

The Wanderlust Kit

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The Brief

through this project, we are to create a kit by utilizing professional printing techniques that are also an engaging experience for a user. the kit will be themed around an special event that includes a packaging or container for the subscription/welcome kit, a complex form of printed media (e.g., look book, magazine, custom map) multi-page / fold, and at least 3 unique promotional components (e.g., product package, themed artifact, limited edition collectible)

Research

- ① fantasy themed park
 - fourth wing / dragons
 - fae with mythical features
- ② mystery / thriller themed hotel
 - puzzles to solve
- ③ fantasy adventure subscription box
- ④ chai and book cafe
- ⑤ fantasy island adventure
- ⑥ enchanted cinema
- ⑦ the library feast
 - book menu, custom stories
- ⑧ underwater restaurant experience
- ⑨ signature perfume experience
- ⑩ the sensory experience

Acotar themed limited edition box
Special event or festival
- custom book dust jackets

here are the 10 ideas i brainstormed for my first part of the research. i ended up going for a fantasy event revolved around the book series **a court of thorns and roses**

my event: **The Starfall Solstice:**
A Summer Court Celebration

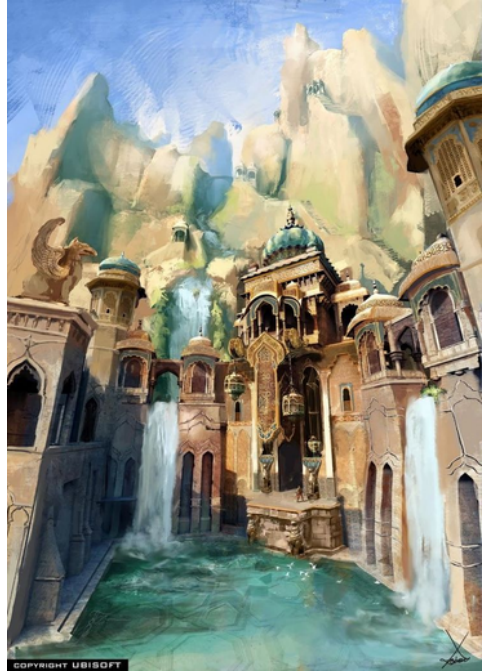
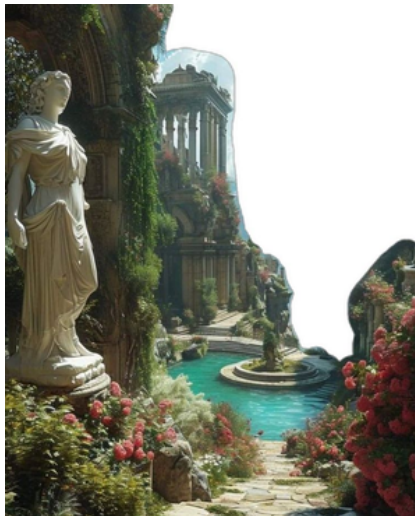
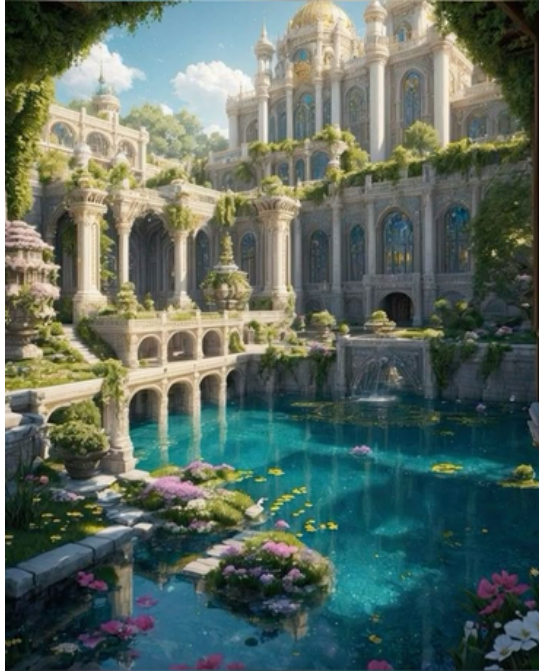
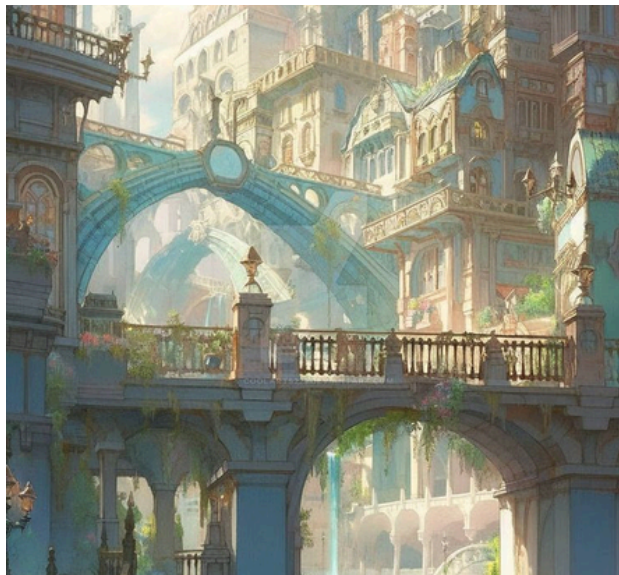
an exclusive Summer Court festival blending the magic of the books
Velaris' Starfall with the sun-drenched beauty of Adriata's shores. this
once-a-year event brings together fae, dreamers, and wanderers for a
night of celestial wonder, ocean breeze, and golden-lit festivities.

my kit ideas

- map (print multi-page) Adriata Ocean Map
- book cover sleeve
- body glitter or perfume
- candle
- necklace case with necklace
- pin with packaging
- playing cards
- hair ribbons
- hair clips

Visual Research

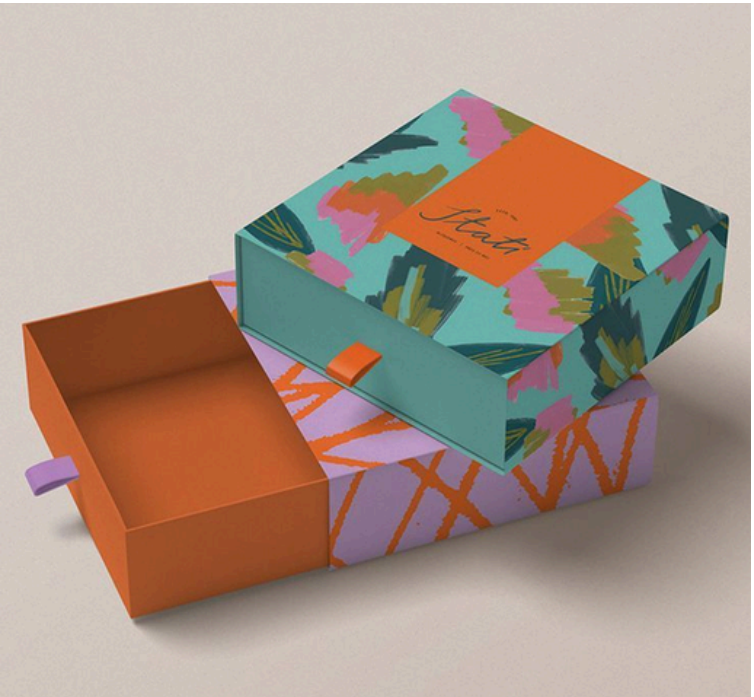
summer court



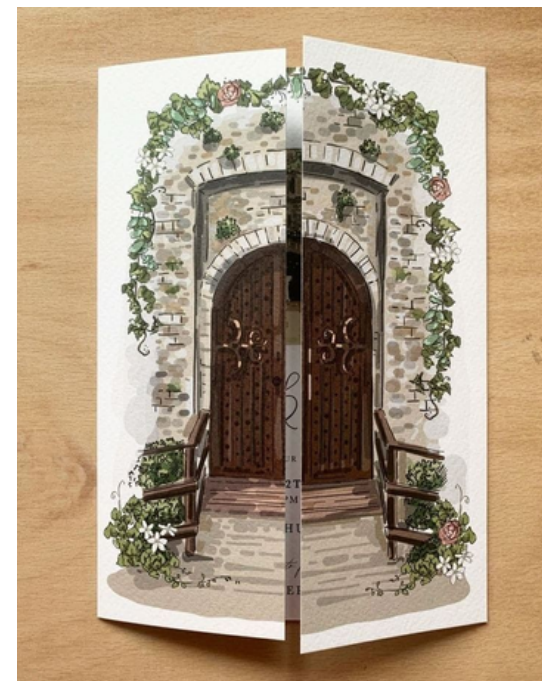
chosen aspects of the kit

- main packaging
- map of the summer court and where the event will be held
- book cover
- custom perfume
- hair piece

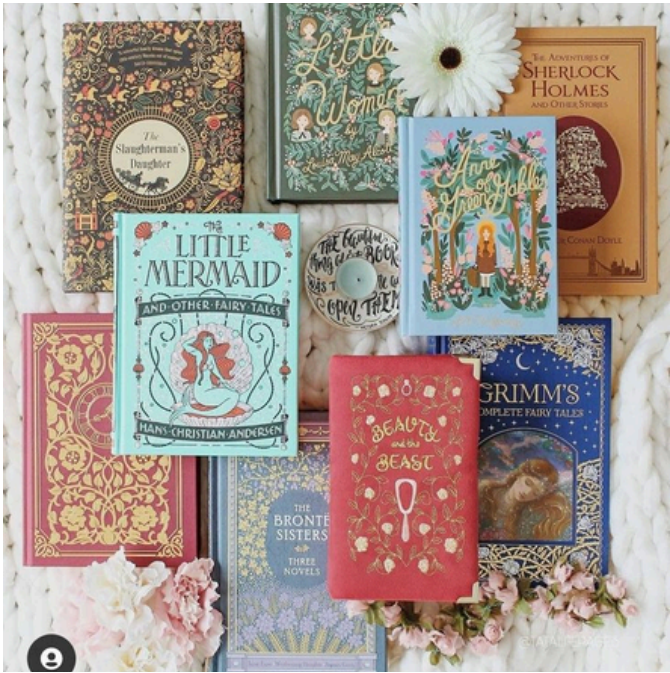
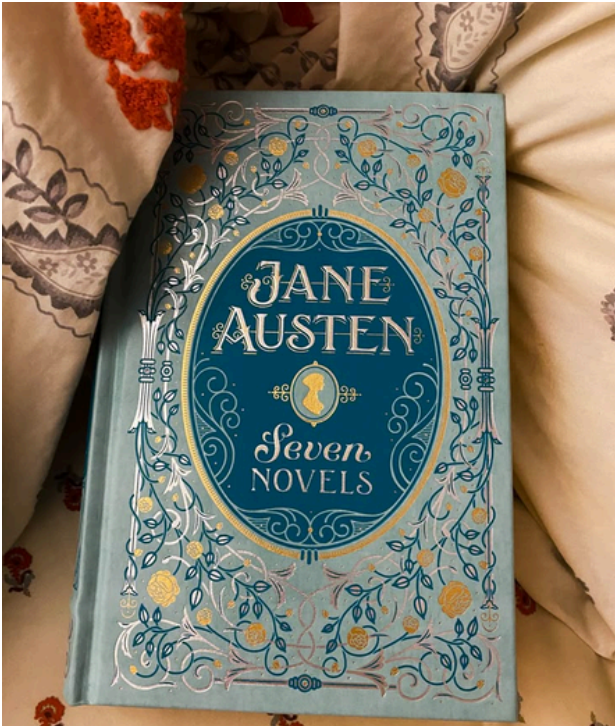
packaging
ideas



map ideas



book cover ideas



perfume ideas



visual research

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hair piece
ideas

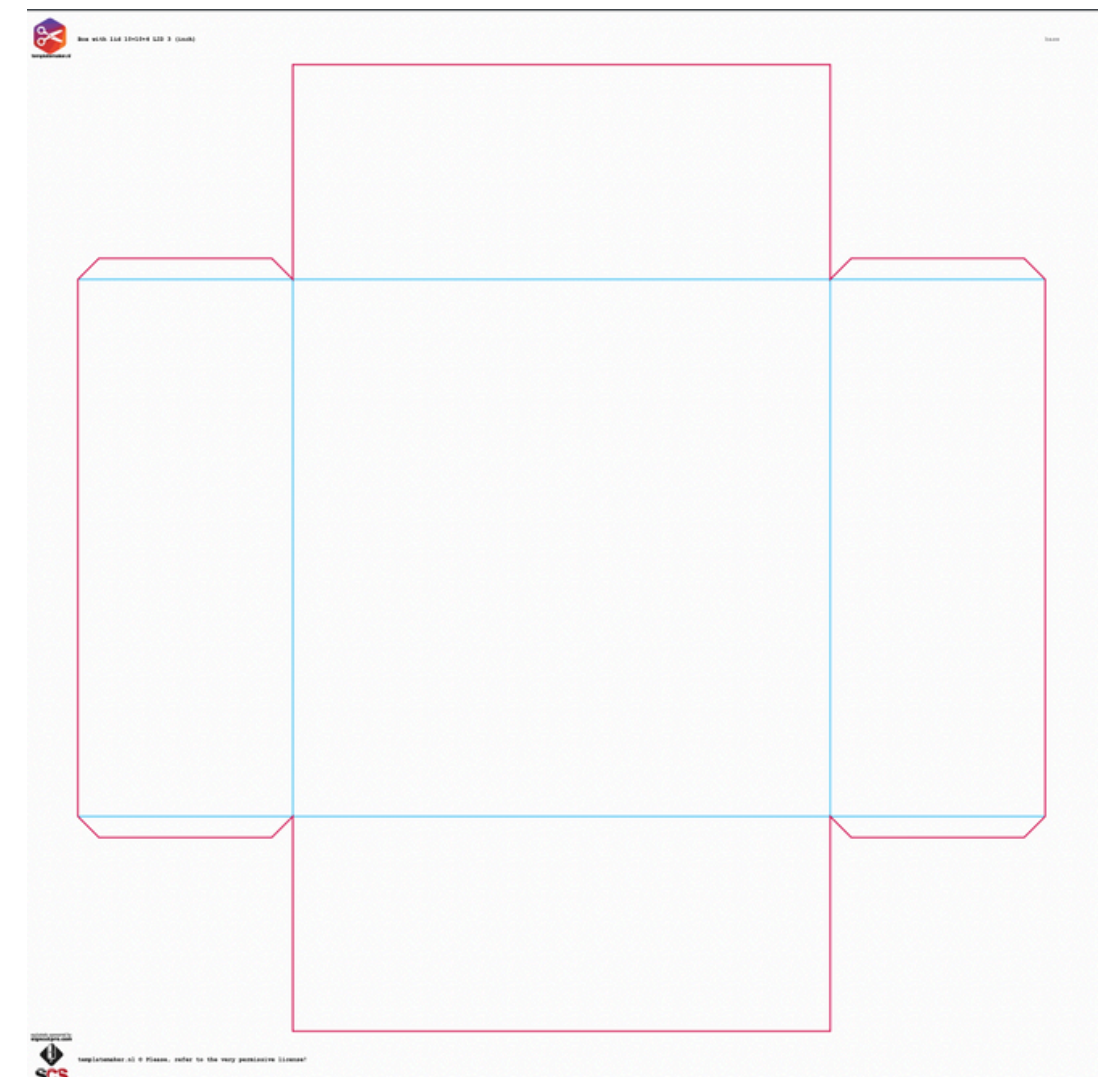
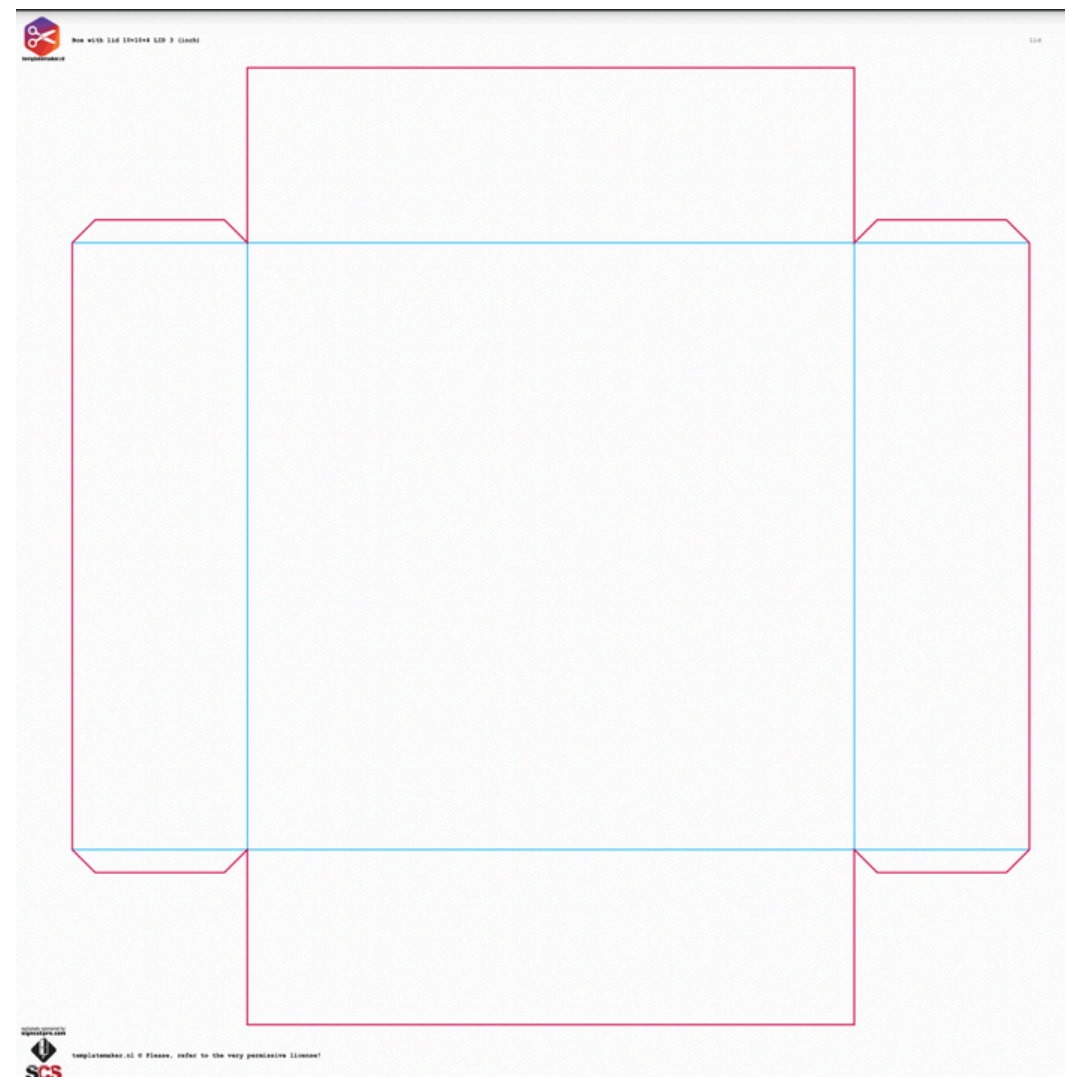


Process

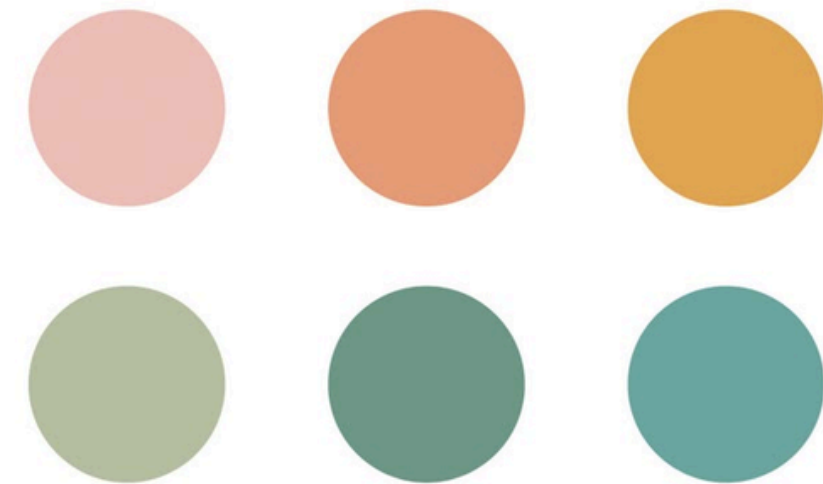
chosen dieline



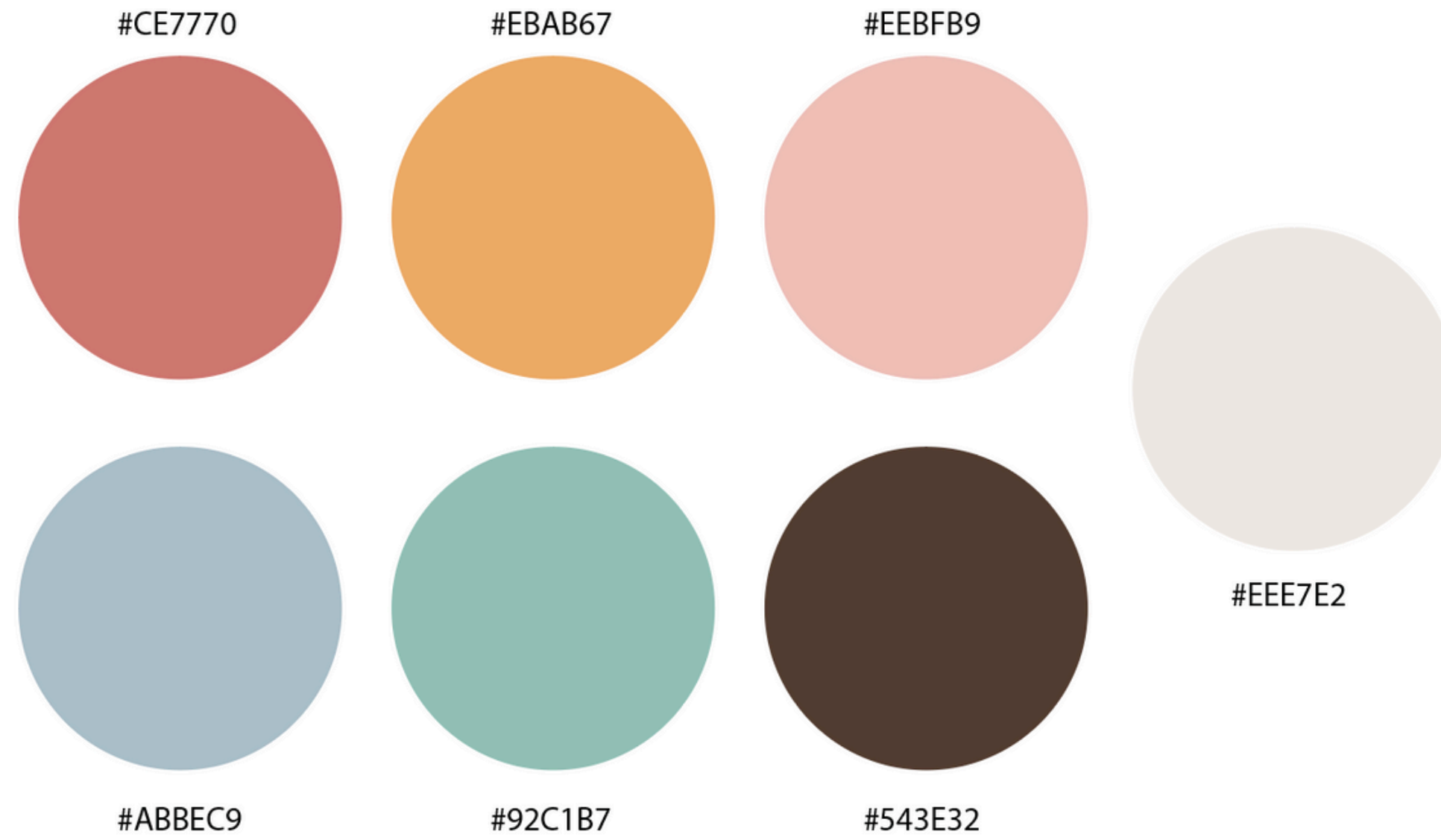
10x10x4



color inspo



chosen colors



The Starfall Solstice

The Starfall Solstice ★

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The Starfall Solstice ★

The Starfall Solstice

The Starfall Solstice

The Starfall Solstice ★

The Starfall Solstice

A Summer Court Celebration

The Starfall Solstice ★

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The Starfall Solstice ★

A Summer Court Celebration

type studies

type studies

The Starfall Solstice
A Summer Court Celebration

The Starfall Solstice
A Summer Court Celebration

The Starfall Solstice
A Summer Court Celebration

The Starfall Solstice

*A Court of Thorns
And Roses*

A COURT OF THORNS
AND ROSES

Sarah J. Maas

Sarah J. Maas

Sarah J. Maas

THE STARFALL SOLSTICE
A Summer Court Celebration

THE
STARFALL
SOLSTICE

THE STARFALL
SOLSTICE
A Summer Court Celebration

THE STARFALL
SOLSTICE
A Summer Court Celebration

A COURT OF
THORNS AND
ROSES

type studies

chosen logo

THE STARFALL SOLSTICE

A Summer Court Celebration

colored logo

THE STARFALL SOLSTICE

A Summer Court Celebration

design
exploration



design
exploration



process

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design
exploration



process

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i'm at a pause in what
to do as of right now

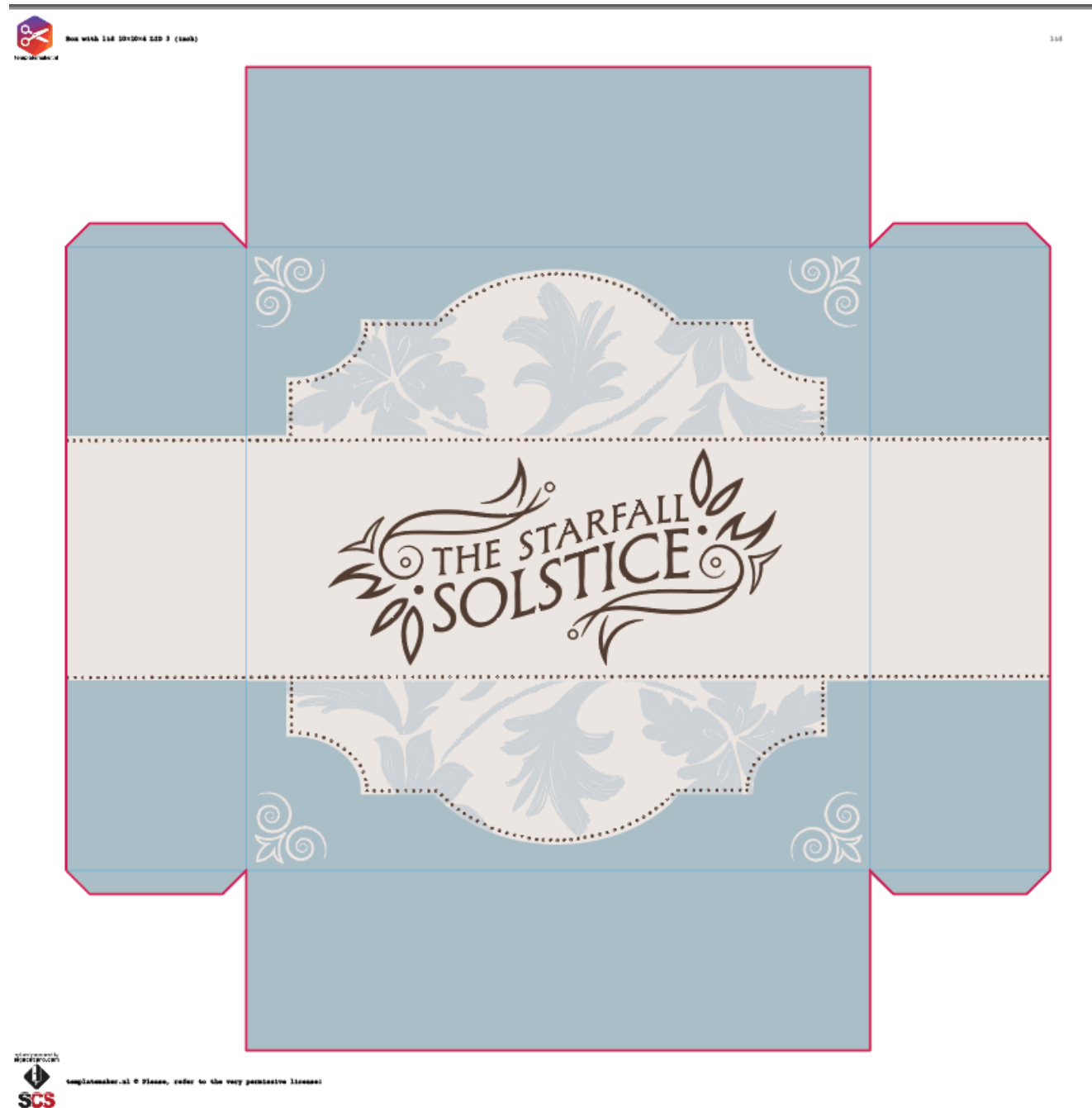


Digital Media

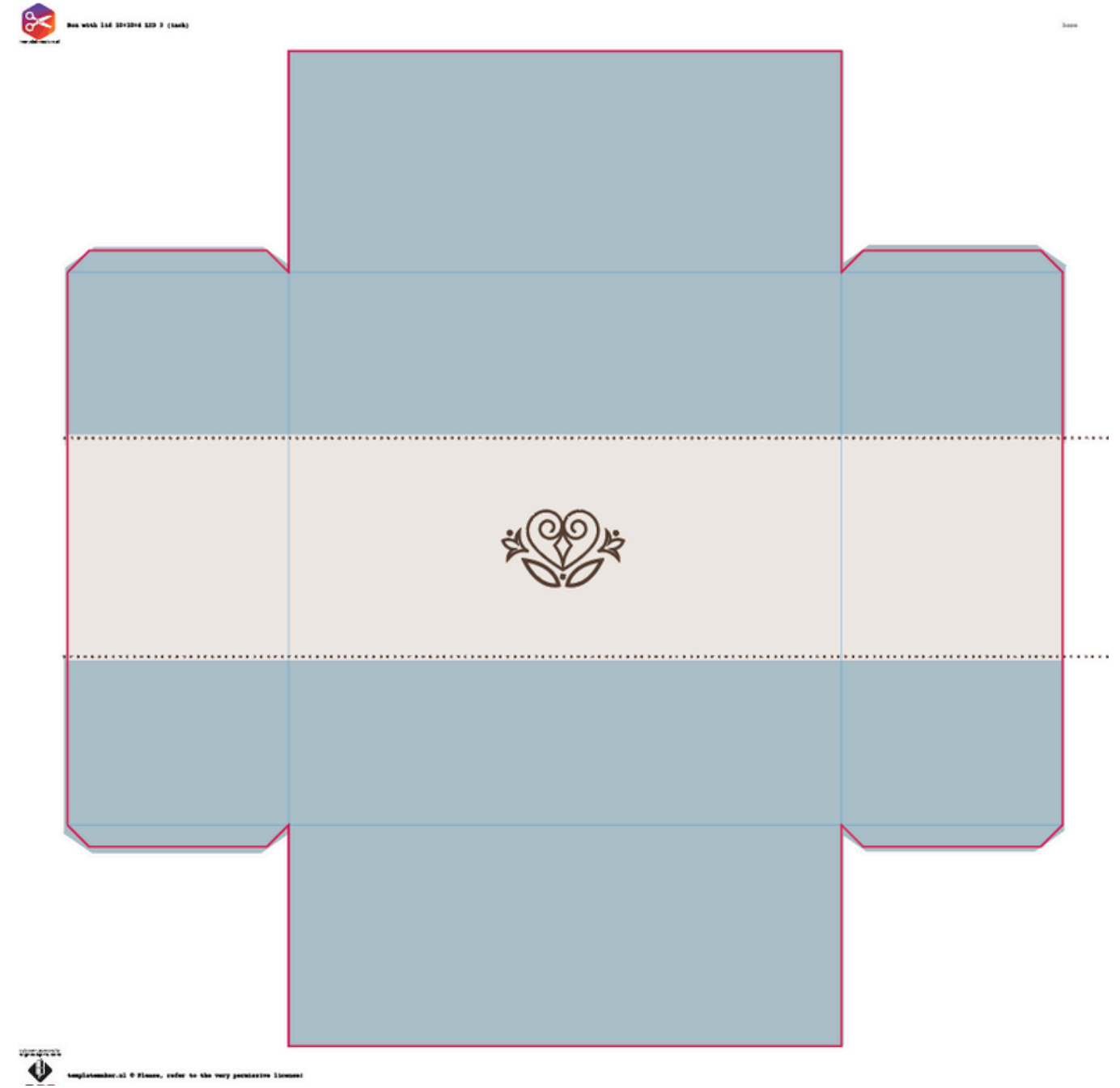
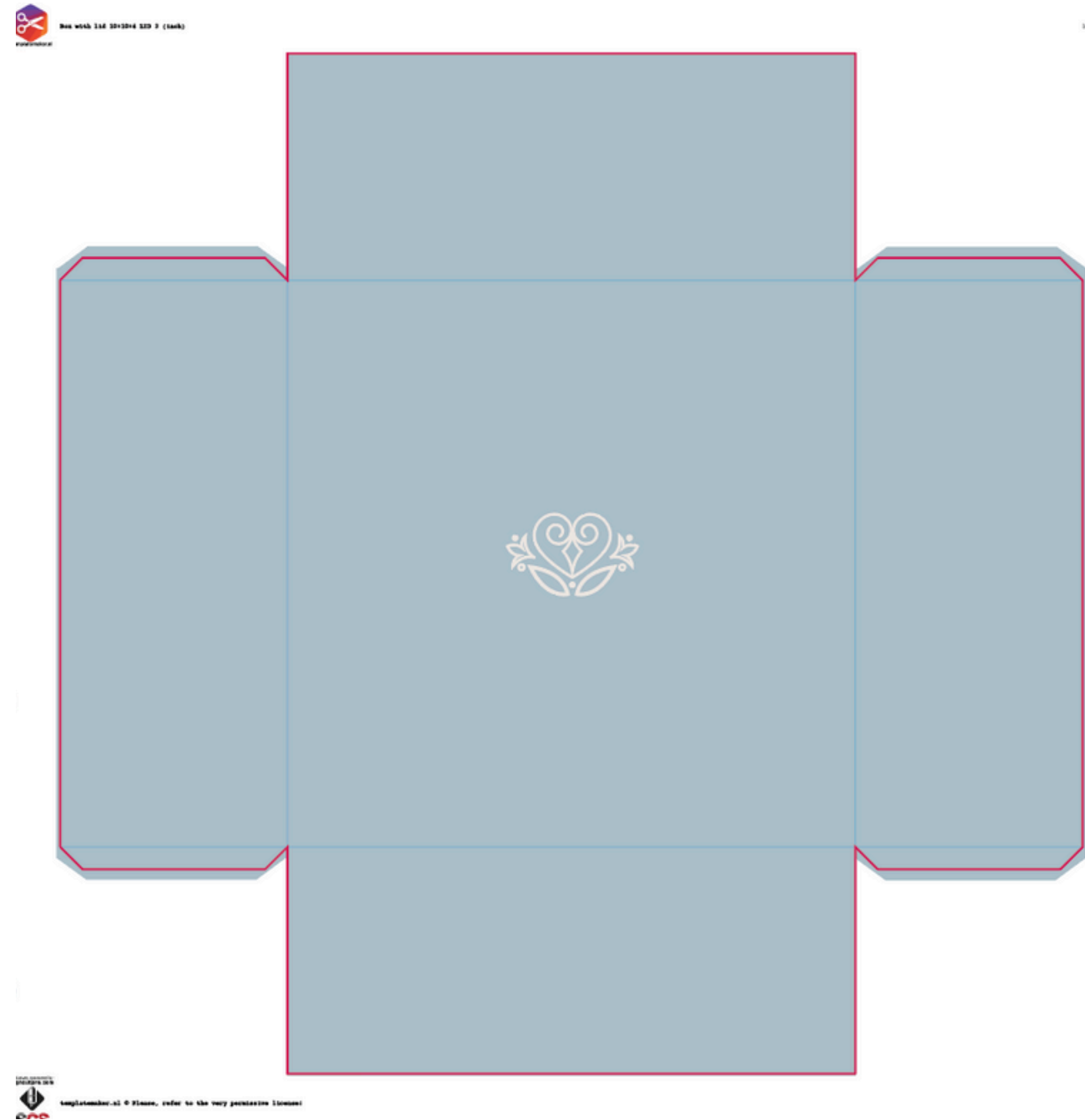
final logo



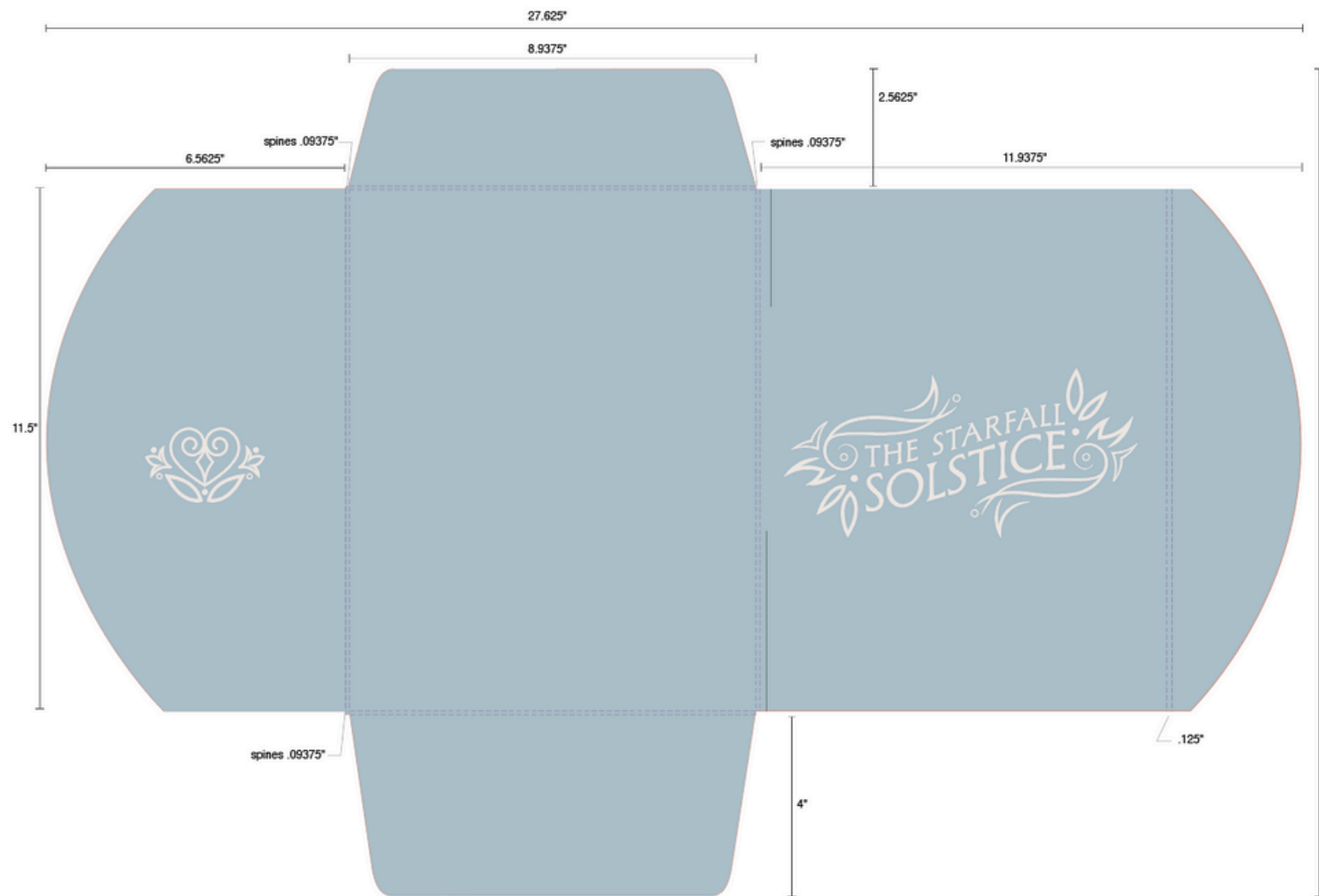
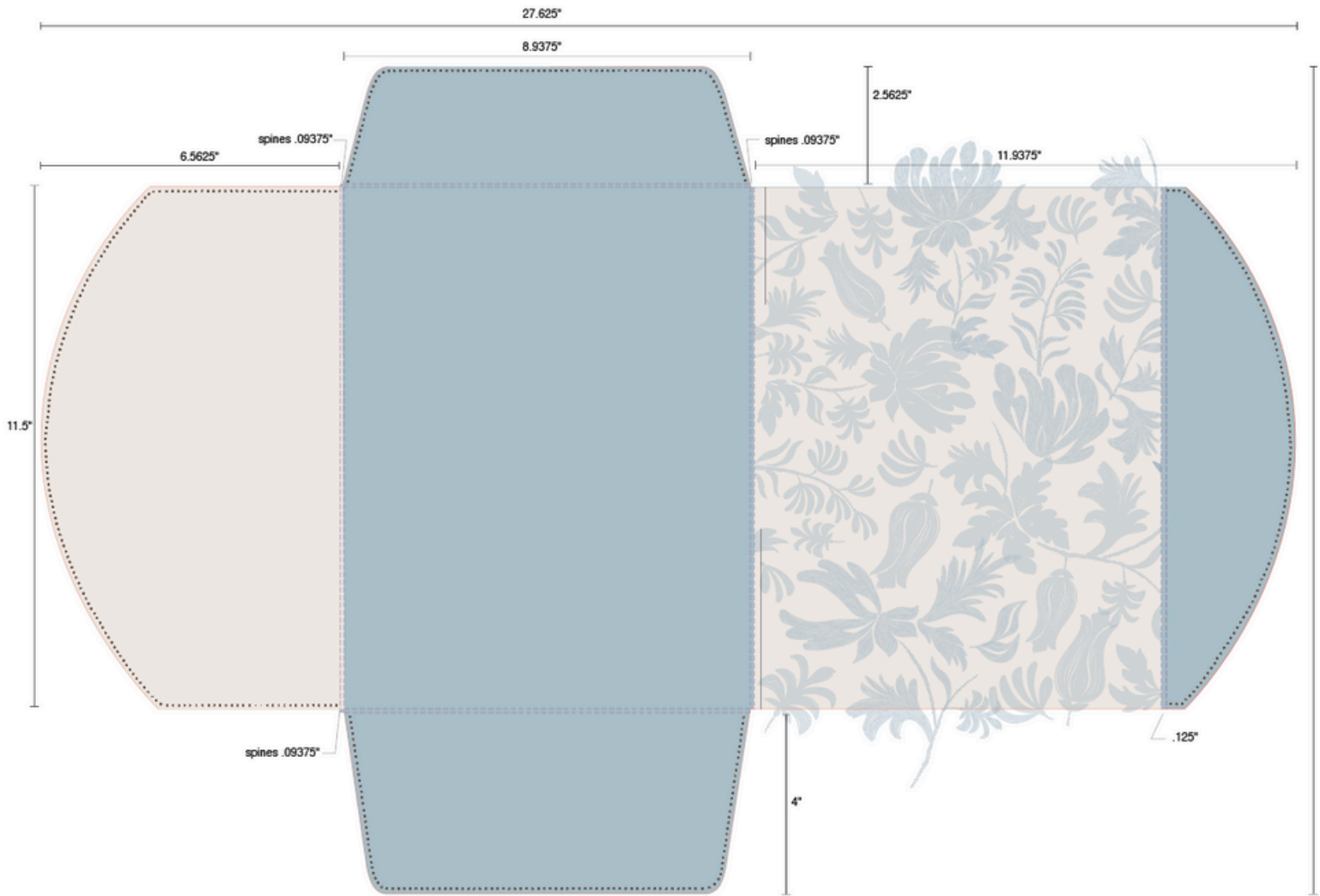
top of box



bottom of box



invitation envelope



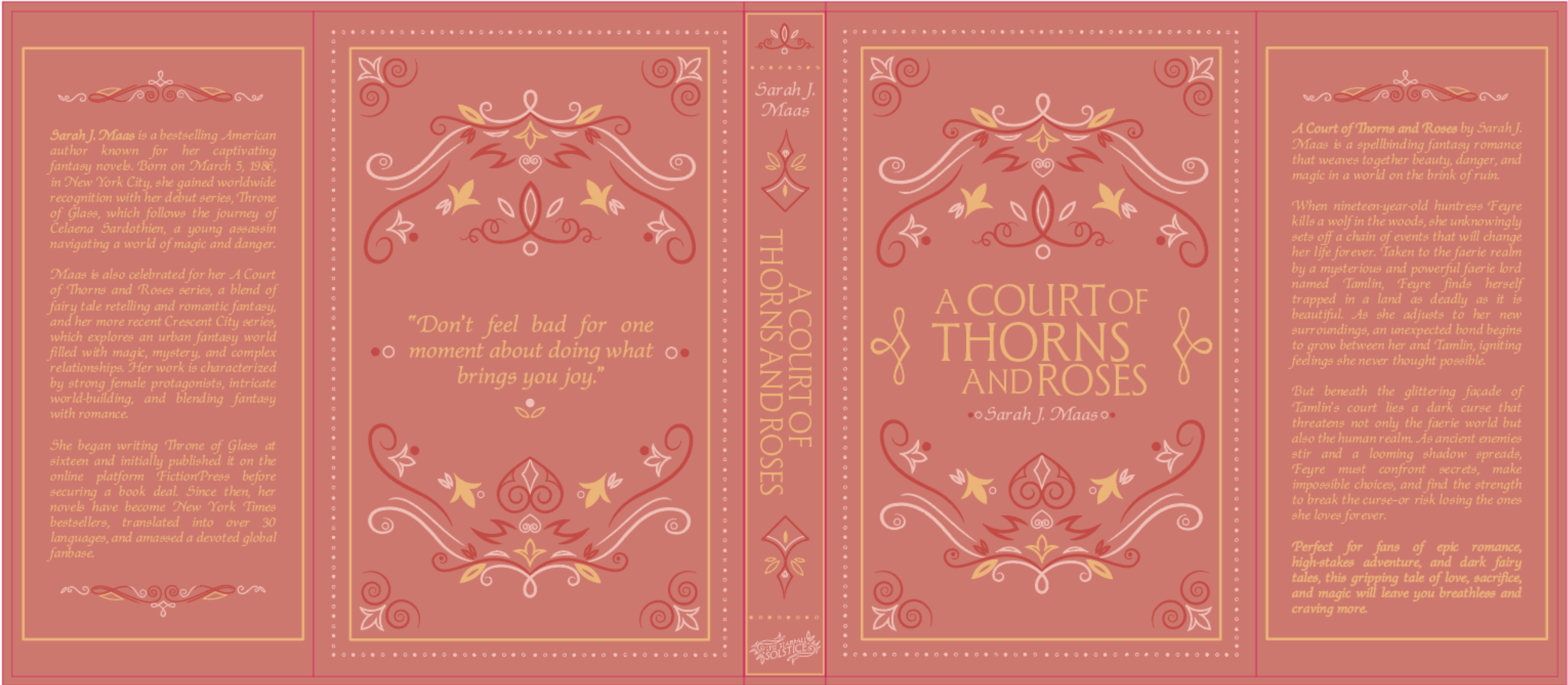
initial invitation



invitation wip as of now



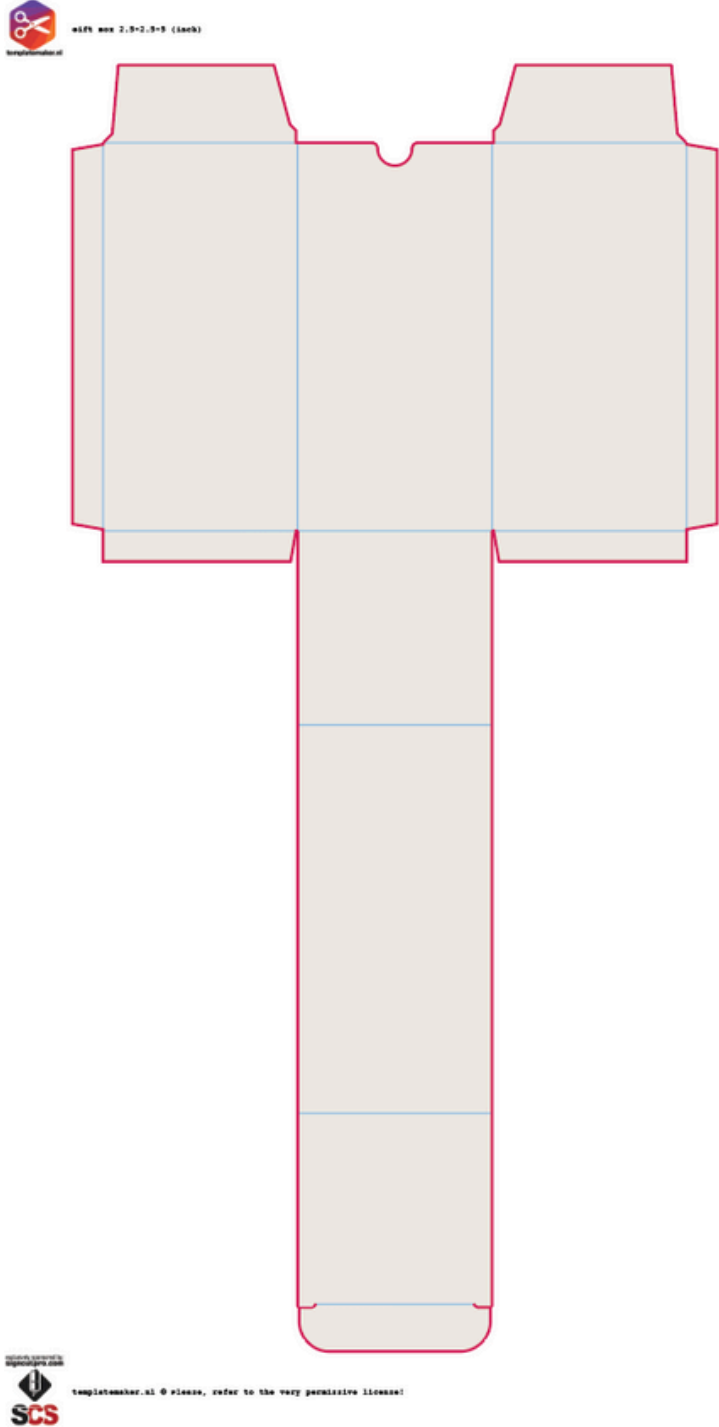
acotar book dust jacket



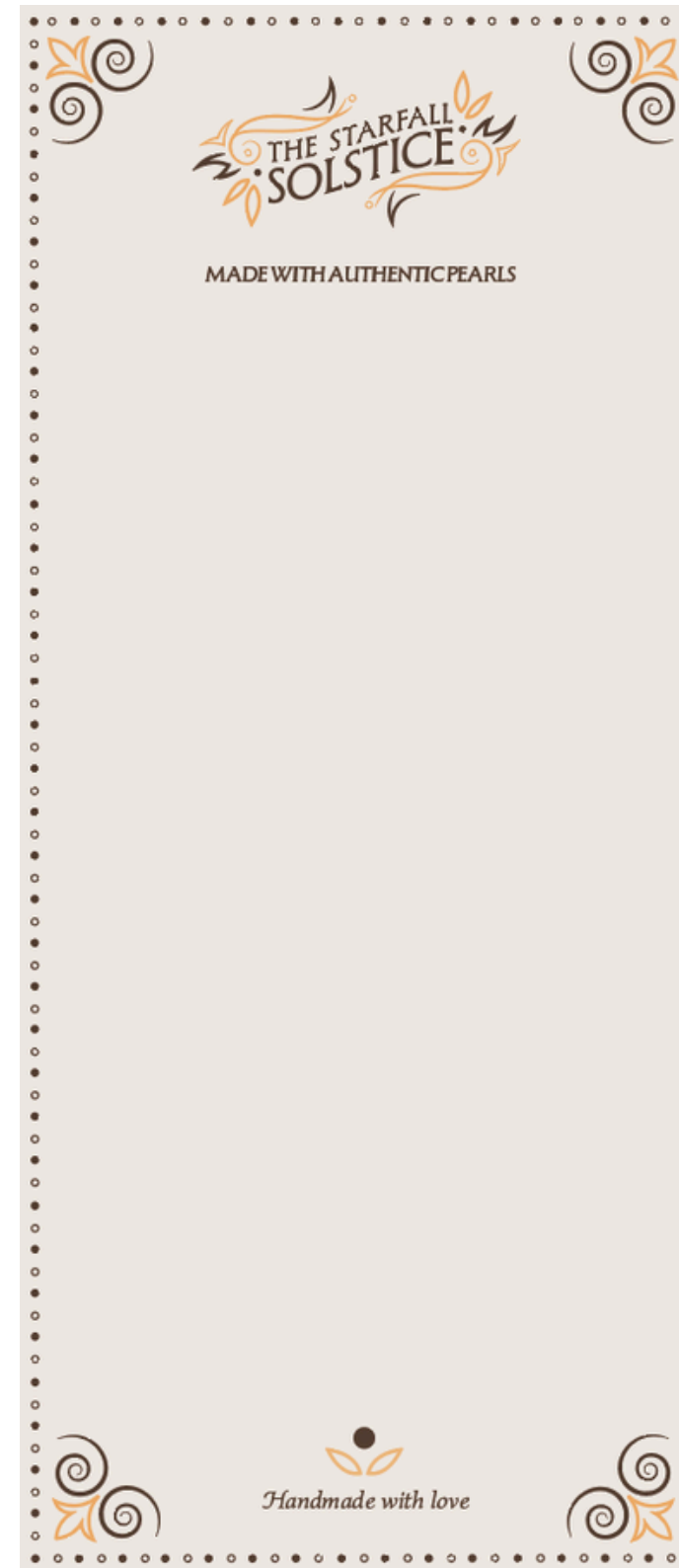
Perfectbound Dust Jacket, 5.5"(W)x8.5"(H)



perfume packaging



hair piece packaging



Final



















