Mac & Cheese

Preston Sasz | Packaging Design | Fall 2023

Objective

To get children to be more adventurous and exploratory with their food by introducing them to different flavors of a popular American store bought dish, macaroni and cheese. Branded as a fun space theme which most children will find interesting and eye catching.

Initial Idea

The initial idea for this project started off as one single large macaroni noodle stuffed with cheese. It was to be named something along the lines of “Jumbo Mac”. The thought occurred that this idea is basically the equivalent of a hot pocket and could no longer be viewed as mac and cheese so the project pivoted into space themed dish “Cosmic Cheese. The new goal was to create a branch of macaroni and cheese to get kids to explore new flavors and be adventurous.

Tone

Being aimed at children the tone of the packaging is to be colorful, eye-catching and fun for kids to look at and engage with. Bright colors were used and big rounded stylized titles were created to catch attention.

Target Audience

Demographic:
Kids under the age of 13

Marketing Locations:
In Store signs, commercials on kids TV channels, ads on game apps.

Deliverables

Three full sized macaroni and cheese boxes.
Digital dieline boxes.
Process book.

Mandatories

Each box will need to contain a front and back design. Nutritional labels, cooking instructions, and barcodes must be included as well.

Call to Action

Young kids are often unwilling to try new foods. They need things and people to encourage them to help them expand their appetites and “Cosmic Cheese” hopes to be a solution.

Design Brief


KID CUISINE
Magical Cheese Pizza
Now with a Brownie!
Made with Real Mozzarella Cheese
Excellent Source of Calcium
NEW & CHEESIER Cheese Pizza!
KEEP FROZEN
MUST BE COOKED THOROUGHLY
NET WT 7.45 OZ (211g)


HAM & SWISS WITH CRACKERS
Lunchables
LUNCH COMBINATIONS
14g Protein
NET WT 3.2 OZ (90g)


Wrigley's
Hubba Bubba
BubbleTape
awesome original
BUBBLE GUM
NET WT 2.0 OZ (56.7g)

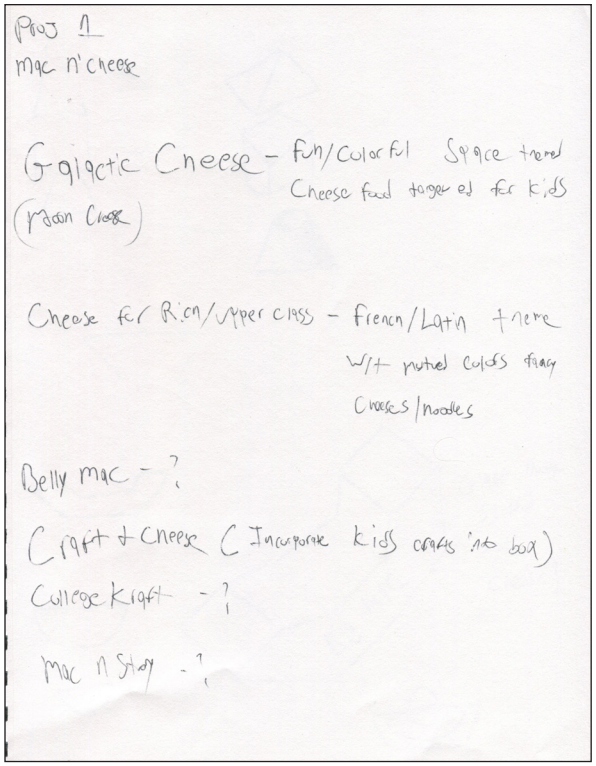

Yoplait
GO-GURT
STRAWBERRY
BERRY
32

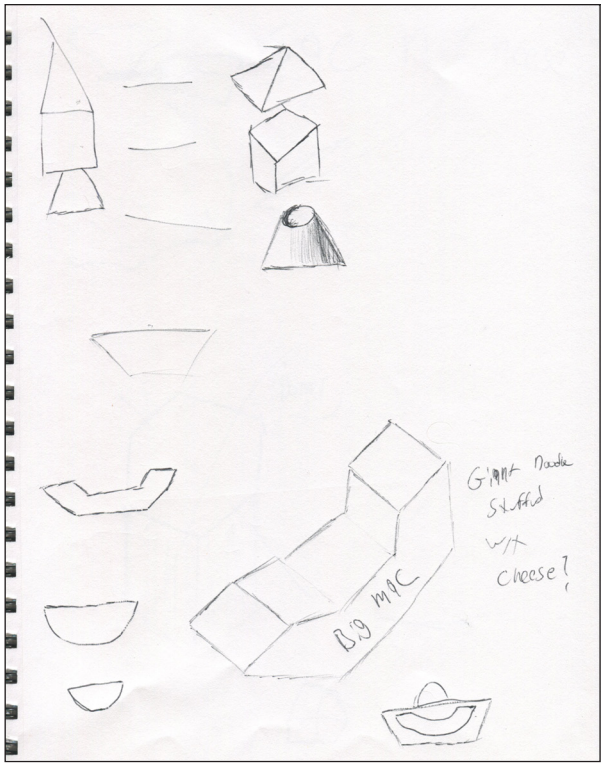

Kraft
mac & cheese
original flavor

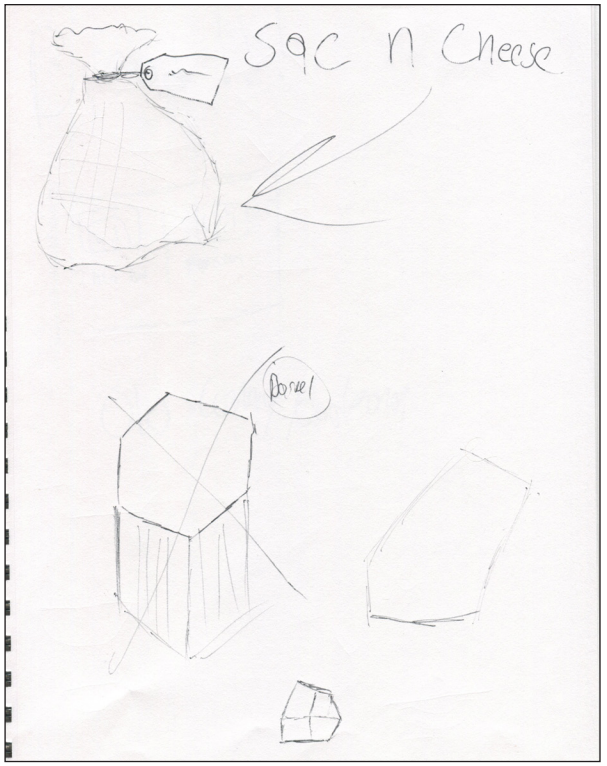

Hefty
ZOO PALS
Rainforest
COLLECTION


LUNCHABLES
LUNCHABLES
LUNCHABLES
LUNCHABLES

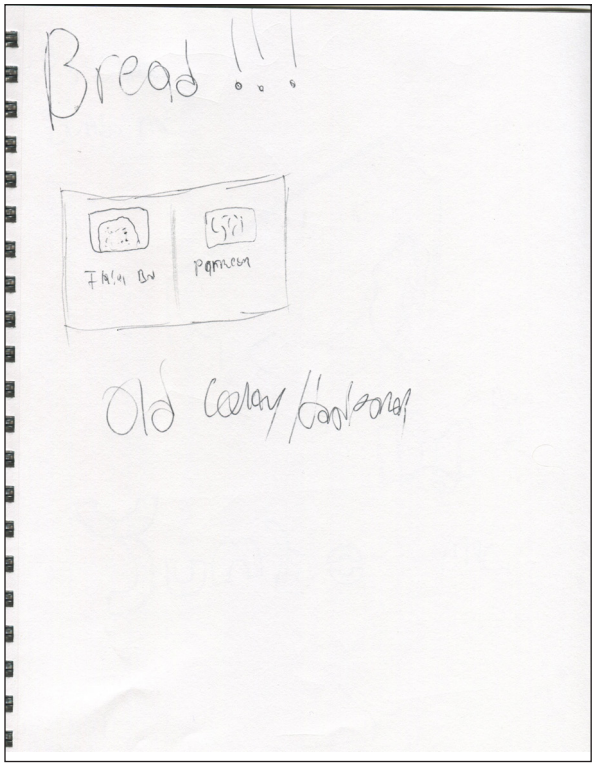
Mood Board

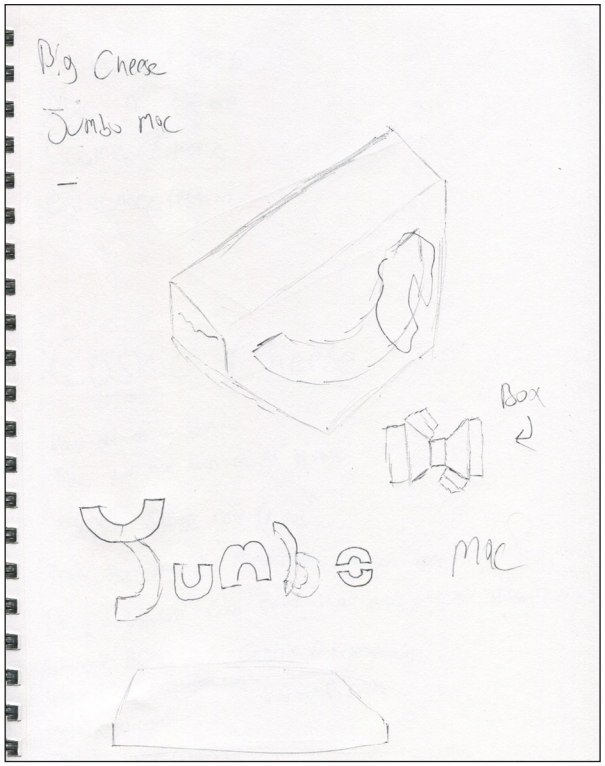

Proj 1
mac n' cheese
Galactic Cheese - fun/colorful Space themed
Cheese food targeted for kids
(Moon Cheese)
Cheese for Rich/upper class - French/Latin theme
w/ muted colors fancy
Cheeses/noodles
Belly mac - ?
Craft + Cheese (Incorporate kids crafts into box)
College kraft - ?
Mac n Stay - ?

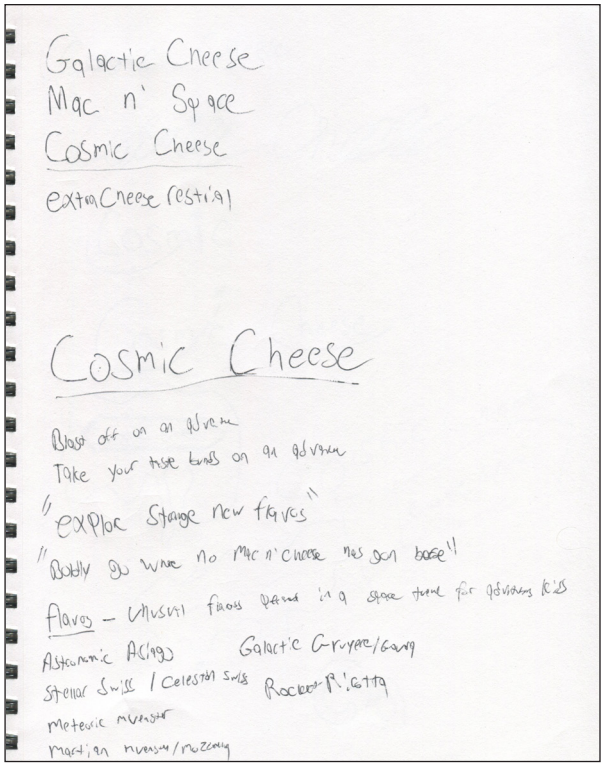

Giant Noodle
Stuffed
w/
Cheese?
BIG MAC


Sac n Cheese
Barrel

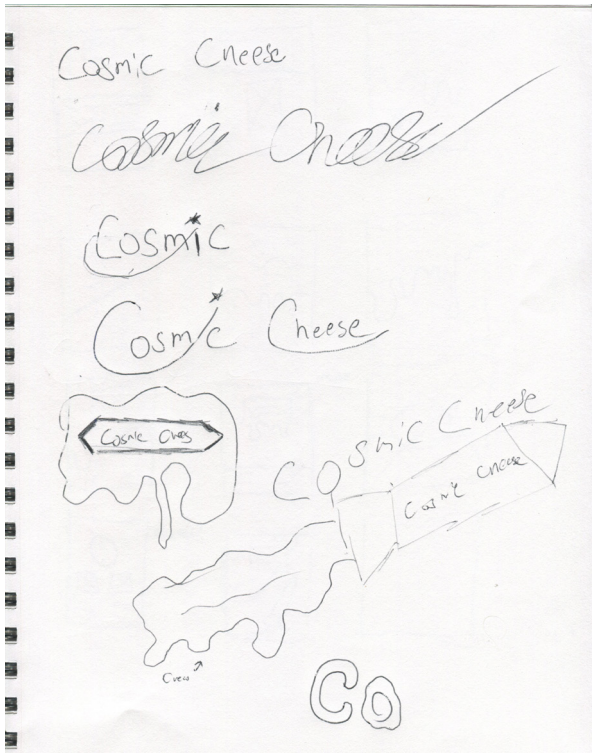
Sketches

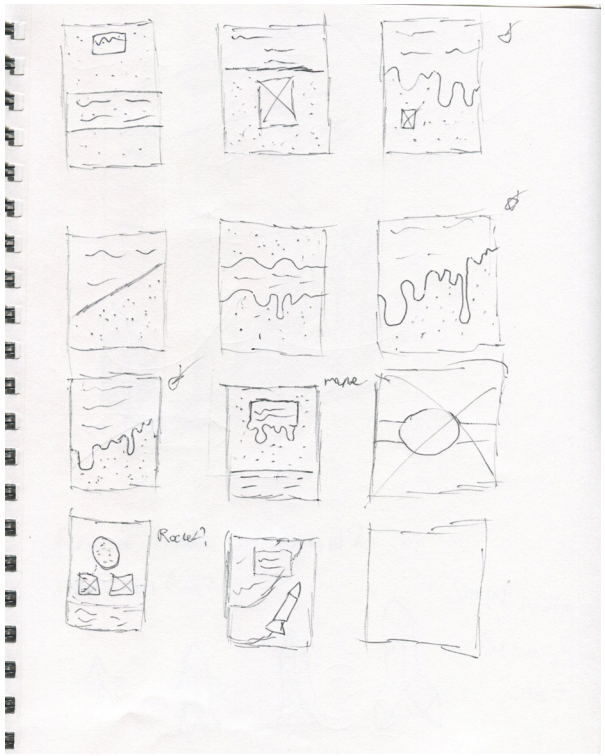

Bread !!!
Old Cooley/Gouda

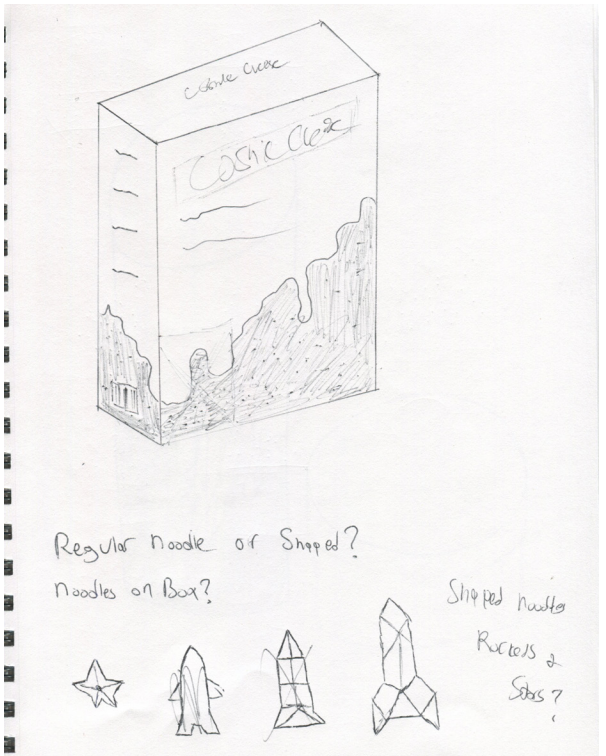

Big Cheese
Jumbo mac
Box
Jumbo
Mac


Galactic Cheese
Mac n' Space
Cosmic Cheese
extra Cheese festival
Cosmic Cheese
Blast off on an adventure
Take your taste buds on an adventure
"explore strange new flavors"
"Boldly go where no Mac n' cheese has gone before!"
flavors – Universal flavors paired in a space theme for adventurous kids
Asteroidic Asiago
Galactic Gruyere/Gouda
Stellar Swiss / Celestial Swiss
Rocket Ricotta
Meteoric muenster
Martian muenster/mozzarella

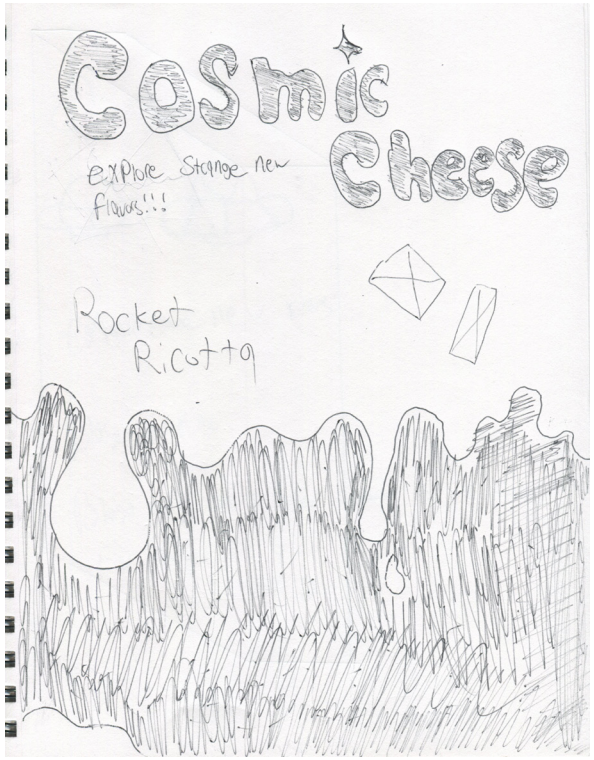
Sketches

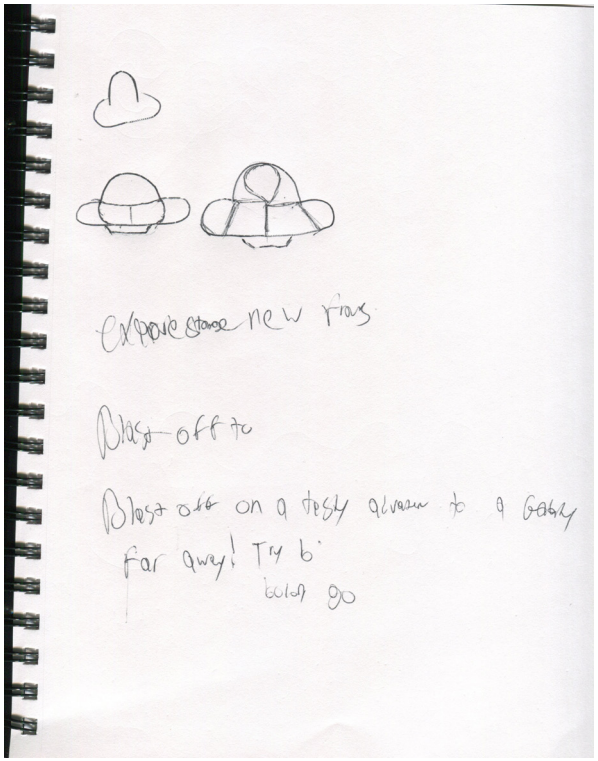

Cosmic Cheese
Cosmic
Cosmic Cheese
Cosmic Cheese
Cosmic Cheese
Cosmic Cheese
Co


Rocket?


Regular Noodle or Shaped?
Noodles on Box?
Shaped Noodle
Rockets &
Stars?

Sketches


Cosmic Cheese
explore strange new flavors!!!
Rocket Ricotta


explore strange new flavs
Blast off to
Blast off on a tasty flavor to a far away! Try b
look go

Sketches

Rounded Mplus 1c
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Baloo Paaji 2
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Arial
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Electrolize
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Bai Jamjuree
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Montserrat
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Noto Sans
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

HomepageBaukasten
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

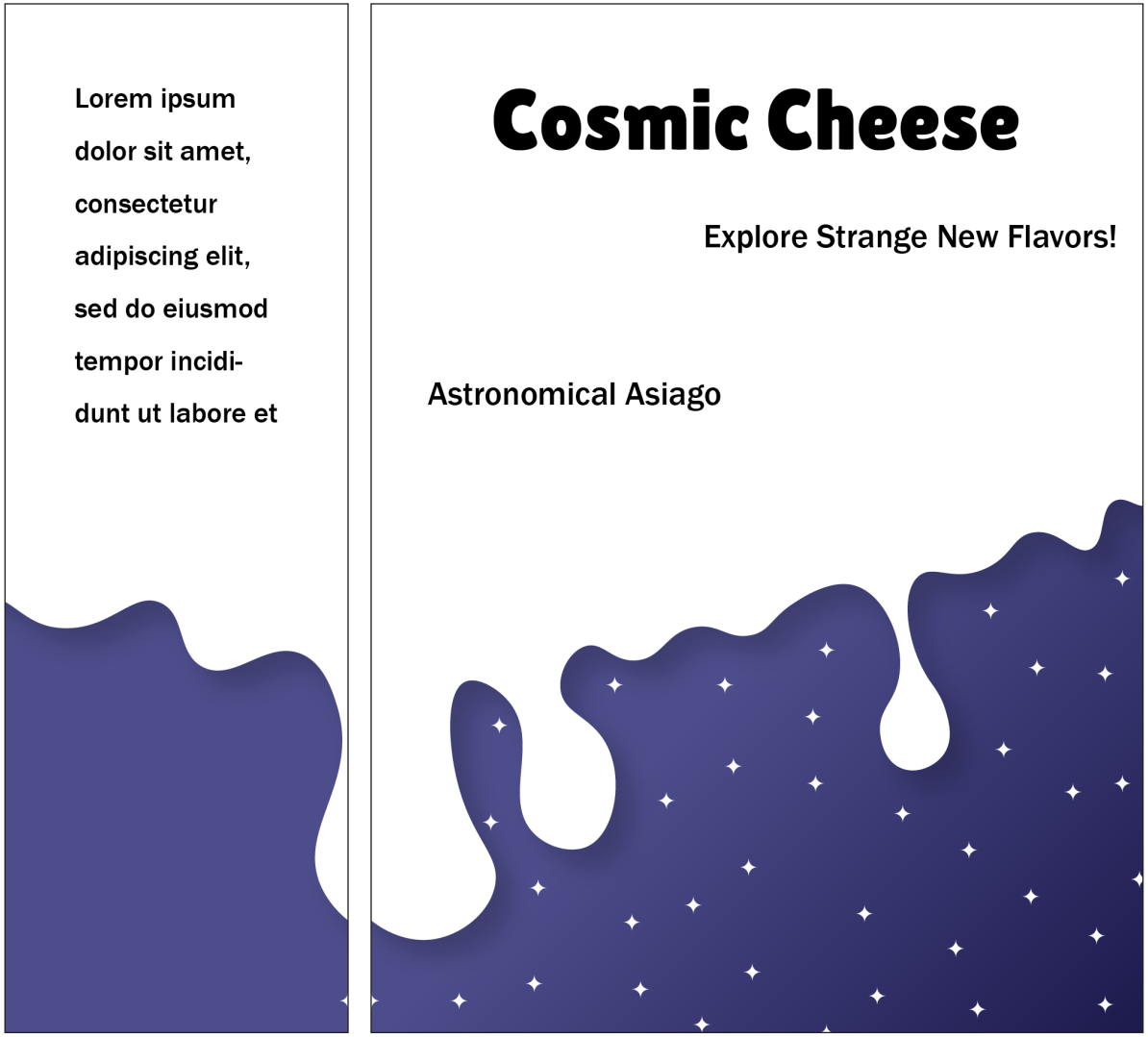
Exo 2
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Type Pairing Considerations

Rounded Mplus 1c
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Montserrat
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Final Type Pairings



Digital Version 1

Digital Version 1

Righteous Chicle

Gurajada Supermercado

Caveat **Lilita One**

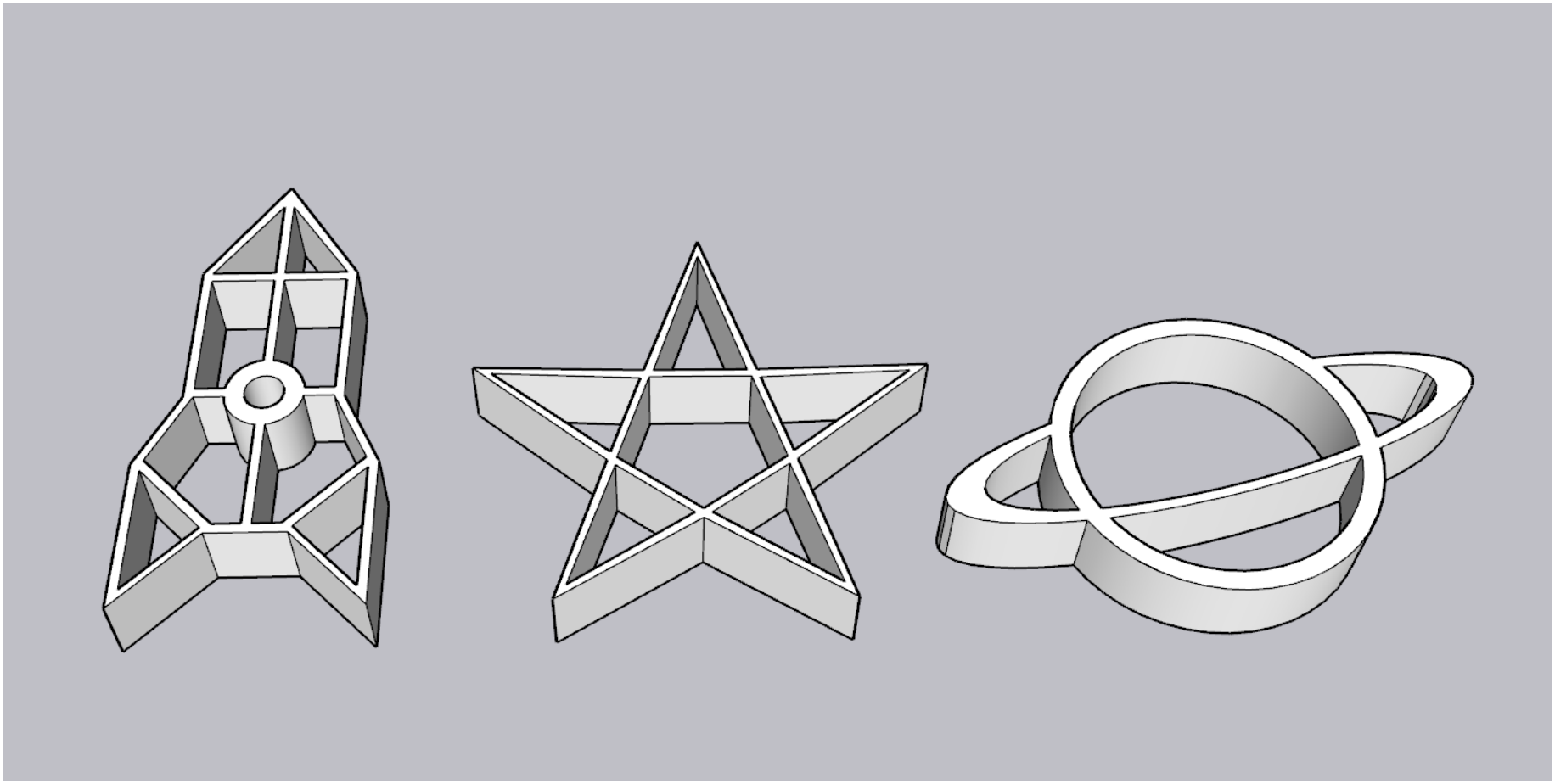
FINAL SELECTION

Logo Type Considerations

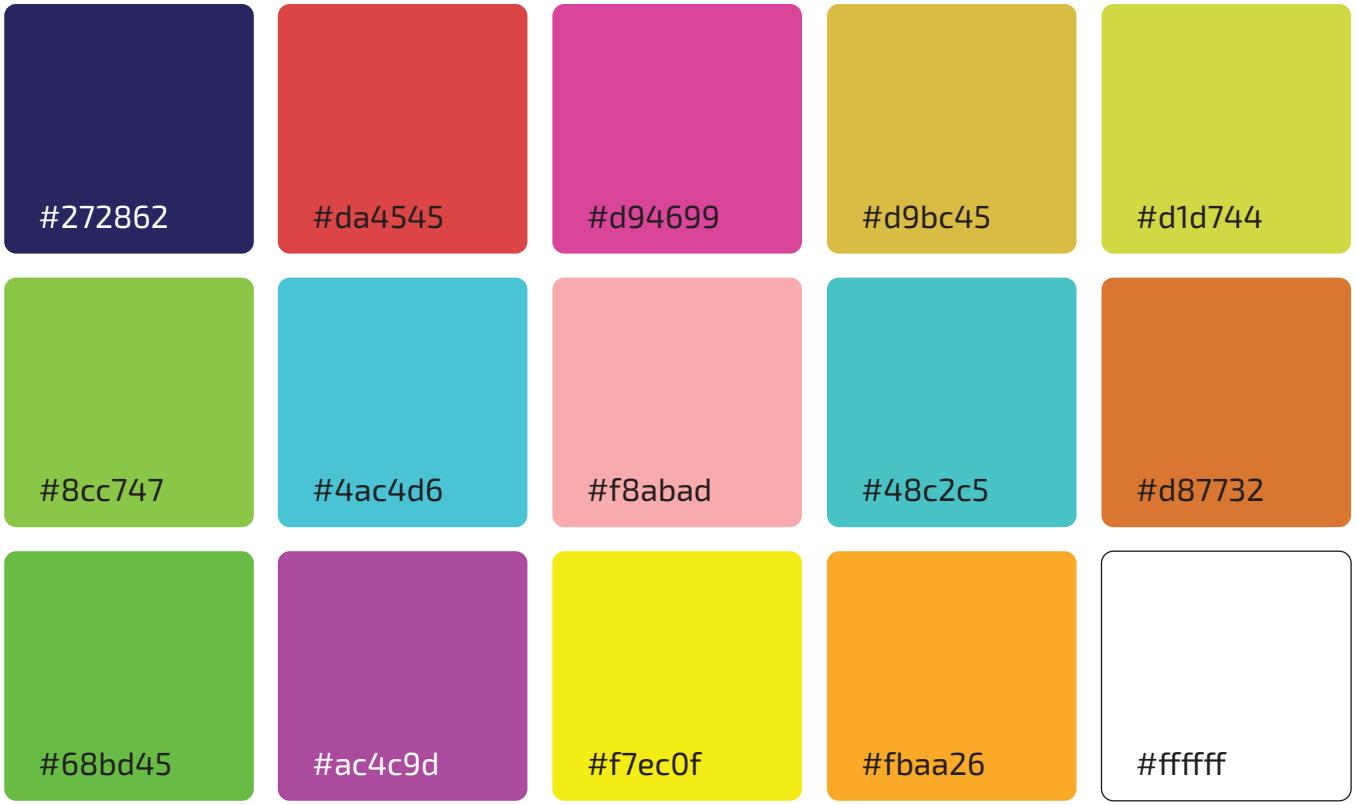
Cosmic Cheese

Logo Type Iterations

Final Logo Type



3D Modeled Noodles

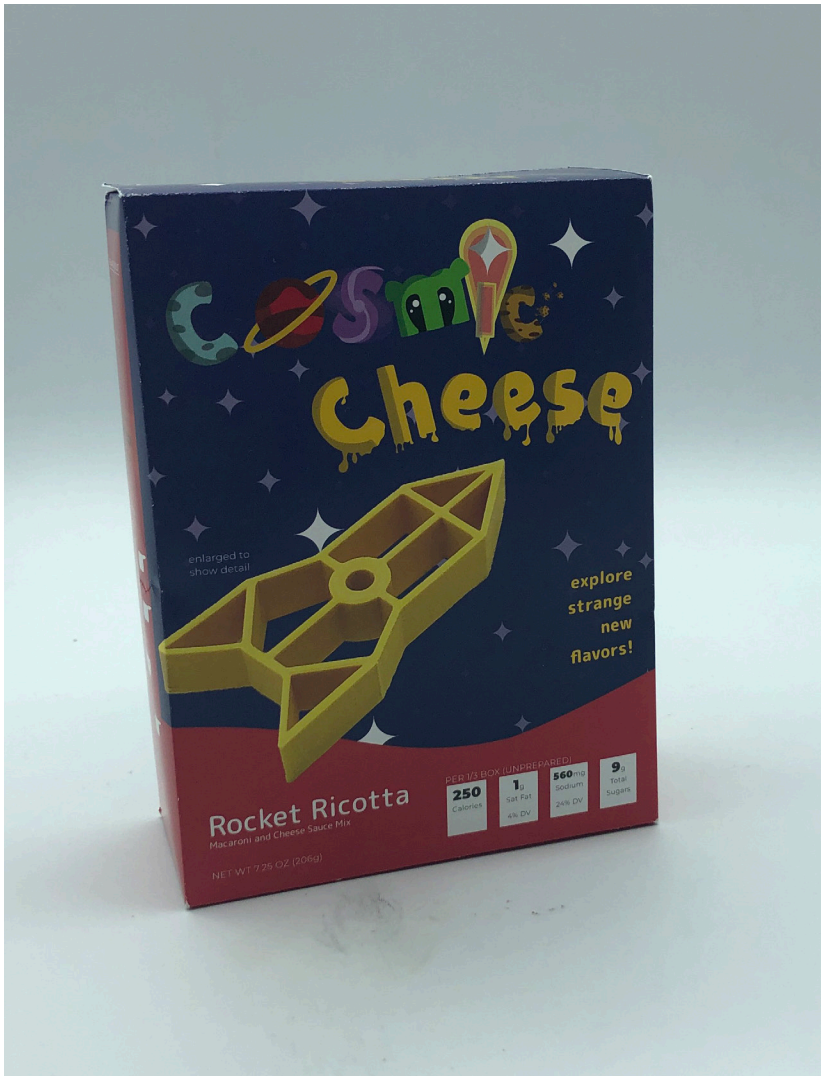


Color Considerations


Cosmic
Cheese
explore
strange
new
flavors!
Rocket Ricotta
Macaroni and Cheese Sauce Mix
250

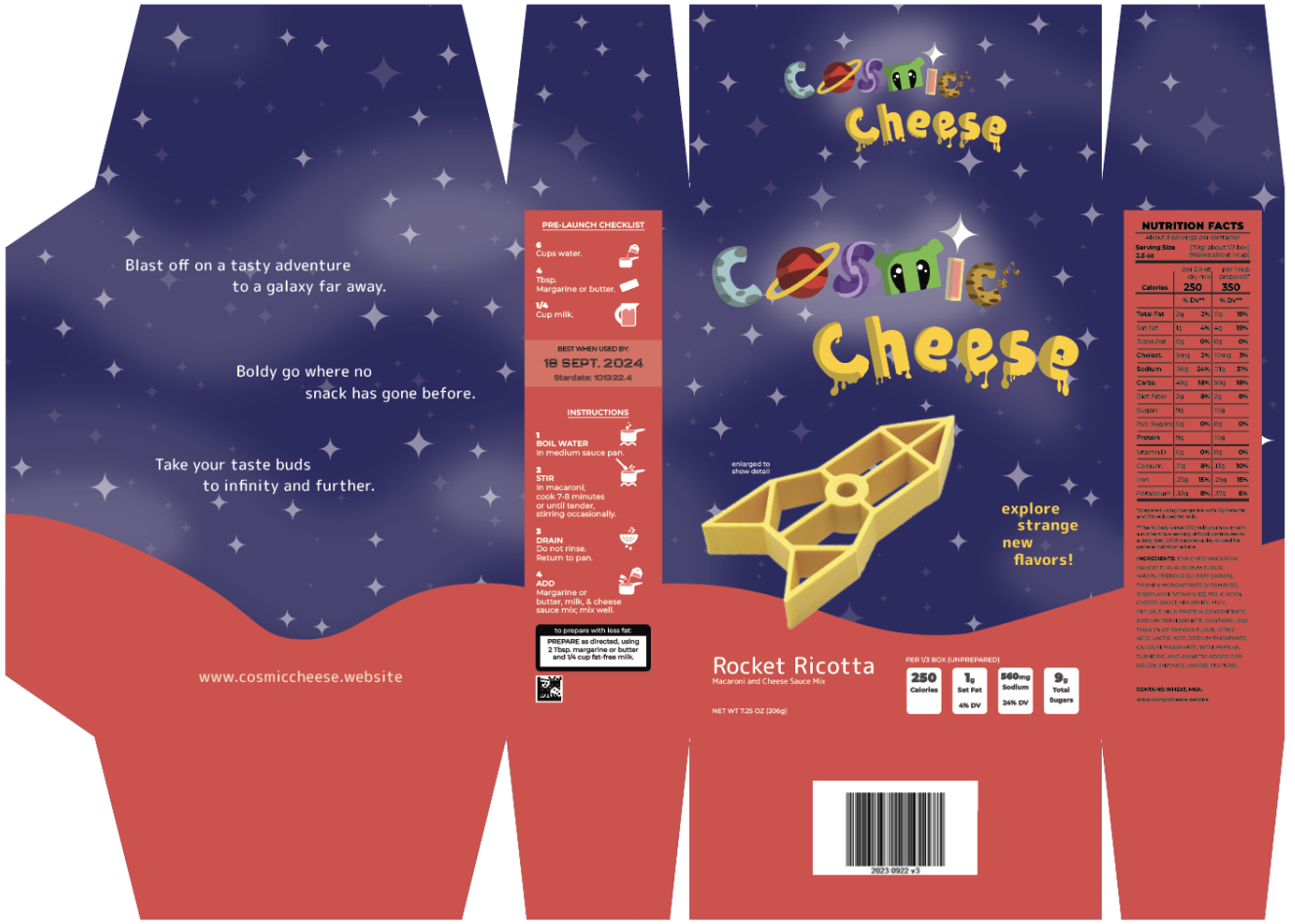

Blast off on a tasty adventure to a galaxy far away.
Boldy go where now mac n' cheese has gone before.
Take your taste buds to infinity.
www.cosmiccheese.website
CLASSIC PREP
6
Cups water.
4
Tbsp.
Margarine or butter.
1/4
Cup milk.
Best when used by
Stardate: 47634.44
COOKING INSTRUCTIONS
1
BOIL WATER
In medium sauce pan.
2
STIR
In macaroni cook 7-8 minutes or until tender, stirring occasionally.
3
DRAIN
Do not rinse.
Return to pan.
4
ADD
Margarine or butter, milk, & cheese sauce mix; mix well.

Mockup 1


Cosmic
Cheese
enlarged to show detail
explore strange new flavors!
Rocket Ricotta
Macaroni and Cheese Sauce Mix
NET WT 7.25 OZ (206g)
PER 1/3 BOX (UNPREPARED)
250 Calories
1g Sat Fat
4% DV
560mg Sodium
24% DV
9g Total Sugars

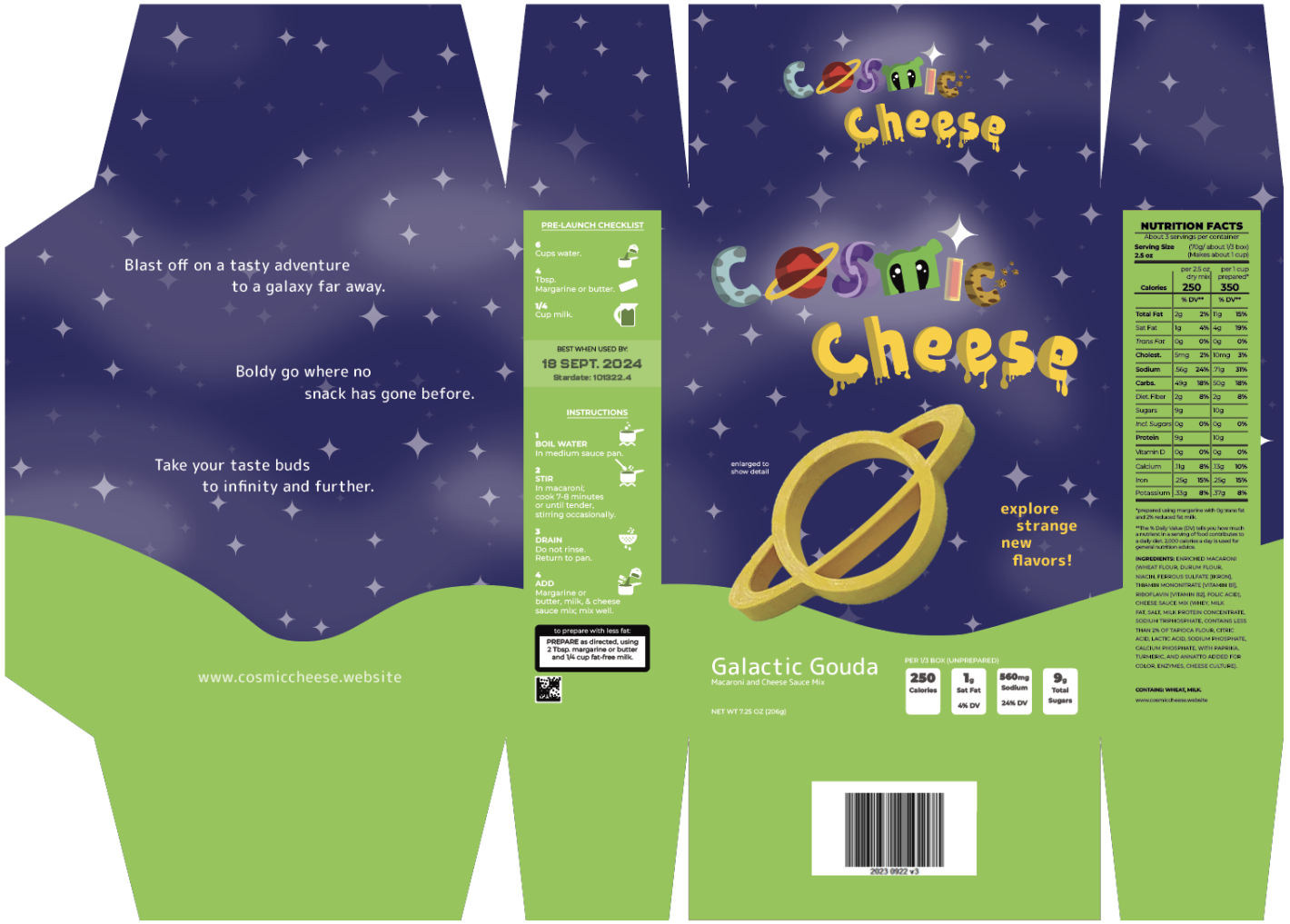

Blast off on a tasty adventure to a galaxy far away.
Boldy go where no mac n' cheese has gone before.
Take your taste buds to infinity and further.
www.cosmiccheese.website
PRE-LAUNCH CHECKLIST
6 Cups water.
4 Tbsp. Margarine or butter.
1/4 Cup milk.
Best when used by
18 SEPT. 2024
INSTRUCTIONS
1 BOIL WATER In medium sauce pan.
2 STIR In macaroni, cook 7-8 minutes or until tender, stirring occasionally.
3 DRAIN Do not rinse. Return to pan.
4 ADD Margarine or butter, milk, & cheese sauce mix; mix well.

Mockup 2



Digital Final

Digital Final



Digital Final

Final Mockup

Final Mockup

Final Mockup

Final Mockup