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## Eco-Friendly Lightbulb Packaging

Lauren Marshall

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## ECO-FRIENDLY LIGHTBULB PACKAGING

I created the packaging for these light bulbs based on the mood that the light of each bulb could make the consumer feel. I was inspired by the tones of the light and the way it would make me feel. Daylight reminded me of an energizing summer day, Soft White of a crisp spring morning, and Warm Glow of a cozy autumn night. I drew doodles that connected to these moods, along with seasonal flowers and subtle light bulbs. I wanted to contrast the soft doodle illustrations with strong type and bright colors.

**Lauren Marshall**