

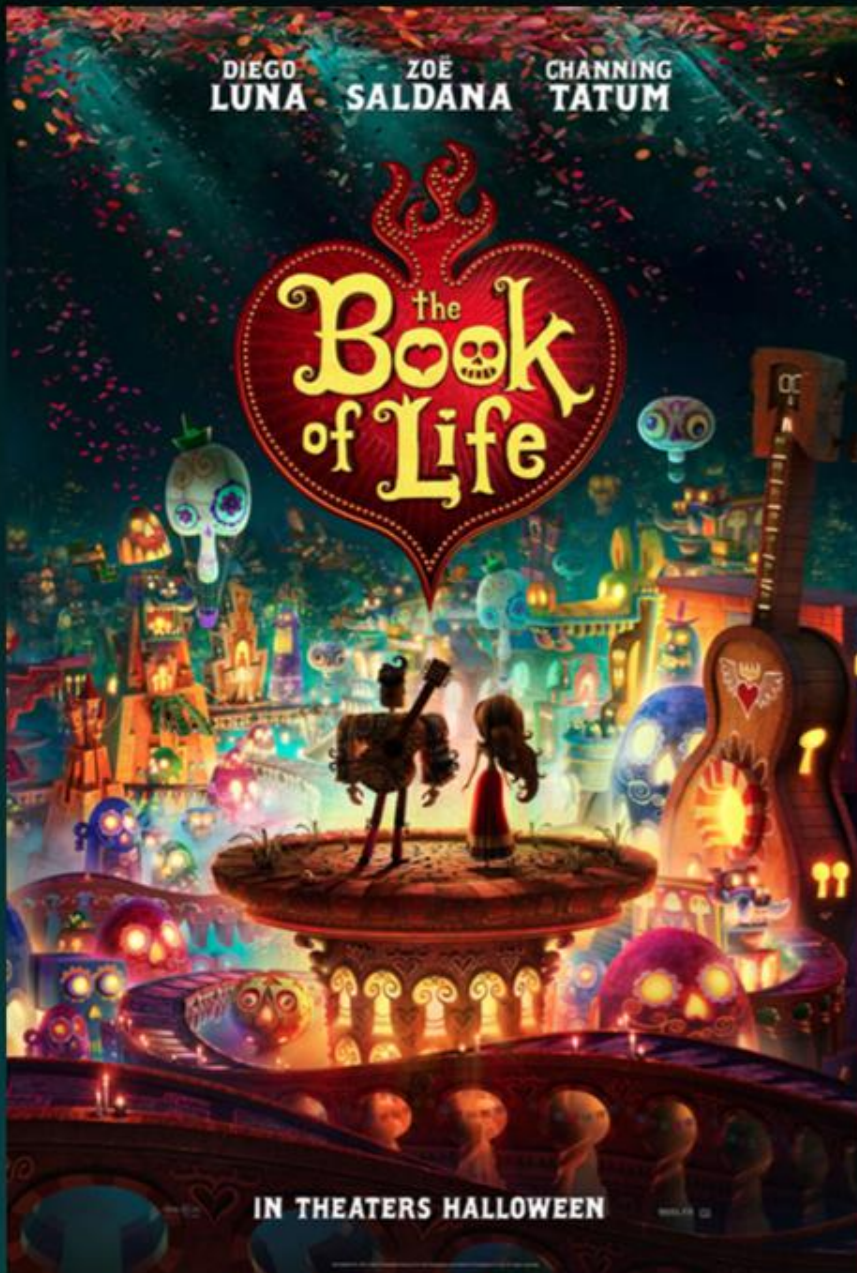
The Book of Life

R·I·T

2015 Paperboard Packaging Alliance Student Design Challenge: Toy Packaging

Graphic Designers: Ellie Peters, Carly Rumpf, Ashley Slaby

Packaging Designers: Jackie Moshier, Stephen Reed



ABOUT THE MOVIE

Producer Guillermo del Toro teams with director Jorge R. Gutierrez for this visually dazzling animated adventure following a young man named Manolo on his journey through three enchanting realms, where he faces his greatest fears while learning to follow his heart and embrace his future.

The Book of Life features the voices of Channing Tatum, Zoe Saldana, Diego Luna, Christina Applegate, and Ice Cube.

The Book of Life teaches children about the traditional Mexican holiday, *Dia de Muertos* or Day of the Dead. Many characters in the movie are decorated skeletons or sugar skulls. The movie can be appreciated by parents and children of all ages.



OUR PACKAGE

We are designing a sugar skull package that is also the toy and can be decorated with markers, stencils and accessories that are included within the package

The package acts as the toy and there is little waste

It will stand out on the shelf due to it's unique display and shelf value

The package will be able to be expanded to many of the characters in **The Book of Life**



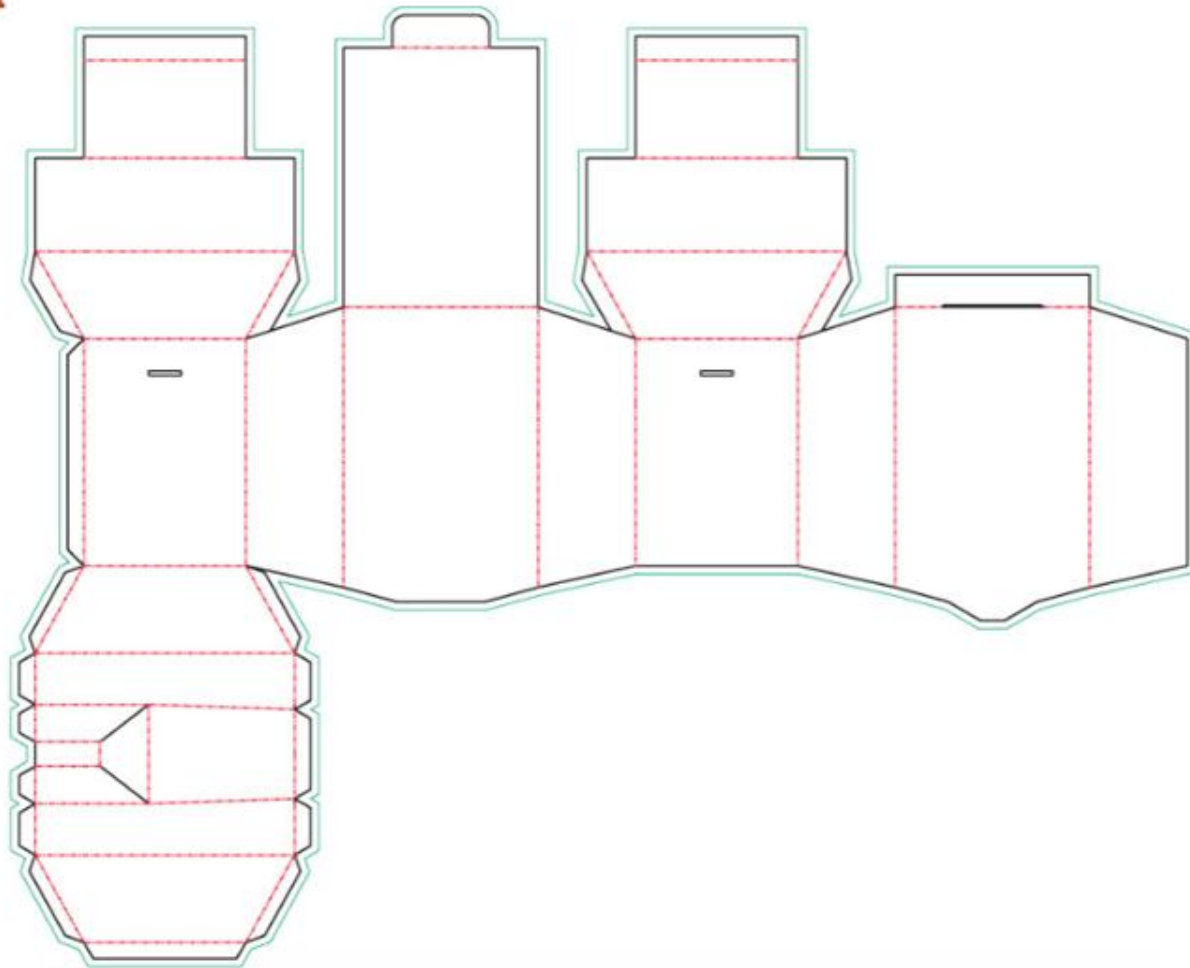
FINAL STRUCTURE

Skull Carton



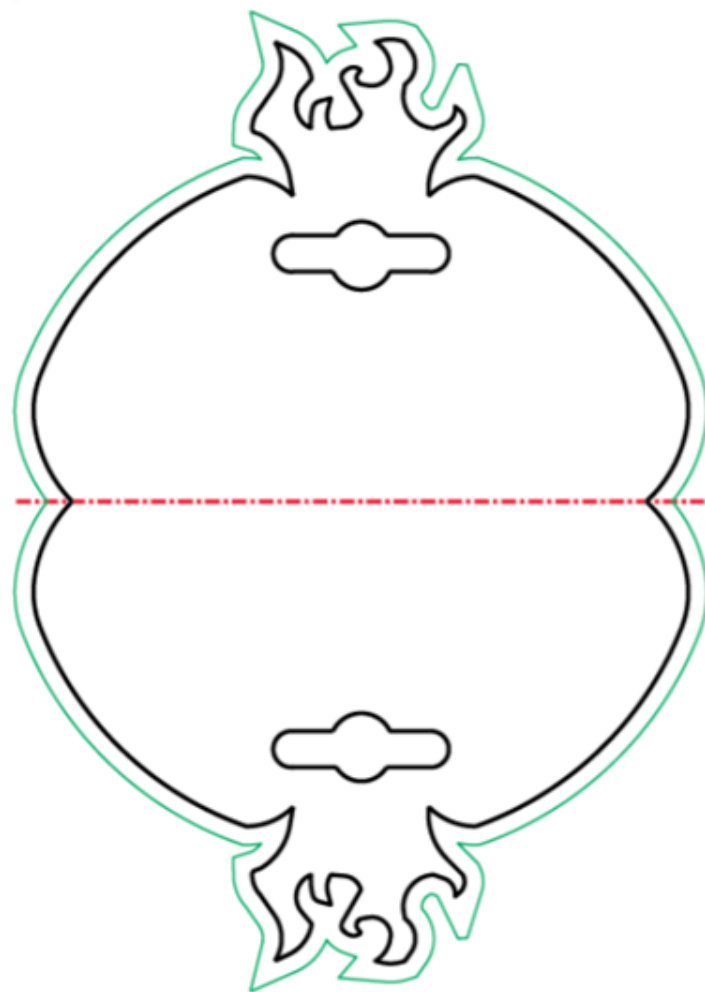
FINAL DIELINE

Skull Carton



FINAL DIELINE

Hang Tag



BRANDING

Expanded Branding - Vector Graphics

Skull Graphics



La Muerta



Manolo

BRANDING

Expanded Branding - Vector Graphics

Instructional Icons

These icons are shown on the hang tag part of the package and clearly show what is included with the toy.



Informational
Booklet



Markers



Stencils



Mustache



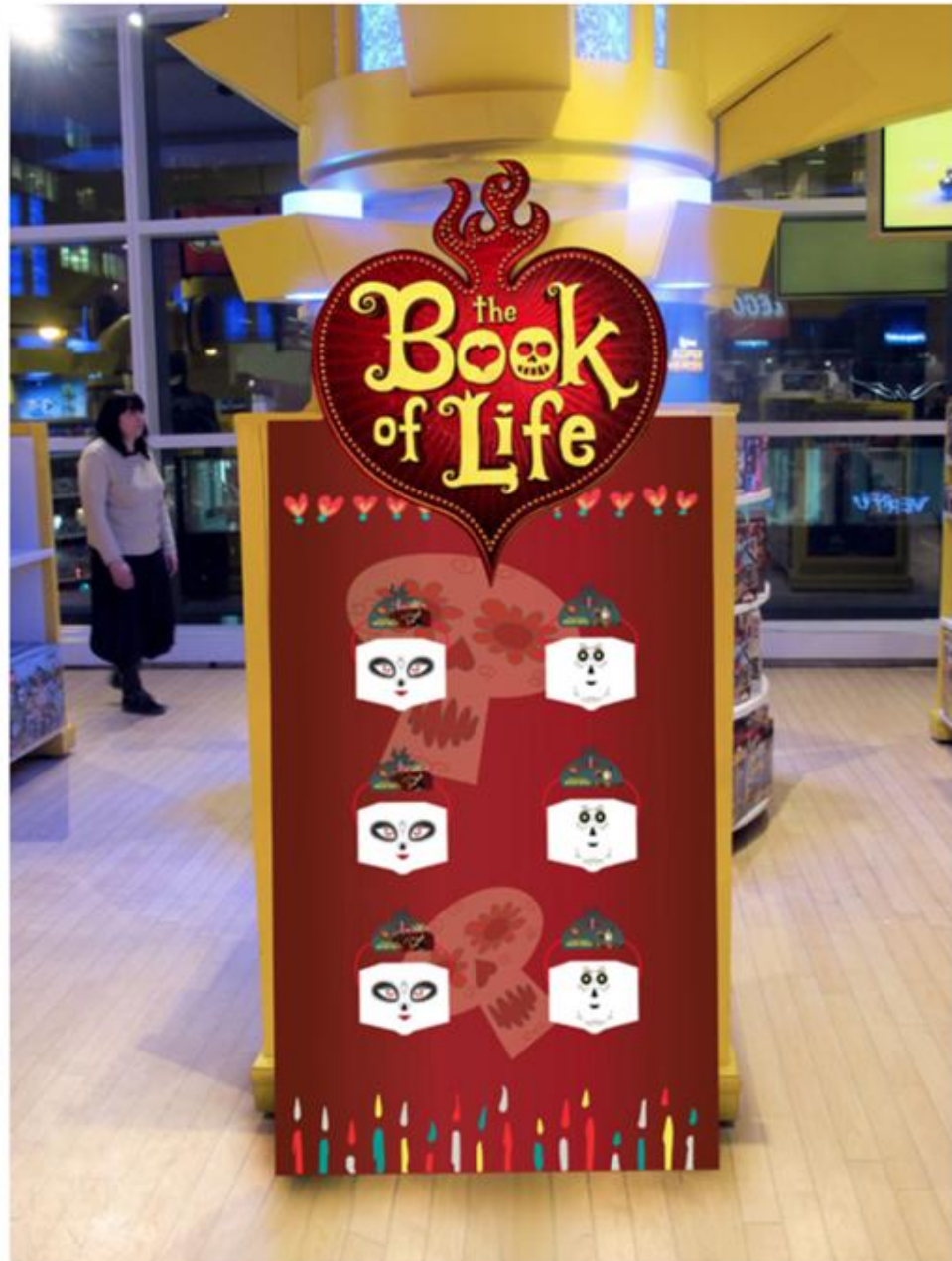
Tissue Paper
Flowers

FINAL PACKAGE

La Muerta



IN-STORE DISPLAY





SOCIAL MEDIA

Instagram Hashtags

Use the hashtag #BOLSugarSkull to share the unique designs.

