



# Natural Scents Candle Boxes

LINH NHAT PHAN - PROCESS BOOK



# TABLE OF CONTENTS

<b>Inspiration &amp; Research</b>	3
<b>Step 1</b>	4
<b>Step 2</b>	6
<b>Step 3</b>	8
<b>Results</b>	9
<b>Final Thoughts</b>	10





# INSPIRATIONS AND RESEARCH

Candle packaging has always been something that I am extremely passionate about. My apartment is filled with candles, I mean, gorgeous candles, most of them are from Bath & Body Works. Those beautiful candle jars are just too appealing to ignore, and I've known it's all about the packaging for that industry.

With the enthusiasm for candle packages and plant-based fragrances, I carried out a package design project, in which

I developed three candle boxes for an imaginary brand – Natural Scents. It is supposedly a local brand that sells handmade candles; therefore, I decided to use hand-rendered elements to reinforce its purpose – selling natural products. Citrus, lilac, and eucalyptus are the three scents I chose to work on. After many revisions along the way, I successfully designed three candle packages for the three scents that I adore.

## STEP 1: RUSHING AND FAILING

My thought process began simply with the idea of only creating candle jar designs, which basically are illustrated rectangles that wrap around the jars in the end. I soon realized that it would be too boring if I went down that path, as I wouldn't have the chance to fully experience the hard part of package design – handling different panels. And that's how I decided to create candle box designs instead of candle jars.

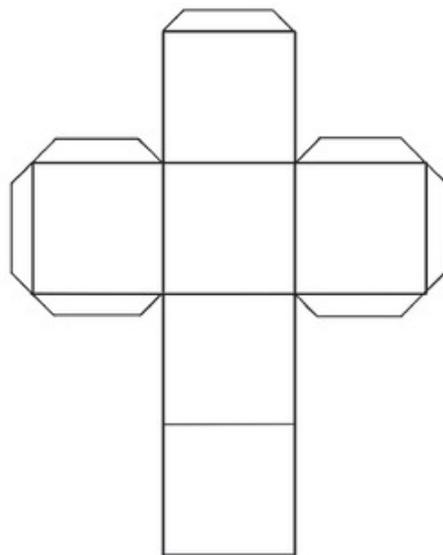


Initially, I developed a logo for Natural Scents, representing the brand's take on natural products.



I also searched for some cube box dielines and downloaded one that I thought would be the most convenient to work with.

**Of course, I messed up a little bit.**



I was too excited about this project and did not consider printing the plain dieline out to figure out the panels. I trusted my imagination and my 3-D sense, so I went straight ahead to the illustration part. It didn't take as long as I anticipated, **wow, I succeeded.**

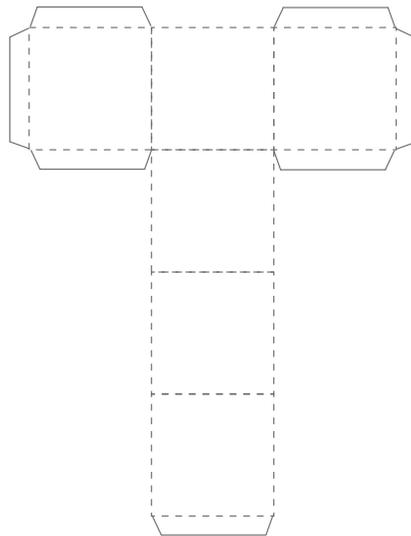
**Hang on. No, I didn't.** When I printed my beautifully illustrated dieline out and made the first mockup box, I realized I had misplaced the front and back panels. Specifically, the lid should have been attached to the back and opened from the front. Meanwhile, I did the opposite thing.



## STEP 2: MAKING REVISIONS



After that, I created a dieline on my own to keep as many panels in their positions as possible, which made the revision less painful. I also messed around with the UPC at this point.



With the lesson learned, I printed several rounds of dielines out and marked them to determine which parts of the panels should be adjusted. It was a repeated process of assembling and disassembling the boxes. It took more time to create a continuous drawing throughout the panels as I had to consider where they would fold and which sides would stick together.



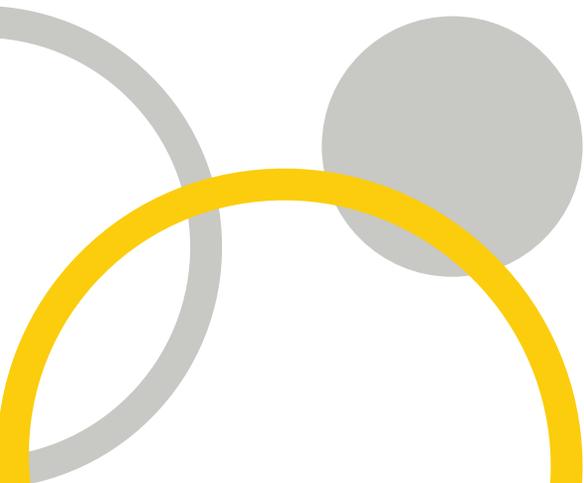
Along with revising the illustrations and type, I reconsidered the UPC at the bottom. As these candles are to be sold at a small local store, or a craft fair, there is no point in having a fancy registered UPC on their boxes. Therefore,

I decided to exclude the UPC and fill the bottom panel with illustrations instead.

**The process started to get smoother at this point** since I got a solid idea of what each side should look like.



When I got to the last revision, I printed it out, and I thought the inside of the box could be more exciting if I filled it with illustrations. So I made a pattern of lilacs and used a reverse color treatment to make it pop.



## STEP 3: FINALIZING DESIGNS

After finishing the lilac dieline, I moved on to the eucalyptus and citrus ones. Because I had gotten accustomed to the placements of different elements on the panels, this step went by fast. **Yay, I succeeded this time!**



VOILA! I DID IT.



## FINAL THOUGHTS

It was worth the effort of looking back and forth at the dielines to make revisions. In the end, the three boxes could harmoniously go together, showing consistency in style. Meanwhile, their visuals expressed the brand Natural Scents effectively. In my experience, it has always been challenging yet exciting to work on package design projects.

The illustration is what makes the boxes visually appealing. However, to accomplish the success of this specific project, handling the panels was the key. That was also why I purely enjoyed this process, where I could see developments through each revision and how the boxes gradually came to life.

