

COSMETIC PACKAGING DESIGN

SUBCATEGORY: VISUAL COMMUNICATION DESIGN

For this project, I designed packaging graphics for a fictional eyeshadow brand, Joyeux. The product is aimed towards females aged 16-24. I think the packaging would appeal to this target market based on the current trends of utilising funky typography, organic nature inspired shapes and colourful psychedelic gradients, as a modern twist to 1970s aesthetics. Additionally, this target market often sway towards purchasing products from brands with unique, trendy, fun, or 'instagrammable' packaging, like that of Joyeux.