



PROCESS BOOK

# TYLER PRIESTLEY

MAC & CHEESE BOX | PACKAGING | FALL 2025

# RESEARCH

Tyler Priestley | Mac & Cheese Box | Packaging | Fall 2025

# CREATIVE BRIEF

The macaroni & cheese box is a staple on grocery stores shelves. Outside of surface graphics, it has remained largely unchanged for years. For this project, you are asked to consider the shape and form, as well as the surface graphics of the 6-sided carton. The existing box is 3.5" wide by 7.125" tall by 1.25" deep. You may decide to maintain the size and orientation of the box on the shelf, or you may want to reconsider the form, as long as the total volume of the box ( $3.5 \times 7.125 \times 1.25 = 31.172$ ") remains the same.

The package should remain a rectilinear form and must contain all of the existing content (weight, preparation instructions, nutrition facts, etc.), although you are asked to redesign all of the text and graphics. You may choose to use the Kraft brand logo or reimagine the brand. You must design a series of three boxes (based on variations such as noodle type, cheese, etc.) that work together.

# DESIGN RESEARCH



# RESEARCH

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# SKETCHES

Road Trip - ideas/sketches



- Different States
  - Each State could be a different Flavor
  - Different landscape
- Names

Deep Dive in Color & Type  
Package Names

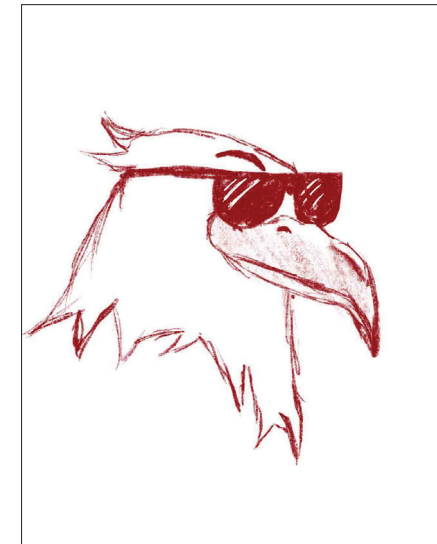
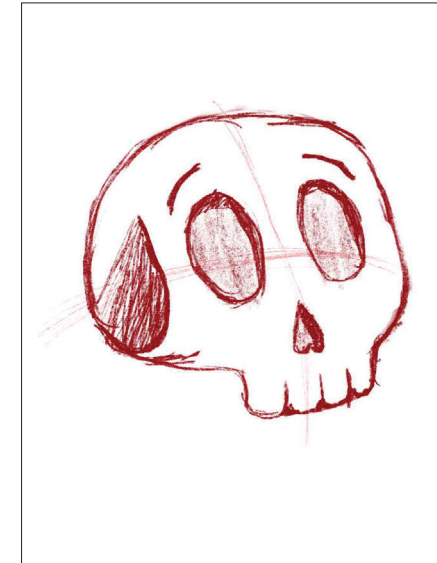
Skeleton - Mac & sneeze

American - Freedom Mac, Liberty

Night - Night cap, Mac & snooze, Dreamy Foods

Road Trip - Moving Mac, Pit Stop,

After life - Soul's Journey, Eternal cheese



# COMPUTER REFINEMENT



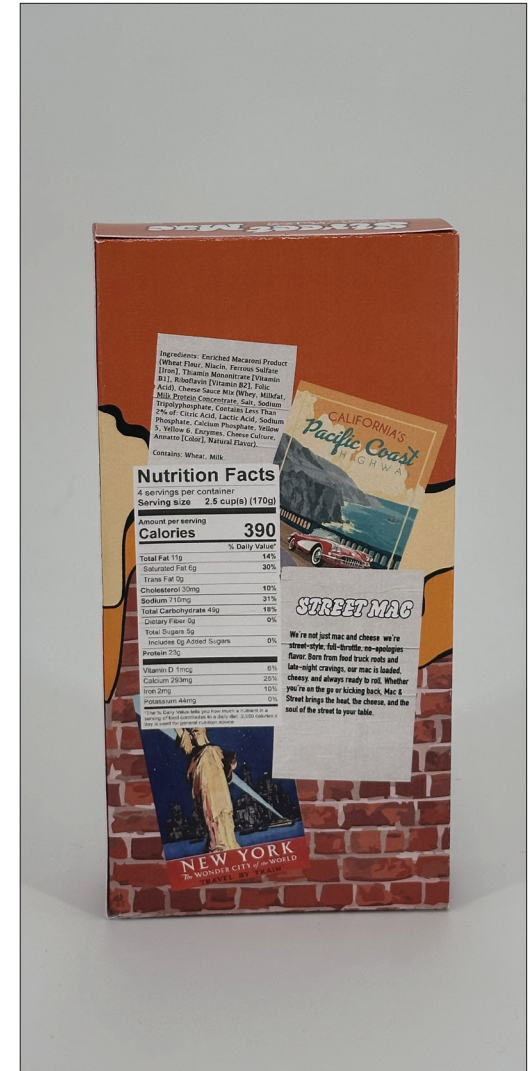
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# FINAL LAYOUTS



# FINAL MOCKED UP LAYOUTS





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