

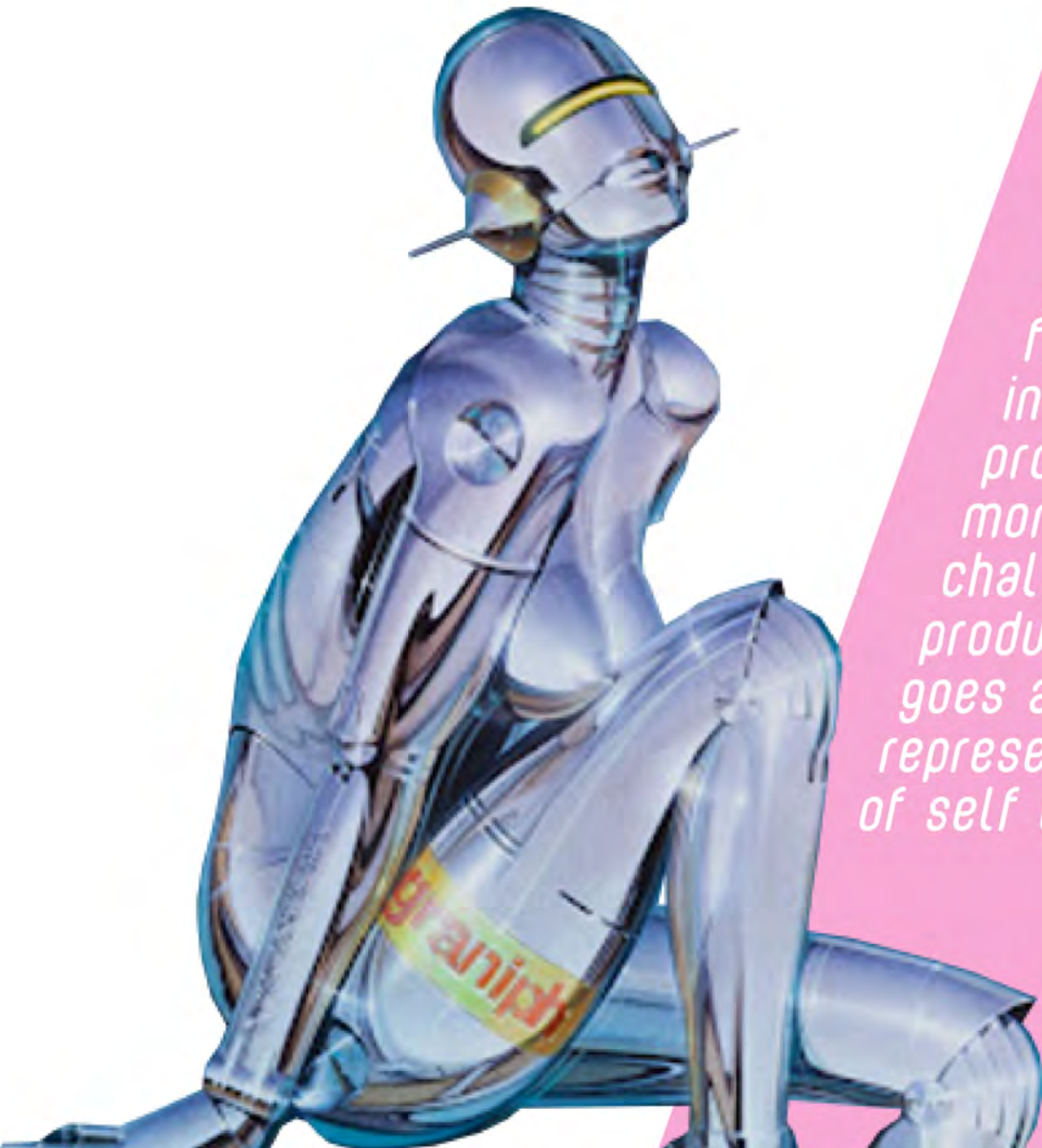
GDES 315: Dimitri Tasakos
Kit Packaging Design

**CYBER
GIRL**
21st Century Makeup



Concept Statement: **Odyssey**

For my final project I wanted to create a 3 item kit that could eventually be turned into a full line of products. I created Cybergirl as a way to make bright, fun packaging that is reminiscent of toy boxes from the early 00's. I took the opportunity in this project to use as many physical processes as I could in order to create a more cohesive system. In order to challenge myself I created many of the products as well as the packaging that goes along with them. I wanted my kit to represent an "Odyssey" through the concept of self transformation. Hopefully this brand will inspire young individuals to be as unshakably confident as the celebs of their childhood!



Target Persona: **Danielle**

Danielle is a 21 year old college student with a love for late 90's/early 2000's fashion. She grew up young enough to experience the nostalgia of the time, but wasn't old enough to participate.

Interests

- **Makeup**
- **Reality TV**
- **Pop Culture**
- **Social Media**
- **Fashion**
- **Technology**



Keywords:
Brand Drivers

- **Fashionable**
- **Youthful**
- **Colorful**
- **Digital**
- **Retro**
- **Quality**

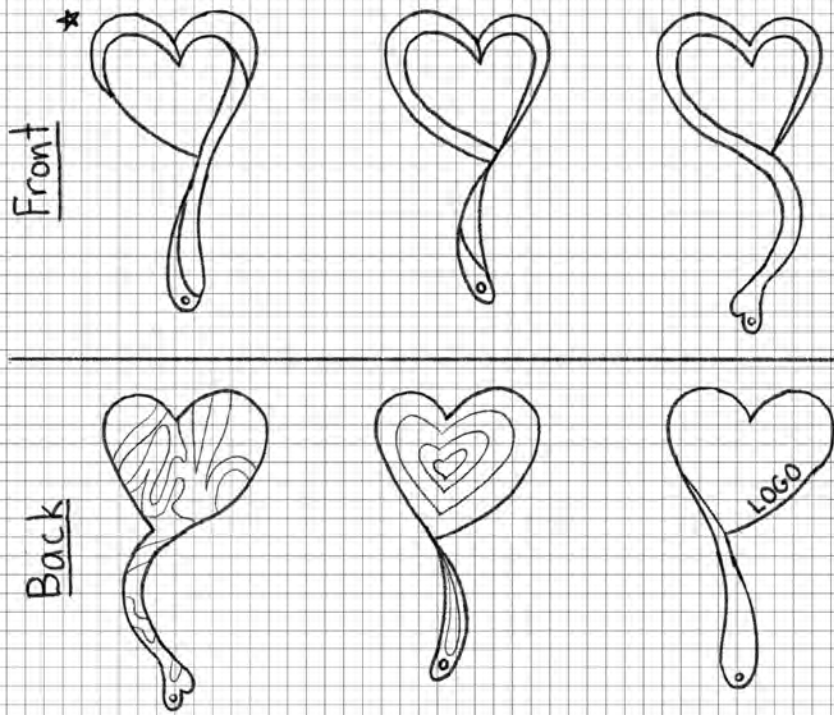


Y2K Visual Inspiration



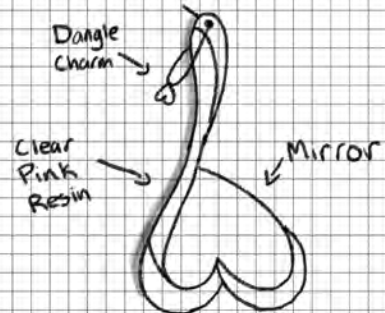
Initial Sketches

Mirror Form Studies:



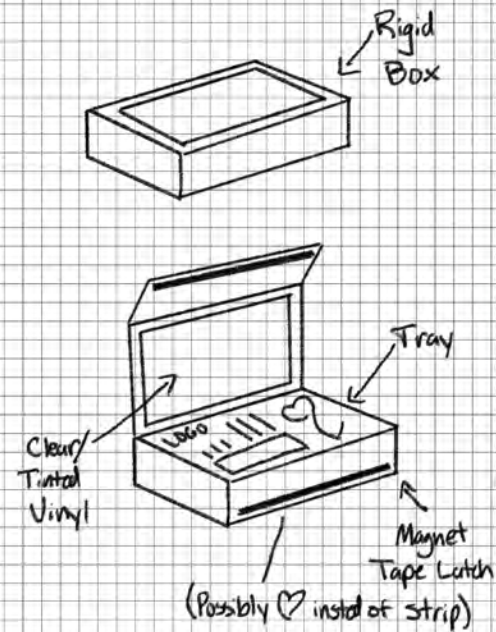
Notes:

- Chrome/Pink Paint
- Glossy Finish
- Dangle Charm
- Hole for hanging



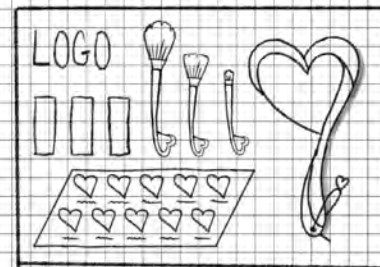
Kit idea #1:

Rigid Box Kit

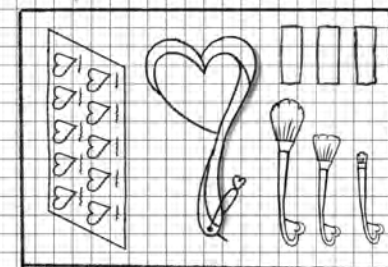


Basic shape with custom trays for the 4 items.

Tray Study #1



Tray Study #2



Logo Treatments

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GIRL**

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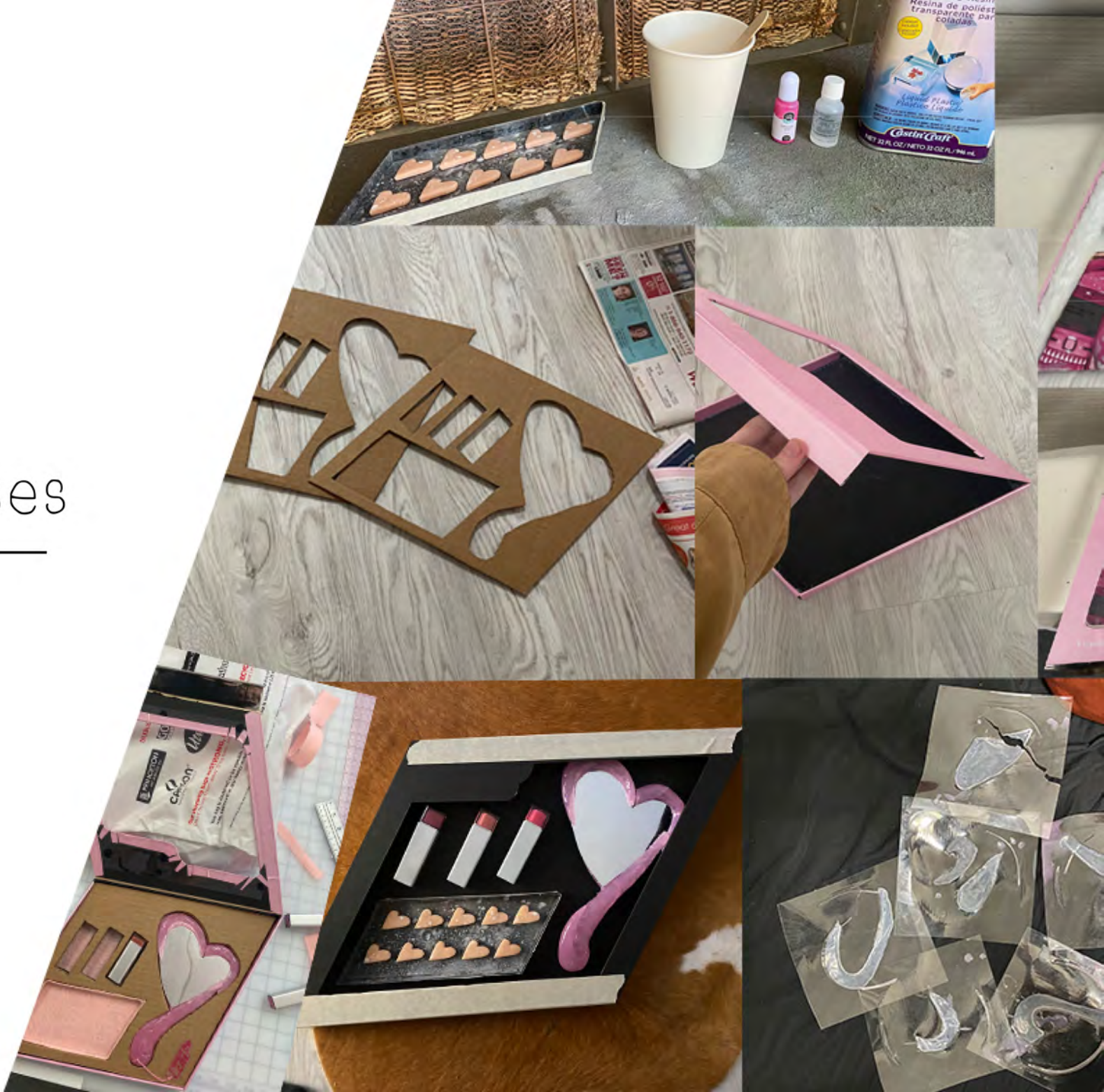
10.

**CYBER
GIRL**

Final Logo Lockup



Physical Processes



Final Palette Design

Front



tray



Back



Final Kit Design

Back



Front



Display

Final Product: Lipsticks



Final Product: Palette



Final Product: Mirror



Final Product: Packaging



Brand Activation

