

**Title:** Bombshell Cosmetics

**Program of Study:** Studio and Digital Arts: Graphic Design

**Presentation Type:** Juried Art

**Mentor(s) and Mentor Email:** Stacy Cannon (scannon@liberty.edu)

**Student name(s) and email(s):** Mallory Spiers (mbspiers@liberty.edu)

**Abstract:** In the makeup industry, I noticed a lack in complete cohesively designed collections that consisted of multiple parts. In response to this problem, I decided to create a makeup packaging series that consisted of a lipstick, a lipgloss kit, and an eyeshadow palette. These three parts all complimented each other aesthetically to create one cohesive collection that consumers could collect.

As for my design inspiration, I got inspired by the character Cheryl Blossom from the popular television show, "Riverdale". I wanted to reflect Cheryl's iconic style and her bold personality. This line is called Bombshell Cosmetics, based off of the character's twitter handle, @cherylbombshell. Her personal aesthetic is very dark and edgy but is also elegant and feminine. She wears a lot of red and black and always can be seen with her signature red lipstick. I wanted to emulate Cheryl's language that she uses within the products. So the names and titles of all of the products and their parts were written with the way that she speaks in mind.. The character is very popular, rich, and always gets what she wants. Therefore, my designs had to have a very expensive and elite look to them because I wanted this collection to look like something that Cheryl would actually use.

In the production of these products, I printed my finished designs on heavy cardstock material and sticker paper. I used a die-cutter to make indentations on the

design folds so that the packaging would fold easier and look more professional. Finally, I photographed and mocked up my finished products.