Project Two: Packaging Process Book
Initial Ideas

Project Two packaging
"OHO"

- used to express pleased
- surprise or recognition.
- cookies
- pie
- sunglasses
- watches
- coffee grounds
- nail polish
- lotion
- perfume - roller balls
- travel
- mints - polo

- deck of cards
- flower package
- starter kit
- butterfly kit

Oriagami kit
- paper
- booklet of instructions
- really bright colors
- similar to adult coloring book

1. heart
2. butterfly or frog
3. boat
4. cat
5. swan

Point of purchase
what you see when you walk into a store.

website: spoonflower; juli, line
creative brief due fri. 9/30
company audience competitors

Design 1 Fall 2016
Andrea Arnold
Oho Origami
Sketches

Project 2: Packaging
Oho Origami
Design 1 Fall 2016
Andrea Arnold

Oho
Oho
Origami

Oho
Origami

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Project 2: Packaging
Oho Origami

Andrea Arnold
Design 1 Fall 2016
Creature thief
more specific audience
have a story behind the company
research competitors

Sketches

For next class
- gather template
- for packaging
- pick typefaces
- package concept
- live surface practice
- additional items that will
- make obvious what
- project is.

Oho Origami
Lane Smith's family moved from Japan many generations ago. Origami was something that her family did together and passed down from generation to generation. However, Lane never had any children but still wanted to spread origami which lead to her starting the company Oho Origami. Located in Los Angeles California, Oho Origami sells kits of patterned origami paper and instruction booklets. These kits vary in difficulty. This particular kit is the starter kit and includes five origami instructions. The kits costs $9.99.

Christine Johnson is a second generation Japanese American. As a child, her mother taught her all of the traditions of origami. Now Christine is in her late teens and is stressfully balancing college classes and work. She wants a simple way to relax and release some of her anxiety. She goes to the store and sees Oho Origami, is overcome with nostalgic feelings, and purchases it for $9.99. Christine takes it home to have a relaxing night of origami and to teach her friends.

The target audience is young adults ages 16 to 25, however, it may spread a little more outside of this range. Oho Origami is a creative way for the audience to relieve stress.

Competitors include other companies that sell origami related items. Popular ones are Easy Origami and Origami for Beginners. Customers can also purchase huge packets of origami paper from companies such as North American Origami Paper. There are other kits available from the companies Origami fun kit and Amazing Origami Kit. Oho Origami is different from the others because the paper and instruction booklet comes in a small portable box. This makes it easy to pull out the kit while traveling or bringing it to a get together with friends. Most competitors sell their books or kits at 20 dollars or more making Oho Origami cheaper.

The voice of the company is carefree. Packaging would include vibrant colors and simple geometric designs.

Key words include amusement, casual, and friendly.
I really liked the geometric feel in all of these and the use of colors.
Sketches

Project 2: Packaging
Oho Origami
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Andrea Arnold
Oho Origami
Rough Sketches

Critique Notes

Project 2: Packaging

Oho Origami

1. Choose and sell origami kits
2. Focus on beginner's kit
3. 10 to 25 year olds
4. Creative way to relieve stress
5. Numa: amusement, casual, friendly
6. Dotted line = fold
7. White lines
8. Make animal clear
9. Pick different animal
10. AS = circle
11. Color palette
12. Cl - Cy
I decided to carry on with this logo because I felt it was the most playful and casual (which is one of my three words) out of the three.
Final Logo
Critique Notes

- Final logo critique
  - Due: Oct 26
  - h - wider
  - same size
  - Plan w/ angles
dotted line
- secondary bigger:
  - drop origami
  - track h & o out
- DD

- next wednesday
  - tight mock-up
  - order paper
  - middle
  - fill in

- Packaging
  - make origami
    - of black
  - matchbox
    - interlocking
    - clamshell
  - maybe
    - focus on
    - colors
    - outside box
  - list of
    - what you can
  - maybe include
    - arrow illustration

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Oho Origami
Type Studies

FreightMicro really caught my attention because I felt like it had an oriental feel about it. I thought this was very appropriate since origami started in Asia. The squared “O” and “g” also went with the logo mark nicely.
Origami, from ori meaning “folding”, and kami meaning “paper” (kami changes to gami due to rendaku) is the art of paper folding, which is often associated with Japanese culture. In modern usage, the word “origami” is used as an inclusive term for all folding practices, regardless of their culture of origin. The goal is to transform a flat sheet square of paper into a finished sculpture through folding and sculpting techniques.

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I knew I wanted a sans serif to go with the serifed FreightMicro. The circular aspect of Chalet complemented the feel of Freightmicro.
I pulled these colors directly from origami paper. Origami paper is typically very bright and neon but that didn't follow any of my words in my opinion (casual, friendly, amusement). I noticed that all the papers have dimmer or background colors to complement the neon so I decided to go with those. I narrowed it down to blue, pink, and purple. I had just done blue with a previous project so crossed that one off. I felt the pink was too gender specific for this project so I decided on a dim maroonish purple.
Packaging Research

Project 2: Packaging

Oho Origami

Andrea Arnold

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DRAWER BOX

ANGLED CUFF RING BOX

The Angled Cuff Ring Box is a creative evolution of the standard origami box. The cuffed sides allow the user to pull and twist to create a unique modern shape while the interior pull provides closure and interactivity.
figure out what additional items are.

Packaging Group Critique 10/17
- make origami dark purple instead of black
- matchbox?
- interlocking box?
- clamshell?
- maybe split logo down team
- focus on square origami paper
- colors and patterns
- outside box
- list of what's inside
- what you can make
- maybe include bone folder?
- arrow illustrations.

Wednesday:
- order paper
- mock up.
Packaging Roughs

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Andrea Arnold
Oho Origami
Starter Kit includes:

- Origami Paper
- Booklet of Instructions for origami heart, boat, fox, frog, and swan

The perfect kit for beginners—Everything you need in this box!

■ 5 exciting projects
■ 50 folding papers
■ Instructional booklet
The perfect kit for beginners—Everything you need in this box!

- 5 exciting projects
- 50 folding papers
- Instructional booklet
- Free code to unlock hundreds more projects

www.ohoorigami.com

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Packaging Roughs

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$9.99

Packaging Roughs

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Oho Origami

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This is the paper craft kit you've been looking for! This beginner's origami kit is perfect for anyone who wants to learn the age old art of paper folding. It includes 5 projects (a heart, a boat, a fox, a frog, and a crane), each with easy instructions and colorful matching folding papers. Everything you need to create exciting and traditional origami art is in this box!

THIS KIT INCLUDES:
• 5 exciting projects
• step-by-step folding instruction booklet
• 50 sheets of folding paper featuring 5 custom paper designs
• free code to unlock hundreds of more projects!
The boat and crane I already knew how to make so I sketched those off of practicing. The rest I watched on youtube and sketched as the person in the video made them.
The art of paper folding made easy.

www.ohoorigami.com
Paper folding fun for all ages. Perfect for quality time with the family.

www.choorigami.com
Ready for some paper folding fun?

www.ohorigami.com
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