

Research Week Submission

Graphic Design

Research Problem Statement:

The prompt for this project was to create a series of packaging based on the character of a television show. The research problem was trying to identify how to best communicate the character through packaging without focusing on shallow characteristics or obvious physical traits.

Communication Objective:

The packages overall just look like a series of 3 products you could pick up at a book store or a local shop for a unique gift, but in fact, each aspect of its design was an intentional decision to best show the character of Rory Gilmore from Gilmore Girls.

Visual Solution:

The visual solution is three different note pads: a general to do list (“to do”), a weekly planner list (“to plan”) and a meal planner list (“to eat”). These topics were based on the strongest female relationships that she has throughout all seven seasons. The first is called “The Paris Daily Planner” and is based on her friend and sometimes enemy, Paris Geller, that she went to high school and college with. The second is called “The Emily Weekly Planner” and is based on her grandmother that was always planning functions, teaching her the importance of hosting, and expecting her weekly for Friday night dinners. The last is called “The Lorelai Meal Planner.” This one is based on her mother, her best friend, her partner in crime. Her mother and her shared a very unique bond throughout the show, but one of the greatest similarities was their large appetites. This meal planner pad was made to focus on their love of food and the way they bonded through that.

Each of these are created to be used by anyone wanting to stay organized, as organization was one of Rory’s primary motivations. They each have a fun and colorful pattern on the pads to allude to her fun-loving character. Each of these pads is held in a hollowed out book that was hand designed to communicate her love for reading and the major impact that books had on her life. The pads are secured inside with a hand built hollow insert that is just the size of the pad so that it fits well. Then each book has a designed book sleeve wrapping around it with the back featuring the “Table of Contents,” and a quote by Rory that relates to the subject inside each “book” cover.

Production:

These pads were each hand designed using Adobe Illustrator and InDesign, then printed and cut and made into note pads by clamping all the sheets together with a cardboard backing and mod-podged at the top to hold it all together. The books were created with two layers of chipboard, cut and laid out on top of fabric to make a book cover. Then the fabric was carefully glued to the inside corners of the chipboard to make it look the inside of a real book. I then built small interior cavity with chipboard and glue as well as an insert to put inside that holding to contain the note pads without them shifting around too much. After the books were constructed, I used a cricut machine and vinyl to cut out small stickers with labels to go on the binding of each book and a small logo at the bottom of the binding with the company's name: "Stars Hollow Agenda." The last piece was a paper book sleeve, each different, to wrap around the books. Each book had its own color fabric, each going together to create a color scheme that fit the Gilmore Girls style, with similar sleeves to tie it all together.

Biblical Worldview

Laura Hart

For this project, I wanted to communicate the beauty of the Church. There is such strong imagery in the body of Christ. With this in mind, it was hard to decide what type of Church I wanted to capture, but I ended up doing a simple Church in a cemetery to reflect how God's beauty can be found, not only in every walk of life, but in our death as well. His power is a constant encouragement throughout our walks with Him and it is amazing to have Church bodies to become a part of to encourage you along the way as well.



