The Process of

shea

SKINCARE

Lāna

Malana Tennessee

Graphic Designer

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Education

The University of Southern Mississippi (Top 50 in Graphic Design)

2023 - B.F.A. Emphasis Graphic Design

Copiah Lincoln Community College

2019 - Associates Degree (AA) in General Studies

Skills

Adobe Creative Suite
HTML5 & CSS
Branding
Illustration
Typography
Photography
Layout Design
UI/UX Design
Prototype
Advertising
Motion Graphics
Wordpress

Awards and Honors

First Recipient of Allisson & Elouise Douglas Scholarship
2022 SPVA

Vernon Merrifield Scholarship for Excellence Graphic Design Endownment
2022 SPVA

GDUSA American Graphic Design Award - What the Police Really Believes
2022 GDUSA

Creative Quarterly 71 Runner Up - Black Lightning Tv Show Intro
2023 CQ 71

School of Performing & Visual Arts Student Show
3 Awards

Past Work Experience

Work Study Student
2019-2022

I worked as a Desk Assistant at USM's i School of Performing & Visual Arts (SPVA) underneath Ms. Catherina Ventura (Administrative Specialist) to run errands, prepare and participate in SPVA events, assist professors, and build a connection with the community. This occupation helped me develop skills of teamwork with preparing events, assisting and communcating with staff and students with their needs, and networking with new people.

Dairy Queen Crewmember
2017-2022

Organizations

Creative Collective
2019-2023

Creative Collective is a Graphic Design organization where the community come together and help each other with graphic design projects of work nights, Portfolio Reviews, Adobe Software, and connect with each other with our experience.

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Section One

Research

1. What is the nature of this topic that makes it appropriate as the subject of a project?

This topic is appropriate because the beauty market often does not have skincare products that often benefits women of color, specifically black women, and most of these products are harmful towards black women's health. It brings awareness and educate the audience of the ingredients created for these products.

2. In what specific area of the field of design will you focus your investigation?

I will focus my design strictly towards the skincare products that will be sold towards African American women. The design will be based on branding, marketing, and advertising how these products are safe, healthy, and compatible for black women. The design will be modern, luxury, and simple for the demographic to easily target and remember the company's design. Other specific areas include website, digital advertising (Motion Graphics), physical advertising (banners, fliers, etc), and collateral campaign (gift cards, coupons, lookbook, etc).

3. What impact will the investigation have on the design field? On other disciplines?

It will inform and educate the general audience of how the general skincare and cosmetic beauty products are not compatible and safe for all types of people. Along with including diversity in the skincare and cosmetic field to bring more awareness of the little options black women (and people of color) have in supermarkets that are not harmful towards their skin. The impact for the investigation will involve the skill of web design/coding, motion graphics and adobe animate and premiere, and producing physical packages.

4. How does this investigation contribute to your growth as an artist/designer?

This research helps me identity, observe, and analyze specific universal aesthetics designs these skincare companies use when it comes towards their branding with their logo and products. Research of harmful ingredients in contrast of safe ingredients for black women will guide me to determine how to design products that showcase organic and natural illustratively, with type, and color. In addition, this topic being centered around black women's health contribute to my growth as a designer because it has been my inspiration and goal to make a cause and somehow help the Black Community after George Floyd's death. This investigation helps me use critical thinking skills to showcase the natural, safe, and organic ingredients towards black women by use of illustration, type, photography, color, etc.

5. What is the methodology you expect to pursue in this investigation of this topic?

Creating a Process Book of gathered information of content and design aesthetics from examples of skincare and beauty companies. Along with a mood board of how I want to express and showcase my company through the logo and packaging of the products. Design aesthetics for generating solutions is the use of typography and content that tells the audience of the safe, natural, and organic ingredients used in the products specifically for black women. Another method is the use of design that showcase natural and organic elements. Afterwards, creating a Collateral Campaign that makes the company expansive and known to society.

For evaluation, the concept is original of skincare products for black women because it is not mainstream in stores like products for Caucasians. This idea has value and benefit society because it brings upon diversity and will make black women not have to search and experiment with harmful products because they can easily find products that are targeted to them. This idea is very practical because as African American woman with bad skin, I have experienced this moment of searching for products that will benefit my skin and it has not. Next is developing a logo and name: word-mark and logotype that fits the brands' mission and values with typographical hierarchy and simplicity.

6. Does this methodology represent a new level of investigation on your part? Is the approach unique?

This methodology does represent a new level of different types of designs I can research to make the company express its mission and values: providing towards black women with safe products for their skin. Three main design ideas is using a luxuriance African design aesthetic to express the organic and natural ingredients because most black products have ingredients from Africa, the second design idea is showcasing designs like plants to express the natural, and the third idea is letting the packaging and type do the work by using recyclable packaging and typography to showcase the important of content.

7. Do you foresee any obstacles in this investigation that might require a restatement of intent? What are they?

The main obstacle I can imagine is trying to express the company's mission through the logo and packaging. Along with expressing it through design and being consistent with it. Another obstacle will be how to produce the physical products, when to go ahead and design the products just in case these products will have to be professionally made, photography of black women or finding mockups of black women interacting with skincare. Know not to do an African themed approach that is inclusive and not be predictable and boring with the brand.

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Influences of Graphic Design for Shea: Skincare Company

For research of the expansive Senior Capstone project, an idea is a skincare company that is targeted and marketed towards African American women. The process of gathering research and developing three ideas brought the realization of the lack of diversity in the skincare industry when it comes to the demographic these products are marketed towards. The products are commonly marketed towards the audience with white skin, not to the people of color (POC) with darker skin tones and rich melanin. The major problem is how these products are not safe and is dangerous towards POC because their darker skin tones behave differently when interacting with these products. The solution of this problem is the company is to provide safe, organic, and natural products that caters towards black women; along with bringing awareness about the lack of diversity and safe products in the skincare industry. These problems shall be solved through the use of graphic design brand identity to give the demographic the best and easiest experience towards the skincare company.

After deciding on this idea of the skincare company, the first step was developing a logo and name. The purpose of a logo is to express the character and goal of the company to the general audience. There are many types of logos, yet the three options that fits for the skincare company is a typographic word-mark, a symbol logo, and a logo that includes both typographic and symbol. On page four in Creating Logos and Letterheads, by Jennifer Pace, it mentions, "Many of the best-known logos are named-based. This type of logo is especially effective if the name is short." The types of names I chose was: Glo, Nourish, Bolden, Kukua (Grow), and Shea. The article on Shopify, Skin care Business Name Ideas Generator (2023), specified how it is best to "describe the products you sell, mention your main ingredients, include words associated with nature, and consider how your customers would feel (Shopify)." The main focus of the skincare company was to express its values and mission: products that are made from safe, natural, and organic ingredients. The best option for the name was Shea, for it is a seed grown from an African plant, making it harmless, safe, natural, and organic.

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In addition, Shea Butter is a commonly used ingredient in skincare brands typically provided towards darker skin. Along with the fact that the name is short, the typographic word mark assumed to be the best option to go for. In addition, "the typographical treatment is a logical choice for a company with a distinctive name" (Pace 5). However, it is also favorable to have the company be remembered through a logo, and "symbols is often recognizable without the company name" (Pace 4). Another great reason to include a symbol as the logo is for the sense of belonging and community it brings to the general audience. On page 42 of Brand Identity Essentials, by Kevin Budelmann, states, "The best brands tend to symbolize something in a culture beyond the specific, pragmatic offer." Brands being less about selling products and being more involved and culturally connected to their audience, make the brand appear more than just a "business value proposition" (Budelmann 42.)

That is when it comes to the most successful and common option: a combination of both word mark and symbol. "Deciding which type of logo is best for each project depends on such factors as the company's name, business and self-image" (Pace 5). The skincare company has many possibilities with the combination of both symbol and word-mark with the iconography of nature such as leaves, flowers, stems, etc to implement into specific letters. For example, a leaf could be designed into the e in Shea, either in the counter of it or at the end of the a. It expresses the company's mission in a simplistic, smart, and illustrative way to the let the audience quickly grasp that nature is somehow involved. When it comes to the shape of the logo, rectangles and squares are the best choices for the skincare company. Because of how symmetrical and balanced the shapes are, they expressive safety, stability, and static; the best options to relate to the company's' mission ("Kince 34").

Another important detail of the word mark is the specific typeface used for the logo. Typography is important for it has personality and communicate for the brand. The specific type also has to be legible, functional, and consistent when it comes to the brand identity of the company. Sans-serif is the best option to choose for a typeface because of it's simplicity and legibility once the word mark gets

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smaller and does not have any decoration on the letter form. Another reason as to why Sans-serif is the best typography choice is because in the article, Beauty Typography: A Window Into Brand Personality, by Anko Hill, she states how "sans-serif gives off an overall modern and clean feel". Along with sans-serif being a common used type choice for beauty packaging. It is preferred for the typeface in the word mark to communicate and express cleanness, sophistication, and modernness for the younger demographic since this company is selling natural and earthy products. However, the typeface found and selected is a serif. To bring a bit more personality to the typeface, the serif typeface with the rounded edges than sharp express the softness and organic curves, similar to nature with being organic and relating to women with being soft, nurturing, and caring for their skin. Serif typeface is often used in beauty packaging as it also gives a sophisticated and clean feel.

When it comes to a company's brand identity, just like choosing a specific logo shape and a name, color is just as important. When it comes to branding, there is the color of psychology that communicates to the audience based on the color. Be it unconscious or conscious, color evokes emotion, reactions, and change the audience's thinking. From researching "The Color of Psychology and their Meanings", by Hailey Braam, these are the color options for the brand identity system of the skincare company: black, gold, yellow, green, blue, peach-pink, and brown. The main focus of the company is providing products that has ingredients that came from nature itself, so green is a necessity to have in the color guide. How green is emotionally viewed as the "first creation of the world - nature" (Braam). Green is the symbolism of nature, freshness, purity, and growth; key elements to the skincare company's motives. Most businesses include green that involves environmental issues, healthcare, or the food industry because of the new and fresh high-quality products being showcased. Blue is next. Blue was chosen because of how it calms and relax the audience. It gives a sense of safety, dependability and security, which is why companies like hospitals or financial companies use blue.

Yellow was another color to choose because it is associated to being bright and warm like the

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sun and happiness. Along with being joyful, cheerful, positive, and energetic. In Braam's article, "bright yellow is an attention-getter, which is the reason taxi-cabs are painted this color." Using yellow is a great idea to unconsciously evoke the audience in feeling happy and positive towards the company and to attract the audience's attention because of it's brightness. The next color is brown. Brown is seen as naturalness due to its earthy tones like dirt and wood. Along with it providing stability, safety, and security. For business and branding, brown being common in nature is great for services that are related to food, natural products, the environment, etc. Another factor is how the demographic (younger black women) has the melanin and skin tone that is quite similar to brown.

Culturally, white is known for its purity and innocence and its cleanliness when it comes to branding. White has an exposure as it reflects light into being noticed and easier to identify. Culturally, black is usually worn for sad environments like funerals. However, black is also seen as luxurious, sophisticated, and elegant which is why it is often used for companies like cosmetics, skincare, and hair salons to attract the general audience; same as gold. Finally, pink is an energetic and passionate color that is nurturing, caring, and gives off hope. With the color of psychology, color has a purpose for its usage in branding for companies. These colors are chosen for expressing and communicating the company's mission and values to the general audience with unconscious change of thought and emotion.

Another key element to the brand identity to companies are patterns and textures. Patterns and textures are universal aesthetics that bring visual excitement to the company. They are a great usage when it comes to collateral campaign like packaging and advertising. They are consistent and also communicate the meaning of the brand to the audience. According to Račič, Maruša, In Nature Pattern's and Graphic Design, "because patterns of nature reflect relationships and interactions that we are instinctively familiar with, their implementation into design can create a solid way of communicating" (Račič 9). There are different types of patterns. Patterns that are just one illustration and is symmetrical, expressing static and stability. While the next pattern is more visually interesting with different types

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of illustrations being big, small, color variations, different line-strokes, and in different areas to express movement. With this research for the skincare company, patterns that include organic movements like leaf petals in different variations shall be consistent to the brand. The illustration for the pattern shall be simplistic because "Brand Identity & Visual Standards" by University of Louisville discuss brand patterns for it's importance as a supporting role, not a dominant feature. The visual art style of the pattern should be simplistic and not over decorative and distracting where it becomes discouraging and illegible to interpret and communicate its' message.

Fig. 1. Shea Skincare Company Stylesheet

The finalized style-sheet of Shea Skincare (Figure 1) involves patterns, colors, and new elements to help enhance the company visually and emotionally towards the audience. Silk and cream lotion has been added as a textured background. Silk is included for it is a physical item that the audience can emotionally imagine and physically feel it's soft and smooth texture; adjectives that the company wants the audience to instantly and easily comprehend. Lotion cream is another texture used because of it's smooth and soft texture that works wonderfully as a background image for the collateral campaign.

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The use of these textured backgrounds gave the company an opportunity to showcase the logo's usage as different colors as an overlay over these backgrounds in the style sheet. The patterns of natural leaves and skincare ingredients outlined of a stroke to indicate a light and feathery feel with it's use as visual excitement and negative space to create a focal point towards important verbiage. The colors has been modified to a more simplistic color palette with the system as different shades of brown to replicate darker skin color. The rich chocolate brown and gold are the dominant colors, and the yellow and other two shades of brown are used more as an accent color to not fatigue the audience with too many dominating colors. The secondary logo of the a with the iconic leaf petal is to include in the campaign for packaging to have the logo be easily memorable in a simplistic, clean, and sophisticated way. In addition, to not having to overuse the primary word-mark logo in every collateral campaign.

The expanded collateral campaign for Shea Skincare is the following: E-Commerce Website, four pop-up website ad banners, eight posters, physical skincare products with packaging and information card, a skincare box kit from the website, a shopping bag from the store, and a pouch kit from the store and website. Majority of this campaign is to be user-friendly and informative towards the audience. For example, the website is created for those who does not have transportation to the brick and mortar store, and they will receive a free pouch bag to carry their products in. The posters are showcased to give awareness of toxic and harmful chemicals in skincare products and how Shea is only natural and safe with their products towards African American women. The main pieces that expands Shea Skincare's campaign are the physical products being sold to the general audience.

The natural and safe products are: Cocoa Butter Body Lotion, Almond Oat Milk Facial Sunscreen, Argan Serum Body Oil, and Coconut Honey Milk Facial Cleanser. Upon research of what natural ingredients are best in benefiting darker skin, these were the best options to keep the skin healthy by removing dead skin, reducing inflammation, protecting from UV Rays, moisturizing skin, reducing stretchmarks, boosting your immune system, etc.

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These products is what helped established simple, beneficial, and fun taglines for the company to use for packaging and advertising. In Designing Brand Identity: An Essential Guide for the Whole Branding Team, by Alina Wheeler, it says, "A tagline is a short phrase that captures a company's brand essence, personality, and positioning, and distinguishes the company from it's competitors. Deceptively simple, taglines are not arbitrary. They grow out an intensive strategic and creative process." Taglines are essential because of their simplistic yet effective choice of words that sums up the company's values and mission. Taglines are unique, differentiate the company from others, and a "guiding principal that describes, synopsizes, or help create an interest" ("Wheeler 25"). Refresh your skin is for the facial cleanser, hydrate your skin for body serum, nourish your skin for body lotion, and protect your skin for facial sunscreen. These taglines relates to the products with simplicity and yet descriptive enough to let the audience understand what the overall benefit these products will do to their skin. The taglines are easy to remember and consistent throughout the brand with the use of packaging and advertising in the collateral campaign.

The labels for the products went through variations that relates back to the style-sheet. The first versions of the labels were a bit too plain, had to much content, and was too busy with the patterns (Figure 2). Revisions made, the labels became color-coded to where it correlate with the ingredients itself. For example, Cocoa Butter itself is yellow and cocoa seeds are a dark chocolate, so those were it's main colors for that label and so on so forth with the other labels. Major changes were having these product names be more of a title and graphic to give more emphasis and hierarchy of it's importance than just a plain and boring type treatment. To make the names more interesting, giving it a bit of personality by adding the leaf petals from the logo's name into the product names, bringing size hierarchy into specific ingredients that are more important to emphasis, and having the words stacked upon each other made the labels feel more interesting and finalized (Figure 3). Another change throughout the variations were the use of patterns. Instead of using just natural and organic leaves, each pattern is unique and

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correlate with the specific product by having the ingredient as apart of the pattern (Figure 3). Along with the patterns formed in a way that it makes the product name the focal point from the negative space and it showcase as a smile from how they are positioned (Figure 3).

Fig. 2. Cocoa Butter Product Variation One

Fig. 3. Cocoa Butter Product Variation Five

The box packaging for the products and website includes the same color-coding, specific patterns, and type treatment as the labels. At first, the patterns were scattered and it looked too overstimulating and busy for Shea that wants to express elegance, modern, simplicity, and fun. The latest variation came from a previous lecture from Professor Jacob Cotton in ART 444 Graphic Communications of "The Mystery Box", by J.J. Abrams on TedTalk. The Mystery Box presentation along with Cotton's lecture explains how having such a simplistic and plain outside of a box with little to no hint of what is inside is what entice the audience with mystery and have them use their creativity to imagine what is inside. The website's delivery box have the secondary logo and rich chocolate color on the outside, yet when you open the box, it is a burst of that rich color gold with the pattern of all ingredients and leaves sprinkled inside with the taglines and slogan, "Your skin thanks you," to amaze the audience. The products' packaging is consistent with that burst of color and pattern inside. The patterns are also on the sides of the boxes, purposely surrounding the specific tagline of the product to make it the focal point.

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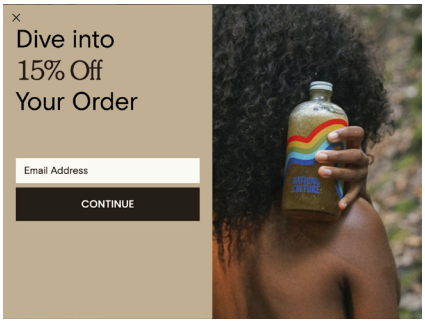

Fig. 4. bathingculture.com

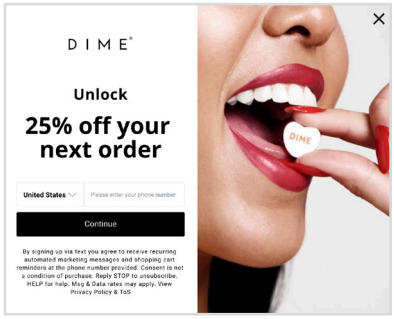

Fig. 5. dimebeauty.com

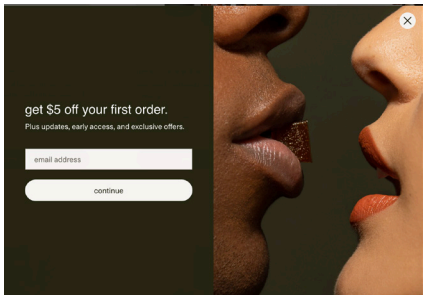

Fig. 6. getmaude.com

These are a few examples of pop up Web Ad Banners I have taken inspiration and reference from actual skincare websites (Figure 4, Figure 5, Figure 6). It provided simplicity with the use of images and discounts to entice the audience to interact with the company. Following their example, Shea has four pop up ads on their website to involve the four taglines, two with the textured cream background, and the other two with a color background. The use of patterns interacting with the backgrounds brings more visual excitement instead of keeping it minimal like the examples above. All four has images of Shea's models that relates to each specific tagline. The advertising is very simple and to the point since pop up ads are commonly ignored because it annoys the audience, so the words used is to not waste the audience's time, but benefit them with discounts on products and shipping and receive update notifications of new products coming out soon.

Along with these pop up ads is the website where you can learn more about the company, the products, and shop online. Taking inspiration from the websites provided above and other skincare websites like Fenty Beauty.com, helped developed Shea Skincare's website. Their websites are clean and sophisticated with the use of white space and the grid system to be organized and structured. The use of images of models and glamor shots of the products enhanced the uniqueness and engagement of the company. Shea website provides detailed information about the products, natural and safe ingredients, and multiple slides of product shots in different angles, so the user will understand what they will be purchasing. The patterns were used as a secondary element to give that visual excitement and

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uniqueness of each product's page having their specific pattern and have the website feel more friendly, fun, and welcoming.

Fig. 7.

Fig. 8.

Fig. 9.

The eight posters were inspired by researched information of how most skincare products contains toxic chemicals when it's marketed towards colored people than white people. These posters are used as an advertising awareness campaign where there is intended yet simple messages of ditching the toxic chemicals and switch to natural and safe products that Shea Skincare provides towards the demographic. Two of the awareness posters have the messaging along with a happy model to express how the audience will feel after using the safe products. Two posters is where the taglines are used to reach towards the audience of the products and what their new skincare routine would be like if they transitioned to Shea Skincare. The other posters are less type heavy and have the products be the main factor with important facts about their ingredients that will benefit people's skin. It is expressive in a fun, organic, and simple way to be straightforward and educate the audience about the specific product using these posters as reference (Figure 7, Figure 8, Figure 9).

The skincare pouch is a background product in the campaign that enhance the company of being different from their competitors by providing towards the audience with free products. In addition, the shopping bag being a background product to showcase how Shea Skincare will be presented outside of the store and with the customer to advertise themselves and have people recognize the simple yet iconic secondary logo of the a.

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For preparation for the Senior Capstone project towards the idea of the skincare company, there was a process and research that influenced the decisions towards the brand identity of this company. Graphic design research was what led towards the types of logos, logo shape, name, typeface, color, and texture and pattern that best represent the brand, and to give the demographic and easy and understanding experience with the company's mission and goals. This research and feedback from peers was what developed the collateral campaign to where it is now to have it's own unique personality with it's own natural ingredients, taglines, models, etc to represent Shea Skincare as a whole.

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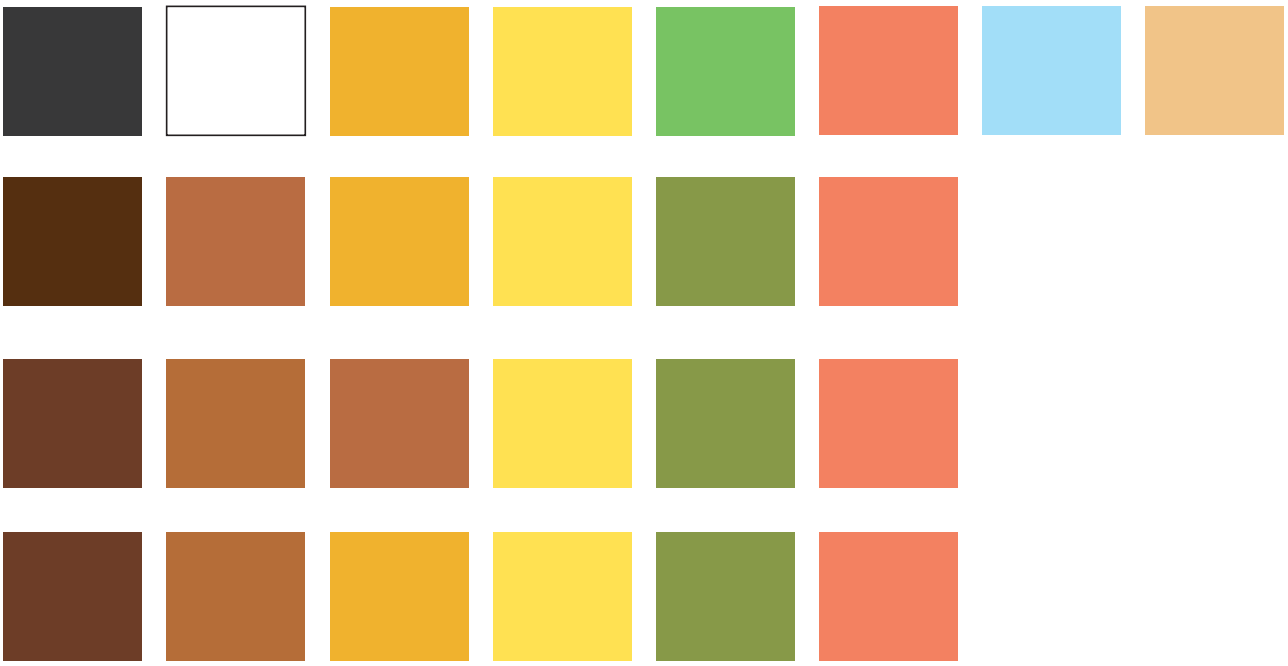
Section Two

Process

1. Skincare
2. Cosmetics
3. Safe
4. Organic
5. Natural
6. African American
7. Feminine
8. Growth
9. Pride
10. Healthy
11. Nontoxic
12. Black Owned
13. Hand-made
14. Women Power
15. Black Power
16. Bold
17. Strong
18. Strength
19. Movement
20. Helpful
21. Educate
22. Provide
23. Progress
24. Research
25. Enhance
26. Beauty
27. Black Beauty
28. Embolden
29. Modern
30. Sleek
31. Professional
32. Plants
33. Fun
34. Cocoa Butter
35. Shea Butter
36. Apricot Seed
37. Jojoba Oil
38. Sunflower Oil
39. Luxury
40. Hyper-pigmentation
41. Inclusive
42. Illustrative
43. Moisturize
44. Pastel
45. Energetic

3) More Luxurious: Make Audience Feel More Extravagant Using the Products



- Black gives off the luxury and sophisticated look the brand is going for.
- White to give off that sense of purity and cleanness and mix well with burst of color.
- Blue for sense of safety, relaxation, calm, health, and trust.
- Green stands for natural, healthy, organic, and freshness
- Purple gives off royalty, power, luxury, creative, and imaginative
- Orange gives off joy, fun, energy, and optimism
- Tan gives off earthy, comfort, and stability. A nice background color.

buttah.
BY DORION RENAUD
buttah.
Skin-transforming

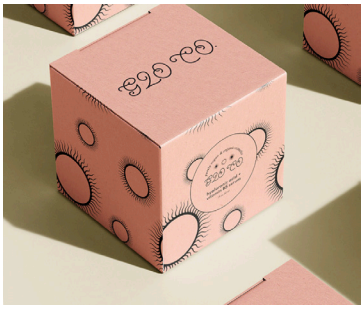
Brand New Design
NAKED & THRIVING
RENEW
RESURFACING NIGHT SERUM

ÉLISE
ÉLISE
ÉLISE

bliss my
pink clay
body scrub

Renew Botanics
Renew Botanics

ORGANIC
Poppy Seed & Lemon
SOAP
SIMPLE works
ORGANIC
Oatmeal & Honey
SOAP

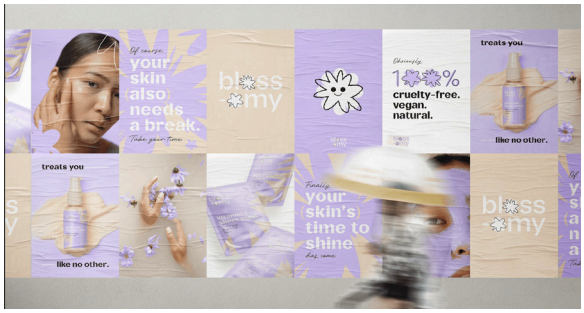


HANDS of KARMA
TEA TREE
FACE MOISTURIZER
FOR ACNE & PIMPLES

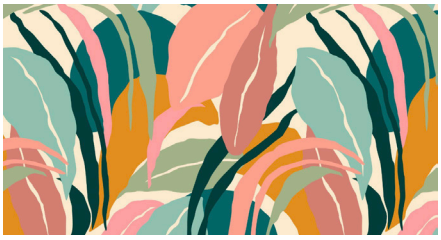
SELENIUM

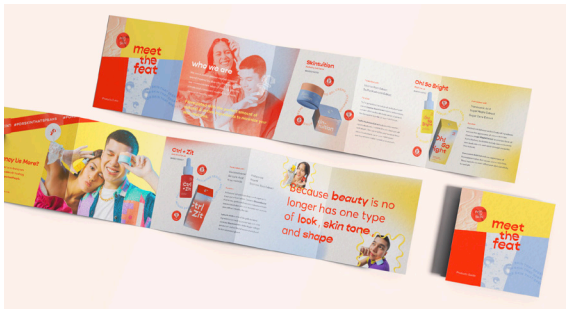
NUAGE
NUAGE
cosmetics

hydrating
FACIAL TREATMENT
brightening
FACIAL TREATMENT
detoxifying
FACIAL TREATMENT


your skin also needs a break.
bliss my
100% cruelty-free. vegan. natural.
treats you
like no other.
treats you
like no other.
your skin's time to shine
bliss my

Paramaribo





RYVA

GOLDEN HOUR
LET'S GLOW AND GROW TOGETHER

TERRE A TERRE
ORGANIC SKINCARE

EnReval
SKIN & WELLNESS

Scential Aroma

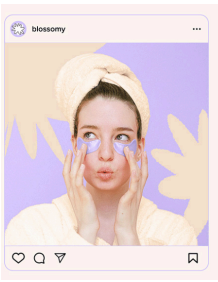
velvet dreams
skincare beauty

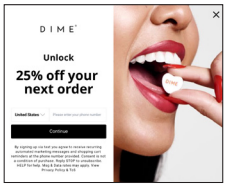
nexderma®

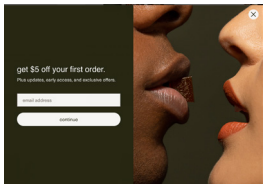
BAUTY
Cosmetics & Skincare

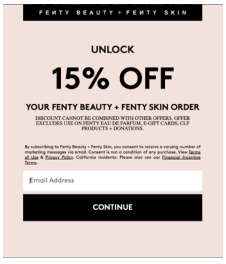
WildShe

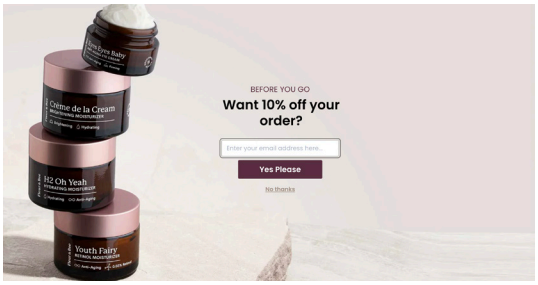
Visual Armory

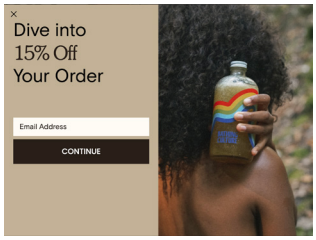


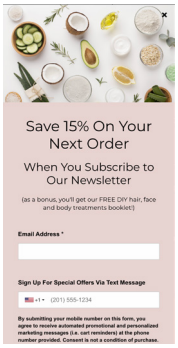


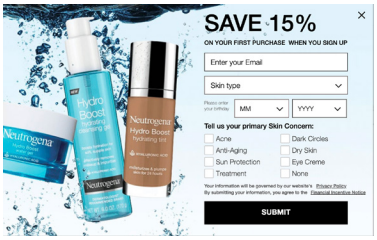




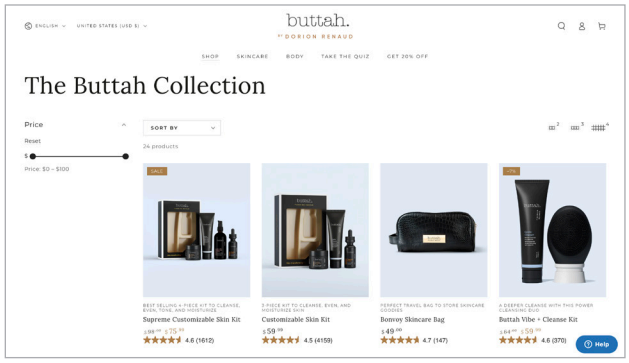


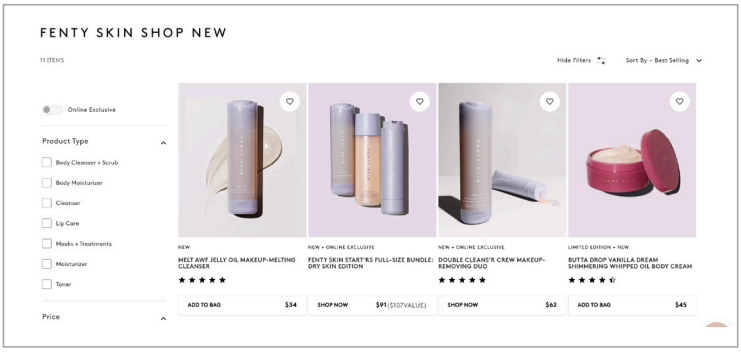


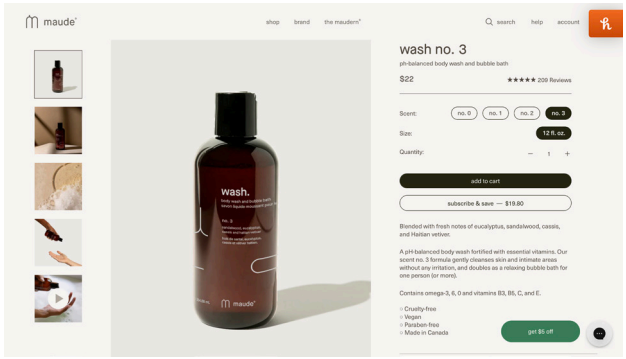


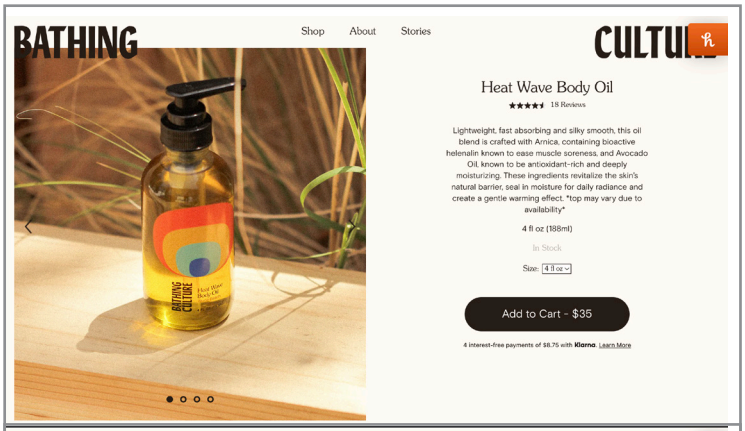


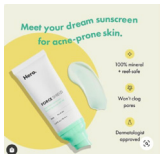
Visual Armory

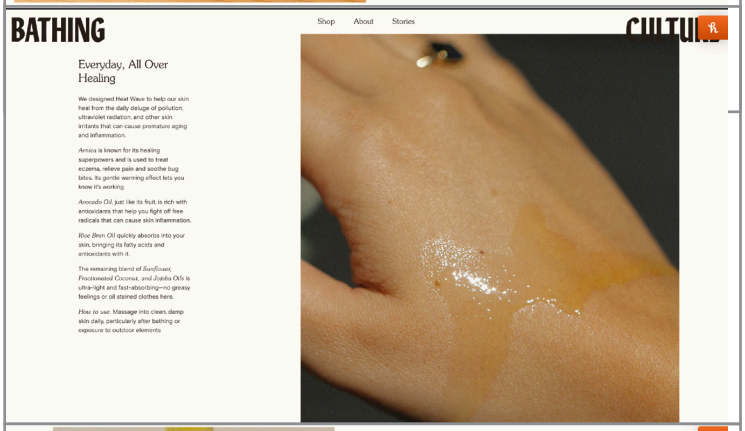




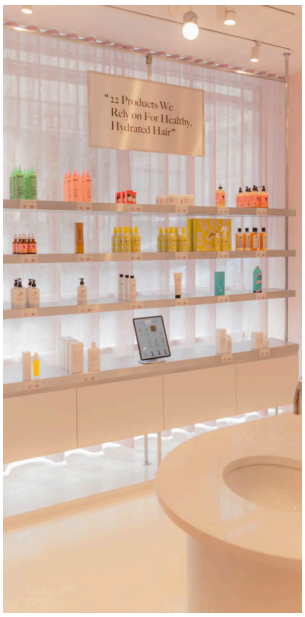








Visual Armory



Visual Armory

Based on researched information, it is best to describe the products you sell and mention your main ingredients for the companies' name. It lets the audience quickly understand what the company is providing.

In this case, because black women are already aware of the positive effects Shea gives on their skin, they will be more curious about the company. In addition, Shea is a natural and organic ingredient grown from an African tree and prepared into butter in Africa, completely harmless and safe. Shea is prepared by women in Africa, which helps serves their foundation in the women's economy of their community.

Enhance

Glo

Kukua - Grow

Nourish - Provide with the food or other substance necessary for growth, health, and good condition

Shea/She- A key ingredient in companies products (Vaseline, Cocoa Butter, Shea Butter) that is catered to African American skin for it moisturizes their skin and is commonly well known and used by African American.

I chose these specific after observing typefaces of skincare companies. Many were thin, capitalized, and elongated while others were thick with decorations.

I was attracted to Sheigisha because it stood out compared to the others with its bold letterforms and organic curves that gives a free, flowing, natural, and fun feel that relates to the company.

SHE / SHE - EIOSAKA

SHE / SHE - RAY AND GLOW

SHEA / SHE - SHEIGISHA

SHE / SHE - VACELYN

SHE / SHE – QUILLA

NOURISH - EIOSAKA

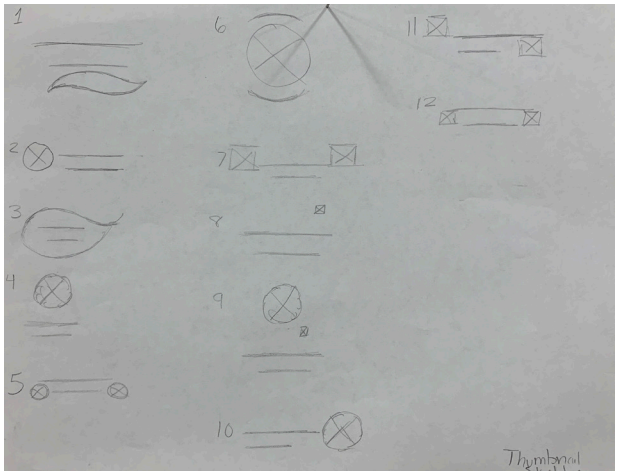
NOURISH - RAY AND GLOW

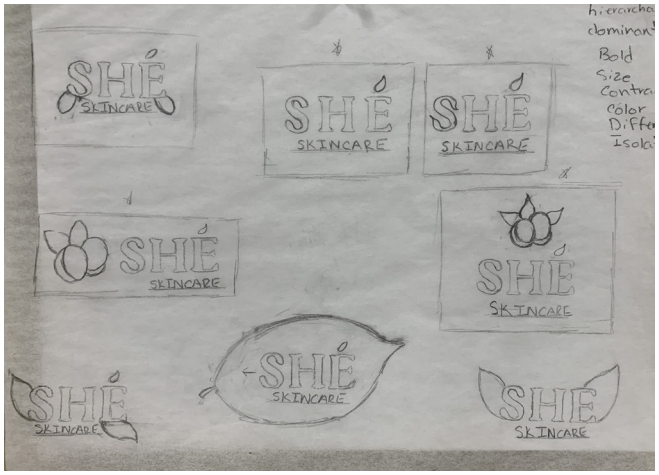
NOURISH - SHEIGISHA

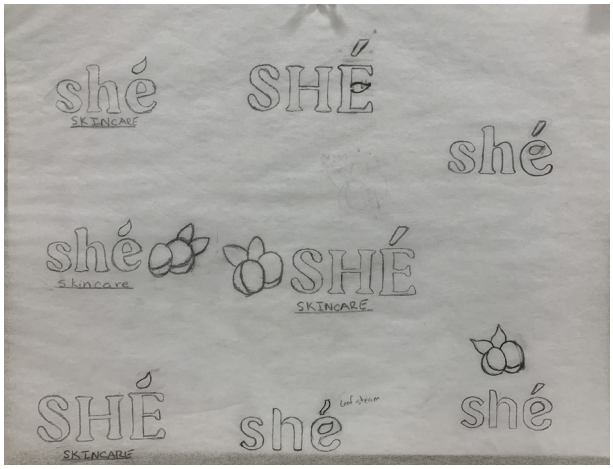
NOURISH - VACELYN

NOURISH – QUILLA

Making of the Name & Typefaces







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SKIN & WELLNESS

TERRE A TERRE
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velvet dreams
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WildShe

With developing sketches and thumbnails for the wordmark, I wanted to convey safety, stability, security, along with an icon indicating that the company provides natural products.

The thumbnails of SHE was to be unique and different with the accent punctuation pronouncing Shea.

The overall mess and chaotic experimentation of these style sheets helped create a more consistent and simplified stylesheet for the company.

These visuals are used as inspiration to experiments with leaf patterns in different styles: outlines or filled color.

Brand Identity Stylesheets Pt 1

The stylesheets introduced new elements in the brand of including environmental landscapes as textured backgrounds to use the logo as an overlay.

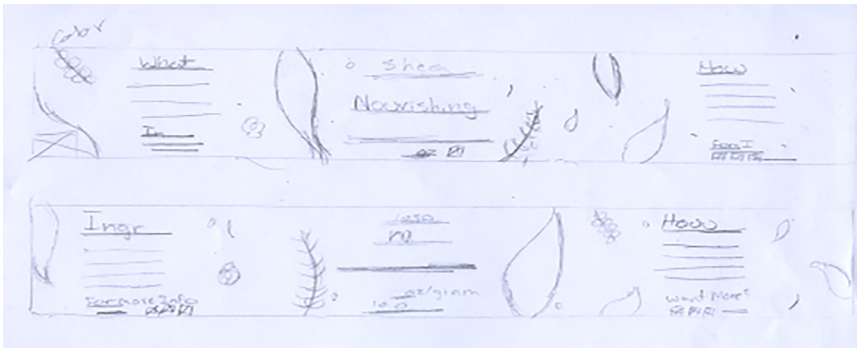
In addition, the patterns has been modified to included more natural ingredients that are in the physical products to give each product their own specific pattern.

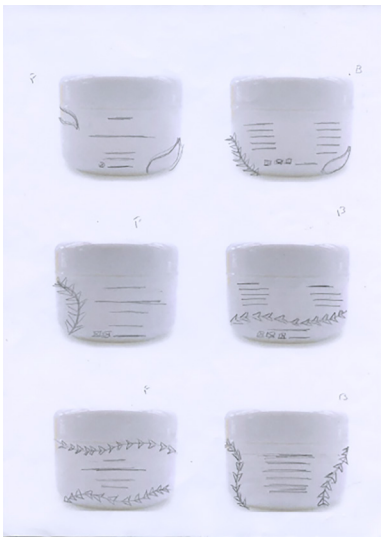
Shea Skincare's final version stylesheet consist of a golden brown silk fabric used as a textured background to have the audience relate to how it's smoothness and elegance will relate to the company and the products. The color palette has been modified with removing the green and including another tonal shade of brown to relate to different skin tones of black women. The dominant colors are brown and gold to have the audience of color relate to the rich dark color, and the gold representing luxury, wealth, success, and sophistication.

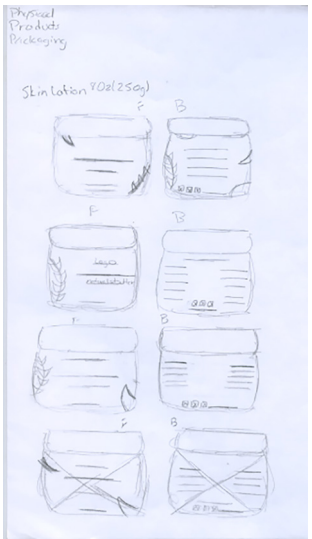
Shea Skincare's Final Stylesheet

Section Three

Collateral Campaign



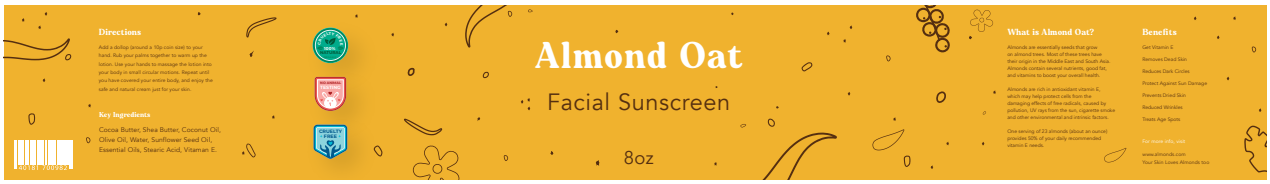




Labels Reference and Thumbnails

The labels for all of the products went through a lot of development to be more hierarchal with type, condensing content into only having important information and give the patterns more purpose of it arranged to form a smile around the product's name, making it the focal point.

Cocoa Butter Label Versions

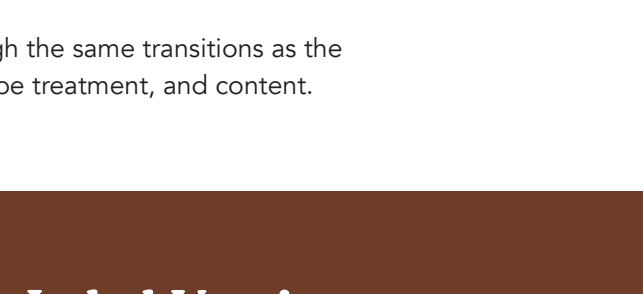


Almond Oat Milk went through a lot of development with the main colors changing, and more ingredients being added to the title name to be consistent throughout all labels of have a rectangular and square shape from the type.

Almond Oat Milk Label Versions

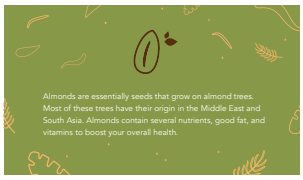
Argan Body Serum went through development of changing specific words for the title to continue being consistent throughout of the square and rectangular shape all products' titles are in.

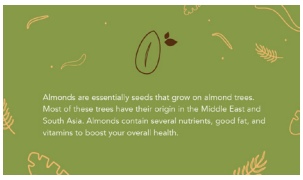
Argan Body Serum Label Versions

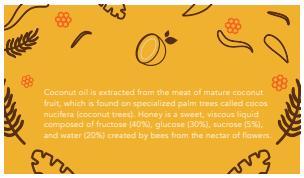


Coconut Honey Milk went through the same transitions as the other labels with the patterns, type treatment, and content.

Coconut Honey Milk Label Versions



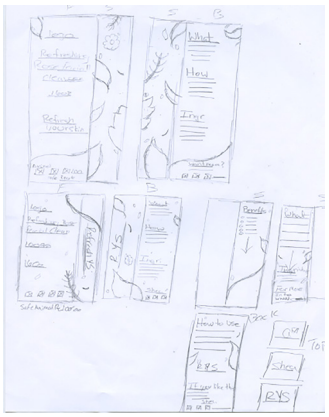


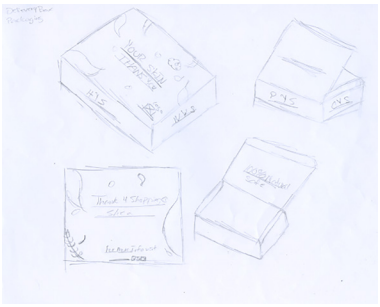


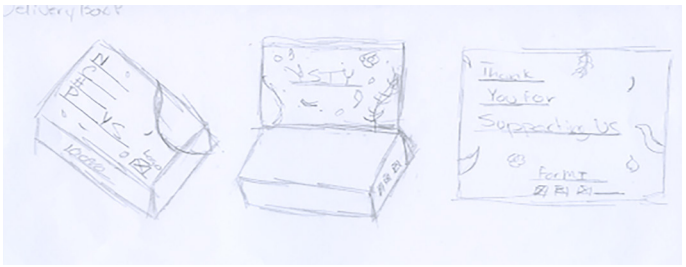
The Information Cards come with the product to inform the consumer of the whereabouts of the main ingredient and how it will benefit their skin.

The cards went through development of the overuse of the patterns being too busy and distracting to read the content, along with being consistent throughout the brand by including the pattern with that smile formation and the silk fabric being used.

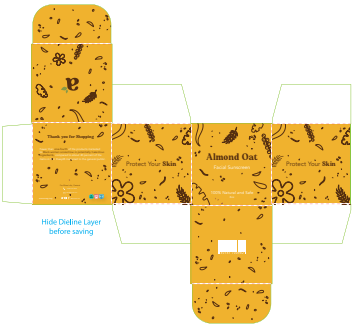
Products Information Cards







Packaging Reference and Thumbnails



Packaging Rough Draft Mockups & Dielines Pt 1

The box packaging for the products was a doozy. It was a lot of modifying with the inside and outside of the packaging with the use of type layout, patterns, and how to make it fun yet simplistic overall.

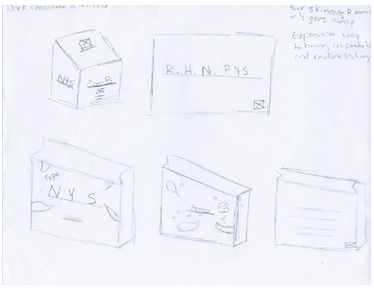
After research of the Mystery Box by J.J. Abarams, I reached the conclusion of how to design the packaging.

Packaging Rough Draft Mockups & Dielines Pt2

The box packaging has been modified to be consistent with the actual skincare product by incorporating the smile element pattern. The outside is more simplistic with color blocking and pattern usage on the sides making the taglines a focal point, and social awareness information on the back. Then, in the inside, it is that burst of color and patterns. The method is used throughout all box packaging.

All Products Final Box Packaging Pt 1

All Products Final Box Packaging Pt 2



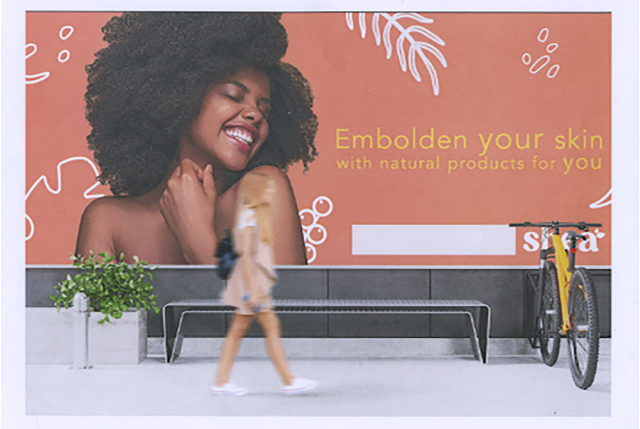
The skincare pouch kit is given free to customers in store and online for them to place their products in and carry around. The store bag is where to place the products after checkout and is designed to let citizens outside the store observe and memorize the patterns and logo.

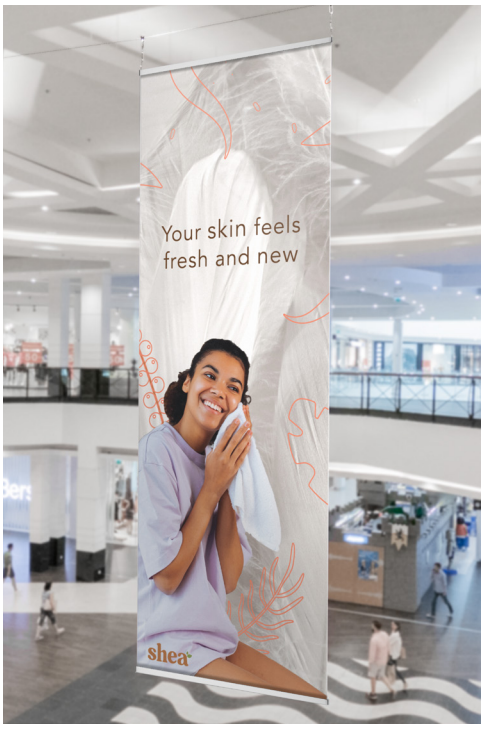
The consumer who bought products would be informed about the awareness in research of toxic chemicals in skincare products and how Shea is 100% Natural and Safe.

Sketches and Mockups Pouch Kit and Store Bag

These are the finalized versions of the store bag and pouch. These collateral products were also made for the set up in the gallery. The secondary wordmark logo is a sticker to be given out for citizens to receive.

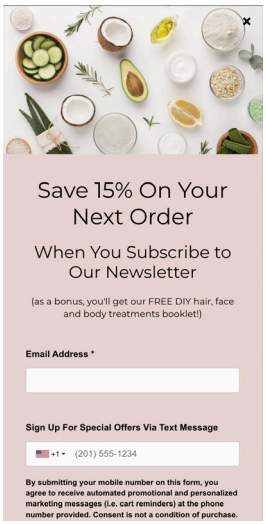
Final Version Pouch Kit and Store Bag

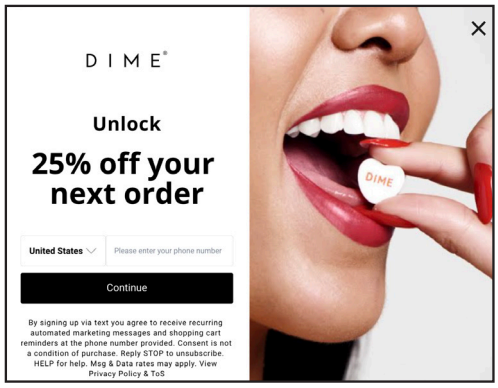


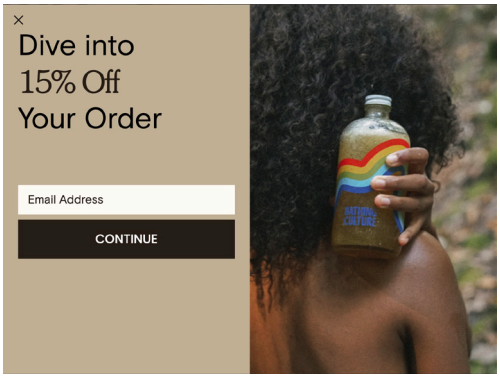


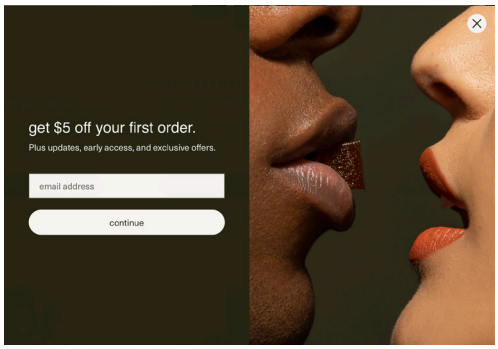
These pieces of advertising where I experimented with models, textured and colored backgrounds, pattern usage, and verbiage was what helped me develop and finalized specific taglines and models for each product.

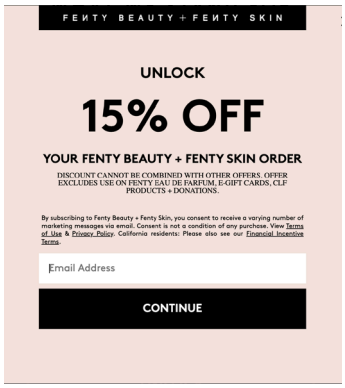
Removed Advertising

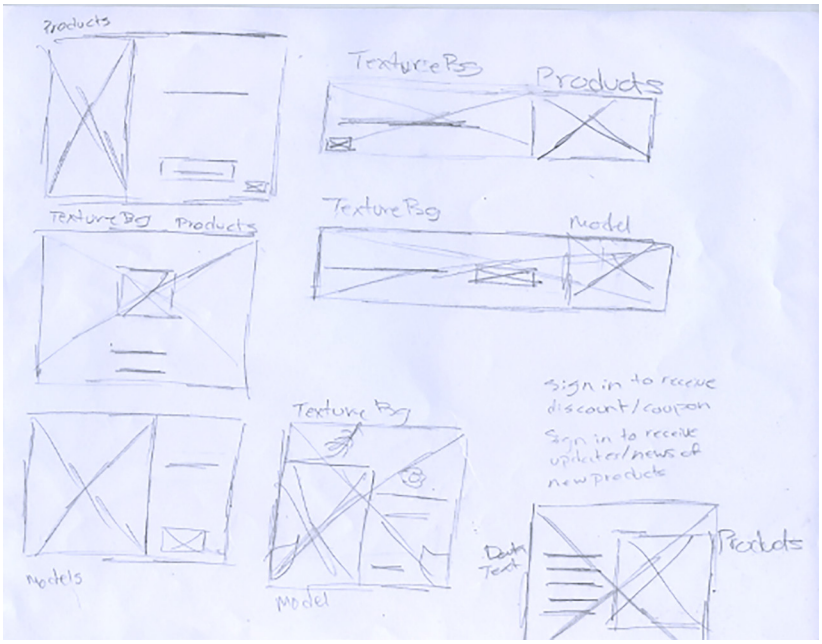




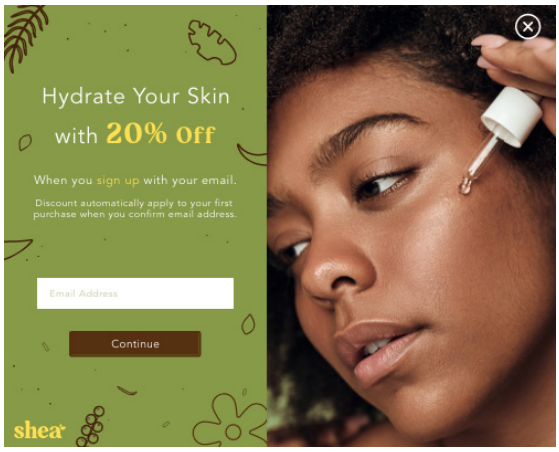


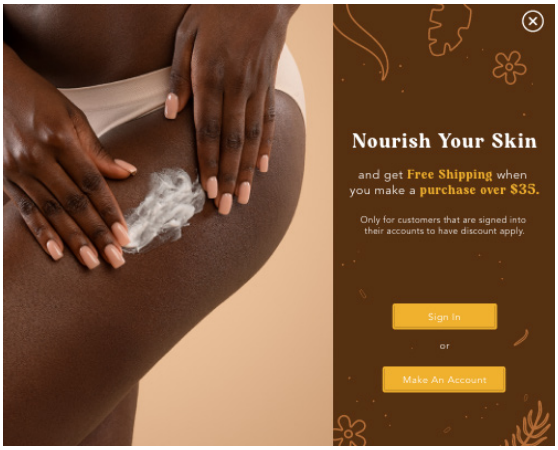


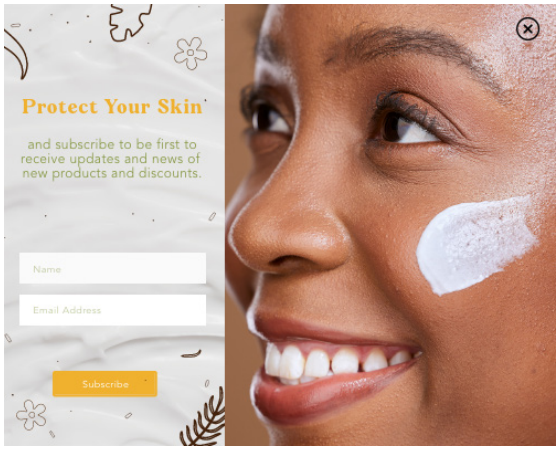


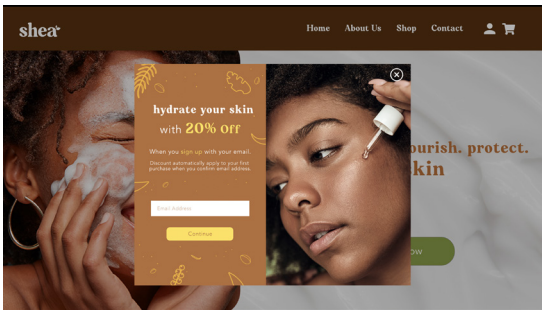


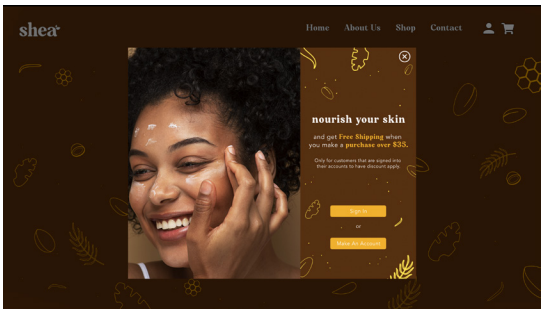
Sketches and Reference Pop Up Web Ad Banners

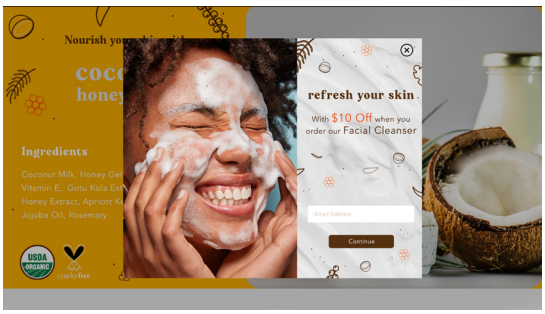


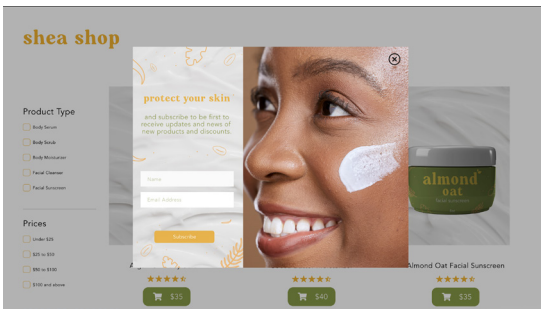




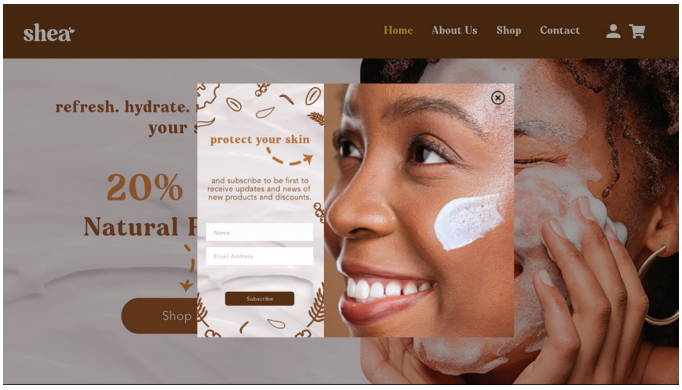


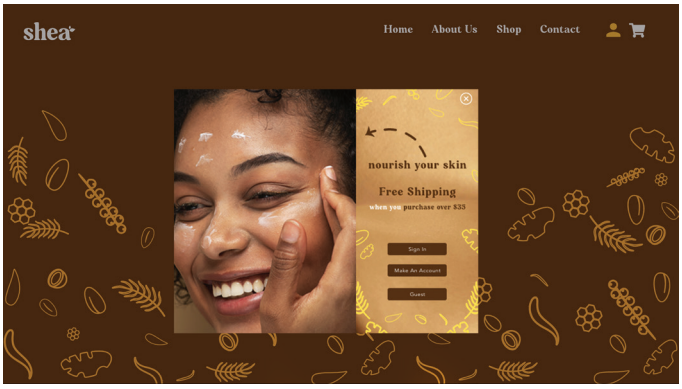


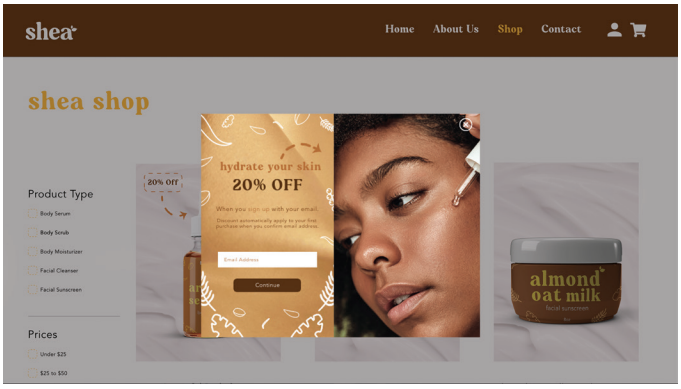




First and Second Version Pop Up Web Ad Banners

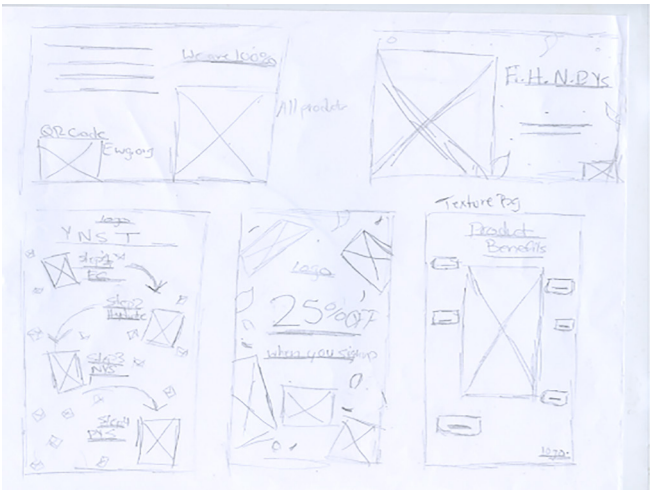


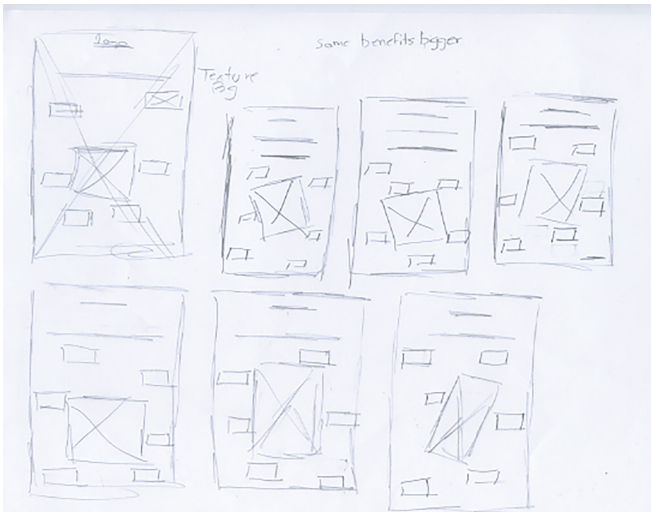


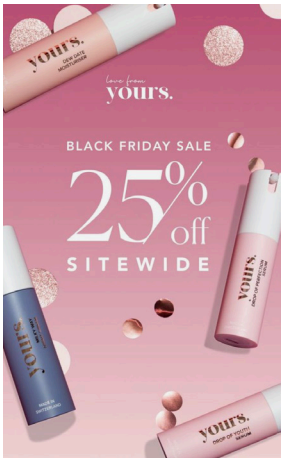


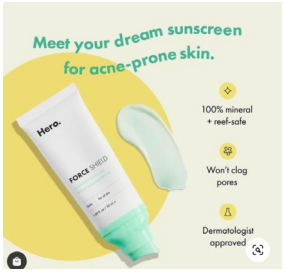
After collecting research of how to design for pop up wed banners and how actual skincare websites use their advertising. The version of the pop up web banners is more consistent with the brand with the silk, smile pattern, and arrows. The design is simplistic to not tire the audience eye and has straightforward verbiage to entice the audience with offers and deals that will benefit them throughout the website.

Final Version Pop Up Web Ad Banners









Thumbnails and Reference Skincare Poster Set

The two advertising on the right are social awareness posters to inform the audience about toxic chemicals in products. However, it was too much information that realistically, the audience would not be interested to stop and read all of the information. So in later versions, verbiage was changed to be more straight to the point.

Along with the poster on the bottom right straying away from the brand as a whole with illustration that has not been used throughout.

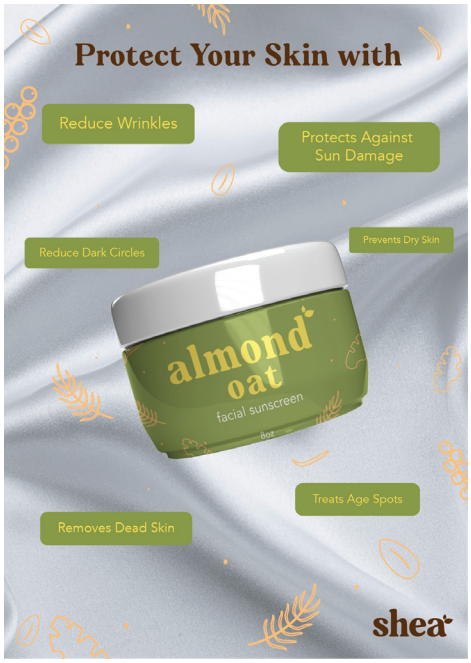
Version One Skincare Ad Awareness Posters

These are versions contains verbiage that is more straight to the point with verbiage to inform the audience about ditching toxic products and transition to Shea Skicnare. Models are included on the back of the poster to let the audience understand how they will feel using the products.

Version Two Skincare Ad Awareness Posters

The advertising design is now more consistent and updated with the brand of the silk fabric, pattens, and change of product color.

Final Version Skincare Ad Awareness Posters

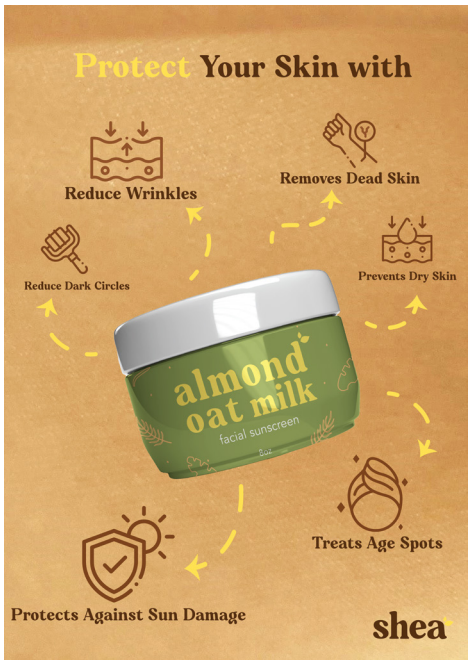


This is another addition of advertising of a poster set that provides important benefits for each specific product. Based on research, it was encouraged to have posters be a more simplistic design because it let the brain process it easier. However, the version was too chaotic with the patterns, the silk fabric used as a background was slashing too much with the products, and the information in the bubbles just felt out of place as it is not used throughout the brand.

Version One Skincare Benefit Poster Set

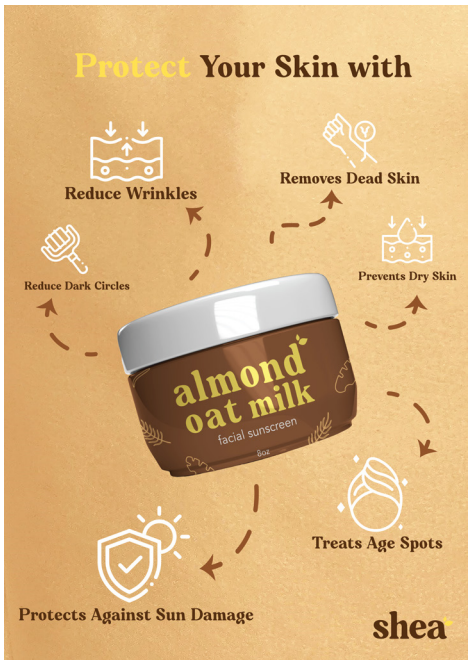
To make the posters more fun and consistent, the arrows were included to direct the eye to the iconography and benefit information. However, the arrows were inconsistent with the use of color, and the silk fabric was still conflicting with the important information.

Version Two Skincare Benefit Poster Set



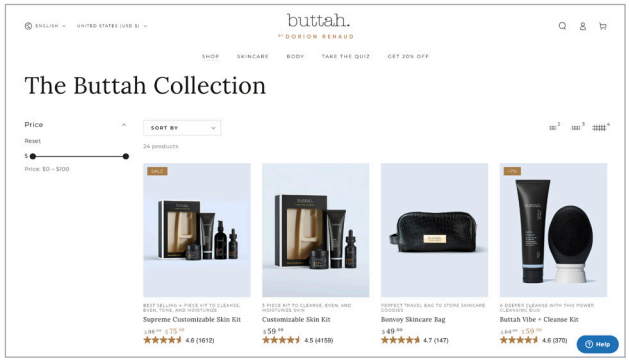
The color of the arrows were now consistent throughout. Except the yellow would get a bit hard with the silk fabric background, along with the different color usage of the iconography.

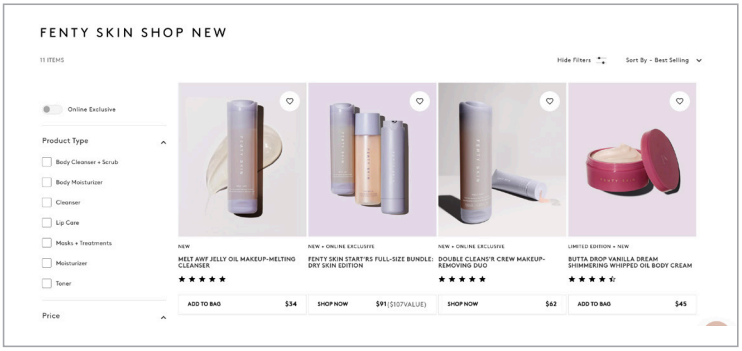
Version Three Skincare Benefit Poster Set

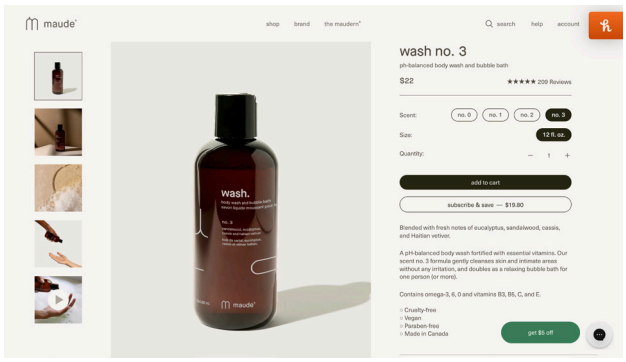


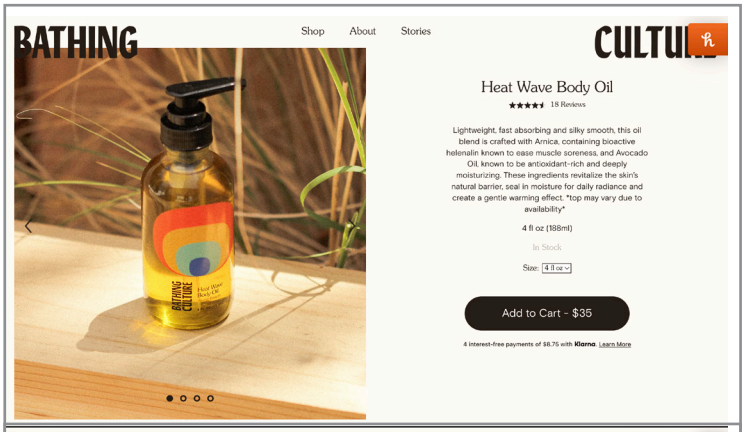
The final version of the Benefits Poster set with all colors and brand elements being consistent throughout all posters.

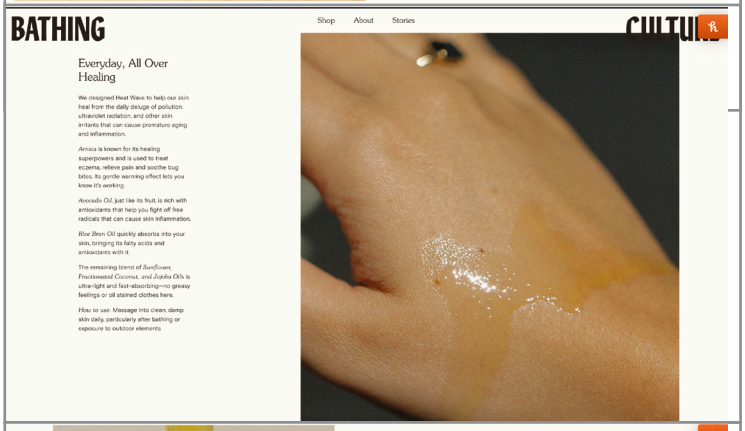
Final Version Skincare Benefit Poster Set

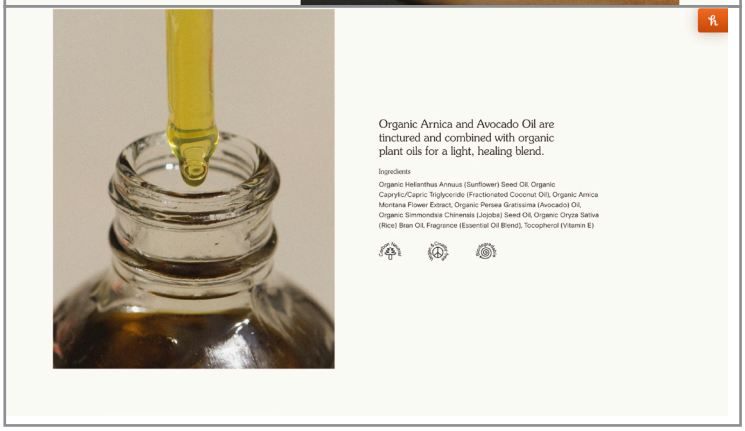




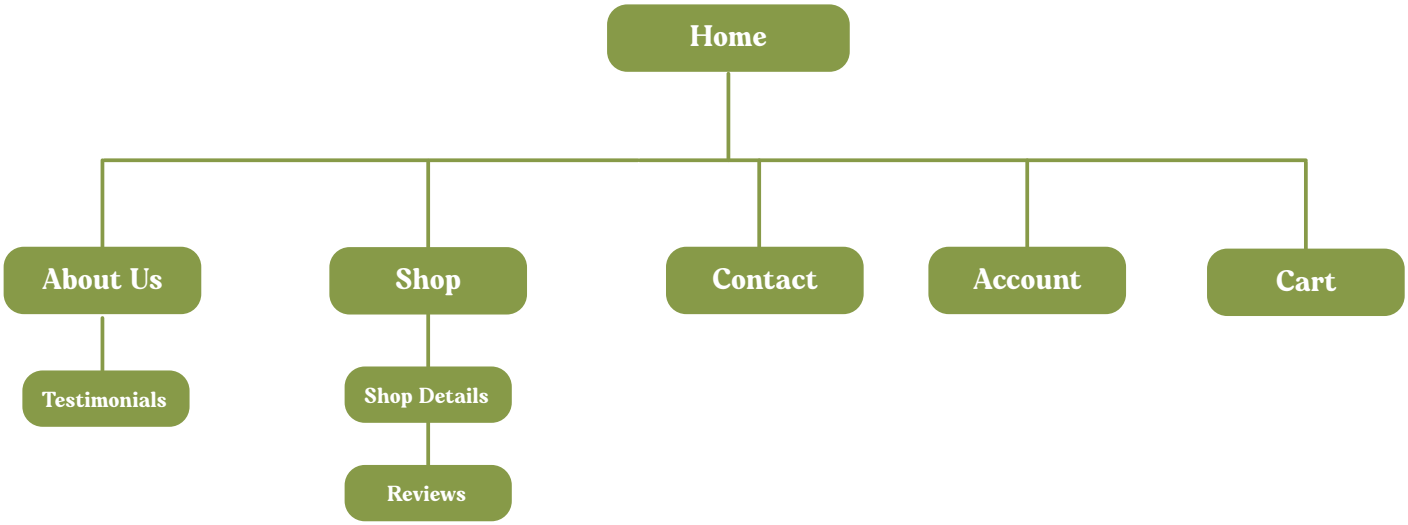


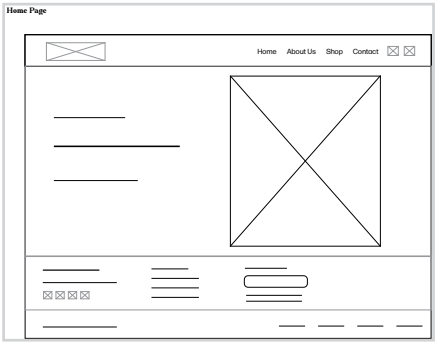


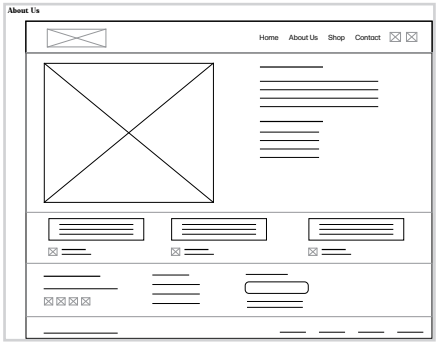


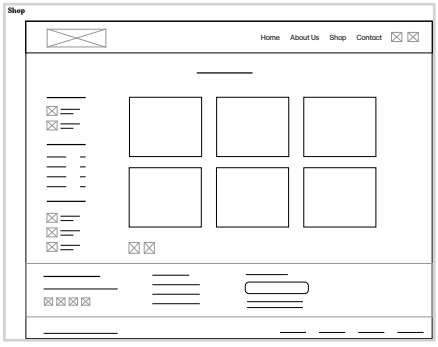


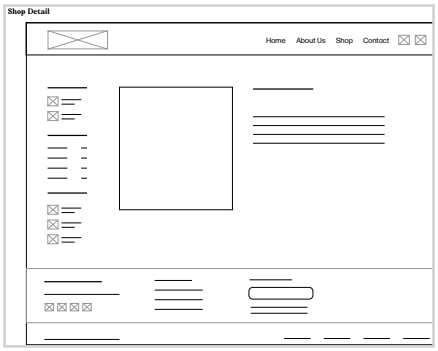
References for Website

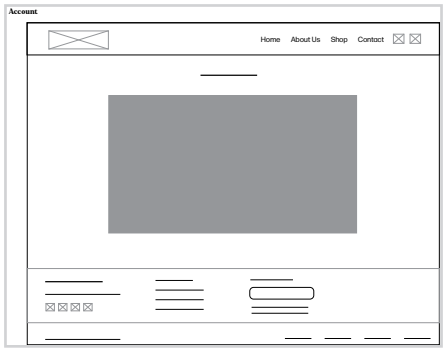




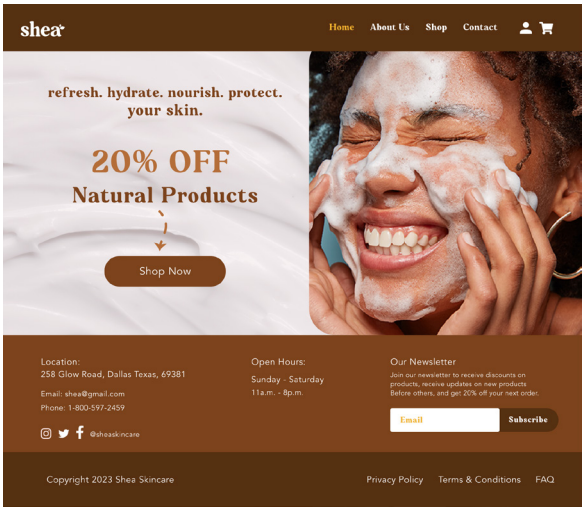


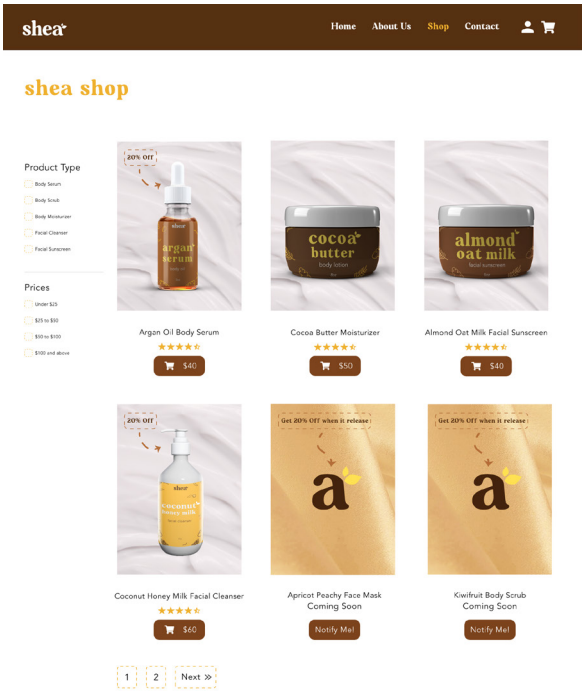


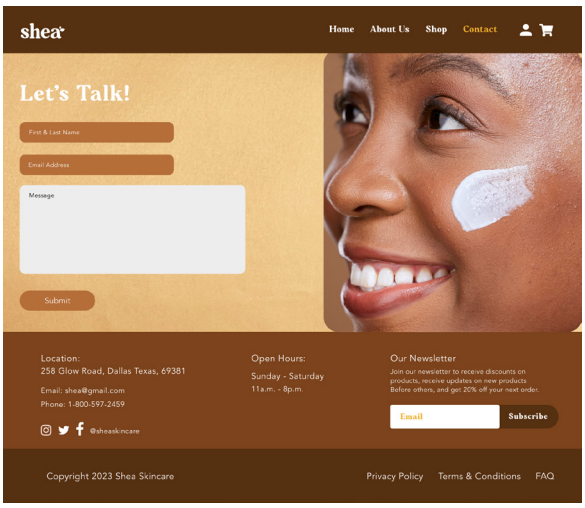




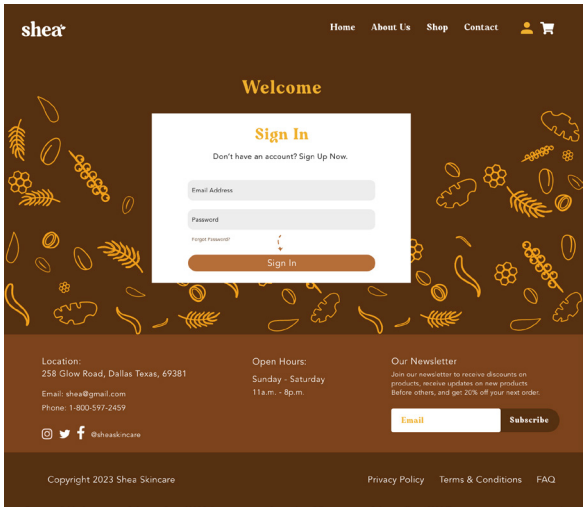
Shea Website Site Map and Wireframes

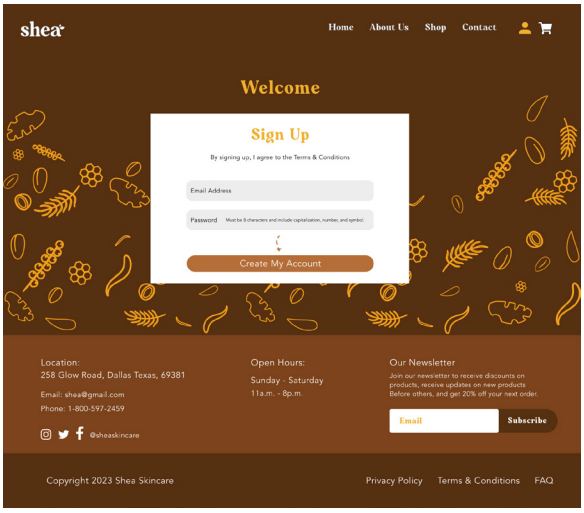




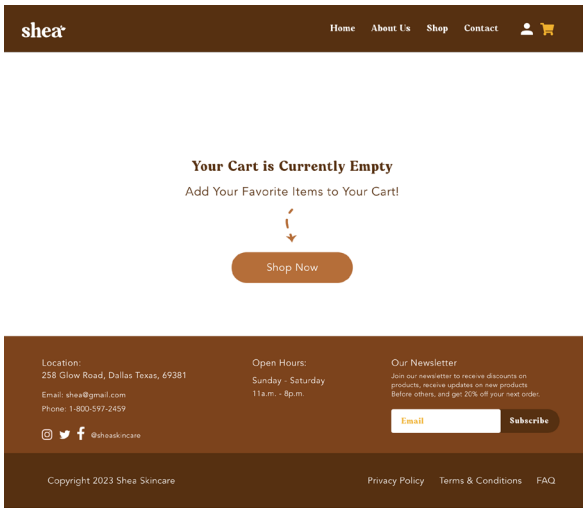


Final Version Shea Website Pt 1





Final Version Shea Website Pt 2



Shea Skincare's website took inspiration from actual skincare websites of the use of negative space and white space to appear clean, modern, and sophisticated with the shop and the products' individual page.

Each product's page have their own unique pattern to still add that fun element and personality to the product. Just like every other collateral, the patterns, colors, arrows, and silk fabric is used throughout.

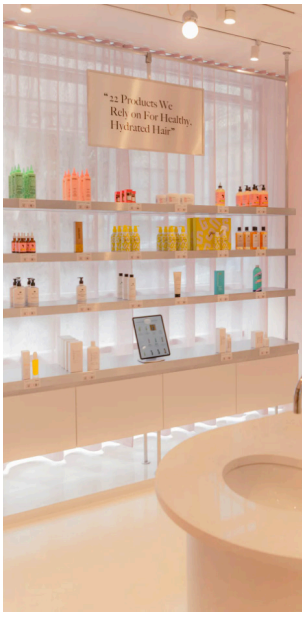
The website also includes Web Design User accessibility and navigation throughout to give the audience the best experience.

Final Version Shea Website Pt 3

Final Version Shea Website Video

Section Four

Shea Skincare Exhibit



Based on research, beauty brick and mortar stores are still highly appreciated for the memorable experience it offers to customers with aesthetically and visually exciting elements. Along with letting customers use the store as their little playground and interact with the products before deciding to purchase a product or not.

References for Shea Skincare's Store

Sketch for Shea Skincare's Store

Version One Flat and Corner Mockup Shea Store

Final Version Flat and Corner Mockup Shea Store

Shea Skincare's Exhibit Pt 1

Shea Skincare's Exhibit Pt 2

senior
show
SENIOR SHOW IN GRAPHIC DESIGN
20-27 April
Reception Thursday,
4/20 at 6 p.m.
A+D
Gallery of Art & Design
George Hurst Building
104 Southern Miss Dr.
All events are free and open to the public.
EOE/F/M/VETS/DISABILITY