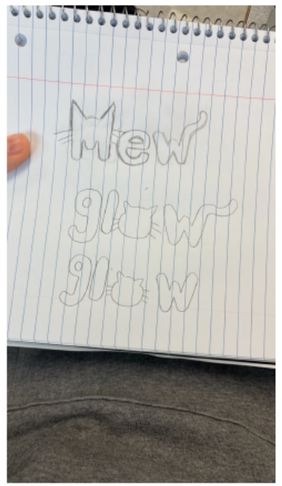
From original sketch to application.

An interview design exercise. The source sequence separates original lettering from later assisted artwork and mockups.

MEW / SKETCH TO CONTINUED DEVELOPMENT

Keep the identity. Develop the idea.

01 / ORIGINAL SKETCH



02 / EXACT LOGO

Mew

03 / FLAT ARTWORK



04 / MATCHING MOCKUP



My contribution

Original lettering ideas, direction and revision judgment.

AI-assisted artwork preparation and mockups · Supplied-dieline design review

Preserve the original idea; develop the application. The cat-shaped initial and expressive tail carry into the later MEW panels. GLOW is the companion direction; its original source artwork is included in the pack.

MEW / *PACKAGING DEVELOPMENT*

01 PRINTED CARTON (CLOSED)



02 UNFOLDED CARTON ARTWORK (DIELINE)



03 LOGO DETAIL (CAT-SHAPED M)



04 PATTERN DETAIL (RIBBON / PAW ART)



STRUCTURE SCHEMATIC



PINK PLUM PAPER

CUT

FOLD

NEW PORTFOLIO STUDY / AI-ASSISTED VISUALIZATION / INTERVIEW EXERCISE

Artwork + supplied carton geometry

Existing supplier-based review artwork, accompanied by a newly assembled technical summary. Not a manufacturing release.



REFERENCE DIMENSIONS

Supplier nominal carton: 160 x 57 x 265 mm. Source front path is approximately 160 x 264.3 mm. These are carton dimensions, not verified product measurements.

PANEL COMMUNICATION

Front: identity, descriptor, hero and key features. Back: explanation and use hierarchy. Sides/top: recognition and supporting product information.

FILE STRUCTURE

Original logo paths, live supporting type, raster product imagery, decoration and a separate cut/fold guide. Some front artwork is an embedded raster illustration.

OUTSTANDING PRODUCTION WORK

Review RGB artwork; front image about 148 ppi at size. Confirm higher-resolution imagery, press profile, board, bleed, glue zones, fold allowances and physical proof with supplier.

A new application study.

AI-generated portfolio visualization, derived from the verified project reference.

