Joseph Asimeng 12/14/2021

Packaging design class

My full project and process breakdown

Disclaimer: these artists will be in the design to reach white consumers as the primary focus.

Target audience description: primarily for 34- to 39-year-old white Americans. The consumers are supposed to enjoy and adore serenity, growth and love. which is what has to inspire my design for this special edition, singing in the shower bar soap package design.

The process: I wanted to make it look pretty nice without looking too in your face and very annoying. Originally, I wanted to make a soundwave icon for the design. but I didn’t wanna make it too literal. That actually COULD PROBABLY MOST LIKELY BE another reason of why I made a ribbon. But I didn’t say in openlab before. But aside from that it was a pretty tiresome, tedious but good experience to do this design. I think I messed up on making singers faces being almost as big as the ribbons with the words “singing in the shower special edition yay.” I also might’ve put the barcode and my project durability symbol, on the wrong ways. I’m not really sure. I don’t think it should be too much of a bad issue or whatever. But it was still pretty great.