

PROJECT C

MAGAZINE

PIPER WISHART

youthful design for all ages

TOPIC

RESEARCH

For my magazine topic, I wasn't sure what I wanted to focus on but I knew I wanted it to be youthful and colorful. While I was grocery shopping, I went through an aisle with lunch boxes, water bottles, and other reusable containers. The products were a majority of plain designs, but in one tiny clump, there was a set of colorful and fun containers! So I decided that for my topic, I want to focus on youthful designs for all ages. A lot of the designs are sleek and elegant and lack the bright color and fun shapes that are usually associated with children's products.

Industrial design or product design became relevant and blew up as a result of the industrial revolution. With the ability to mass-produce products, there became a need for objects to be designed with the physical appearance, functionality, and manufacturability taken into consideration. When the Great Depression hit, costs and materials had to be reduced in order to stay accessible to people. During the first World War, there was more need to produce things like cars, trains, and appliances so industrial designers stepped up. Through the years the design style transformed and as with clothing trends, the products changed as well. As the Professional Practice Committee states: "Industrial Design is a strategic problem-solving process that drives innovation, builds business success and leads to a better quality of life through innovative products, systems, services and experiences."

Some of the publications that I found about product design are Yanko Design, Core77, and Designboom. Each of these publications (at least online), have very subdued pages to present the articles. They don't seem to rearrange the content in the individual articles based on the subject of the article. All three of them have a white background with images embedded into the text. The visuals are one of the most important parts, which makes sense why they are so large, but they don't seem to truly interact with the shapes of the text. Yanko Design uses the typefaces Lato and Oswald. Core77 uses Akzidenz Grotesk, and Design Boom uses Lato. The way the content is presented is similar across each of these publications and if you didn't know which site you were on, it could be hard to distinguish between them.

In each of the publications mentioned above, the contents of the articles are varied across different styles, from kid's designs to sleek cards, to minimalist houses. While I appreciate seeing all kinds of content on these blogs, I think having a curated style for a publication could be interesting. For my magazine, I want to stay very focused on products that aim towards the people that are still "kids at heart".

TITLE

For the magazine title, I am going to call it Ditto, but on the cover it will be marked "do." - the ditto mark. Ditto means "the same thing again" which is fitting because the style I am focused on is revisiting the things appreciated in childhood.

I watched "*Put a Face on It: The Aesthetics of Cute.*" by Jenny Jiao Hsia. She is a game designer who was teaching about the aesthetics of cuteness. In one example, Jiao Hsia showed a diagram with a very realistic drawing of a bored man on the left side, and as you moved right, his face became more like a comic. In the end, there was only a circle for the head, two dots for eyes, and a straight line as the mouth. Even with such little input, we can easily understand the meaning. Abstraction through cartooning narrows things down to the essentials. The the simplification, certain things are amplified.

Cuteness can *attract*, *disarm*, and *engage* through the nostalgia it brings.

MORE RESEARCH

COMMUNICATION STRATEGY

My approach is going to be to aim young and fun designs to all ages, not just to children. Also, most design publications have a variety of different styles that don't always mesh - but I want to curate the designs that I put into the magazine. Similar to a board on Pinterest, everything will fit together nicely. Much like the products, the visual personality will be fun, with basic geometry, bright colors, with clean edges. The titles will be bold to draw in readers and with bright colors to be exciting. The style will be modern and minimalist, but not empty.

The design with cuteness and youth in mind is forefront in content, so it only makes sense to keep that style going in the presentation.

INSPIRATION



ARTICLES

The first article is going to be about containers of different types. It will feature pencil containers, thermoses, and water bottles as well as a dive into the design of them. Containers don't need to be boring, incorporating fun design in the details of life can allow you to express yourself in little ways each day. For the title of the article, I want to call it "Pack It!", a variation of the classic game, bop it! Here are some of the images for the spread.

The second article is going to be about tools. As an industrial designer, I use tools frequently to make models and bring my ideas to life. One of the realities of my field, as well as many that include construction/building, is that a majority of the demographic is male. That is seen in the designs of tools - aimed to be tough, strong, and bulky. This article will focus on a different approach to tools - a cute one. While searching for inspiration for this magazine, I found a screwdriver in the shape of an adorable bear, and that is where I would like to start. The name of the article will be "Toys in the Toolbox".

PACK IT!

Our favorite things: the smoothest pen that never blots, your renowned broccoli cheddar soup recipe, or the smoothie that you've perfected the ratio of bananas to blueberries, are important and deserve to be put in containers that are valued just as much. Products, like containers, have personalities and they are one way that a person can express their own personal style. Color is crucial. Bold and fun design should be for all ages, exciting colors aren't just for kids. The largest design element that makes these designs youthful is the color schemes. Bright blue, yellow, and orange stand out. Style as a personal expression can come out in different ways from small things like containers to large ways like tattoos, dyed hair, or fun clothing. As people get older and move into the work place they are expected to become more professional. With that, many assume that they must turn to drab designs and colors and keep their own style for their off hours. But professional does not have to mean boring. You can still express yourself in the business world. To the top right corner, the Kutsuwa Airpita! pencil case is an example of fun design that fits in everywhere from a school classroom to an art class to a work meeting. The light blue color and round coin purse closure is a unique design that shows personality. The curved edges are soft and the texture of the stand up case is silicone and smooth. It can also function as a phone stand. The multifunctional design is well thought out. To the bottom right corner, there is a set of matching food containers. The company that designed the water bottle and matching thermos is Reduce. The bright yellow and orange coloration is bold, and distinct without being busy. Although these are technically under the children's section of Reduce's website, they don't have to be limited to just children. Both of these products are ones that fit into the professional world and are still fun. Finding and using designs that are exciting are a way to express yourself and be excited by the things you own. Go out and find things that excite you and incorporate them into your life! Fun colors aren't limited to just the young. Youthful design is for all ages.

TOYS IN THE TOOLBOX

Screwdrivers, hammers, pliers, and all other tools in your toolbox are helpful, but are they on display? Or are they hidden under your sink, in the closet, or buried somewhere in the garage? iThinking, a Taiwanese design company, designs tools that stand out proudly. This design, a red bear is also a screwdriver! His cartoony proportions, adorable face, and bright colors almost make him seem like a toy instead of a tool! In GDC's video, "Put a Face on It: The Aesthetics of Cute", Jenny Jiao Hsia explains the strength that cute design has. Nostalgia is a big player in the attachment that people have with cute designs. Cuteness can attract, disarm, and engage users. The video title has a huge tip on how to design cute things: put a face on it. The designers from iThinking put a face on a screwdriver and created Bear Papa. He is attractive in color, cartoonish proportions, and cute face. His abstraction and simplification draws people in and peaks interest in a way that a basic screwdriver tends not to do.

The proportions of a normal bear are a small head, large body, and arms/legs that are the same length. In contrast, the Bear Papa version of a bear has a large head that comes in use as a handle, bigger so it is easier to grab. His stubby legs create a strong base with space to hold the screwdriver heads and the body is long enough to hold the screw base. Bear Papa is effective and utilitarian through his adorableness. He is disarming, holding a purpose not visible from the outside. Without his packaging and labels, it is hard to tell that inside, he holds a 6 screwdriver heads and a handle in his head.

The designers at iThinking put clear thought into the visual design as well as mechanics. Bear Papa fits together with little magnets that keep his head and feet facing the right way. He snaps together smoothly and stays together because of the strength of the magnets. The design is easy enough for a child (or a beginner to building) to use and understand. Most people need to own tools for quick fixes around their homes, and the typical designs at your local hardware store doesn't fit into everyone's aesthetics. With designs like this one, style can be shown through even through your tools!

PHOTO TAKING

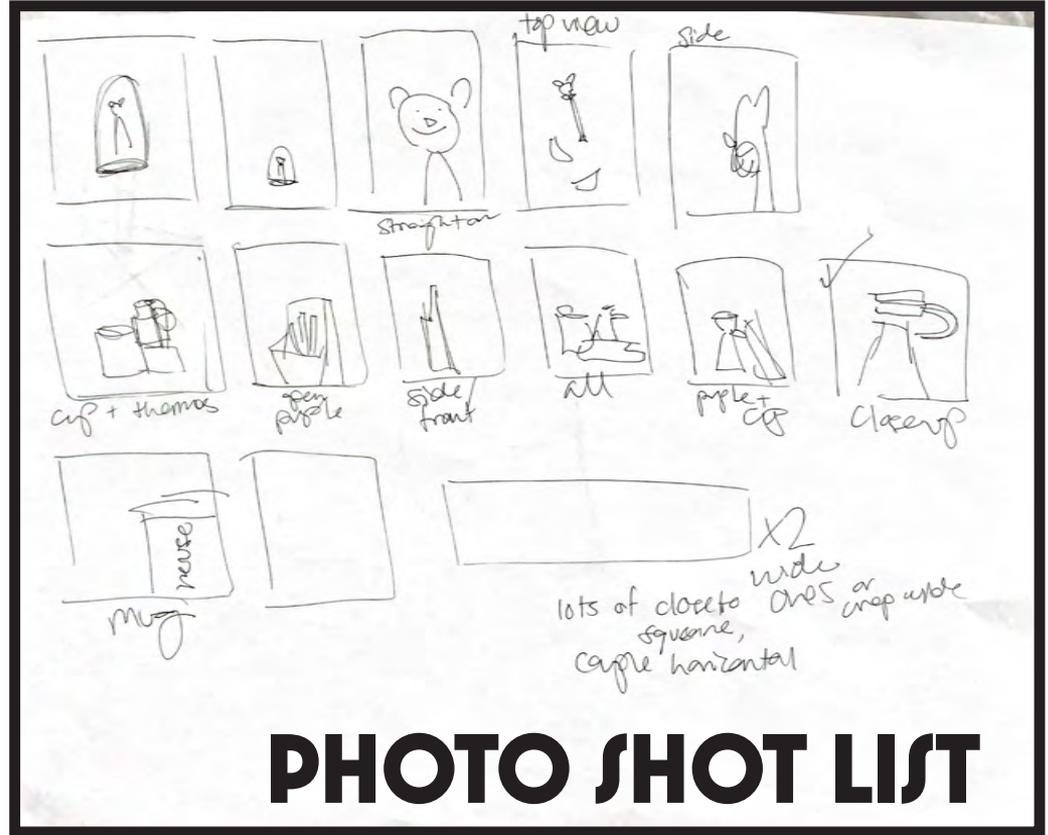
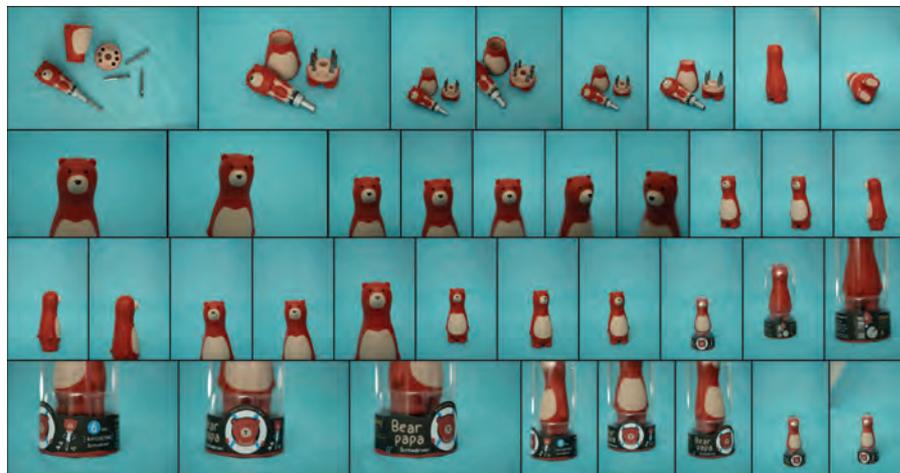
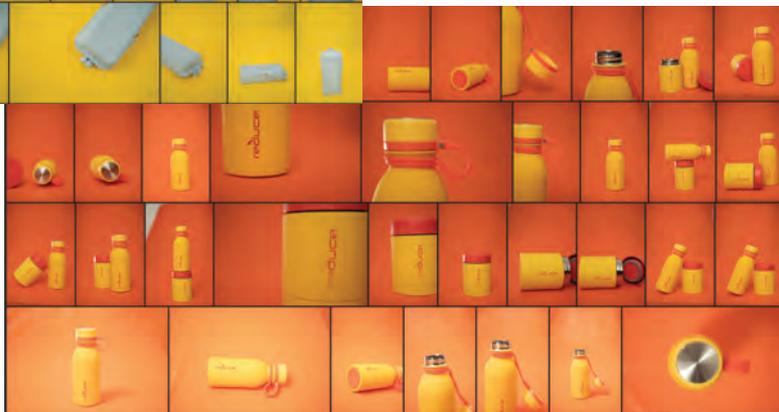
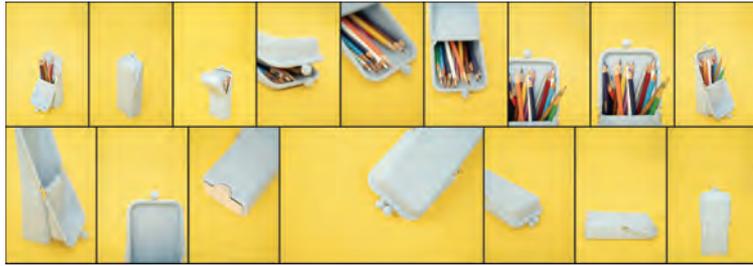


PHOTO SHOT LIST

UNEDITED PHOTOS

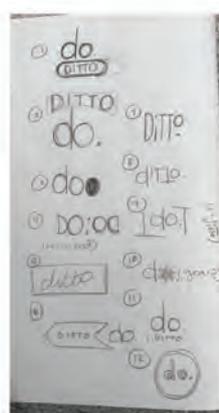




**EDITED
PHOTOS**

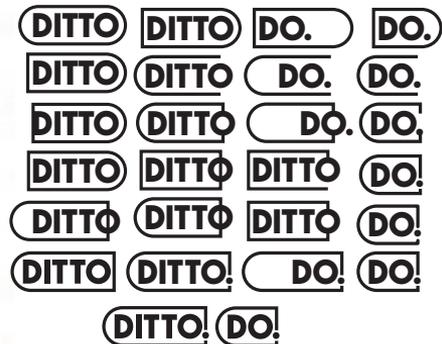
LOGO

ditto (do.)	Myriad Pro
ditto (do.)	Futura
ditto (do.)	Aktiv Grotesk Ex XBold
DITTO (DO.)	bigSMALLS
DITTO (DO.)	CHUCK
ditto (do.)	Sinhala Sangam MN
ditto (do.)	Bely Display
ditto (do.)	Apple Gothic
ditto (do.)	Futura Pt Light
DITTO (DO.)	DAZZLE UNICASE BOLD



- 13 Tdo.↓
- 14 do.
DITTO
- 15 do.
DITTO
- 16 DiTto
- 17 ditto.
- 18 ditto
- 19 ditto
- 20 D.
- 21 D.

DO.



Because the word "Ditto" also has a corresponding mark, "do.", I wanted to incorporate the two variations into a condensable mark. The longer variation will be on printed version's spine, while the shorter is on the front page. For the digital version, I want to add motion so when the page opens, you can see the logo condense and understand that it means "ditto" no just "do".



COLOR STUDIES

1  **DITTO. DO.**

2  **DITTO. DO.**

3  **DITTO. DO.**

4  **DITTO. DO.**

5  **DITTO. DO.**

6  **DITTO. DO.**

7 **DITTO.** **DO.**

8 **DITTO.** **DO.**

9 **DITTO.** **DO.**

10 **DITTO.** **DO.**

11 **DITTO.** **DO.**

12 **DITTO.** **DO.**

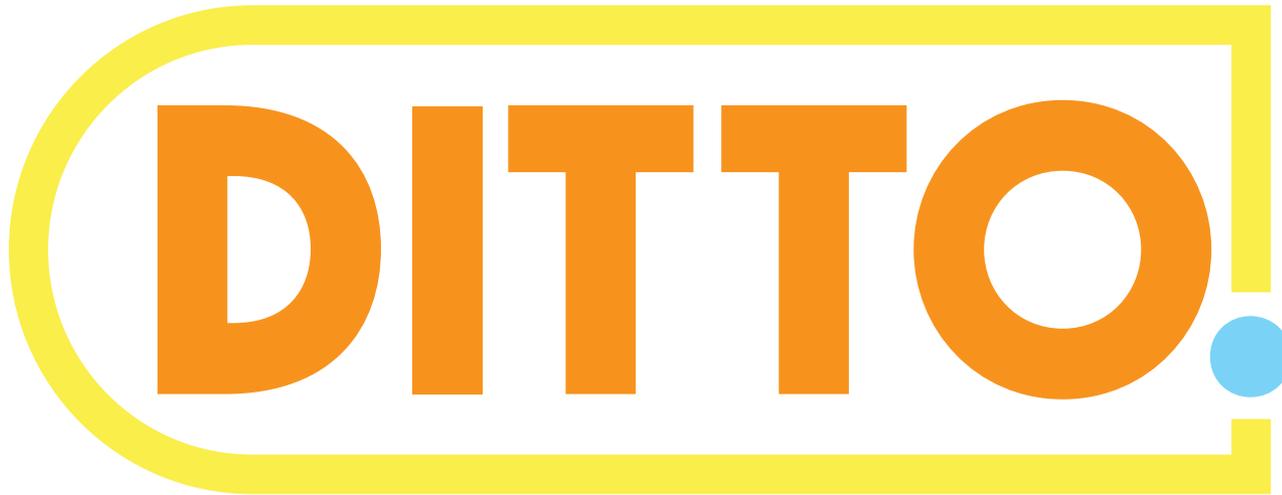
13 **DITTO.** **DO.**

14 **DITTO.** **DO.**

FINAL LOGO



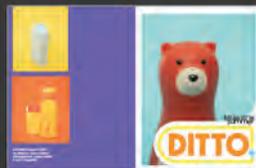
*for the digital publication,
I will use the shortened logo.



LAYOUT 1



COVER



CONTENTS



ARTICLE 1
/ PREAD 1



ARTICLE 2
/ PREAD 1



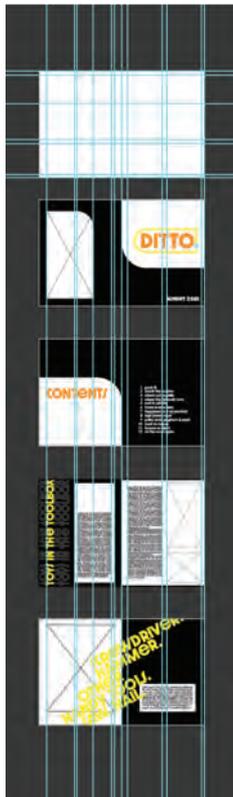
ARTICLE 1
/ PREAD 2



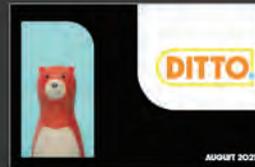
ARTICLE 2
/ PREAD 2



LAYOUT 2



COVER



CONTENTS



ARTICLE 1 / SPREAD 1



ARTICLE 2 / SPREAD 1



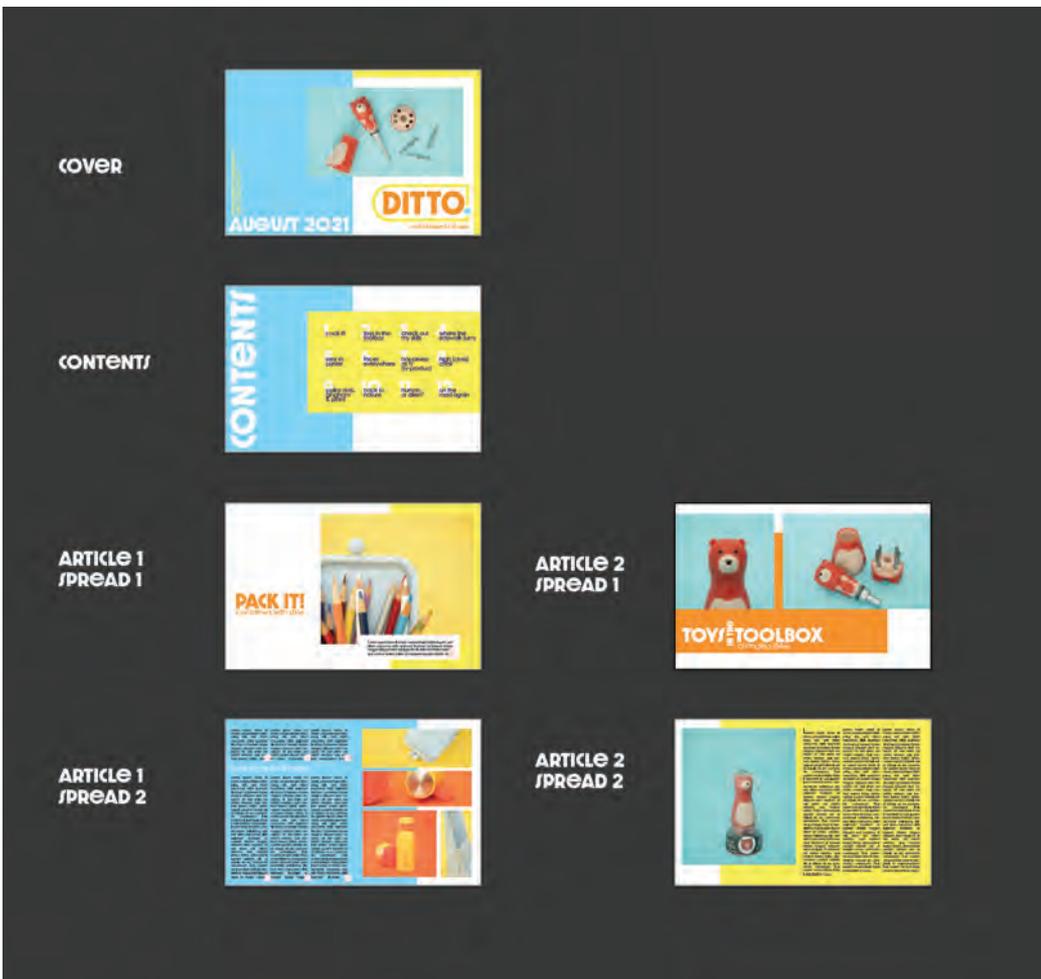
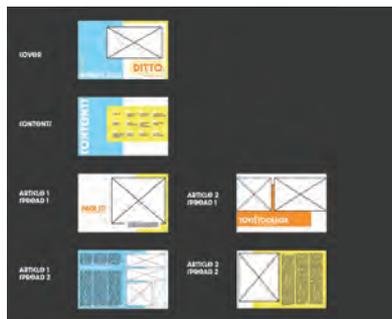
ARTICLE 1 / SPREAD 2



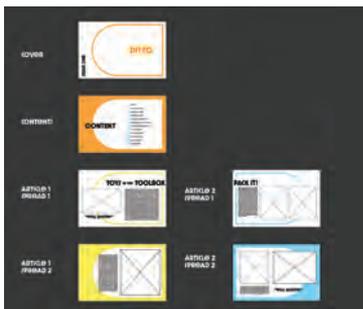
ARTICLE 2 / SPREAD 2



LAYOUT 3



LAYOUT 4



COVER



CONTENTS



ARTICLE 1
/SPREAD 1



ARTICLE 2
/SPREAD 1



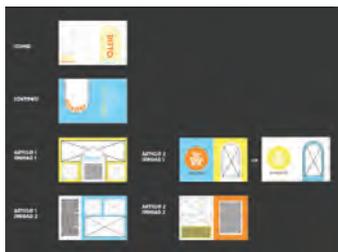
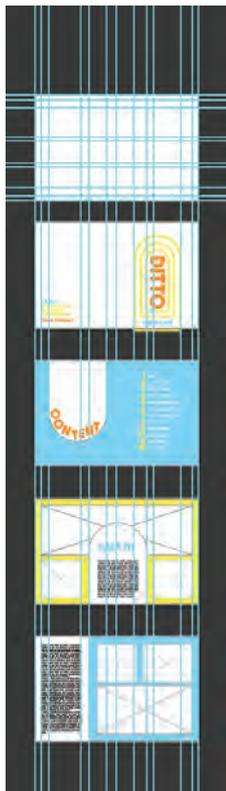
ARTICLE 1
/SPREAD 2



ARTICLE 2
/SPREAD 2



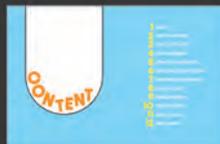
LAYOUT 5



COVER



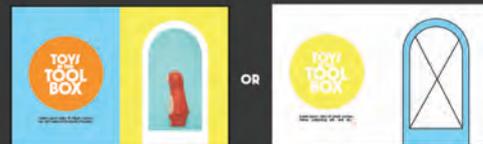
CONTENT/



ARTICLE 1
/SPREAD 1



ARTICLE 2
/SPREAD 1



ARTICLE 1
/SPREAD 2



ARTICLE 2
/SPREAD 2



LAYOUT 6.1

8.8.2021
ART DIRECTED
DESIGNED &
WRITTEN BY
PIPER WUHART



CONTENTS

- 1 pack it!
- 2 toys in the toolbox
- 3 check out my skills
- 4 faces everywhere
- 5 sent to printer
- 6 where the sidewalk turns
- 7 happiness by-product
- 8 high (class) art!
- 9 polka dots, plingham & plaid
- 10 back to nature
- 11 human or alien?
- 12 on the road again

PACK IT!

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PENCILS. DRINK. SOUP. ERASERS. ITUFF YOU NEED.



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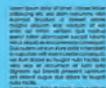
TOYS IN THE TOOL BOX



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LOREM IPUM MORE



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LAYOUT 6.1

WITH TEXT



LAYOUT 6.2

changes are:

more colorful text

more photos (back of cover)

less negative space (larger title)

hierarchy in title for toolbox vs quote. they are now deferinitiated by color and size.

Overall, I like the colorful titles and the photos on the back cover, but article 1 spread 1 is way too busy. It needs the negative space so that the content can breathe.

COVER



CONTENTS



ARTICLE 1
/SPREAD 1



ARTICLE 2
/SPREAD 1



ARTICLE 1
/SPREAD 2



ARTICLE 2
/SPREAD 2



LAYOUT 6.3

changes are:

more colorful text

more photos (back of cover)

hierarchy in title for tools in toybox vs quote. they are now deferinitiated by color, size, and weight.

text for articles is black

Does the black text make it difficult to read the text on the blue?

COVER



CONTENTS



ARTICLE 1
SPREAD 1



ARTICLE 2
SPREAD 1



ARTICLE 1
SPREAD 2



ARTICLE 2
SPREAD 2



LAYOUT 8



LAYOUT 9



Keep it in the kitchen, focus everywhere, where the water is. Pack it, happy as can be!

DI T T O

11/10/2021

The little high capacity water bottle is perfect for school, work, travel, and everywhere else. It's a great gift for anyone who loves to stay hydrated.

It's the perfect size for your backpack, gym bag, or car. It's also a great gift for anyone who loves to stay hydrated.

It's the perfect size for your backpack, gym bag, or car. It's also a great gift for anyone who loves to stay hydrated.

PACK IT!

TOYS IN THE TOOL BOX

The Bear Papa is a fun and functional tool that is perfect for kids. It's a great gift for anyone who loves to stay hydrated.




CONTENTS

- 1 pack it
- 2 fit in the box
- 3 fill it
- 4 drink it up
- 5 get to work
- 6 where the water is
- 7 happy
- 8 high five!
- 9 take it with you
- 10 back to work
- 11 human again
- 12 on the go again

The little high capacity water bottle is perfect for school, work, travel, and everywhere else. It's a great gift for anyone who loves to stay hydrated.

It's the perfect size for your backpack, gym bag, or car. It's also a great gift for anyone who loves to stay hydrated.

It's the perfect size for your backpack, gym bag, or car. It's also a great gift for anyone who loves to stay hydrated.

"PUT A FACE ON IT"

The Bear Papa is a fun and functional tool that is perfect for kids. It's a great gift for anyone who loves to stay hydrated.






PRINT PUBLICATION



OPENING & SHARING
& ROTATION.

article one
PACK IT!
article two
TOYS!
toolbox

DITTO

issue one

AUGUST 2021

pipor!

ART DIRECTOR,
DESIGNER &
WRITER
PIPOR WILHART







become more comfortable with their
own design and craft. It's not the
only reason why they're so successful.
The other reason is that they're so
creative. They're always looking for
new ways to make things that are
different from what you can find in
any store. They're always looking for
new ways to make things that are
different from what you can find in
any store.

The first thing you need to do is
find a good idea. It's not always
easy to find a good idea, but it's
not impossible. You just need to
be creative and think outside the
box. You need to be able to see
the potential in something that
others might not see. You need to
be able to see the potential in
something that others might not
see.

In the business world, there's a
lot of competition. You need to
be able to stand out from the
crowd. You need to be able to
offer something that's different
from what everyone else is offering.
You need to be able to offer
something that's better than what
everyone else is offering.



1-B

1-B





"PUT A FACE ON IT"

© 2012
The McGraw-Hill Companies



S

ometimes, sometimes, little and big
like this for the bear's face. You
can use your own ideas for the bear's
face. You can use your own ideas for the bear's
face.

Make a bear's face with a red and white striped hat and a red and white striped scarf. You can use your own ideas for the bear's face.

1. Cut out the bear's body and the bear's face.

2. Glue the bear's body and the bear's face together.

3. Glue the bear's hat and scarf on the bear's face.

4. Glue the bear's body and the bear's face together.

5. Glue the bear's hat and scarf on the bear's face.

6. Glue the bear's body and the bear's face together.

7. Glue the bear's hat and scarf on the bear's face.

8. Glue the bear's body and the bear's face together.

9. Glue the bear's hat and scarf on the bear's face.

10. Glue the bear's body and the bear's face together.

2-B



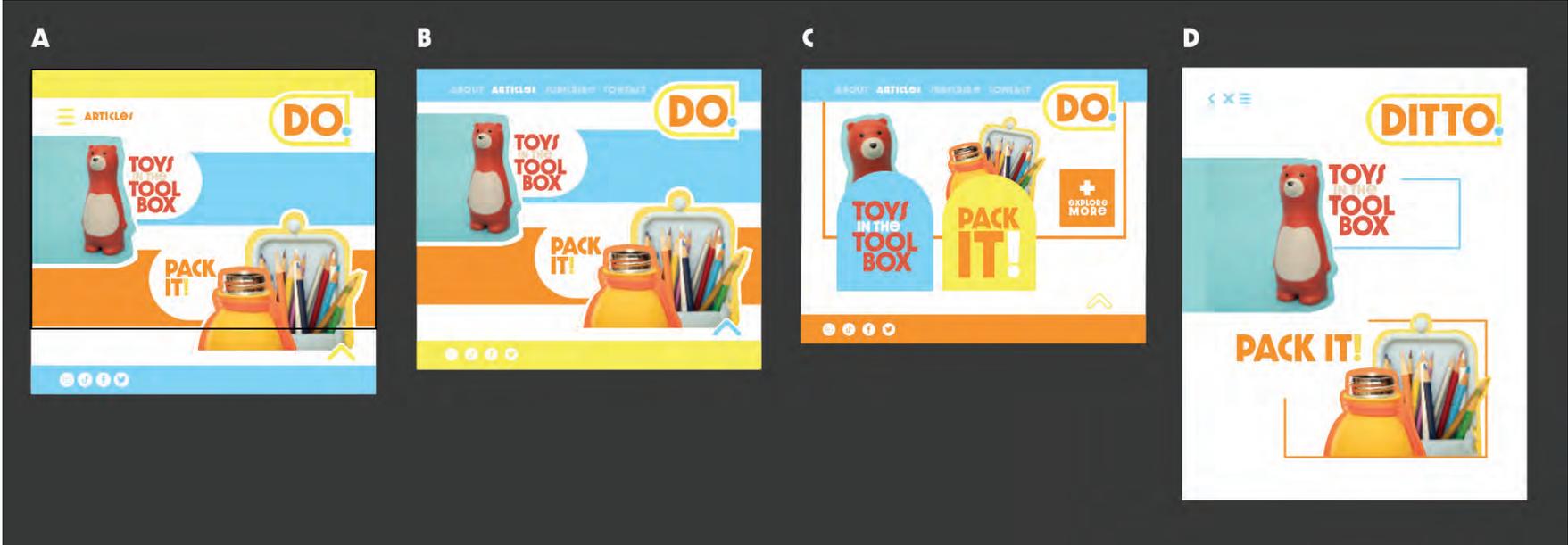
2-B





DIGITAL PUBLICATION

MENU PAGE OPTIONS



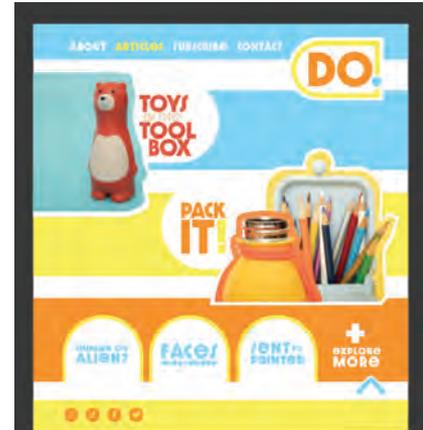
B-2



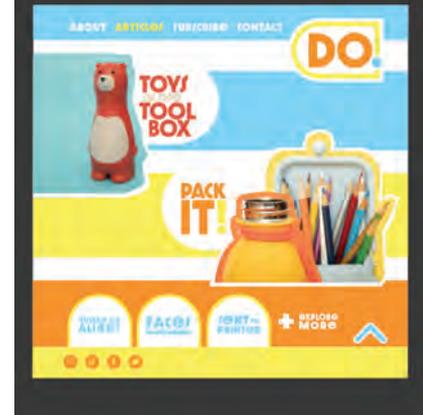
B-3



B-4



B-5



ARTICLE OPTION 1

1-A

**TOYS
IN THE
TOOL BOX**

DO!

Sensations, human, play, and all other tools in your toolbox are useful, but are they on display? Or are they hidden under your pile, in the closet, or tucked somewhere in the garage?

Shaking a Taiwanese design company, designs look that stand out provide. The design, or red line is also a core value. The customer experience, user able force, and digital design should make him seem like a fly instead of a tool.

In GDC's video, "Put or Force on the Aesthetics of Color" James just to maximize the strength of color design has. Redesign is a key player in the environment that can help with color design. Customers can attract, delight, and engage users. The video has a huge list on how to design your things put a face on it.

The design team starting out a face on a screw driver and created four faces. It's a difference in color, ergonomic proportions, and eye force. Its attraction and presentation show people in and people intend it is a way that a basic screw driver looks not to do.

The importance of a normal face on a small head, large body, and simple face that are the same length in control. The four types of motion of color red design that comes to use on handle, trigger, or it easier to grab. His design is a simple design that can be used to hold the screwdriver handle and the body's long enough to hold the screw driver.

Red faces is effective and utilization through its adaptability. It is allowing, holding a purpose not visible from the outside, without the packaging and labels. It's hard to tell that inside. The holes of a screwdriver handle and is handle in the hand.

The design of thinking out clear thought into the visual design on web as mechanics how faces fit together with little magnets that keep the head and feet facing the right way. He snaps together smoothly and close together because of the strength of the magnets. The design is easy enough for a child to a designer to design to use and understand.

Most people need to own tools for quite less around their homes, and the typical design of professional hardware store design "I'll give everyone" a variety of top design like the one, you can take through smart through your tool!

1-B

PACK IT!

DO!

Quasi favorite things that smoothed over that never fails, you removed broadsheet (please see) instead of the assurance that you've gathered the rules of business to business, are important and depends to be put in containers that are valued less or much.

Products, like containers, have personalities and there are one way that a person can assess that own personal style. Color is crucial.

Basic pen and pencil design should be for all ages, exciting colors you'll find for kids. The largest design element that makes these designs useful is the color schemes. Bright blue, yellow, and orange stand out.

Just as a colored eraser can come out in different ways from another thing, a container is designed with the bottom, open top, or in closing.

As packing and using into the work pencil they are expected to become more professional with their daily colors that they must turn to daily design and colors and keep their own style for that all hours, but professional work hours to mean things. You can still express yourself in the business world. In the top right corner, the bottom applied pencil case is an example of fun design that fits in everywhere there is school classes to an art class to a work meeting.

The light blue color and round cap case design is a unique design that shows personality. The rounded edges are soft and the texture of the stand up case is soft and smooth. It can also function as a phone stand. The multifunctional design is well thought out.

To the bottom left pencil case, there is a set of matching face containers. The container that designed the whole bottle and matching Erasers, Erasers, the different colors and orange eraser in both, and different without design lines. Although these are technically under the "cracker" section of the "DO!" website, they don't have to be limited to just children. Both of these products are easy that fit into the professional world and still be fun, and using designs that are exciting and a way to happily passed (and be excited by) the things you own. Go out and find things that excite you and incorporate them into your life fun color case? I intend to tell the young. Toward design is for all ages.

For the not to look making state choices through everyday items is a great way to begin to branch out. Adding little bit of fun color or pattern to the small things makes it easier to live in those exciting bits in the morning like your coffee mug, use or your style. To pick up some learning items and start branching out, personal and professional.

ARTICLE OPTION 2

2-A

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TOYS FROM A TOOL BOX



Screwdrivers, hammers, pliers, and all other tools in your toolbox are helpful, but are they on display? Or are they hidden under your sink, in the closet, or buried somewhere in the garage?

Thinking, a Vancouver design company, designs tools that stand out proudly. This design, a red bear like a screwdriver, has cartoon proportions, adorable face, and bright colors almost make him seem like a toy instead of a tool.

In "DO" 's video, "Put a Face on It: The Aesthetics of Color", Jenny Aso-Hiko explains the strength that color design has. Holograms is a big driver in the attachment that people have with cute designs. Children can attract, disarm, and engage users. The video title has a huge tip on how to design cute things: put a face on it.

The designers from Thinking put a face on a screwdriver and created Bear Pops. He is attractive in color, cartoonish proportions, and cute face. His abstraction and simplification drove people in and pushed them in a way that a basic screwdriver tends not to do.

The proportions of a normal bear are a small head, single body, and something that are the same length. In contrast, the Bear Pops version of a bear has a large head that comes in one as a handle. Bigger so it's easier to grab. His ability to hold a string base with sockets to hold the screwdriver heads and the body is long enough to hold the screw base.



Bear Pops is effective and utilitarian through its adorableness. He is charming, holding a purpose not visible from the outside. Without his packaging and boxes, it's hard to tell that inside, he holds a screwdriver heads and a handle in his head.

The designers of Thinking put clear thought into the about design, as well as mechanics. Bear Pops fits together with little magnets that keep his head and feet locking the right way. He snaps together smoothly and stays together because of the strength of the magnets. The design is easy enough for a child for a beginner to building to use and understand.

Most people need to own tools for quick fixes around their homes, and the typical design of your local hardware store doesn't fit into everyone's aesthetics. With designs like this one, style can be shown through even through your tools!

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2-B

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PACK IT!



O favorite things, the smallest can that never starts, your renowned broccol cheddar soup recipe, or the smoothie that you've perfected: the ratio of banana to blueberries, one important and deserves to be put in containers that are valued just as much.

Products, like containers, have personalities and they are one way that a person can express their own personal style. Color is crucial.

Bold and fun design should be fun at ages, exciting colors aren't just for kids. The largest design element that makes these designs youthful is the color schemes. Bright blue, yellow, and orange stand out.

Style as a personal expression can come out in different ways from small things like containers to large ones like tattoos, t-shirt, or fun clothing.

As pencils get older and move into the work place they are expected to become more professional. With that, many assume that they must learn to do designs and colors and keep their own style for their off hours. But professional does not have to mean boring. You can still express yourself in the business world. To the top right corner, the Future Alphabet pencil case is an example of fun design that fits in everywhere from a school classroom to an art class to a work meeting.

The light blue color and round coin purse closure is a unique design that gives personality. The curved edges are soft and the feature of the stand up corner allows it to stand upright. It can also function as a phone stand. The multifunctional design is well thought out.

To the bottom left corner, there is a set of matching food containers. The company that designed the water bottle and matching thermos is Reduce. The bright yellow and orange coloration is bold and distinct without being busy. Although these are technically under the children's' "Section of Reduce" website, they don't have to be limited to just children. Both of these products are ones that fit into the professional world and are still fun. Picking and using designs that are exciting are a way to express yourself and be excited by the things you own. Go out and find things that excite you and incorporate them into your life. Fun colors aren't limited to just the young, youthful design is for ages.

For the not so bold, making style choices through everyday items is a great way to begin to branch out. Adding a little bit of fun color or patterns to the small things makes it easier to build those exciting bits into the everyday. Use your clothing, make-up, or hair styles. To pick up some trending items and start branching out, personally and professionally.

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FINAL

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DO.

**TOYS
IN THE
TOOL
BOX**

**PACK
IT!**



**HUMAN OR
ALIEN?**

**FACES
everywhere**

**SENT TO
PRINTER**

**+ EXPLORE
MORE**





TOYS IN THE TOOL BOX



Bear Pads is effective and utilitarian through his adorableness. He is charming, holding a purpose not visible from the outside. Without his packaging and tubes, it is hard to tell that inside he holds a screwdriver handle and a handle in his head.

The designers of thinking put clear thought into the visual design as well as mechanics. Bear Pads fits together with little margins that keep his head and feet pointing the right way. He snaps together smoothly and stays together because of the strength of the materials. The design is easy enough for a child (or a beginner to building) to use and understand.

Most people need to own tools for quick fixes around their homes, and the typical designs at your local hardware store don't fit into everyone's aesthetic. With designs like this one, one can be drawn even through your tool.

Screwdrivers, hammers, pliers, and all other tools in your toolbox are hidden, but are they on display? Or are they hidden under your site, in the closet, or buried somewhere in the garage?

Thinking, a Taiwanese design company, designs tools that stand out proudly. This design added bear tubes to a screwdriver. His cartoon proportions, adorable face, and bright colors almost make him seem like a toy instead of a tool.

In GDC's video, Put a Face on It: The Aesthetics of Cute, Jerry Zuo also explains the strength that cute design has. He states it is a big driver in the attachment that people have with cute designs. Customers can attach dreams and fantasies with the video. He has a huge tip on how to design cute things: put a face on it.

The designers from thinking put a face on a screwdriver and created Bear Pads. He is attractive in color, cartoon proportions, and cute face. His attraction and identification draw people in, and people interact in a way that a basic screwdriver lends not to do.

The proportions of a normal bear are a great head, large body, and arms/legs that are the same length. In contrast, the Bear Pads version of a bear has a large head that comes in use as a handle, bigger so it is easier to grab. His stubby legs create a strong base with space to hold the screwdriver handle, and the body is long enough to hold the screw base.



PACK IT!



Our favorite things: the smoothie pair that never fails, your beloved, smoothie chalice, and the tools of the smoothie first year. We perfected the mix of elements to make the important and desirable to be put in containers that the student had in mind.

Products, like containers, have personalities and they are one way that a person can express their own personality. Color is crucial.

Red and blue design should be for all ages, exciting colors that I just for kids. The biggest design element that makes these designs useful is the color schemes. Bright blue, yellow, and orange stand out.

Style is a personal expression, can come out in different ways from and things like containers to bags, like the bottles, dived hat, or fun clothing.

As people get older and move into the workforce they are selected to become more professional, with that more requires that they must learn to drop designs and colors and have their own style for their offices, but professional does not have to mean boring. You can still express yourself in the business world. To the left, the corner, the yellow and blue pencil case is an example of fun design that fits in with the professional world and school classroom to an extent as to a work setting.

The light blue color and round can give closure in unique design that shows personality. The curved edges are soft and the handles of the straight case is alluring and smooth. It can also function as a phone stand. The multifunctional design is well thought out.

The set of matching food containers are all the top in yellow and orange. The company that designed the water bottle and matching thermos is Reebok. The bright yellow and orange color is bold, and distinct without being busy. Although these are technically under the children's section of Reebok's website, they don't have to be limited to just children. Both of these products are ones that fit into the professional world and are still fun. Finding and using designs that are exciting is a way to express yourself and be excited by the things you own. Do not mind the things that excite you and incorporate them into your fun colors case! I wanted to just the young. To this design is for all ages.

For the notebook, making style choices through everyday items is a great way to begin to branch out. Adding a little bit of fun color or patterns to the good things makes it easier to find those exciting bits into every day, like your clothing, makeup, or hair. So stick to some interesting items and start branching out, personality and professionally.





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