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**LOGAN
CONRAD**

Mario Box Process Book

Package Design | Fall 2025

RESEARCH

Logan Conrad | Collector's Edition Packaging | Packaging | *Fall 2025*

CREATIVE BRIEF

Design for collectible/limited edition products

While there is a trend toward eliminating packaging for consumable consumer products, there is a similar trend toward creating high-end, limited edition packaging for collectors. Think box sets of music, blue rays, literary works, etc. While digital files exist for all of these items for consumers who want to access books, video and music on electronic devices, there is a market for those consumers who desire a physical object to collect and cherish. The packaging in these cases becomes a large part of the desirability/ marketability of the product. The packaging itself becomes an art object.

Identify a product that you think could use a high-end packaging approach. Does an existing limited edition exist? If so, how does it miss the mark

in your analysis? If not, how do you think a new approach would help attract collectors?

Consider: What types of projects deserve this treatment? How can the materials used bring value to the package?

What is due: Color comps, built to size and properly photographed for presentation. Process book showing documented research, ideation, sketches, views of all final forms and professional photography of your packages.

SUBJECT RESEARCH

Limited or collector's edition packaging is premium, scarce packaging designed to make a product more desirable by featuring unique, high-quality designs, materials, and sometimes extra

content, creating exclusivity and emotional connection for fans or collectors, unlike standard versions which are mass-produced. These designs often use special finishes, innovative

shapes (like cylinders), unique art, or include display-worthy elements such as figures, art books, or numbered boxes, making the packaging itself a valuable part of the collection.

DESIGN RESEARCH



Suitcase Box



Suitcase Box Sleeve



Hidden Compartment



Merchandise



Cinderblock Box



Movie Case Art



Merchandise



Merchandise

DESIGN RESEARCH



Complete Diablo III Collector's Edition Set

TYPOGRAPHY EXPLORATIONS

Gamtex

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo

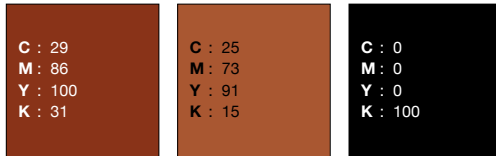
PpQqRrSsTtUuVvWwXxYyZz

1234567890\$

Readable, Mario Video Game Type

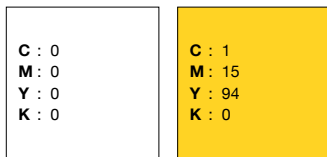
COLOR REFERENCE

Palette 1



Brick Block and Empty Block

Palette 2

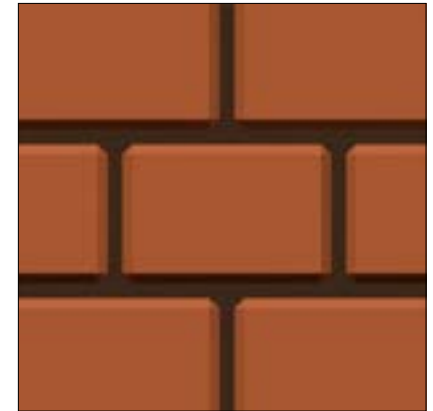


Question Block

Color Image Reference



Question Block



Brick Block



Empty Block

DESIGN EXPLORATIONS

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SKETCHES

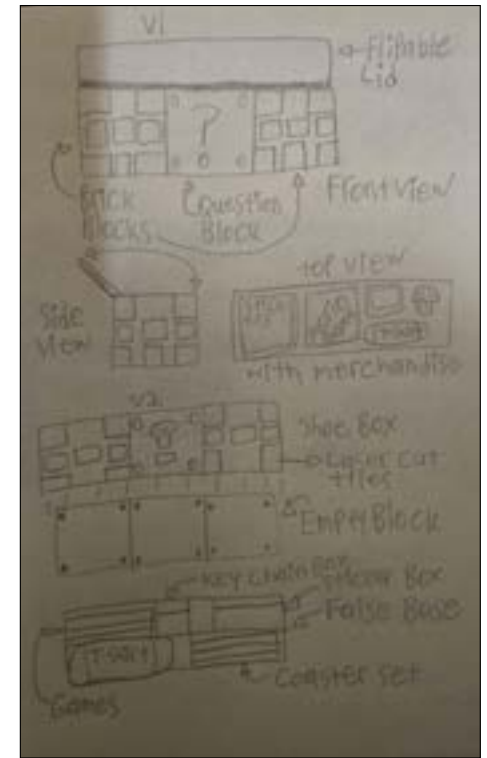


Maximum Packaging Ideas

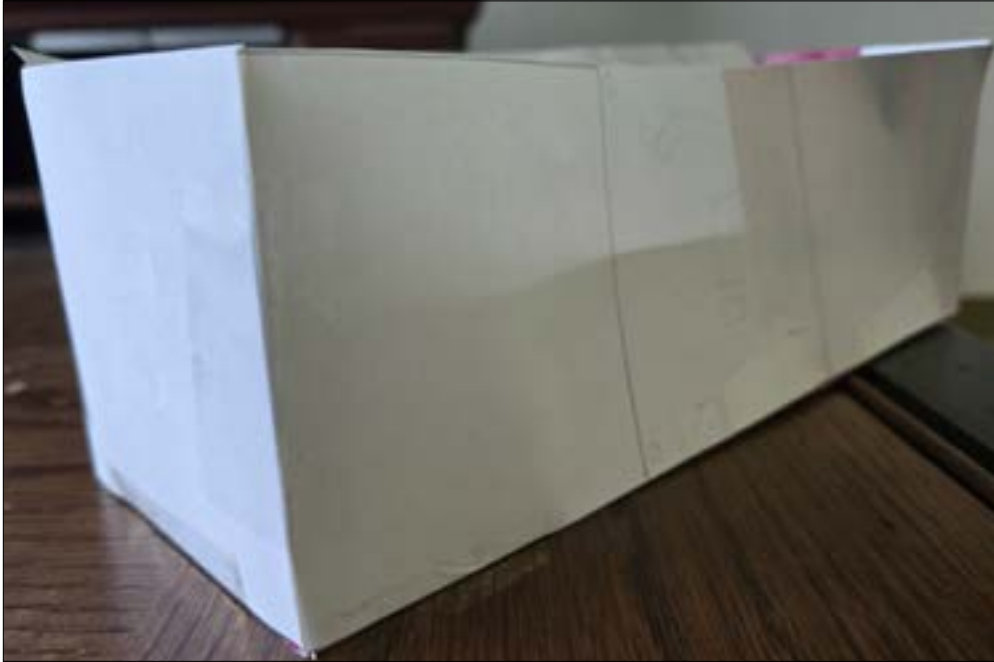
- ① Music Box Set (Country music)
- *② Video Game Collector's Edition box (Mario Franchise)
- ③ Movie Collector's Edition box
- ④ Iron Man (X-men) Comic Books Edition box

Items in Box

- 1-3 Video Games (Switch)
- Coaster set 4-8 (0.4x10x10cm)
- Sticker Booklet (7.94 x 0.35 x 10.93in)
- Green T-shirt (2XL men)
- Red mushroom plush (7L x 6W x 6H in)



MOCKUP VERSION 1



MOCKUP VERSION 2



PACKAGING SPACER MOCKUPS



CREASET BOARD BOX



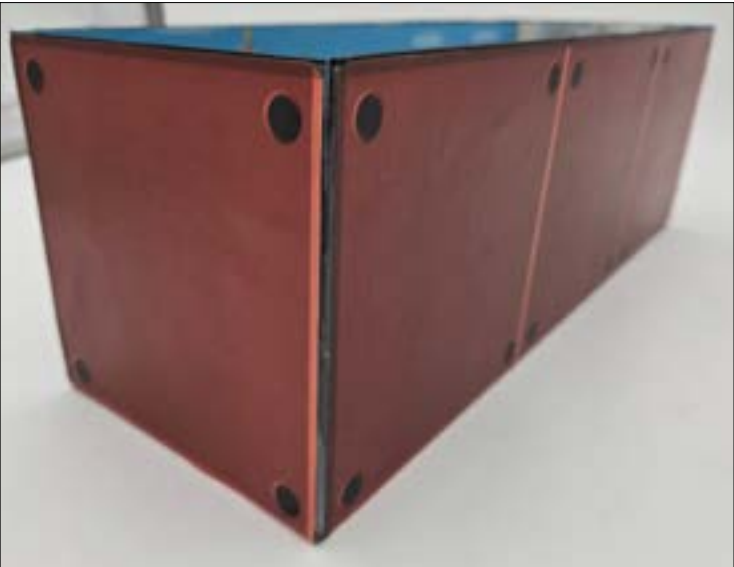
INTERIOR GRAPHICS



SPACERS



EXTERIOR GRAPHICS



FINAL LAYOUTS

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FINAL LAYOUTS



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