

LUBALIN MAC & CHEESE

PROCESS | LEAH EDWARDS

ASSIGNMENT

RECTILINEAR FORMS

Redesign/re-imagine a simple paperboard carton.

The macaroni & 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 this shape and form, as well as the surface graphics of the 6-sided carton. The existing box is 3.5" wide by 7.125" deep. You may decide to maintain the size and orientation of the box on the shelf, or you may want to reconsider the form, as long as the total volume of the box (3.5" x 7.125" x 1.25"=31.172") remains the same.

The package should remain rectilinear form and must contain all 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 (based on variations such as noodle type, cheese, etc). that work well together.



INSPIRATION

PACKAGING INSPIRATION

Most of my inspiration for the Mac & Cheese redesign includes the typical rectilinear forms. I found that short and thick rectangular forms would be the best in my re-imagined packaging. Incorporating type and using it as the main design also inspired a type dominate package.



INSPIRATION

SURFACE INSPIRATION

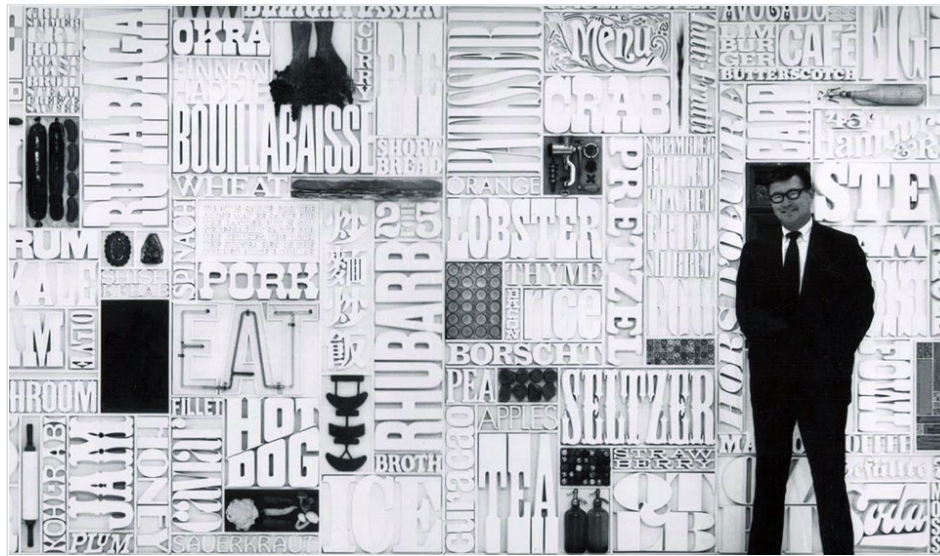
The surface design of any packaging is an important step moving forward. The examples sing type texture and emboss/deboss techniques inspired me to apply a similar application to my Mac & Cheese redesign.



INSPIRATION

HERB LUBALIN

Herb Lubalin was a designer in the 1960's responsible for the design of CBS's lunchroom. His 3D type installation is a major influence in design today. Using Lubalin as an influence, I decided that I could emboss or deboss the front of my package, similar to how Lubalin's installation protrudes from the wall.



SKETCHES

MONSTER MAC

My first idea for the re-imagined Mac & Cheese Packaging was a kids version that played heavily on illustration. The packaging would consist of illustration and die cuts covered with clear plastic to show the Mac & Cheese noodles.



SKETCHES

SASSY MAC

My second idea expressed through my sketches shows the application of just using type to cover the package. I developed word clouds as a design element for the different flavors the Mac & Cheese brand.

After presenting this primary idea, I was given a reference to research designer Herb Lubalin. During the 1960's, Lubalin was responsible for the design of CBS's lunchroom.

The sketches show three stages of a packaging design for 'Sassy Mac'. The top sketch is a simple rectangular box labeled '- clear box' with the handwritten note 'Mac + cheese is seen visually'. The middle sketch is a box with a 'printed sleeve' that has a circular window and a zigzag pattern, labeled '- printed sleeve'. The bottom sketch is another box with a 'printed sleeve' that is mostly blank with a zigzag pattern at the top, also labeled '- printed sleeve'. To the right, there are three word clouds: one for 'SASSY MAC' with 'PESTO' repeated, one for 'ROASTED RED PEPPER' with 'ROASTED RED PEPPER' repeated, and one for 'BLUE CHEESE' with 'BLUE CHEESE' repeated. Below the sketches is a list of name ideas: 'Name - sassy, tang, zing, smack, primo, gusto, zest, yum electric, Bam'. At the bottom right, there are color and style suggestions: 'colors: green, red, blue' and 'bold, bright, neon?'.

- clear box
Mac + cheese is seen visually

ZING!
MAC + CHEESE

- printed sleeve

- printed sleeve

• Name - sassy, tang, zing, smack, primo, gusto, zest, yum electric, Bam

colors: green, red, blue
bold, bright, neon?

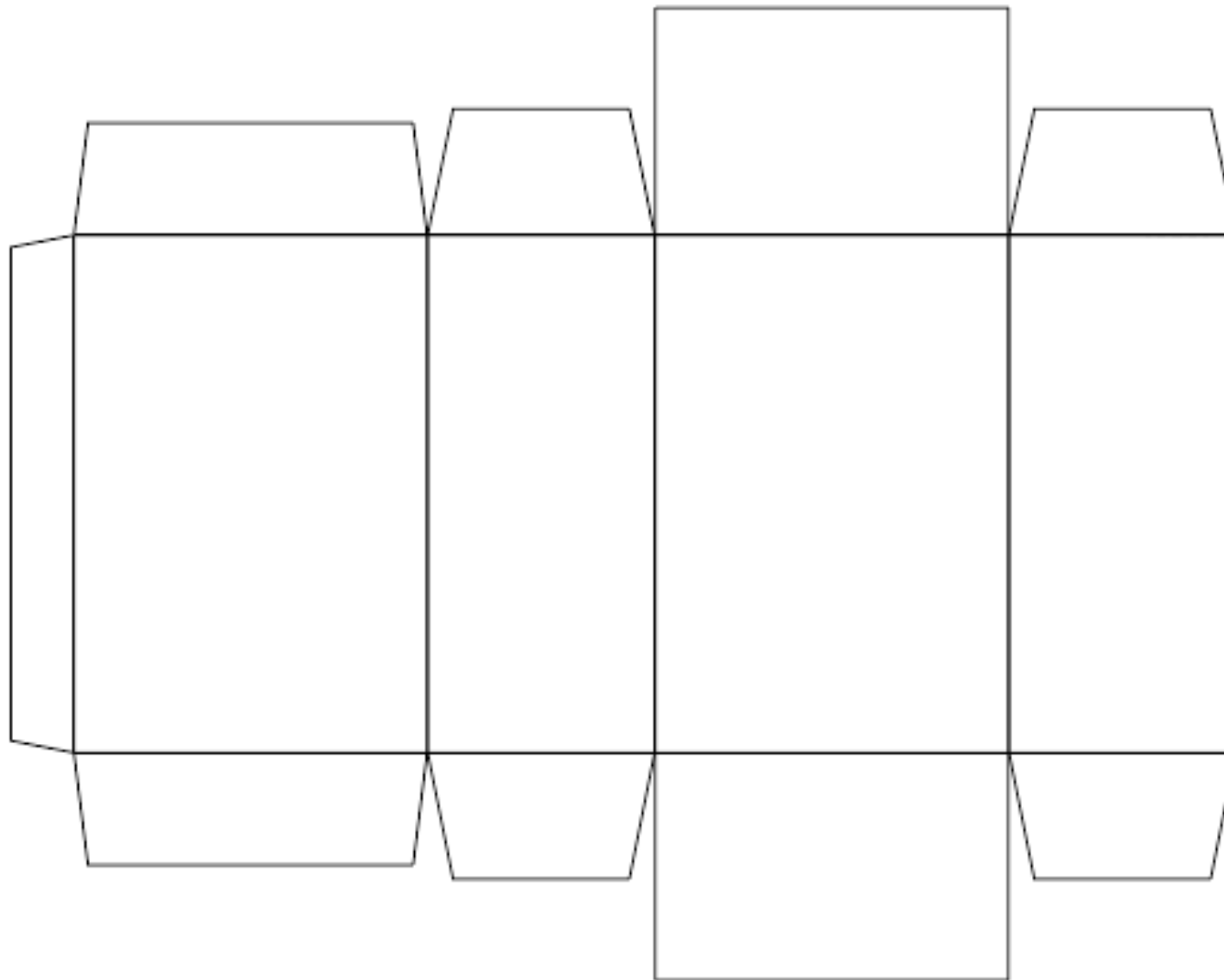
SKETCHES

LUBALIN MAC & CHEESE

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DIELINE



Mac & Cheese Box Dimensions

3.5" x 2.25" x 5.125"

TYPOGRAPHY

TYPE CHOICE

Raleway is used as the main text of the Mac & Cheese Packaging. All info about the product and how to cook it is used in Regular and SemiBold.

Desbossing the front of the package uses a mix of the following display typefaces: Abril Fatface, Anton, Rye, and Advent Pro. The sans serif versus the serif typefaces balance each other out in the front design.

DISPLAY TYPE

ABRIL FATEFACE

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

RYE

AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVv
WwXxYyZz

ANTON

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

ADVENT PRO

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz

TEXT TYPE

RALEWAY

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

COLOR PALETTE

NATURAL COLORS

The reasoning behind the color choice comes down to each packages flavor. The color of the box corresponds to the flavor of the Mac & Cheese Mix. Green for Pesto, Orange-Red for Cajun, and Teal for Lobster.



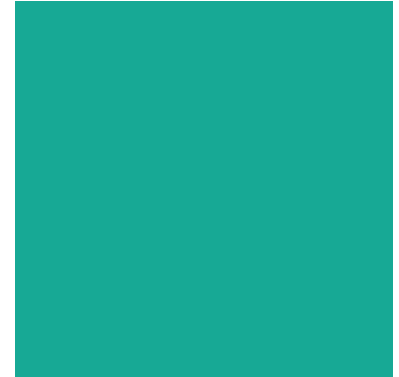
4 Color Process

C: 55 M: 27 Y: 69 K: 5



4 Color Process

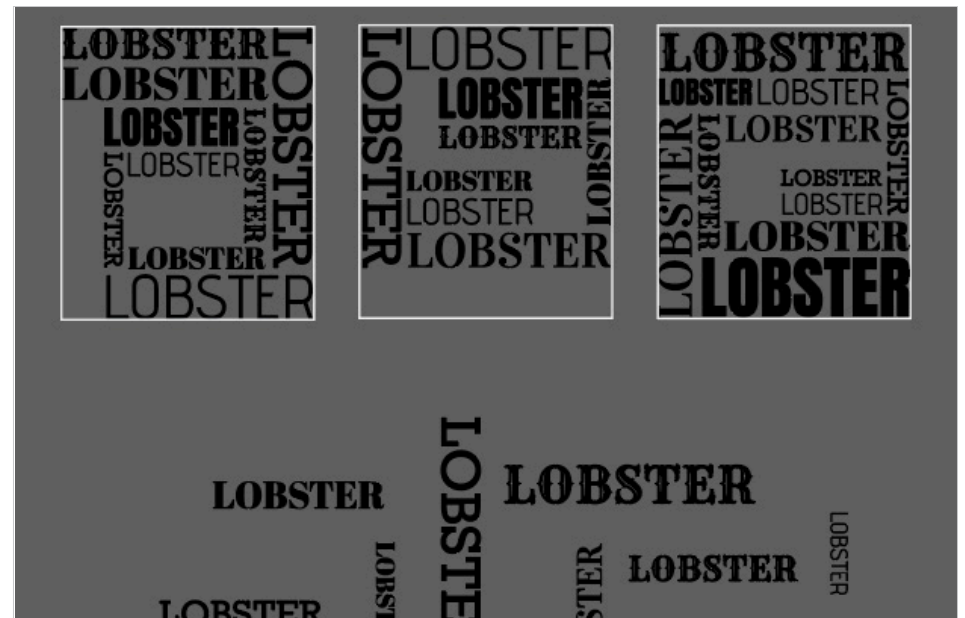
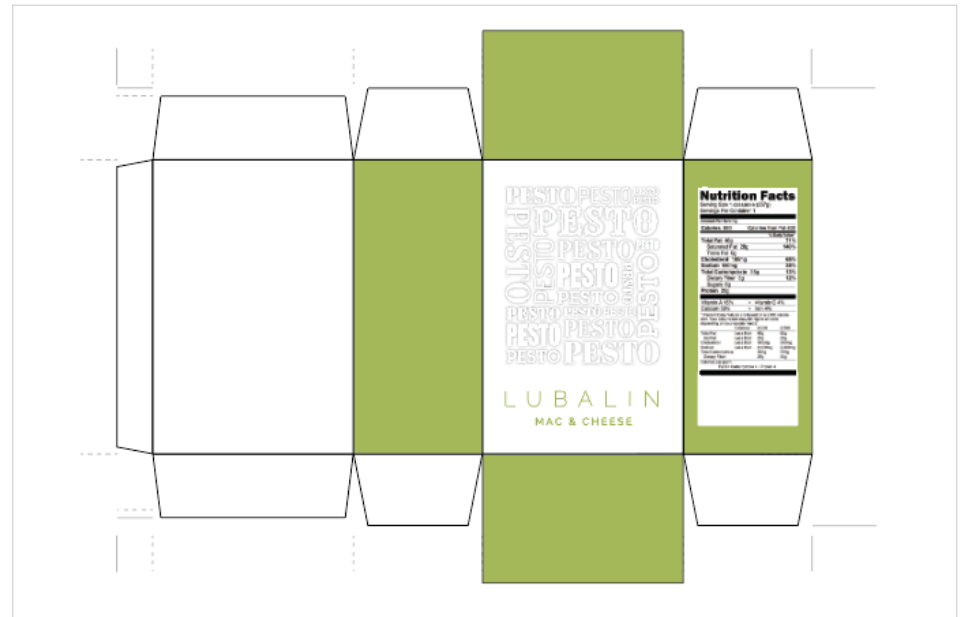
C: 12 M: 73 Y: 83 K: 2



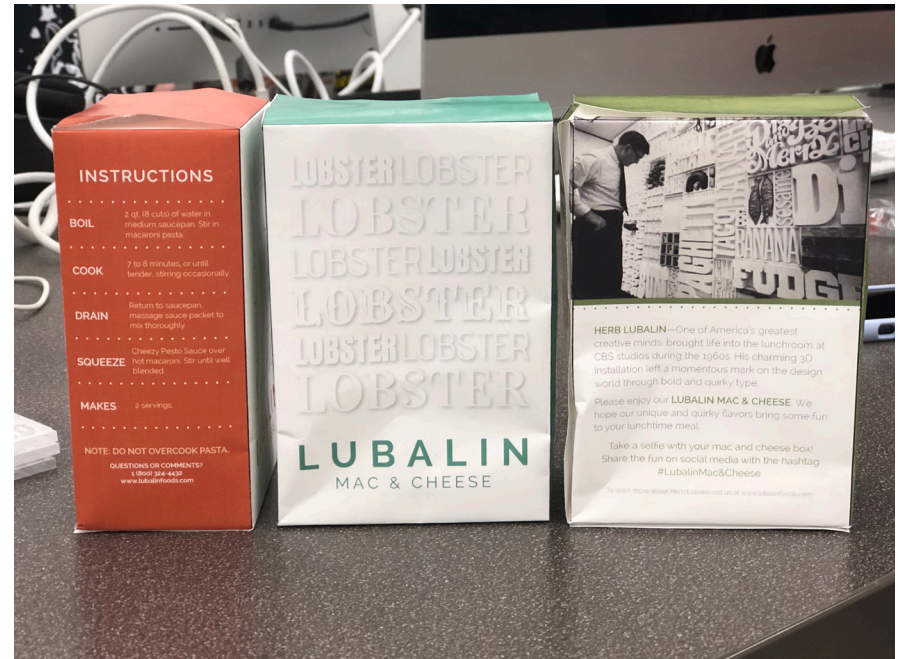
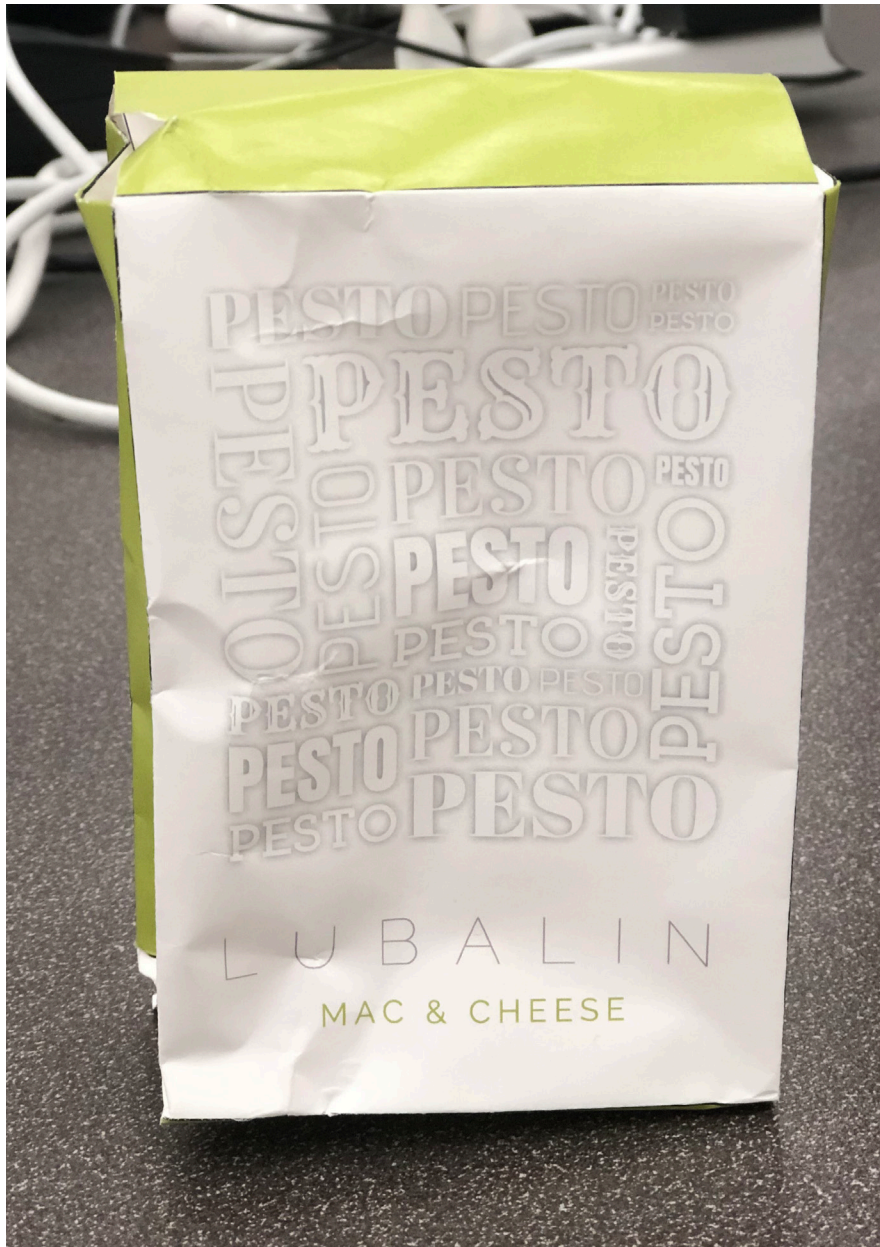
4 Color Process

C: 78 M: 9 Y: 51 K: 0

DIGITAL ROUGHS



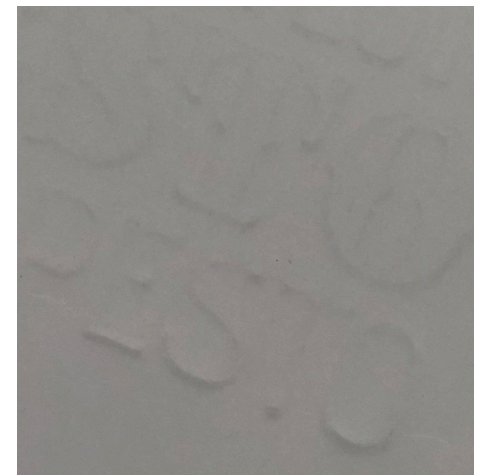
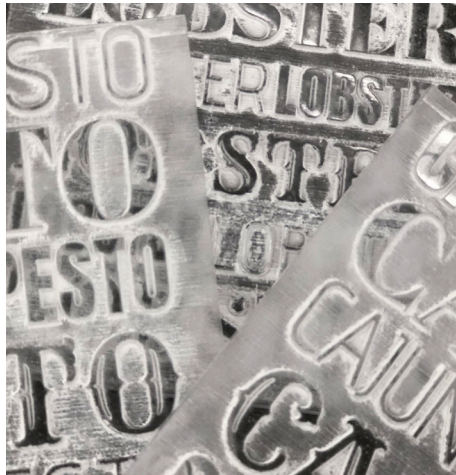
PRINTED MOCKUPS



MAKERS SPACE

LASER CUT ACRYLIC

In order to deboss the paper of the package, I made laser cut acrylic tiles. The type is raised from the acrylic in order to press into the paper to leave a mark. I used a roller press in order to get the right amount of pressure to deboss the paper material.



FINAL COMPOSITIONS



HERB LUBALIN—One of America's greatest creative minds, brought life into the lunchroom at CBS studios during the 1960s. His charming 3D installation left a momentous mark on the design world through bold and quirky type.

Please enjoy our **LUBALIN MAC & CHEESE**. We hope our unique and quirky flavors bring some fun to your lunchtime meal.

Take a selfie with your mac and cheese box!
Share the fun on social media with the hashtag
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To learn more about Herb Lubalin visit us at www.lubalinfoods.com

INSTRUCTIONS

BOIL

2 qt. (8 cups) of water in medium saucepan. Stir in macaroni pasta.

COOK

7 to 8 minutes, or until tender, stirring occasionally.

DRAIN

Return to saucepan, massage sauce packet to mix thoroughly.

POUR

Cheesy Pesto Sauce over hot macaroni. Stir until well blended.

MAKES

2 servings.

NOTE: DO NOT OVERCOOK PASTA.

QUESTIONS OR COMMENTS?
1 (800) 324-4432
www.lubalinfoods.com

LUBALIN

MAC & CHEESE



Nutrition Facts

Serving Size 1 casserole (257g)
Servings Per Container 1

Amount Per Serving		Calories from Fat 400	
		% Daily Value*	
Calories	650		
Total Fat	46g	71%	
Saturated Fat	28g	140%	
Trans Fat	0g		
Cholesterol	195mg	65%	
Sodium	840mg	35%	
Total Carbohydrate	38g	13%	
Dietary Fiber	3g	12%	
Sugars	6g		
Protein	20g		

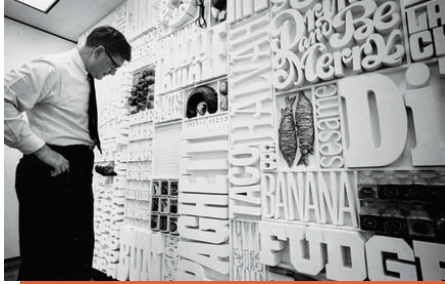
Vitamin A 15% • Vitamin C 4%
Calcium 30% • Iron 4%

* Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.

		Calories: 2,000 2,500	
Total Fat	Less than 65g	80g	
Sat Fat	Less than 20g	25g	
Cholesterol	Less than 300mg	300mg	
Sodium	Less than 2,400mg	2,400mg	
Total Carbohydrate	300g	375g	
Dietary Fiber	25g	30g	

Calories per gram:
Fat 9 • Carbohydrate 4 • Protein 4

INGREDIENTS: ENRICHED MACARONI PRODUCT (WHEAT FLOUR, NIACIN, FERRIC SULFATE, IRON), THIAMIN MONONITRATE, VITAMIN B6, RIBOFLAVIN, VITAMIN B12, FOLIC ACID, CHEESE SAUCE MIX (PESTO, WHEY, MILK FAT, MILK PROTEIN CONCENTRATE, SALT, SODIUM TRIPOLYPHOSPHATE, CONTAINS LESS THAN 2% OF CITRIC ACID, LACTIC ACID, SODIUM PHOSPHATE, CALCIUM PHOSPHATE, YELLOW 5, YELLOW 6, ENZYMES, CHEESE CULTURE)
CONTAINS: WHEAT, MILK.



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BOIL

2 qt. (8 cuts) of water in medium saucepan. Stir in macaroni pasta.

COOK

7 to 8 minutes, or until tender, stirring occasionally.

DRAIN

Return to saucepan, massage sauce packet to mix thoroughly.

POUR

Cheezy Cajun Sauce over hot macaroni. Stir until well blended.

MAKES

2 servings.

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Cholesterol 195mg	65%
Sodium 840mg	35%
Total Carbohydrate 38g	13%
Dietary Fiber 3g	12%
Sugars 6g	
Protein 20g	

Vitamin A 15% • Vitamin C 4%

Calcium 30% • Iron 4%

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- COOK** 7 to 8 minutes, or until tender, stirring occasionally.
- DRAIN** Return to saucepan, massage sauce packet to mix thoroughly.
- POUR** Cheesy Lobster Sauce over hot macaroni. Stir until well blended.
- MAKES** 2 servings.

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leah

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