

Case study

Personnal

Project

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Project overview

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Project overview

● PROJECT NATURE

Personal Packaging Design Project

● GOAL

Create a premium and visually appealing biscuit box that enhances the product experience and conveys a warm feeling, while reflecting my design DNA as seen in my portfolio and business card.

● WHAT I DID

I developed the concept, designed the packaging, and created the overall visual identity of the product.

● TIMELINE

4 days

**Problem
statement**

02

Problem statement

● DESIGN/PROJECT CHALLENGE

As this was a personal project, I initially struggled to **clearly define my direction** and concept. I changed ideas multiple times and had difficulty building a strong and consistent visual identity.

At first, I wanted to create a 3D motion design project, but I **lacked time** and my computer couldn't handle 3D work in After Effects. So I decided to shift toward a project that could still express my design DNA clearly and look strong in a printed portfolio.

● TARGET AUDIENCE

The project is meant for a well-off audience, people who like **good-quality products**, nice packaging, and clean, attractive visuals. It's for those who care about how a product looks and the image of the brand, not just the product itself. Even though it's not a real product, the goal was to make something that could fit in a stylish, higher-end market without being fully luxury.

Research &
Inspiration

03

Research & Inspiration

FIRST IDEAS

My initial idea was to create a 3D motion design video. However, due to time constraints, I decided to move away from that direction and focus on a static design project.



Research & Inspiration



DESIGN DNA

My design DNA is inspired by **a bakery**. I wanted to create a visual identity that feels warm and inviting, like a shop full of tasty biscuits. The aesthetic and branding are centered around the strawberry and the band, with soft colors and round, appealing shapes. The biscuits I designed are one of the main products of this concept.

The goal was to make the design feel high quality and fun, while staying creative and memorable.



Research & Inspiration

● RESEARCH/REFERENCES

I then looked for visual inspiration in **biscuit packaging**, especially red-themed boxes, as well as elements that reflect my own design style.

I explored a “red bakery” visual direction, using warm red tones, strawberry patterns, and soft, rounded typography.

I combined references from existing packaging with elements from my design DNA to create something both personal and visually appealing. The goal was to balance a playful and appetizing look with a more refined aesthetic.



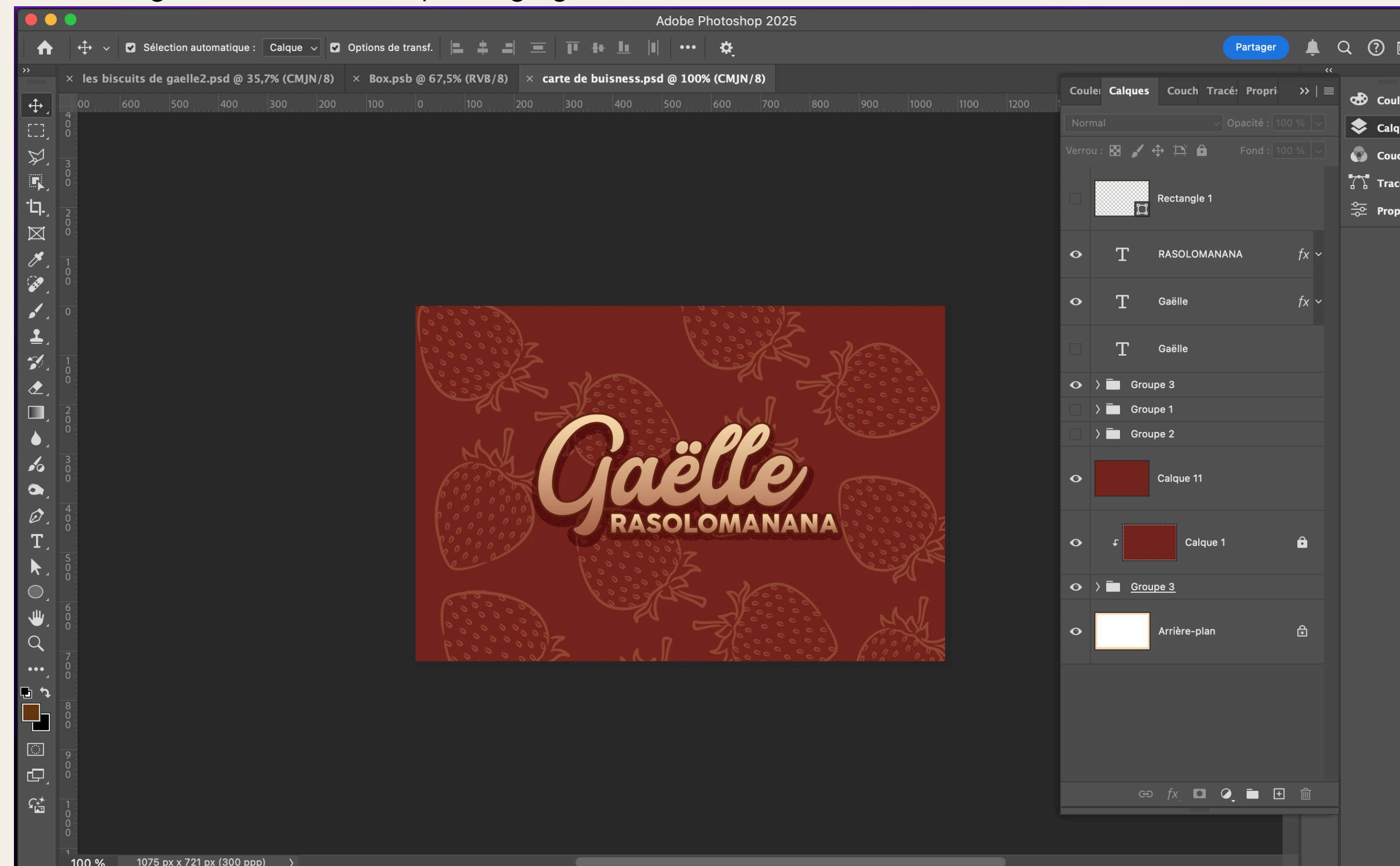
Design Process

04

Design process

● PROCESS a) Initial idea

Since I didn't create traditional sketches or wireframes, I started from my existing business card design. I used it as a visual base, reusing key elements such as colors, typography, and patterns. This helped me stay consistent with my design DNA and build a strong foundation for the packaging.

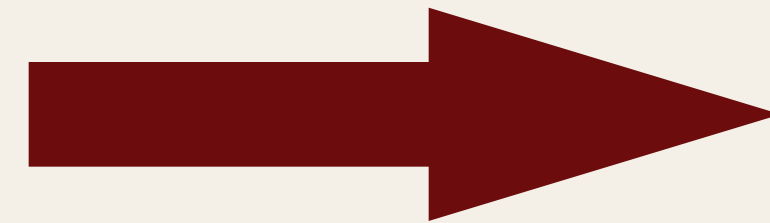


Design process

● PROCESS

b) iteration

I started by creating several thumbnails to explore different logo ideas. I tested different placements of the stripes and the camera element, as well as typography options to see what worked best with the concept.



Final result

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Packaging mockup



Packaging Pattern



Reflection

07

Reflection



WHAT WORKED WELL?

I am happy with how the scalloped edges turned out because they make the biscuits look high quality and appealing. The design feels clear and organized, and the final visuals show my ideas in a creative way. Getting feedback from my teachers and friends helped me improve some details along the way.



WHAT WAS HARD?

Curved text and working with the scalloped edges were tricky at first. It was hard to get everything to fit nicely and look balanced. I also found it difficult to decide what my project should focus on and when to stop trying to improve it. I had to learn to accept that finished does not always mean perfect.



WHAT DID I LEARN?

I learned how important it is to pay attention to details like scalloped edges and curved text, because they change the look and feel of the design. Planning the project early helps to organize ideas and finish on time. I also learned that small details can make a big difference in the overall result, and that knowing when to stop is an important part of the design process.

Conclusion

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Conclusion

Overall, I am very happy with how this project turned out. I was able to develop a clear visual identity inspired by a bakery, focusing on the strawberry and band aesthetic, and create biscuits that fit this concept. The project helped me improve my skills in design, especially working with details like scalloped edges and curved text. I also learned the importance of planning, taking feedback, and knowing when a project is finished, even if it is not perfect.

In the future, I could expand this concept by designing more products, exploring new packaging ideas, and refining the branding to make it even stronger. I feel this project taught me a lot about creativity, attention to detail, and turning an idea into a tangible design.