Fiore Jewelry
Branding and Packaging Design
Trevor McGall Senior Project
2022
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My name is Trevor, and I'm a GrC student with a concentration in Graphics for Packaging. I have also taken on a minor in Packaging as this is the industry I could see myself ending up in. I really enjoy the creative process and collaborating with like minded designers and engineers. I am passionate about both structural and graphic design for packaging and love incorporating my knowledge of both fields into projects I can be proud of.
Abstract

My senior project incorporates my interests in the packaging field with structural and graphic design challenges, as well as materials consideration. I have designed the primary packaging for a hypothetical online jewelry brand. I have also created the logo, color scheme, and corresponding packaging graphics for this made up brand.

IRB Statement

The project is not systematic investigations. It will not collect data from Cal Poly students or employees as subjects. It does not attempt to answer research questions. Therefore, this project does not need to be reviewed by the California Polytechnic State University Institutional Review Board.
Problem Statement

To design material efficient, visually aesthetic, and adequately protective primary packaging for a hypothetical online boutique jewelry brand.

As e-commerce continues to grow, small businesses have struggled to keep up with large companies with more resources for establishing a digital presence. In order to stand out, these smaller businesses need to have a consistent brand image and excellent product experience. This is why I am creating a new brand under which I can design unique packaging with a high level of personalization and utility. This project would be an opportunity for me to have creative control over the design of the packaging as well as the branding.
Project Deliverables

The end result of this project will be a set of fully fleshed out packaging systems with consistent branding. Specific deliverables being:

1. 3 visually aesthetic mock-up designs for primary packaging designs for orders of varying sizes and/or prices

2. Logo and a color palette to establish a brand image

3. Design of Added value jewelry bags for use after the fact
## Gantt Chart and Timeline

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<thead>
<tr>
<th>Task</th>
<th>Week 1</th>
<th>Week 2</th>
<th>Week 3</th>
<th>Week 4</th>
<th>Week 5</th>
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<tbody>
<tr>
<td>Establish Project direction and scope</td>
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<tr>
<td>Act 1</td>
<td>Act 2 &amp; 3</td>
<td>Act 4</td>
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<td>Meet with mentor</td>
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<td>Milestone 1: 20 x 20</td>
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<td>Branding</td>
<td>Logo</td>
<td>Color Scheme</td>
<td>Packaging graphics</td>
<td>Branded Boxes</td>
<td>Added value pouch</td>
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<td>Background</td>
<td>Inspiration</td>
<td>Common business</td>
<td>Consumer Trends</td>
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<td>Week</td>
<td>Activity</td>
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<td>Week 6</td>
<td>Act 5 Meet with mentor</td>
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<td>Week 7</td>
<td>Act 5 Meet with mentor Milestone 2: Senior Showcase</td>
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<td>Week 8</td>
<td>Headshots, Abstracts and Bio Meet with mentor</td>
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<td>Week 9</td>
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<td>Week 10</td>
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<td>Week 11</td>
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<td>Final Week</td>
<td>Booklet Design</td>
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</table>

**Act 5**: Meet with mentor

**Act 6**: Process book for print production

**Act 7**: Final process book submission
Sketches
Final Mock Up
Added Value

Branded leather Jewelry pouch.
Made from 100% leather
Reflection

This project was a great way for me to test my skills and have fun with exploring my creativity. Being able to combine graphic design and packaging design in this project has been the perfect way for me to summarize my college education. I enjoy both of these fields and this project has allowed me to reflect on this.

It was also serious test of my time management skills. I am taking a full course load as well as this class and it proved to be a real challenge. Despite this I am happy with the results I have. I hope I continue to refine this project after this quarter.