

PROJECT 2: MELANGE CAMPAIGN

Studio 2: Professor Casem / Winter 2020

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Project Brief (Melange)

Topic

I've always been fascinated by product and package design. As a designer I often find myself browsing the shelves of a store for a pretty design rather than a product that I actually need. There's nothing more satisfying than a clever and innovative design. For this upcoming campaign I want to design a makeup brand that is creative, visually appealing, and kooky. When walking into a beauty store such as Sephora, or Ulta, you're immediately confronted by brands, colors, and photos of models.

A lot of brands advertise beauty and perfection towards their products, but makeup is an art that can diverge in many directions. Whether it be minimalistic, full coverage, or drag glam; Makeup has endless opportunities for exploration. I want this brand to be artistic and representational of creativity through the exploration of collage & play. Just like you can create a new story with collaged images; Makeup is whatever you want it to be.

Inspiration

I was inspired by a book I purchased in Lacoste called "Dans L'oeil Du Flaneur" published by Hermes. The book contains a bunch of visuals of people, objects, and animals. Some pages include floated heads, people with pigeon heads, a bird with a top hat, a man with an apricot umbrella. So many odd elements that somehow create some sort of distorted beauty. I want my makeup brand to have similar collaged elements. The colors will be fun and playful, but have a bit of a vintage feel to them.

Project Goal

I want customers to feel a sense of authenticity when using the brand. Whether it be diving into a new sense of style they've been wanting to explore, or just feel like they can be themselves with however much or little makeup they use. I want to spread the positive message of self love to all customers, and that it's okay to be weird.

Target Audience

People between the ages of 16-30 who appreciate the art of makeup, and want to explore with makeup themselves. These people are willing to try new styles, and experiment with different colors.

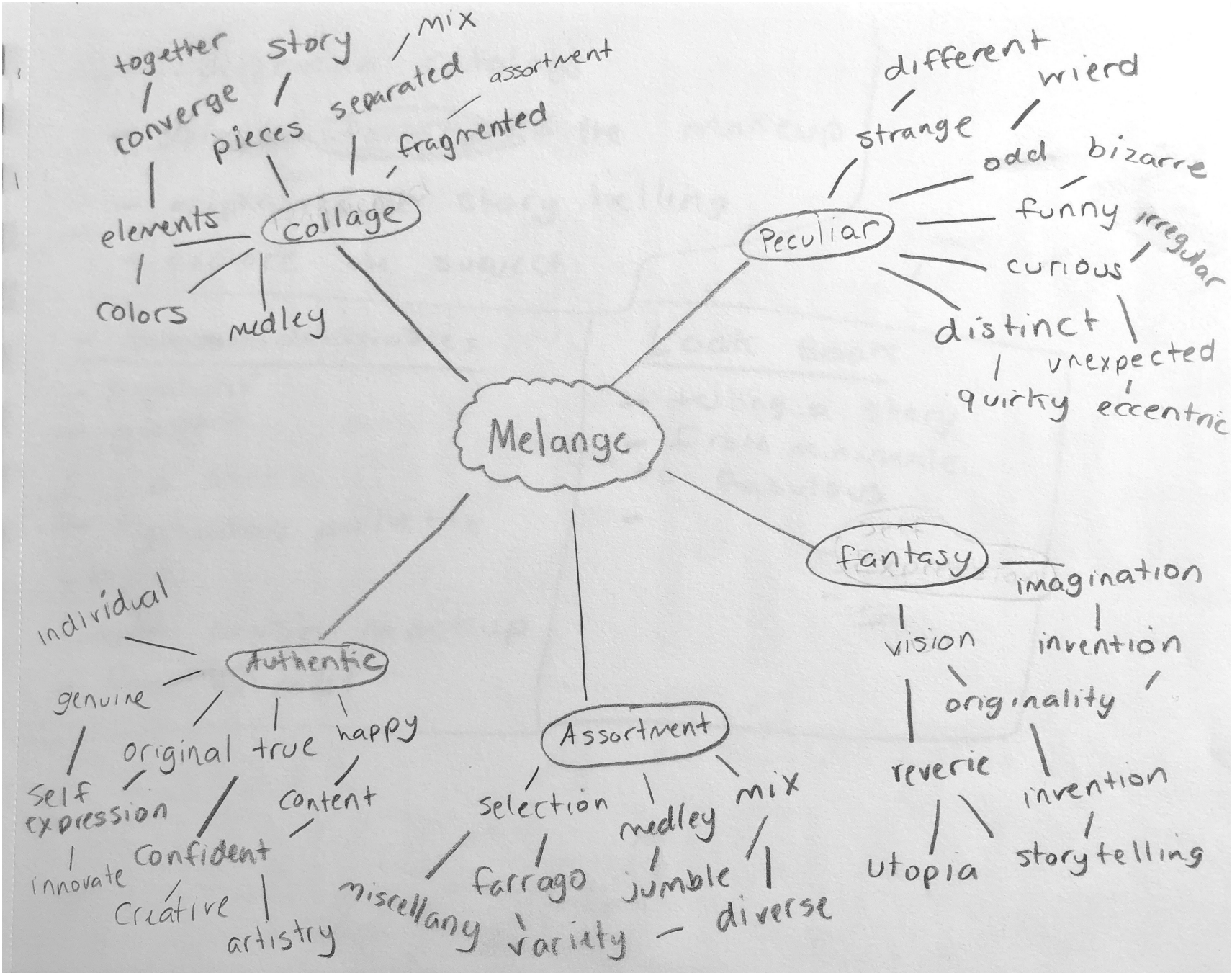
Deliverables

- Website
- Makeup(eyeshadow palette, bronzer, highlighter, lipstick, facewash, makeup bag, and a care package with multiple items
- Advertisement on social media
- Stickers and poster

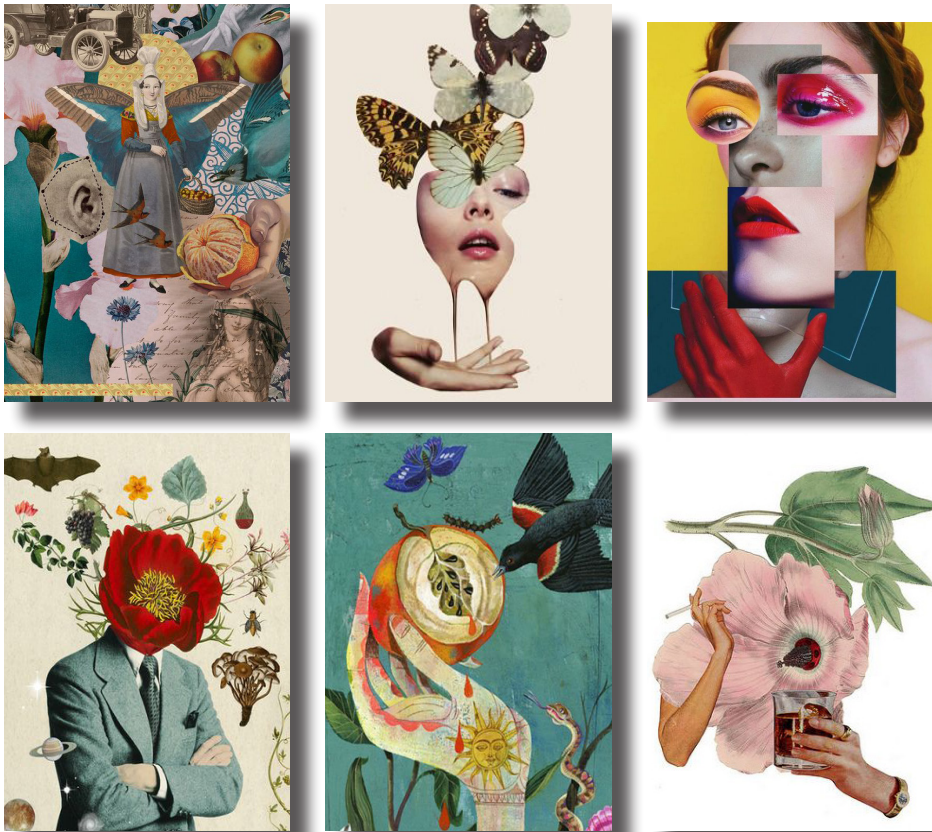
Word List

- Collage
- Confidence
- Assembly
- Expression
- Together
- Surreal
- Ethereal
- Creative
- Bodacious
- Fragmented
- Puzzle
- Self-Esteem
- Storytelling
- Entertain
- Visualize
- Authenticity
- Candid
- Peculiar
- Odd
- Bold
- Positive
- Composed
- Chaotic
- Self-assured
- Spontaneous
- Collected
- Assorted

Mind Map



Vision Board



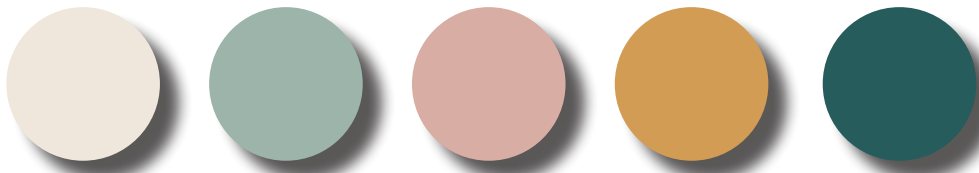
Word List

- Sustainability
- Community
- Support
- Awareness
- Communication
- Improvement

Concept (Surreal Collage)

For this upcoming campaign I want to design a makeup brand that is creative, visually appealing, and kooky. When walking into a beauty store such as Sephora, or Ulta, you're immediately confronted by brands, colors, and photos of models. A lot of brands advertise beauty and perfection towards their products, but makeup is an art that can diverge in many directions. Whether it be minimalistic, full coverage, or drag glam; Makeup has endless opportunities for exploration. I want this brand to be artistic and representational of creativity through the exploration of collage & play. Just like you can create a new story with collaged images; Makeup is whatever you want it to be.

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Project Goal

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Target Audience

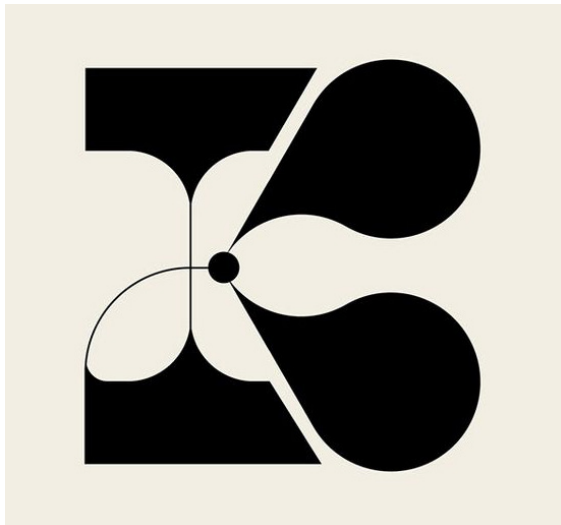
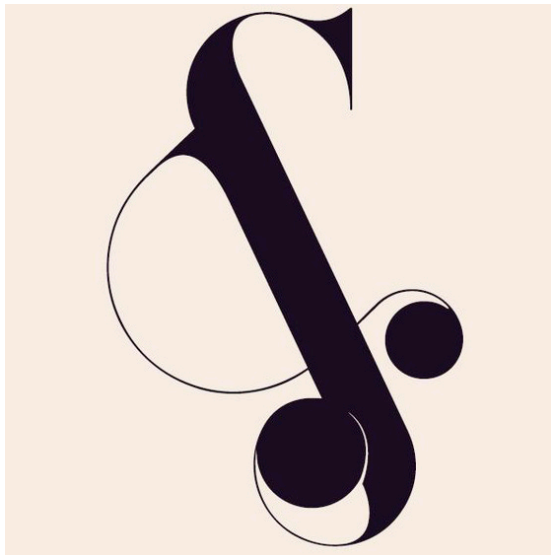
18-40 years old
Appreciate makeup & art
Likes playing with colors
Wants to be more bold

Deliverables

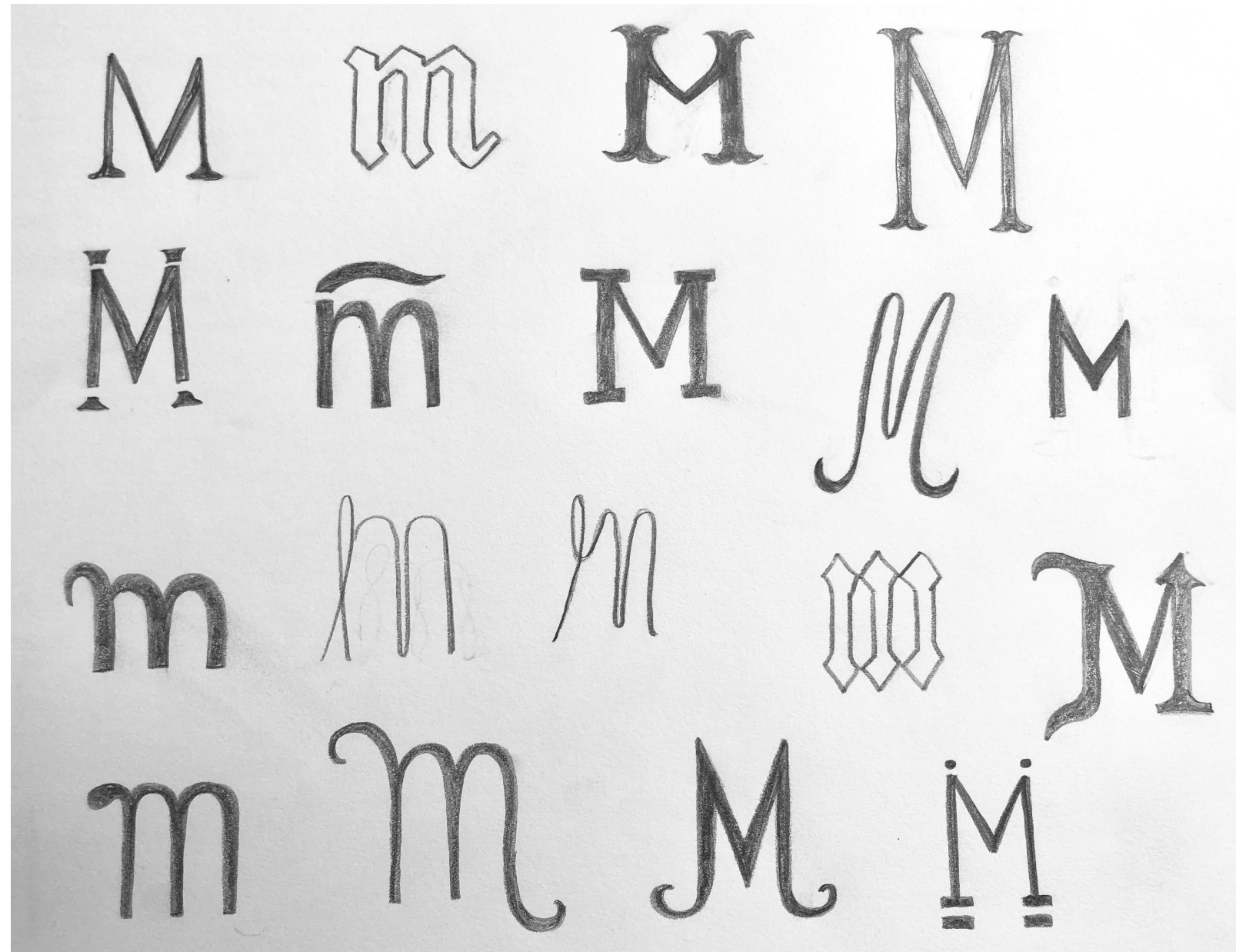
Website
Makeup Products
Makeup Gift Box
Promotional Advertisement

Logo Ideation

Logo Inspiration



Logo Thumbnail Sketches



Logotype Sketches



Logotype exploration

MELANGE

Type: Blanch Con

Melange

Type: AdageScriptJF

MELANGE

Type: Rosella

MELANGE

Type: Rift Soft

MELANGE

Type: Rushink DEMO

MELANGE

Type: Atrament

MELANGE

Type: Champagne & Limousines

MELANGE

Type: Avenir Next

MELANGE

Type: Restraint

MELANGE

Type: Steelfish

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Type: Essonnes

MELANGE

Type: Priori Serif OT

MELANGE

Type: Apertura

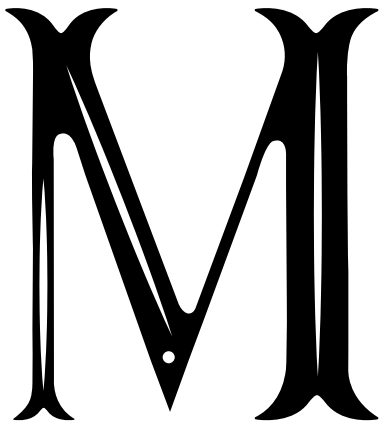
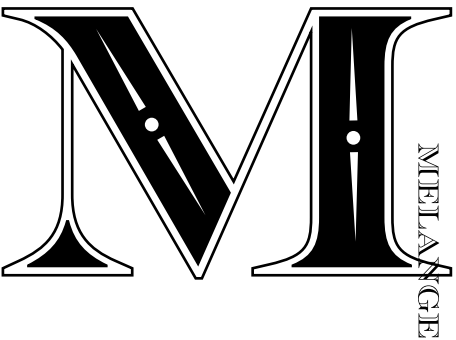
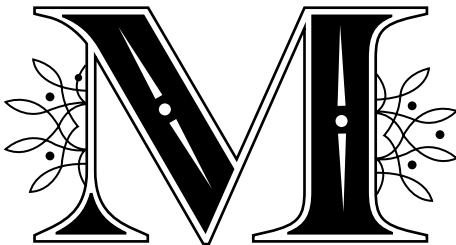
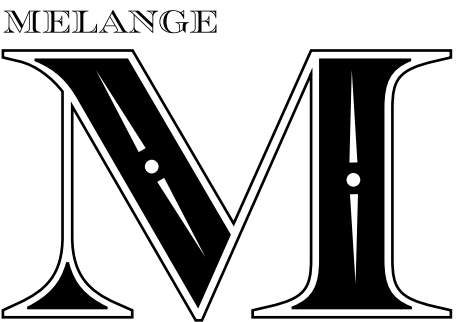
MELANGE

Type: Sukhumvit Set

MELANGE

Type: Brandon Grotesque

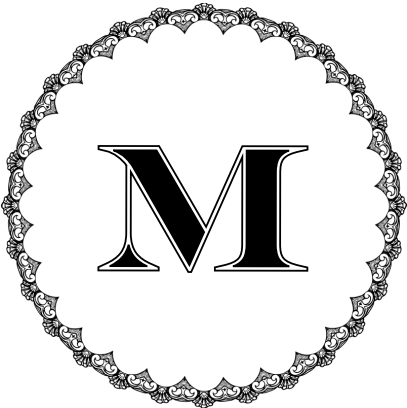
Logo Development



Logo Development



Official Logos

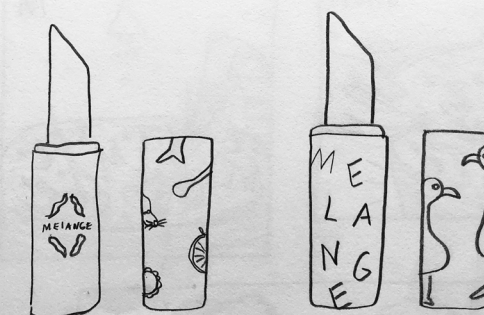
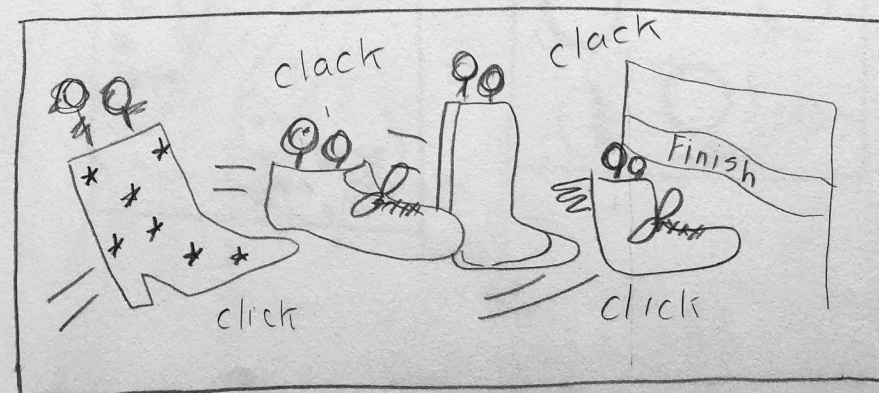
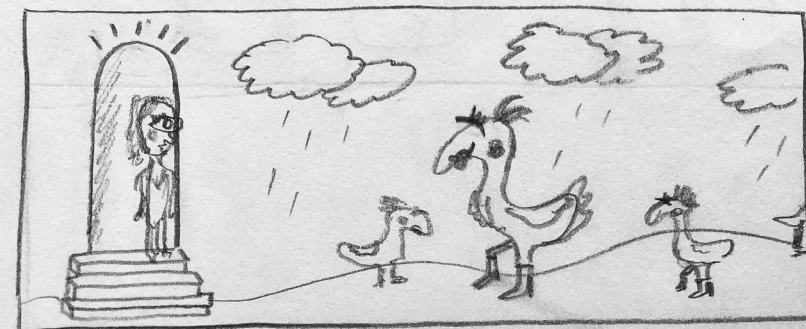
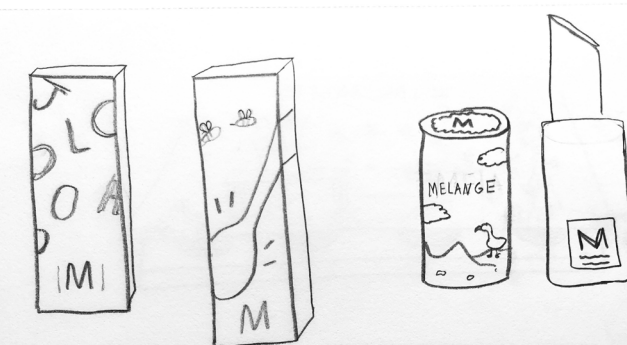
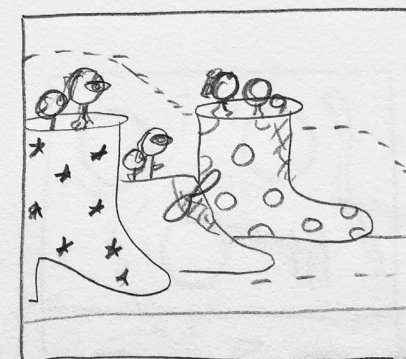
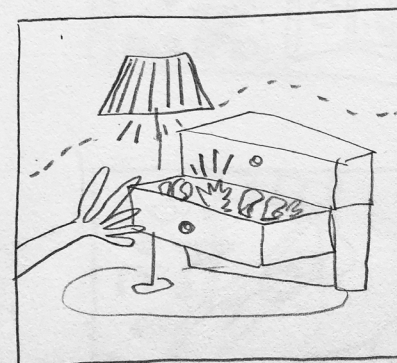
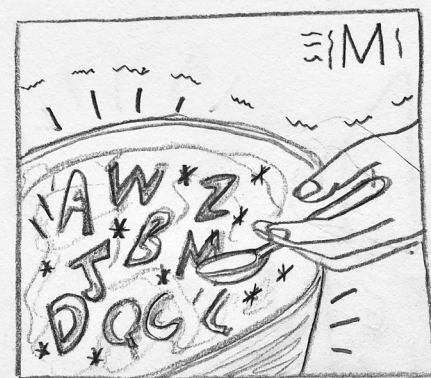
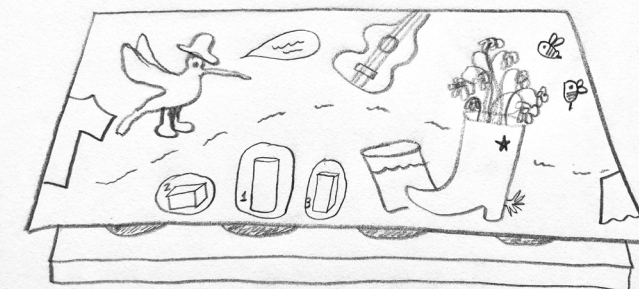
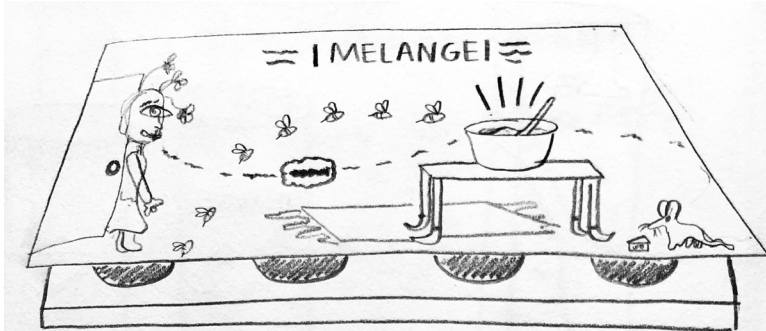


Deliverable One: Products

Product inspiration



Sketches



Body type studies

Clarissa had one desire at the end of the day, and that was to enjoy down a bowl of her mama’s favorite alphabet noodle soup. With the flick of her spoon she could arrange the cosmos of broth and noodle to grant any wish she so desired. So she lifts up her spoon and summons her favorite blissful escapade.

Body:Avenir Next

Clarissa had one desire at the end of the day, and that was to enjoy down a bowl of her mama’s favorite alphabet noodle soup. With the flick of her spoon she could arrange the cosmos of broth and noodle to grant any wish she so desired. So she lifts up her spoon and summons her favorite blissful escapade.

Body: Baskerville

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Body: Franklin Gothic URW
COMP

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Body: Hoefler Text

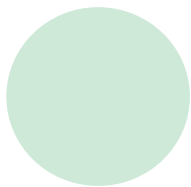
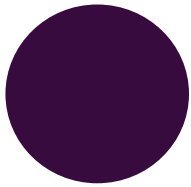
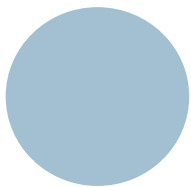
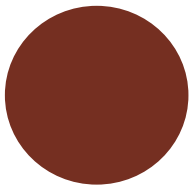
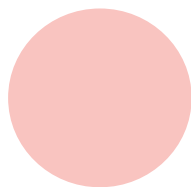
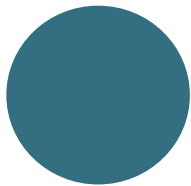
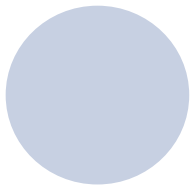
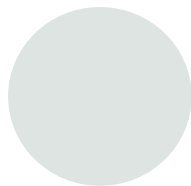
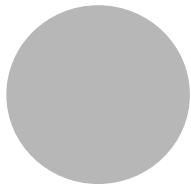
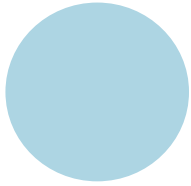
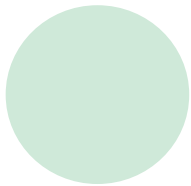
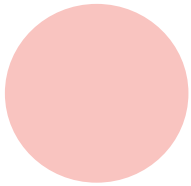
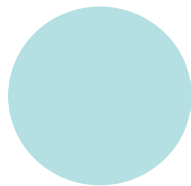
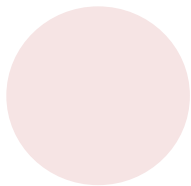
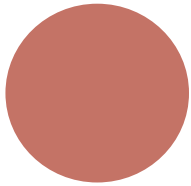
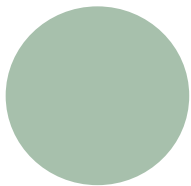
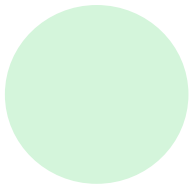
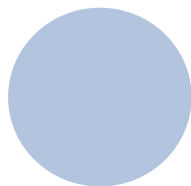
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Body:Univers-Light-Normal

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Body:Caslon

Color Palettes



1

2

3

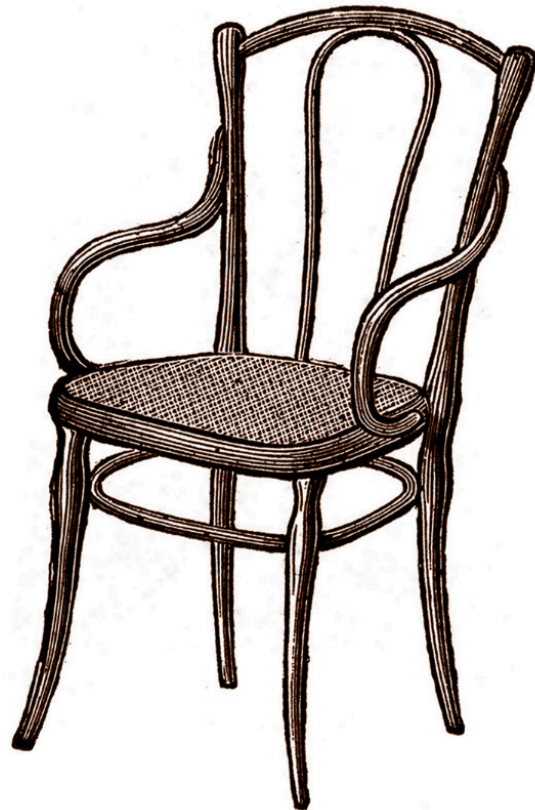
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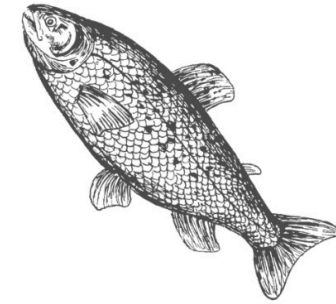
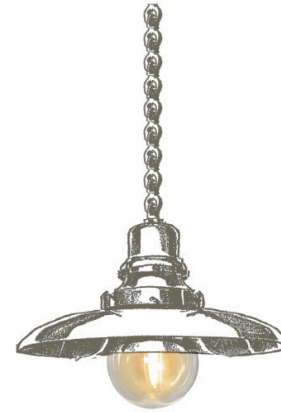
Eyeshadow palette collage elements



Blush collage elements



Highlighter collage elements



Makeup bag collage elements



All 4 product files

1. Eyeshadow
2. Blush
3. Highlight
4. Makeup bag

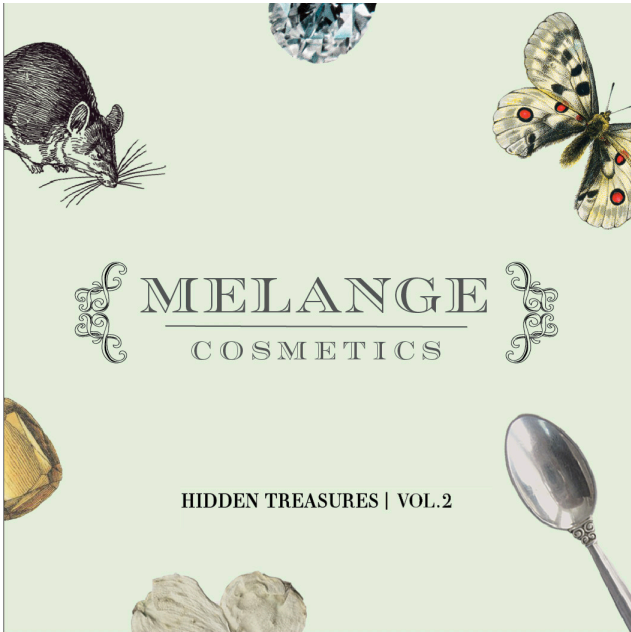


Box package

Eyeshadow



Blush

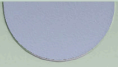


Highlighter



Final Eyeshadow



				
Hourglass	Barricade	Peony	Alphabet Soup	Supper
				
Portal	Late night	Desire	Escapade	Hungry

Final Blush



Final Highlighter



Final Makeup Bag



Lipsticks & Brushes



All Products mock-up

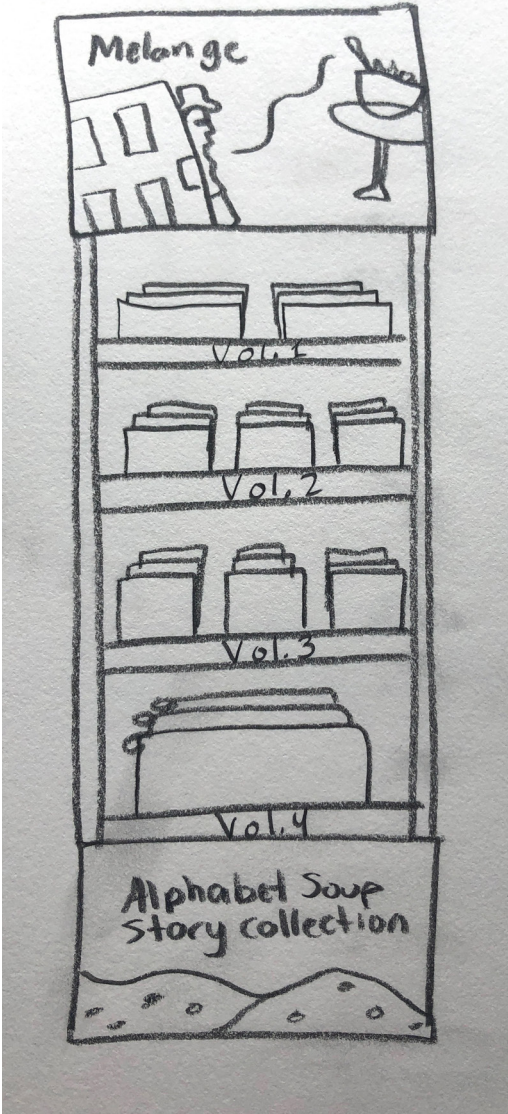
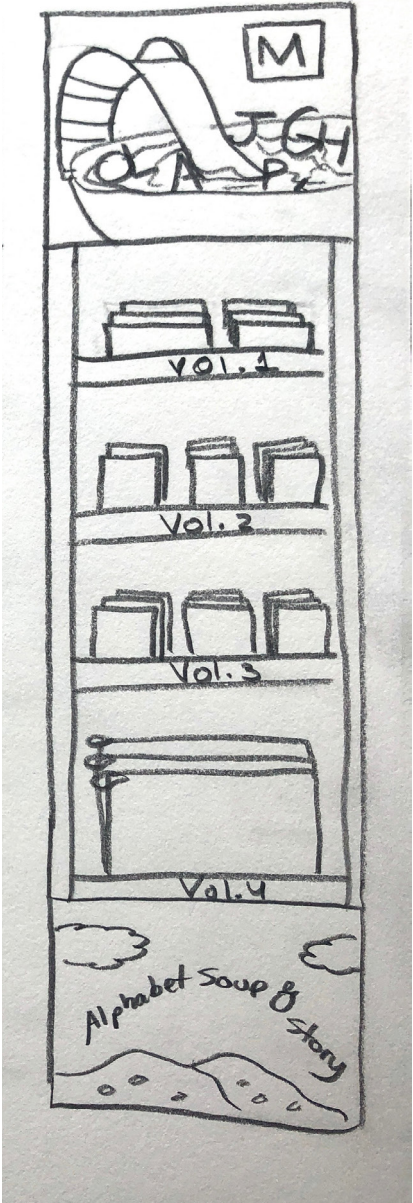
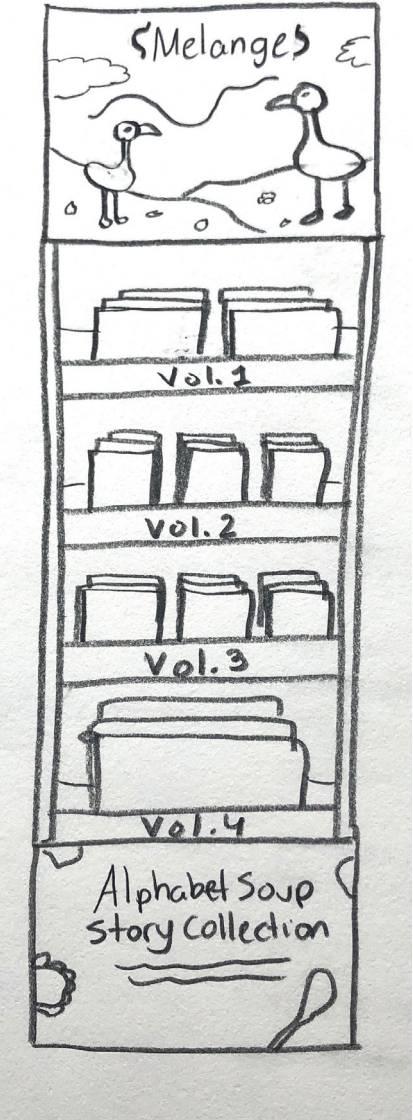
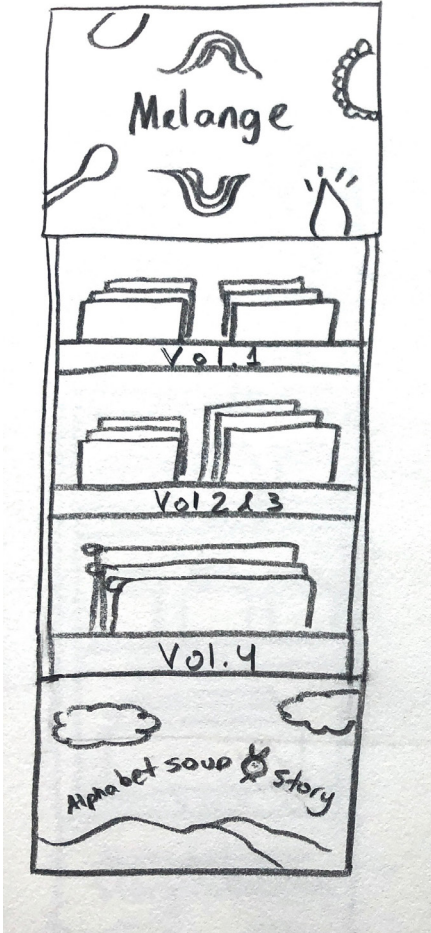


Deliverable Two: Point-Of Purchase

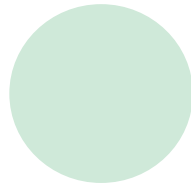
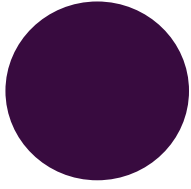
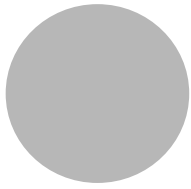
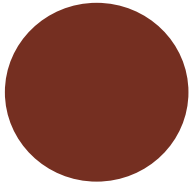
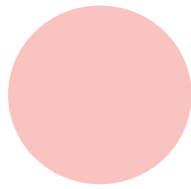
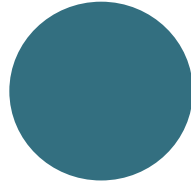
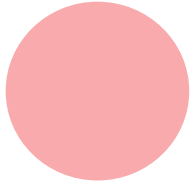
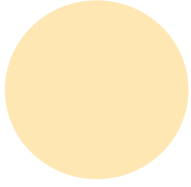
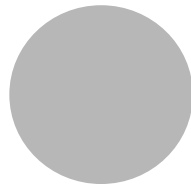
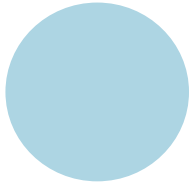
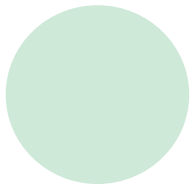
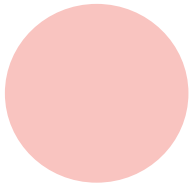
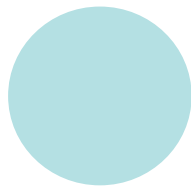
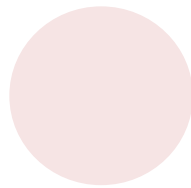
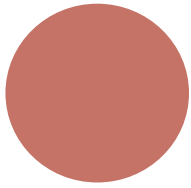
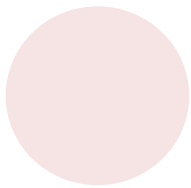
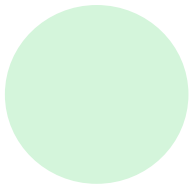
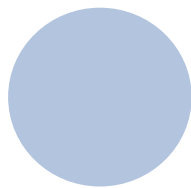
Display Inspiration



P.O.P Sketches



Color Palettes



1

2

3

4

5

P.O.P Environment



P.O.P elements

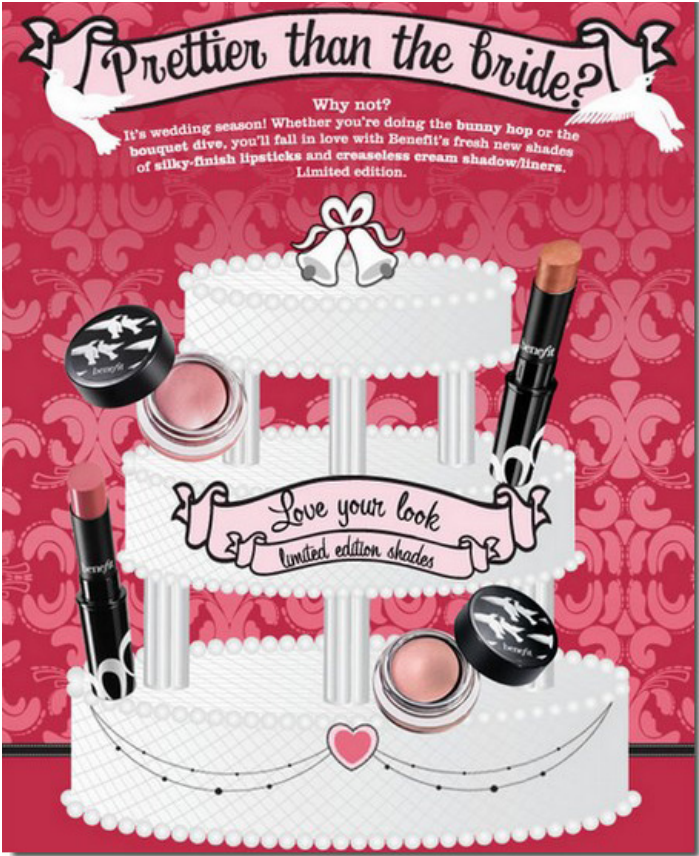
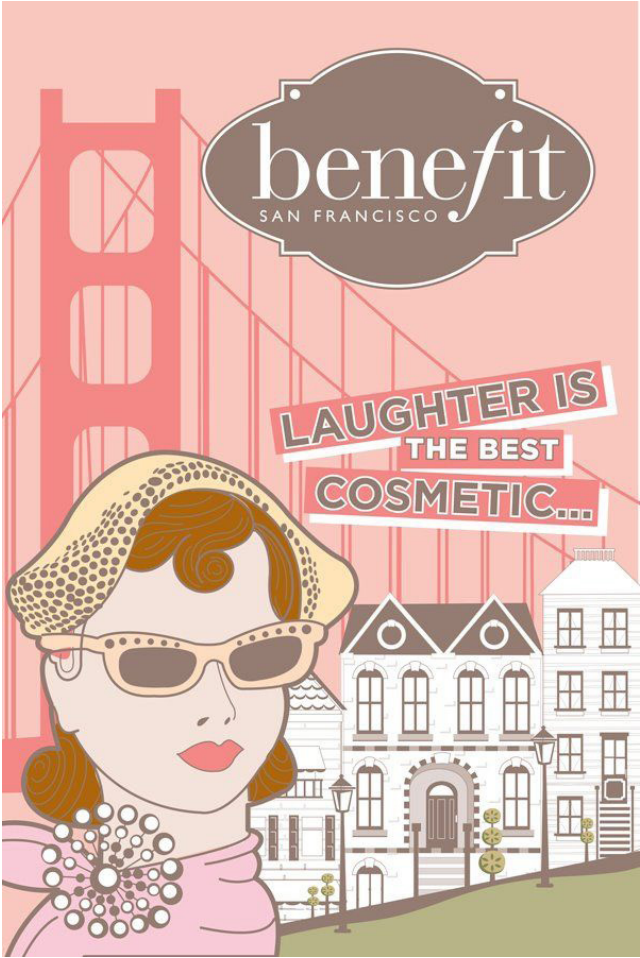


Final P.O.P & Environment



Deliverable Three: Posters

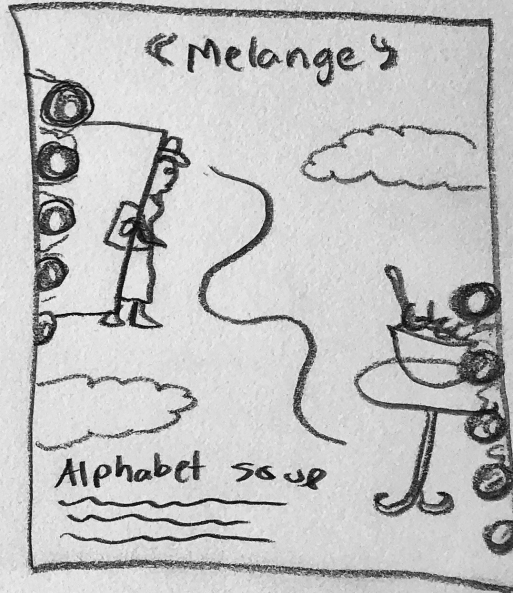
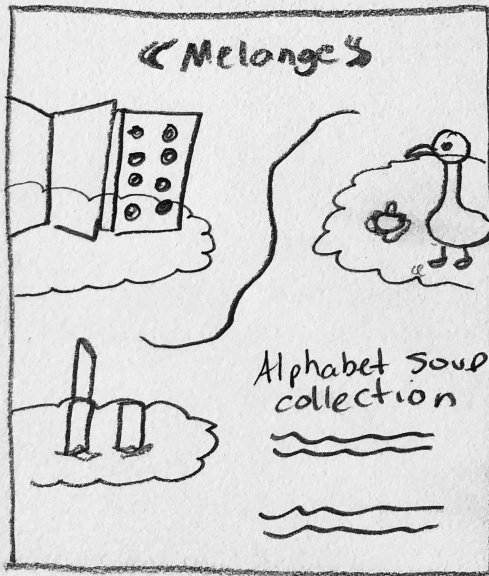
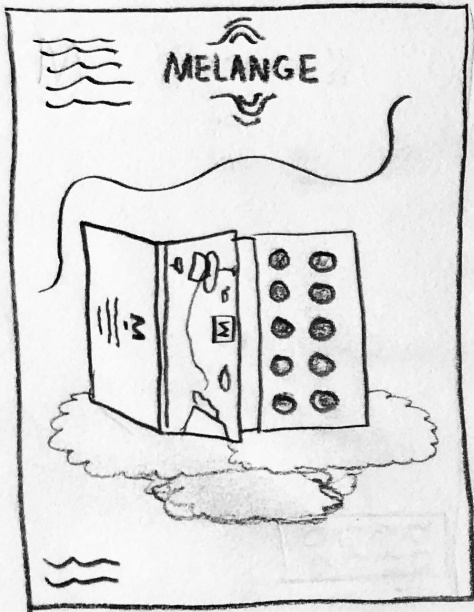
Poster Inspiration



Poster Sketches



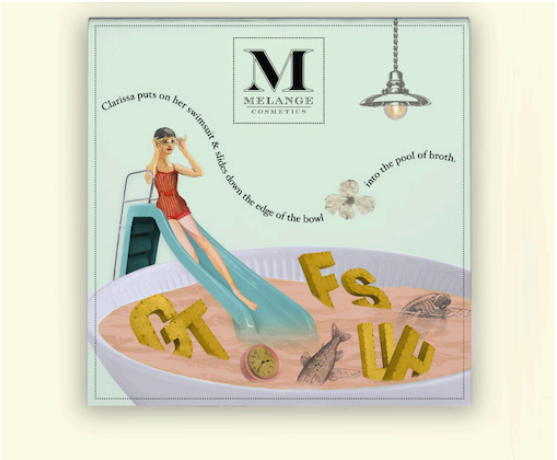
Poster sketches



Poster one (elements)



Poster two (elements)



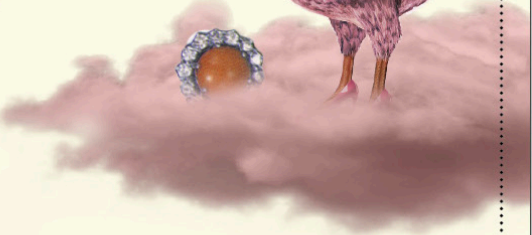
Poster 1 (final)



HIDDEN TREASURES

MAKEUP STORY COLLECTION

Read the story throughout all of our products and collect the whole series.



Shop our **limited edition collection** now available

online throughout **May 30th until June 15th.**

Now available in all **Sephora stores.**

For more information visit our website www.melange.com

Poster 2 (final)



MELANGE
COSMETICS

HIDDEN TREASURES
MAKEUP STORY COLLECTION

Now available in all
Sephora Beauty stores.

Shop our **limited edition collection** now

online throughout **May 30th until June 15th.**

Read the story
throughout all of our
products and collect
the whole series.



Visit our website at www.melange.com

Poster 3 (final)

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All posters



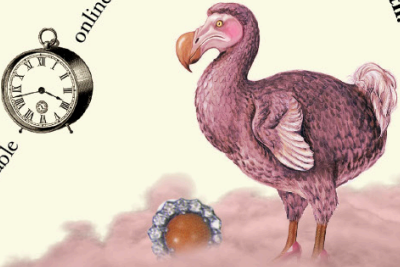
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All posters (mocked)



Deliverable Four: Email advertisement

Email Ad inspiration

INTRODUCING

Pebbled Leather Refresh

FALL'S NEW MOOD IS ONE OF RICH, DEEP, VIBRANT HUES AND COMFORTING, CONFIDENT MATERIALS. THAT'S WHY WE'RE LAUNCHING OUR FALL COLLECTION WITH A REFRESH OF OUR BESTSELLING PEBBLED LEATHER PIECES. IMMERSE YOURSELF IN THE COLOR AND SUMPTUOUSNESS OF FALL.

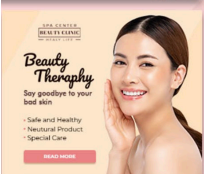


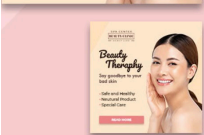


TRIED-AND-TRUE DESIGNS

Beloved, buttery soft leather accessories, updated in the shades of the season.

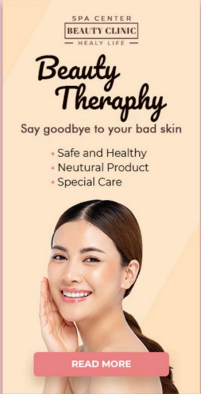












VIEW IN WEB BROWSER

Mark AND Graham

HOLIDAY GIFT SHOP BAGS + ACCESSORIES ENTERTAINING

It's our 4th birthday!

20% off

YOUR ORDER + FREE SHIPPING!

ENDS 11/7. USE CODE: **MGTURNS4**

SHOP NOW



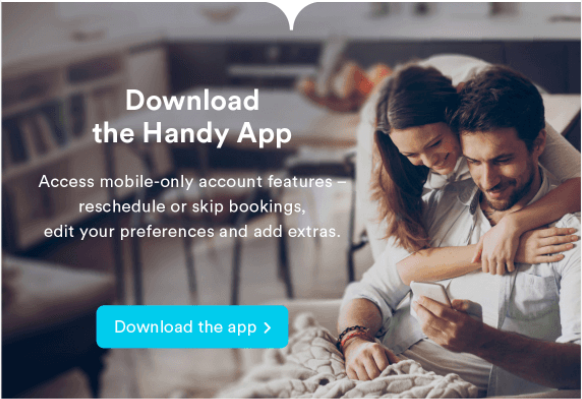
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You're Busy, We're Flexible

Skip or reschedule your booking up to 24 hours in advance for free. Visit the help center to learn more about our cancellation policy.

Edit your booking >

JOE FRESH

NEW WOMEN MEN GIRLS BOYS TODDLER GIRL TODDLER BOY BABY SALE

FREE SHIPPING on orders over \$50 + FREE RETURNS in stores

TAKE YOUR PICK

TODAY ONLY

25%

ANN TAYLOR

NEW ARRIVALS CLOTHING SHOES PETITES SALE FIND A STORE

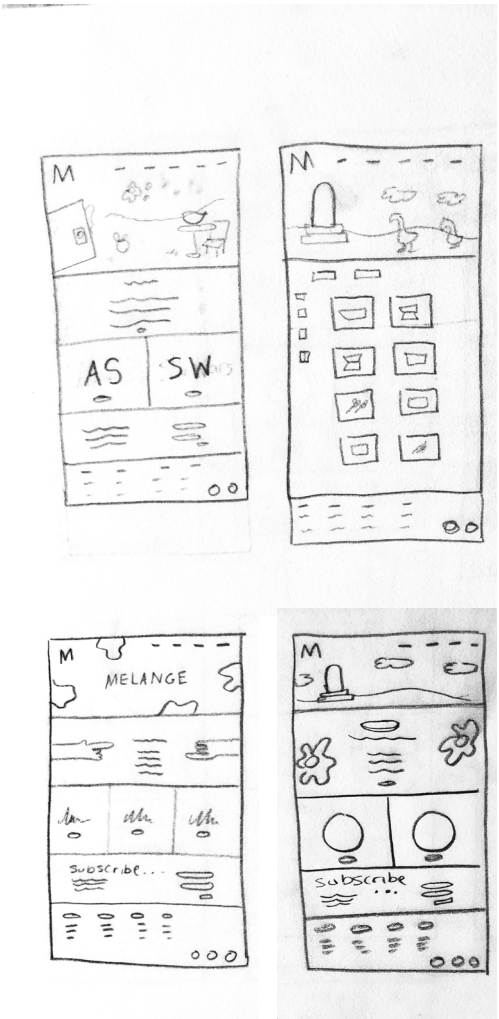
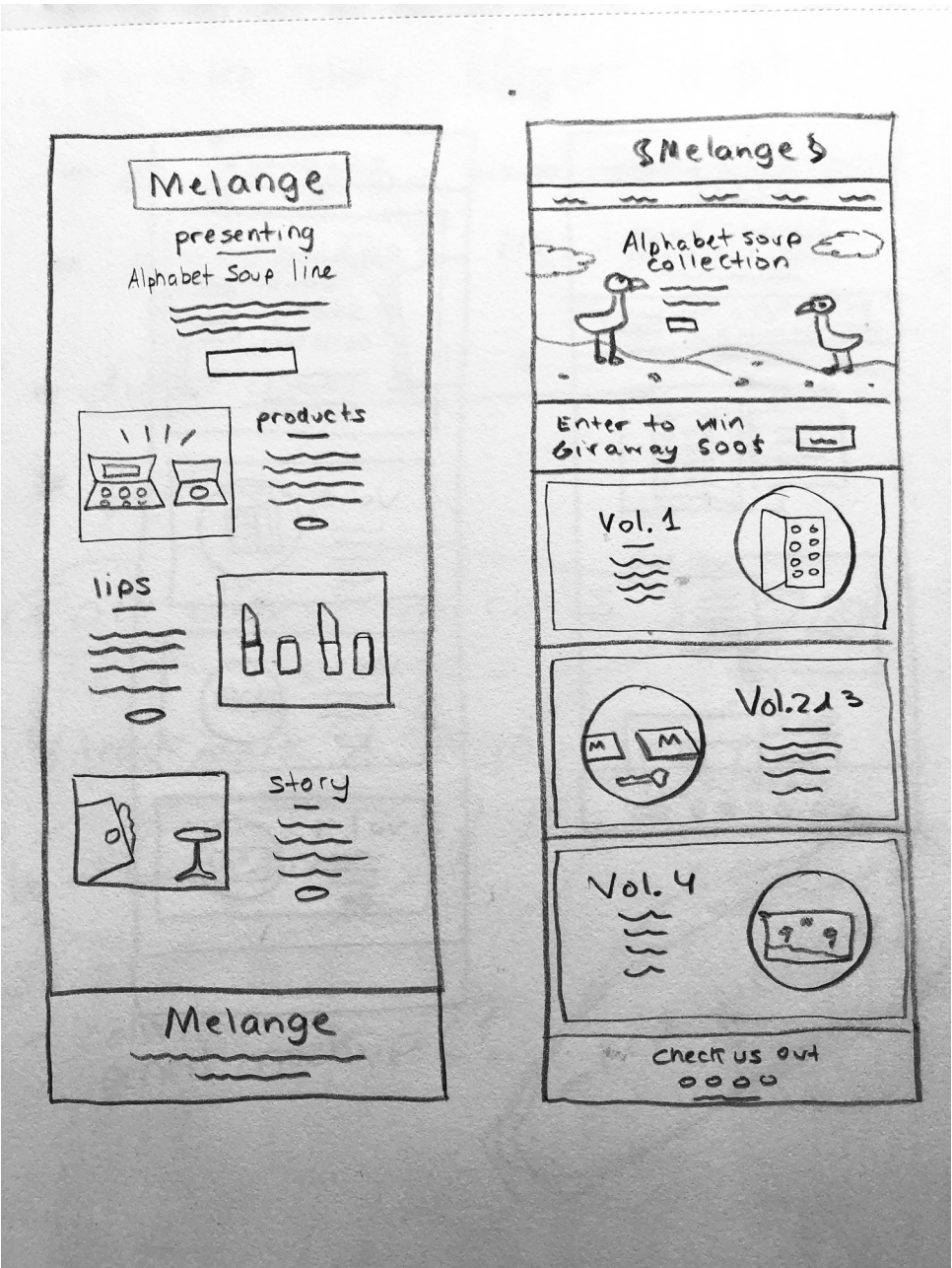
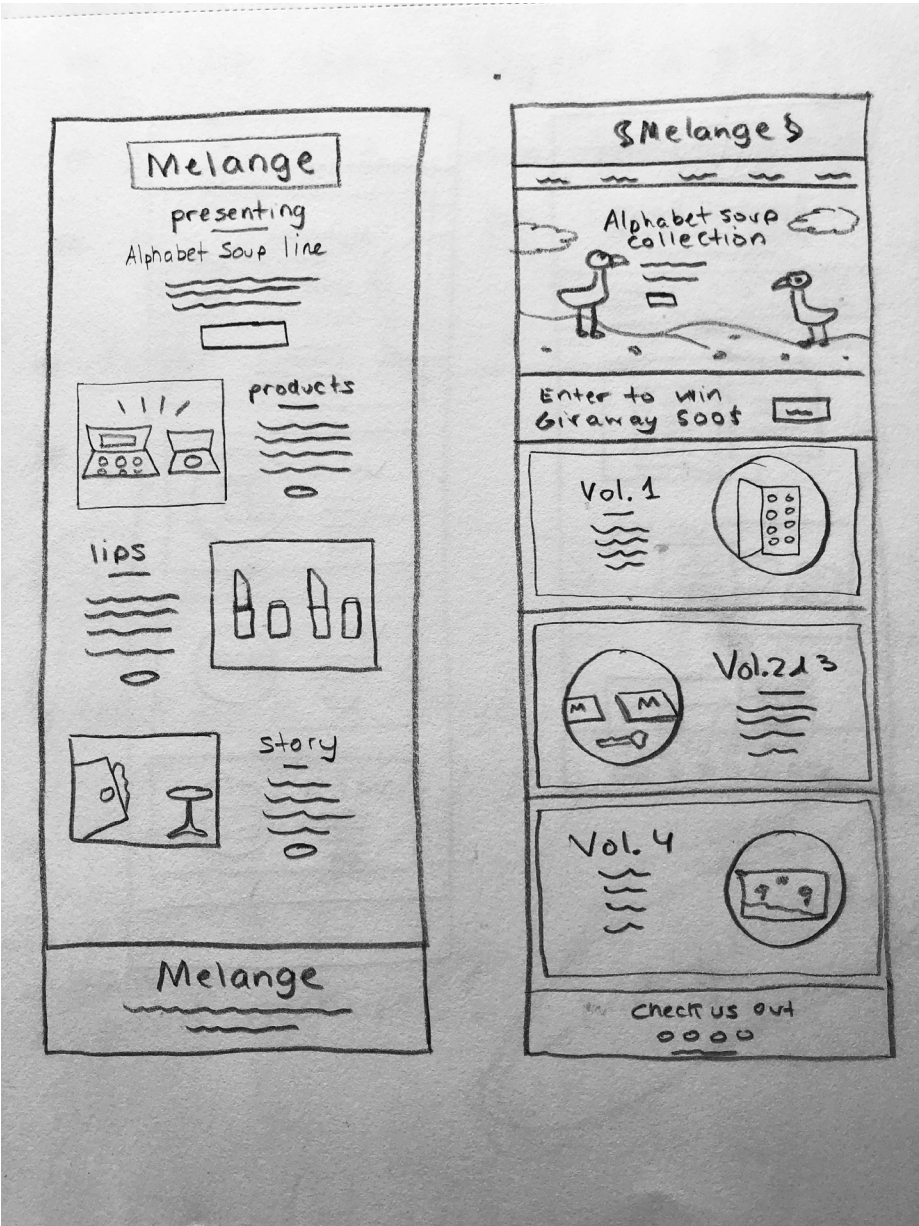
atFIRST

For Members Only

When's Your Birthday?



Sketches



Elements



Final Ad

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WHAT'S NEWPRODUCTSLOOKBOOKSCUSTOMIZESALE

HIDDEN TREASURES
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Shop the **limited edition**
story collection right now!

SHOP



Enter our giveaway for a chance
to win \$300 in **store credit!**

ENTER



VOL. 1

Our palette includes
10 eyeshadow and
pressed pigment
shades beautiful
colors to inspire your
next creative look.
Our palette is one of
a kind and stunning!

SHOP

VOL. 2 & 3

Give your cheeks a little pink-me-up
with our **creamy matte blush** and our
high pigmented **highlighter**, so get
ready to glow like a lighthouse!

SHOP



VOL. 3

Our palette includes
10 eyeshadow and
pressed pigment
shades beautiful
colors to inspire your
next creative look.
Our palette is one of
a kind and stunning!

SHOP



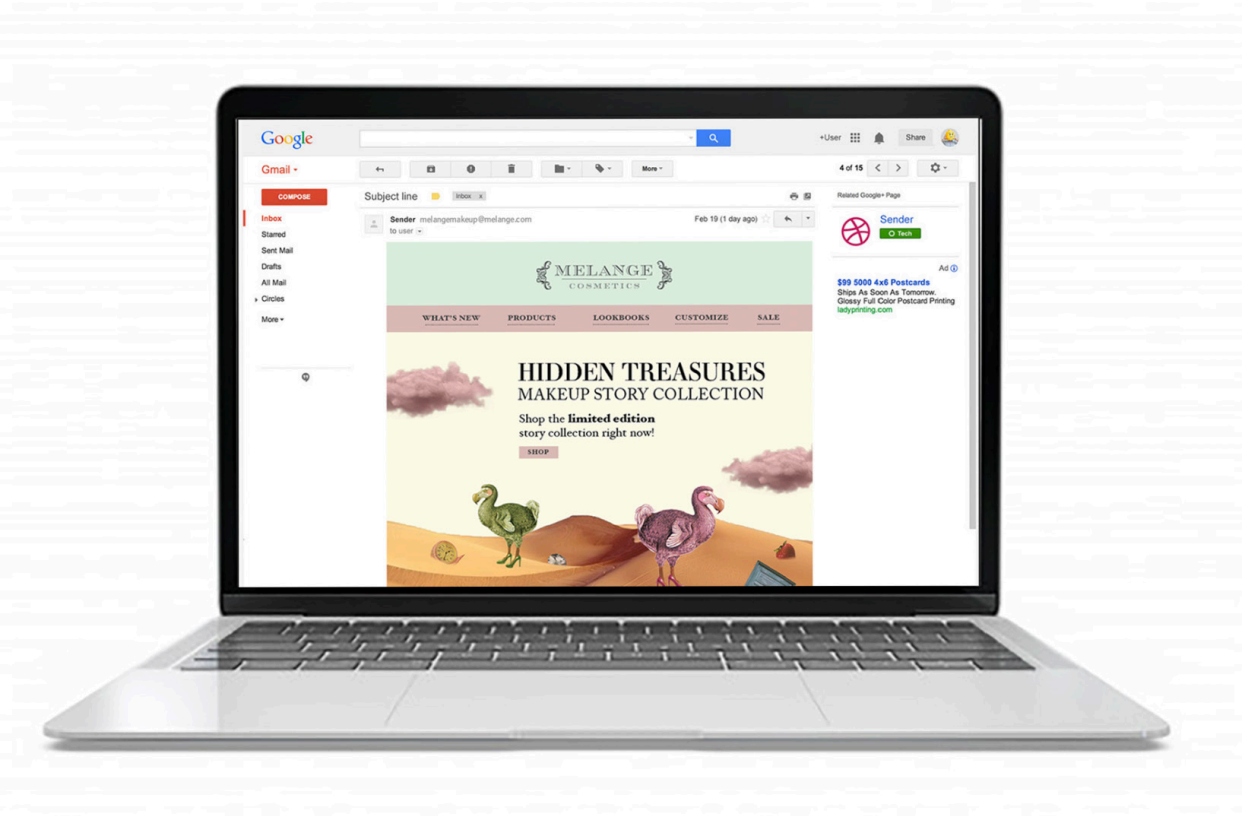
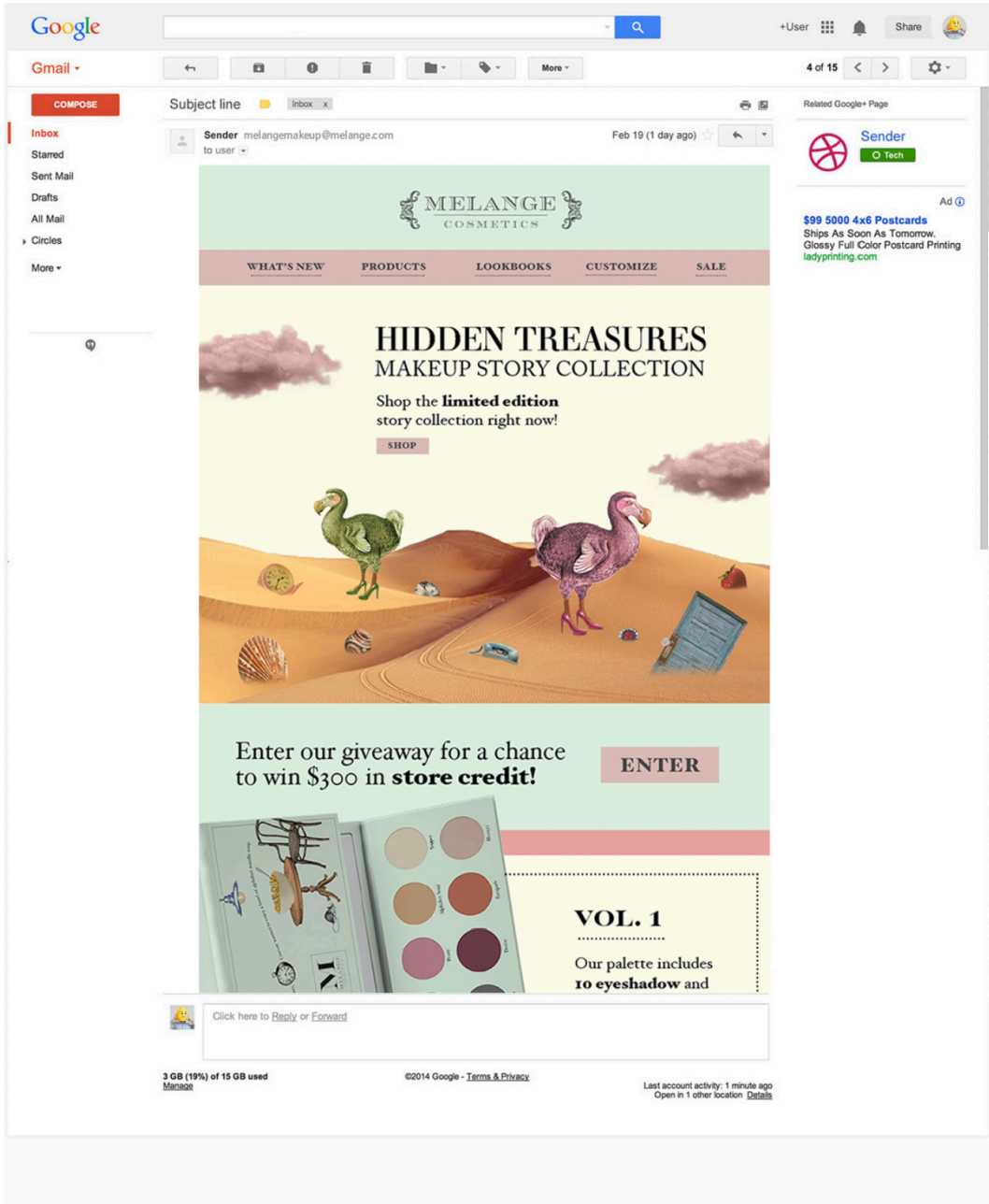
CHECK US OUT





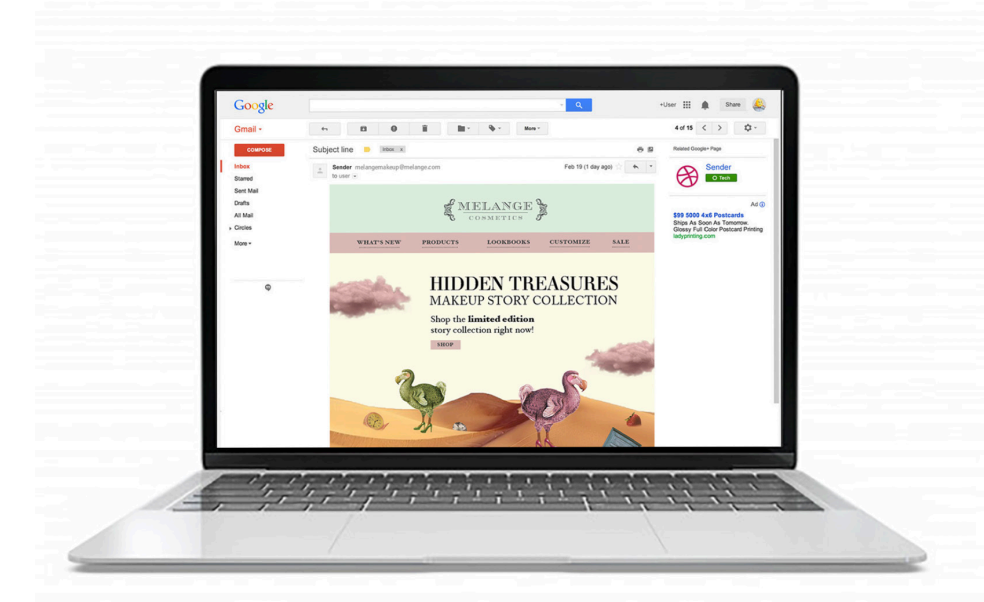
This email was sent to jessike@optonline.net by Melange Cosmetics
523 West 6th Street, Los Angeles, California, 90014

Final Ad



All Deliverables

All Deliverables



The End