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karinschulze.com

Packaging

WhatchaMacallit

Spring 2020

Proposal

The macaroni and cheese box is a staple on grocery stores shelves. Outside of surface graphics, it has remained largely unchanged for years. For this project, you are asked to consider the shape and form, as well as the surface graphics of the 6-sided carton. The existing box is 3.5” wide by 7.125” tall by 1.25” deep. You may decide to maintain the size and orientation of the box and the shelf, or you may want to reconsider the form, as long as the total volume of the box remains the same.

The package should remain a rectilinear form and must contain all of the existing content (weight, preparation instructions, nutrition facts, etc.), although you are asked to redesign all of the text and graphics. You may choose to use the Kraft brand logo or re-imagine the brand. You must design a series of three boxes that work together.

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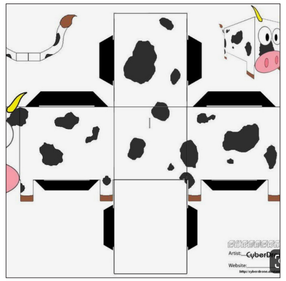
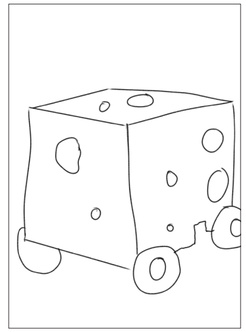
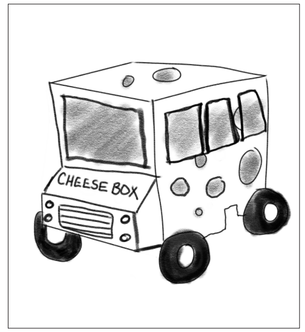
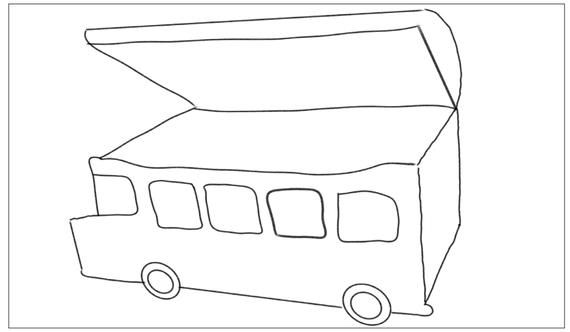
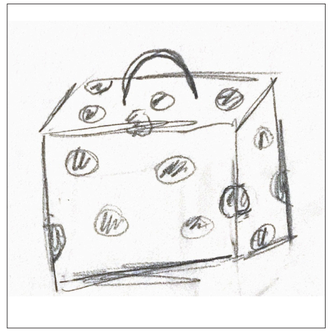
Mood Board



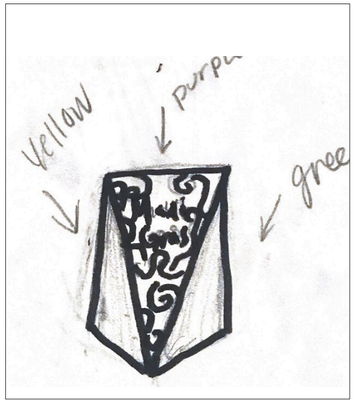
Sketches

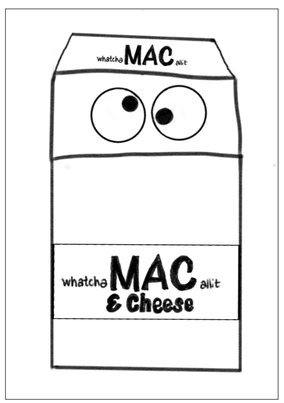
IDEA | **CHEESE BOX**

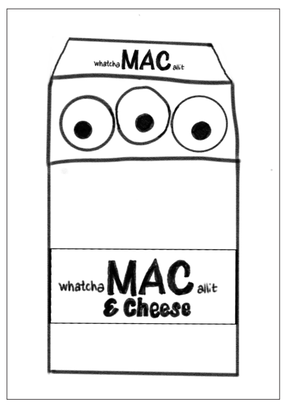
Sketches

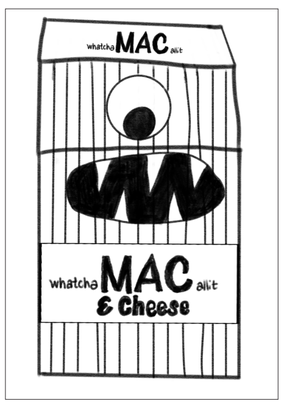


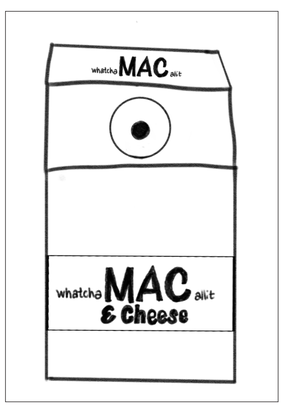
IDEA | MARDI GRASS PASTA

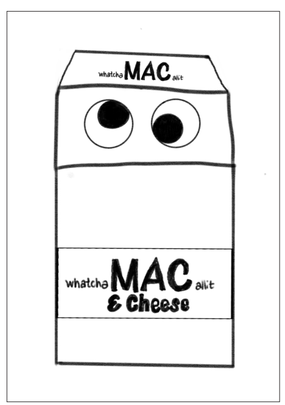
Sketches

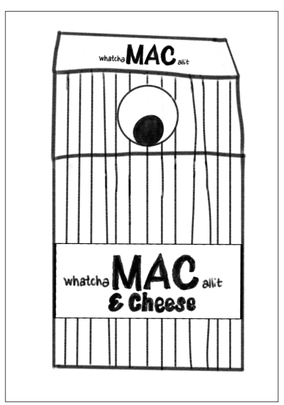






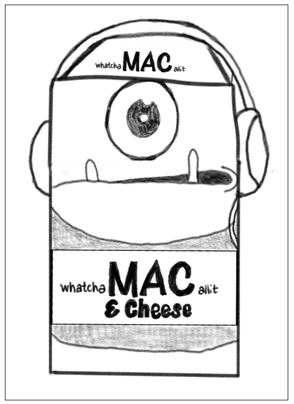


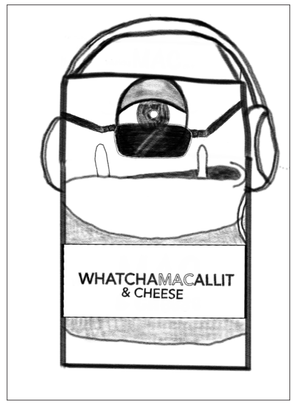


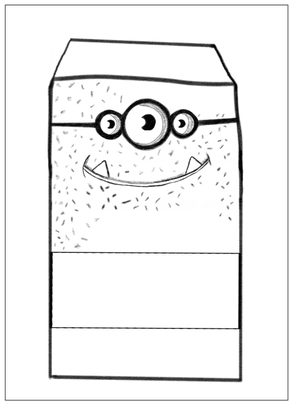


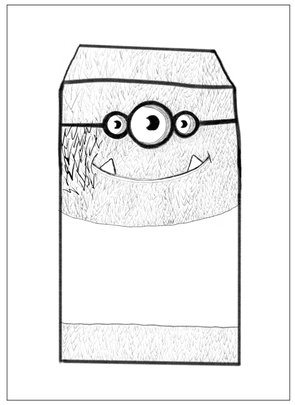
IDEA | WHATCHAMACALLIT

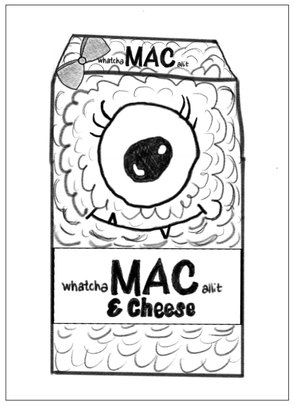
Final Sketches WhatchaMACallit





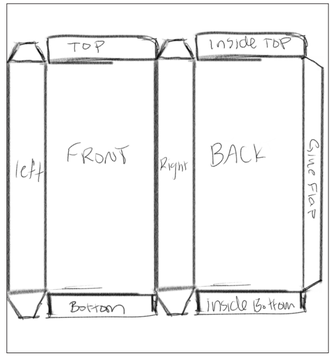


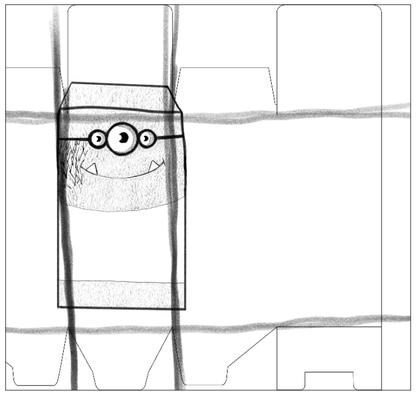


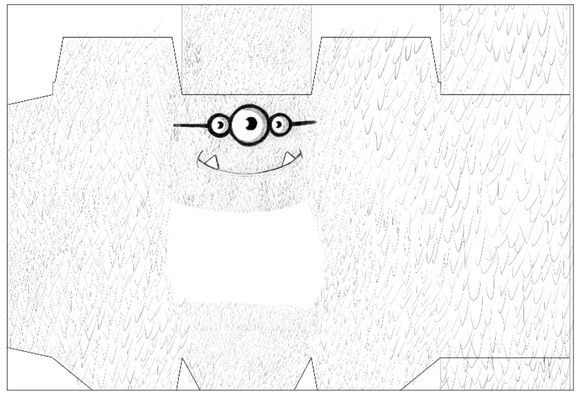


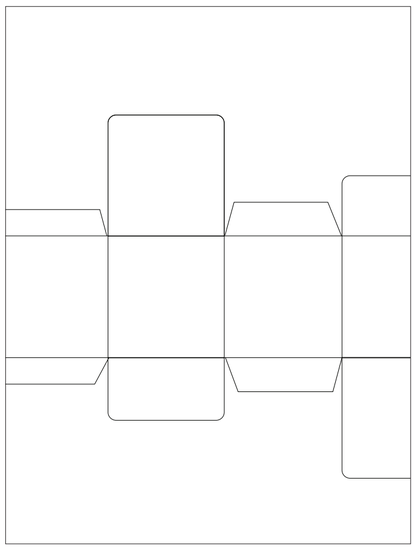
Color options

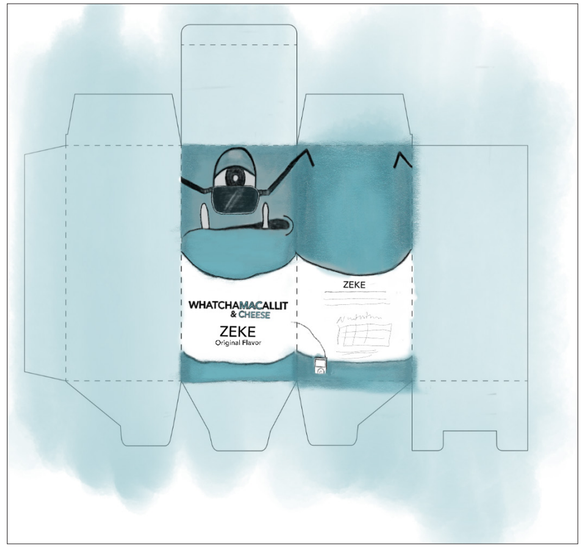
Final Box Layout



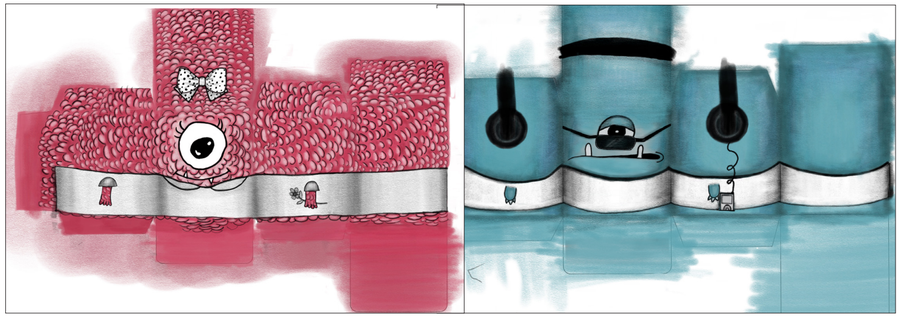


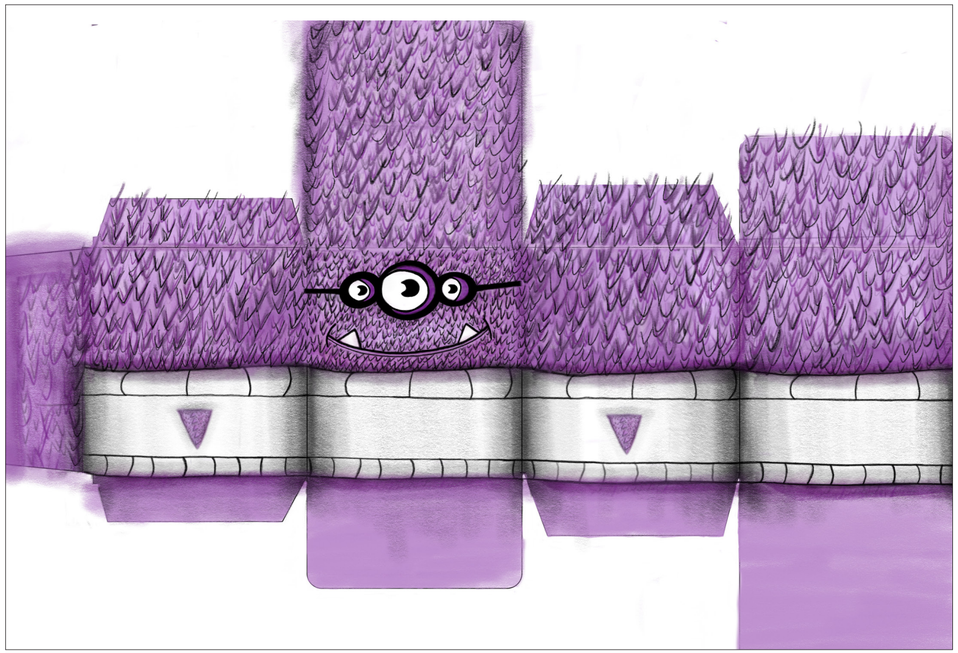




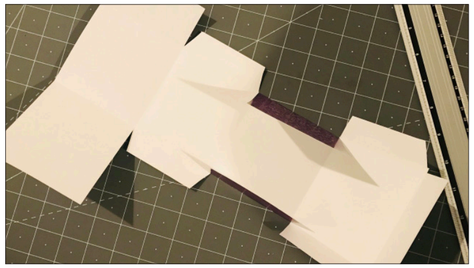


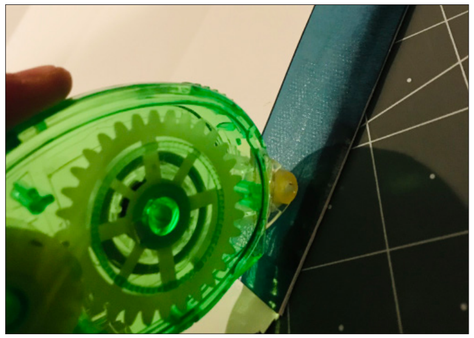
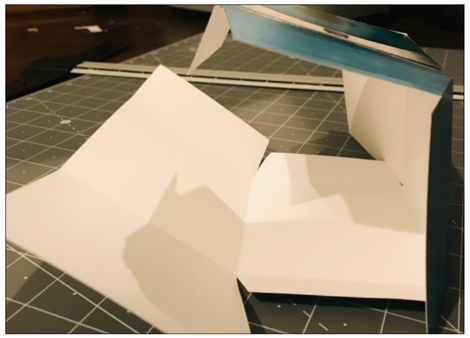
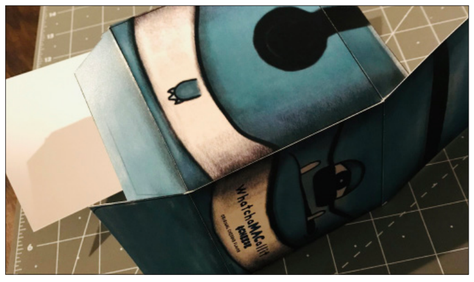
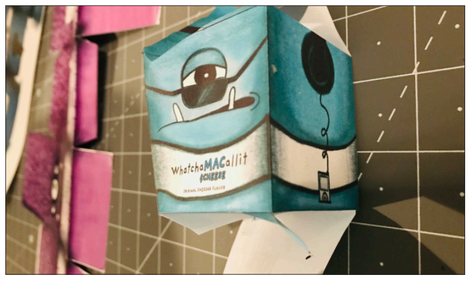
Final Illustrations





Printing Process



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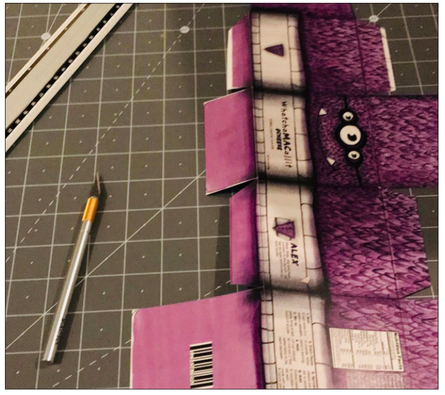
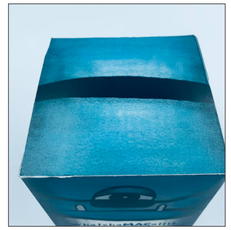
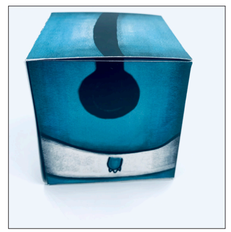


Zeke





Meet Zeke. The original (O.G.) whatchamacallit. He is cooler than cool. Always wearing sunglass, and listens to his music on his iPod.

Lola

Meet Lola, she is the nicest monster around. She is always smiling and loves to pick flowers.

Alex

Meet Alex, The smartest monster in the bunch. He has six eyes and loves to read books.

Final

Final

WhatchaMACallit
&CHEESE
WHITE CHEDDAR FLAVOR
WhatchaMACallit
&CHEESE
THREE CHEESE FLAVOR
WhatchaMACallit
&CHEESE
ORIGINAL CHEDDAR FLAVOR

Final

WhatchaMACallit
&CHEESE
WHITE CHEDDAR FLAVOR
WhatchaMACallit
&CHEESE
ORIGINAL CHEDDAR FLAVOR
WhatchaMACallit
&CHEESE
THREE CHEESE FLAVOR

Corporate ID

Angel Falls Coffee Co.

Fall 2019

About The Company

Who We Are

Angel Falls Coffee Co. is a locally owned coffee shop in Akron, Ohio. They provide high quality products,a comfortable environment, and friendly staff. They sell a variety of items such as tea, coffee, and pastries.

Our Mission

"We are a locally owned roaster and retailer of premium coffees and teas. We offer a variety of tea, pastries, and chocolate."

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Mark Comparisons

	PROFESSIONAL	RETAIL	SERVICE	NON-PROFIT	MANUFACTURING
GOOD	**HUNTINGTON** Huntington bank has a very clever logo. The imagery is a bold green color which helps it stand out. It is very abacted but yet you can still tell that it is making an H.	**STARBUCKS** Starbucks Corporation is an American coffee company and coffeehouse chain. Starbucks is very recognizable. It is a very unique drawing of a mermaid with flowing hair. The green color is very unique, and represents growth.	**UBER** Uber is a transportation company. It's logo design is very modern. Uber is moving towards the future and is conveying that through their unique logo design.	**RONALD MCDONALD** Ronald McDonald House Charities is an American independent nonprofit organization whose stated mission is to create, find, and support programs that directly improve the health and well-being of children. It's design represents exactly what the organization does. It lures in both children and adults. Very humble logo.	**MAZDA** Mazda Motor Corporation, commonly referred to as simply Mazda, is a Japanese multinational automaker based in Fuchū, Aki District, Hiroshima Prefecture, Japan. It's logo design plays with figure ground. You can see a wingshaped v inside which stands for growth and improvement. You can also see an M for Mazda. It is a very inovative design.
BAD	**SANDSTONE INSURANCE** Progressive Authorized Agent Sandstone Insurance Group is your local Sheffield Village insurance agency. It's logo is outdated, and hard to make out. It does not represent the company. The colo choices do not have any meaning.	**ANGEL FALLS COFFEE CO.** Angel Falls Coffee Company is a coffee shop in Akron Ohio. The logo is oudated. the text is not spaced out evenlyin company, and the image does not resemble a coffee bean enough. The color choices are very harsh, and not welcoming.	**ULTIMATE POWERWASH** Ultimate powerwash is a company that powerwashes houses, decks, and much more. The logo is a very dull color. There is too much going on in the logo. Text and image are outdated. Logo needs to be simplified.	**CENTER FOR FAMILY STUDIES** The Center for Family Studies offers trainings, interdisciplinary certificate programs, and seminars, as well as engaging in collaborative research projects. Image is confusing, it does not represent what they are trying to achieve through this organization.	**MYERS INDUSTRIES INC.** Myers Industries (NYSE: MYE) is an international manufacturer of polymer-based material handling products and a wholesale distributor of tire repair and retread products. The logo does not relate to the company.The image could represent any company with M and I. It is not unique to them or stand out in any way.

Sandstone Insurance

ALL CAPS

SANDSTONE INSURANCE

SANDSTONE INSURANCE

SANDSTONE INSURANCE

SANDSTONE INSURANCE

SANDSTONE INSURANCE

LOWERCASE

Sandstone Insurance

Sandstone Insurance

Sandstone Insurance

Sandstone Insurance

Sandstoe Insurance

COLOR OPTIONS

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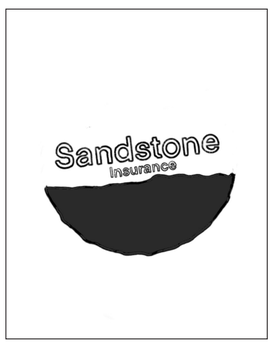
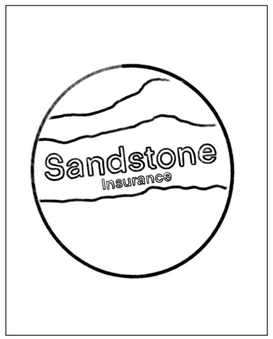
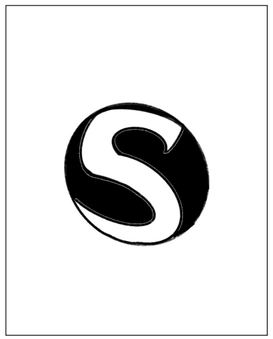
Sandstone Insurance







Sandstone Insurance

STUDENT NAME
Karin Schulze

COMPANY NAME
Sandstone Insurance

TYPE OF BUSINESS
Professional

KEY WORDS
Ultimate, Power

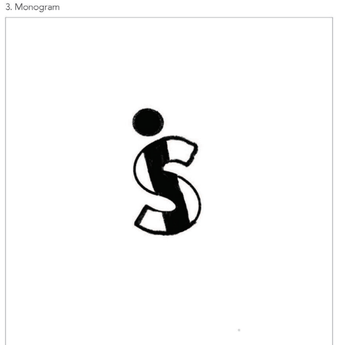
MISSION SATEMENT
That's where we come in. We Won't waste your time, just give us a little info and your permission. We'll shop your insurance with 15 of the Top Rated Companies out there. We'll sort through all the questions and send you solid Home and Auto Insurance offers right to your email. If there's a better deal for you, we'll explain it, and walk you through the sign-up process If there isn't a better deal offered, we'll Thank you for the opportunity, and advise you on what your options are with your current carrier.

HOW HAVE YOU DIFFERENTIATED THEM FORM THEIR COMPETITION?
I have differentiated them from their competition by creating a logo that represents what a sandstone is. By incorporating layers and textures into each logo design.

1. Pictogram or Icon

2. Abstract Symbol

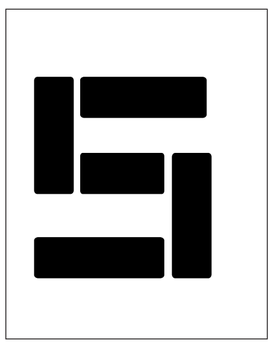
3. Monogram

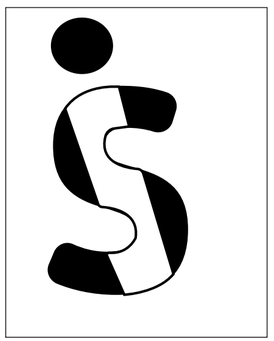


3. Logotype or Wordmark

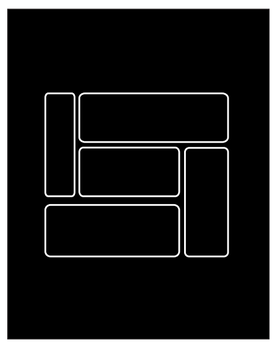
5. Combination

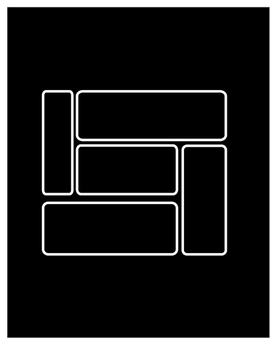
Sandstone Digital Comps

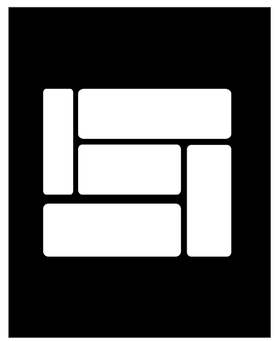




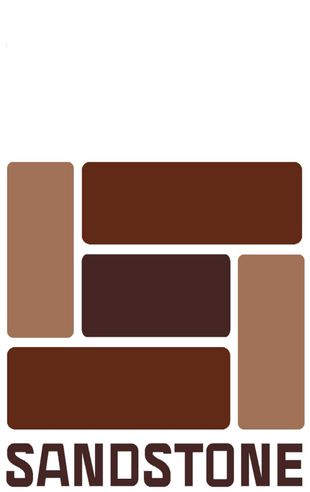
Sandstone Digital Comps







Sandstone Final Digital Comps



FULL COLOR

C 0, M 0, Y 28, K 0

C 56, M 75, Y 68, K 82

C 37, M 81, Y 94, K 52

C 22, M 49, Y 61, K 2

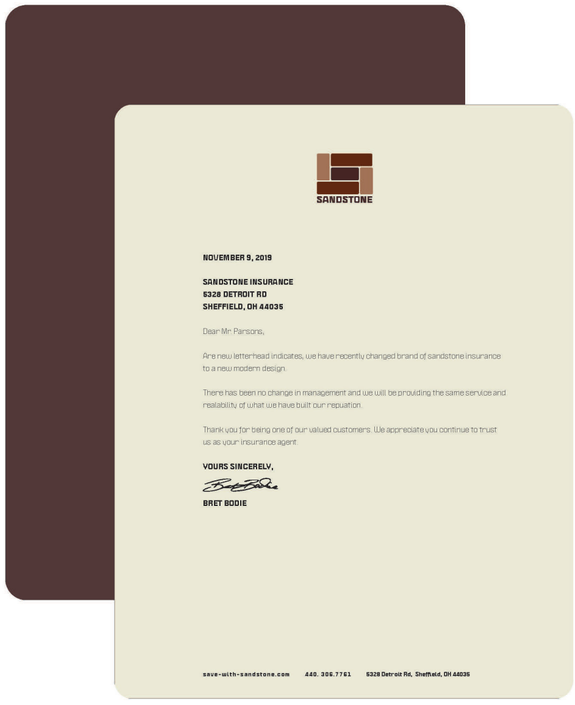
BLACK AND WHITE

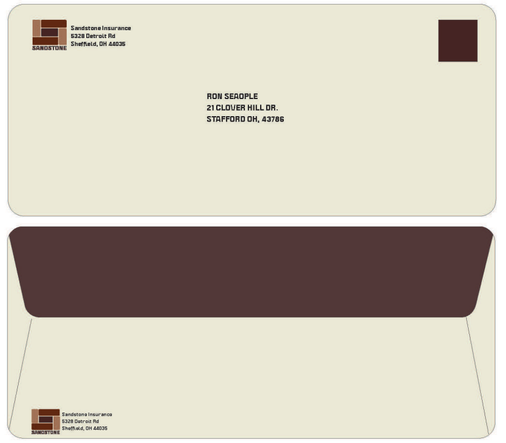
TWO COLOR

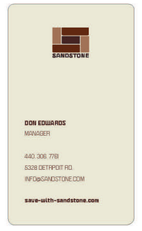
Pantone 7510 U

Pantone 7401 U

Sandstone Stationary







Ultimate Powerwash

ALL CAPS

ULTIMATE POWERWASH

ULTIMATE POWERWASH

ULTIMATE POWERWASH

ULTIMATE POWERWASH

ULTIMATE POWERWASH

LOWERCASE

ULTIMATE POWERWASH

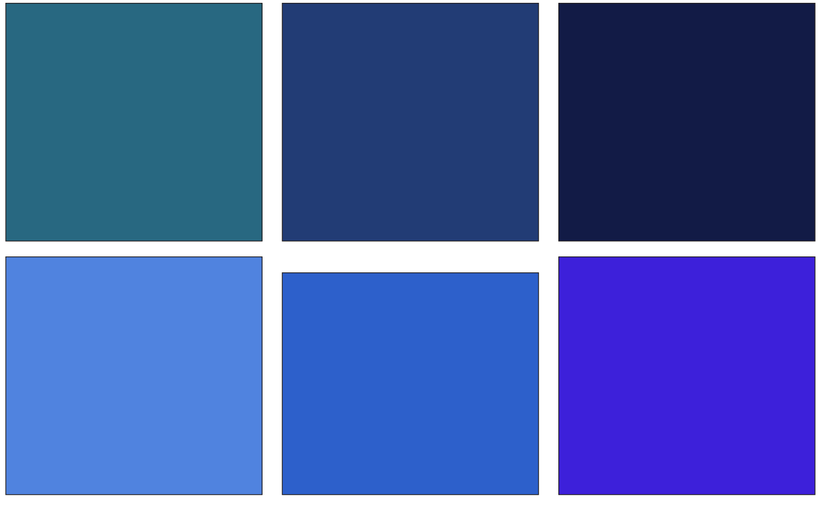
ULTIMATE POWERWASH

ULTIMATE POWERWASH

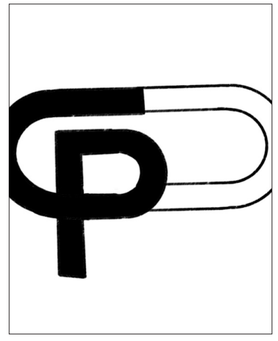
ULTIMATE POWERWASH

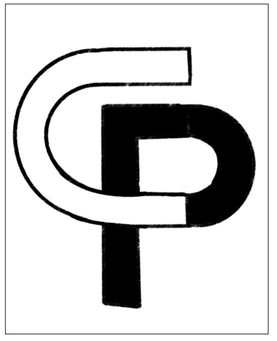
ULTIMATE POWERWASH

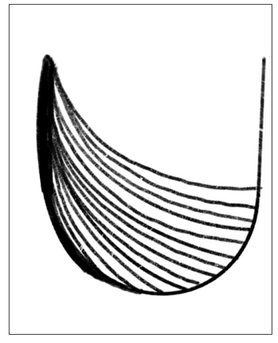
COLOR OPTIONS

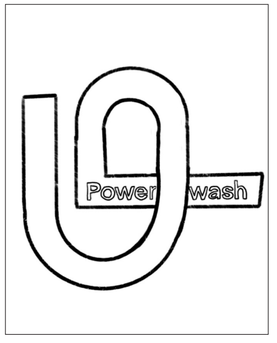


Ultimate Powerwash









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Ultimate Powerwash

STUDENT NAME
Karin Schulze

COMPANY NAME
Ultimate Powerwash

TYPE OF BUSINESS
Service

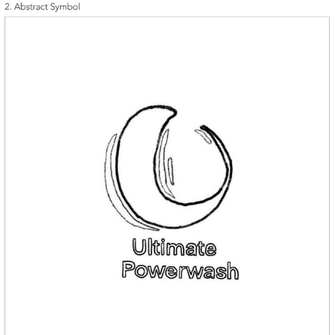
KEY WORDS
Ultimate, Power

MISSION SATEMENT
Perfect Power Wash is the most trusted and reputable power washing company in your area. In our 19 years, we've beautified 94,363 Northeast Ohio homes and businesses just like yours. Our team has set the standard for quality, value, and customer satisfaction.

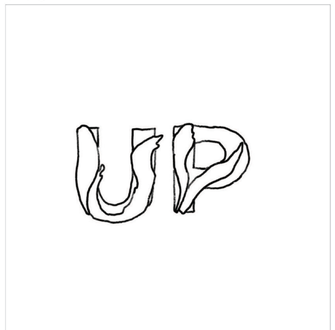
HOW HAVE YOU DIFFERENTIATED THEM FORM THEIR COMPETITION?
I have differentiated them from their competition by creating a unique logo design that I have not seen a powerwash company have before. I used the flow of water as my main inspiration for each logo design.

1. Pictogram or Icon

2. Abstract Symbol



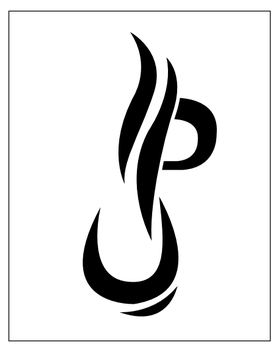
3. Monogram

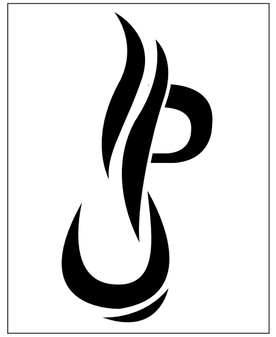


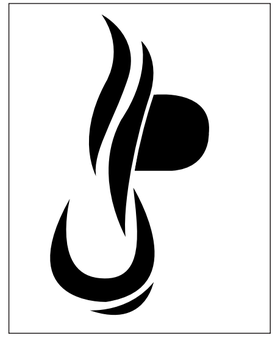
3. Logotype or Wordmark

5. Combination

Ultimate Powerwash Digital Comps







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Ultimate Powerwash Digital Comps

Ultimate Powerwash Final Digital Comps

FULL COLOR

C 100, M 72.39, Y 0, K 22

BLACK AND WHITE

TWO COLOR

Pantone 282 U

Pantone 7456 U

Ultimate Powerwash Stationary

Angel Falls Coffee Co.

ALL CAPS

ANGEL FALLS COFFEE CO.

ANGEL FALLS COFFEE CO.

ANGEL FALLS COFFEE CO.

ANGEL FALLS COFFEE CO.

ANGEL FALLS COFFEE CO.

LOWERCASE

ANGEL FALLS COFEE CO.

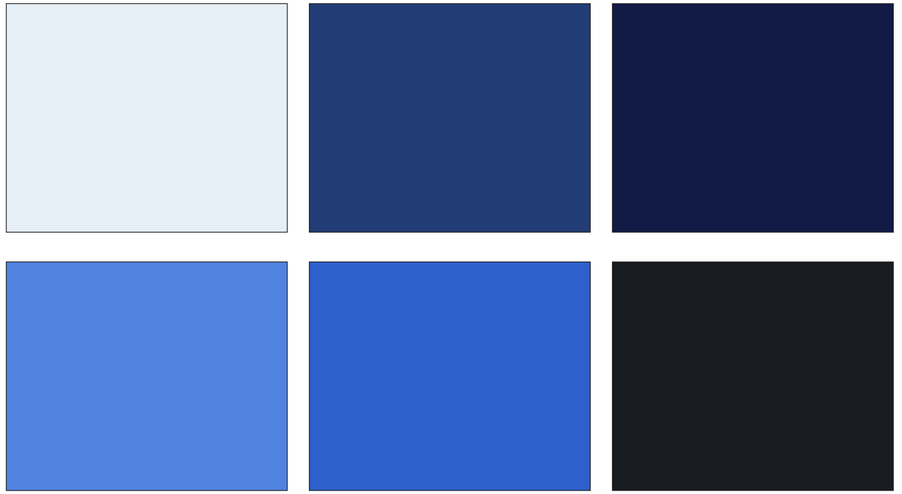
ANGLE FALLS COFFEE CO.

ANGEL FALLS COFFEE CO.

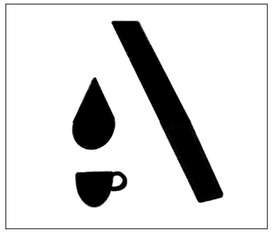
ANGEL FALLS COFFEE CO.

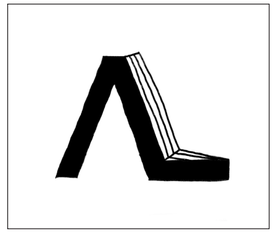
ANGEL FALLS COFFEE CO.

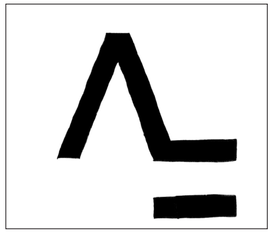
COLOR OPTIONS

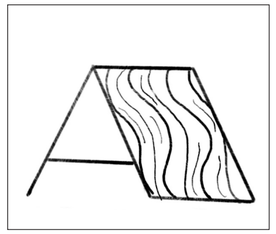


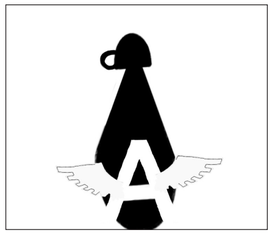
Angel Falls Coffee Co.

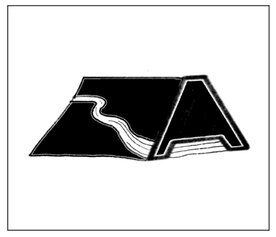












Angel Falls Coffee Co.

STUDENT NAME
Karin Schulze

COMPANY NAME
Angel Falls Coffee Co.

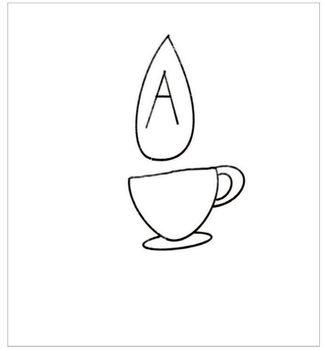
TYPE OF BUSINESS
Retail

KEY WORDS
Angel, Falls

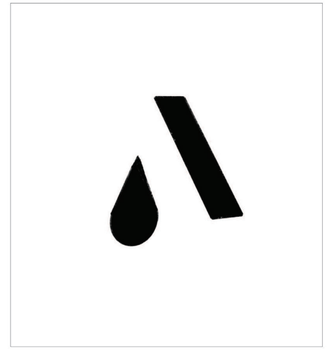
MISSION SATEMENT
We are a locally owned roaster and retailer of premium coffees and teas. Very reasonable prices, and friendly staff. We offer a full lunch menu (excluding Sundays), pastries, and chocolate.

HOW HAVE YOU DIFFERENTIATED THEM FORM THEIR COMPETITION?
I have differentiated them from their competition by creating a logo that is specific to their name. Angel Falls is a unique name for a coffee company so they needed a unique logo to match it.

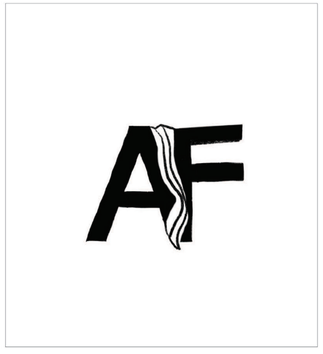
1. Pictogram or Icon



2. Abstract Symbol



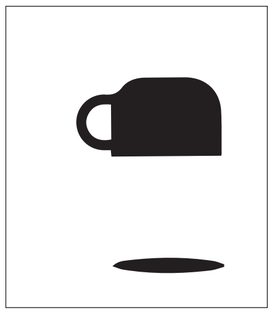
3. Monogram

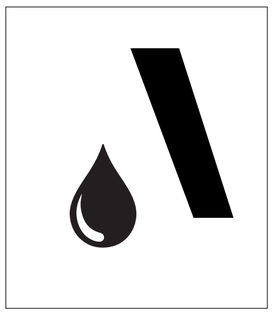


3. Logotype or Wordmark

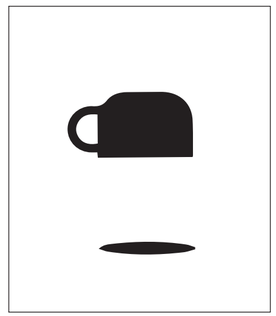
5. Combination

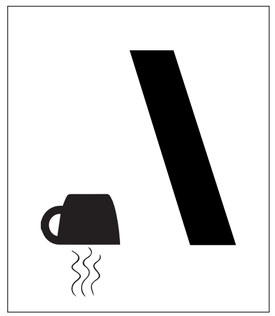
Angel Falls Digital Comps

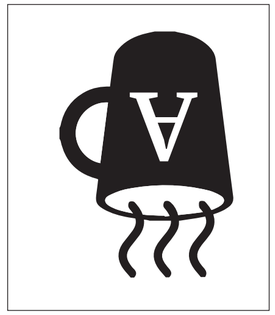




Angel Falls Coffee Co.







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Angel Falls Digital Comps

Final Digital Comps Angel Falls Coffee Co.

Angel Falls Digital Comps

Final Top Three Logo Redesigns

ANGEL FALLS COFFEE CO.

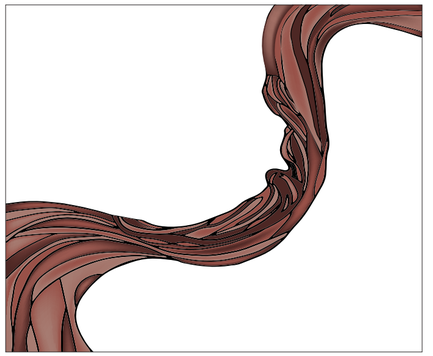
SANDSTONE INSURANCE

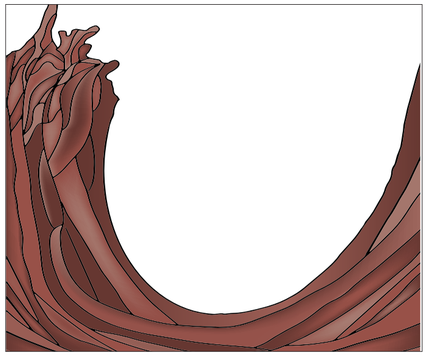
ULTIMATE POWERWASH

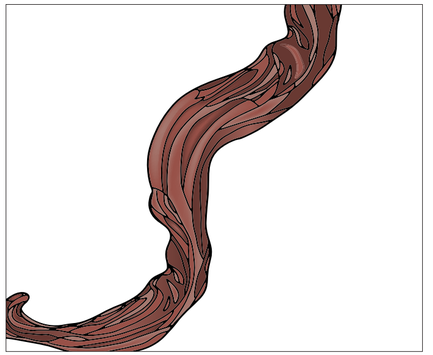
Photography

The photographs for Angel Falls do not have to be in color in all of the applications. Black and white images go with the color pallete I chose for the branding. The photgraphy is used on the digital applications such as the website, and email blast.

Full color Illustrations



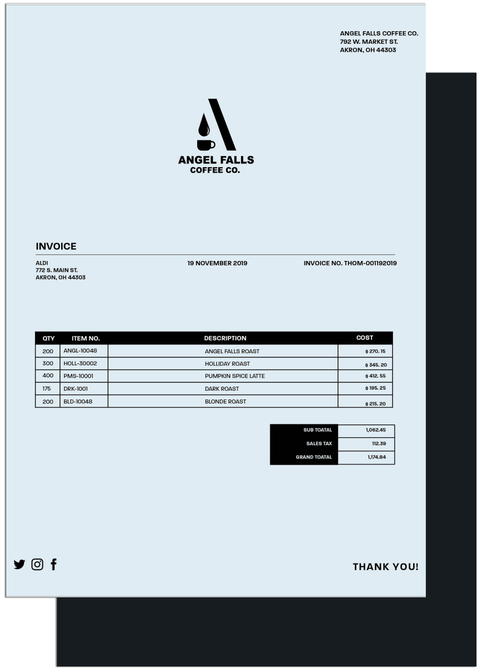


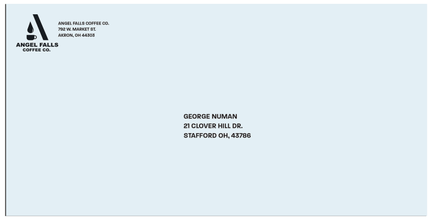


Black and White Illustrations

Cover Letter/Business Cards

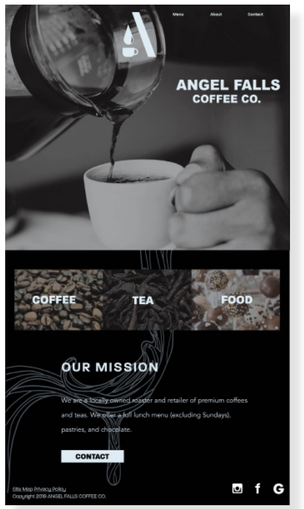
Invoice/Envelope





Web Usage

Website Home/Inside Page



Website
Homepage

Website
Homepage

Website
Inside page

Website
Mobile
Homepage

Landing page/Email Blast

Email Blast

Landing Page

Magazine Ad

Magazine Ad

[The magazine ad campaign aims to promote their good coffee. Illustrations are used as the imagery.]

Menu

Menu
[Front & Back]

Carrier/cups/ReWwards Gift

Coaster

Illustration

The Little Prince

Spring 2019

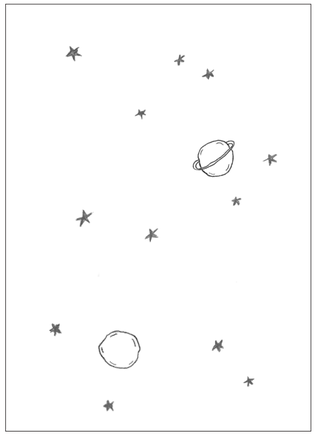
Proposal

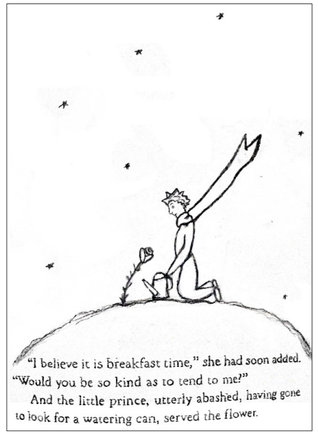
The Little Prince is a novella by French aristocrat, writer, and aviator Antoine de Saint-Exupéry. It was first published in English and French in the US by Reynal & Hitchcock in April 1943, and posthumously in France following the liberation of France as Saint-Exupéry's works had been banned by the Vichy Regime. The story follows a young prince who visits various planets in space, including Earth, and addresses themes of loneliness, friendship, love, and loss. Despite its style as a children's book, The Little Prince makes poignant observations about life and human nature.

The Little Prince became Saint-Exupéry's most successful work, selling an estimated 140 million copies worldwide, which makes it one of the best-selling and most translated books ever published.

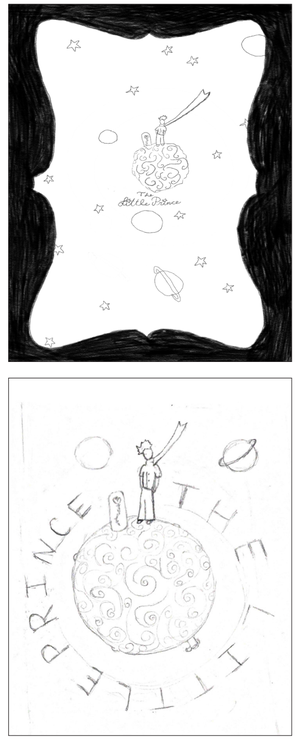
This was one of my favorite childhood books growing up, I just had to redraw my vision as a little girl when my mother would read this to me.

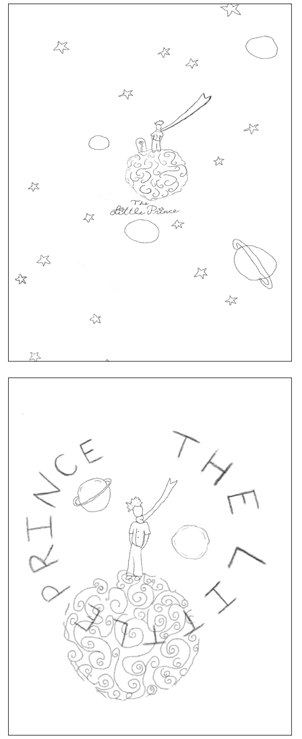
Spot Illustration Sketches





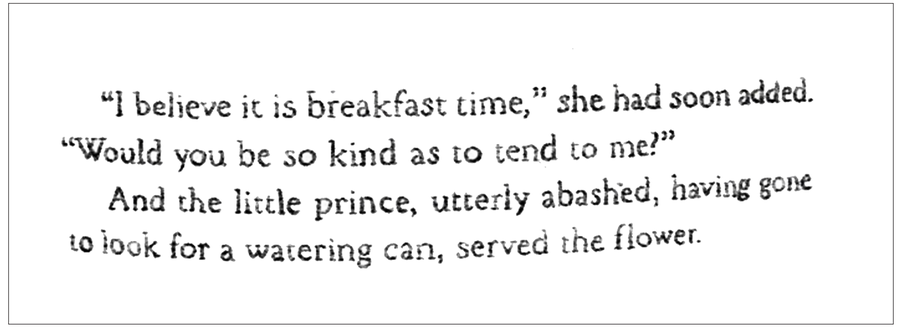
Book Cover Sketches



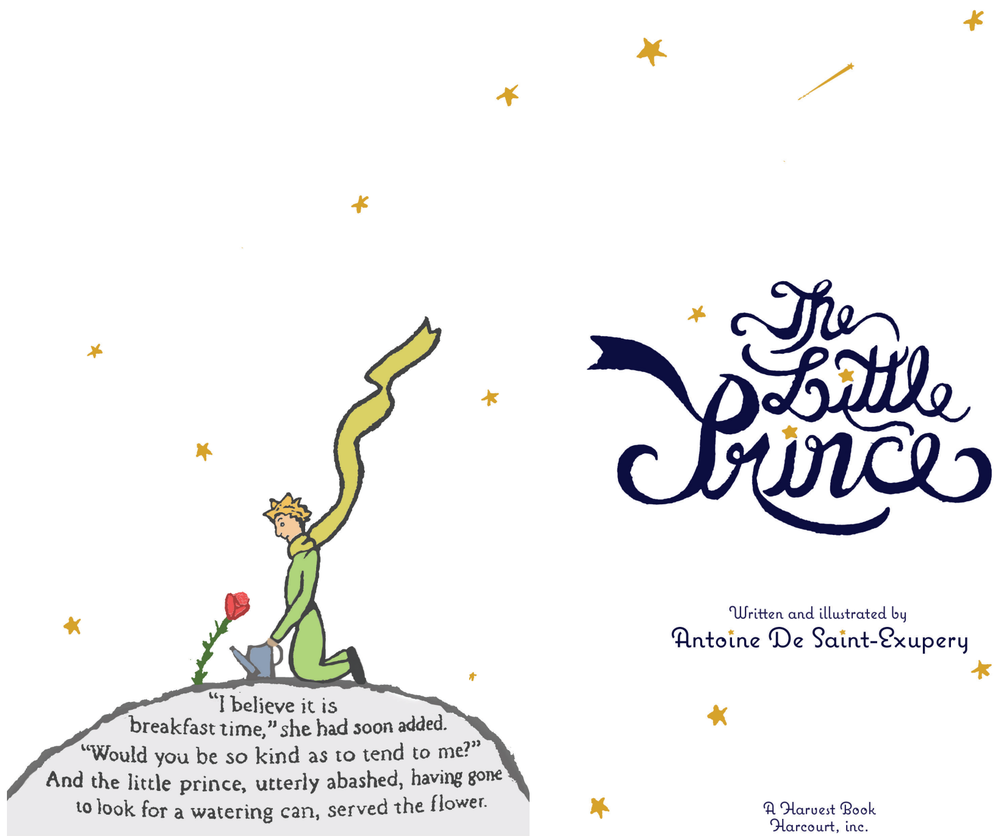


Book Cover Sketches

Hand Lettering


"I believe it is breakfast time," she had soon added.
"Would you be so kind as to tend to me?"
And the little prince, utterly abashed, having gone
to look for a watering can, served the flower.

Final Spot Illustration



Final Book Cover

UX/UI

ORB App Design

Spring 2020

Proposal

I noticed a lot of people lack culture. So I created an app that would allow people to learn about the whole world in the palm of their hands. You spin the globe to the location you want to learn about.

I tried to make it a simple design so a wide age range will be able to use it no problem. It also provides “My Passport” so you can keep track of the places you have been to and write your own reviews that others can see.

It is important to have knowledge of the world around you.

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App Ideas

1. SPOILED FOOD

Tells you when to throw away food.

2. GLOBE

A globe that people can spin. You can zoom, roate, and click on any area of the world (including oceans). For adults and children, two different views.

3. MIND OFF FOOD

Helps get your mind off of food whenever you need.

4. CAR POOL

People in your neighborhood / local area help each other out with lifts. Free and for people who need help because they do not have a car.

5. RECYCLE

Shows you where nearest recycle bins are, and helps you determine what can be recycled and in whcih bin.

6. WALL PAINTING

Shows you what color your wall will be before you paint it.

7. BUILD RECEPE

Look what is in pantry / fridge and put into app to build a recepe with your ingredients that you already have.

8. RESIN ART

An app for resin artists. Learn tricks, be apart of a cummunity, and timers.

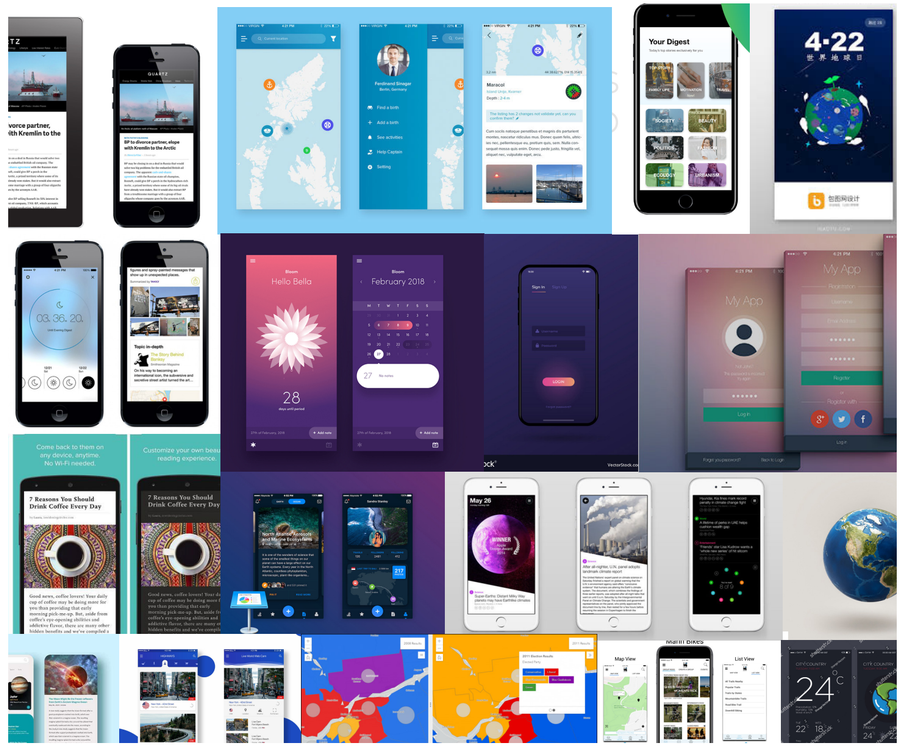
9. HOT SAUCE

Take pictue of hot sauce bottle (like yelp) reviews come up.

10. IMPROV GAME

A game about improv.

Mood Board



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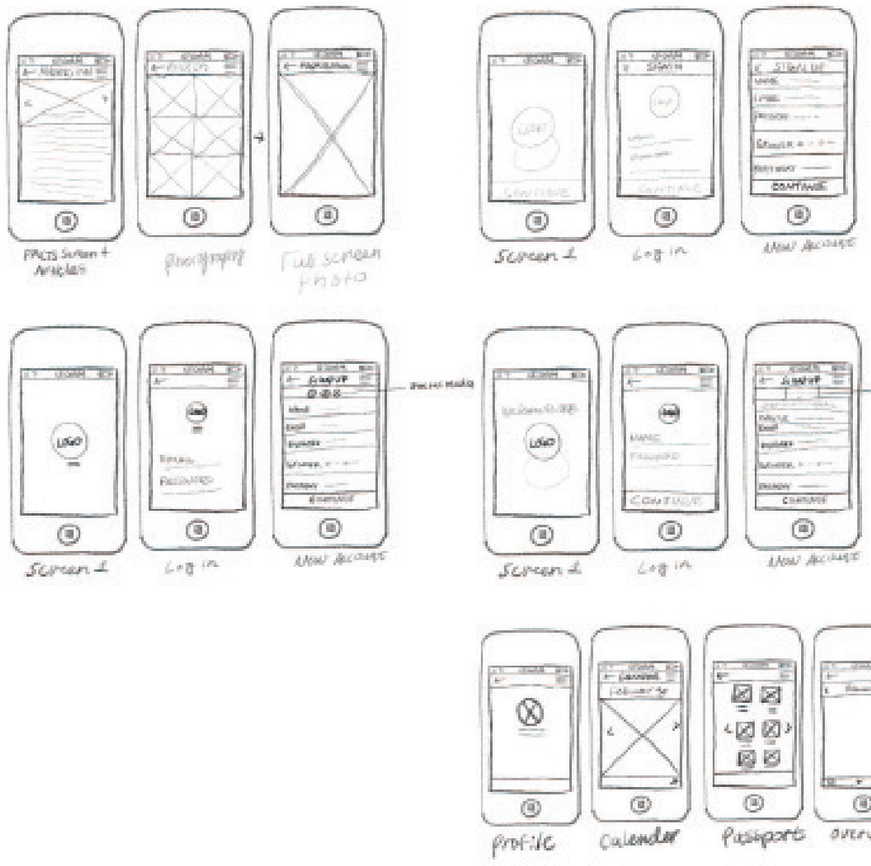
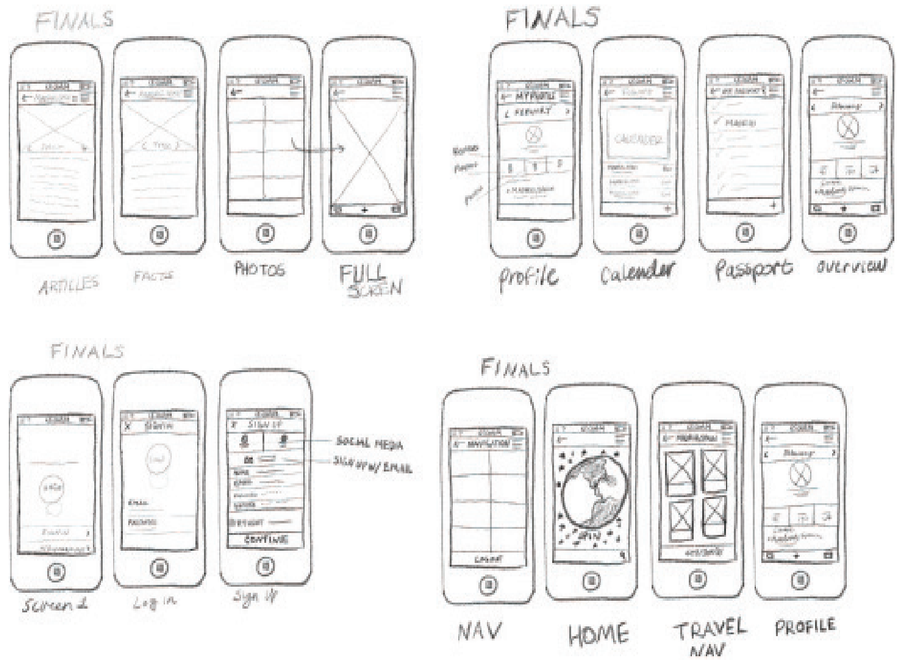
Sketches



Final Sketches



Color

Pantone Black U

C 14, M 0, Y 0, K 100

R 0, G 0, B 0

Pantone Cool Grey U

C 7, M 0, Y 0, K 4

R 223, G236, B 243

Pantone Black U

C 14, M 0, Y 0, K 100

R 0, G 0, B 0

Pantone Cool Grey U

C 7, M 0, Y 0, K 4

R 223, G236, B 243

Typography

>This type is used for headlines and body copy.

Avenir Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Paralucent Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Paralucent Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Creative Brief

CLIENT
For students and adults that need/want to keep up with the world. This will help people all over the world stay connected. Just spin the world and pick a location, it is that easy.

OBJECTIVES AND PRIORITIES
A globe that people can spin. You can zoom, rotate, and click on any area of the world. (Including the oceans) and look ate what's going on in any area of the world. It can give you there local news, show their economy, and more. It also provides "Fun Facts" and an arcade for fun ways to learn. It will also give you the option to search a place to get to a location faster.

CALL TO ACTION
Simple, clean look so it easy to navigate for a vast age group.

TARGET AUDIENCE
Users age 10 and up. Good for classrooms, at home, or on the go. The whole world is in the palm of your hands.

SITUATIONAL ANALYSIS
The app is for a wide age range. It is easy to use. It helps you keep up with what is going on in the world. Easy way to stay connected and gain culture.

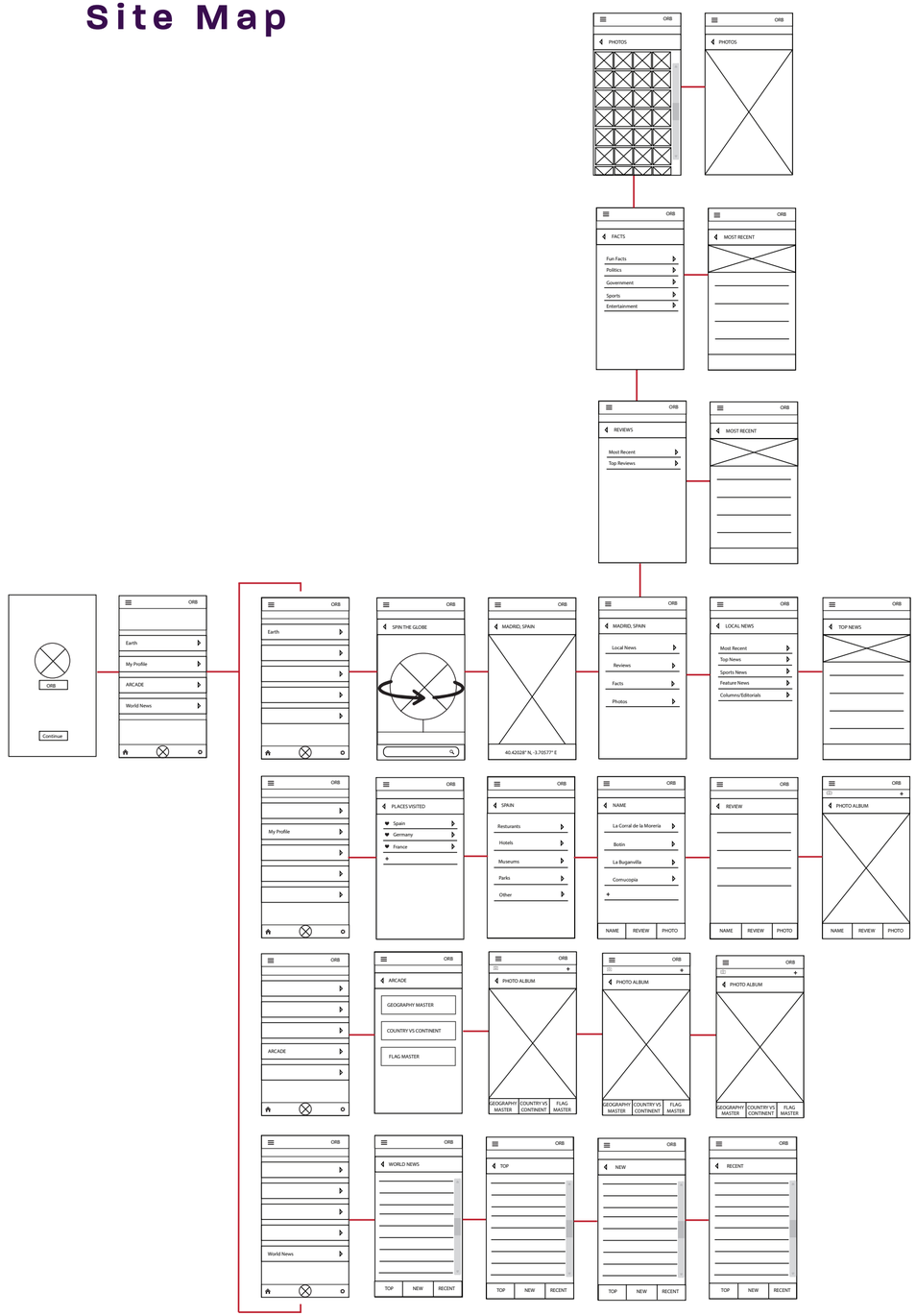
COMPETITORS
Google Earth
Minecraft Earth
Idle World !
3D Earth
NASA

DELIVERABLES
Presentation of app screens
Simplified brand guide
Invision example
Completed Interface

MANDATORIES
Logo
Brandguide

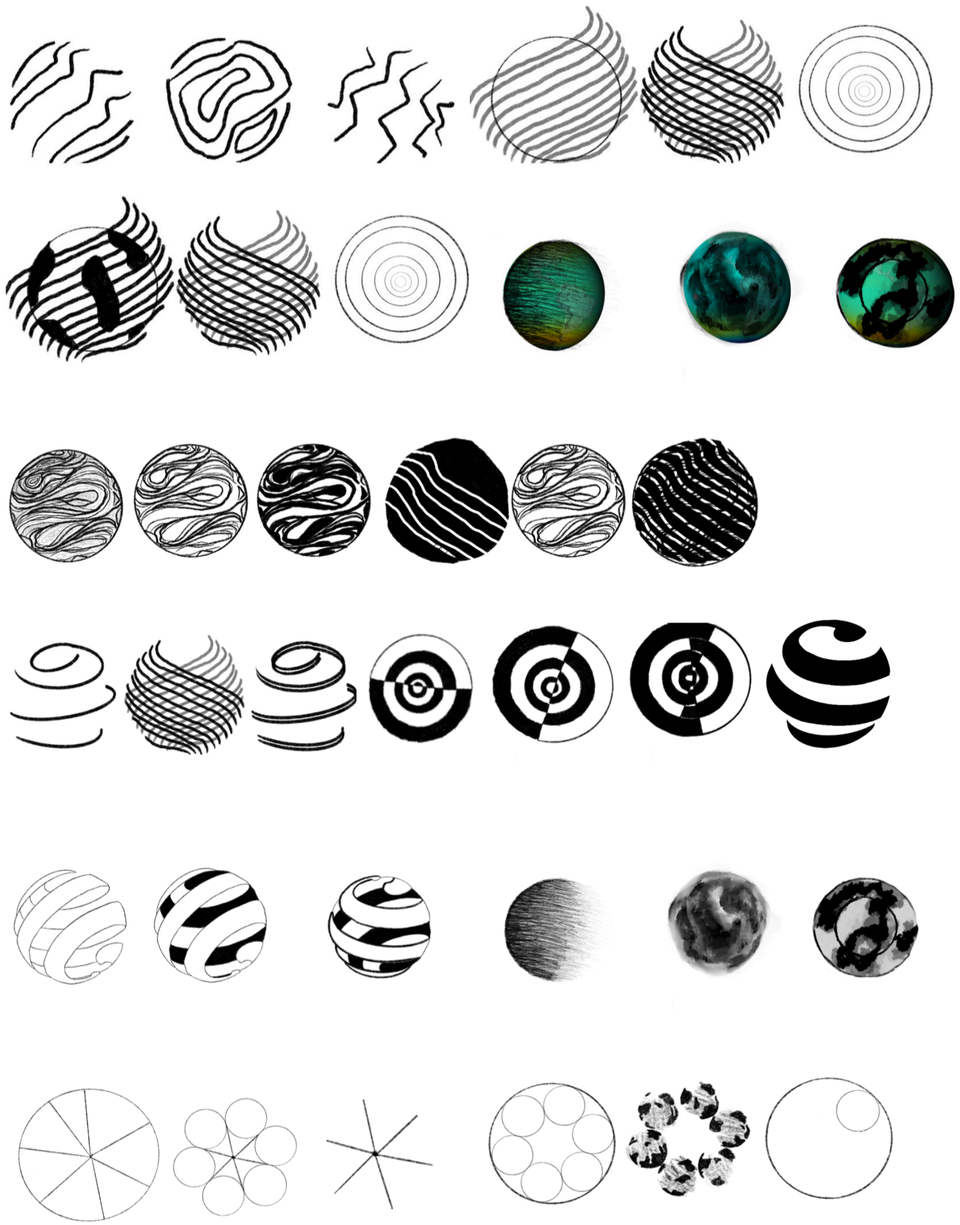
METRICS OF SUCCESS
Number of downloads, schools use, and company use the app will be considered successful and will have the potential to continue growing.

Site Map

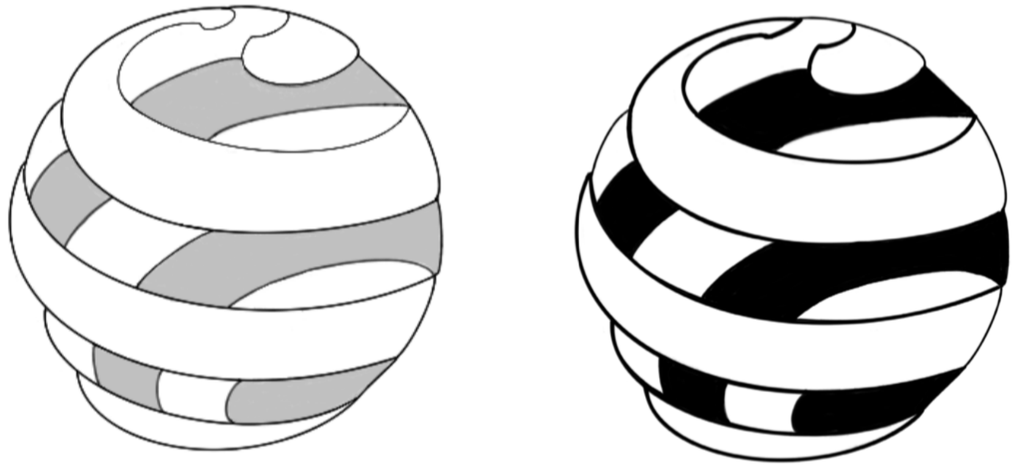


karinschulze.com | 330.760.5023 | karin@karinschulze.com

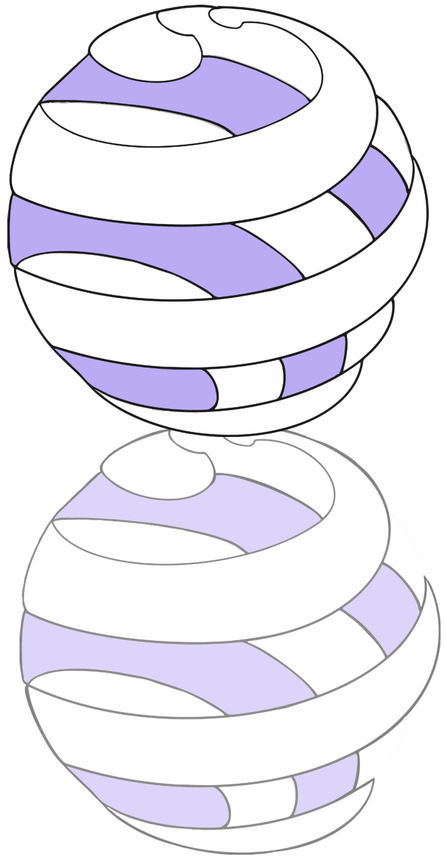
Sketches



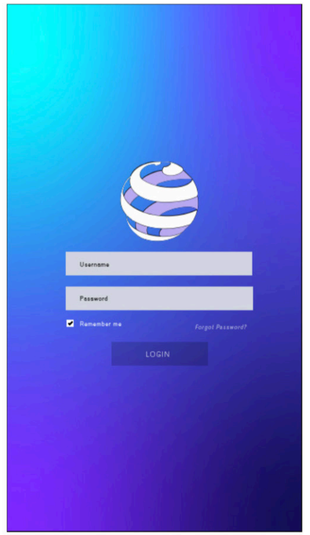
Final Sketches

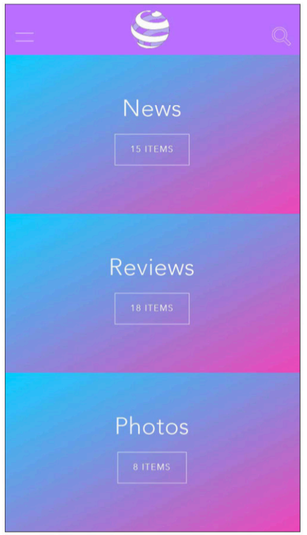


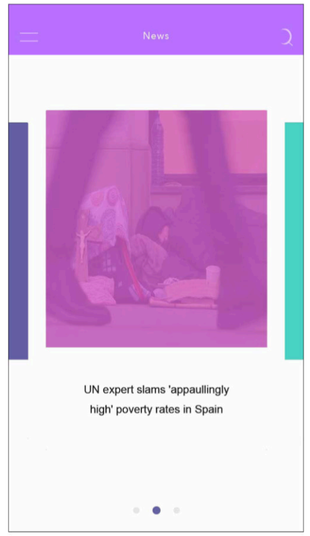
Final Icon



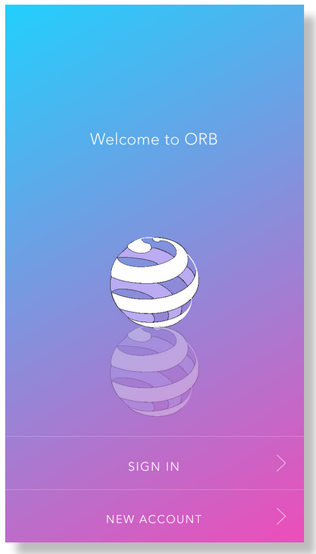
Digital Roughs



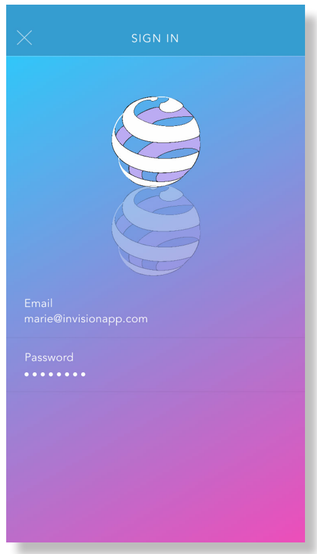




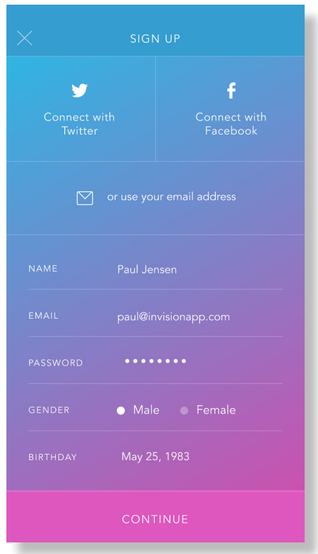
Final Screens



Sign In/Sign Up Screens

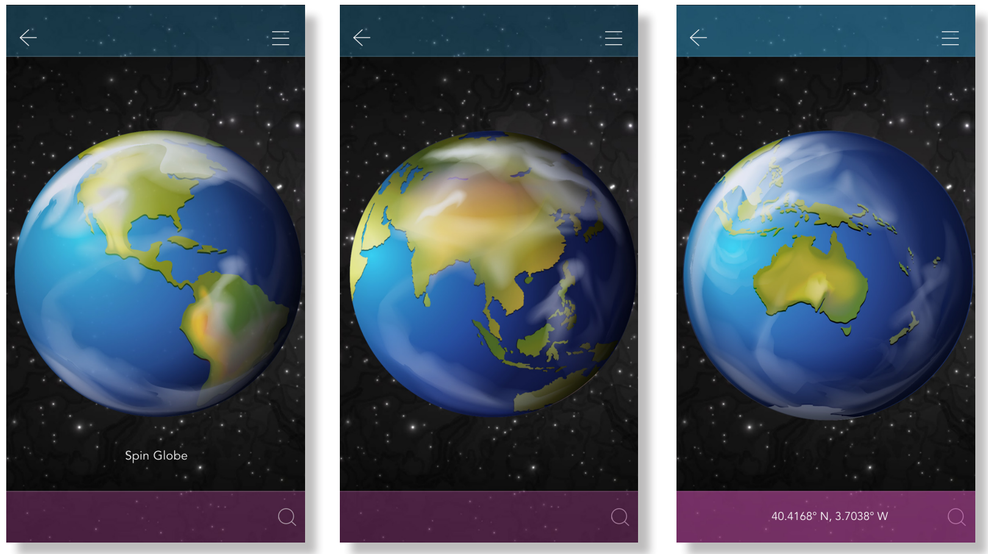


My Passport Screen



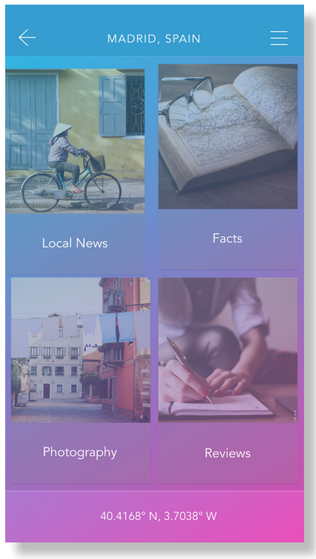
Review Screen

Final Screens

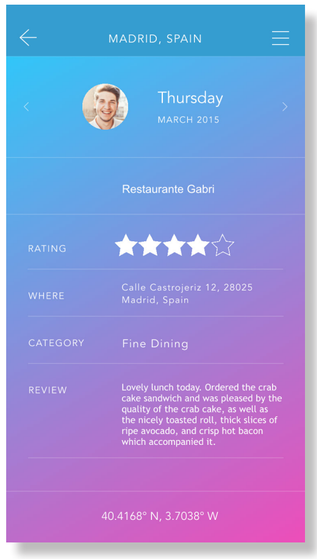


Spin the Globe Screens

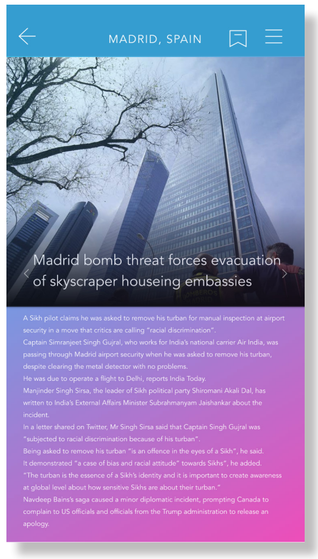
Final Screens



Main Travel Menu

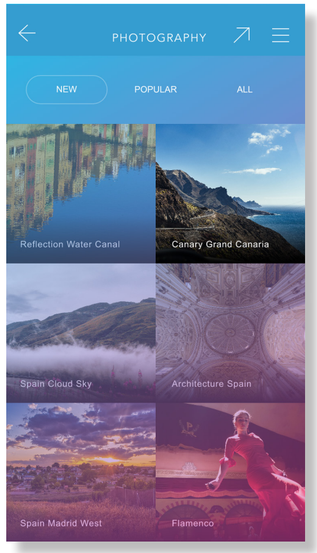


Reviews

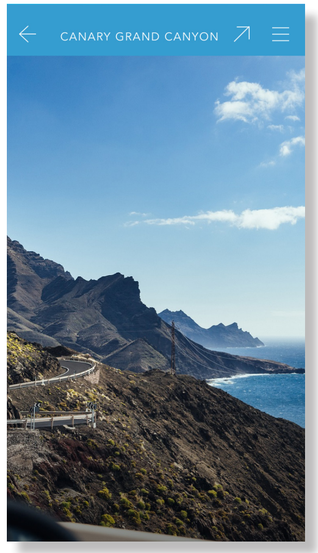


Article Page

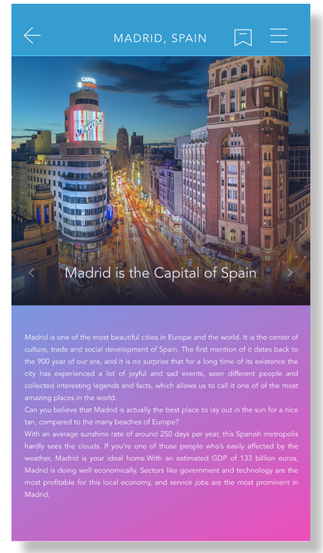
Final Screens



Photography



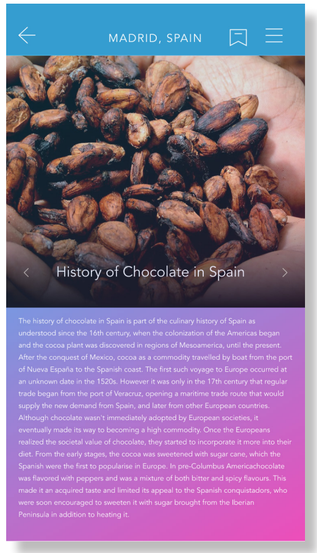
Large Photo



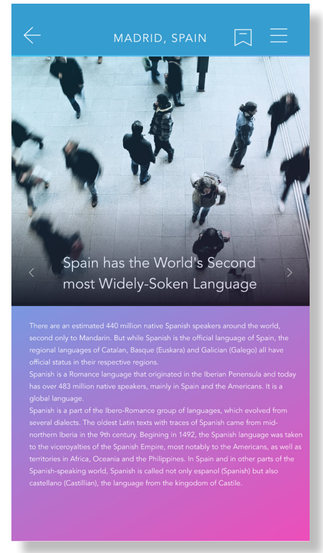
Facts Page One

Final Screens

Facts Page Two

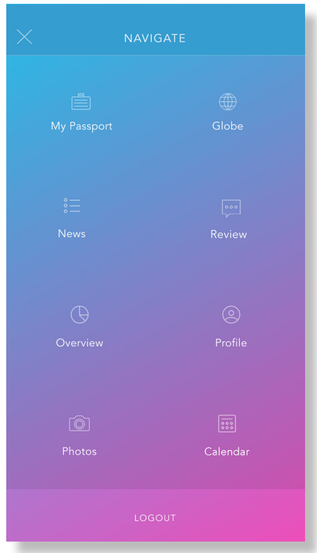


Facts Page Three

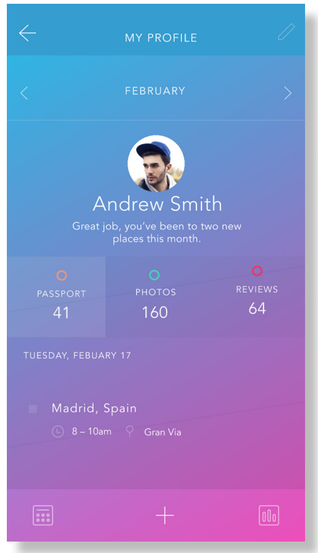


Facts Page Four

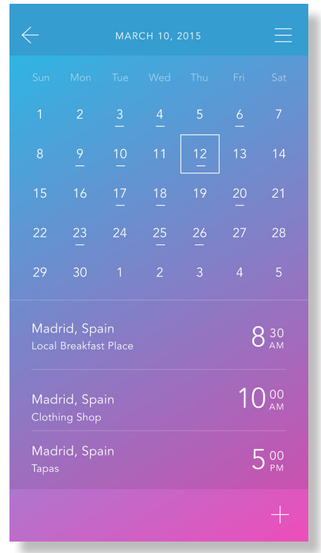
Final Screens



Navigation

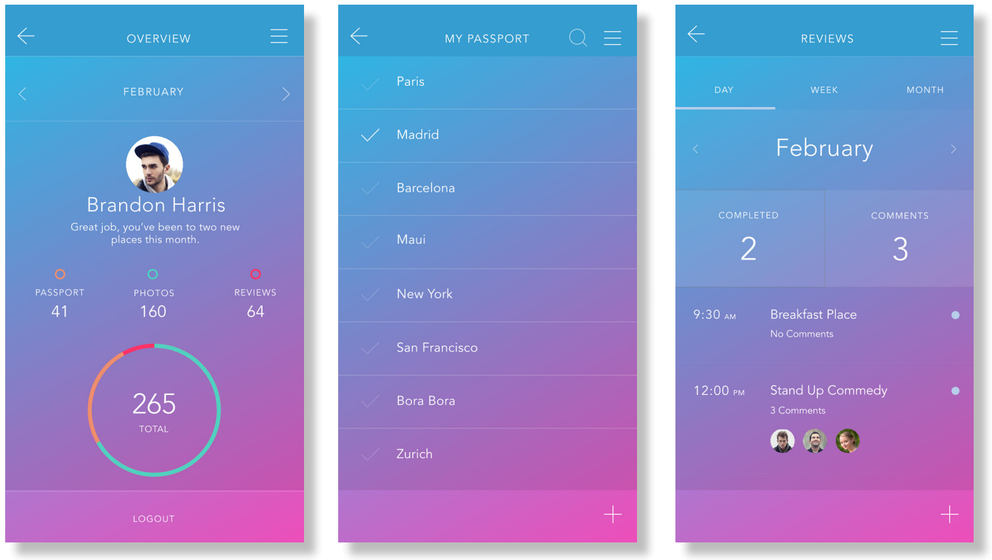


My Profile



Calendar

Final Screens



Overview

My Passport Screen

My Reviews

Final

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