THE INTEGRATION OF AUGMENTED REALITY INNOVATION IN LIP MATTE COMBO PACKAGING

.

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ABSTRACT

In the early days, a generic, plain – looking box packaging is quite common and boring to look at. However, to date, the design of packaging itself should be able to support the product inside while looking aesthetically pleasing to the eyes to attract customers purchase. Packaging could be defined as the process of enclosing products made using any materials that are able to contain, protect, handle, deliver and preserve goods from the manufacturer to consumers.

Keywords: multifunctional, innovative printed-based, augmented reality (AR)

1. INTRODUCTION

As a final year degree student of the Printing Department, I chose to create new packaging for Neelofa X Young & Glow's cosmetics product which is their lip matte collection. Their matte lip product comes in a six variety of colors which are MRSM, Nona, Tiga, Aquarius, Kelantan and Lotus. Each of their lip mattes are packed in different packaging colors of red, light pink, turquoise, pink, blue and yellow. As the product is becoming well-known and increasing in demand, they should use a 6 in 1 box packaging as a combo edition to their lip matte collection.

2. METHOD

Research has been conducted through observations, interviews and experiments to define and collect some data to help find suitable design. Significant data and knowledge obtained will therefore help effectively in the research process.

2.1. Opportunity Identification

In the Opportunity Identification phase, the researcher conducted research based on the observation and interviewing. The observation has been made by entering the store that sells numerous types of cosmetic products that use packaging. The interview was done in order to acquire some opinion and discussion of creating a unique and practical type of packaging.

2.2. Concept Exploration and Refinement

The reason for creating a special packaging for the Neelofa Lip Matte Combo Packaging is due to create an eye-catching packaging design which includes 6 colors that represent each lipmattes collection. By making a practical packaging for the lipmatte product, the user can use the packaging for daily use rather than taking the product inside only and put the boxes away. In the same time, the packaging itself still

protect the product inside of it from dirt, breakage and it can be displayed and used later. This stage comprising a few steps from brainstorming, sketching & design and technical drawing due to make innovation and something different on this packaging.

2.3. Technical Requirements

In technical requirements, there are technical processes needed to make sure the quality control is being taken care such as the material selection, preflight, output of plate before printing process. The result of the packaging will be decided by these processes.

3. FINDINGS

Innovating the packaging creates opportunities for the client to use and package various sizes of product using a single packaging. Next, Integrated Augmented Reality (AR) as a bridge to users in the utilization of new technology by providing enriched content and additional information in a variety multimedia format.

4. CONCLUSION

This project has achieved the early objectives of creating this packaging. The process of creating the packaging has gone through proper research from the Opportunity Identification, Concept Exploration & Refinement and Technical Requirements. A value-added innovation on the packaging has enhanced the way the packaging functions through Augmented Reality (AR). The upgraded packaging will help increase the marketability value and branding of the company as the new packaging uses a suitable material and an exclusive design which will appeal to customers to buy the product. A good visual packaging with attention-grabbing design and display information of the product helps to encourage brand marketing and yield company's profit.

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