



PACKAGING DIVERSE FORMS

MEGAN ROBSON

PACKAGING 2025 FALL



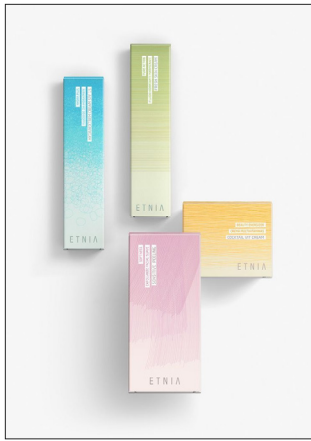
CLIENT BRIEF

For this project, the focus is on reimagining the packaging system of [chosen brand name here], a brand with a strong market presence but inconsistent or outdated design language across its product line. While the brand has built recognition, its current packaging lacks cohesion when translated onto different forms such as bottles, cartons, and blister packs. The objective is to create a unified design system that strengthens shelf presence and elevates the visual identity while maintaining the integrity of the product content. Research into existing competitors, consumer expectations, and retail trends will guide the foundation for a refreshed packaging direction.

The design challenge will be to extend a cohesive brand look across at least three container types—such as a cylindrical bottle, a rectangular box, and a blister pack—while ensuring adaptability for additional formats if needed. Surface graphics will be reimagined with consistent use of typography, color, and imagery to build a strong visual thread between the different forms. At the same time, careful attention will be given to hierarchy and readability, so that essential product information is clear regardless of the container's shape or size. The redesigned system should stand out on the shelf, connect with the target audience, and feel modern while respecting the brand's established equity.

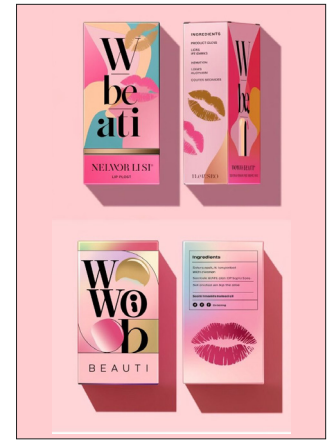
Deliverables will include full-color comps built to actual size, photographed in a professional manner to showcase the new design system. A process book will accompany the final work, documenting research, brand analysis, mood boards, typographic studies, and sketches, as well as the progression from ideation to final comps. The book will highlight how the design adapts to different forms, balancing unity and variation across the line. Together, the packaging comps and process documentation will present a polished solution that demonstrates both creative vision and practical execution for a high-level brand refresh.





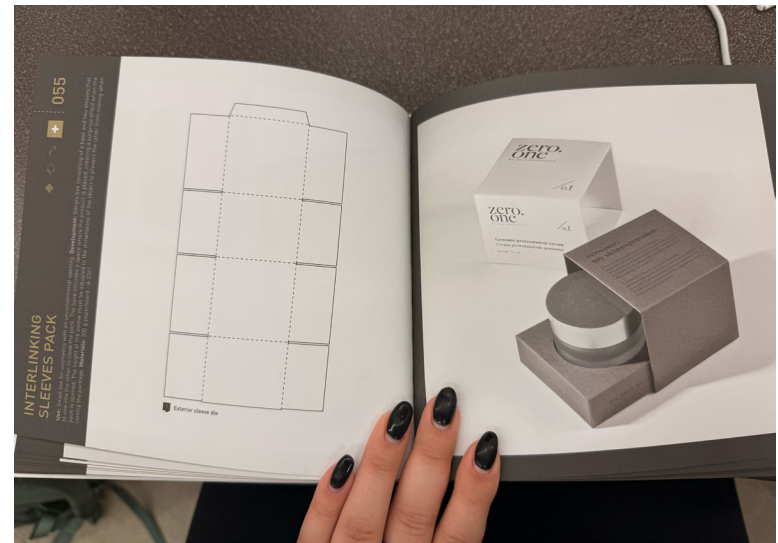
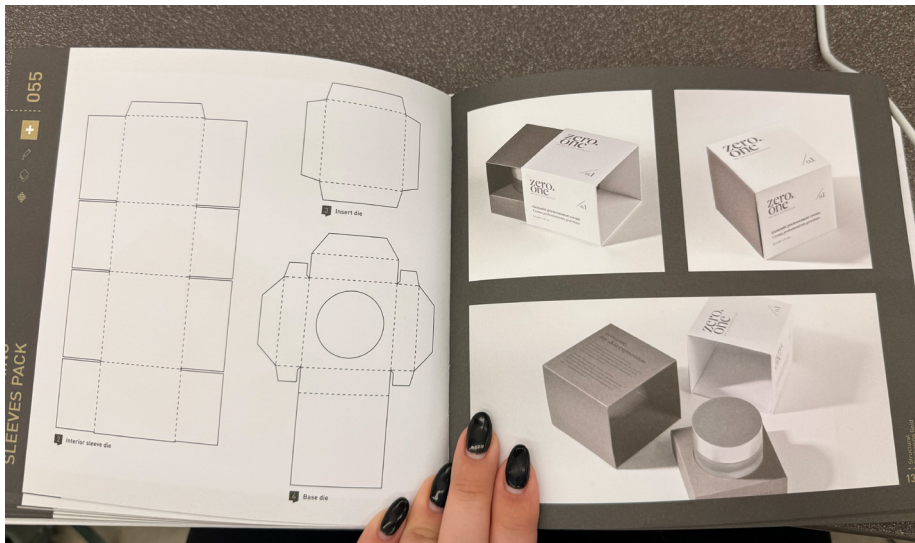
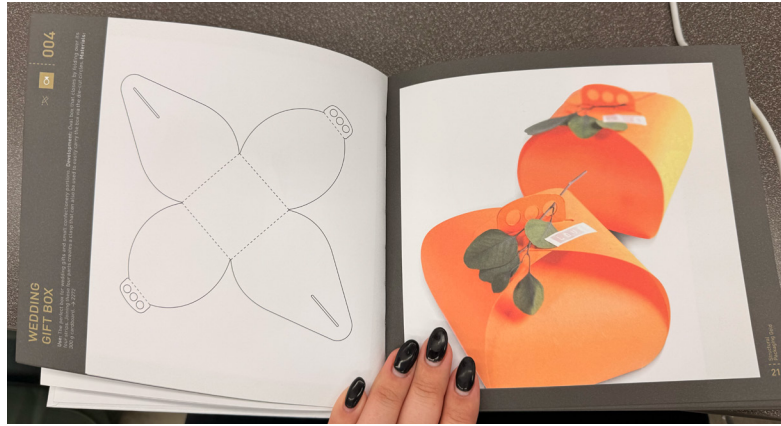
DESIGN INSPO





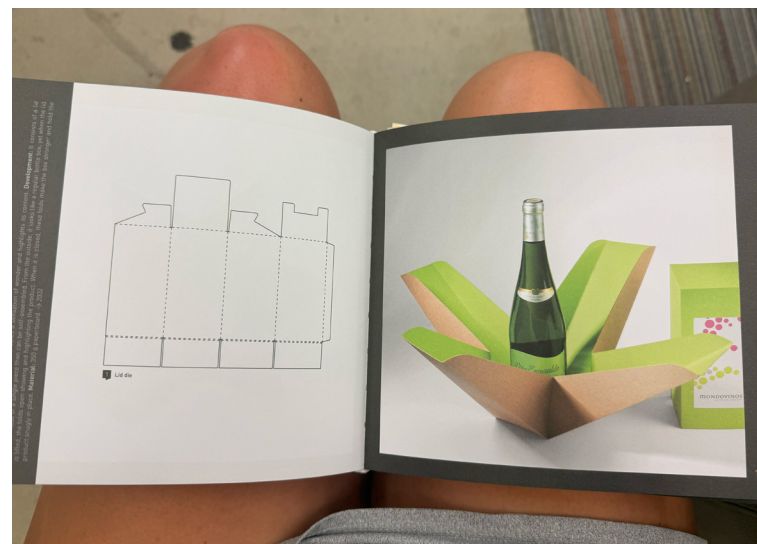
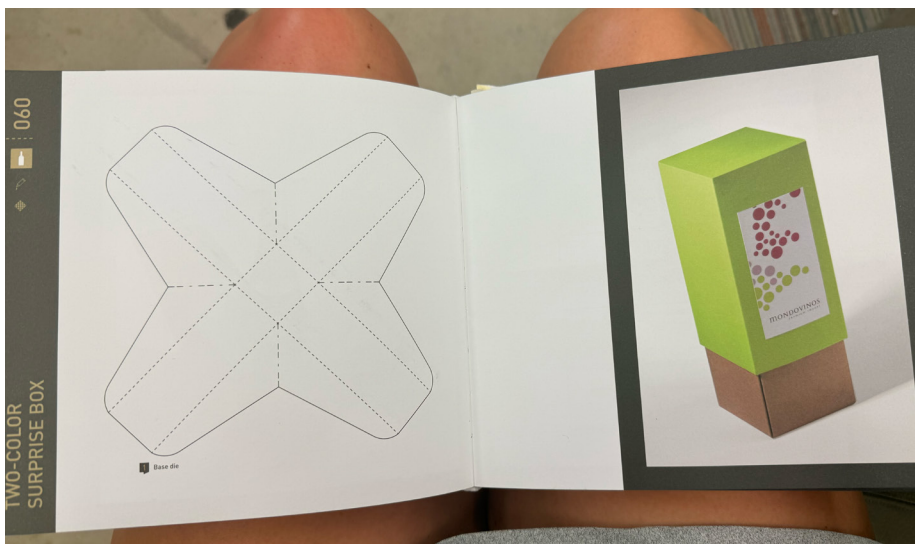
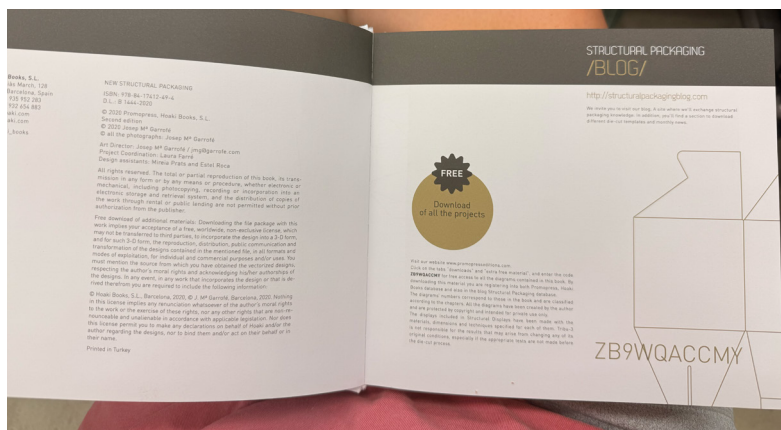
DESIGN INSPO





BOOK DIRECTIONS





BOOK DIRECTIONS V



MEGAN ROBSON | The University of Akron | Packaging | 2025 Fall

INTERLINKING SLEEVES PACK DIE-LINE

Use

Small box for cosmetics with an unconventional opening.

Development

Simple box consisting of a base and two sleeves that fit one into the other to close the pack. The base includes space where the product is placed, creating a surprise effect when the pack is opened. The height of the sleeve must be adjusted to the dimensions of the object to prevent the latter from moving when closing the package.

Materials

300 g paperboard.

Pre-Build Thoughts

Before starting the construction of my packaging, I need to understand the structure and functional requirements of a drawer box, also known as a sliding sleeve box. This type of package consists of two main components: a base tray that securely holds the product and an outer sleeve that slides over the tray, leaving one side open for access. Accurate measurements are essential, with the tray built to the product's width, depth, and height plus 2–3 millimeters of clearance, and the sleeve slightly larger by about 1 millimeter on each side to ensure smooth sliding. When creating the dieline, I must account for cut lines, fold lines, glue flaps, bleed, and safe zones so the design is both precise and print-ready. Materials

also play an important role; 300–350 gsm paperboard is suitable for cosmetic packaging, but heavier products may require a rigid board with a wrapped sleeve for stability. Functionally, the box should prevent the product from rattling while still being easy to open, and the sleeve height must align with the object's dimensions to keep it in place. For the design system, each product—pump, spray, roll-on, dropper, and jar—will have its own tailored tray and sleeve, but they should all connect visually through a consistent use of brand elements, typography, and color. The overall presentation should highlight the premium feel of the sliding mechanism and allow the unboxing process to reinforce the brand identity.



FLOWER SUPRISE BOX PACK DIE-LINE

Use

Premium presentation box for bottles or luxury products that require a dramatic, unveiling opening.

Development

This structure consists of a die-cut base form that folds inward to cradle the product and outward to reveal it in a flower-like display. When closed, the interlocking flaps create a secure enclosure that conceals the product completely. When opened, the panels fold flat to form a symmetrical, stage-like reveal that enhances perceived value and emphasizes craftsmanship. The inner base can include an insert or support structure tailored to the product's shape for stability and protection.

Pre-Build Thoughts

Before constructing the prototype, I need to understand the geometry and folding mechanics of the cross-shaped layout. Each arm of the form must align precisely so the folds meet evenly at the center when closed. Scoring accuracy is essential—each score line determines how cleanly the panels open and refold. The base area should match the product footprint, allowing minimal movement while still enabling smooth closure.

For heavier or fragile products such as glass bottles, using reinforced paperboard or a rigid base insert is critical for stability. The outer surfaces will showcase brand color and texture, while the interior can contrast in tone or finish to accentuate the unfolding

motion. Design elements should guide the eye toward the center, emphasizing the reveal moment. Functionally, this style balances strength and theatrics: it protects the item while transforming the unboxing into a premium brand experience.



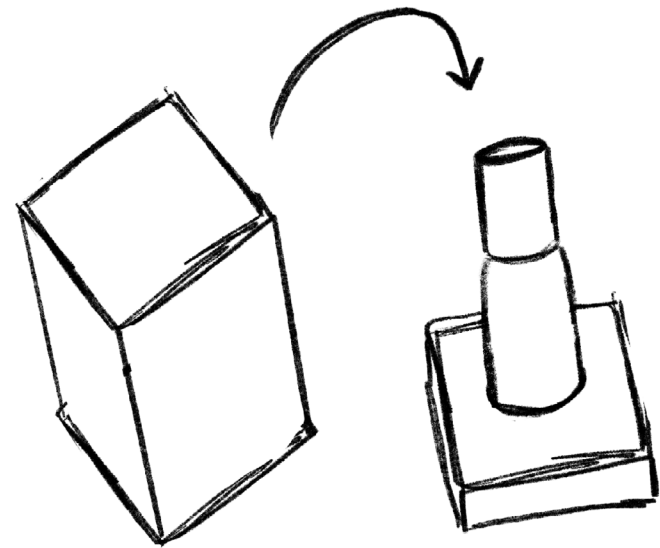


BOTTLE CONTAINERS AMAZON

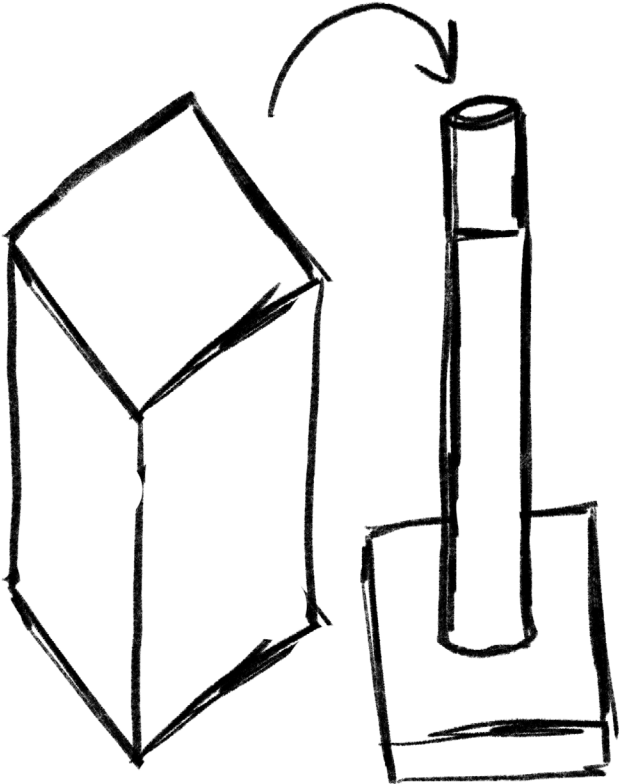
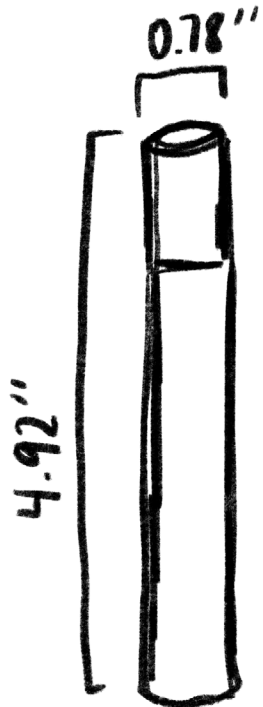
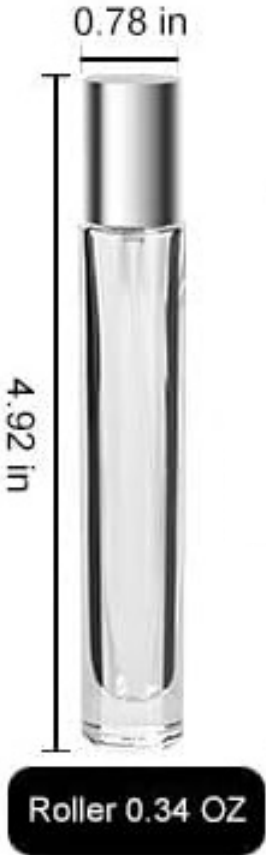
BOTTLE RESEARCH



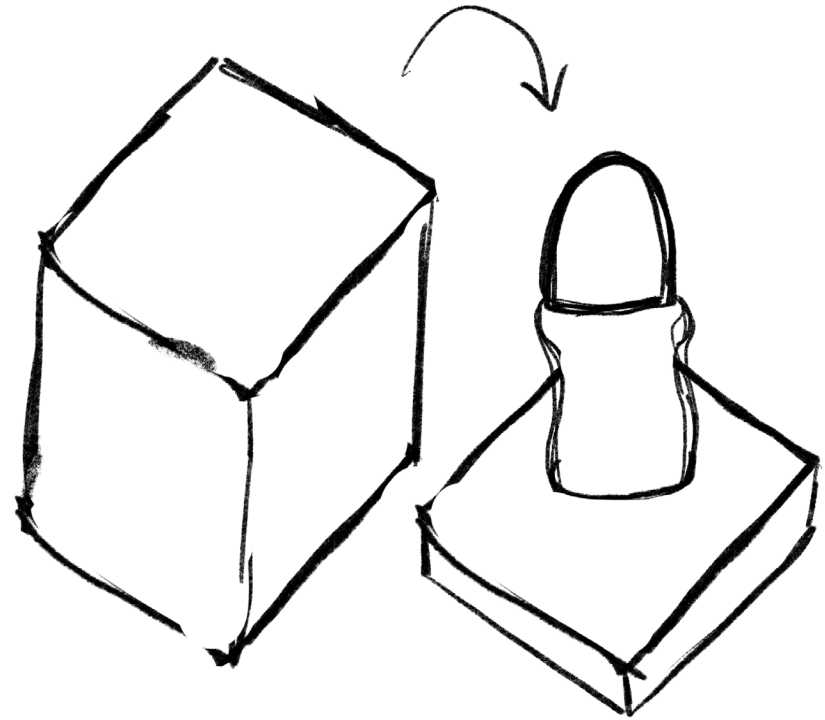
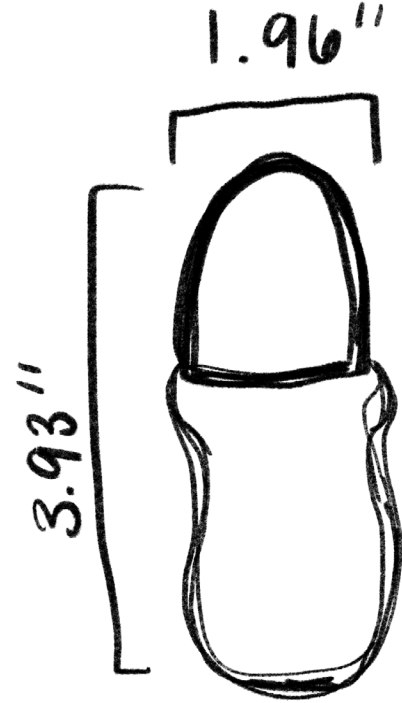
PUMP BOTTLE



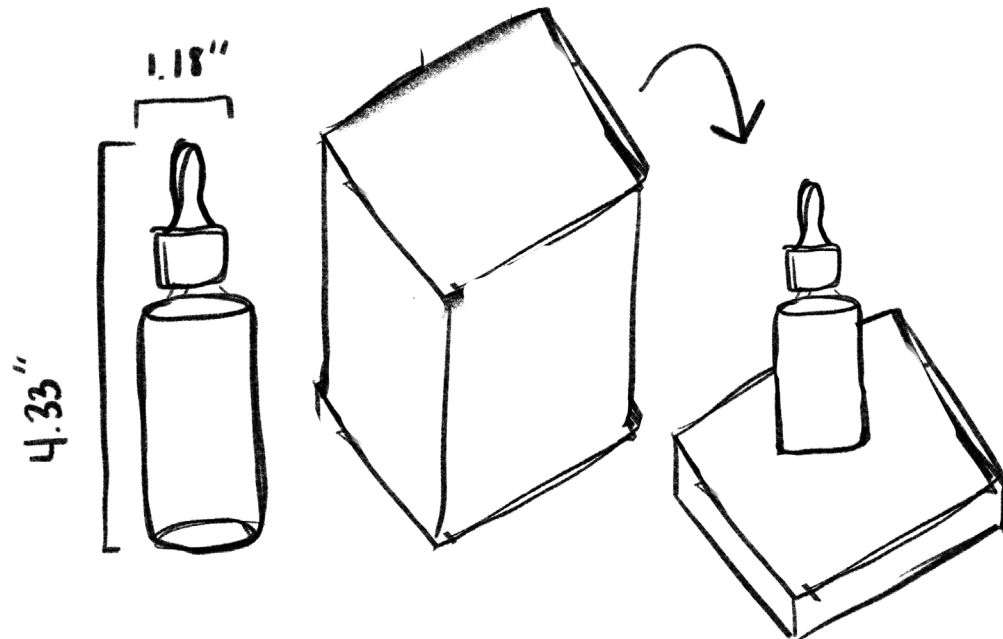
ROLLER BOTTLE



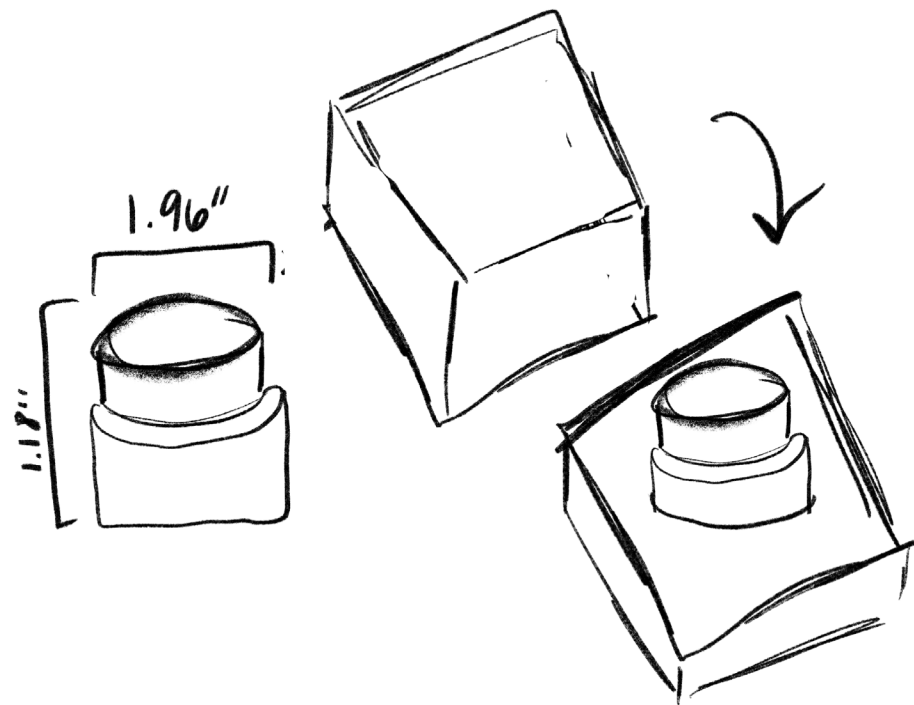
ROLLER BOTTLE



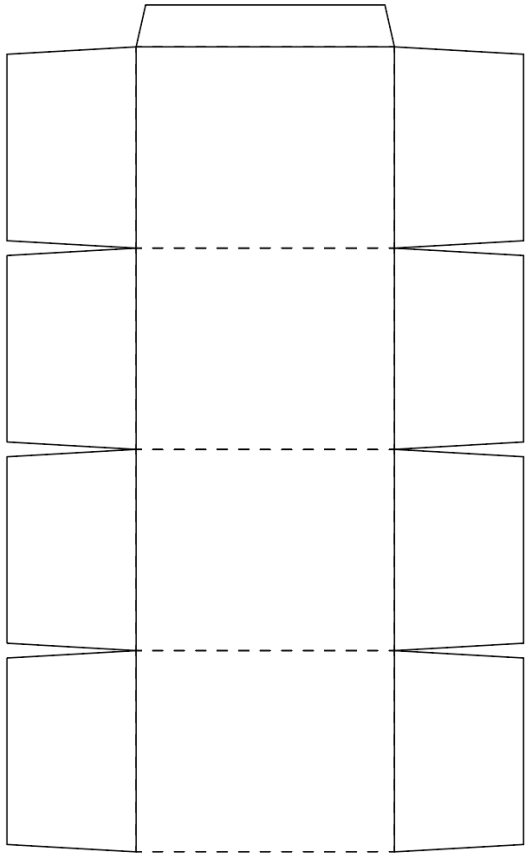
DROPPER BOTTLE



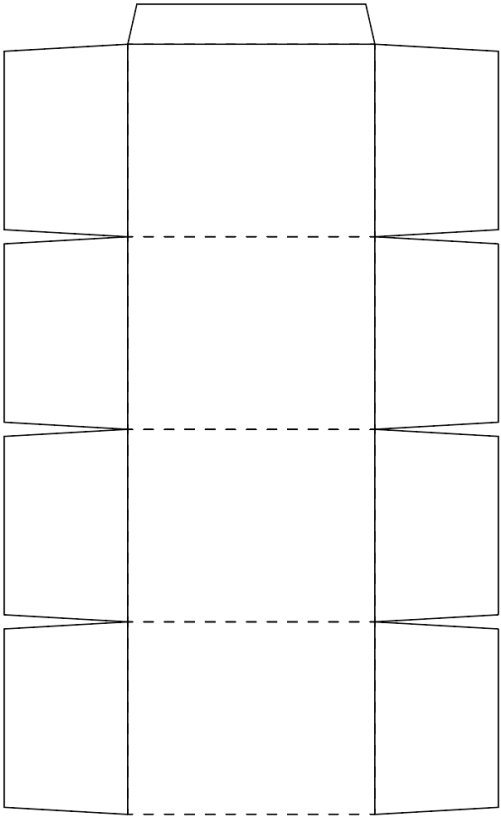
DROPPER BOTTLE



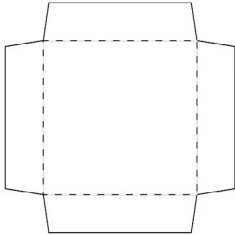
DIE-LINE ROUGHS



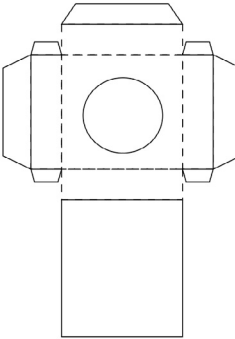
Exterior Sleeve Die



Interior Sleeve Die



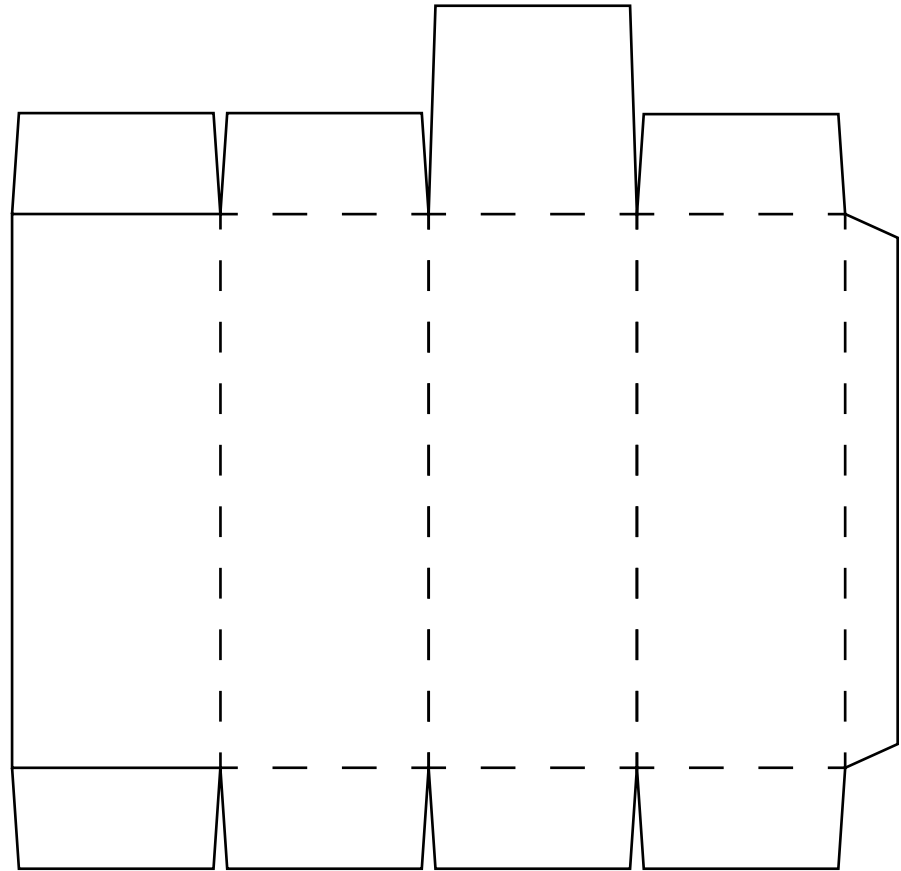
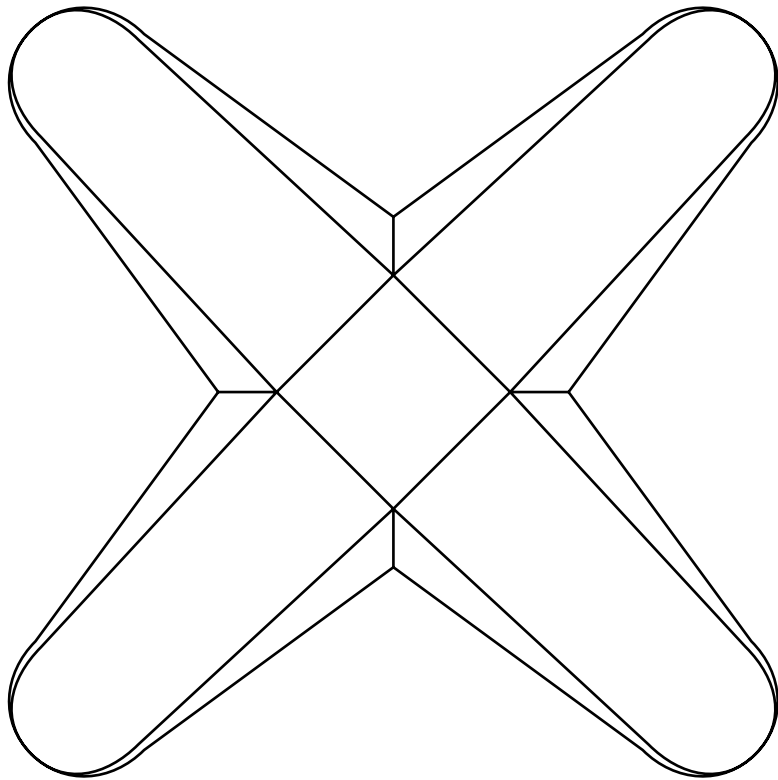
Insert Die



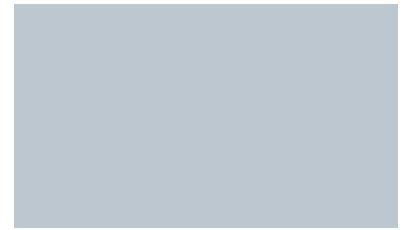
Base Die



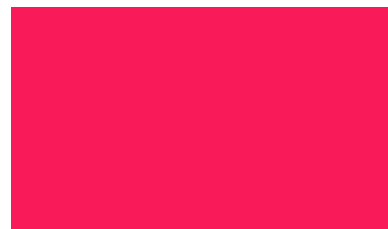
DIE-LINE ROUGHS



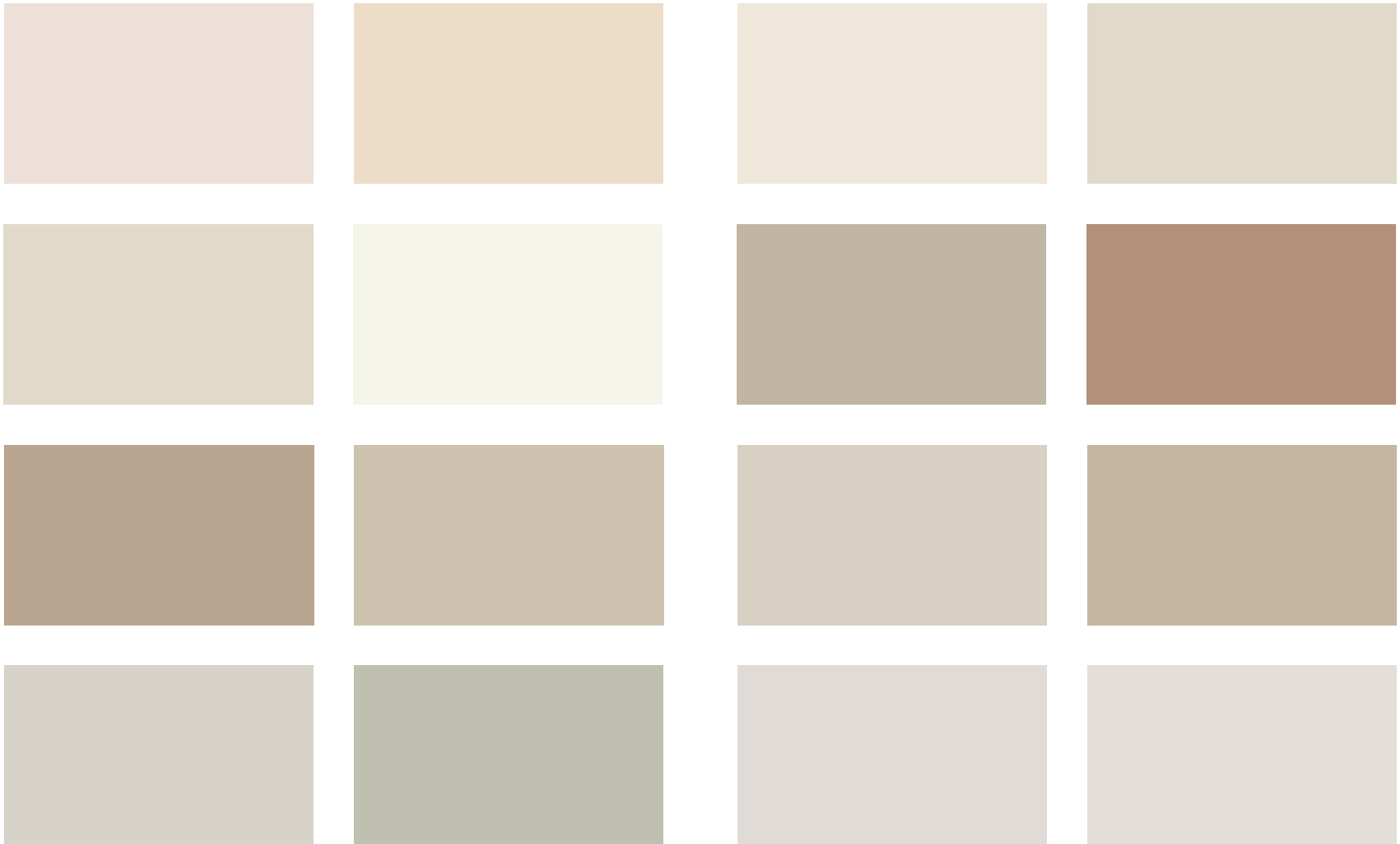
INSIDE FLOWER COLOR



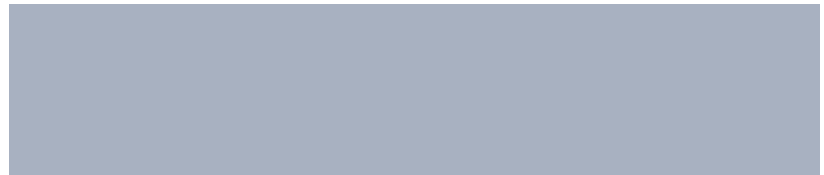
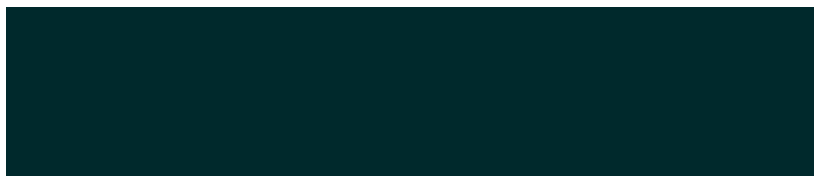
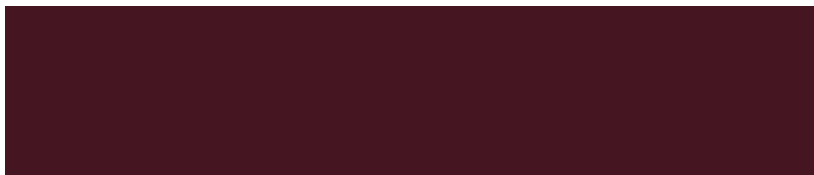
INSIDE FLOWER COLOR



OUTSIDE SLEEVE COLOR



FINAL COLORS



BOTTLE/JAR PACKAGE DIMENSIONS

Pump

5.11 H × 1.57

Slim spray

5.11 H × 0.78

Roll-on

3.93 H × 1.96

Dropper

.33 H × 1.18

Jar

1.18 H × 1.96

Pump

5.11 H × 1.57

Slim spray

5.11 H × 0.78

Roll-on

3.93 H × 1.96

Dropper

.33 H × 1.18

Jar

1.18 H × 1.96



TYPOGRAPHY EXPLORATIONS

Chiara

Chiara

Chiara

Chiara

CHIARA

CHIARA

Chiara
Moisturizer

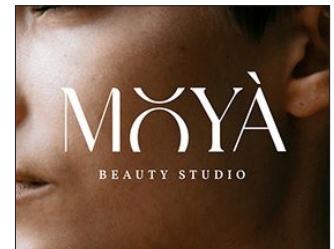
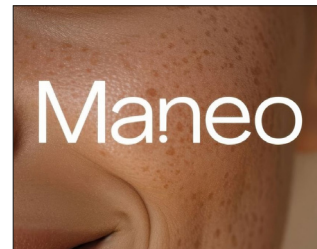
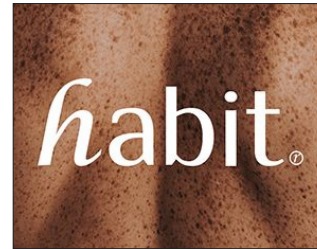
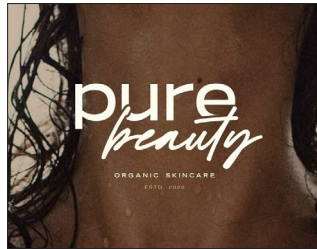
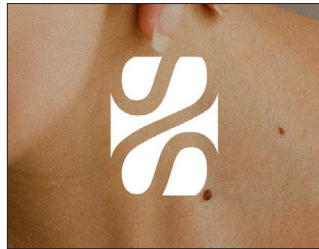
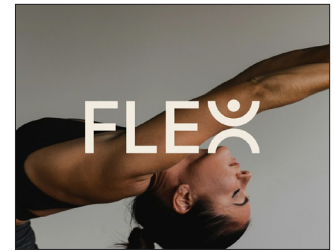
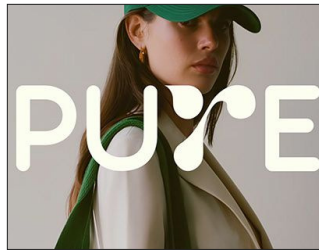
Moisturizer

FACE MOISTURIZER

FACIAL TONER
Tonico Idratante

BACIO LIP TREATMENT





PICTOGRAM OR ICON





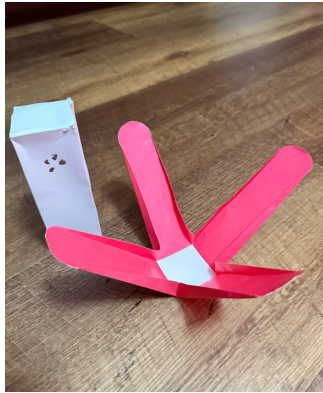
LOGO VARIATION



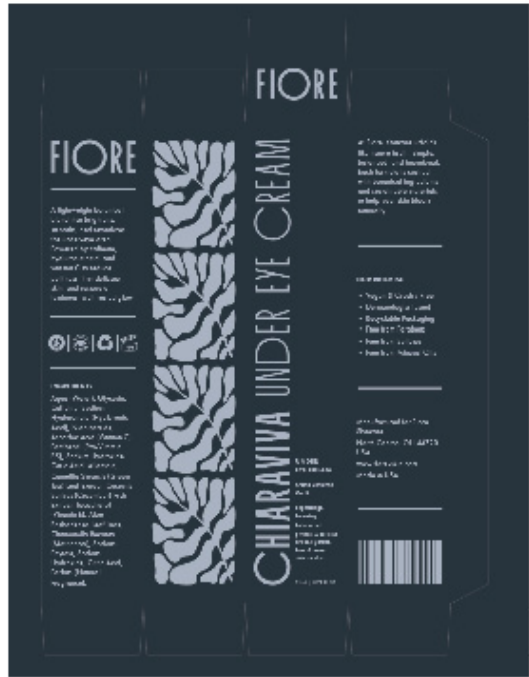
FILORE

FINAL LOGO

FILORE SKINCARE



PROTOTYPES PACKAGING PRACTICE



DIELINE FINAL EYE CREAM



DIELINE FINAL FACIAL SERUM



DIELINE FINAL FACIAL TONER



DIELINE FINAL BOTTLE LABELS



PHOTO FINAL FACIAL MOISTURIZER



PHOTO FINAL FACIAL SERUM



PHOTO FINAL

EYE CREAM



PHOTO FINAL LIP TREATMENT



PHOTO FINAL SKINCARE LINE



PACKAGING DIVERSE FORMS

MEGAN ROBSON

PACKAGING 2025 FALL

