

GUMMY GUTS



CANDY PACKAGING LOOKBOOK

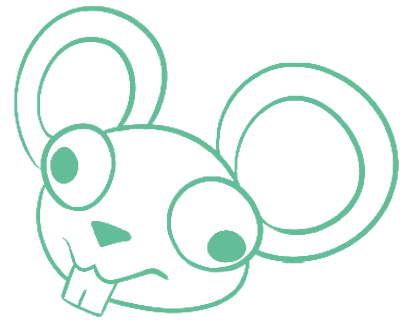
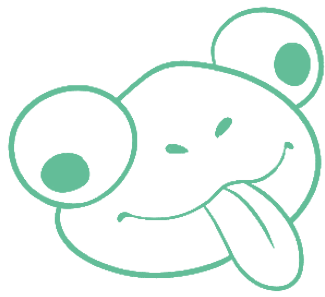
Gummy Guts

For my thesis I decided to create biology themed candy packaging inspired by the dissection of animals in school science class. I created a series of four colorful packages and a display using the most commonly found animals in biology classes across the USA. To accompany the packaging, I also created two illustrated social media ads that can be used for promotion on both Instagram and Twitter. For this project, I deliberately chose vibrant colors and stylized the animals to make them more fun and appealing to children. Each individual candy package contains a pull-out tray which resembles a dissection tray. When you pull out the tray it reveals the gummy “guts” candy, along with a labeled interior view of the inside of the animal. This makes the project educational as well as fun and edible!

For the display, I chose to create a die-cut of the frog from the series of animal candies. The frog’s mouth is open to prominently showcase the brand name along with house the individual candy packages as if it were eating them. This candy packaging concept was also inspired by gross out candy one would see during Halloween combined with an older trading card series called Garbage Pail Kids. My ideal audience is children ages eight to thirteen years olds. Kids are naturally curious and fascinated by gross and cool subject matter. I believe this project will surprise and entertain my intended audience, and maybe even educate them along the way! While it is meant for a younger demographic, I also believe adults would get a kick out of them as well.

Victoria Veltri
victoriaeveltri@gmail.com
victoriaveltri.com
@victoria_veltri





Flat Package Designs



Nutrition Facts

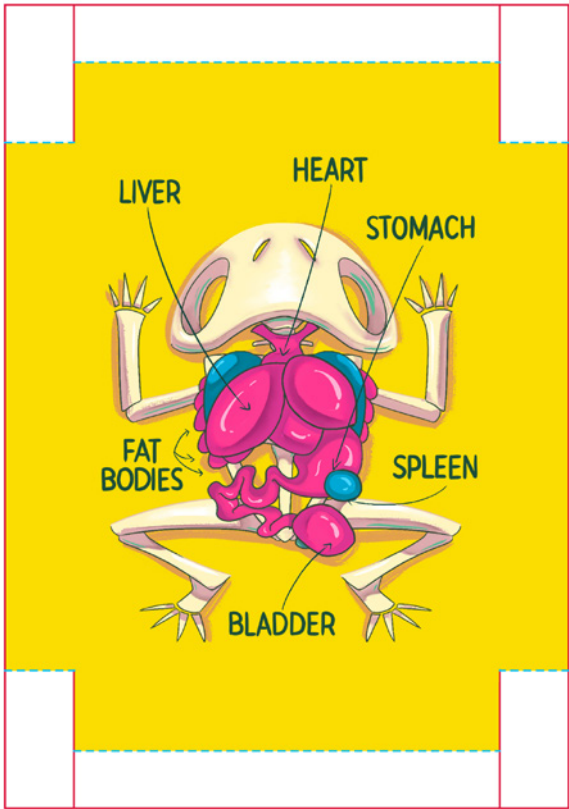
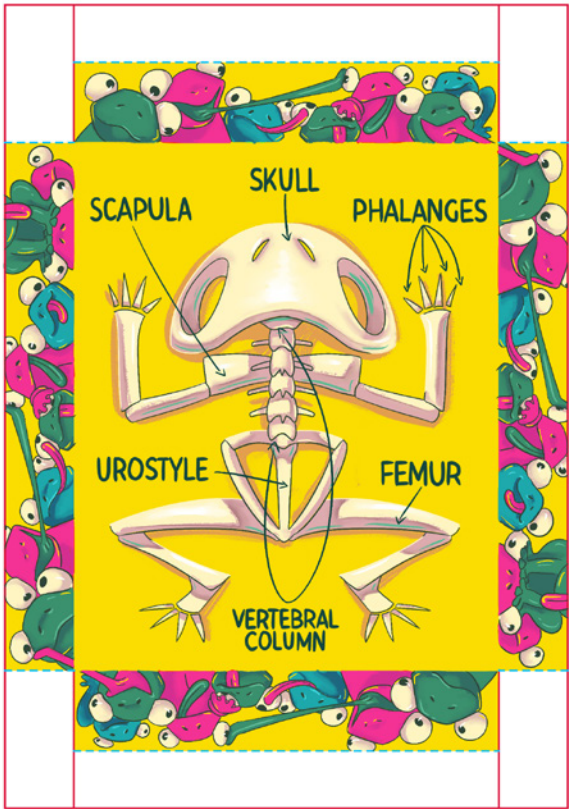
Serving size (20g)
Calories per serving

Amount/erving	% Daily Value*	Amount/erving	% Daily Value*
Total Fat 0g	0%	Dietary Fiber 0g	0%
Saturated Fat 0g	0%	Total Sugars 10g	0%
Trans Fat 0g	0%	Includes 0g Added Sugars	0%
Cholesterol 0mg	0%	Sugar Alcohol 0g	0%
Sodium 0mg	0%	Protein 1g	2%
Total Carbohydrate 14g	5%		
Vitamin D 0mcg	0%	Calcium 0mg	0%
Potassium 0mg	0%	Iron 0mg	0%

*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a diet of 2,000 calories. A diet is used for general nutrition advice.



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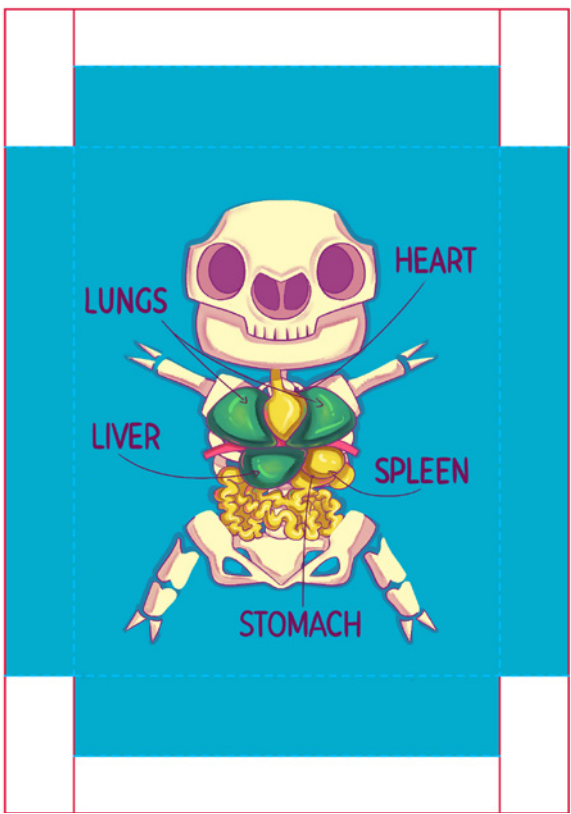
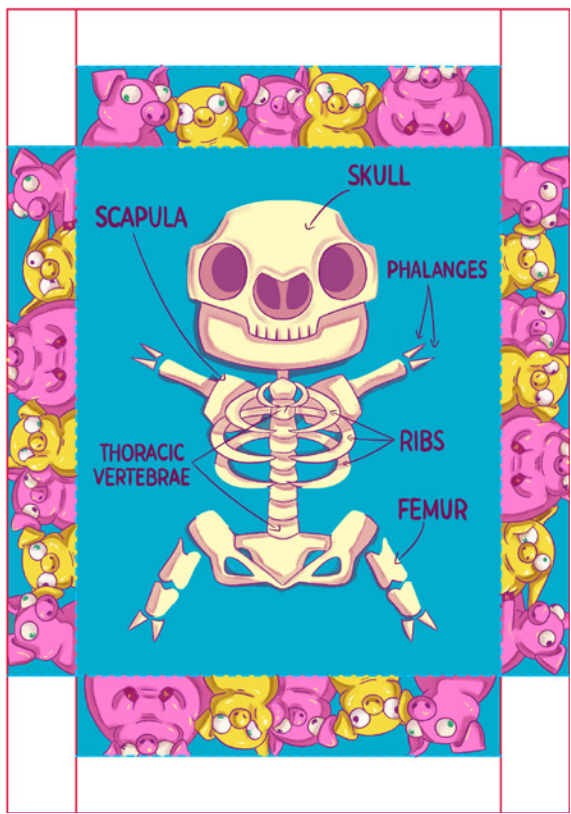
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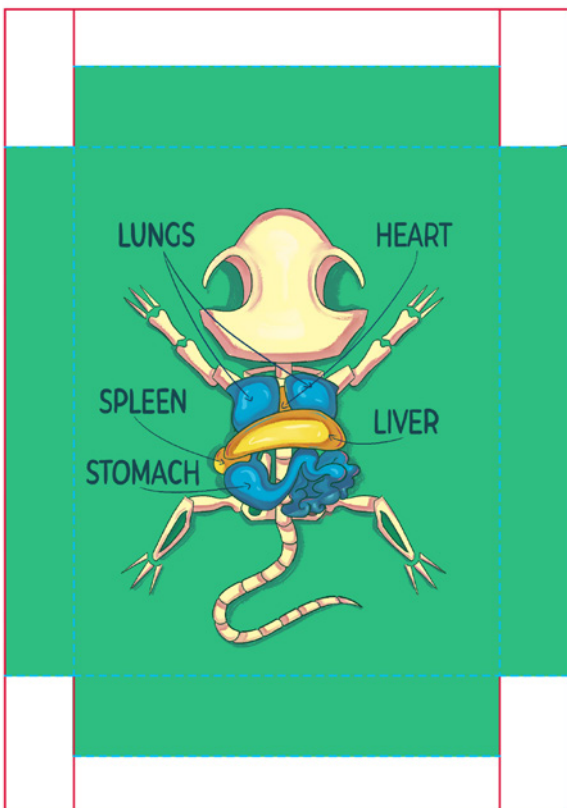
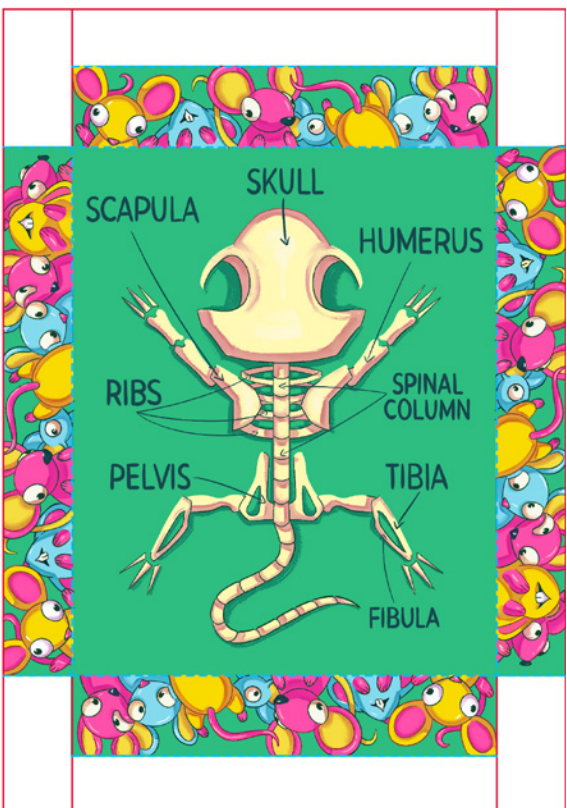
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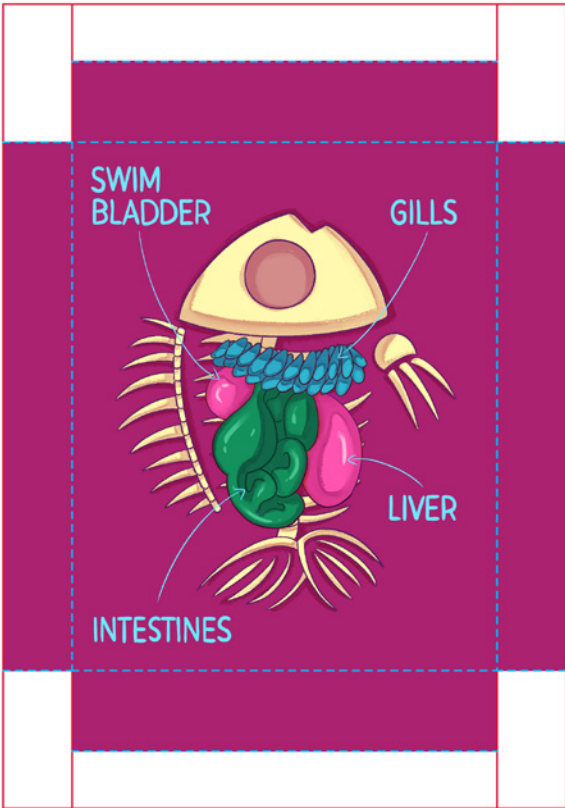
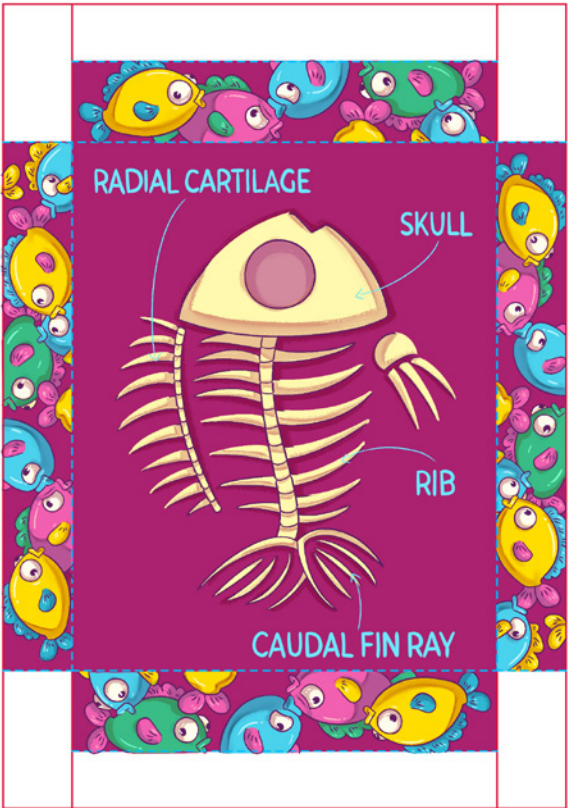
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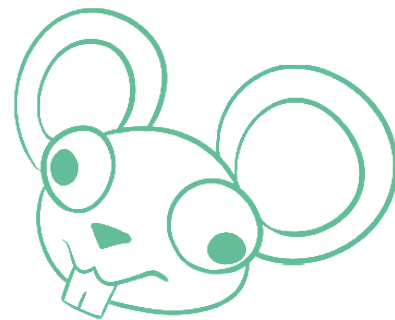
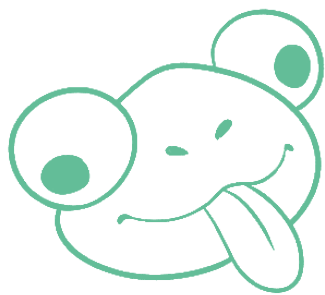
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Mockups









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