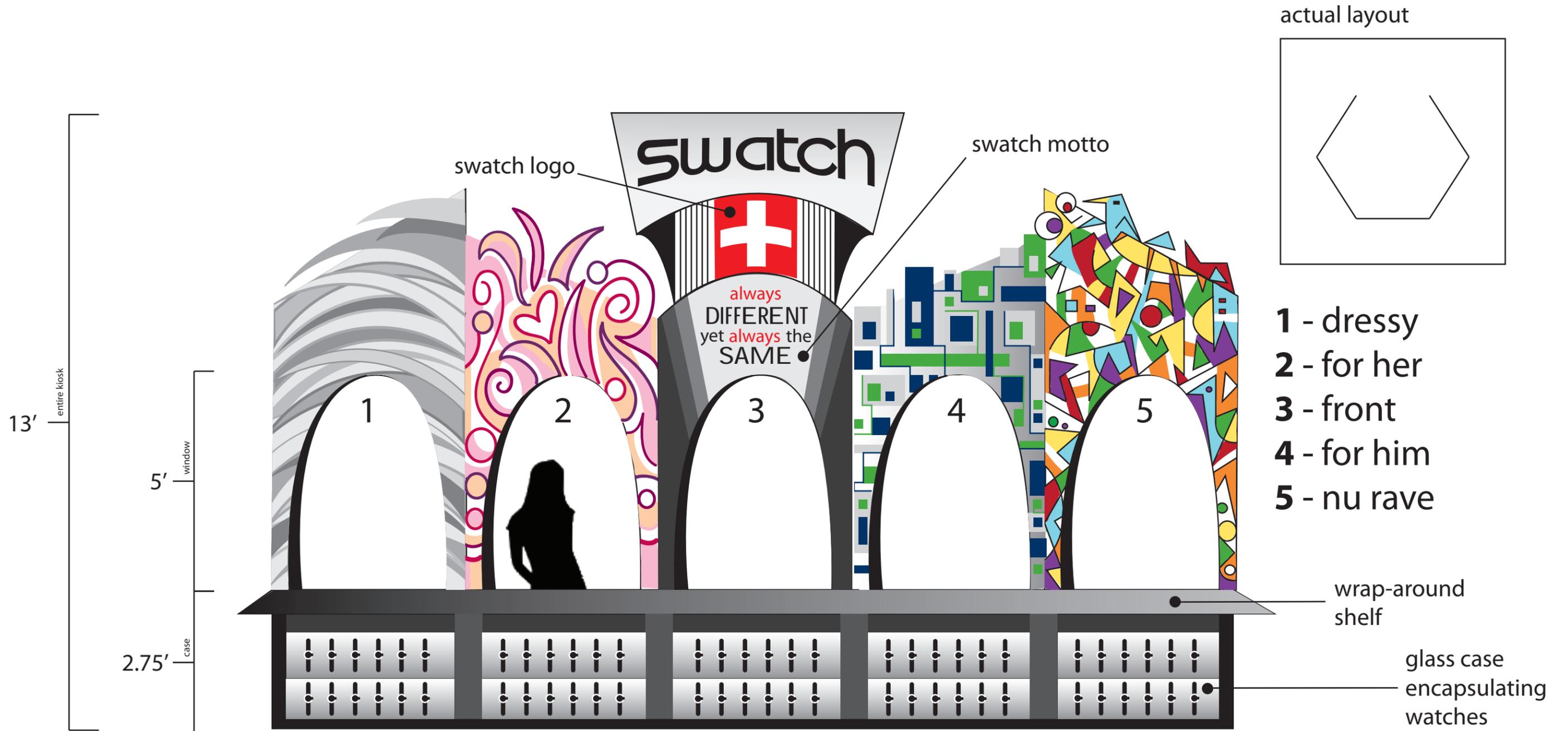
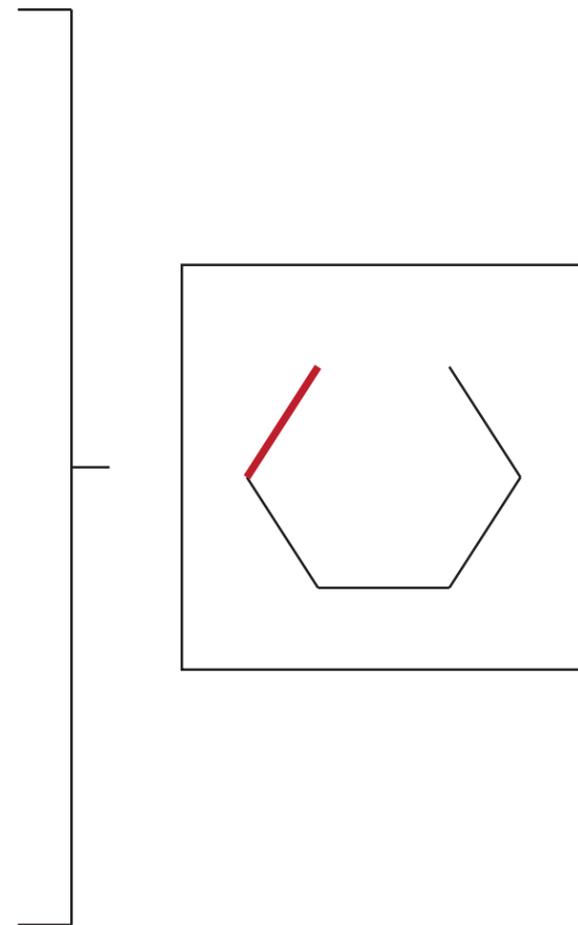




SWATCH kiosk

Package Design / May 2, 2010 / Jessica Harmon

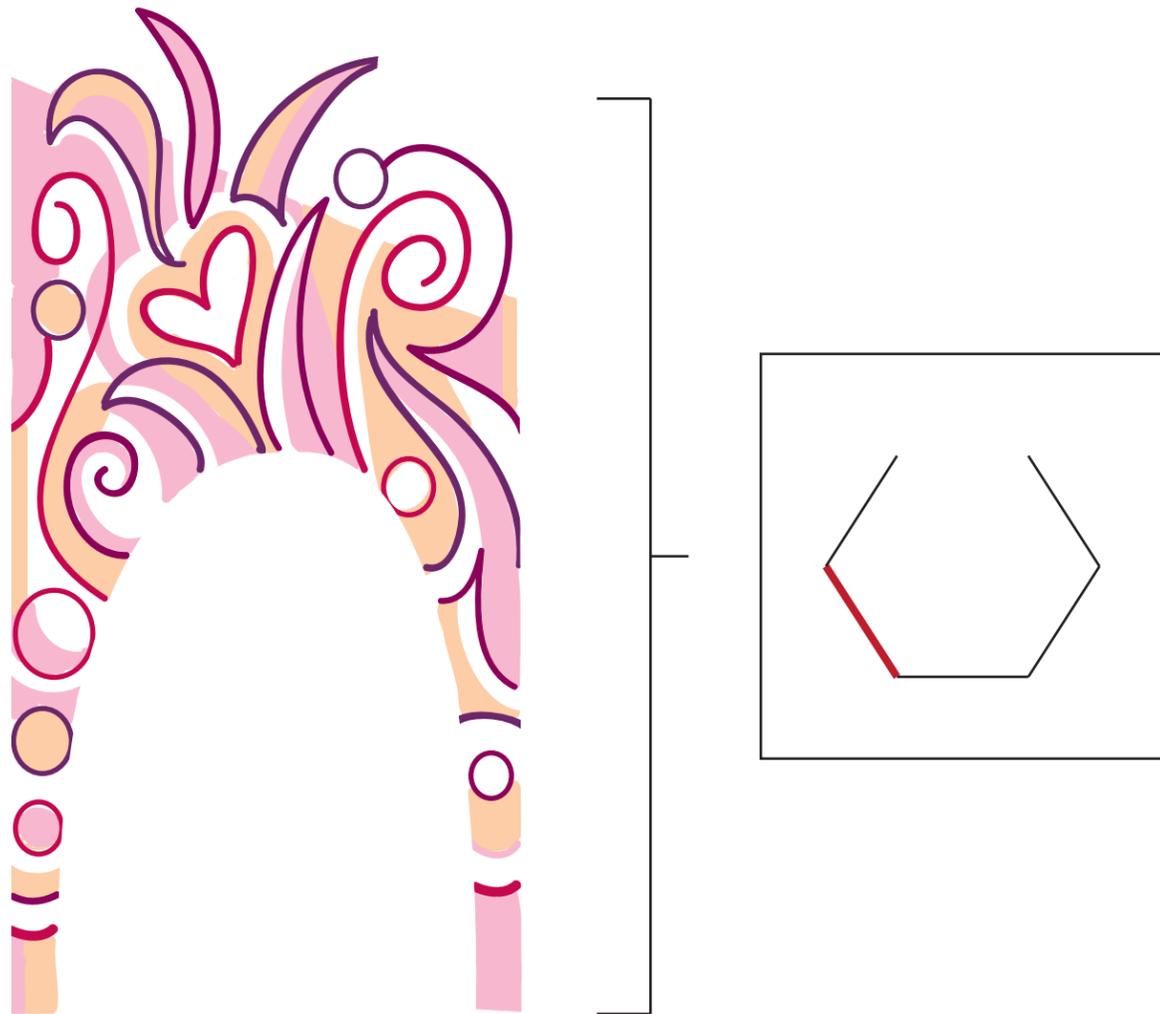




- The dressy category of swatches is typically quite a bit pricier on the swatch spectrum. They're very shiny, clean, by far the most sophisticated-looking of all the swatches, and come in a number of styles including both male and female.
- Since the dressy swatches are generally black, white, or silver, I decided to make the kiosk panel of just greys. There is one repeated, curved shape from top to bottom, making for a very clean, dressy-appropriate design.

examples of watches in this category:

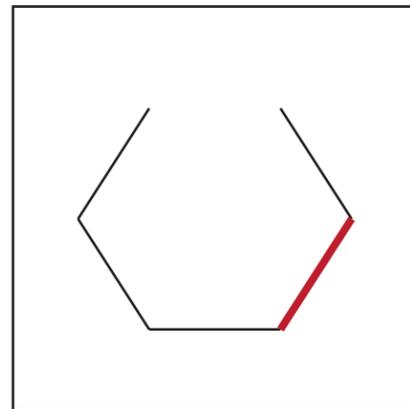
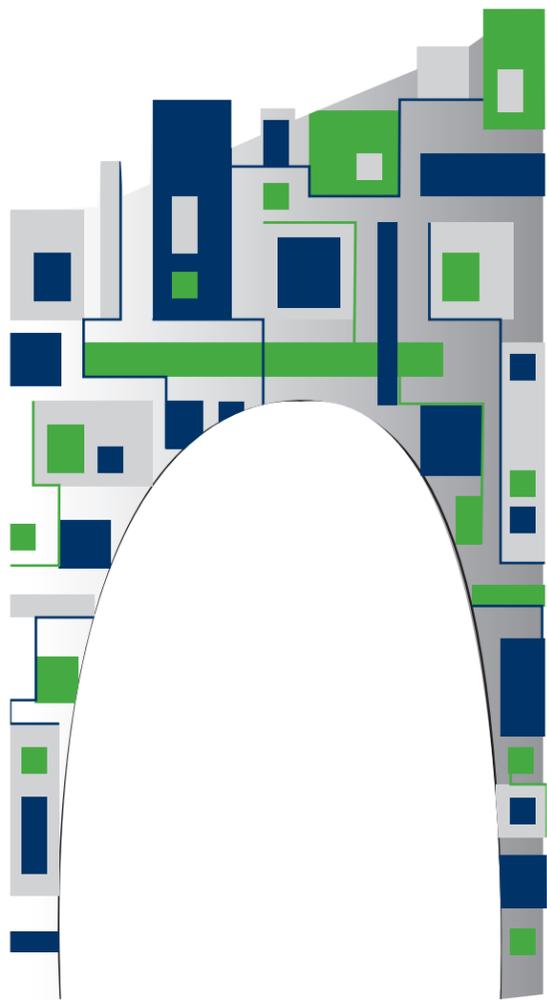




- Since most of the watches in this category maintain the cliché colors often times affiliated with women (pink, purple, red, orange, etc.), I decided to go ahead and incorporate those colors in my design.
- Also, a lot of the designs and artwork on the watches involve whimsical, delicate, organic curvature, so the design for the kiosk panel is based on those elements.

examples of watches in this category:

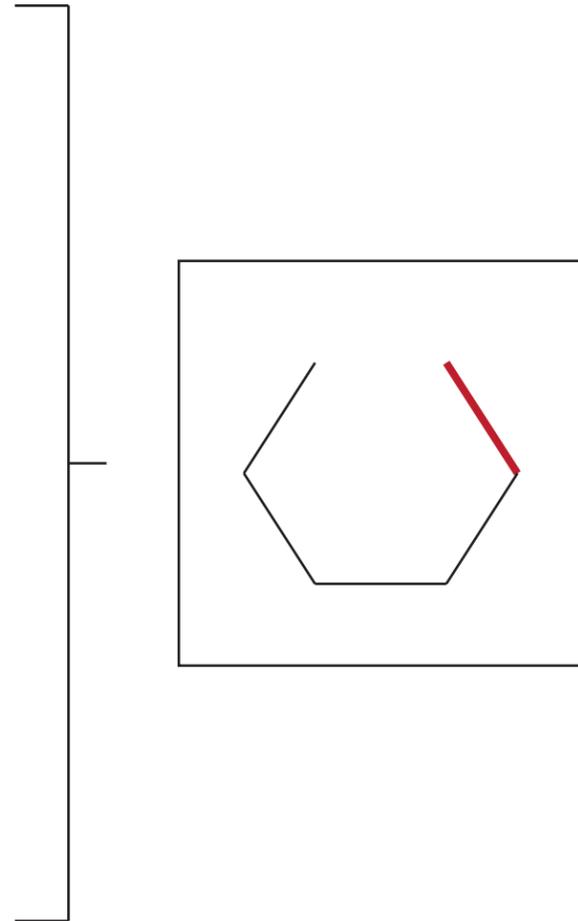




- There is not a lot of variety in the men's category as far as design goes. All of the watches are very clean and masculine looking, so I decided to make the kiosk panel very clean with the use of straight lines only, and only used two colors (plus grey).
- I decided to create a design with repeating elements since most of the men's watches are exactly the same save for color and/or the material of the band.

examples of watches in this category:



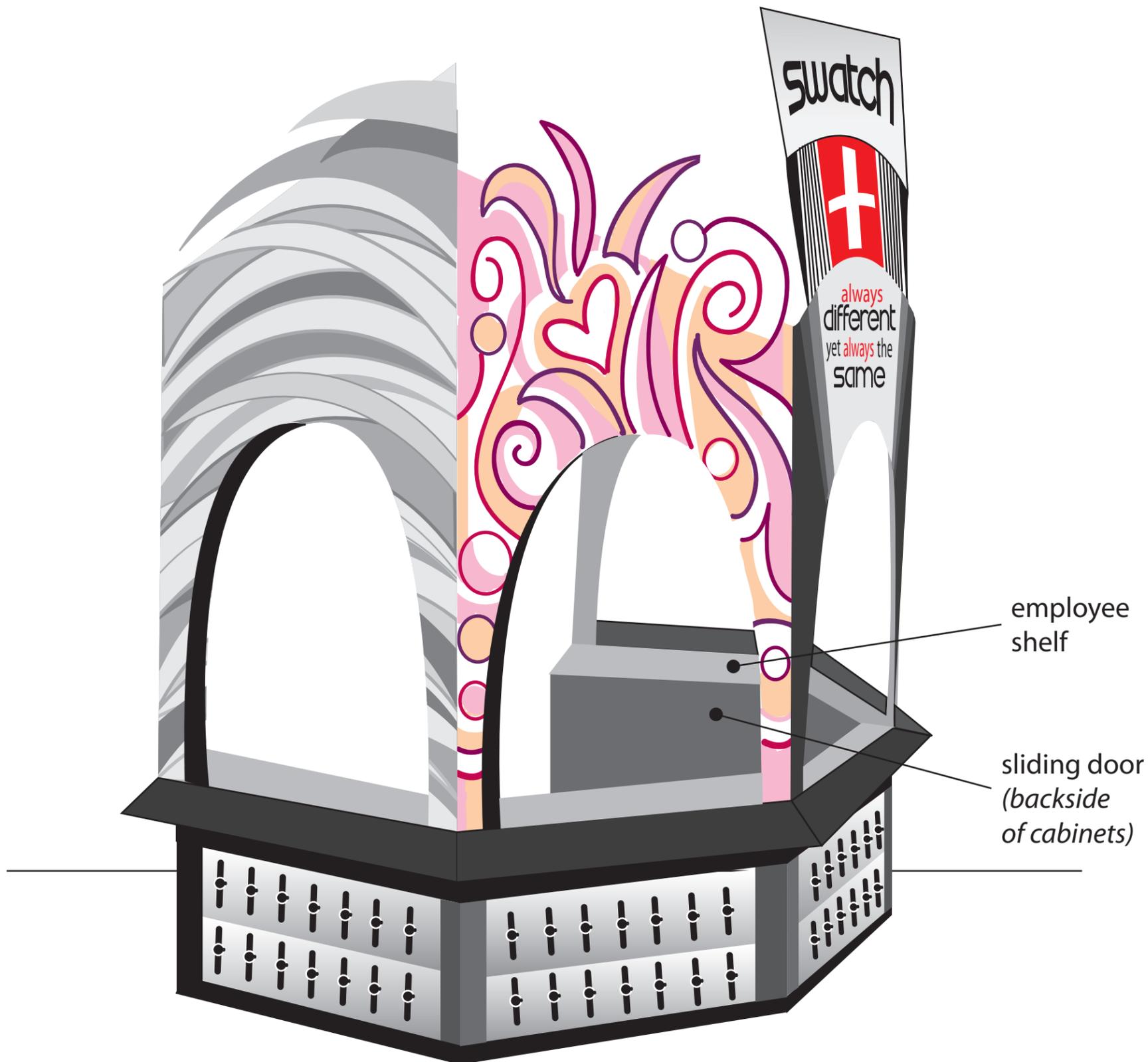


- This style of swatch derives from the term “nu rave” which is applied to several types of music, mostly those affiliated with the rave scene. However, to most followers, it’s almost more about the aesthetics than it is the music. Most designs are art-inspired and centered around psychedelic, visual effects that include bright, neon, fluorescent colors and wild and crazy shapes/designs.

- I decided to use a number of bright colors with both organic and straight-edged shapes, some of which make sense and make up recognizable items, the rest making no sense whatsoever but are arranged in such a way that flows nicely.

examples of watches in this category:





The swatch wrap-around kiosk is designed to fit in multiple locations: malls, department stores, airports, etc. It wraps around to form a hexagon, leaving one side open for easy employee entry/exit. The front of the kiosk displays the swatch name, logo, and motto, and the remaining four sides are designed specific to different swatch categories: for him, for her, dressy, and nu rave. The kiosk is large enough to house 2-3 employees and the cabinets can each display a number of watches. The arches serve as an inviting gateway between the employee and the customer and on either side is a shelf so as to make handling the watches as smooth as possible. Overall, the designs on the panels are loud, fun, and inviting, and the kiosk itself is designed in such a way to where it's extremely functional but doesn't take up too much space in said location.



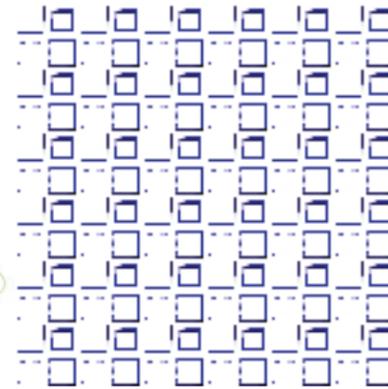
small mock-up



swatches



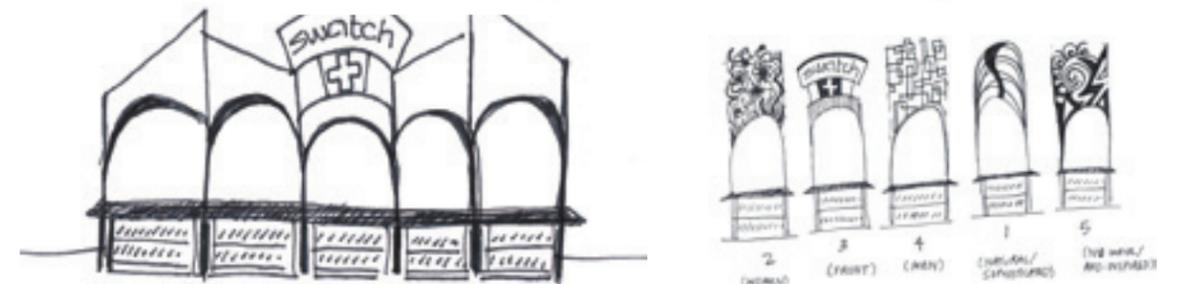
squares



nu rave



original sketches



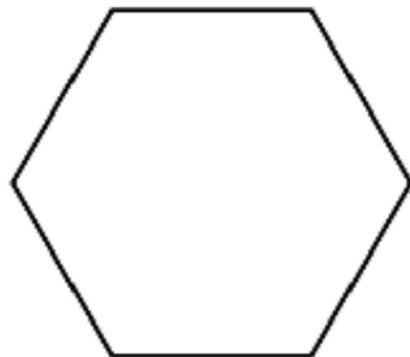
floral



human silhouette



hexagon



font/logo

