

# COSMOS

Packaging  
Painting  
Copywriting  
Illustrations

## Cosmos | Toy Packaging

Space traveling gnomes

**Objective |** The project objective for Cosmos was to design a set of five packages for toys or collectibles for kids or adults, considering that the five items could be sold independently or as collectibles, while targetting a specific market. The target market for Cosmos is wide, but particularly aimed towards young children around the ages 6+

**Concept |** With the intention of inspiring children to go out and explore, the concept for Cosmos was inspired by space travel, in which gnomes go to outer space in search of treasures and adventure. Seeking to motivate kids to be creative, the concept is centered around the idea of exploring the unknown with no fears. Each package and illustration is connected to a planet and color differentiation through names such as: “Trippy Venus” and “Mellow Mercury.” The names and colors were chosen according to different neon lights, which connects back to the concept inspired by arcades and fluorescent lights.

**Theme |** Particularly focusing on visuals resembling arcades and neon signs, Cosmos adopts a thematic treatment that is fun for kids due to its variety of colors and the glow in the dark items that are packaged in each box. The typographical treatment is also inspired by neon signs and the fluidity of marbling paint, once again connecting with the idea of creativity and imagination.

**Materials |** The project includes five wood package design for the structure used as armature to hold the paper containing information and illustrations about the product. The wooden armature was painted to resemble a spaceship, when placed side by side creates a planet in the middle. These elements were laser cut, engraved, and painted by hand to personalize each gnome character with a color to create differentiation between all five packages. The gnomes were also painted, and each item as well as the boxes glow under blacklight.



Garden Gnomes | Toy Packaging

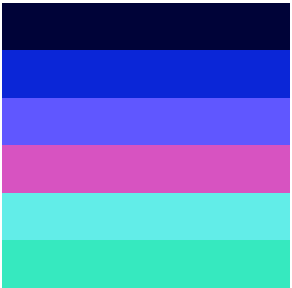
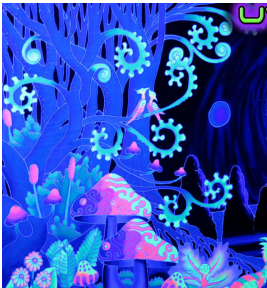
The item I chose are five garden gnomes (6 inches tall), I chose this item because I wanted to create a package that would be playful and resemble toy packages for kids but also keeping in mind that this could be a collectible for adults due to the bright neon colors I used for my chosen concept. The structure of the gnomes is slightly different but even enough to be packaged in the same sized box. I am planning on painting the gnomes neon glow in the dark colors so that they connect more to the concept of neon space travel. I am planning to include two neon markers to that the customer can use them to paint the inside of the box. After doing research on gnomes in medieval mythology, I realized there is a realm of possibilities and ideas that could be developed into an interesting concept for packaging for kids and adults. The fun, mysterious nature of gnomes lends itself to many approaches and this compelled me to choose them for my packaging item. Gnomes are fun creatures, but they also represent the digging for treasures and gold. This developed into an idea of digging for treasures in other planets, not just earth precious metals, but the wide range of elements that can be found in space when you truly explore.



Space Traveling Gnomes\*

VIBRANT  
TRIPPY  
LIQUID MOTION  
HALLUCINATION  
COLORFUL  
STATIC

Gnomes evolved, and now instead of guarding the treasures underneath people’s gardens, they want to seek new and more exotic treasures. So they all build their spaceships and travel through time and space on their mushroom ships digging for treasures in different planets. Centered around “Finders keepers, losers weepers.” Aesthetically, the packages will be based around space travel with a combination of colorful elements that resemble hallucinations and “wonder-land-like” look. Each character will have a different story about their findings and a little bit of information on where they got the treasure from. They will have completely different personalities that might relate to the dwarfs from Snow White but not entirely. The ships will be made of cardboard and each of them will be based on a different type of mushroom but with the same surface area and volume to fit the gnomes. The inspiration for this concept is how gnomes as mythological creatures, they guard treasures underground and people simply place them in their gardens for decoration, but I added a twist where they get bored of the same old routine and want to seek adventure and new treasures.



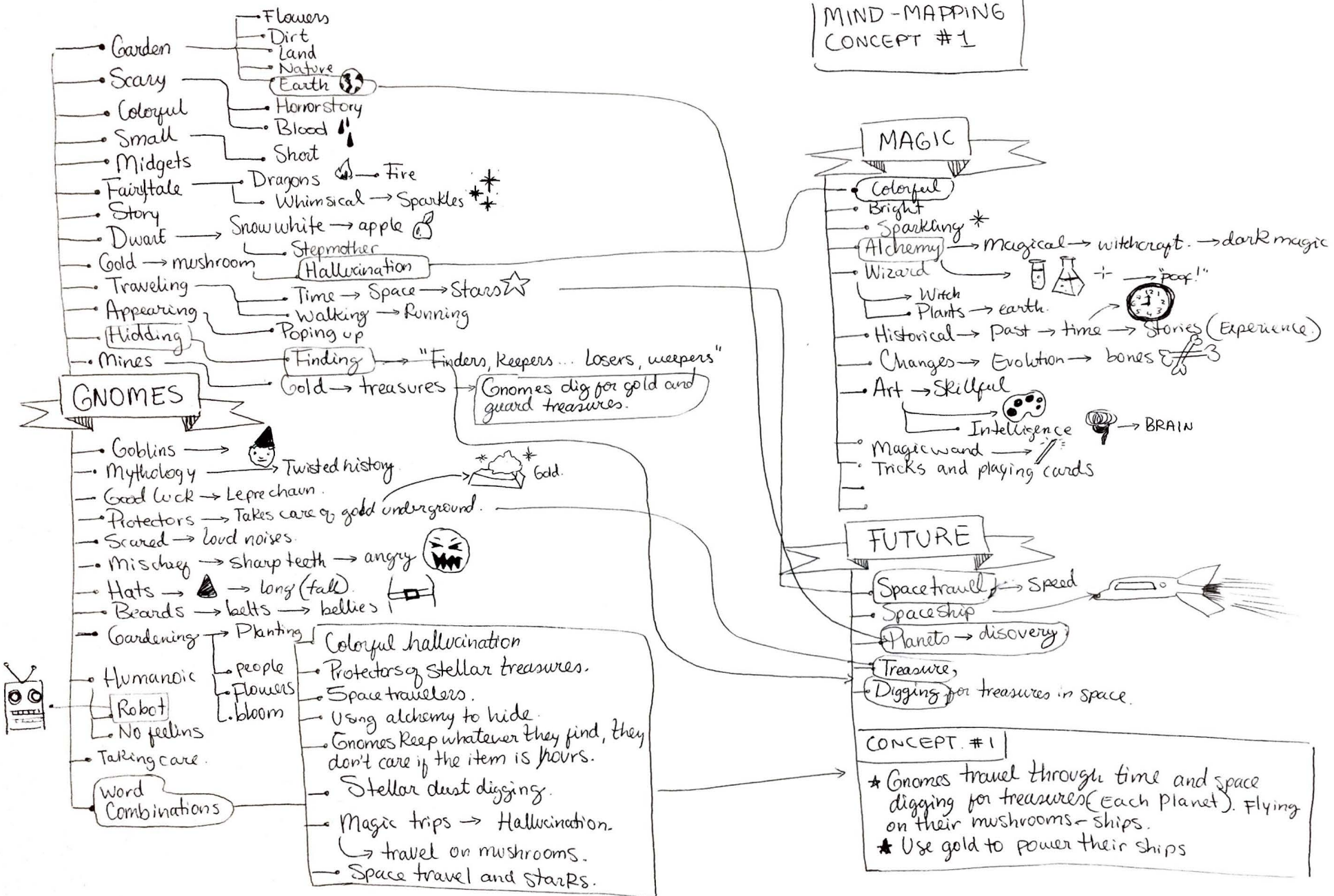
Tokyo Monster Houses

NEON  
FATAL  
DEADLY  
TRAP  
MESMERIZING  
FLUID

Fairies lost their houses because of deforestation, now they’re looking for new houses to move into, they travel everywhere and find the perfect spot in Tokyo. They’re mesmerized by the hypnotic neon lights and get lured into the houses, only to find out that they’re actually fairy traps and the little houses are neon monsters that want to eat all the fairies, and this is how they get their vibrant neon colors from. I am planning on basing this concept on traditional Japanese culture but mostly focusing on the anime-look and vibrant neon lights that are everywhere. These little houses are supposed to be in hidden spots throughout the city but these fairies find them so beautiful and once they get close, the houses eat them alive to use their magic to power the neon lights. This concept will have an arcade-feel to it because I want to show vibrant colors that make the package more appealing to kids. I am also inspired by liquid motion animation because of its fluidity and fun movements. The little houses will be painted with neon glow in the dark colors to connect with the concept of monster neon houses. This is meant to have a whimsical feel to it because fairies get lured inside the houses because of its magical and vibrant colors.





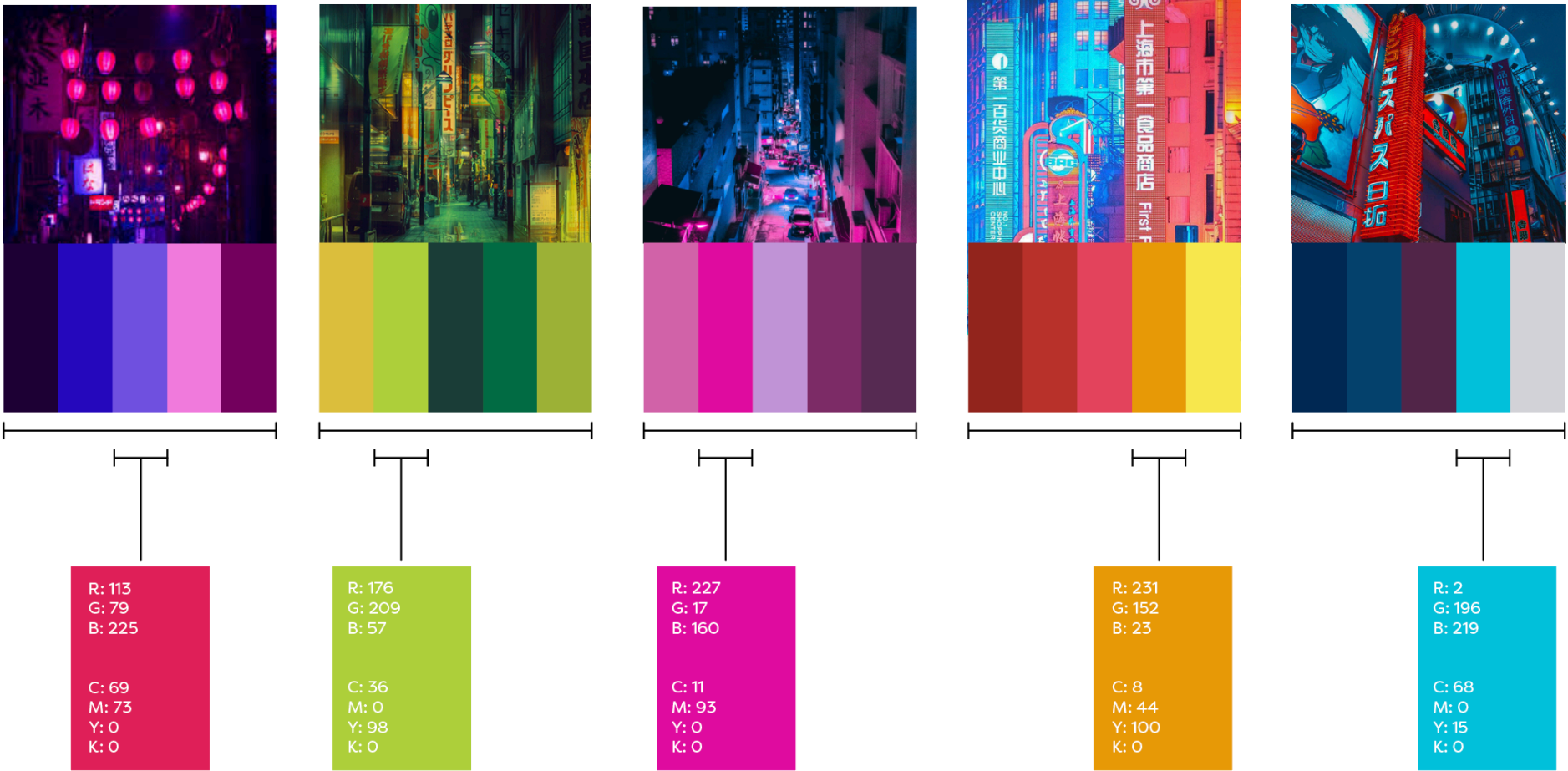






Space Traveling Gnomes

A group of gnomes travel to space seeking treasures in different planets because they are tired of guarding human backyards. Each gnome wants to travel to a different planet seeking specific precious metals or stones in each planet. This will be a toy for children because the inside of the package will have illustrations that they can color using the two markers provided in the box. Each gnome will have a different narrative on the side of the box describing his adventure. The user will open up the box and reveal the gnome finally finding the precious metal by digging on each planet's surface. The package will continue to have the 'space' theme throughout the boxes but it will not be as evident, until you look at the top and see the boxes creating a circle resembling 5 of the planets. Since the gnomes are traveling on mushroom space ships, the concept will adopt a psychedelic thematic that will reflect part of the main idea. The black color of the boxes will connect all 5 of them, but each will have an additional color to make them stand out among all of the other boxes. The shape is meant to resemble a spaceship but once all the boxes are put next to one another, they create a star, once again connecting to the space theme. I combined the two previous concepts to adopt the neon/arcade thematic within the space traveling gnomes to make each package unique but also quite similar to the series of 5. The front of the package shows the neon world the gnomes are leaving behind to seek adventure in space.









R: 113  
G: 79  
B: 225

C: 69  
M: 73  
Y: 0  
K: 0

R: 176  
G: 209  
B: 57

C: 36  
M: 0  
Y: 98  
K: 0

R: 227  
G: 17  
B: 160

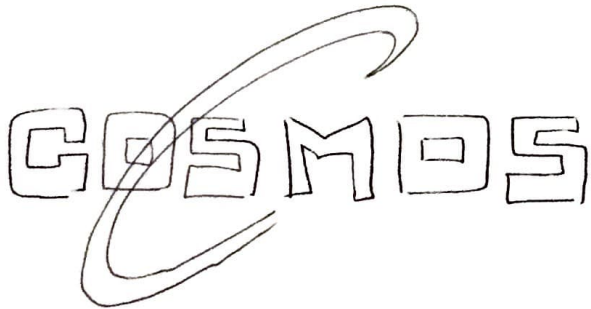
C: 11  
M: 93  
Y: 0  
K: 0

R: 231  
G: 152  
B: 23

C: 8  
M: 44  
Y: 100  
K: 0

R: 2  
G: 196  
B: 219

C: 68  
M: 0  
Y: 15  
K: 0



COSMOS

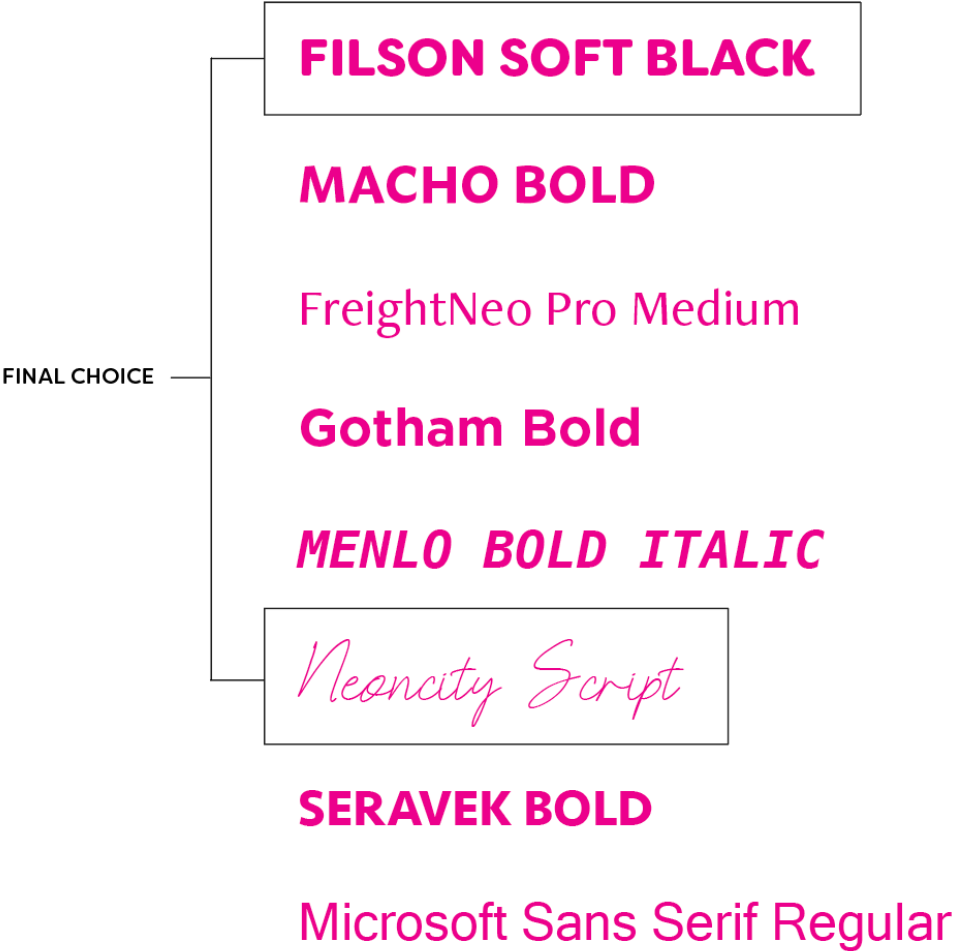
COSMOS

COSMOS

COSMOS

COSMOS

COSMOS



### Filson Soft Book

A group of gnomes travel to space seeking treasures in different planets because they are tired of guarding human backyards. Each gnome wants to travel to a different planet seeking specific precious metals or stones in each planet. This will be a toy for children because the inside of the package will have illustrations that they can color using the two markers provided in the box. Each gnome will have a different narrative on the side of the box describing his adventure.

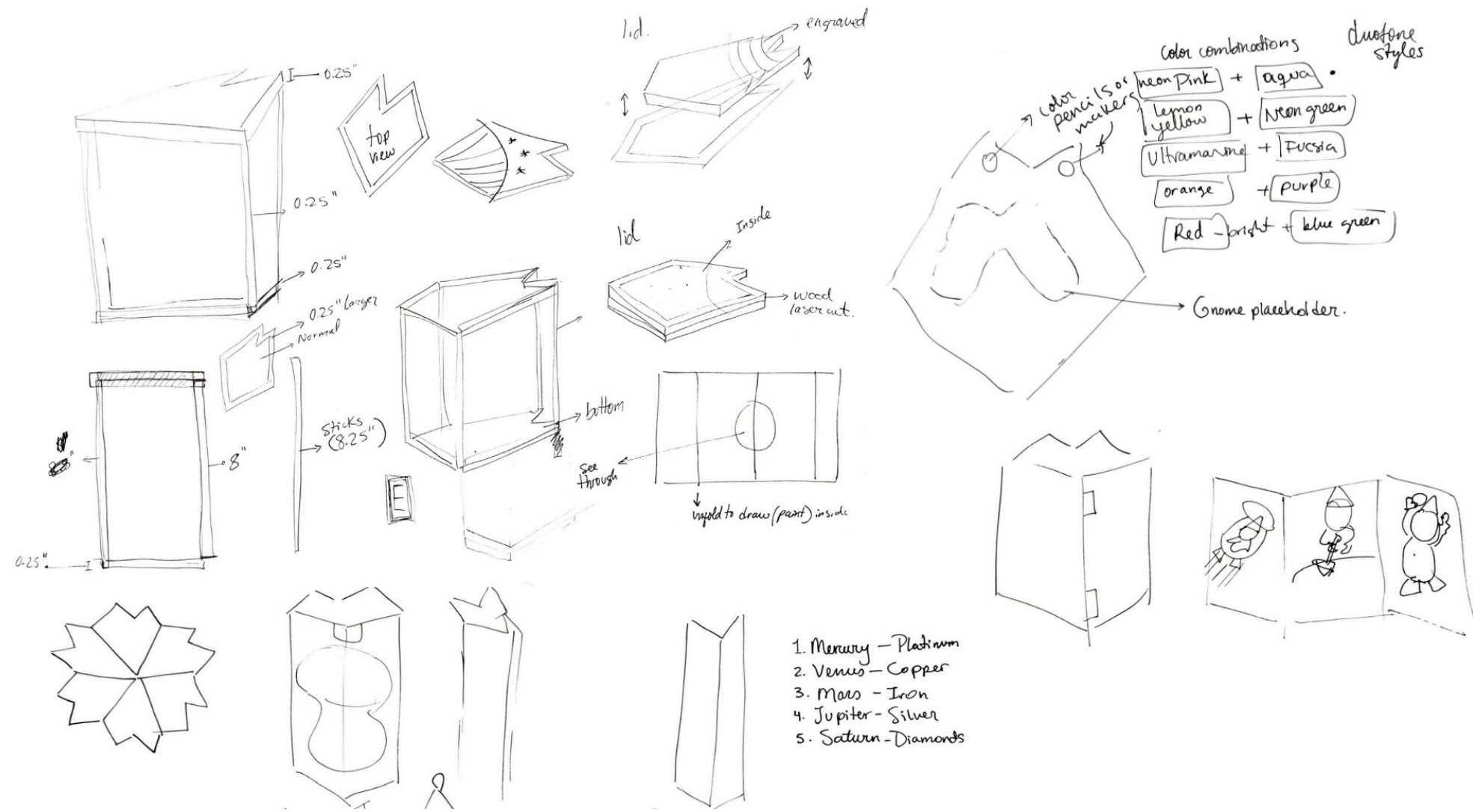
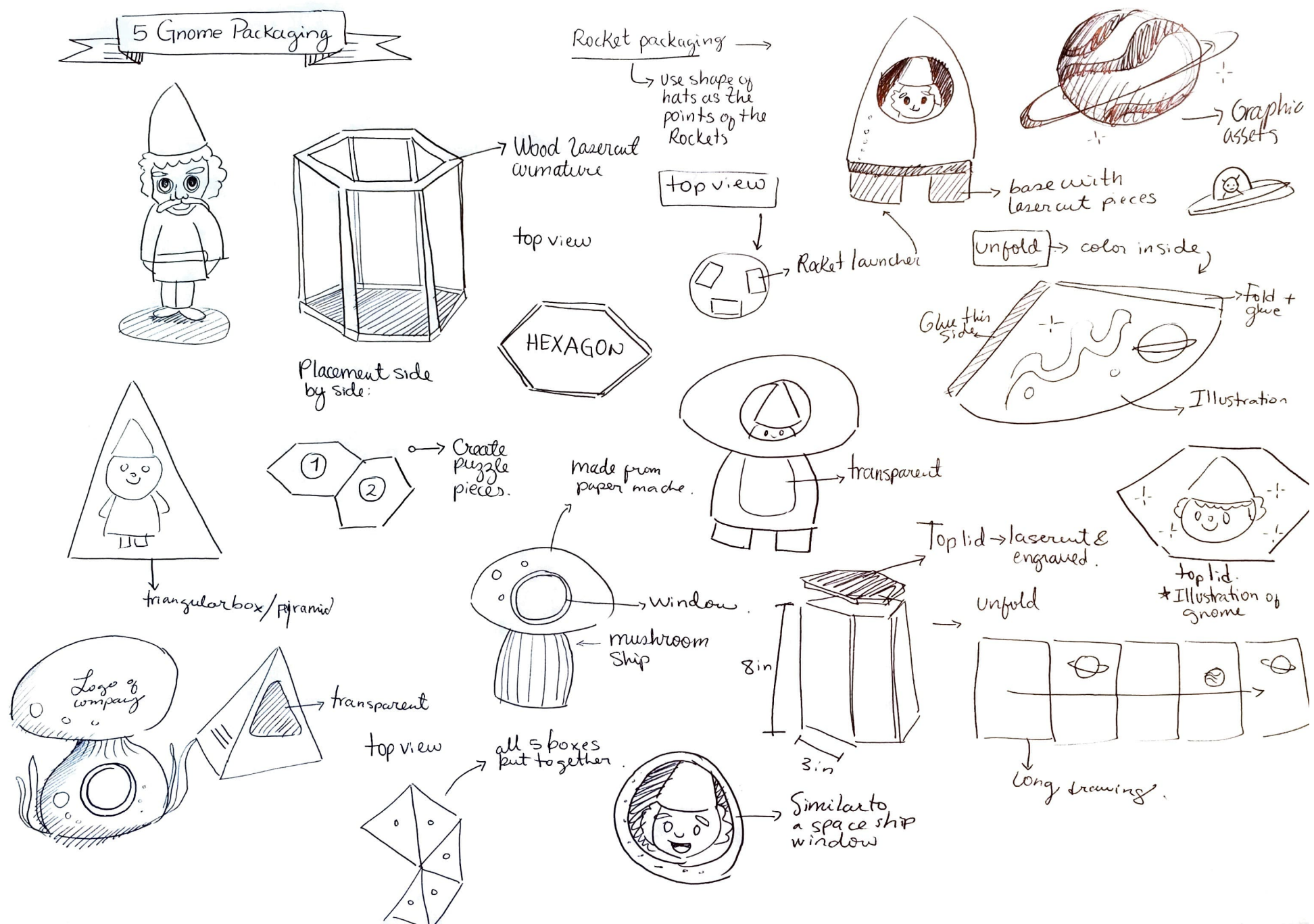
### Optima Regular

A group of gnomes travel to space seeking treasures in different planets because they are tired of guarding human backyards. Each gnome wants to travel to a different planet seeking specific precious metals or stones in each planet. This will be a toy for children because the inside of the package will have illustrations that they can color using the two markers provided in the box. Each gnome will have a different narrative on the side of the box describing his adventure.

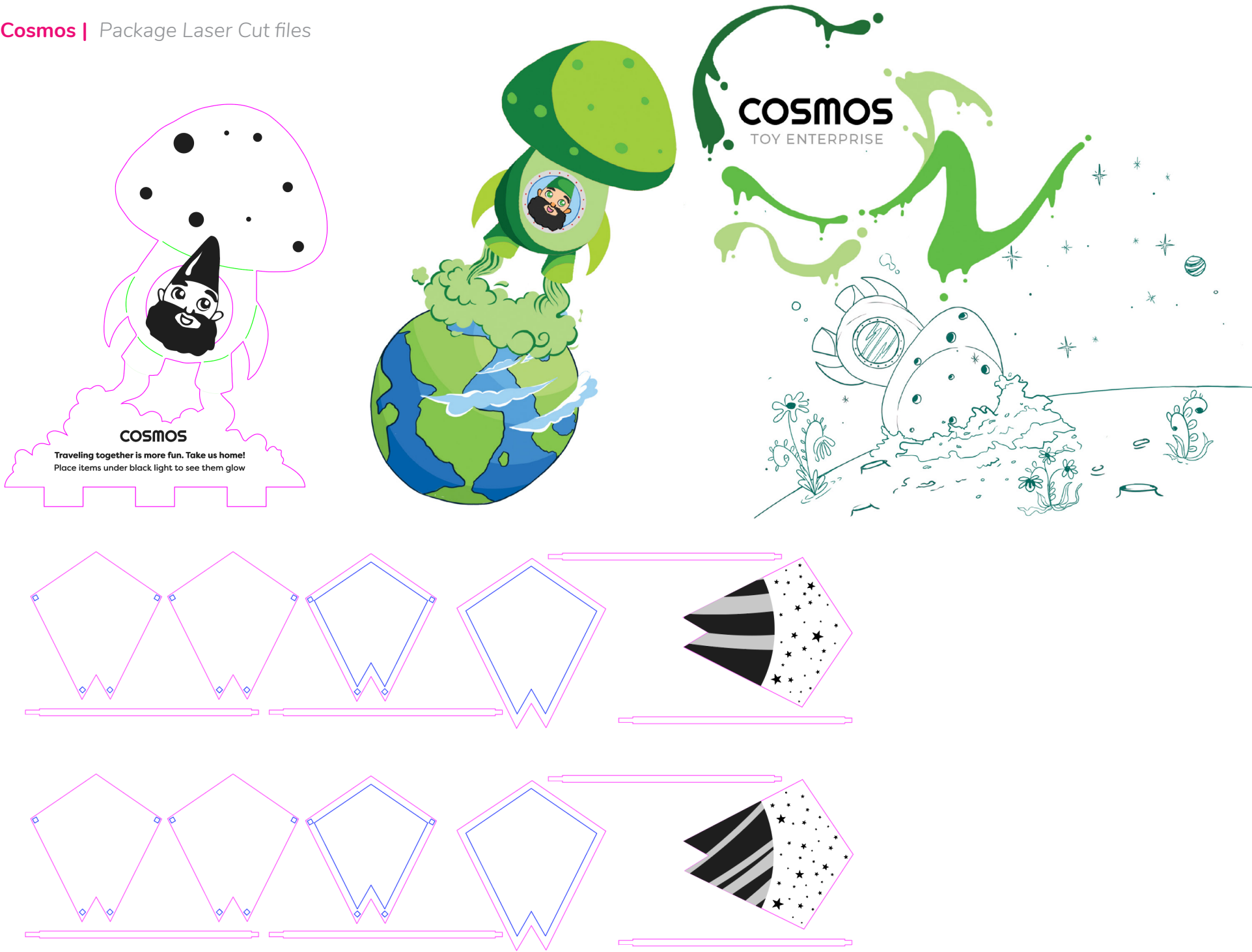
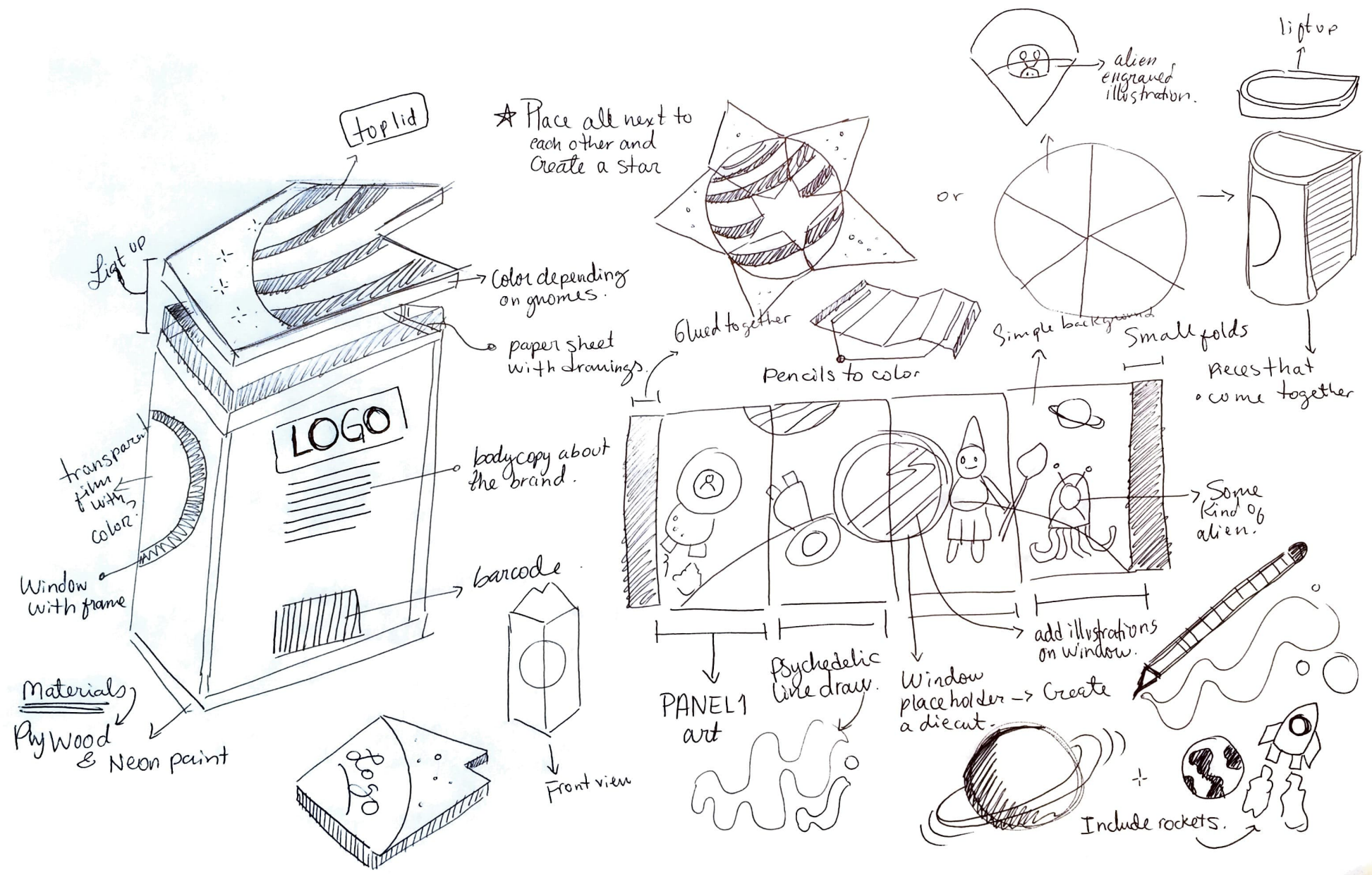
### Sathu regular

A group of gnomes travel to space seeking treasures in different planets because they are tired of guarding human backyards. Each gnome wants to travel to a different planet seeking specific precious metals or stones in each planet. This will be a toy for children because the inside of the package will have illustrations that they can color using the two markers provided in the box. Each gnome will have a different narrative on the side of the box describing his adventure.

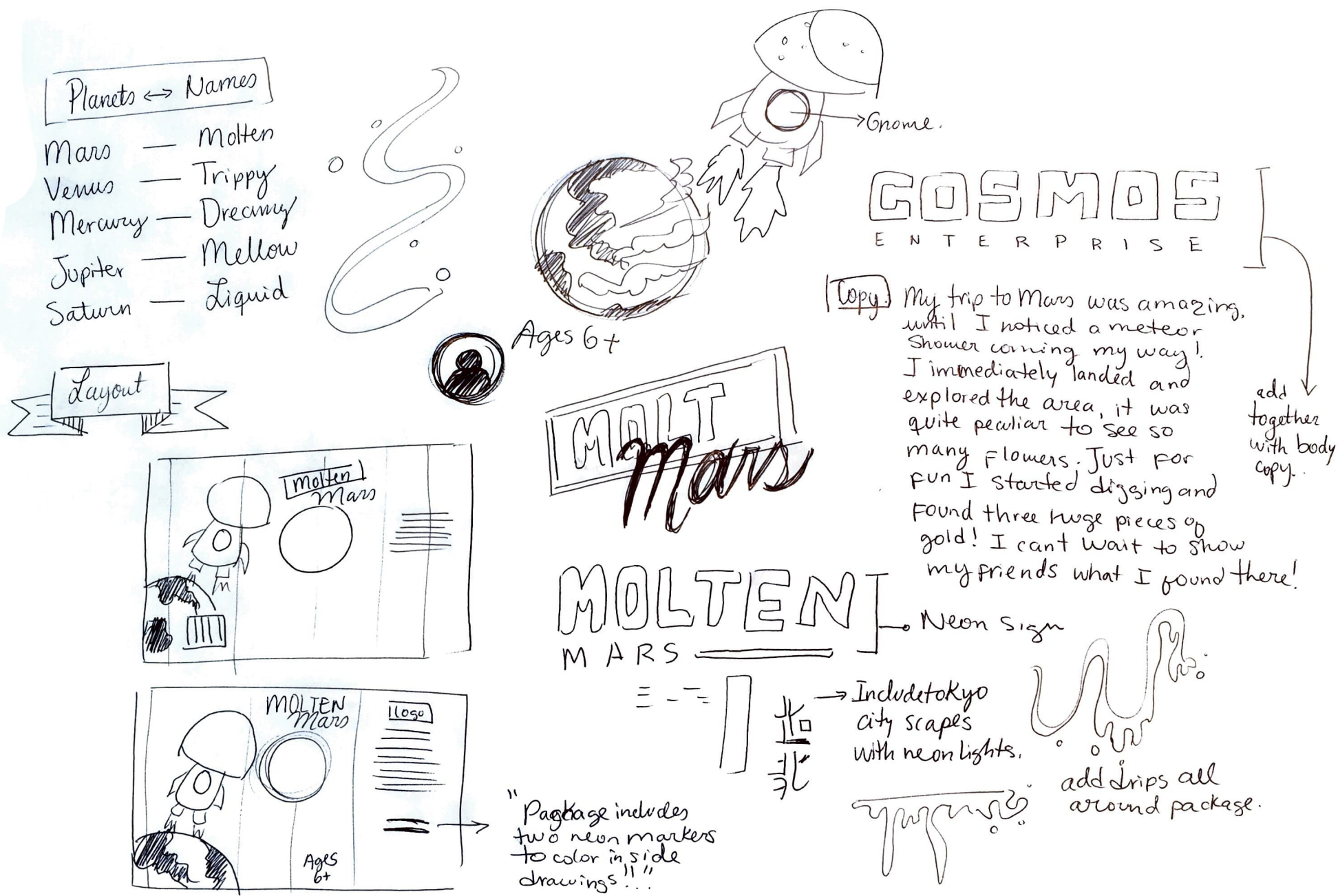
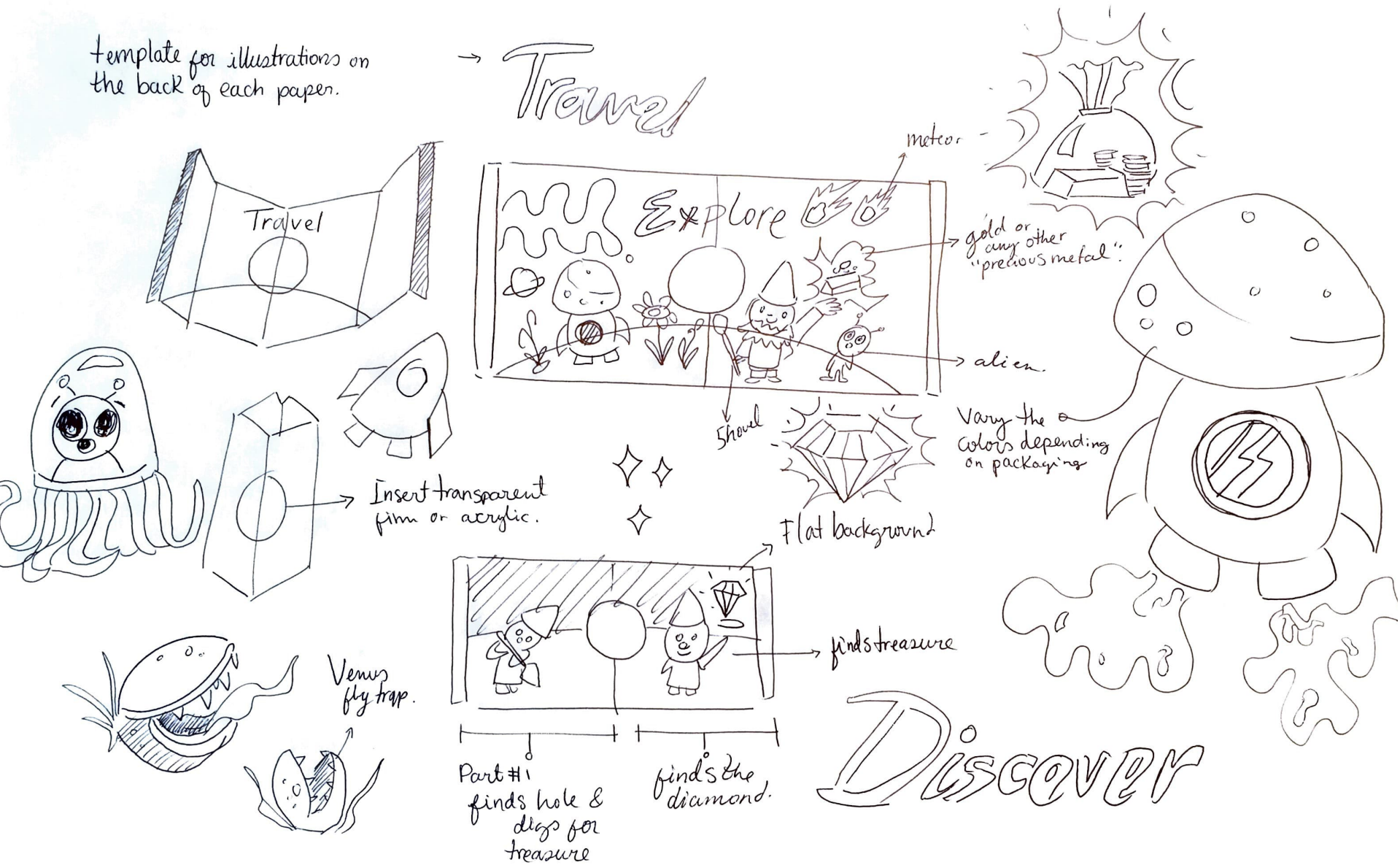






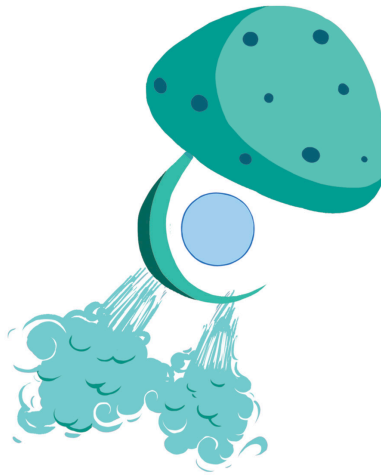
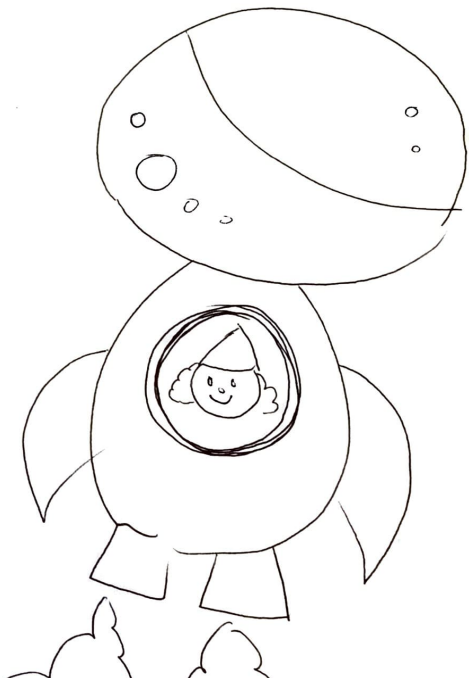
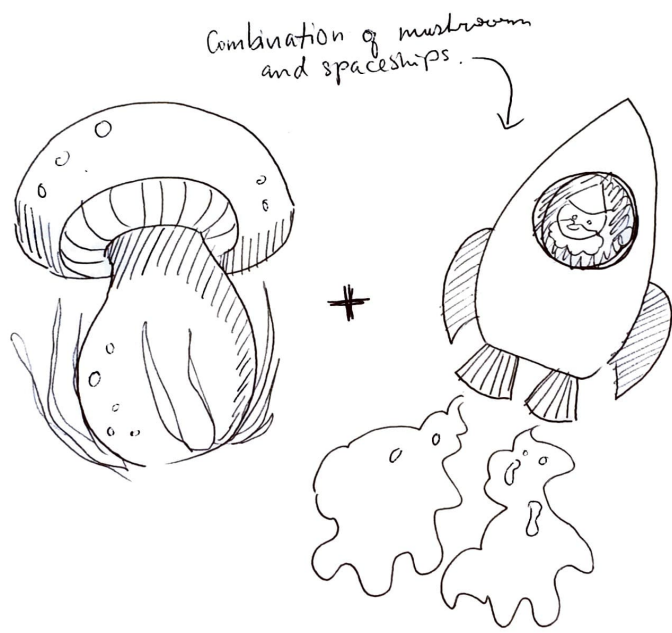








COSMOS - Characters



LIQUID  
*Saturn*

TRIPPY  
*Venus*

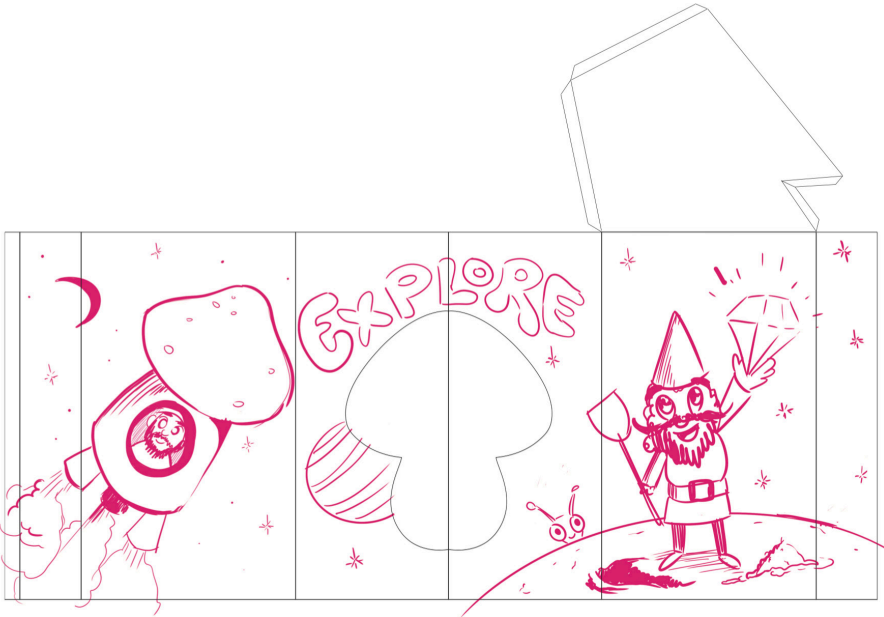
MELLOW  
*Jupiter*

DREAMY  
*Mercury*

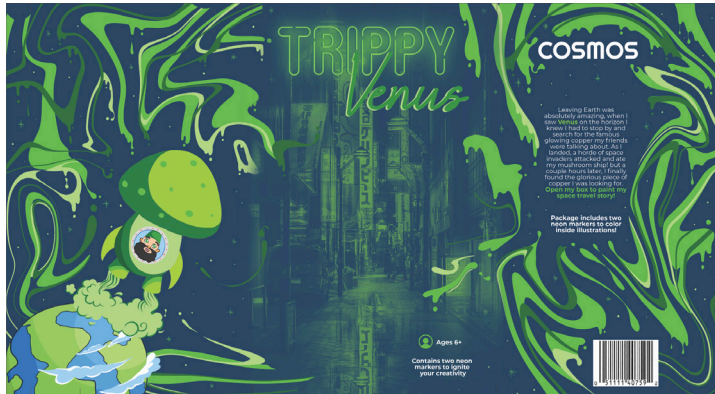
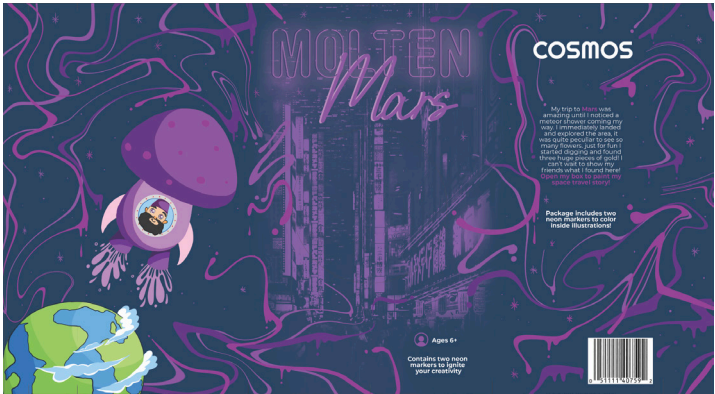
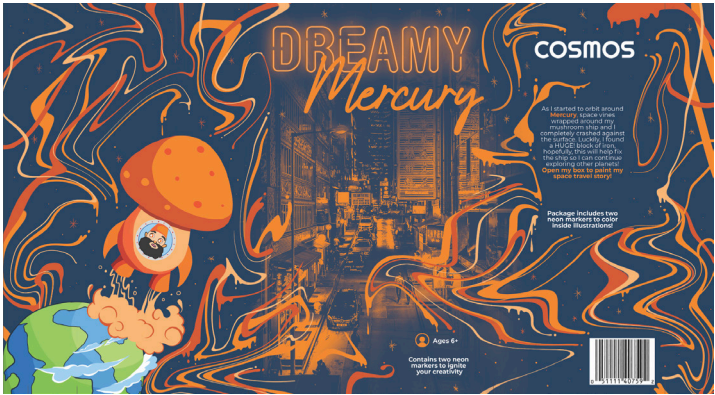
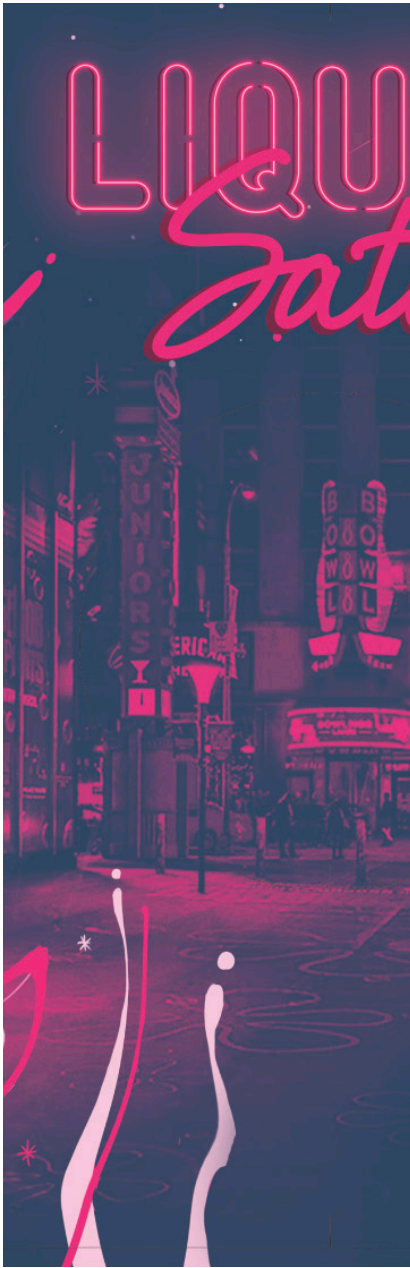
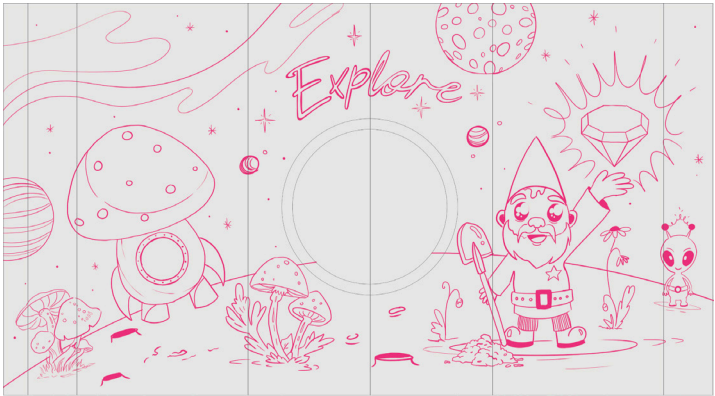
MOLTEN  
*Mars*



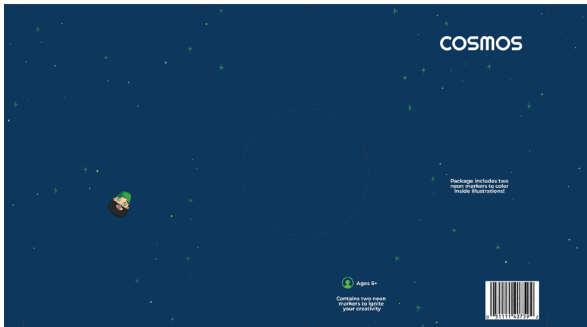








Front Cover



Back of cover

