

JDO RAW 2022 PROJECT BODY OF WORK-CHANGE MAKERS

Joshua Postance-Eamer

1.

The Brief?

THE BRIEF

WE WANT YOU TO GET UNDER THE SKIN OF
SOMETHING YOU WANT TO CHANGE IN THE
WORLD AND CREATE A NEW DISRUPTIVE HAIR,
SKIN, OR MAKEUP BRAND WITH A CAUSE.

CHOOSE YOUR CATEGORY & CAUSE.
CRAFT YOUR BRAND & ITS PURPOSE.
CHANGE THE WORLD.

'Change The world'

'Beauty to change the world'

'A cause that your passionate about'

'Bold design'

'Consumer Empowerment-Danny Gray'

'Cause Conscious-soap bottle'

'100% locally sourced'

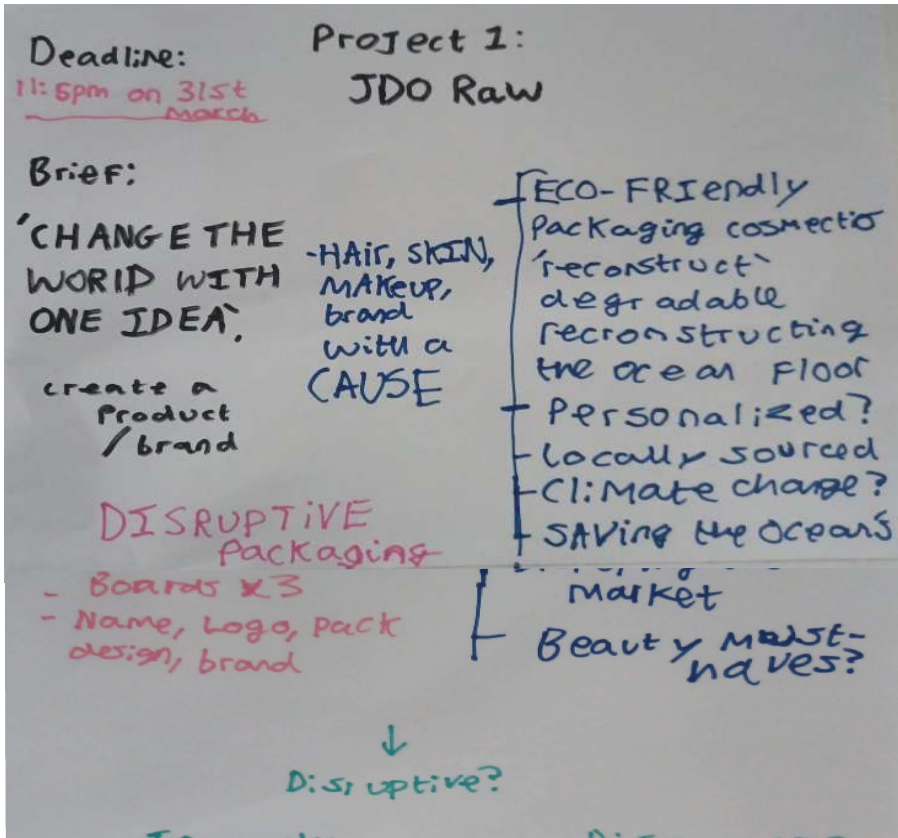
'Disrupting the market'

'Gen-z Users'

JDO RAW brief slide

2.

Brief Reaction



JDO RAW brief notes and breakdown

Decoding the brief:

Context-

Gen-z Audiences, Disruptive packaging, Beauty must haves, Cosmetic Brands, Branding, Branding theory, Bold design

Issue- Empower change, Choosing an relevant issue, changing something- could potentially be an issue such as men wanting to wear makeup discretely, saving the oceans, sustainable branding or more personalized and locally produced.

Goals- Solves a current issue, Disrupting the market, Appeals to Gen-Z, More affordable products and services, true power of customer, creates change.

3.

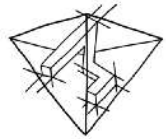
Disruptive Design

The brief requires me to create something which 'creatively disrupt the market'.

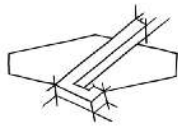
I may need to think about more than just the cosmetic product. How can I add in unique features? How can I make something that makes old things absolute? Is the packaging structured in a certain way?

7 approaching routes I could take- Interactive packaging, Sustainable Packaging, Smart Packaging, Flexible Packaging, Personalized Packaging, Digital Packaging and Social Branding packaging.

THE DISRUPTIVE DESIGN METHOD



MINING



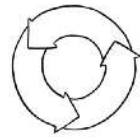
LANDSCAPING



BUILDING



SYSTEMS



SUSTAINABILITY



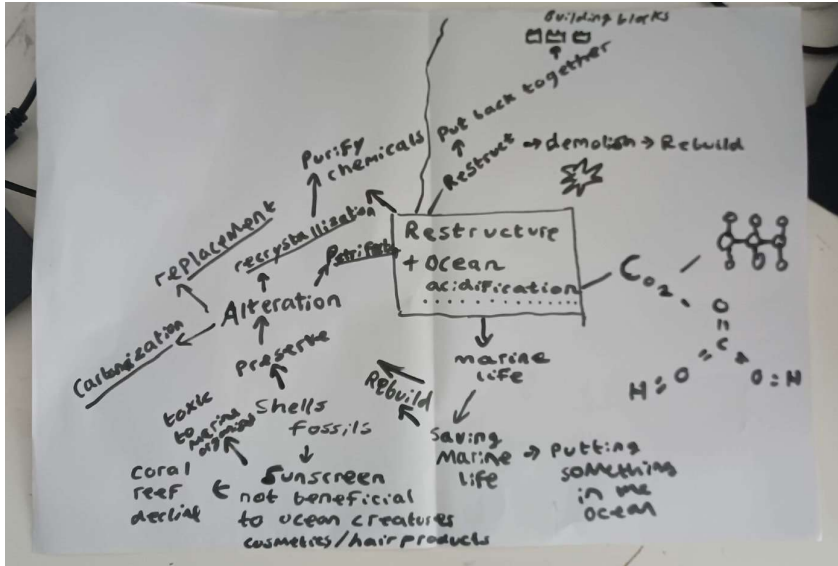
DESIGN



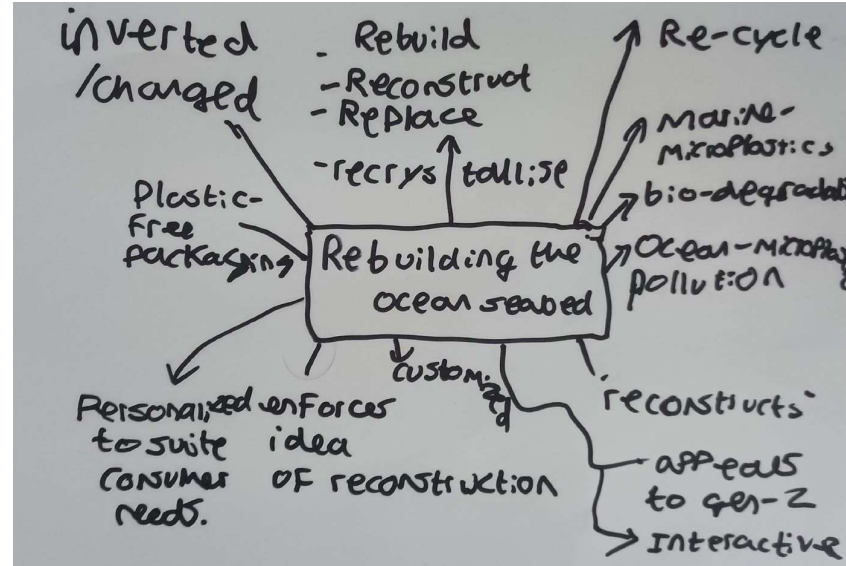
The Disruptive Design Method

4.

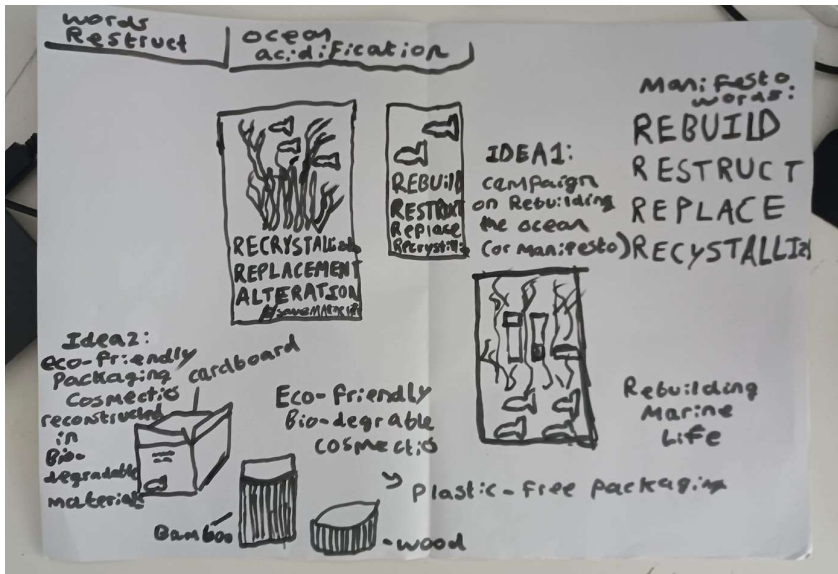
Prompt Workshop



Prompt Workshop words 'Restructure and Ocean acidification'



Rebuilding the oceans brainstorm mind map



Idea Generation

The project prompt workshop run by Marion, Jack and Andy-I was given two words, 'Restructure' and 'Ocean acidification'. Brainstorming the ideas out led me to a manifesto of four key words 'REBUILD, RESTRUCT, REPLACE, RECRYSTALLIZE'.

How can I create new disruptive eco-friendly biodegradable packaging? How will the oceans be saved?

Current Problem as of 2022: most plastics float in the sea but the SEABED is considered the final dumping ground for plastics.

6.

Creating a new idea: Purpose and Vision

Idea:

Build a a new sustainable cosmetic brand for male students, aged 16-25, who live by the sea and are looking for a more personalised experience within skin and haircare. It will include a daily routine of skin and haircare products that become a cherished part of the user's daily life. The products address common hair and skin problems to men with minimal impact to the ocean. The packaging is made as disruptive packaging: Eco-refills and Sustainable Materials.

My Core Values

1

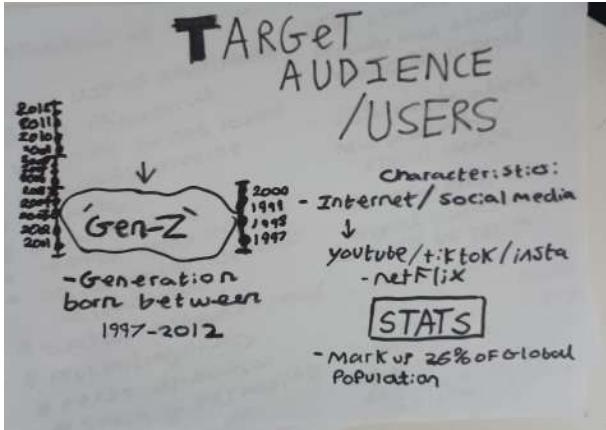
Purpose/Mission- To provide products that adress common hair and skin problems to men with minimal impact to the ocean.

2

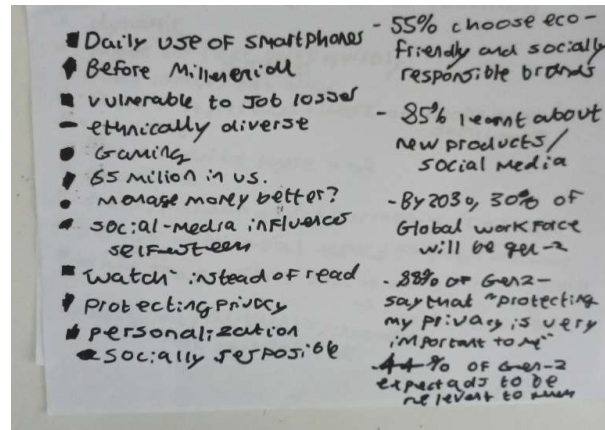
Vision- Over time University Students will be able to find it easier to buy and afford sustainable products.

7.

Defining user



'Gen-z' brainstorm



'Gen-z' brainstorm



'Gen-z' User

Target Market-

Young People aged 10-25 who use social media on a day to day basis.

Gen-z are likely to spend the most on skin and haircare products.

Young men who study at University will want to use the cosmetic products and get the latest offers.

The products will target users who live near the sea, who value sustainable strategies and go to the beach a lot.

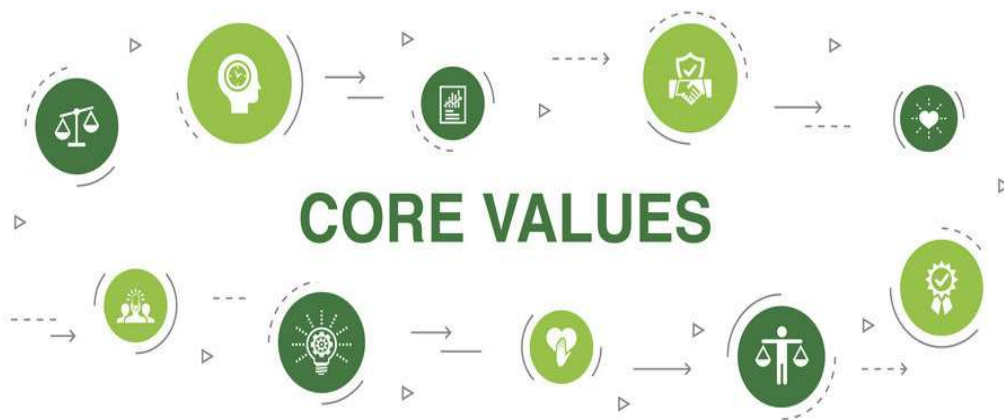
8.

How am I designing for good?

I started defining the key values and ethnics behind the cosmetic brand idea. I want to design for good and create something that allows both personal and environmental growth.

For the cosmetic brand, I will make sure the brand is safe. In order to do this safety and precautions will be included in the instructions and on packaging. The packaging will stick to beauty 'must haves'. The user will be instructed when they need to get a sustainable refill and when to dispose of certain products. Without key instructions the brand might be misused and abused. The products will also be personalised for young men needs and include sustainable packaging which is long lasting and low-priced.

Reviews and feedback is also an important part of the brand. This will be presented on social media and across the website, to encourage more users to buy the brand and improve certain elements over time.

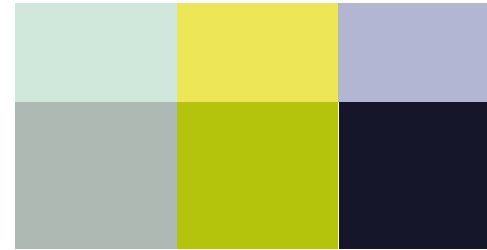
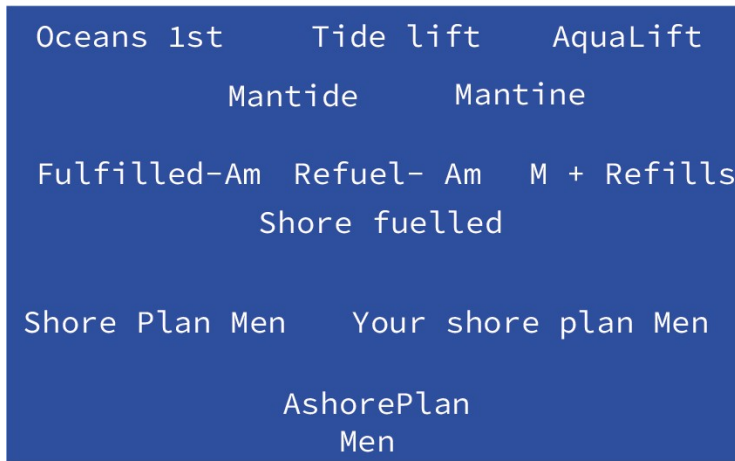


Core Values Of Design

9.

Brand Names Type/Colour/Names

BrandNames



Font- slab serif, masculine,
brush effect, ocean, personal,
Self-Concise, Gen-z, On the move

A shorePlanMen

Ultra Regular

A shorePlanMen

TypoSlabSerif Regular

A shorePlanMen

Mogena Regular

A shorePlanMen

IBM Plex sans Regular

A SHOREPLANMEN

ELBRUSH REGULAR

Avahoca Regular

A shorePlanMen

Expletus Sans Regular

Final Brand Name

A shorePlanMen

YourShorePlanMen

The brand name/colour/type is refined to be based around three things-

1. A cosmetic brand which includes masculine, beach, ocean-like words.
2. Brand which makes the person feel good about themselves- 'feeling fulfilled'
3. Brand is focused around a daily plan or routine. The brand is built on 'daily movement'

10.

YourShorePlan Logo Ideas

YOUR SHORE
PLAN MEN.

(1)

YOUR
SHORE PLAN MEN.

(2)

YOUR SHORE
YOUR SHORE
PLAN MEN.

(3)

YOUR SHORE
PLAN MEN.

(4)

YOUR
SHORE PLAN MEN.

(5)

YOUR SHOREPLANMEN
Y.SHORE PLAN MEN

(6)

YOUR SHORE
PLAN MEN.

Final Logo Route

All logos aim to bring bold design to the brand to appeal to young men who live near the sea. Wave-like and brush effects and colours.

Strong and powerful type which can be seen as 'masculine' and easily recognisable.

11.

Addressing Mens skin and hair problems

YourShorePlanMen will address and help solve common mens skin and hair problems, which men tackle during a general day out to the beach.

Each product will aim to 'defeat' a common skincare and haircare problem such as:

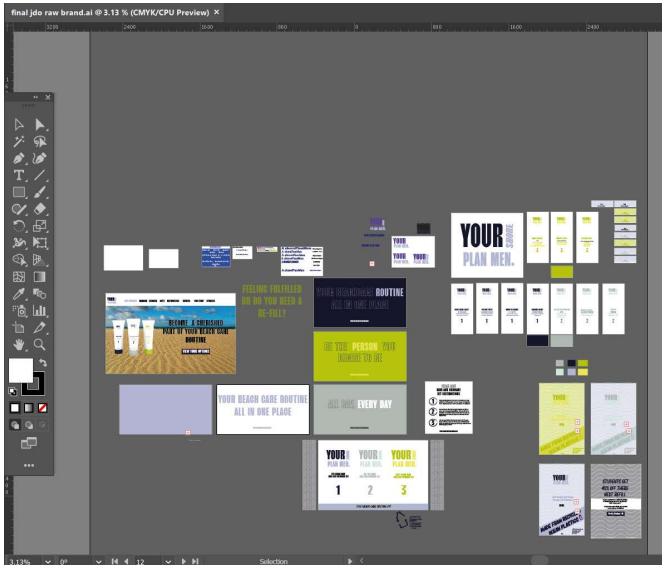
1. Ocean water dries out hair leaving it damaged and de-hydrated.
2. Excessive exposure to the UV rays can seriously damage your vision and increase eye-fatigue.
3. Washing and moisturizing face to keep skin hydrated for a day out to beach while adding important vitamins to stop high amounts of sun damage.
4. Keeping hair 'Up' from strong winds
5. Soap and water help remove all types germs from hands, keeping your hands clean when at the beach or travelling.
6. Preventing itchy beards or facial hair.
7. Sand should be washed out of hair to prevent dry, brittle and oily hair.
8. Peeling skin can be a problem after a day in the sun, if sunscreen or other products fail.



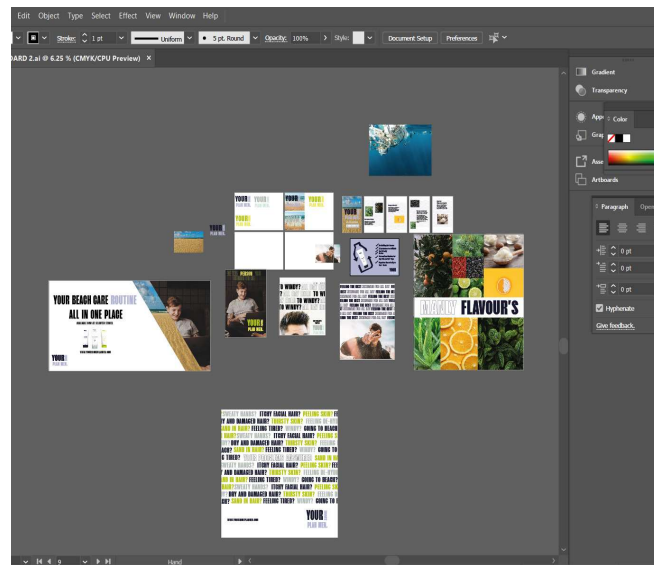
Man brushes his hair with his hand

12.

Refining artboards



Adobe Illustrator artboards 1



Adobe Illustrator artboards 2

I curated and refined the cosmetic brand 'YourShorePlanMen' over adobe illustrator artboards, making consist edits and adjustments to layout, type and colour. Not all boards were carried into final applications and mockups.

Bibliography

Available from: <https://connect.in-cosmetics.com/regions/in-cosmetics-asia/male-grooming-and-mens-makeup-on-the-rise/> .(2020). Male grooming and men's makeup on the rise [online]. [Accessed March 2022].

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YOUR **SCORE**

PLAN MEN.

JDO RAW 2022 COMPETITION FINAL BRAND- YourShorePlanMen

Joshua Postance-Eamer

“YourShorePlanMen” is a new sustainable cosmetic brand for male students, aged 16-25, who live by the sea and are looking for a more personalised experience within skin and haircare. It includes a daily routine of skin and haircare products that become a cherished part of the user’s daily life. Its mission is to provide products that address common hair and skin problems to men with minimal impact to the ocean.

**YOUR BEACH CARE ROUTINE
ALL IN ONE PLACE**

WWW.YOURSHOREPLANMEN.COM

13.

Type/Colour

A shorePlanMen

A shorePlanMen

Heading - Avaboca 296pt or below- Type used across advertisement, website, packaging and socials.

VIEW YOUR OPTIONS

Sub-heading- Avaboca 107pt or below- Type used across Products and Advertisement.

Select the right Beach care for the current time in your sunny day! There is 3 different kits- 1 is for pre-beach care application, 2 is for daytime beach care, and 3 is post-beach care application.

Body-text- Avaboca 14pt or below- Type used across groups of information

**STUDENTS GET
40% OFF THERE
NEXT REFILL**

Heading 2- Elbrush 116pt or below- Type used as alternative to normal type

#b2b6d3	#16162b
#ede656	#b4c30c
#d0e7db	#afb9b4

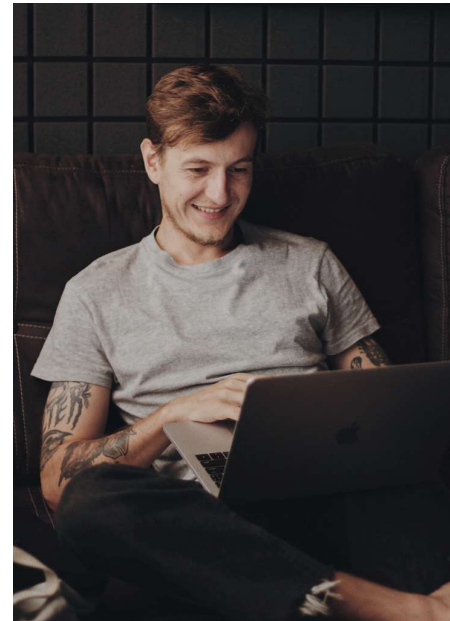
Bold colours are used across the brand including the logo, products, packaging and advertisement.

Appeals to Gen-Z users by making design vibrant, authentic, visual and easy recognisable.

Masculine appeal- Colour palette suites designs which appeal to young men.

14.

Photography



All images are royalty-free downloaded from unsplash.com and pexels.com.

Images are based on bringing this brand to life-

Adding visual consistency to the brand by giving the brand content and a personal-touch.

15. Products



Each product aims to tackle common mens hair and skin problems, by asking a personalized question to the target user.



Pre-Beach Application Numbered 1 (Top left)

Daytime Beachcare Numbered 2 (Top right)

Post-Beach Application Numbered 3 (Bottom left)

Eco-Refill packs made from recycled ocean plastics (Bottom right)

16.

Packaging



BEACH CARE HAIR AND SKINCARE KIT INSTRUCTIONS

1

Select the right Beach care for the current time in your sunny day! There is 3 different kits- 1 is for pre-beach care application, 2 is for daytime beach care, and 3 is post-beach care application.

2

Read the label for directions to apply. Read labels carefully to ensure your following safety guidelines. Make sure this box is stored in a well-ventilated area and all containers are clean and tightly closed when not in use and protect them from extreme temperatures.

3

Take your sustainable refill pouch and unscrew the lid on your chosen refill and product. Pour in! Once used all refillable pouch energy, re-cycle and re-use for your next top up. make sure not to chuck away your products!

The recyclable cardboard box packaging will be hand delivered by the company or sent via the post. These are included on all products and a eco-refill pouch.

Products can be also brought in specific boxes, if needed. As tailored beauty products that are made to be ordered and delivered via subscription are on the rise, it is a tendency that men shop online which offers discretion and convenience as well as specific personal solutions.

Instructions are included into the box to bring the personalisation to life and inform users on safety/hazards.



**YOUR 300PS
PLAN MEN.**

PRE-BEACH CARE
HAIR AND SKINCARE KIT

1

**YOUR 300PS
PLAN MEN.**

ON THE BEACH
HAIR AND SKINCARE KIT

2

**YOUR 300PS
PLAN MEN.**

PRE-BEACH CARE
HAIR AND SKINCARE KIT

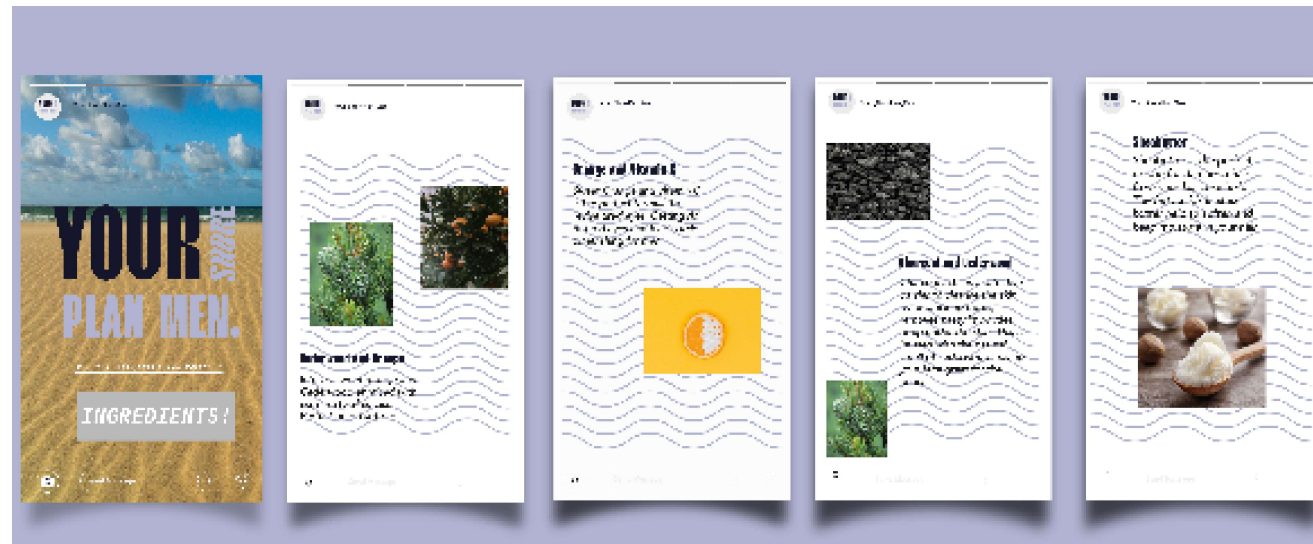
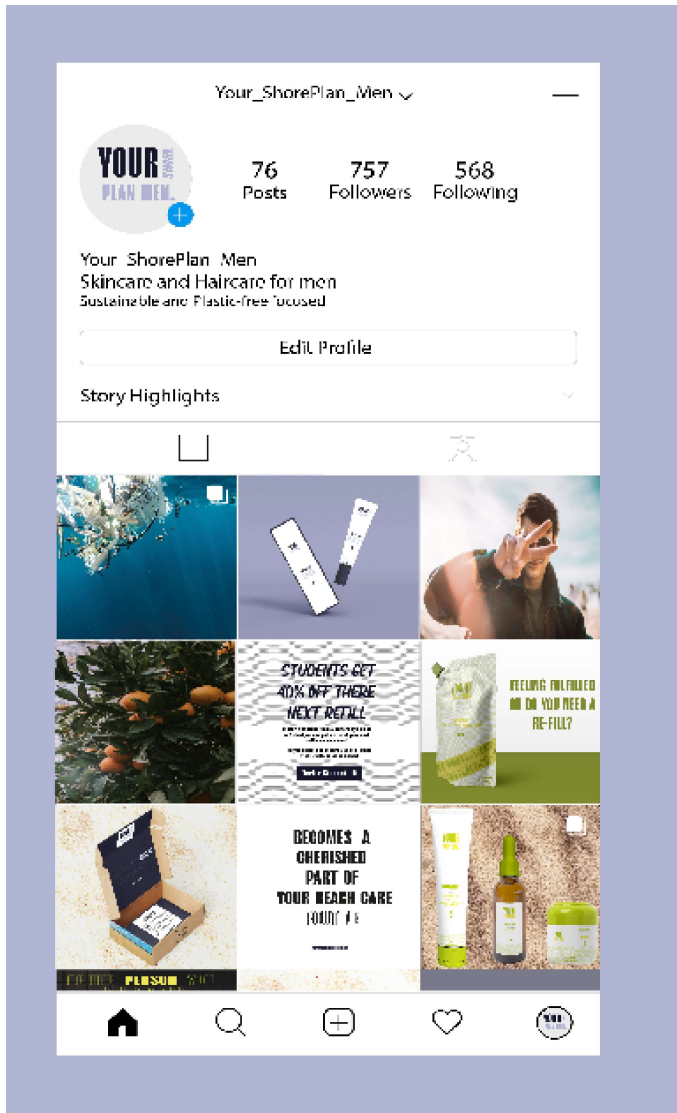
3

3 IN 1 BEACH CARE ROUTINE KIT



- ✓ Be Utilized For Many
- ✓ All Products are Recycled
- ✓ For Quality
- ✓ For Speed
- ✓ For Value and Best Price
- ✓ Original Responsibility is
- ✓ Your Choice

17. Social



Instagram stories- Enables audience to learn more about the YourShorePlanMen and what it has to offer. Creating conversations, getting real-time feedback increasing followers and influencers.

18.

Wider brand



- ✓ Re-Building Our Oceans
- ✓ All products are refillable
- ✓ Eco-Friendly
- ✓ Re-Use
- ✓ Personalised Routine For Any Skin and Hair Type
- ✓ Organised Numerically to Your Needs

YOUR SHORE PLAN MEN.



MANLY FLAVOUR'S



YOUR SHORE PLAN MEN.

WWW.YOURSHOREPLANMEN.COM



FEELING FULFILLED OR DO YOU NEED A RE-FILL?

Moisture Gel
- No Para Benzene and Vitamin D -
REFILL

MADE FROM RECYCLED OCEAN PLASTICS

- ✓ Suitable for Men
- ✓ 95% Less Plastic
- ✓ Eco Friendly

BE THE PERSON YOU DECIDE TO BE

STUDENTS GET 40% OFF THERE NEXT REFILL

If your a student from a University, College or School you can get a 40% of your next refill- money saver!

All you need to do is Verify your student status with us via id upload

Verify Student ID



YOUR SHORE PLAN MEN.



**BECOME A CHERISHED
PART OF YOUR BEACH CARE
ROUTINE**

VIEW YOUR OPTIONS

YOUR
PLAN MEN.
DAMAGED HAIR?
1
250 ml / 8.45 fl. oz.

YOUR
PLAN MEN.
FEELING DE-HYDRATED?
2
250 ml / 8.45 fl. oz.

YOUR
PLAN MEN.
SAND IN HAIR?
3
250 ml / 8.45 fl. oz.



**YOUR BEACH CARE ROUTINE
ALL IN ONE PLACE**

AVAILABLE NOW AT SELECTED STORES

YOUR
PLAN MEN.

WWW.YOURSHOREPLANMEN.COM

YOUR
PLAN MEN.
DAMAGED HAIR?
1
250 ml / 8.45 fl. oz.

YOUR
PLAN MEN.
FEELING DE-HYDRATED?
2
250 ml / 8.45 fl. oz.

YOUR
PLAN MEN.
SAND IN HAIR?
3
250 ml / 8.45 fl. oz.