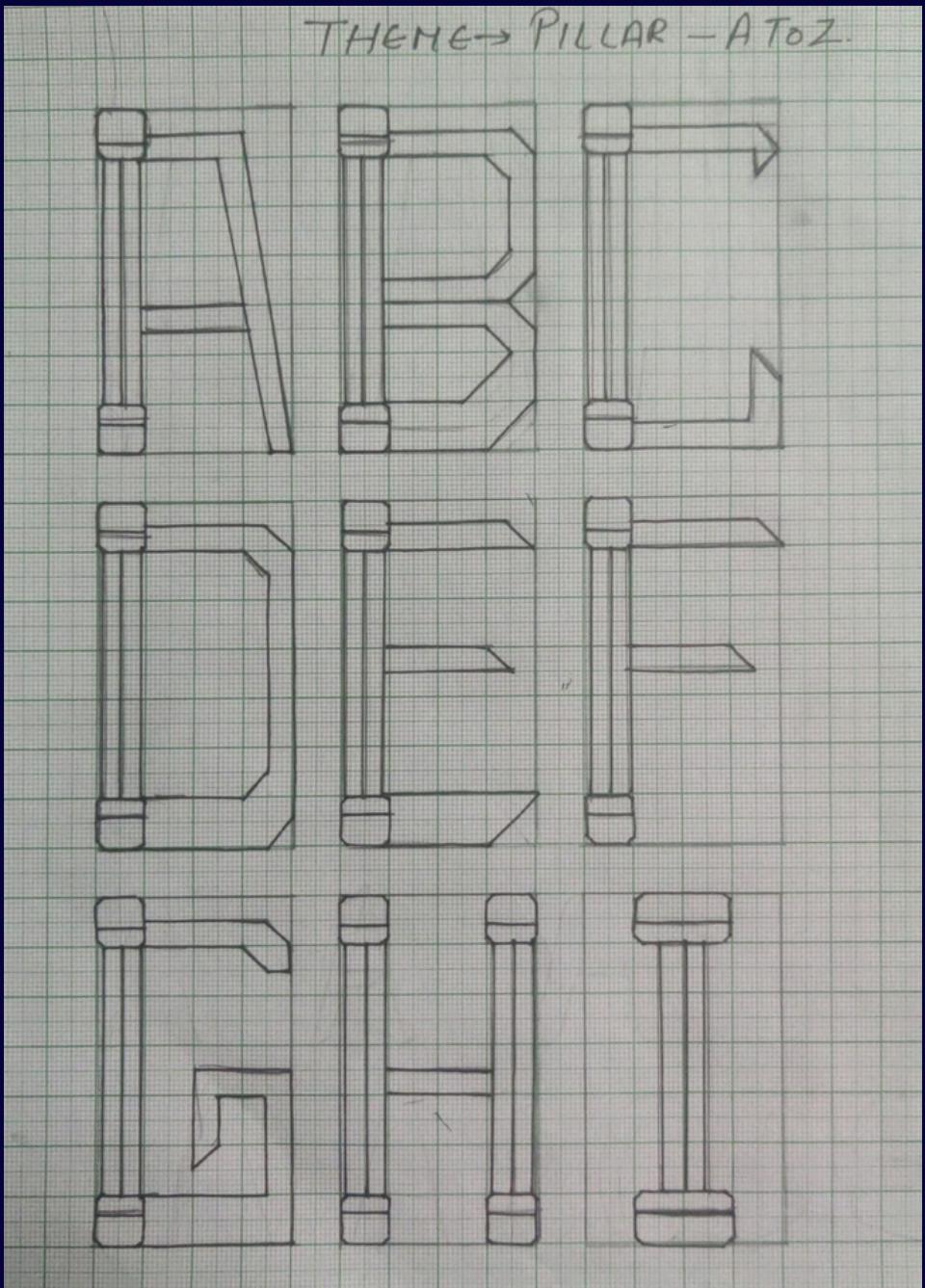


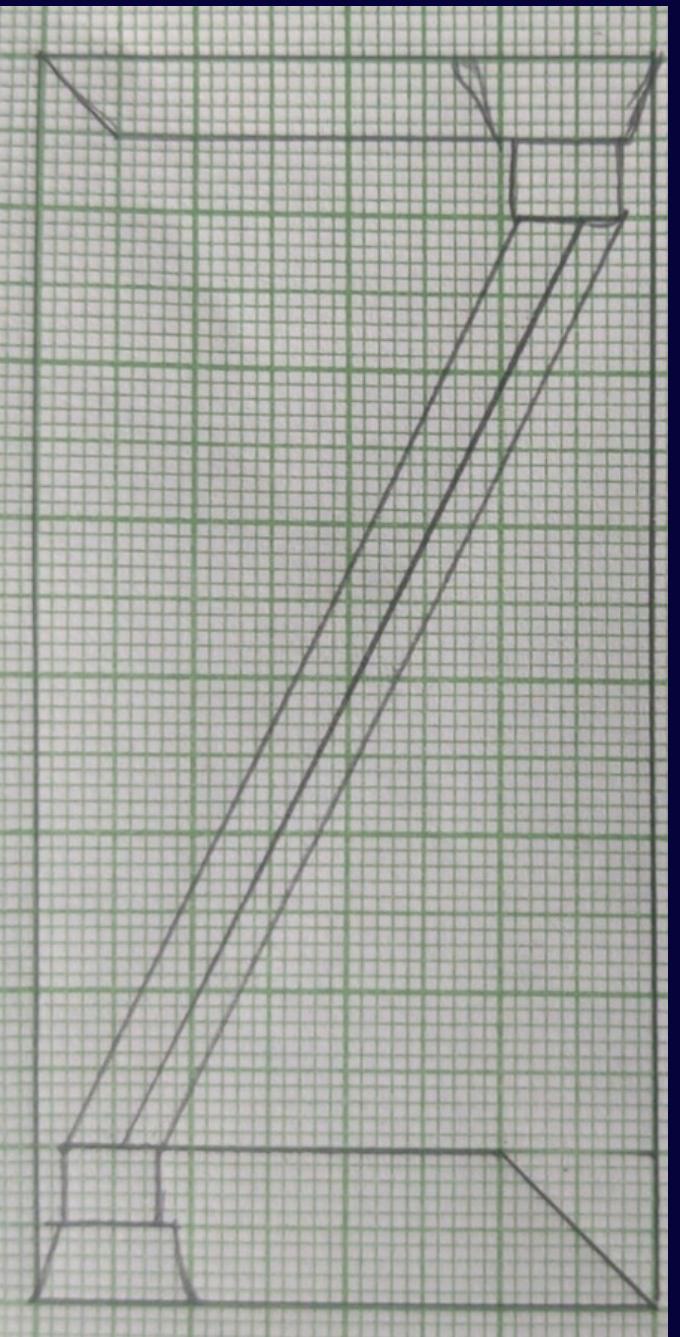
CIA-4 PACKAGING DESIGN

VIYA KOTHARI

TYPEFACE CREATION



Intial typeface



Final typeface

THEME - PILLAR



Digitalization on illustrator

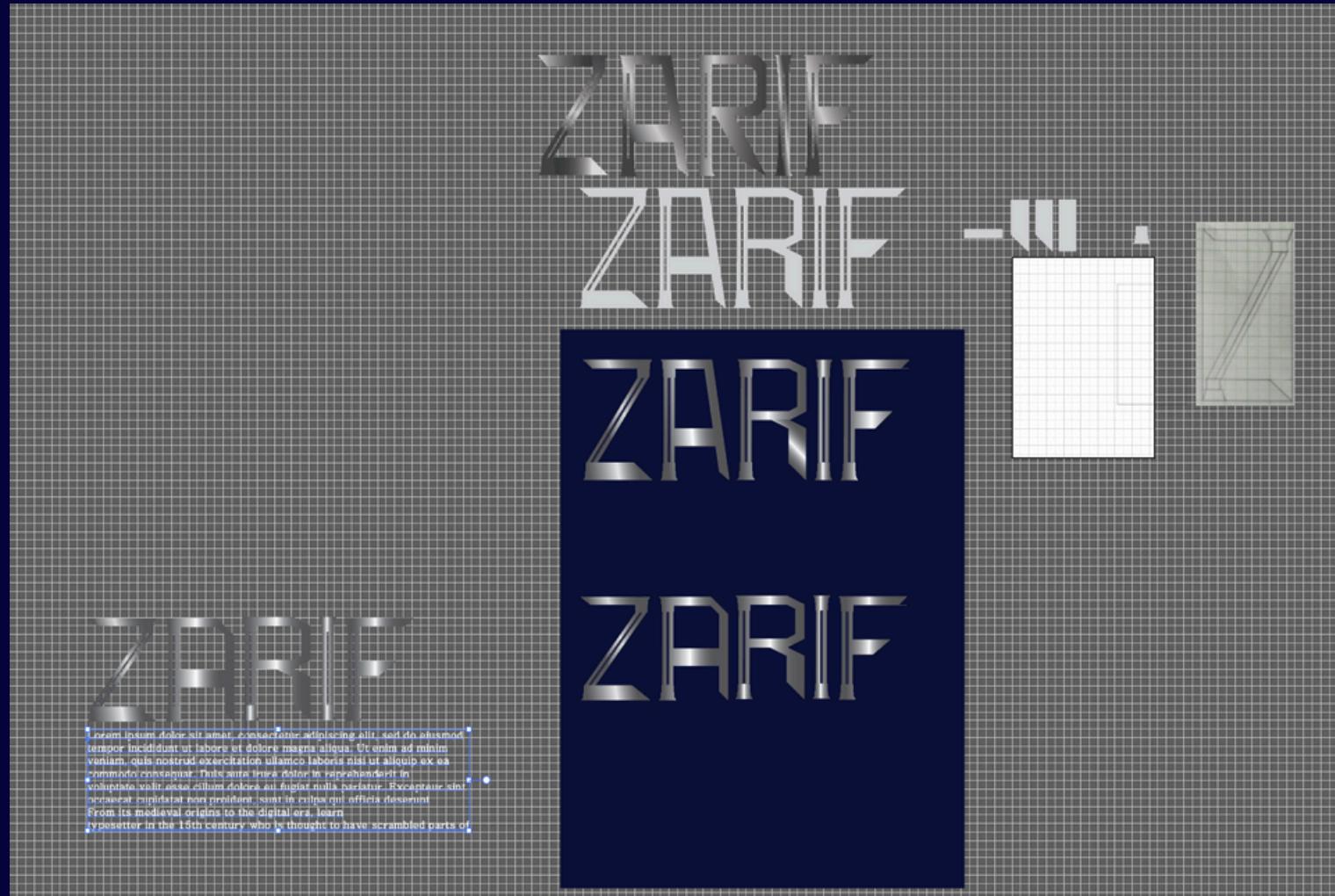
Copy Font

Garamond

Regular, Italic

Used this garamond for body font because of its thin and thick strokes which is similar to my created typeface. And it also looks elegant in its italic font which is a necessity in packaging.

PROCESS- TYPEFACE



SIZE - 4*6



FINAL TYPE

A B C D E
F G H I J C
K L M N Ó

A - Z TYPEFACE

P Q R S T
U V W J
X Y Z

PRODUCT- ELAICHI

The product chosen here is Elaichi because the font was giving bold and premium look. And I wanted to use food brand for packging . As we know the taste of elaichi is strong that is bold and it has reach heritage so I chose this as my final product.

My target audience are the people who wants to give the product as a gift.

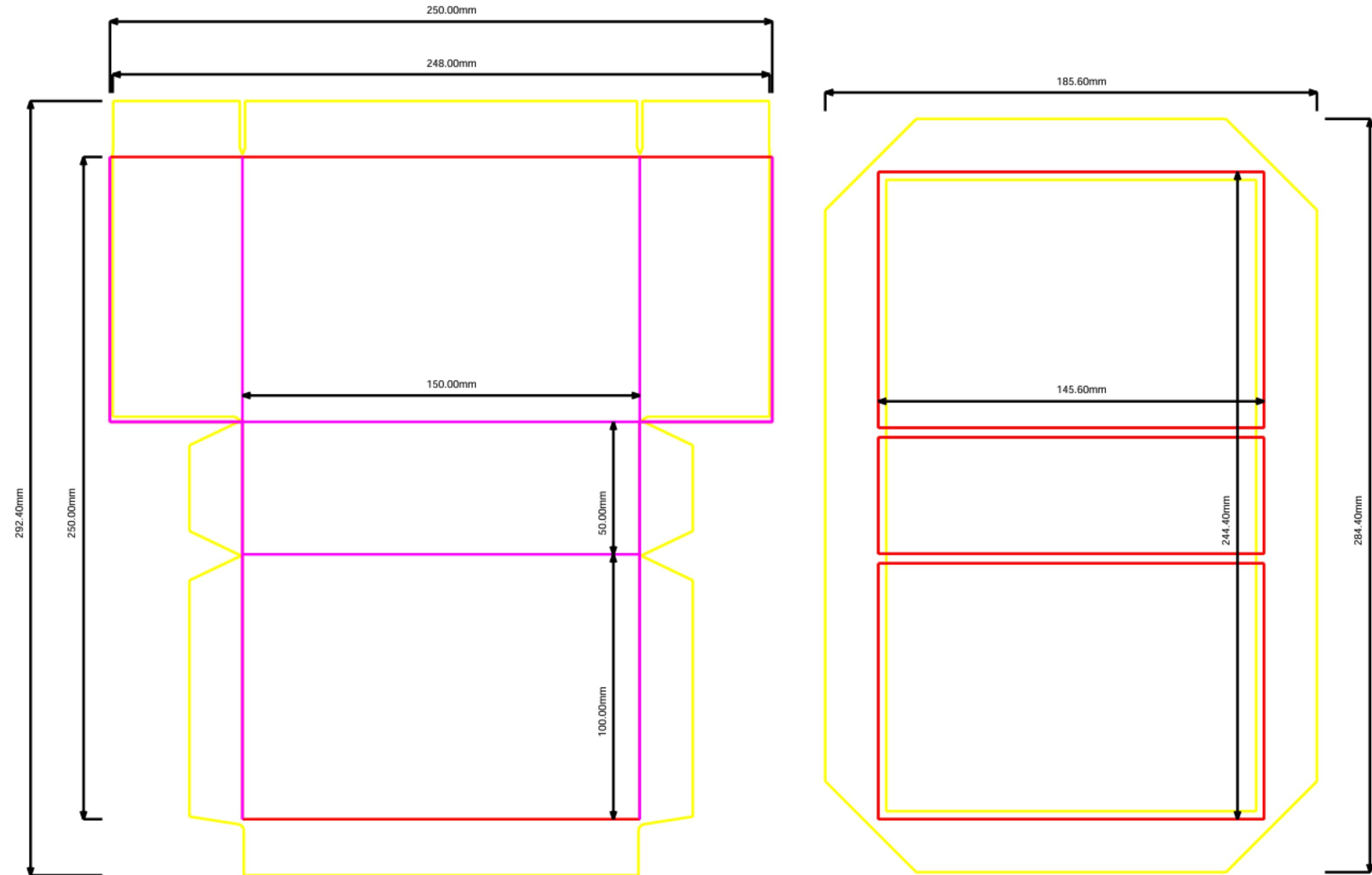


PACKAGING CONCEPT

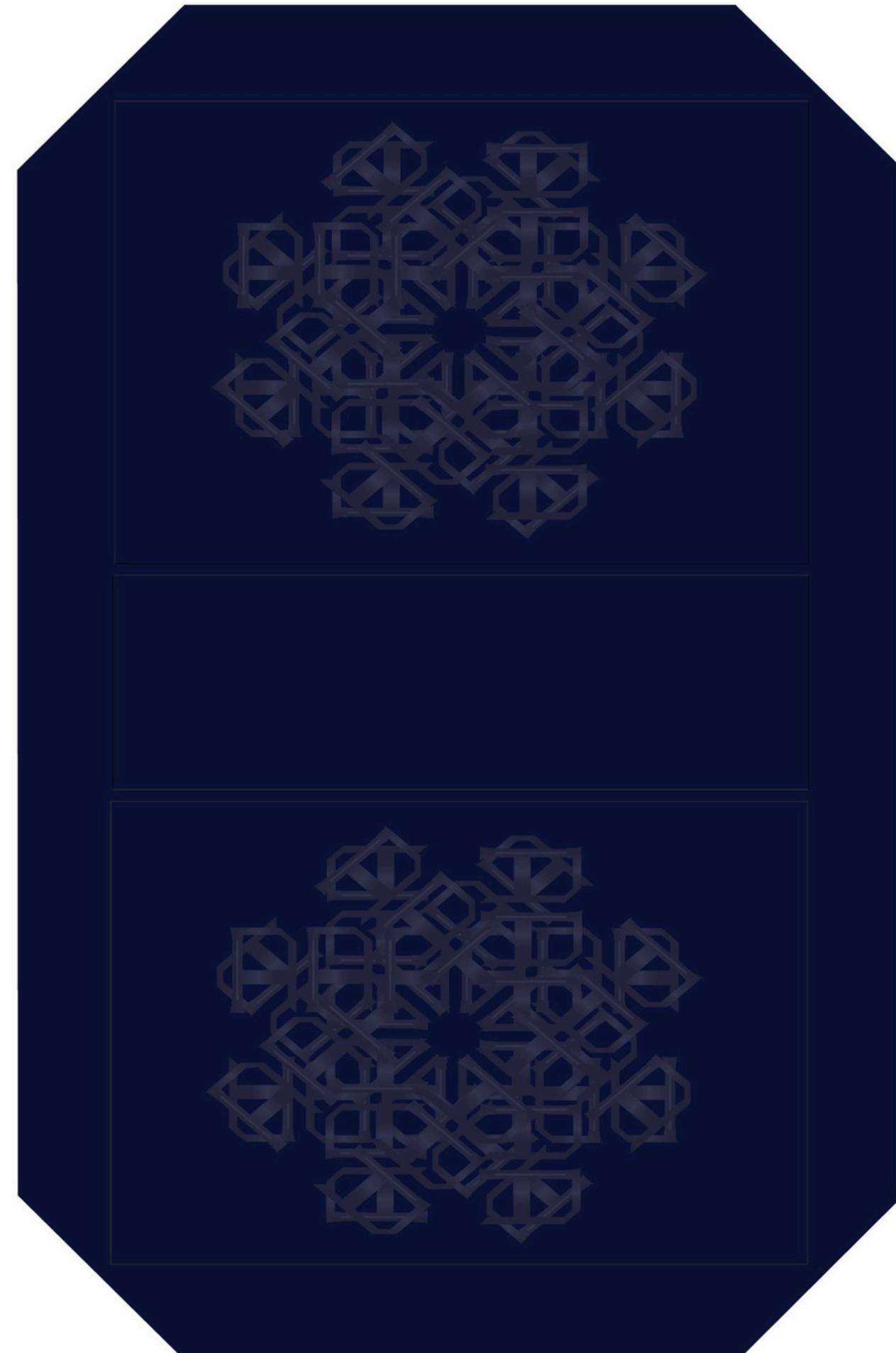
My concept to give the look of my packaging rich looking and classic. As the color of elaichi is green , I used purrsian blue type of shade for main packaging color and gave the silver finishing to the typeface. As we know that silver parath is used in india to give the food product more premium look I used silver color for my typeface .I created silver color by doing grey gradient.



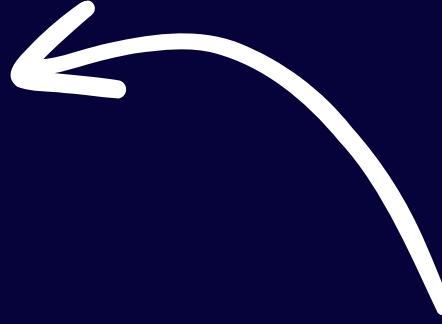
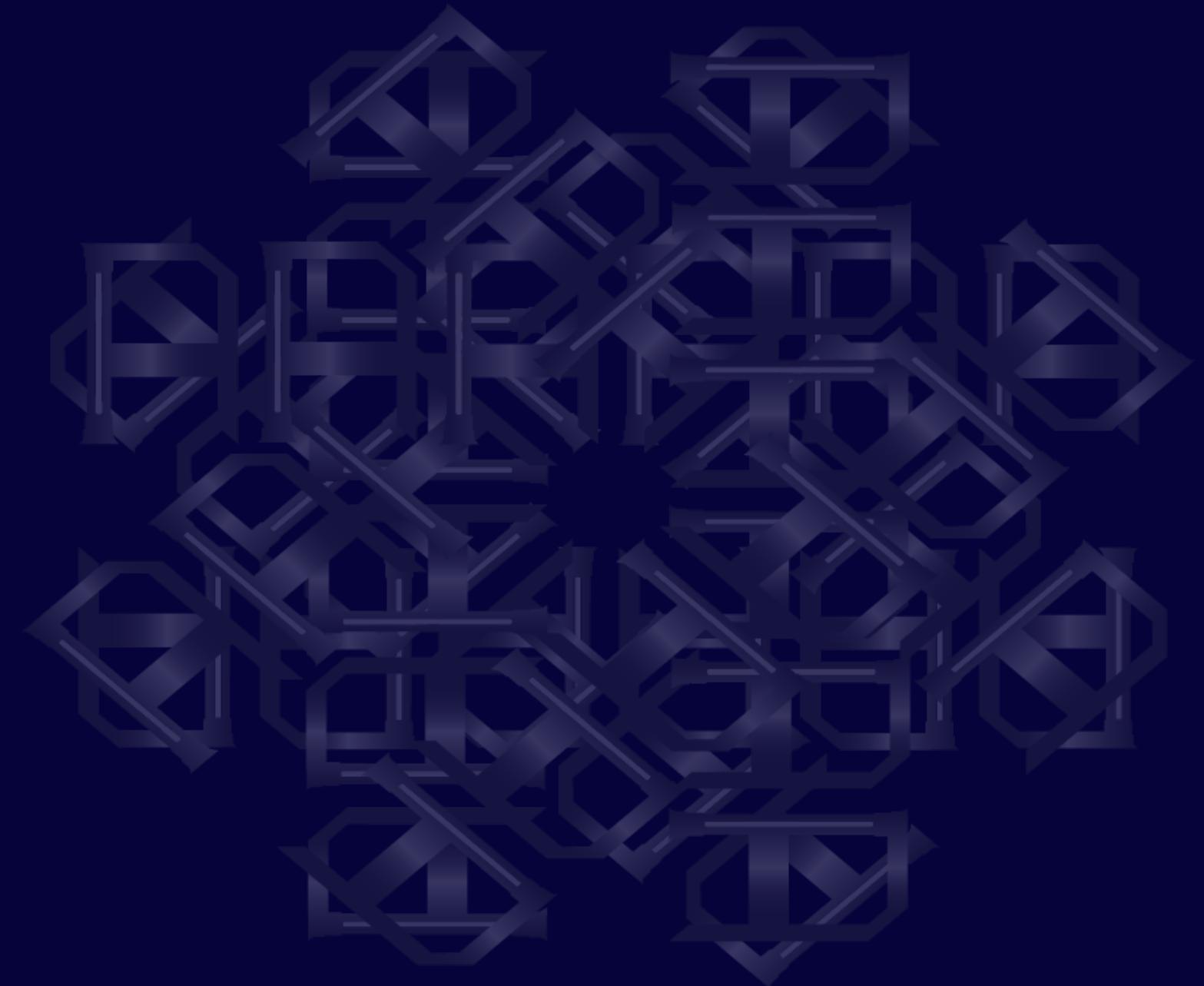
D
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PACKAGING INGENIERIE



MOTIFS AND PATTERNS



Created this motifs by grouping 6 A's of my created typeface and then repeating it in radial format.



FRONT

BACK



PRODUCT



MOCKUP

THANK YOU