



Copywriting
Illustration
Origami
Print

Colors in Nature | *Paple Sample Booklet*

Nature's Pigments

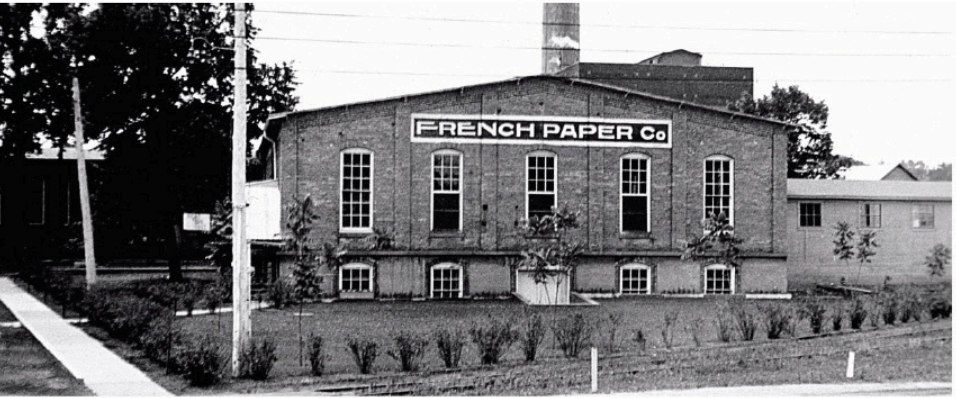
Objective | The project objective for 'Colors in Nature' was to display a variety of textures as a paper sample booklet for French Paper Co. while focusing on patterns, pigments, and textures that can be found in Nature and different plants, flowers, and minerals that can be used to make water-based and acrylic paint.

Concept | With the intention of proposing a variety of colors and patterns in nature, the paper sample booklet seeks to reflect several ways in which paint can be made from plants, while enhancing the beauty of patterns in nature. The concept was inspired by organic elements found in nature, and the idea of creating eco-friendly paint that is both biodegradable and useful for artists.



Theme | Particularly focusing on fractals, patterns, and vivid colors, the paper sample booklet makes emphasis on the bright colors found in nature with connection to illustrations, paintings and artistic elements that can be done using plant-based pigments.

Materials | The project includes print materials as well as UV varnish, metallic ink, and paper pop ups to connect the overarching concept of vivid colors found in nature. Each pop up is meant to build a visual resembling patterns and structural designs made from origami.



Design Challenge

French Paper is an American paper mill based in Niles, Michigan. It was founded in 1871 by J.W French, and has been passed down from family generations (6). This company produces premium specialty uncoated colored paper, colored envelopes, and custom paper for graphic arts, printing, gifts, etc. The products are used in corporate brochures, posters, scrapbooks, labels, invitations, etc.

French Paper is well-known in the graphic industry mainly due to its long standing relationship with CSA Design (Charles S. Anderson Design). French Paper co. is one of the last American, independent paper mills. An interesting fact is that all paper is made using 100% renewable electricity generated by their own hydroelectric power plant. French Paper also makes the majority of its papers using recycled fibers making it a very environmentally conscious manufacturer.

For this particular assignment, I will include the paper line Dur-O-Tone. This paper line is available in 10 colors: Packing Brown Wrap, Butcher Extra White, Butcher Blue, Butcher Orange, Steel Grey, Newsprint White, among others.They offer envelopes, cardstock, and the paper itself in multiple dimensions for the convenience of the customer. The images on the left are examples of French Paper.



Nature's Pigments

This concept was created out of my personal concern with environmentally harmful chemicals that are used to create paint nowadays; especially Titanium Dioxide (white paint). This concept will apply to the paper sample booklet in a way that displays how dyes, inks, metallic foil, etc; could print on French Paper. This book will display several plants, flowers, and earth mineral (all natural) that could be used as potential pigments for making bio-degradable paint. This connects to paper through the display of paint or ink on several surfaces. Along with the theme of bio-degradable paint, this concept will display art-nouveau qualities such as organic shapes resembling plants and once again triggering the "all-natural" feel of the booklet. The main goal of this idea is to connect people with the paper brand by evoking warm, friendly, and harmonious feelings in the reader. French Paper is an environmentally friendly company due to their implementation of renewable energy (hydroelectric power-plant) to manufacture their product; therefore, it seems reasonable to portray this through a paper sample book.



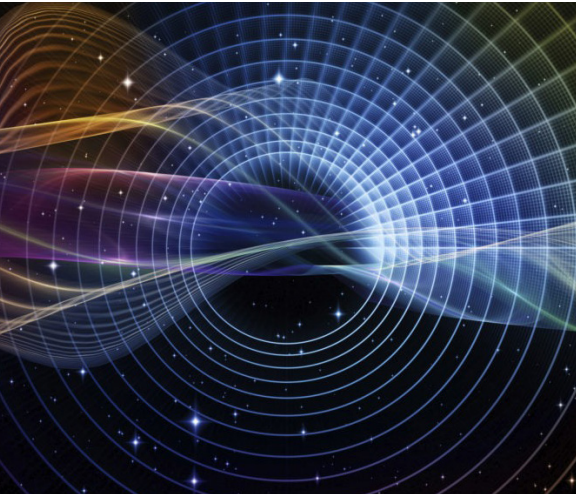
Anatomy of the Sea

This concept stems from the need of a more extensive compilation of scientific illustrations of animals that live underwater. There are countless animals in the planet but there are many unknown animals who live in deep sea. This paper sample book will show how figures of these animals will look on French Paper with different colors of ink, folds, diecuts, etc. In addition, the second main part of this idea is that it will trigger imagination and a need to explore, but most importantly, record those findings on paper by drawing and analyzing the creatures that have been found. Dur-o-tone paper colors are excellent for this concept because of the light and dark blue colors, as well as the complementary orange and tanned colors. The book will consist of several anatomical drawings of interesting deep-sea creatures, their habitat, and location. This book will inspire artists to record their experiences by drawing them (on paper), thus creating a connection to French Paper Co. Typography will be widely used for this concept; in addition, the style will resemble a scrap-book or diary through which people can connect and gain inspiration to create something similar.



Geometry of the Universe

Geometry is all around us, especially in nature as mathematical sequences and shapes that compose objects found in nature. This paper sample book will display the beautiful geometric elements that constitute plants or even nebulae in the universe. The correct term would be 'Sacred Geometry;' however, for this assignment I would focus on the patterns seen throughout plants (ex. Sunflowers). I will include: the Fibonacci sequence, golden ratio, seed of life, fractals in nature, etc. Through this topic, the sample book will have multiple bright colors to display on several sheets of Dur-o-tone French Paper through folds, diecuts, metallic ink, etc. The idea of 'variation' in geometrical patterns connects to the company because it displays multiple options and endless combinations of paper colors and textures of dur-o-tone. The fact that the booklet will contain elements from everywhere in the universe shows the infinite number of combinations of paper and ink colors that the customer has available by purchasing dur-o-tone. I will mainly focus on the colors available, and the three types of paper: envelope, cardstock, and regular paper.



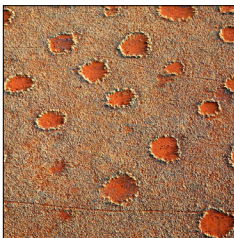
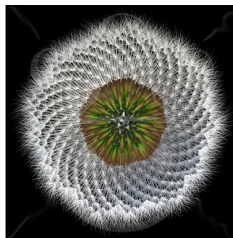
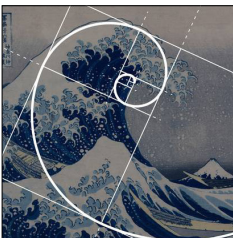
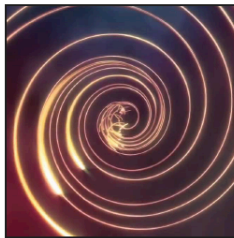
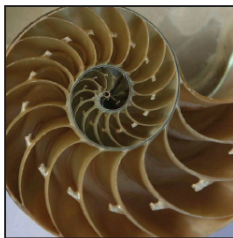
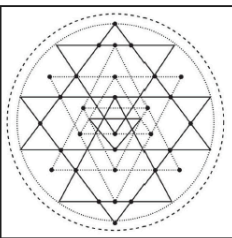
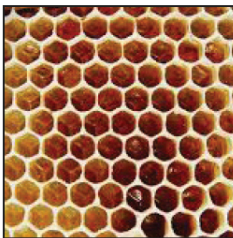
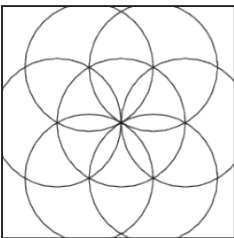
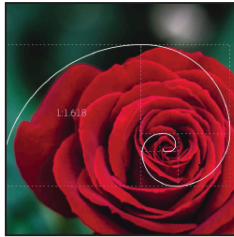
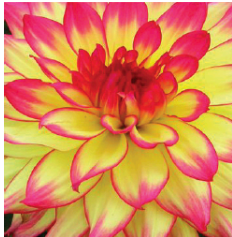
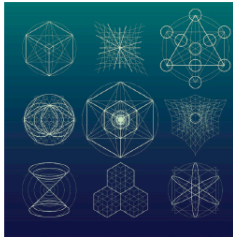
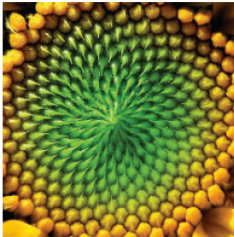
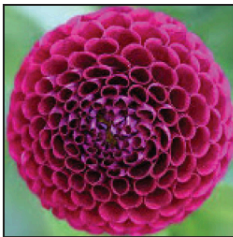
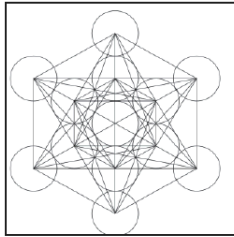
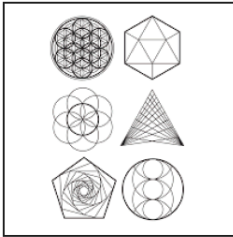
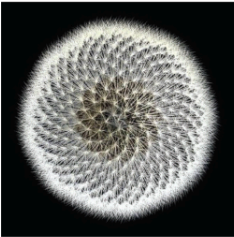


Botanical Guide to Nature’s Pigments

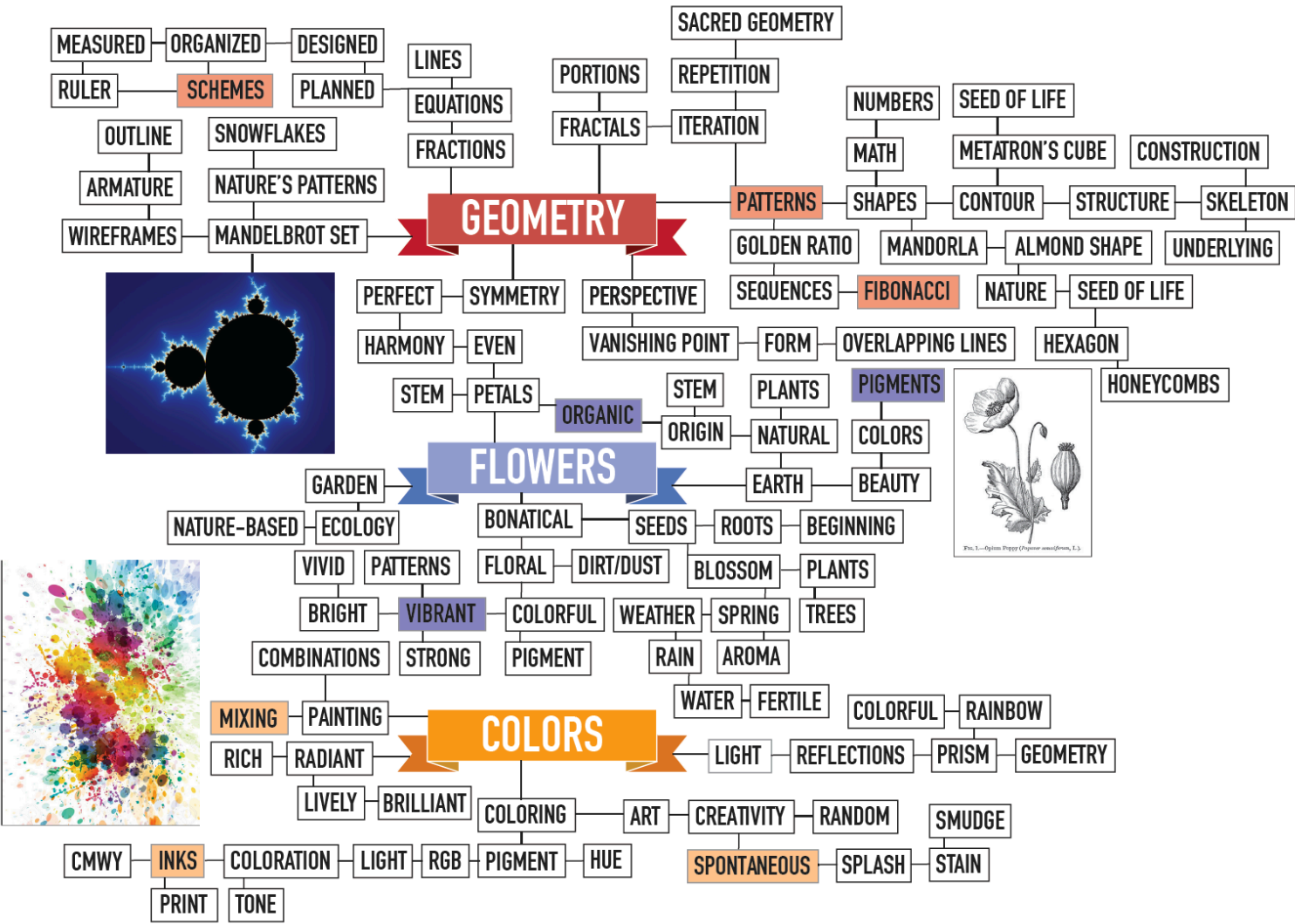
This concept is based on the fact that everything found in nature is composed of geometrical patterns and formulas that create their basic physical composition. Due to my personal interest in this topic, I decided to combine nature and geometry in a paper sample book that will display multiple flowers that could potentially be used to create paint, due to their vibrant coloration. In addition to the connection between color and nature, I will provide multiple geometric patterns that correspond to the physical form of each type of flower. The organic qualities of the flowers and the illustrations will serve as contrast to the sharp geometric figures in the book. I will also incorporate the line of paper (Dur-O-Tone) by French Paper Company in the folds and pop ups that the book will contain. The connection between the paper company and the concept of the book is based on the fact that customers can choose from a wide variety of textures in paper and colorful ink production. I will use metallic ink and diecuts to emphasize the most important elements of the book. The pop-ups I will include will be placed mainly to get the viewer’s attention and interest; while the folds will serve to inform about the line of paper and the company.

Goal

The goal of this paper sample book is to engage people with zoomed-in captures of flowers, as well as illustrative style; but most importantly, to provide information about the wide variety of hues that can be achieved by printing on French Paper. The geometric aspect will also incorporate a wide variety of origami elements, and the pop ups included will be placed throughout the book with the goal of retaining people’s attention and creating 3D elements that will impress the viewer instead of providing information like the previous spreads of the book. I will create multiple pop-ups that will connect with the concept of ‘sacred geometry,’ while the 2d aspects will be dominated mostly by flowers and illustrations that show colors overlapping with each other. This will show the viewer the intensity of the colors when they are printed in several surfaces. The third main component, which are the folds and diecuts, will show predominantly the paper line (Dur- O-Tone) and what French Paper offers as a company to their customers.



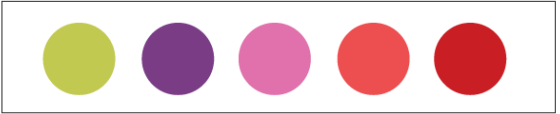
- MAIN WORDS:
- Geometry
 - Schemes
 - Patterns
 - Fibonnaci
 - Flowers
 - Vibrant
 - Pigments
 - Organic
 - Colors
 - Mixing
 - Spontaneous
 - Inks



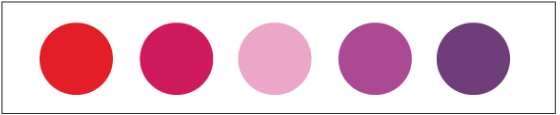
Warm + Cool colors



Cool colors



Combination



Variation of purple and pink

HEADLINES

Botanical
WEATHER SUNDAY

FRENCH PAPER COMPANY
OPTIMUS PRINCEPS

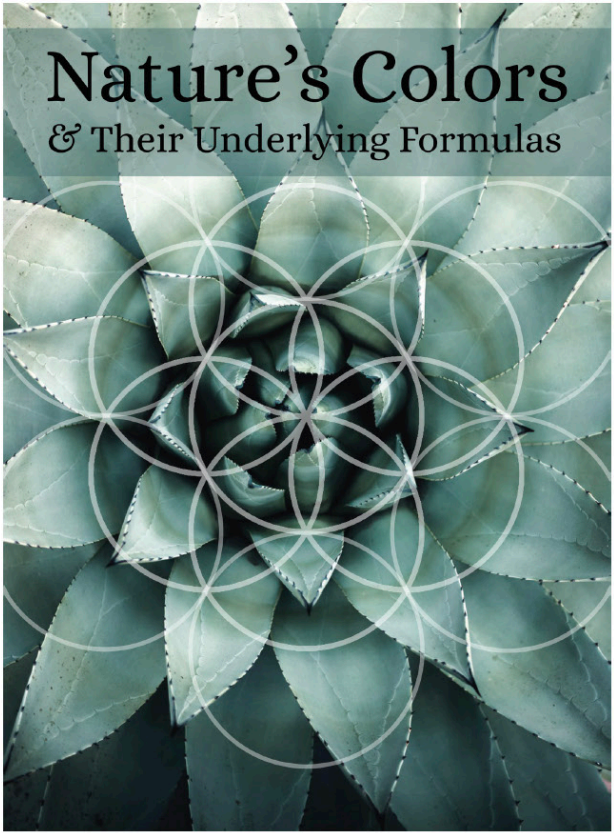
BODYCOPY

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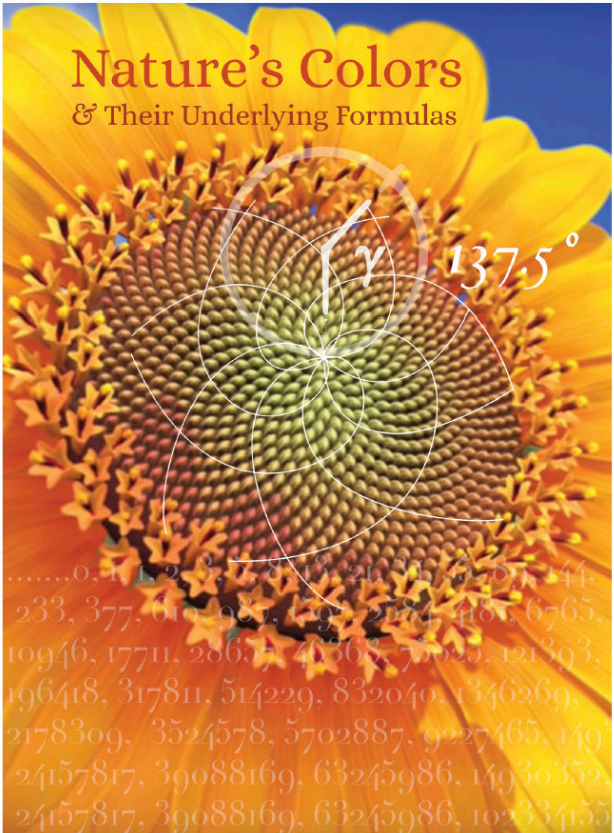
Due to my personal interest in this topic, I decided to combine nature and geometry in a paper sample book that will display multiple flowers that could potentially be used to create paint, due to their vibrant coloration. In addition to the connection between color and nature, I will provide multiple geometric patterns that correspond to the physical form of each type of flower. The connection between the paper company and the concept of the book is based on the fact that customers can choose from a wide variety of textures in paper and colorful ink production.

RALEWAY MEDIUM

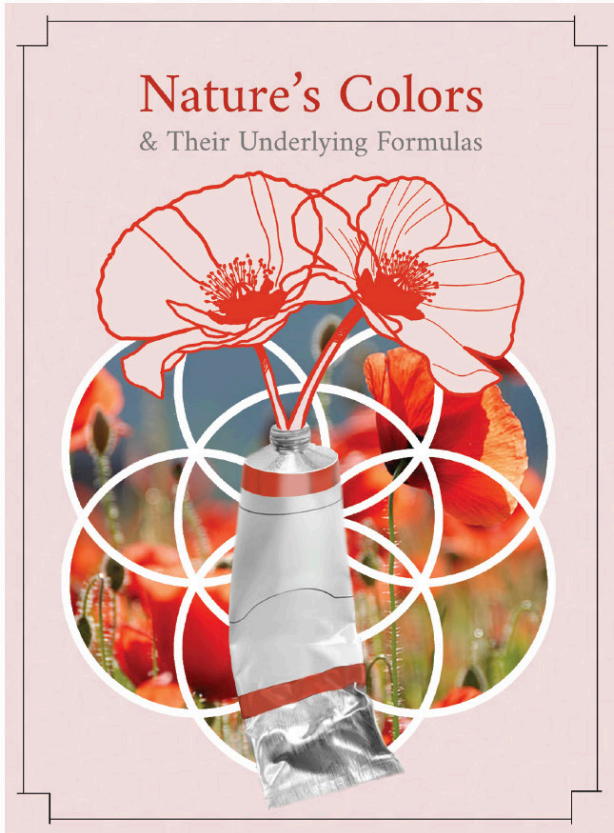
RALEWAY LIGHT



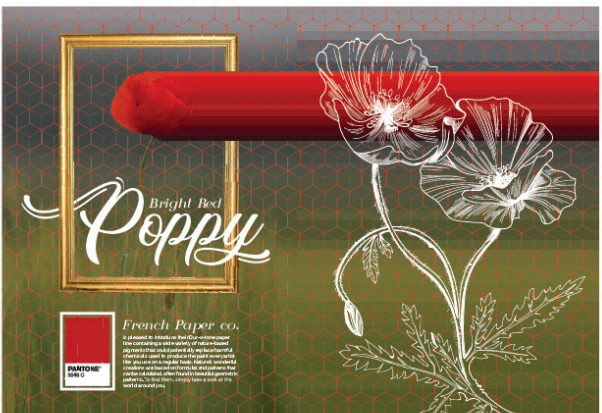
Focus on ground plants and cacti instead of flowers, this direction includes a selection of 5 mathematical equations that can be found in nature with heavy focus on fractars in nature and galaxies.



This design direction focuses on the vibrant colors that can be found mostly in flowers, I will choose a variety of flowers with vivid colors including: purple, blue, yellow, red, orange, etc.



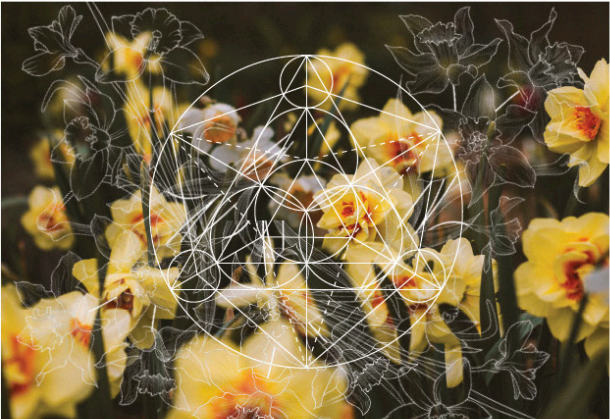
This approach is less subtle and much more straight to the point, where I take a pantone color and create color swatches for each spread to show how these plants can be used to create biodegradable paint.



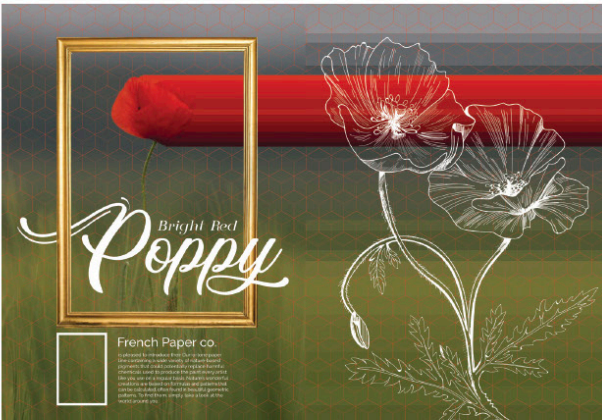
Spread 1 Version 1



Spread 2 Version 1



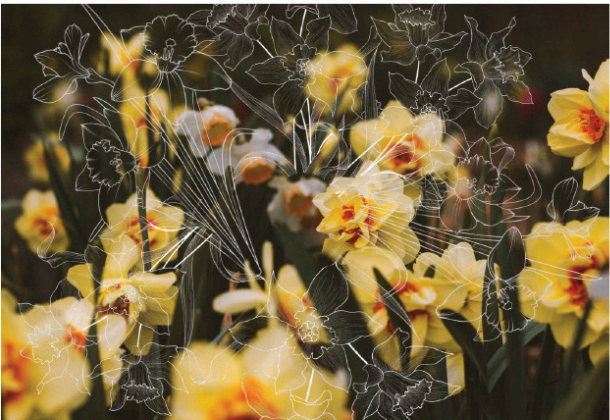
Spread 3 Version 1



Spread 1 Version 2



Spread 2 Version 2



Spread 3 Version 2



Spread 4 Version 1



Spread 5 Version 1



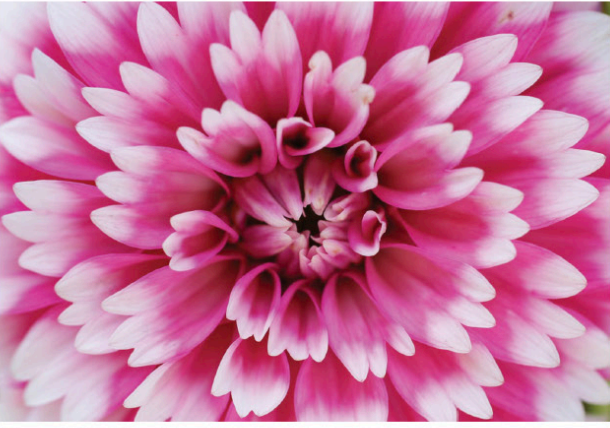
Spread 6 Version 1



Spread 4 Version 2



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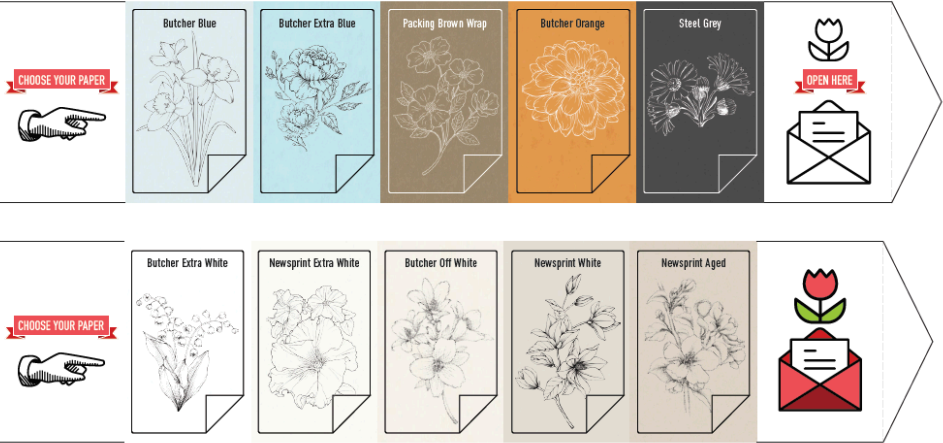


Spread 6 Version 2

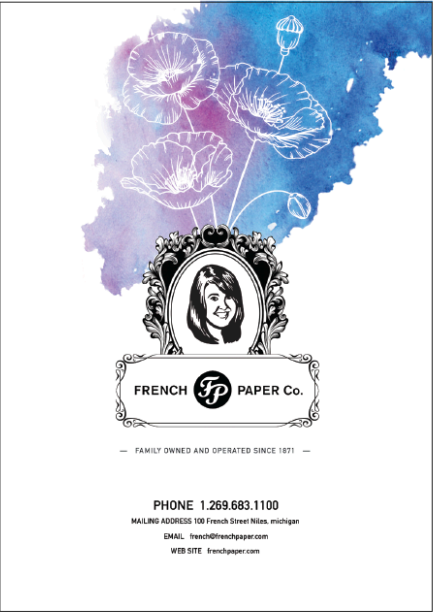
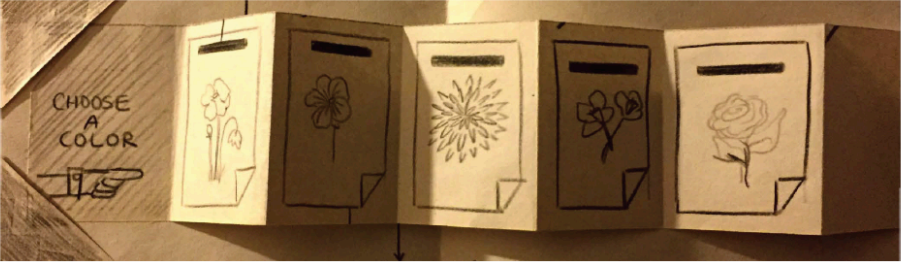
FOLD 1 Version 1



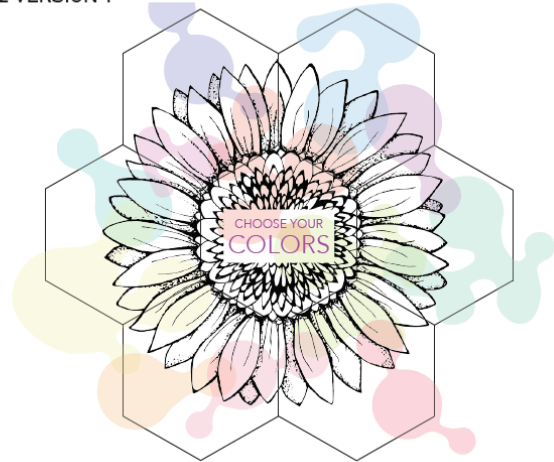
FOLD 1 Version 2



Fold Mock-up



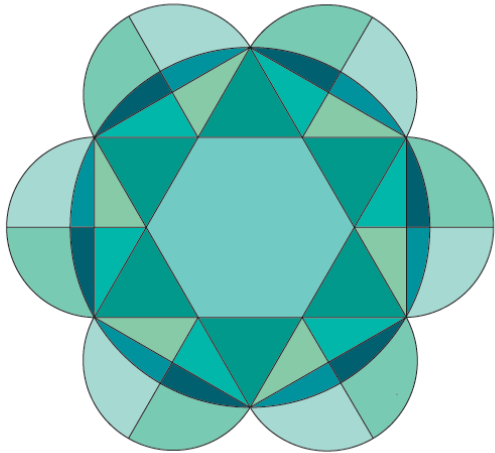
FOLD 2 VERSION 1



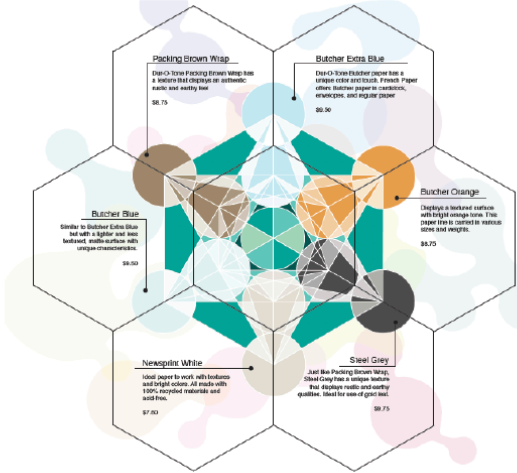
FOLD 3 FRONT



FOLD 4



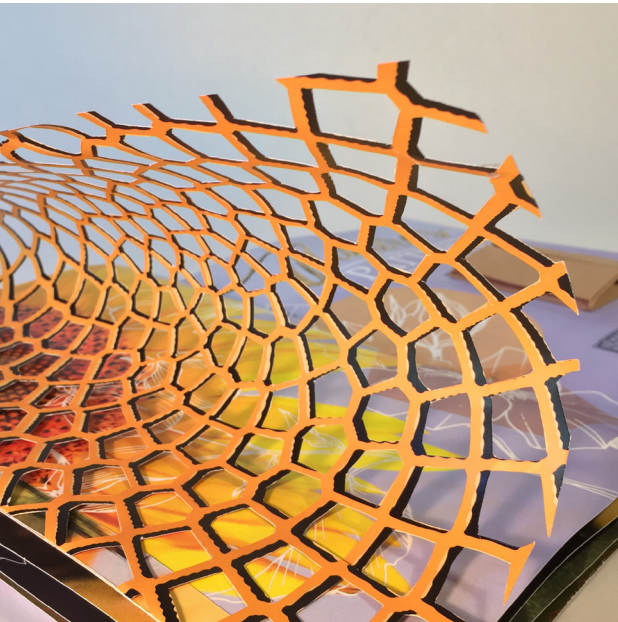
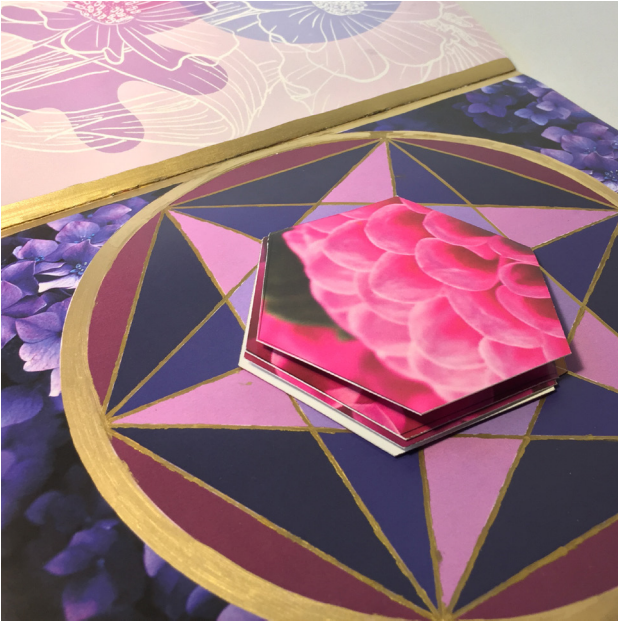
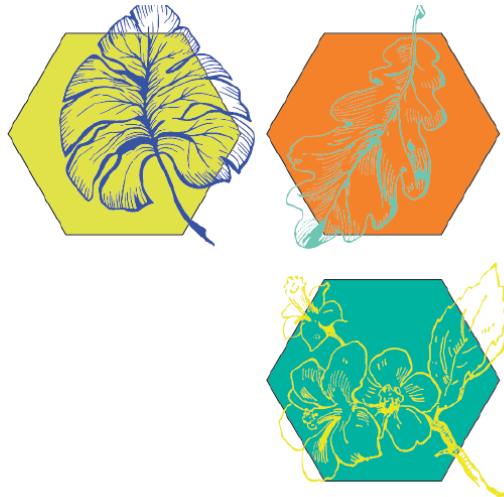
FOLD 2 VERSION 2

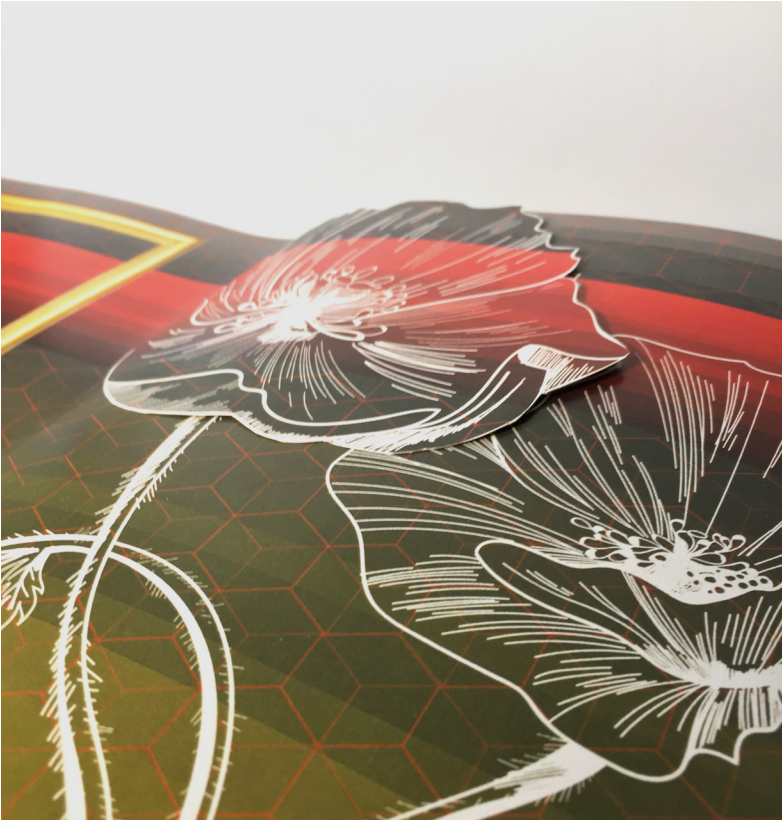


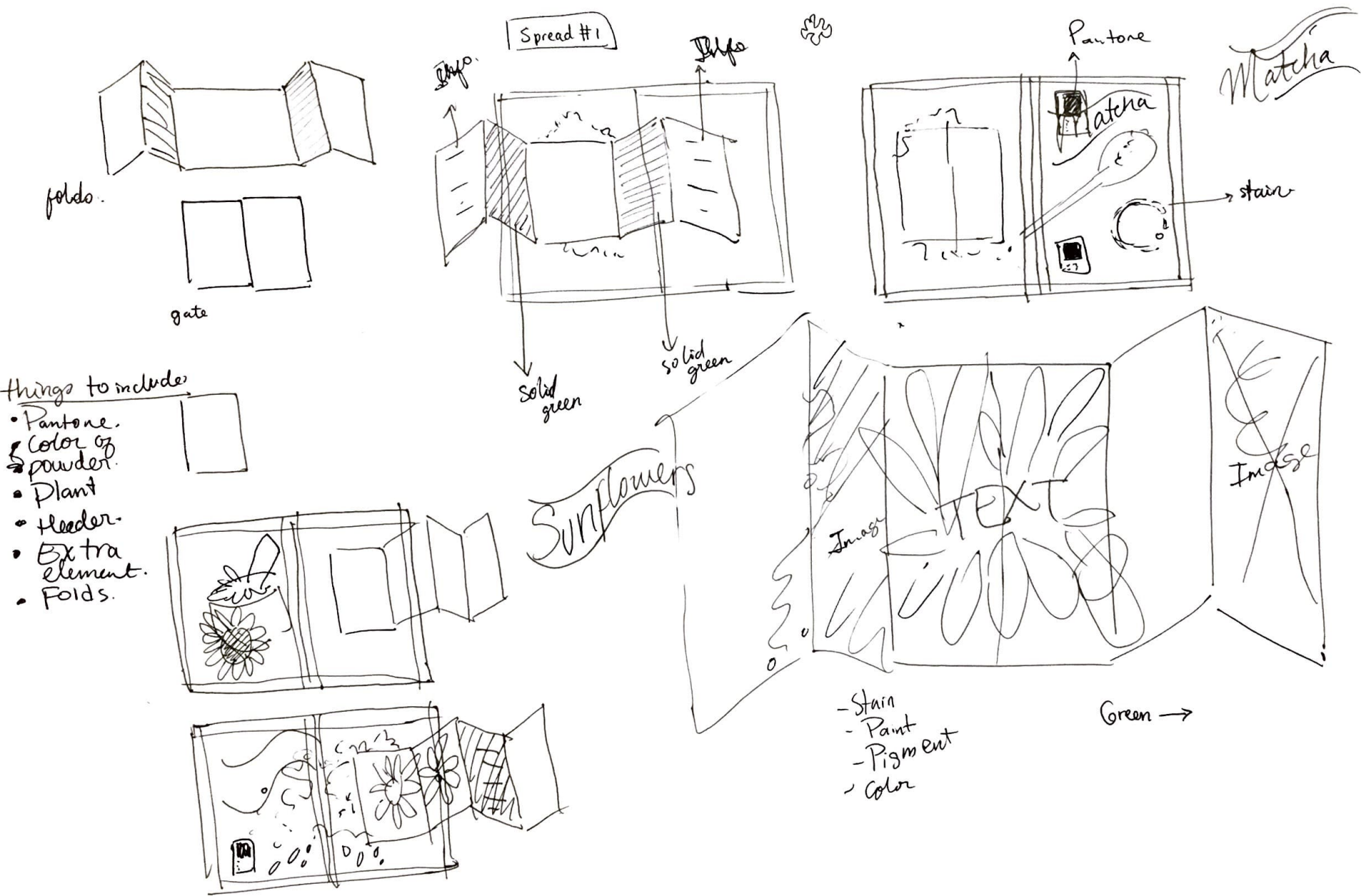
FOLD 3 BACK



FOLD 4 INSERTS

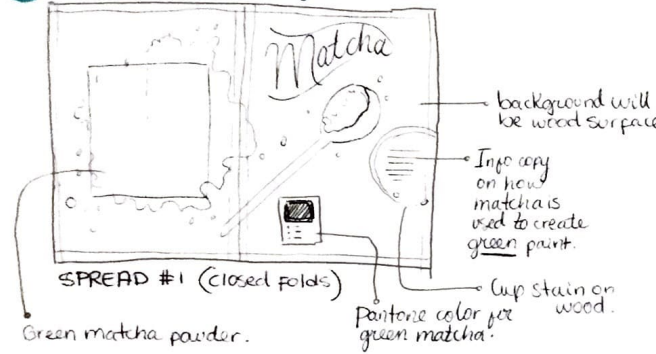




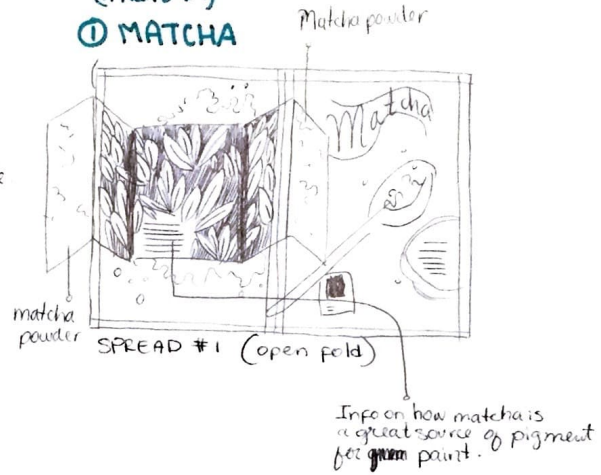


Concept: Colors in Nature, a botanical guide to Nature's pigments.

① MATCHA (SPREAD #1)



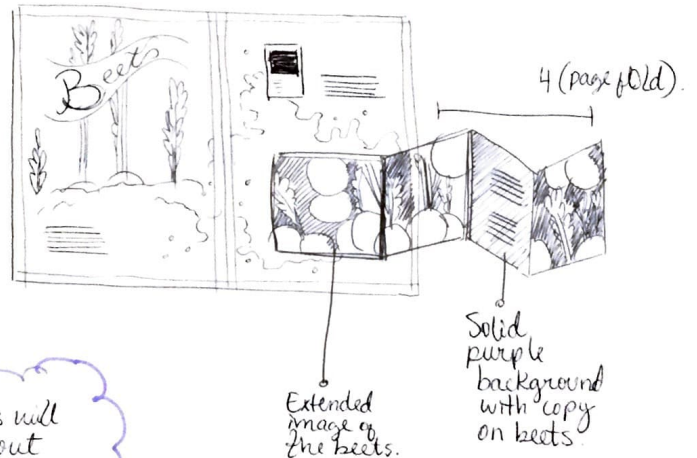
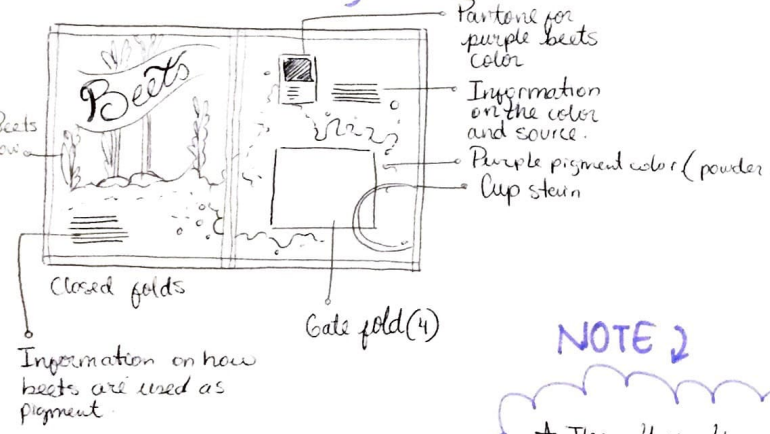
① MATCHA (SPREAD #1)



SPREADS -> COLORS

- Matcha -> Green spread
- Blueberries -> Blue spread
- Strawberries -> Red spread
- Sunflowers -> Yellow spread
- Orange -> Safflower pigment
- Beets -> Purple pigment

② Beets (SPREAD #2)



NOTE 2

* The other 4 spreads will be based on this layout but will have different types of folds and diecuts.
* Everything will be mocked up

