

## PAPER SAMPLE BOOK

### PROJECT BRIEF

This project is to design and produce a mockup of a paper sample book for French Paper. It is a bound 16 page booklet including folds and diecuts.

### CONCEPT: INTO THE VENDING MACHINE

I have always had fantasy dreams of walking into the door of vending machines, taking me to another world. Especially the vintage old ones where they look more mysterious and adventurous. This booklet will be an adventure story of going into different useless vending machines that sell broken things. Like broken umbrellas, broken eggs, cup noodles without noodles, melted ice creams, and banana peels. The illustrations suggest to readers how to use the useless items. The booklet is using a fun way to tell readers instead of using the useless vending machine, use the french paper vending machine, would be the most useful one of all.

There are folds that opens to another vending machine. There are envelopes, business card and other paper sample at the last page of the book to show different paper textures and colors of French paper.

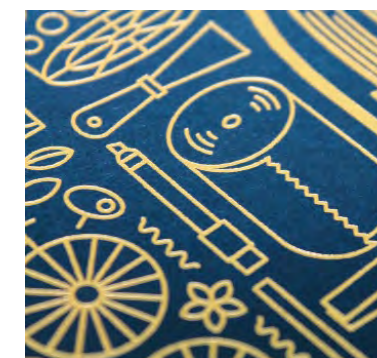


## FRENCH PAPER

Paper Line: Aged Newsprint Paper (Dur-O-Tone)

Dur-O-Tone is an honest, hard-working alternative paper to overly-slick coated sheets. The paper line delivers consistent results and pulls its own weight, no matter which weight customer uses.

French Paper Company has been manufacturing paper for over 150 years in Niles, Michigan. French Paper is recognized as an innovative paper mill with a big capacity for making premium custom papers in almost every texture and hue imaginable. The company produces writing, text, cover and specially papers, they can be used as corporate brochures, pocket folders, advertising inserts, business cards, labels, invitations and a lot more. French Papers are made using 100% renewable electricity generated by French's hydroelectric plant.



DUR-O-TONE: BUTCHER EXTRA WHITE

DUR-O-TONE: BUTCHER WHITE

DUR-O-TONE: BUTCHER OFF WHITE

DUR-O-TONE: BUTCHER BLUE

DUR-O-TONE: BUTCHER EXTRA BLUE

DUR-O-TONE: BUTCHER ORANGE

DUR-O-TONE: NEWSPRINT EXTRA WHITE

DUR-O-TONE: NEWSPRINT WHITE

DUR-O-TONE: NEWSPRINT AGED

DUR-O-TONE: PACKING BROWN WRAP

DUR-O-TONE: STEEL GREY

## Concepts

### Concept 1: Stamps

The hues of the newsprint reminded me of ancient stamps and envelopes. I've been collecting stamps since I was a child, and it's fascinating to see how stamp designs evolve over time and in different countries. Stamps can tell a lot about a country and its history, such as the country's most known location, the king and queen of the time, or the amount of money printed on the stamp.

The booklet would have a vintage and historic vibe about it. I'd want to use a lot of stamps to embellish the cover page. The booklet would start from introducing different styles of stamps line up in rows. It would depict the progression of stamps from then to now. Then I would include some background on who invented them and how they are now extensively used. I will also add the procedures of how stamps is produced. I'd also include the typeface and stamp style into the page design and background. I want to include the layout of a stamp collecting album on one of the pages by putting a transparent plastic on top of the stamps. In the last pages, there would be teaching of how to use stamps and last two pages to show graphics of envelopes sending out to the world.

### Concept 2: Newspaer..then and now

Back in the day, reading the newspaper was the only way to keep up with what was going on in the world. Everyone used to hold a newspaper while walking down the street, waiting for a bus, or even at home, but now that everything is digital and social media is so widespread, everyone is on their phone at all times and everywhere. The design, background and texture would be based on newspaper, with graphics and photography on top of it. The booklet will begin with a conversation between two people from different generations, who will discuss how the world and human behavior have changed. Then there would be a full page of visuals depicting a scene on a train with people reading newspapers and books before, and people using their phones after. Newspaper wordings would be the background for "then", while digital words or apps would be the background for "now". The two would continue their conversation and explain how people used to have pen pals and how they communicated through letters, followed by another page of before and after visuals. The booklet will have the identical layouts for the then and now differences.

### Concept 3: Into the Vending Machines

I have always have fantasy dreams of walking into the door of vending machines, taking me to another world, I especially like the vintage old ones where they look more mysterious and adventurous. This booklet will be an adventure story of going into vending machines. On the first opening page, there would be different kinds of vending machines to choose from, from drinks, foods to dolls. The doors can be opened to see the inside where it will lead to the world of that specific object. Which will lead to the next page where there would be lots of drinks, ice creams, dolls etc. The next page would be going on an adventure by a boat on the river where the plants, water are all eatable. The pages afterwards will be the adventure going on. The last pages would be sliding on a water slide back to the real world, getting out from the vending machine "hole". I would be using graphics as well as photography to bring out both vintage and modern style, textures will be added to bring out the fantasy world in the vending machine.

## Final Concept

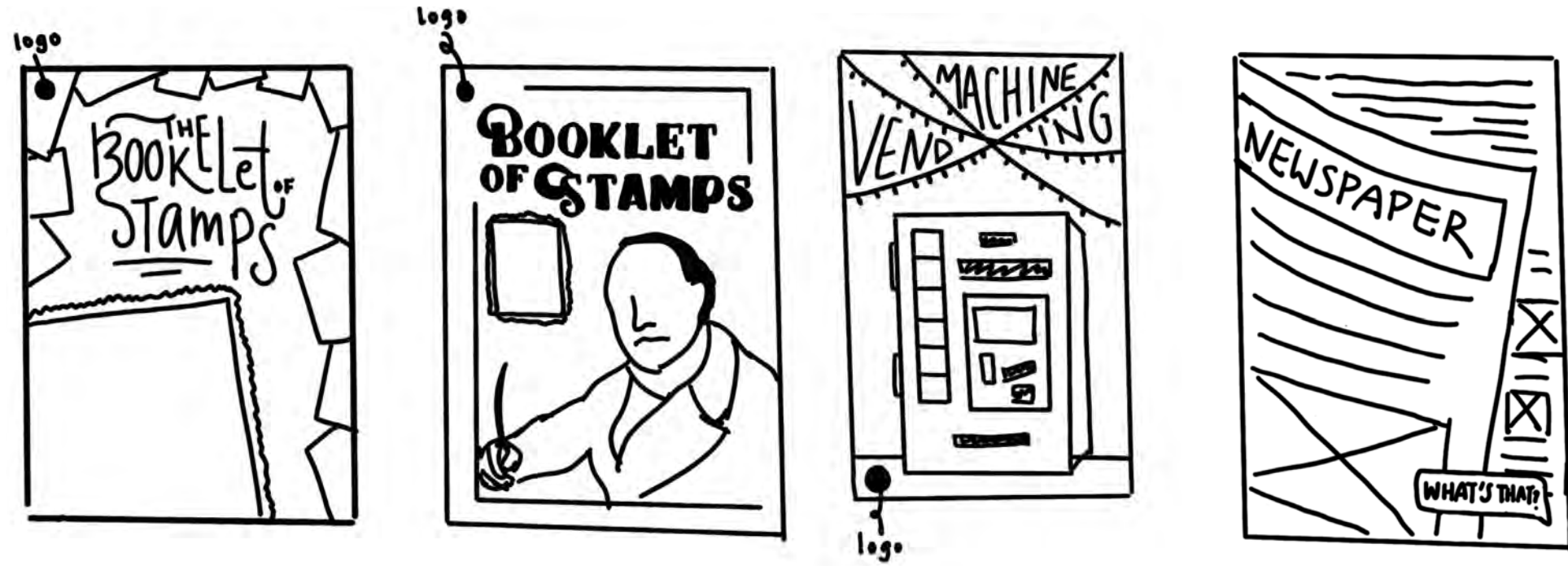
### Concept 3: Into the Vending Machines

I have always have fantasy dreams of walking into the door of vending machines, taking me to another world, I especially like the vintage old ones where they look more mysterious and adventurous. This booklet will be an adventure story of going into different vending machines. On the cover page, there would be a place to "insert a coin or a bill" that will take them to the next page. There will be three vending machines lining up on the page to choose from. Two of them are vending machines that sell useless things, like broken umbrella and cup noodles that only have soup no noodles. The doors can be opened to see the inside where it will lead to the world of that specific object.

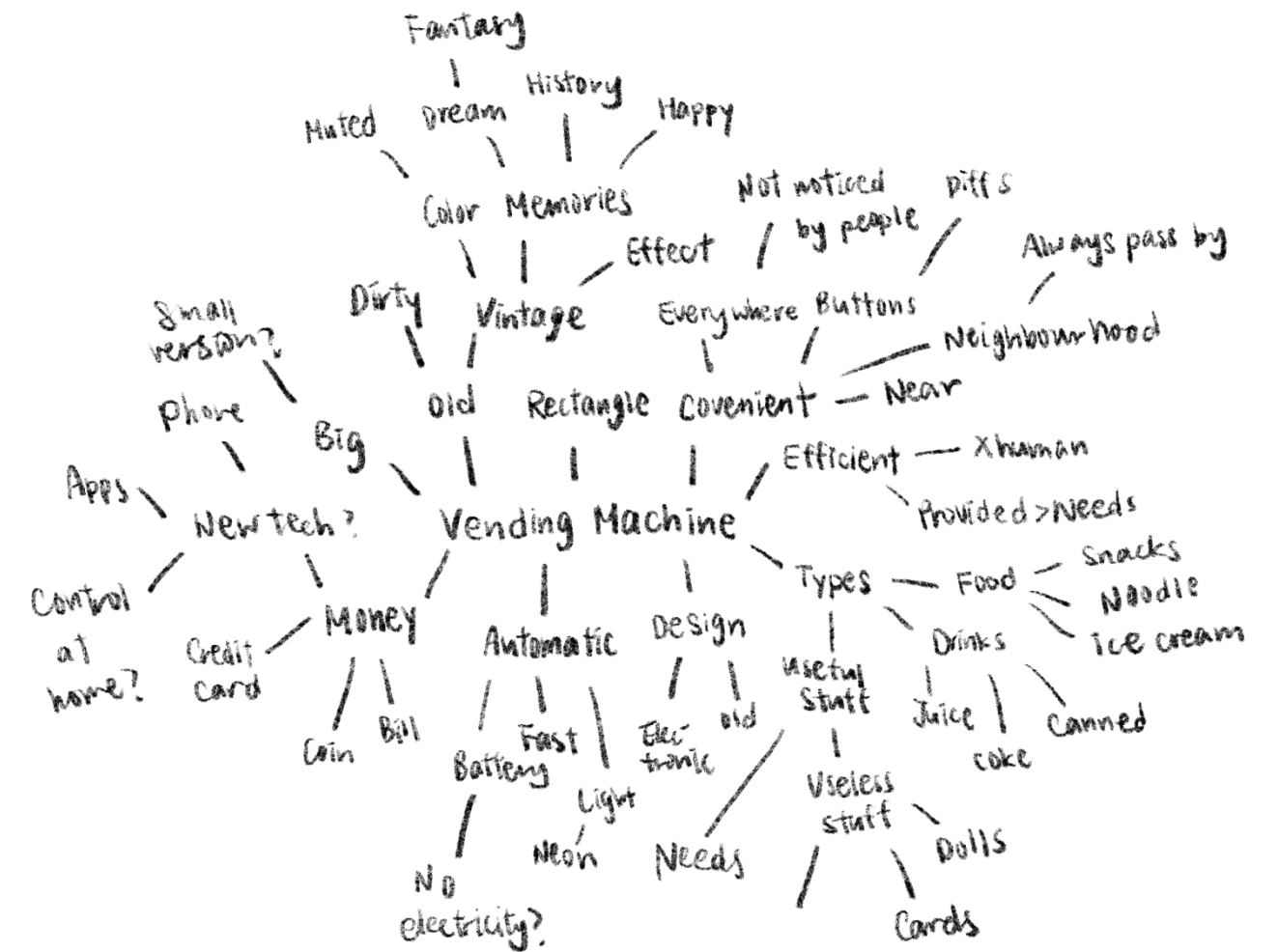
The first story will be about umbrellas, where there will be different ways of how a umbrella can be broken like. Then, there would be a swirl taking readers to another world, the cup noodles world. There would be a nutrition sticker which shows the information of all the nutrition, and that would explain why there isn't noodles in the cup noodle, to remind people to stay healthy.

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## Cover Sketches

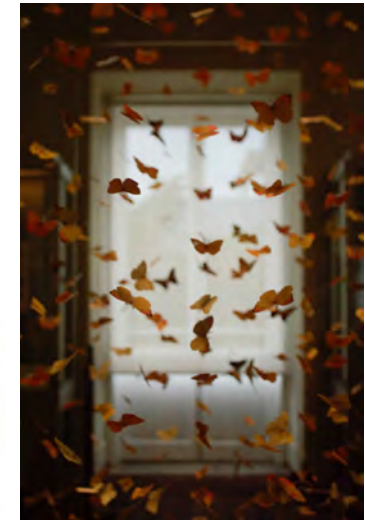


## Mind Map





**Mood board**



**Type and Color**



**INTO THE VENDING MACHINE**

**I HAVE ALWAYS HAVE FANTASY DREAMS OF WALKING INTO THE DOOR OF VENDING MACHINES, TAKING ME TO ANOTHER WORLD, I ESPECIALLY LIKE THE VINTAGE OLD ONES WHERE THEY LOOK MORE MYSTERIOUS AND ADVENTUROUS. THIS BOOKLET WILL BE AN ADVENTURE STORY OF GOING INTO DIFFERENT VENDING MACHINES.**

INTO THE VENDING MACHINE



## Cover explorations



## Pages versions

