

INDUSTRY- IDEAS

In the first week of the community of enquiry we have focused on establishing the brand story as well as naming for our packaging.

We started of with a task of mapping our project:

Context: The brand the brand could be positioned as a platform aiming at empowering women and challenging social norms through visual communication. **Narrative:** Raising awareness of issues like gender inequality, body autonomy, intersectionality and breaking down sexist constructs.

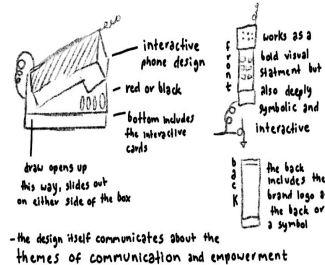
Sites (locations, environments, places): The packaging can be presented in art exhibitions, be used as an educational tool in school or at activist community events.

People (individuals): Influence & inspirational Individuals through my research
-Barbara Kruger
-Sarah Anderson

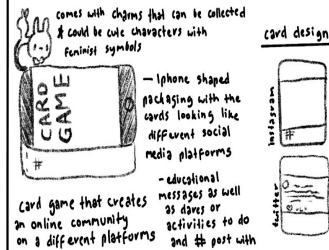
People (groups, communities, institutions, scenes):
-Grrrl Riot
- Feminist Scenes
-Campaigns such as #METOO and This Girl Can
- Women's march protests

Target Audience:
-new generation alpha on wards
-teenagers +16

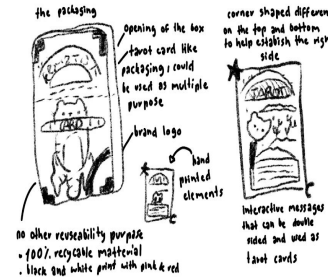
Design of a retro /vintage # 1



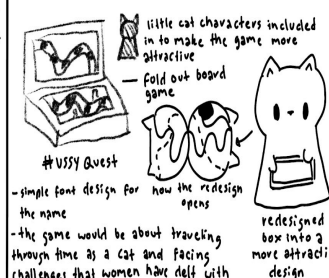
Modern design of the phone packaging # 2



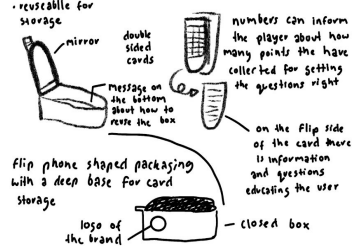
Tarot card inspired packaging # 3



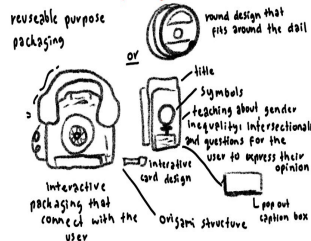
Designing a board-game # 4



Flip-phone packaging design # 7



Rotary phone packag design # 5



Catalog packaging design # 6



Treasure box design # 8



8 Ideas for the packaging



ENQUIRY AND RESEARCH

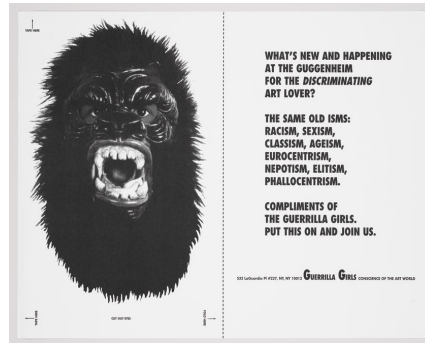
I have decided to go for a rotary phone design, as the imagery symbolises a channel for voices that need to be heard, like the Riot Grrrl and Guerrilla Girls movements this design advocates for open communication. The phone shape hints at conversation allowing people to connect, listen and learn from one another. The shape nods to themes of feminist roots in activism, embodying the idea of creating and claiming space for important conversations. The fluffy texture subverts traditional ideas of femininity, blending softness with strength create an approachable design. This tactile choice invites users to interact with and redefine their perceptions of feminist aesthetics.

Research Findings

Feminist movements like the Guerrilla Girls and Riot Grrrl emphasize visibility, activism, and breaking societal norms this is why they have served as a strong influence in my work. The Guerrilla Girls used humor and anonymity to expose gender bias in the art world, while Riot Grrrl reclaimed space in the punk scene for women's voices and self-expression, the punk aesthetics is something that I am personally really influenced by. Thinkers like Judith Butler challenged rigid views of gender, encouraging a more open understanding of identity. Today, platforms like @feminist continue these efforts, promoting empowerment, self-love, and solidarity. These ideas align with my project's goals of amplifying voices, fostering connection, and encouraging honest, meaningful conversations.



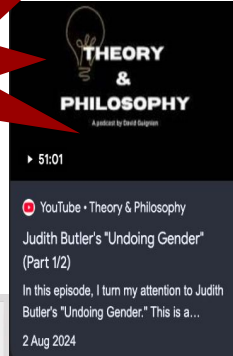
Guerrilla Girls
What's New and Happening at the Guggenheim for the Discriminating Art Lover?, 1992



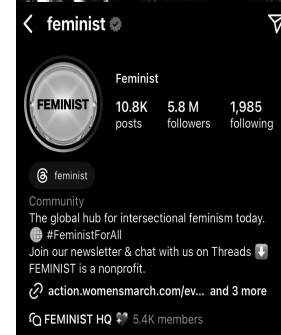
Riot Grrrl
-an underground feminist punk movement that began during the early 1990s within the United States



Bikini Kill
-an American punk rock band formed in Olympia, Washington, in October 1990



Judith Pamela Butler
-an American philosopher and gender studies scholar



WOMEN'S VOICES



Materials



Feminist
instagram
community
page

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PROTOTYPES

This project aims to engage users in feminist ideals through a tactical and interactive card game experience that reflects theme of empowerment, solidarity, and self expression. Packaging can be a powerful medium to reach a wider audience with social messages, especially when its interactive.

I aim to explore themes of feminism, empowerment and solidarity, using visual and tactical elements to engage audience in an interactive and thought provoking experience. Through thoughtful design choice and engaging gameplay. I chose to explore feminism through packaging as its something I am passionate about as well as a resurgence of feminist discourse not being covered enough.

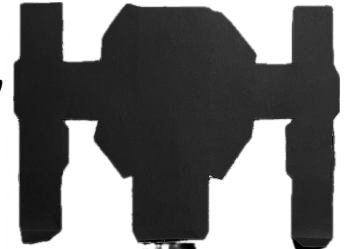
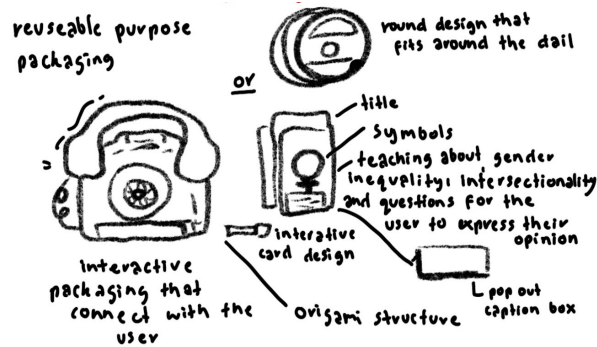
Target Audience

My target audience is young adults interested in social issues, members of feminist communities, or people that are new to feminism. The format of a card game make feminist ideas more accessible and less intimidating, this encourages open conversation.

Core themes

The design embodies empowerment, feminism, solidarity, activism and self love. The red color and plush, inconvenient shape creates a sense of confidence, turning the product itself into a statement piece that embodies self assurance and empowerment. The product stands out as a symbol of feminist ideals, defining conventional expectations. The design encourages connection and community. Empowerment inspired the bold typography, that is meant to reflect the unapologetic tone of feminist voices. The influence of Guerrilla Girls and Riot Grrrl movements is evident in my design from my typography, colour choice, texture and form.

My initial design



Origami Prototype

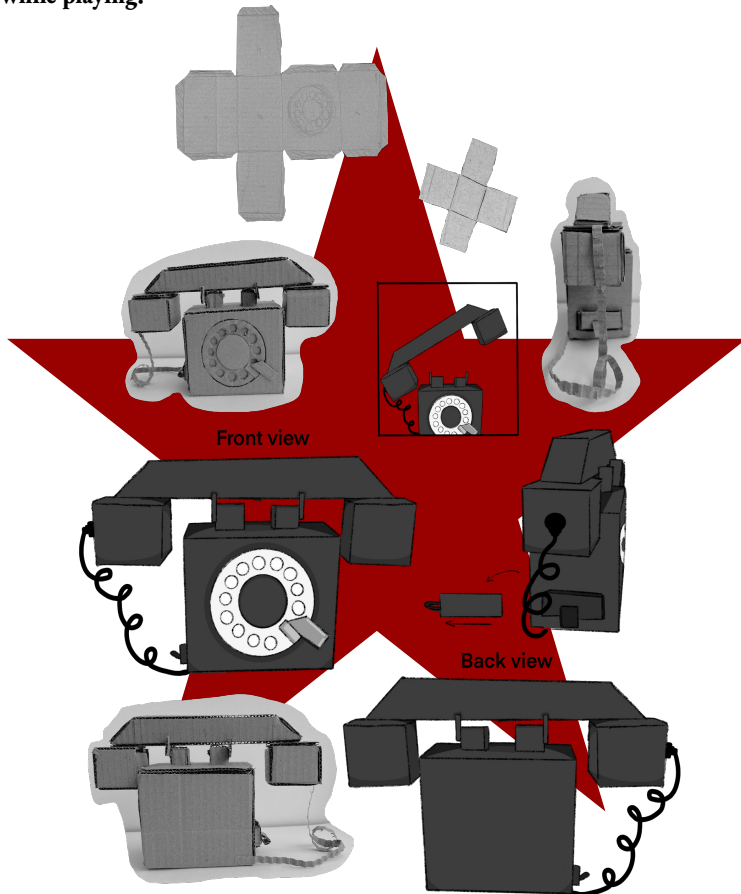


I made an origami model however there was something I have discovered about the design that i had to develop and change. The phone handle needed to be thinner and longer. The cord length had to be adjusted as this design also allowed me to visualise where the labels would be placed.

PROTOTYPES

#1 Design & Prototype

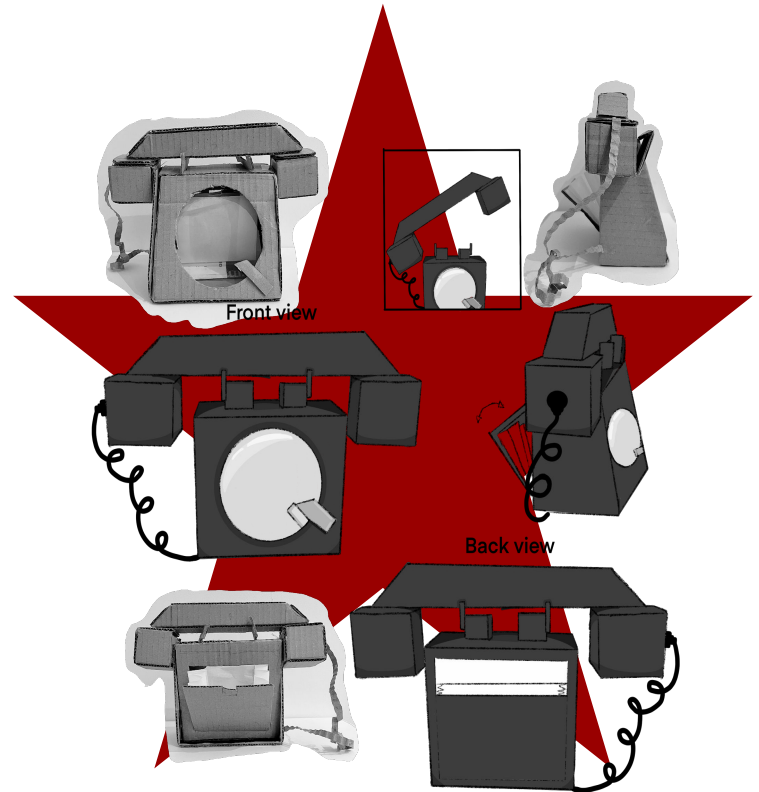
This is a functional developed design of my origami prototype, with a pull out draw on the side for the cards and rotating dial, which is an interactive feature that would allow the user to interact with while playing.



END OF THE ROAD
NO MORE

#2 Design & Prototype

This is a developed version of the previous design based on the #1 Design & Prototype. The card opening is placed on the back for easier access based on the feedback of my first prototype. The dial has been removed for my labeling space.



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INDUSTRY - PROCESS

END OF THE ROAD
VOICE BOX

I have decided to go with the #2 Design & Prototype of the rotary phone. To begin with I have chosen to use cardboard as the frame as it's easy to work with. The fluffy red outer layer added both visual and tactical impact, inviting users to engage with the packaging in a more intimate, tactile way.



Step 1. Cover the cardboard frame with masking tape



Step 3. Line the outside with fur and fluffy wool + sew in button for opening



Step 2. Line the inside with red paper and ensemble all pieces together

Step 4. Add a fan flap at the back and double sided place for where the labels

Step 5. Add labels and secure with PVA glue

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