# PROJECTS 3&4:

## PRODUCT SYSTEM & POINT OF PURCHASE

# PROJECT 3:
## BRIEF:

Research a specific demographic in order to identify a problem you can solve by creating a brand / product and the accompanying packaging.
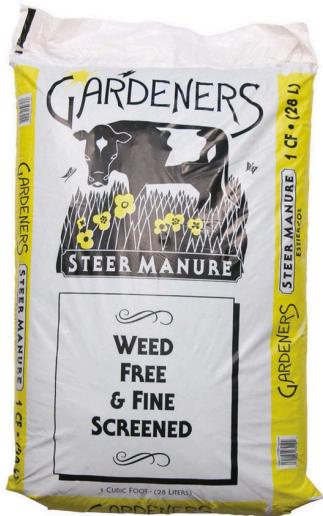
Create a brand for a new product line and the accompanying packaging. The concept for the product should be generated by thorough research of a specific demographic and evaluation of trends relevant to that audience.

# I CHOSE:
# GARDENING SUPPLIES

I had been taking a permaculture course at Western and had gotten really interested in the idea of sustainable packaging. I noticed that a lot of gardening supplies are not sustainably packaged despite the highly eco-friendly purpose they serve which seemed to be a little bit of a paradox. I knew I wanted to do something eco-friendly, but didn't know what direction I wanted to go in so I did some research.

# RESEARCH

I started by looking into existing packaging for things like manure, compost and seeds. I found that they tended to be made of plastics, most likely for ease of production.

# USER RESEARCH
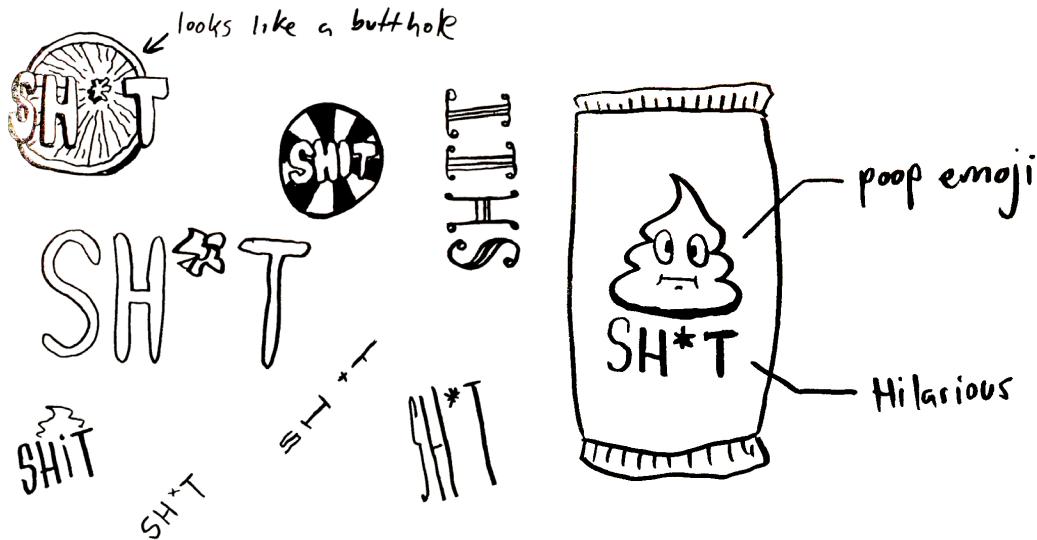




I talked to my permaculture professor about what he thought of packaging for the supplies he uses and he told me it was often obtrusive and over-designed and that there aren't really any "brands" he trusts, he just buys whatever is available at the store. I wanted to work to create a trustable, engaging brand that would appeal to the do-it-yourself lifestyle of horticulturists.

# RESEARCH







I looked at pinterest for some different ways the packaging could be imagined and found some interesting aesthetics. I really liked the single-color looks that these were going for.

# IDEATION
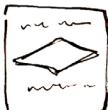


It was about this time I had a little bit of a revelation - What if I packaged manure and just called it what it is: Shit? I sort of fell in love with the idea and started sketching out some logos.

# IDEATION
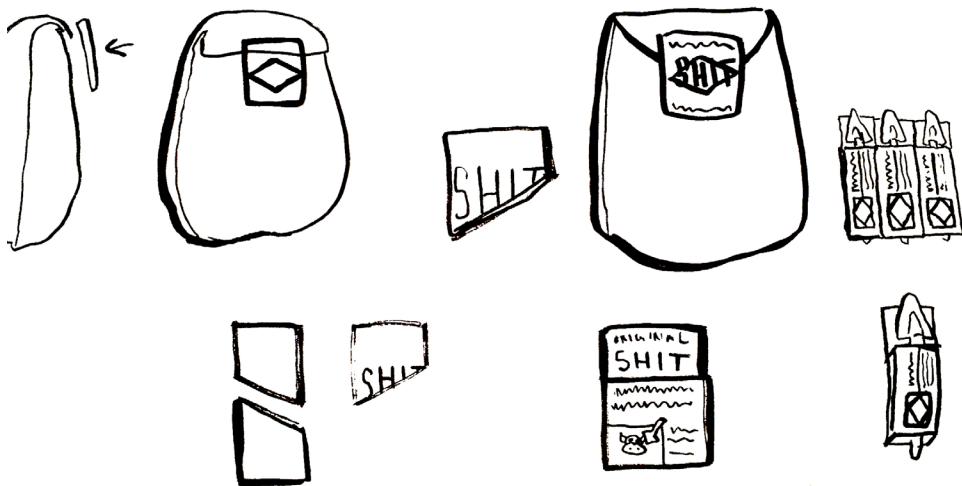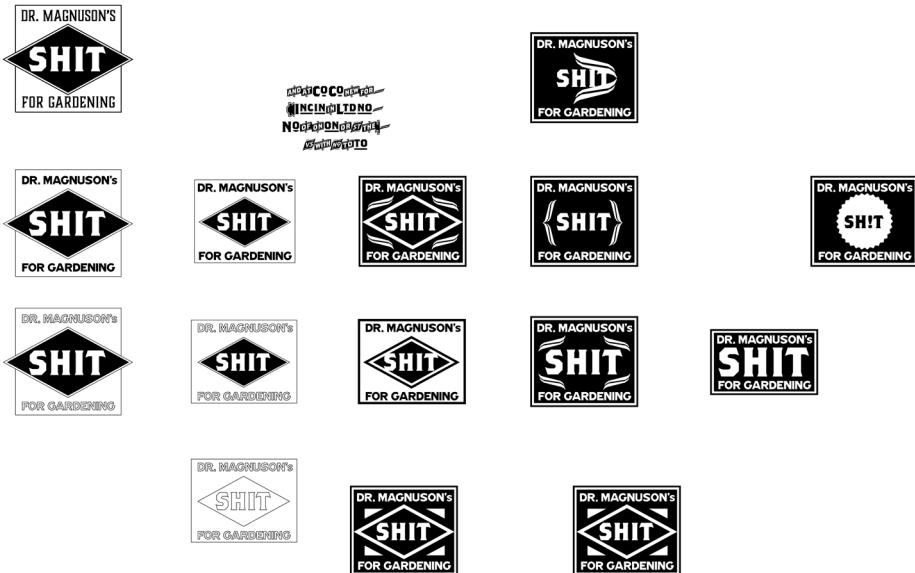


I kept drawing them and eventually decided that instead of *just* packaging manure, I could package all sorts of gardening materials and call it "shit for gardening". I added the Dr. Magnuson as a nod to Dr. Bronner's soaps.

# IDEATION

I also began to explore how some of the logos might look on a package. I liked the diamond idea becaue as a shape it was recognizable from a distance at various sizes.

# IDEATION

In another comparison to Dr.Bronners, I wanted to keep everything one color on each label since they would be covering brown paper. So I started working out logos in black and white and working out text around them.

# IDEATION

**DR. MAGNUSON's SHIT FOR GARDENING**

## ORIGINAL SHIT
you heard it right. this is straight up cow shit. use it on your garden and shit. it smells like fertility and a less shitty future. or more shitty, depending on how you're lookin' at it.

**DR. MAGNUSON's SHIT FOR GARDENING**

## SHIT SCOOPER
use this to scoop your shit. seriously, that's all you need to know. you can put your shit in nice little rows and plant your plants there. it'll be beautiful, just like you.

**DR. MAGNUSON's SHIT FOR GARDENING**

## PLANT-BASED SHIT
this is shit made from plants, alright? we're talking compost. old kale and shit that rotted and then turned into fuel for your plants. nature is hardcore like that, alright?

**DR. MAGNUSON's SHIT FOR GARDENING**

**MAX STRENGTH**
## PERLITE
this shit helps your plants breathe, alright? that's right, your plants are breathing. right out of their roots. the shit in this tin will aerate the soil and make that air delicious.

When I decided on a logo I liked, I immediately began making labels for the manure, compost and various other objects that might be used in gardening.

The colors were chosen to be bright and recognizable from a distance. The "Brand" of Dr Magnuson's would be recognizable by the texture of the text along with the shape of the logo on a solid color - in addition to the fact that it says "shit" on the label.

# IDEATION



**ORIGINAL SHIT**

you heard it right. this is straight up cow shit. use it on your garden and shit. it smells like fertility and a less shitty future. or more shitty, depending on how you're lookin' at it.

**Dr Magnuson's Original Shit For Gardening** follows the reduce, reuse, recycle policy. Our packaging has minimal carbon footprint, using organic and non-toxic ink and glue in our stickers. For reuse, once you finish using **Dr. Magnuson's Original Shit For Gardening**, you can use this packaging as mulch to suffocate pesky weeds and make a nice bottom layer for your garden. It is also commercially compostable and recyclable, so if you don't fear your garden being overcome with weeds feel free to use your city's facilities to dispose of the package properly. Remember, **Dr. Magnuson's Original Shit For Gardening** does not belong in the trash.

fig. 1 · no weeds growing through

**net wt 12lbs      0.5-0.5-0.5**



For the first part of the project, I wanted to have the flagship product of Dr. Magnuson's: Shit. So I began developing that label further with plans to put it on a brown paper bag. I made icons and illustrations that melded well with the visual style of the logo.

# FINALS
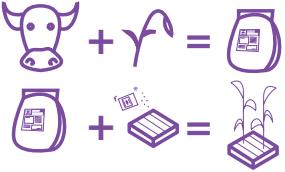


## ORIGINAL SHIT

**you heard it right. this is straight up cow shit. use it on your garden and shit. it smells like fertility and a less shitty future. or more shitty, depending on how you're lookin' at it.**

### HOW IT WORKS

Cows graze in the one of the many **100% free range certified** fields that **Dr Magnuson's Original Shit For Gardening** sources our cows from. We've specially trained the cows to defecate directly into our bags† which are then sealed and sent out to retailers.

Once you have your **Shit**, simply spread evenly over your already-planted garden* to support plant growth.

**IMPORTANT:** if you're growing food, make sure you're fertilizing with **Dr Magnuson's Original Shit For Gardening** at least 120 days before intended harvest. As much as we love our shit, we wouldn't want it on your crop!

†Cows are not trained to shit in bags.

*Any seeds may be used, but we recommend **Dr. Magnuson's Best Growing Seeds.** We keep at least 90% germination at shipping.

**Dr Magnuson's Original Shit For Gardening** follows the reduce, reuse, recycle policy. Our packaging has minimal carbon footprint, using organic and non-toxic ink and glue in our stickers. For reuse, once you finish using **Dr. Magnuson's Original Shit For Gardening**, you can use this packaging as mulch to suffocate pesky weeds and make a nice bottom layer for your garden. It is also commercially compostable and recyclable, so if you don't fear your garden being overcome with weeds feel free to use your city's facilities to dispose of the package properly. Remember, **Dr. Magnuson's Original Shit For Gardening** does not belong in the trash.

**net wt 12lbs    0.5-0.5-0.5**
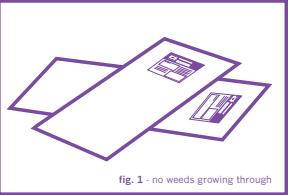
fig. 1 - no weeds growing through

For the final label, I combined everything onto one cohesive sticker.

# FINALS



The bag I made was made out of brown kraft paper sealed at the bottom with PVA and at the top sewn shut with a pattern that would be torn out for easy access to pouring the contents.

# **PROJECT 4**
## BRIEF:

Using the product / package from PROJECT 3 create a point of purchase display to showcase the product in a retail environment.

Purposefully use 3-dimensional design elements such as volume, mass, position, direction, space and gravity to create a point-of-purchase display that draws attention to a product and communicates the persona of the brand in a retail environment. This point-of-purchase or product display may serve as an introduction or informational device for the brand or product rather than attempting to contain multiple units of the product. (In other words, you may design it to highlight features of the product rather than needing to produce multiple units to fill the display.)

# DEVELOPMENT

Since I already had all the design done, it was just a matter of finishing up the other packages and arranging them in a pleasing way. Using the guidelines from my original package, I created several other products shown here:



A shovel for scooping



A compost variant



Perlite, volcanic rock used to aerate soil



Seed bags
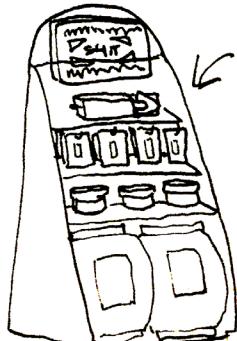
# DEVELOPMENT

And of course I filled the perlite tin with trendy
Dr. Magnuson's Shit For Gardening stickers
that I gave out to people in my cohort.
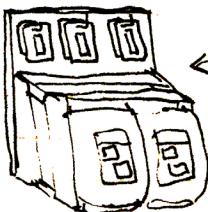
# IDEATION



POP Ideas

cardboard standee
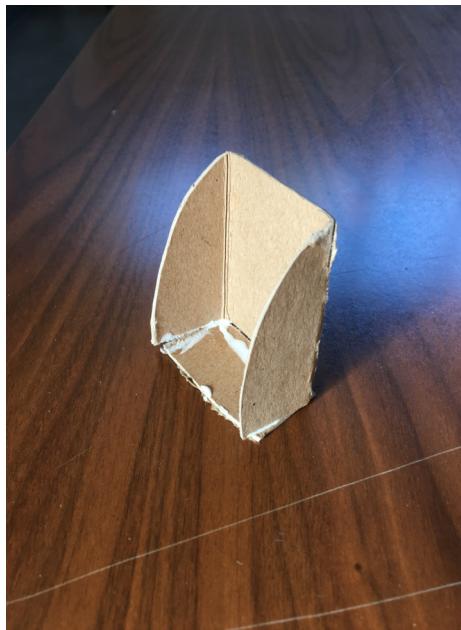
wooden box, bro
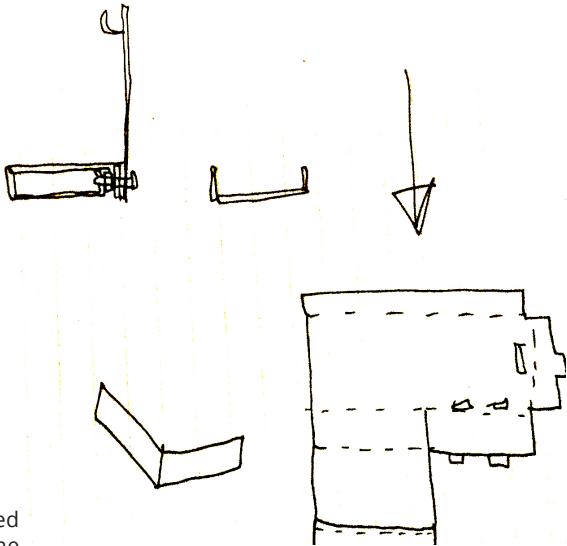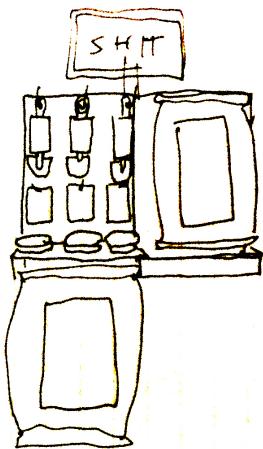
I began drawing out concepts for how I wanted to lay out the point of purchase display. I knew it had to be similarly eco-friendly/sustainable or at least appear to be, so I wanted to make it out of cardboard or wood that could easily be repurposed.

# IDEATION

I made a couple of shelf models that I realized were not quite working, and had to be held together with glue. I also realized it would unnecessarily shade some of the items under the shelf above them, which I didn't like.

# IDEATION
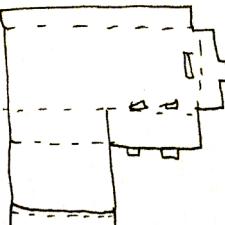


I did some more sketching and decided incorporating pegboard would make the point of purchase relatable and functional - someone could theoretically buy the whole thing and have a full gardening setup to put in their garage!

# PROTOTYPE



My first prototype worked pretty much exactly like I had imagined in the dieline drawing, which I was pretty happy about. I used bolts to attach the cardboard to the pegboard. I also used repurposed cardboard to experiment with how that might look.

# SECOND PROTOTYPE



I used a slightly different dieline for the second prototype which closed the ends so that the point of purchase would not have manure bags falling out of it if it were moved.

It felt slightly underwhelming with the height of the pegboard, however, and there was no room for the shovel.

# FINAL



In the final development of the point of purchase, I used a slightly taller piece of pegboard and added a place for the shovel to hang. Overall I think it was a huge improvement.

The one thing I wish I had added was some indication of branding on the POP itself. It's a small regret.

# FINAL (LOOKBOOK)

# REFLECTION



This project was actually one of the most rewarding I have done in the program. Who would have thought that packaging Shit would be successful? I had a great time ideating the concept, developing the brand, and problem solving on the packaging and point of purchase. I think I learned a lot and also had a good time not taking myself too seriously. If I had to change anything, I would probably take myself a LITTLE more seriously, but only a little bit. The product would still be called Shit. Because that's what makes it fun.

Thanks Pablo & the rest of the faculty for helpin me out. I've had a great time in this program. I'll be around.