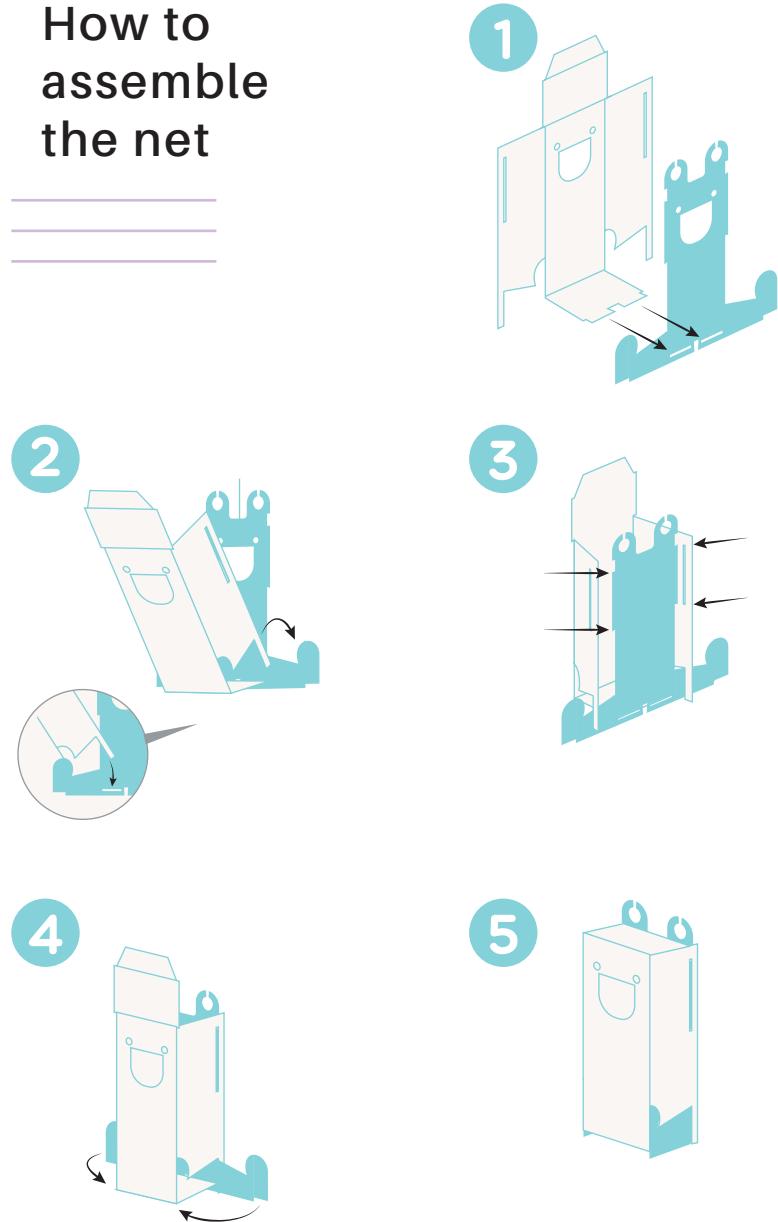


FINALIZED NET

Working with what the stand had to look like, a box was devised around it. The original net was one long piece in which users would tear off a piece to be left with the stand. To reduce this waste and provide additional reusable options for users, the box is made up of two attachable pieces. One serves as the stand or base and the other turns it into a box.

The final material used was a P27 illustration board, sturdy yet bendy enough to make opening the package and removing the plushie without difficulty.

How to assemble the net



Features of the Net

1

Ears double as a means of hanging the package and an earbud holder

2

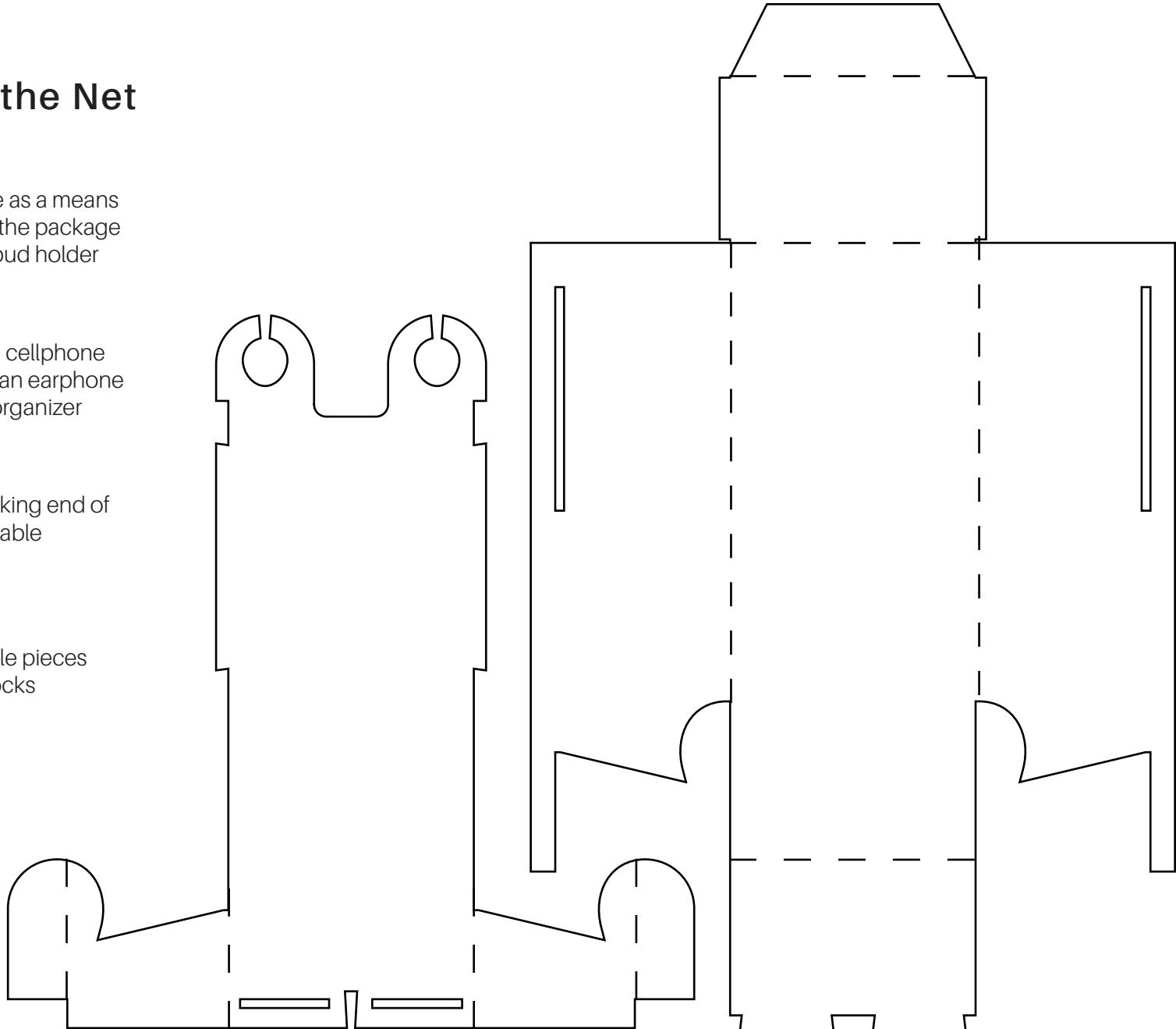
Turns into a cellphone holder and an earphone stand and organizer

3

Slot for hooking end of earphone cable

4

Reattachable pieces with easy locks



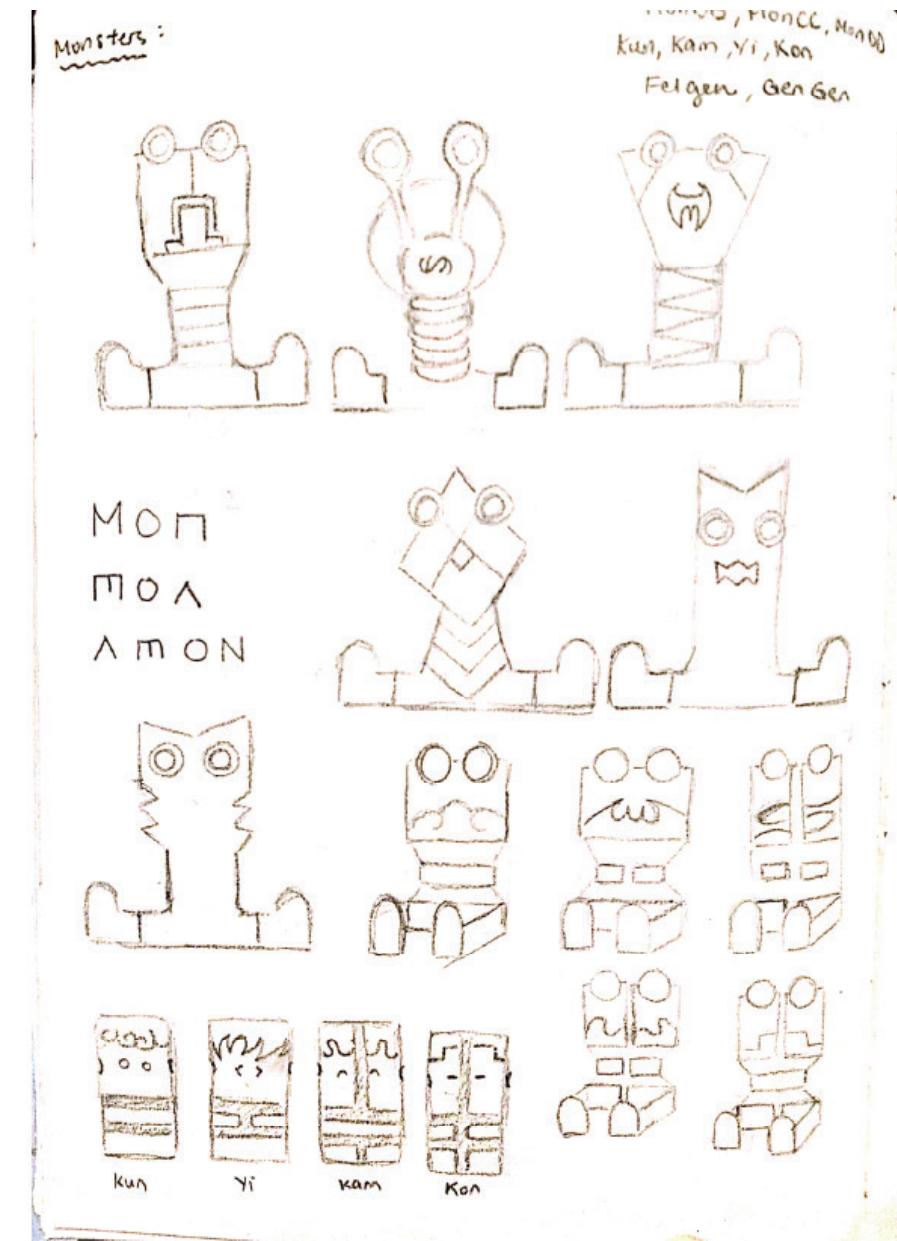
DESIGNING THE LOOK

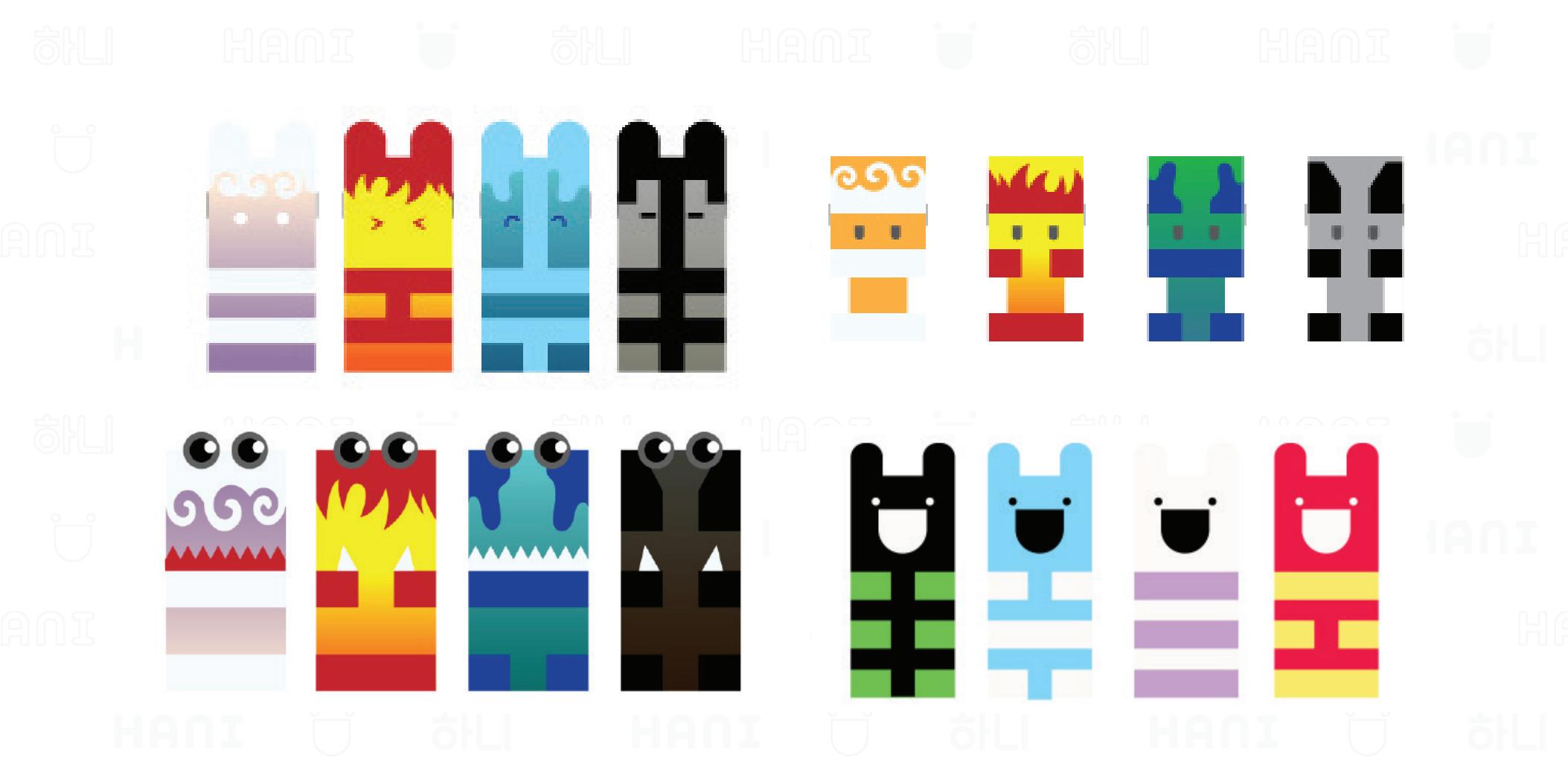
The design approach was clean and flat with minimal textures. The primary target audience are teenagers. Bright, colourful and cute cartoon creatures would catch their eye amidst the generic corporate packages. To avoid seeming like the earphones are for younger children, there would be no outline. Since the product are gender neutral, the cartoons should also be genderless. The creatures would be the main appeal since therer would be a plushie with the same design.

A secondary audience is Korean speakers or those familiar with Korean culture since the design utilizes symbols from the Korean flag. As a result, the package is bilingual: Korean and English.

For this specific series, the four elements from the trigrams were used as basis for the design. Future renditions could include celebrity cartoons or other creatures.

SKETCHES AND INSPIRATION





DIGITAL

하니

HANI



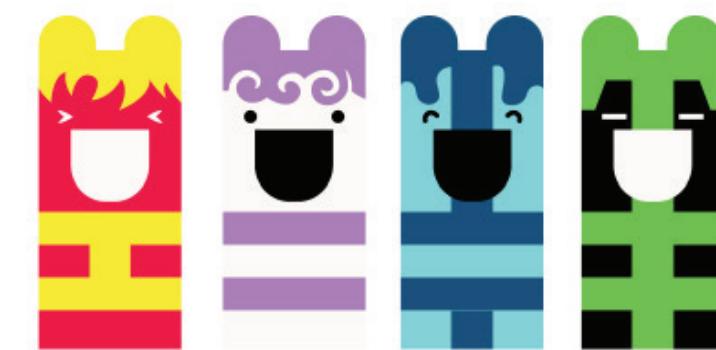
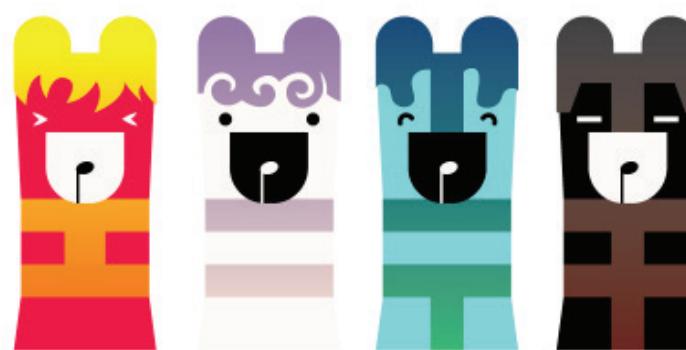
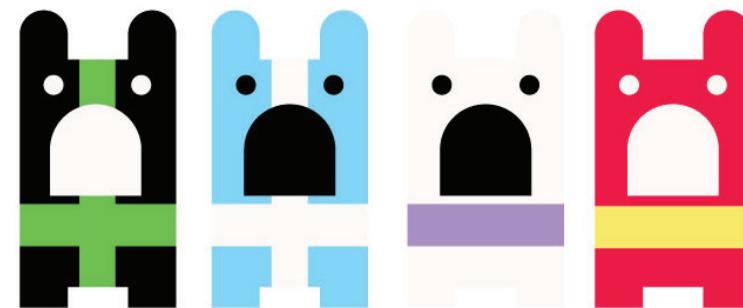
하니

HANI



하니

HANI



COMPOSITIONS

TYPOGRAPHY

Font Rationale

To reflect the rectangular trigrams, a geometric sans serif font was required. Thus, Futura Std Book was used as the main font. Similarly, Malgun Gothic Bold as a sans serif for the Korean language provided a good contrasting balance of thickness. Without it, the Korean text would recede into the background. For the list in the assembly instructions, Multicolore is utilized for a softer and quieter approach.

Logos and Names

The foundations of a new typeface was designed from scratch to create the font for the wordmark and character names. A defining traits of this font is that the thickness of the strokes are all the same. Different amalgamations of the letters were created, some connecting and some not to mimic the trigrams. The ends of some strokes were rounded because rigidness of sharp corners were unsuitable for the tone of the characters. The silhouette of the packaging design were used as inspiration; thus, the base of most letters and strokes retained a sharp corner. A deciding factor was the letter N, which when rounded resembled the ears of the characters and the letter U which resembled the logo.

Similar treatment of rounded strokes was given to the Korean wordmark. Due to inexperience in designing a foreign typeface, the Korean version of the characters were not designed from scratch.



Font

HOW TO USE

FuturaStd Book



List

1

Multicolore



Wordmark

카미 KAMI

ENGLISH

Preliminary draft of letters of the alphabet

A A A A A B S Z C D E E F F F F G E
H H I I I J B K K L M M M M M N N N N
O O O O P Q Q Q R R S T U V W Y X Z

KOREAN

Preliminary draft of character names and brand in Korean

한국 감미 하니 하니

OTHER VERSIONS

YIYI

YIYI

KUNI

KAMI

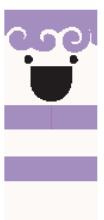
KONI

THE CHARACTERS

For this series, each cartoon creature corresponds to the four symbols on the Korean flag and their meanings; Kun – heaven/air, Kam – water, Kon – earth, Yi – fire. The -i (pronounced as ee) suffix was added to resemble the word ‘ear’ and make the words cuter and easier to pronounce. This is repeated in the brand name.

The faces make exaggerated happy expressions to reflect the enjoyment people feel when listening to music using these earphones. The eyes of each cartoon mimic the shape of their element. Clouds, which re symbols of air, are often drawn with

circular forms and swirls, thus the eyes are round. Fire arcs into sharp peaks so the eyes ‘squint’. Water is fluid and curved. Earth, sturdy and strong, is represented by a square. The colour of the earphones are represented in the main colour of each character.



쿤이 **KUNI**



카미 **KAMI**



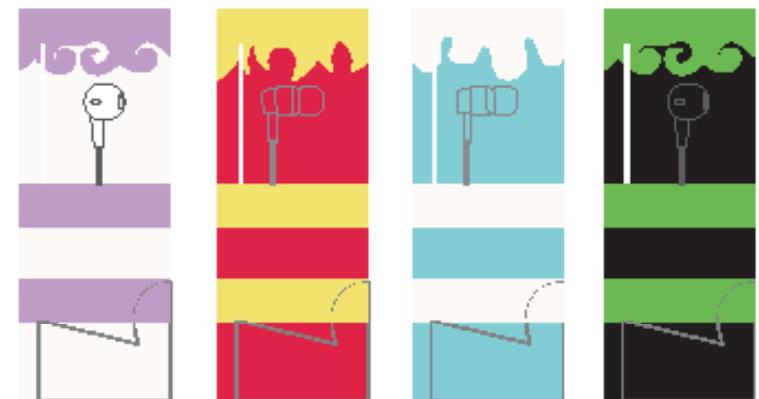
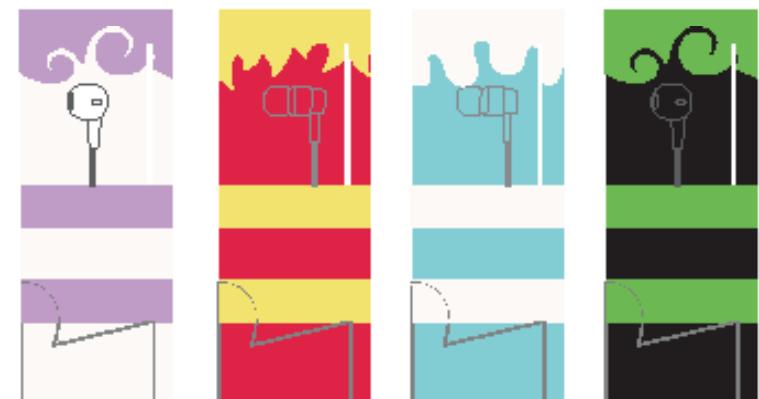
이이 **YIYI**



كون이 **KONI**

PACKAGE PANELS

(Illustrations only)



HANI
HANI

HA
NI

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HANI

•
하니

•HANI
HÄNI

HANI
하니

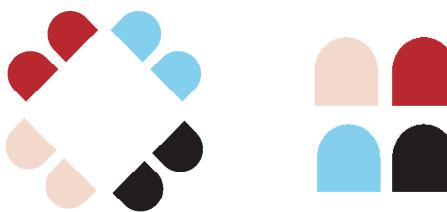
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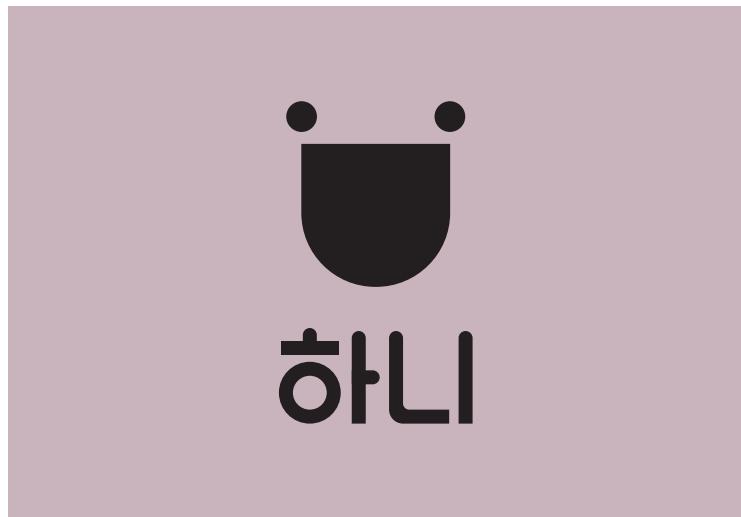
LOGO SKETCHES

The brand name is a play on the words Han (from the name of South Korea, Han-guk) and 'ear' meaning HANI is the Korean Ear.

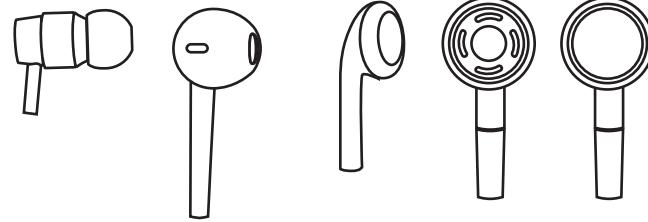
Due to the colourful nature of the characters, the logo is monocolour. This provides flexibility amongst colours. It uses the bright and memorable smile, that encompasses the friendly tone of the brand.



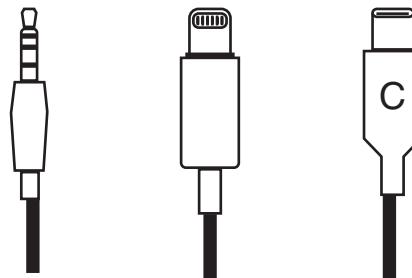
HANI THE BRAND



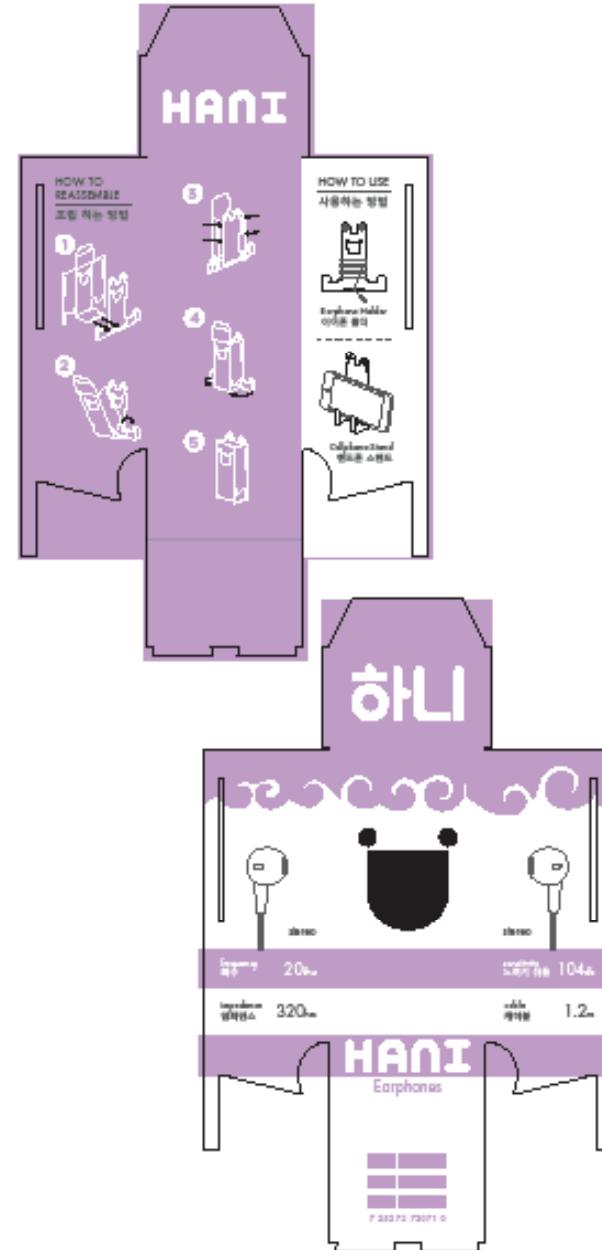
PANEL SKETCHES



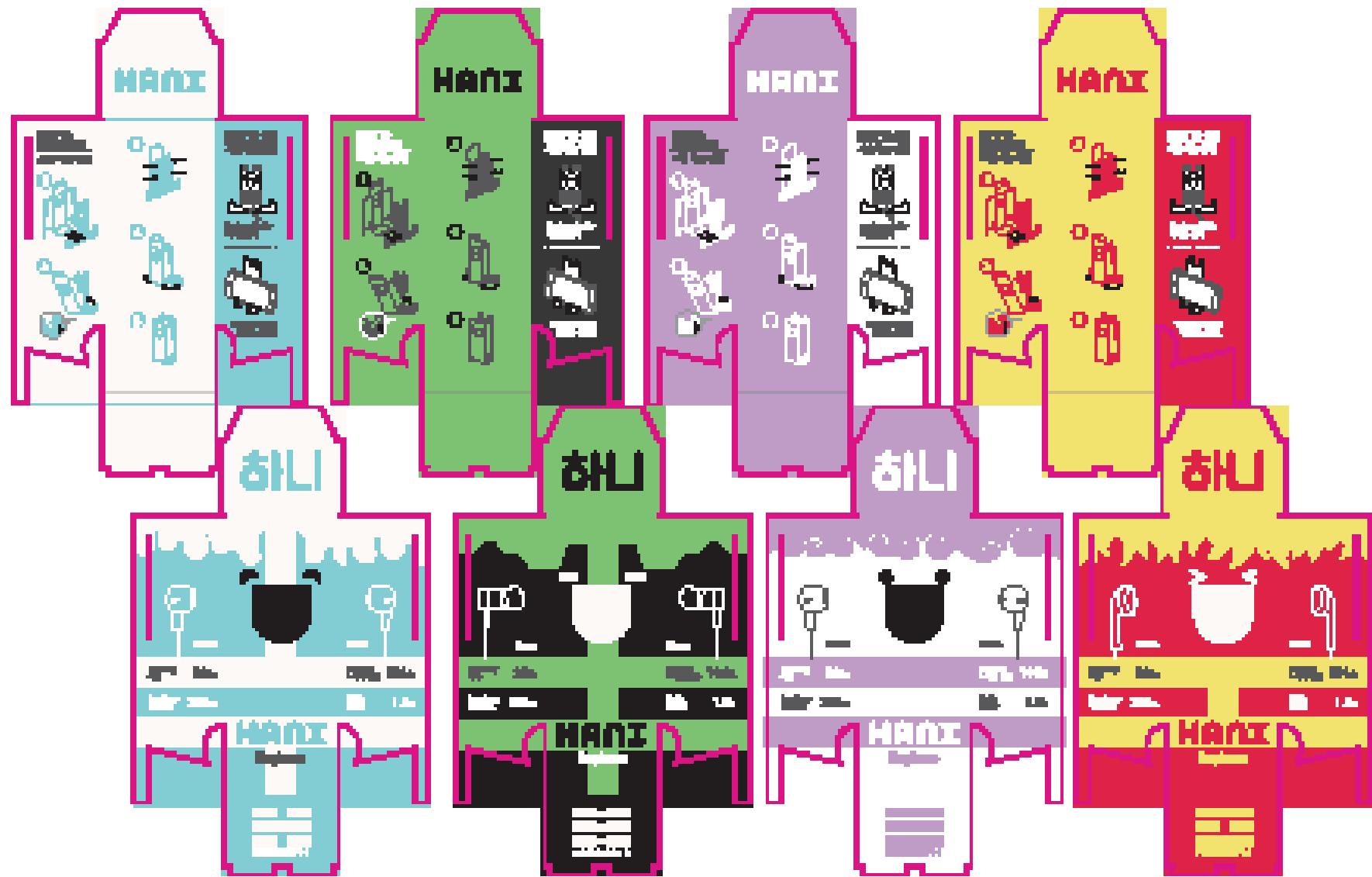
Icons for different types of earphones seen on the side of the package.

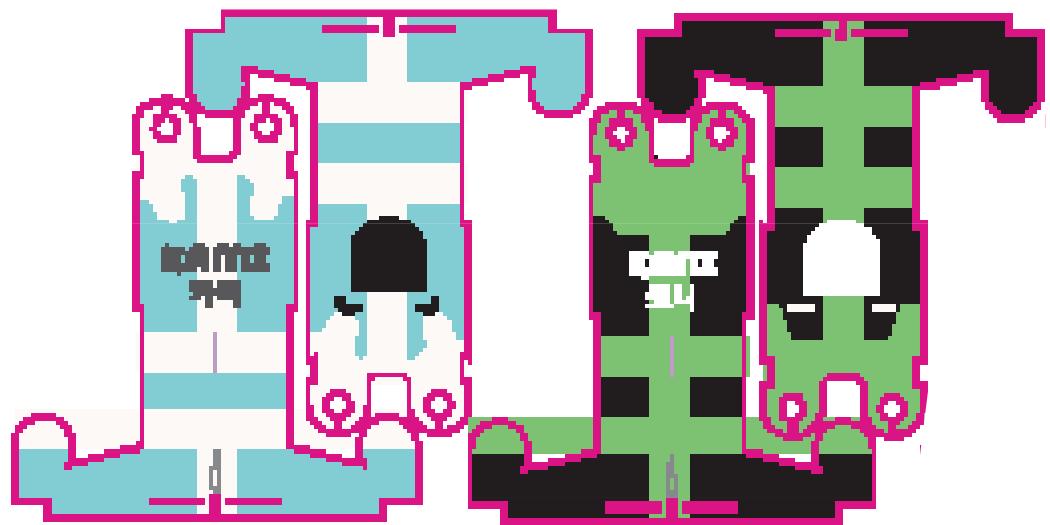


Icons for different types of earphone plugs, shown on the back of the stand.



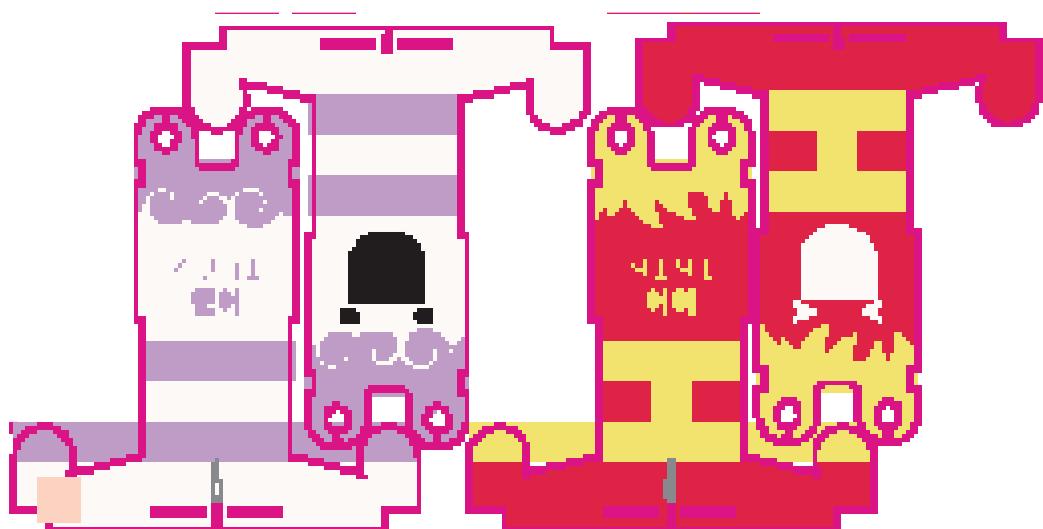
FINAL PANELS





Consistent with the clean and simple aesthetic, the packaging panels are extremely visual in their information telling. The type of earphone and plug is drawn out, consistent with the flat style. Many teenagers do not identify these parts by their technical term, thus, the visual icons are more effective. The instructions for assembly are also purely visual.

Exterior stickers are marginally bigger to accommodate the bends and the material of the packaging.

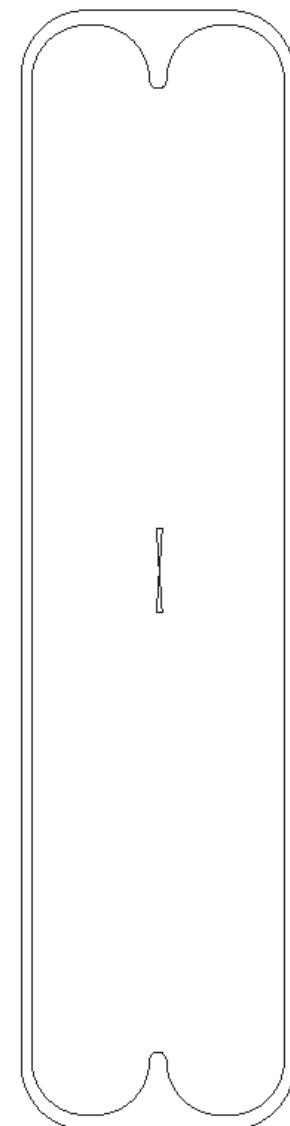


THE PLUSHIE

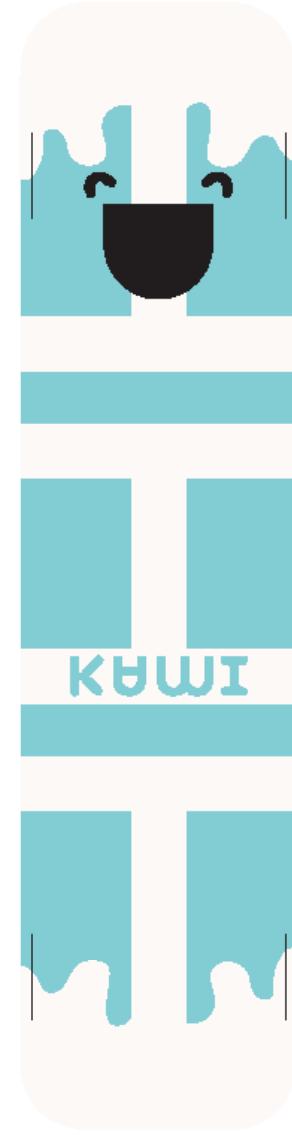
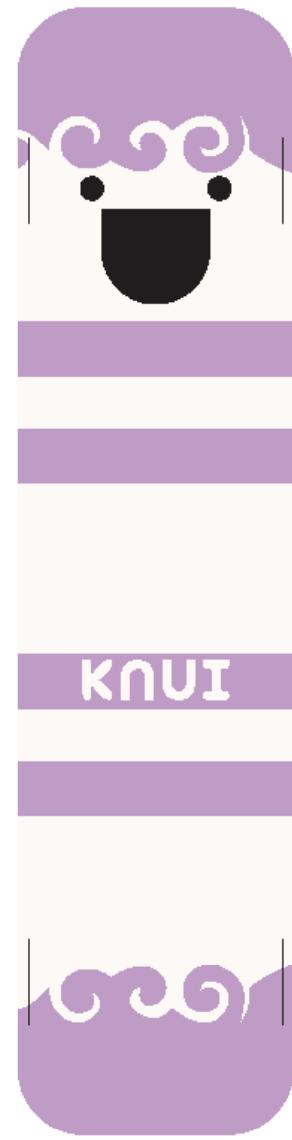
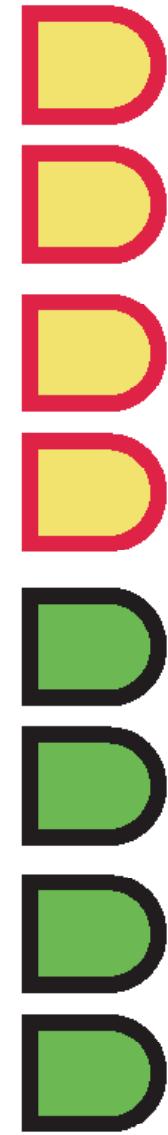
Sewing Template

The plushies are made from printing the design onto a transfer sheet, ironing the sheet onto a piece of cotton, cut, sewn, and then stuffed. It has pockets on the sides for the earbuds to stay clean and safe in and a slot at the bottom for the earphone plug to hook in. The material has a plastic-like covering which gives the advantage of being sturdier and water resistant so the plushie can be wiped down if dirtied. The bottom slot is angled so that the cable does not fall out. On the back of each plushie is the English name of the character.

Prototypes



THE PLUSHIE DESIGN



PHOTOS













