



Kronk's Kitchen Collection Subscription

“Three oinkers wearing pants, plate of hot air, basket of grandma’s breakfast, and change the bull to a gill, got it.”

- Kronk

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PROJECT PONDER 107-110



DEFINE

Project Description

Target Demographics Research

Ponder

Project Brief

Project Overview

This project focused on designing a cohesive packaging system for a line of products, along with an unboxing experience that strengthens the brand and extends its visual story.

The challenge was to create packaging that not only functions well across multiple products, but also feels connected, intentional, and recognizable as a unified system. Each piece needed to contribute to a larger narrative, carrying the brand beyond the shelf and into the hands of the user.

Project Scope

Designed a series of product packages that work together as a consistent, flexible system.

Developed an unboxing experience that reinforces the brand and adds a sense of discovery and personality.

Target Demographics/Jobs To Be Done



Curious Skill Builder Home Cook

Adults ages 30–38 are often balancing busy schedules while trying to be more intentional in their daily routines, including how they cook and eat. Many in this group are interested in improving their cooking skills, but feel overwhelmed by complex recipes, unfamiliar techniques, or tools they don't fully understand.

This audience is drawn to experiences that make it feel more engaging, rewarding, and enjoyable. They appreciate products that add a layer of discovery and personality, especially when it helps them build confidence without adding pressure.

JTBD: When I want to improve my cooking skills, I want tools and guidance that feel approachable, encouraging, and even a little fun, so that I can build real kitchen confidence without feeling overwhelmed or intimidated.

Adults (ages 30 - 38) | Packaging

Thought Process:

Many adults aspire to grow their culinary skills but are discouraged by intimidating recipes and unclear progression. By reframing skill-building as a playful, guided experience, this concept introduces one curated tool and recipe at a time. The goal is to create a low-pressure pathway to culinary confidence that feels enriching rather than overwhelming.

How Might We:

How might we design a playful, structured culinary experience for growth-oriented adults so that they can build confidence and expand their cooking skills without feeling overwhelmed?

Adults (ages 30 - 38) | Adult Hobby Research

Adult Hobby Notes:

- Adults want something calming and relaxing, but fun an niche that gives them a memorable experience.
- This should relieve tension and not cause stress.
- A chance for self-expression is also appreciated.
- It should be convenient, build skills, and feel a bit like a gift.

Millennial Experiential Purchases Notes:

- They prefer to spend money on experiences rather than products, so the unboxing needs to be an integral part of the experience enough that the product is a nice bonus, and not the focus.
- They enjoy travel, concerts, dining, and unique, shareable events.
- Social media is a driving factor, but likely not as much as perhaps those in their 20s. It should still be considered though.
- People will pay more for personalized or unique experiences.
- Hobbies focus around three categories at this age: physical and mental wellness hobbies (yoga, meditation, running, etc.), skill and intellectual development (reading, baking, cooking, and learning a new instrument or language), and creativity (painting, crafting, writing, and gardening).

Home Cooking Skill Trends Millennials:

- Digital cooking/tutorials are big through qr codes or online videos.
- Many are interested in tips to make cooking easier and faster, but they do enjoy the experience.
- They enjoy the “use what you have” philosophy.

- Millennials can spend over \$100 monthly on niche passions
- This group will think about the company that is benefiting from this purchase.
- They are seeking more balance in the work and life, my box should focus on the benefits that will come from learning to save them time, frustration, etc. in the future.

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Adults (ages 30 - 38) | Visual Appeal



Adults (ages 30 – 38) | Fonts, Icons, and Styles

Montserrat Save to Favorites Save to Library Add to Web Project Add family
Designed by [Julieta Ulanovsky](#) From [Google](#)

Montserrat Italic Save to Favorites Save to Library Add to Web Project Add font
The quick brown fox jumps over the lazy dog

Montserrat Medium Save to Favorites Save to Library Add to Web Project Add font
The quick brown fox jumps over the lazy dog

Montserrat Medium Italic Save to Favorites Save to Library Add to Web Project Add font
The quick brown fox jumps over the lazy dog

Poppins Save to Favorites Save to Library Add to Web Project Add family
Designed by [Jonny Pinhorn](#) and [Ninad Kale](#) From [Google](#)

Fonts Recommendations About Licensing Details

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The quick brown fox jumps over the lazy dog

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The quick brown fox jumps over the lazy dog

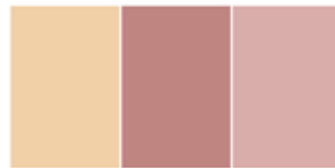
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The quick brown fox jumps over the lazy dog



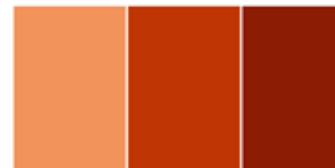
Adults (ages 30 - 35) | Color, Form, Shape, and Messaging



#4682B4 #ADD8E6 #FFDAB9
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 100% 100% 100%



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 100% 100% 100%
 100% 100% 100%



#FFA07A #FF4500 #8B0000
 100% 100% 100%
 100% 100% 100%



#483D8B #8A2BE2 #9370DB
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#654321 #F080F0
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 100% 100%



#006400 #90EE90
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 100% 100%



#6AA84F #228B22 #006400
 100% 100% 100%
 100% 100% 100%



#A9A9A9 #2F4F4F
 100% 100%
 100% 100%

Potential Messaging:

“Elevate your everyday”

“Grow your skillset”

“Master what matters”

“Upgrade your routine”

“Crafted for confidence”

“Thoughtfully structured”

“From curious to capable”

“Make it look effortless”

“Built to last”

“Progress with purpose”

“Learn it the right way”

“Modern craftsmanship”

“Expand your range”

“Fewer, better tools”

“Turn practice into mastery”

“Cook with confidence”

Box Content Ideas

This Month's Box: Spinach Puffs

Content Options:

- Garlic Press
- Pastry Brush
- Egg Separator
- Rolling Pin
- Oven Mitts
- Microplane
- Salt and Pepper
- Spatula
- Pastry Mat
- Vial
- Instructions both for recipe, and handling the garlic press/new stuff (washing, etc.)

Ideal Options:

- Oven Mitts
- Pastry Brush
- Garlic Press
- Microplane

Learning Summary

Choosing Products Carefully

This project helped me to think not only about how to relate similar projects, but how they would fit into a box. At first, I wanted to package a microplane, but I learned (later in the discovery phase) that they are longer than a common grater and they would not be easy to make a package for on their own, let alone with other objects. Having said that, I chose blue oven mitts because they are Kronk's signature, but I neglected to check how long those would be. When I received them I realized that they were longer than most default box sizes were, which meant I needed to order a custom box. While ordering a custom box taught me a lot, it made me realize that it would

be a good idea in the future to know a maximum "size" before looking into the arrangement of the products or even what products should be included.

Choosing The Right Experience For Your Audience

Creating a brand and an unboxing experience is not a minor feat. I did everything I could in the beginning to think through the experience of what would a Kronk-themed kit best. I decided the audience would be 30-38, because I wanted to ensure that the audience would have grown up watching *Emperor's New Groove*. This meant that I had to really understand the Jobs to Be Done so that way the box would be both recognizable for the humor

and charisma aspect of Kronk, and something that would be practical enough to buy. This helped me land on a monthly subscription kit that would build skill, confidence, and a great collection of quality cooking supplies.

How Might We

The "how might we" question shaped was crucial to creating an experience that was not only worthwhile to this age group, but was memorable, because at the end of the day, you have to stop and ask why is this box/design better than any other design on the shelf? What makes it unique? Is there anything about it that would make people recommend this over something else?

A close-up photograph of a white plate filled with several golden-brown, triangular dumplings. The dumplings are filled with a mixture of green spinach and white cheese. Fresh green basil leaves are scattered around the dumplings on the plate. The background is a dark wooden surface.

DISCOVER

Digital Assets

Visual Inspirations

Sketches

Ponder

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Digital Assets | Logos



KitchenAid

The image shows the classic Disney logo, which is the word 'Disney' in a black, stylized script font. The 'D' is particularly large and features a prominent loop.

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Digital Assets | Spinach Puffs/Ingredients



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Inspiration | Hobby Subscriptions



ART 435 | 3-DIMENSIONAL GRAPHIC DESIGN

KATELYN WARDELL 16

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DISCOVER

DESIGN

DELIVER

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Inspiration | Food-Related Subscriptions



ART 435 | 3-DIMENSIONAL GRAPHIC DESIGN

KATELYN WARDELL 17

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Inspiration | Cooking/Baking Subscriptions



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Inspiration | Themed Kits



ART 435 | 3-DIMENSIONAL GRAPHIC DESIGN

KATELYN WARDELL 19

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Inspiration | Themed Kits Continued



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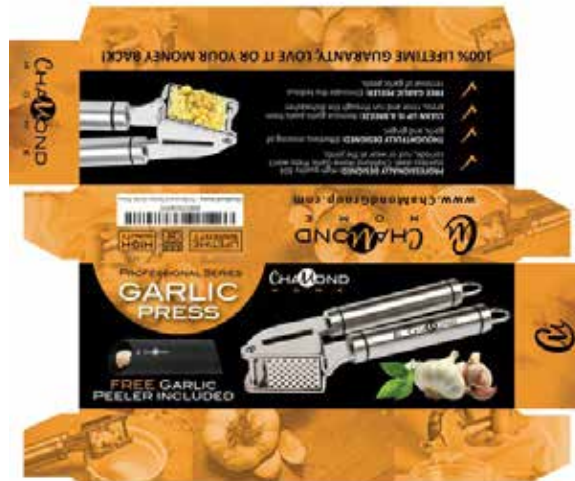
DISCOVER

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Inspiration | Cooking Tool Packaging - Garlic Press



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Inspiration | Cooking Tool Packaging - Pastry Brush



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Inspiration | Cooking Tool Packaging - Microplane



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Inspiration | Cooking Tool Packaging - Oven Mitts



ART 435 | 3-DIMENSIONAL GRAPHIC DESIGN

KATELYN WARDELL 24

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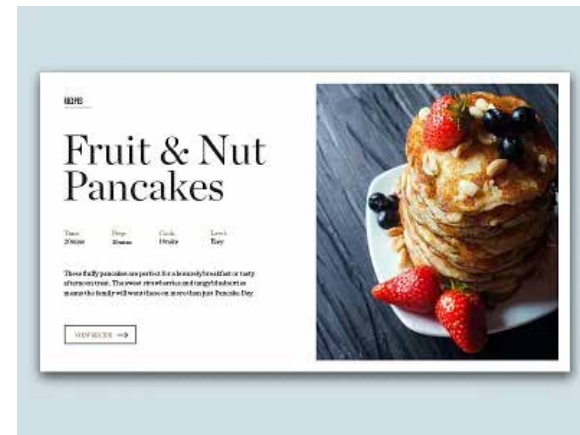
DISCOVER

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Inspiration | Recipe Cards



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Inspiration | Disney Packaging (High End)



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Inspiration | Disney Packaging (High End) Continued



ART 435 | 3-DIMENSIONAL GRAPHIC DESIGN

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Inspiration | Disney Packaging (High End) Continued



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Inspiration | Wood/Rustic Packaging



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Inspiration | Wood/Rustic Packaging Continued



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Inspiration | Wood/Rustic Packaging Continued



ART 435 | 3-DIMENSIONAL GRAPHIC DESIGN

KATELYN WARDELL 31

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Inspiration | Fabric/Leather Packaging



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Inspiration | Fabric/Leather Packaging Continued



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Inspiration | Wood Coin



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Inspiration | Emperor's New Groove Settings



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Inspiration | Emperor's New Groove Characters



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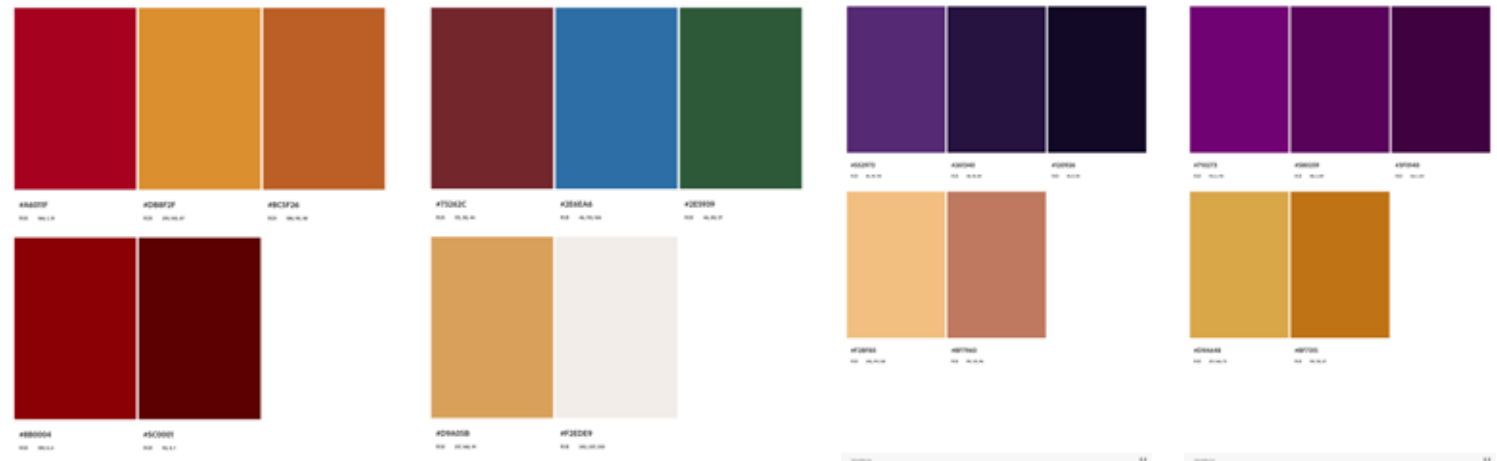
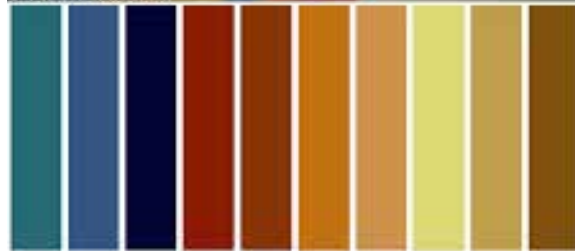
DISCOVER

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Inspiration | Emperor's New Groove Colors



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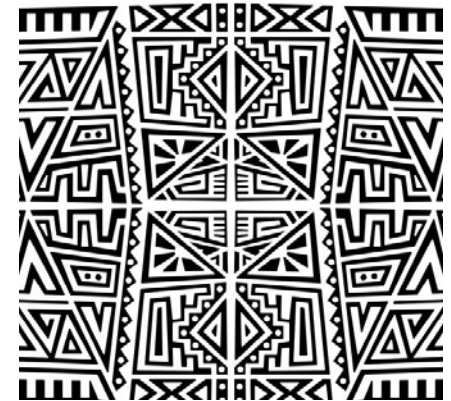
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Inspiration | Incan Patterns



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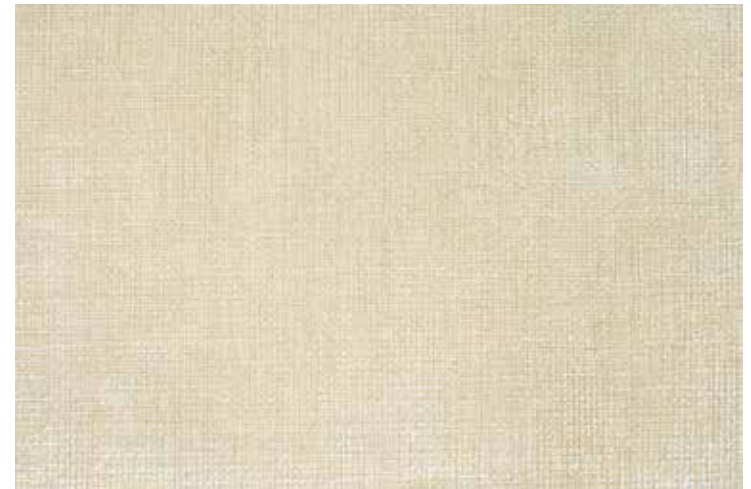
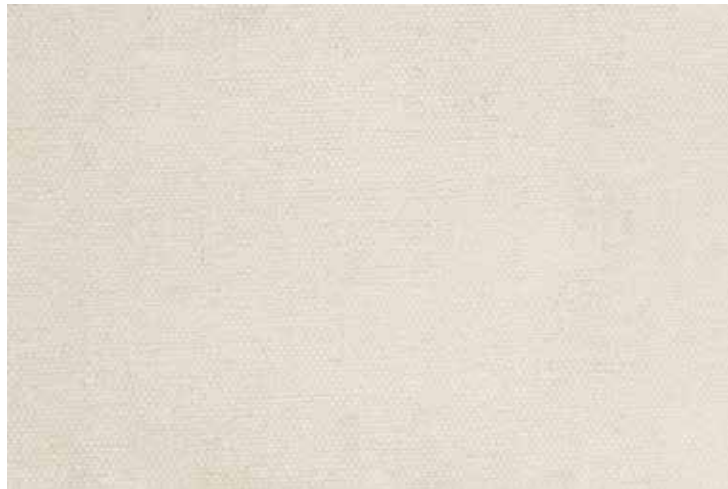
DISCOVER

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Inspiration | Fabric/Leather Texture



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Inspiration | Playful Fonts

Ruddy

Designed by Mariya Lish. From Inhouse Type Foundry

Save to Favorites Save to Library Add to Web Project Add Family



Nove

Designed by Fabrizio Schiavi. From FSD

Save to Favorites Save to Library Add to Web Project Add Family



Peachy Keen JF

Designed by Jason Walcott. From Jakebow

Save to Favorites Save to Library Add to Web Project Add Family



Wigwag

Designed by Jim Parkinson. From Parkinson Type Design

Save to Favorites Save to Library Add to Web Project Add Family



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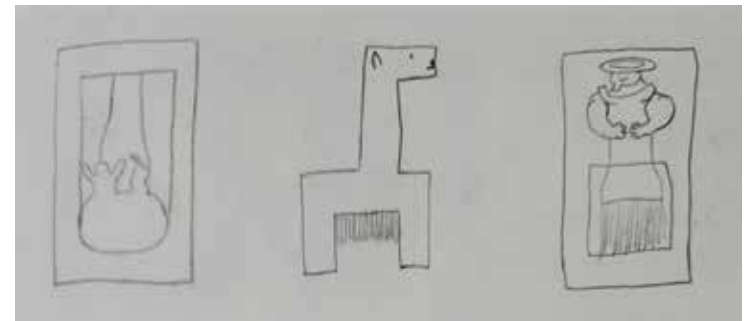
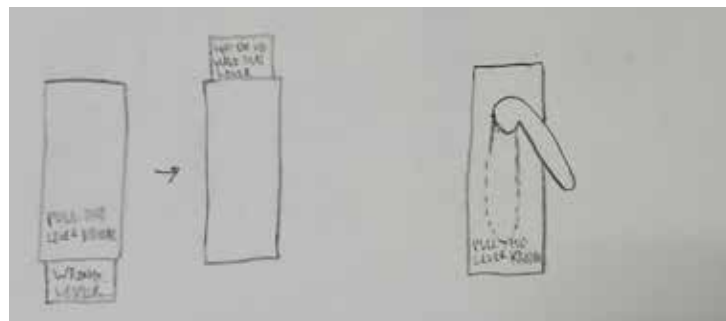
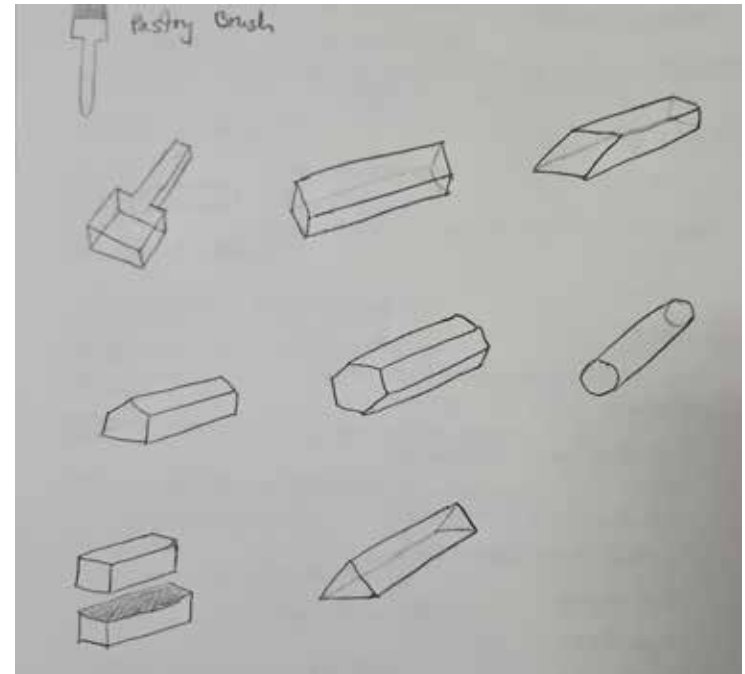
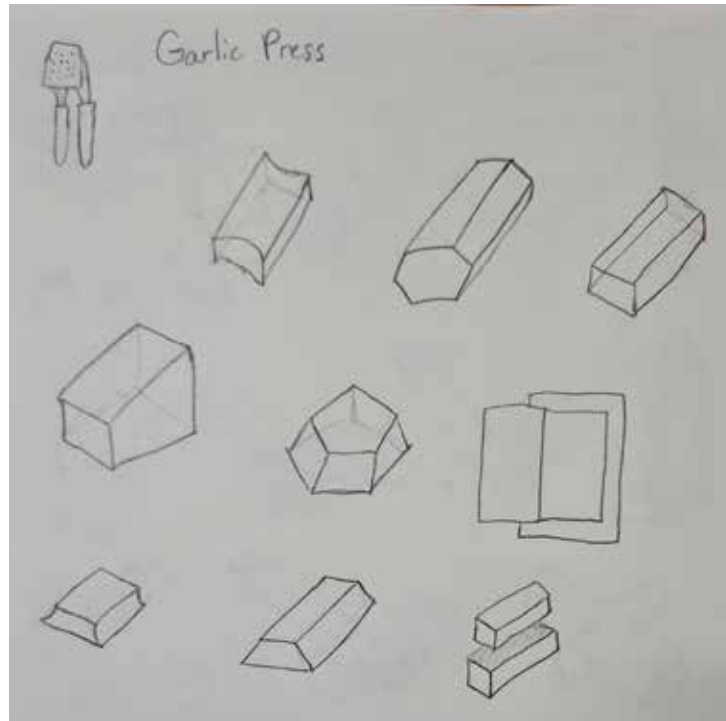
DISCOVER

DESIGN

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PONDER

Sketches | Package Structures



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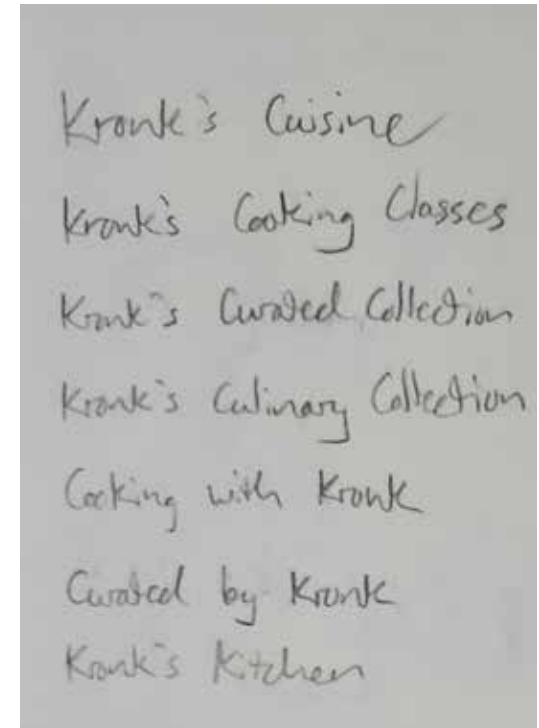
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Sketches | Logo



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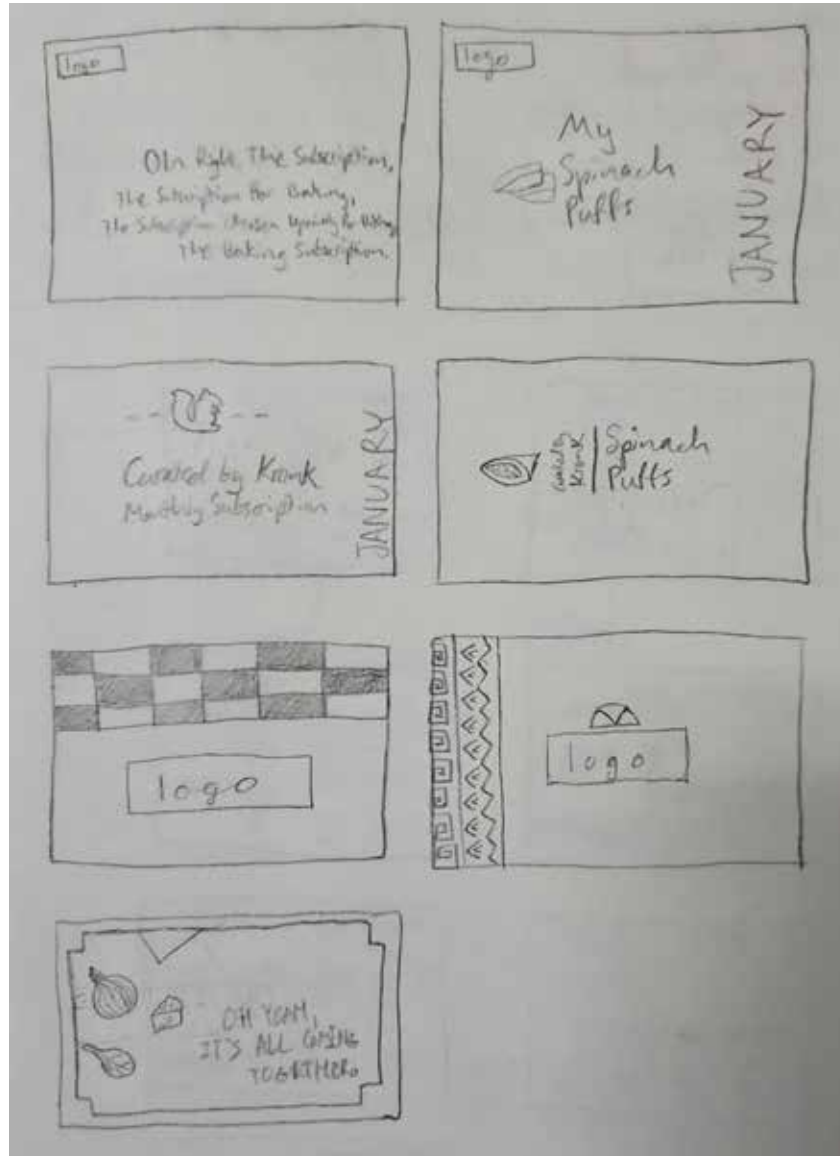
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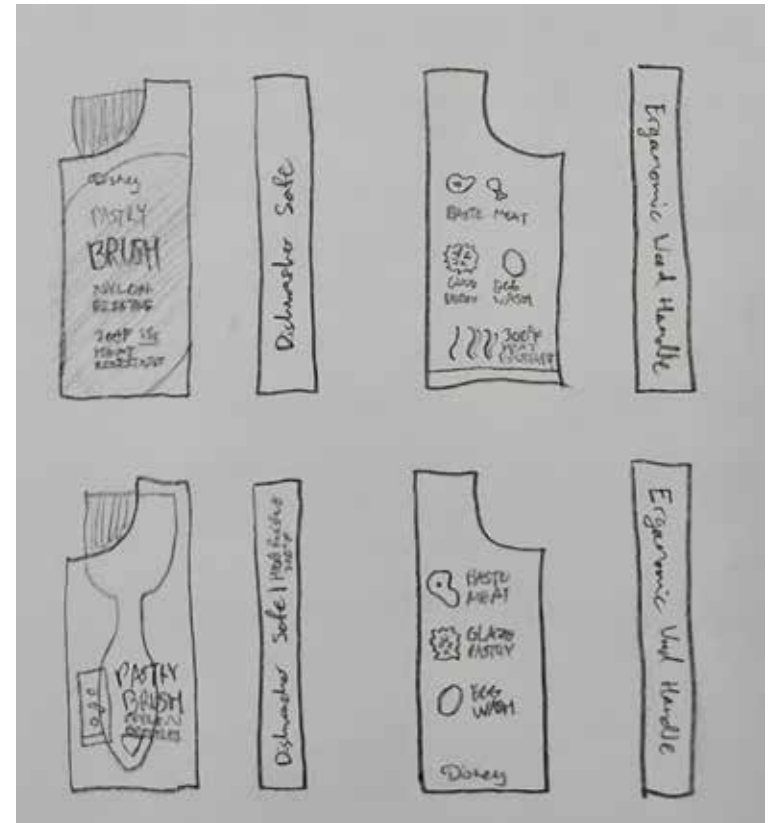
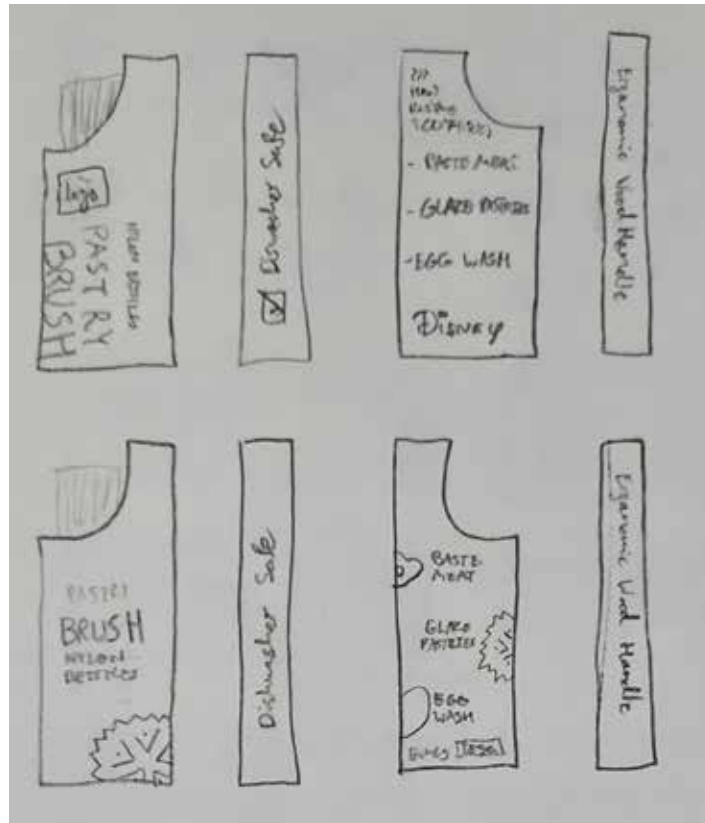
DISCOVER

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Sketches | Pastry Brush



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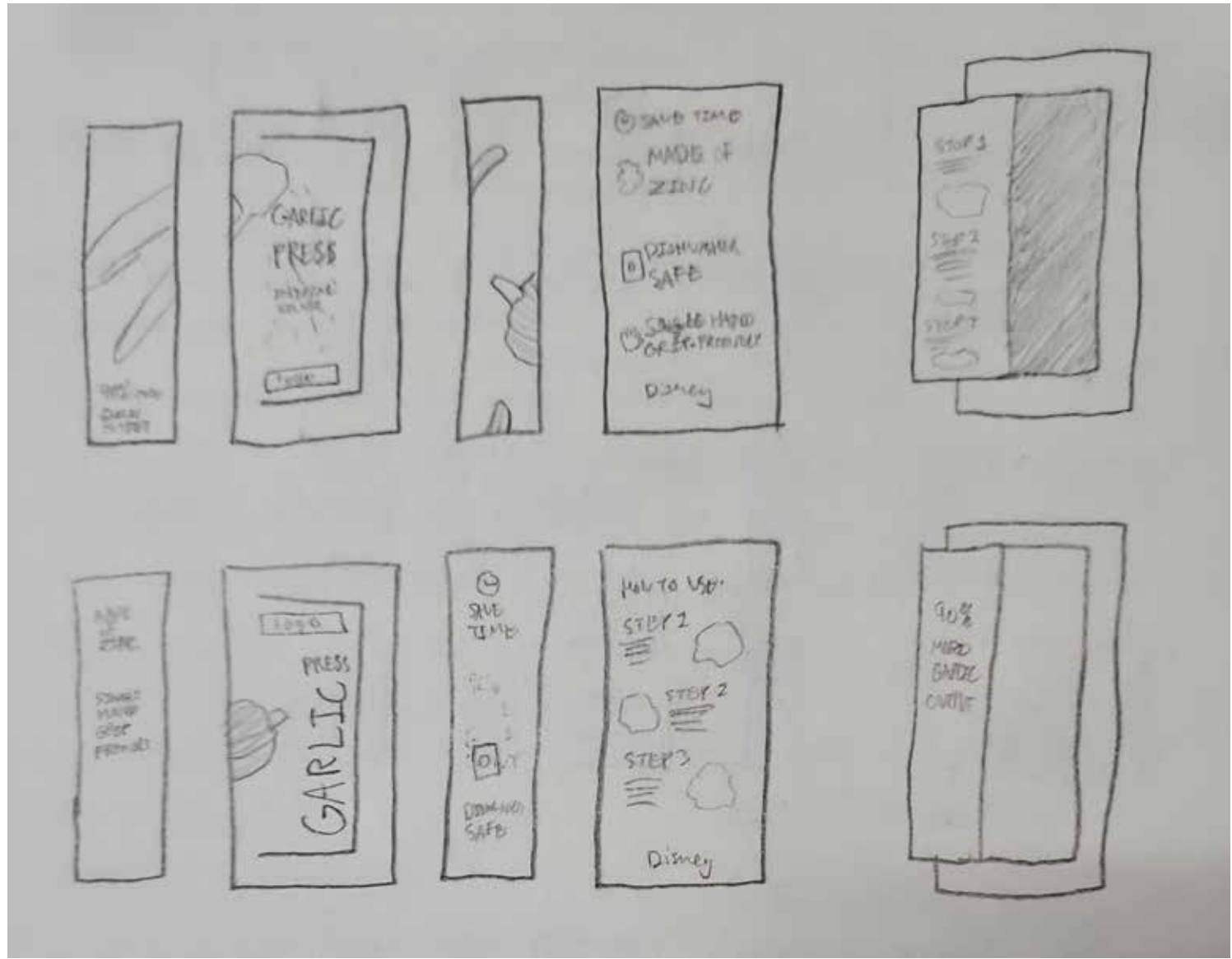
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Sketches | Garlic Press



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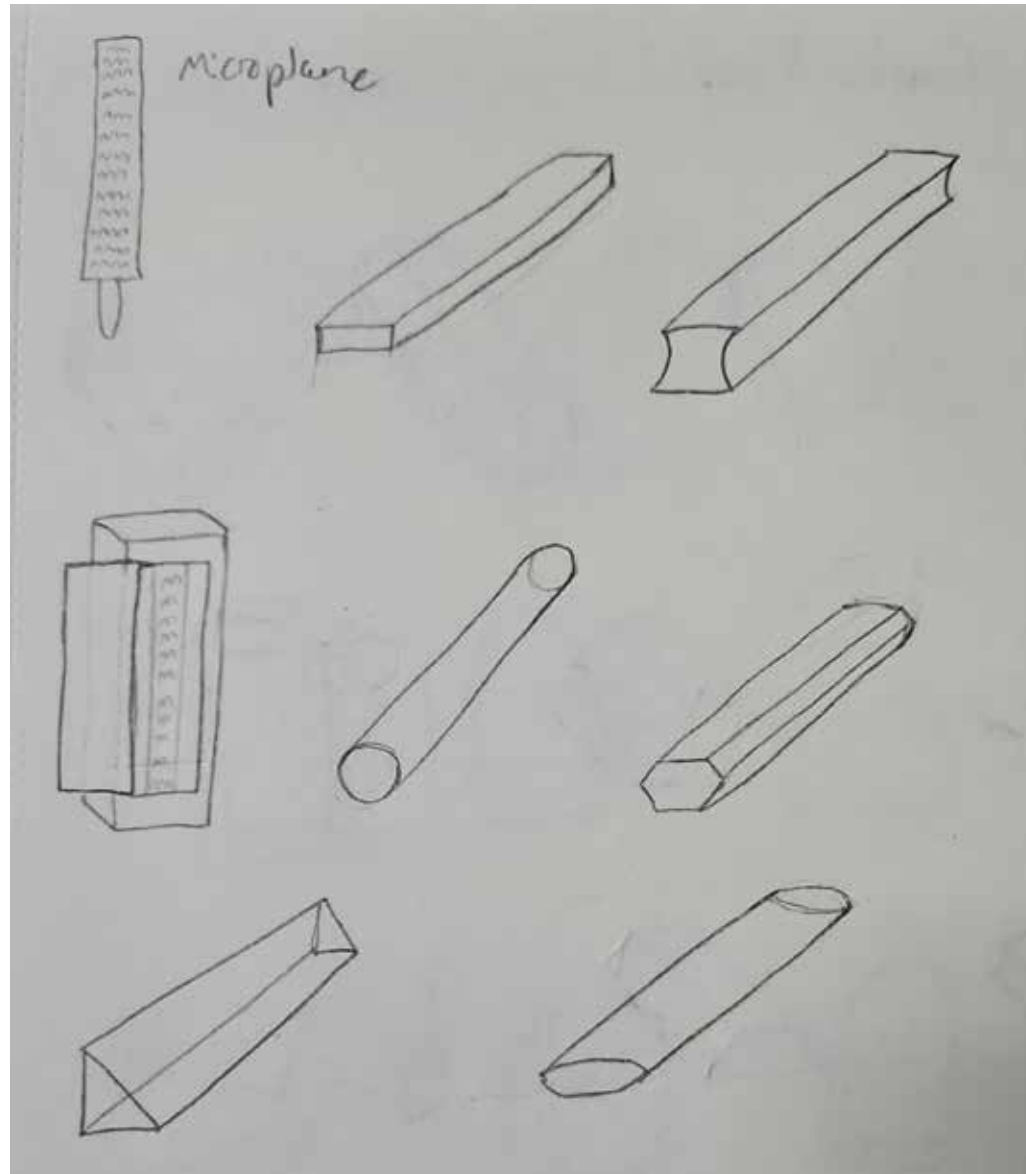
DISCOVER

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Sketches | Microplane Sketches



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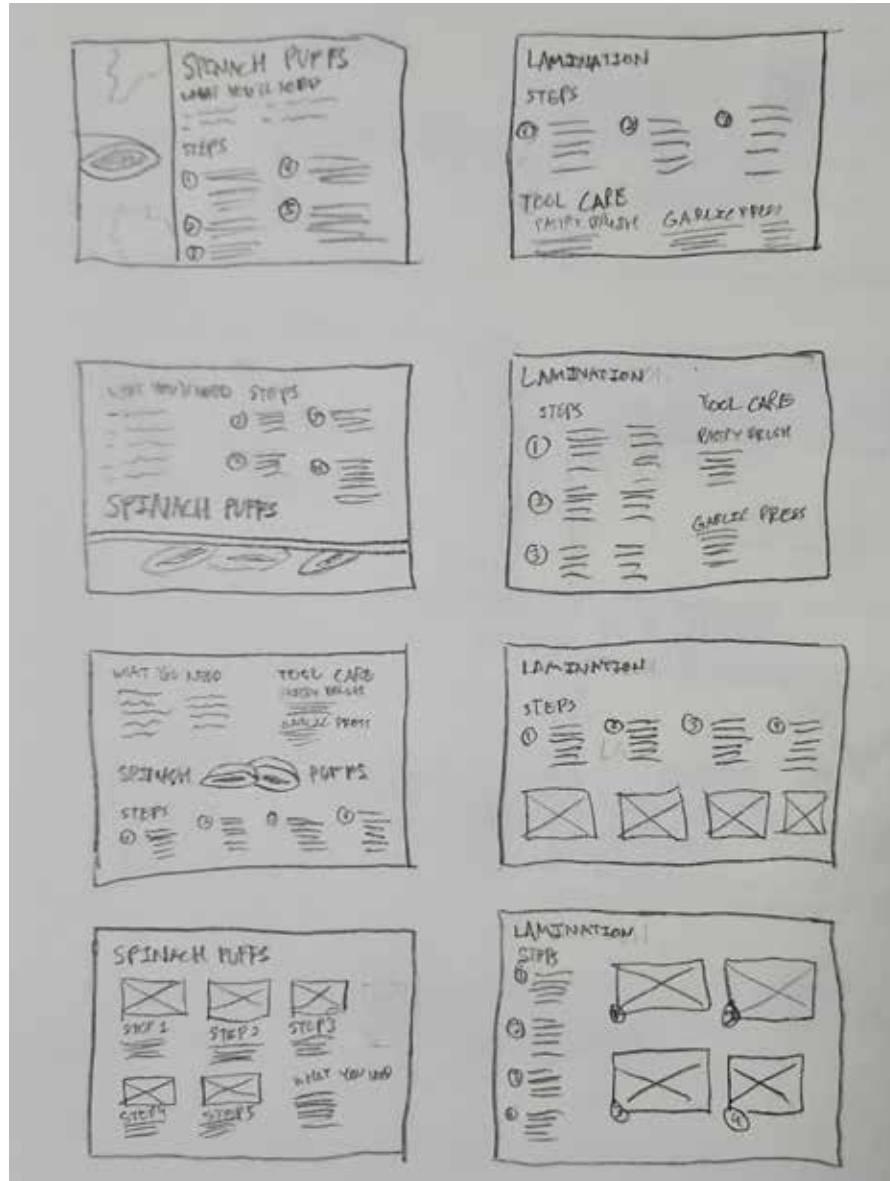
DISCOVER

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Sketches | Recipe Card



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Sketches | Coin



Learning Summary

Boring Old Package Designs

From my research, I noticed that all of the tools that were on the cheaper end were packaged very similarly. They had very minimal packaging itself to make sure the product was easy to see and get to on a shelf. Those products that I saw that were more high end and custom, similar to Disney products, were unique and memorable by comparison. They had a sort of hand-crafted feel to them that made them feel “custom” even if it was simply a small change to the angle or design of a flap or shape of the box. I noticed that the little things mattered a lot, and I concluded that if I was going to give this line of products its own unboxing “experience”

than the packaging for them needed to do more than feel like they could just be put in a row with the other products at Walmart and fade into the background. This gave me a good benchmark to think about: it needed to be memorable, but cheap enough to be repeatable.

Packaging Structures

For this project, it really helped for me to look beyond normal packages and try to see what unique shapes I could make. I realized that I would be limited inside a rectangular box, so then I decided to try some combinations of different packages, playing a jig-saw like game inside rectangle dimensions I drew on a piece of paper. I tried all sorts of things to make a

more interesting package for the oven mitts, but because of their size, I concluded that the simplest way to package them and have them retain their shape and quality would be to put a strong paper band around them. I thought this was the “simple way out” for the longest time, but then I realized that I had done the layout, examined the possibilities and it was the best way to package it with the other materials I had. Sometimes the simple way is the best way, and I think we have to be reminded of that sometimes, but it is always good to think outside the box and be innovative.



DESIGN

Logo Experiments

Visual Experiments

Rough Digital Comps

Refinements

Learning Summary

Visual Experiments - Text Auditions

AVENIR

OH RIGHT, THE SUBSCRIPTION,
THE SUBSCRIPTION FOR BAKING,
THE SUBSCRIPTION CHOSEN
SPECIALLY FOR BAKING,
THE BAKING SUBSCRIPTION.

NOVE

**OH RIGHT, THE SUBSCRIPTION,
THE SUBSCRIPTION FOR BAKING,
THE SUBSCRIPTION CHOSEN
SPECIALLY FOR BAKING,
THE BAKING SUBSCRIPTION.**

RUDDY

**OH RIGHT, THE SUBSCRIPTION,
THE SUBSCRIPTION FOR BAKING,
THE SUBSCRIPTION CHOSEN
SPECIALLY FOR BAKING,
THE BAKING SUBSCRIPTION.**

NEUE HAAS GROTESK TEXT PRO

OH RIGHT, THE SUBSCRIPTION,
THE SUBSCRIPTION FOR BAKING,
THE SUBSCRIPTION CHOSEN
SPECIALLY FOR BAKING,
THE BAKING SUBSCRIPTION.

PEACHY KEEN

**OH RIGHT, THE SUBSCRIPTION,
THE SUBSCRIPTION FOR BAKING,
THE SUBSCRIPTION CHOSEN
SPECIALLY FOR BAKING,
THE BAKING SUBSCRIPTION.**

KRONK'S

CULINARY COLLECTION

Oh right, the poison,
The poison for kuzco,
The poison chosen specially to kill kuzco,
Kuzco's poison.
That poison?

KRONK'S

CULINARY COLLECTION

Oh right, the poison,
The poison for kuzco,
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Kuzco's poison.
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KRONK'S

CULINARY COLLECTION

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That poison?

Visual Experiments - Logos

Kronk's Kitchen

Kronk's Kitchen

Kronk's Kitchen

Kronk's Kitchen

Kronk's Kitchen

KRONK'S KITCHEN

Kronk's Kitchen

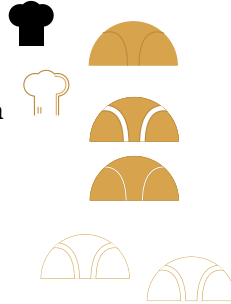
Kronk's Kitchen

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Kronk's Kitchen



KRONK'S CULINARY COLLECTION

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KRONK'S CULINARY COLLECTION

Kronk's Kitchen
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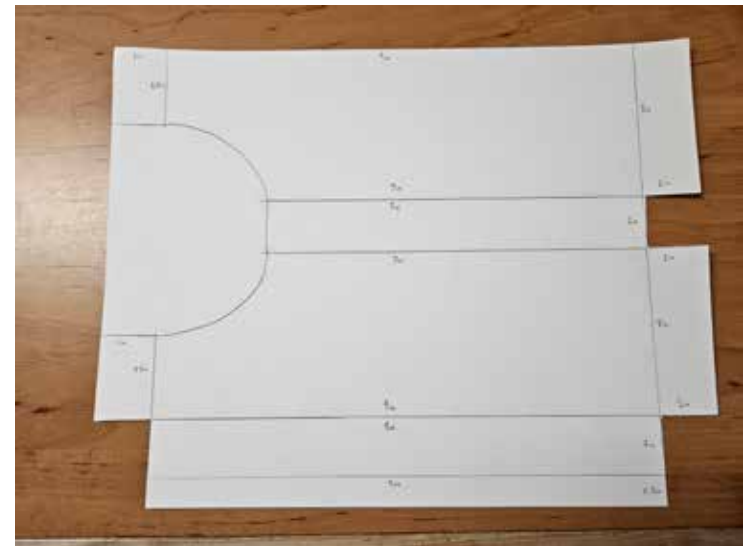
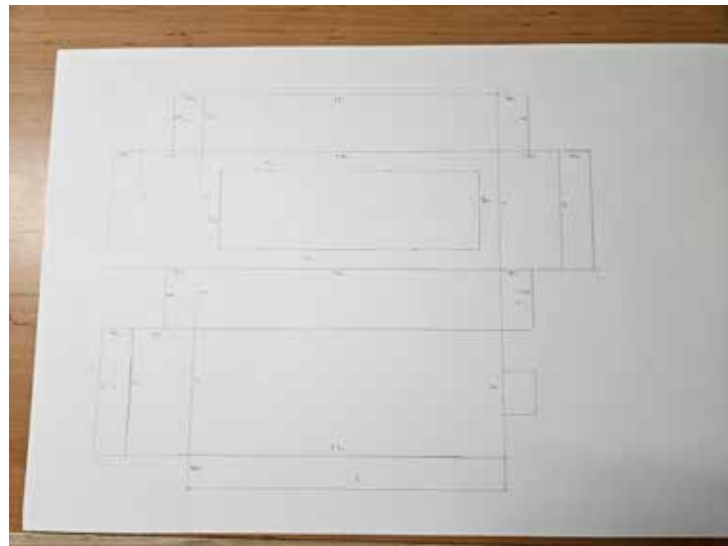
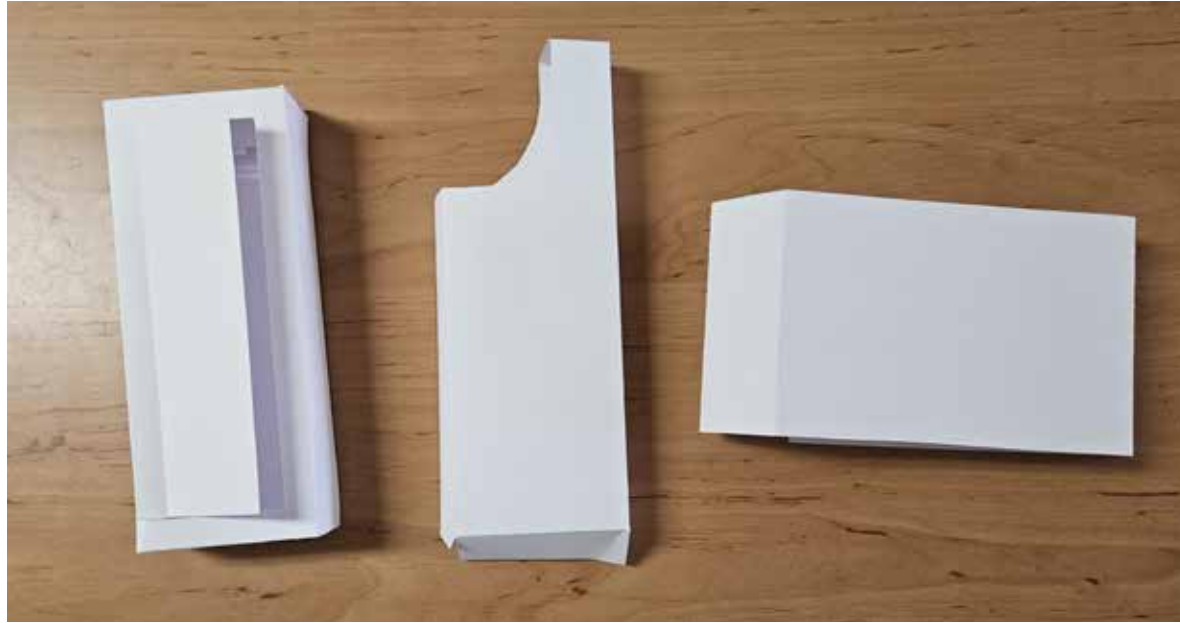
DISCOVER

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Packaging Blanks/Dielines



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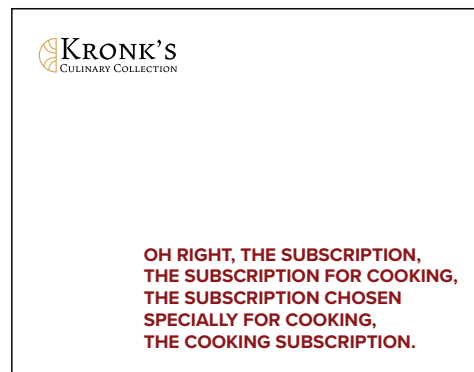
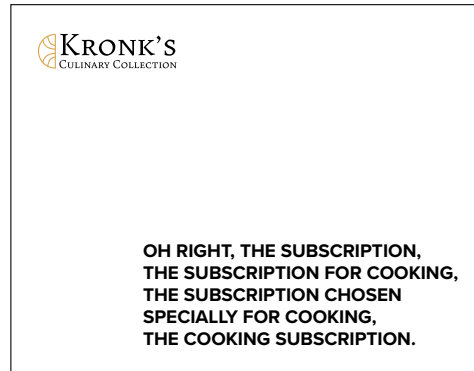
DISCOVER

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Visual Experiments - Box Cover



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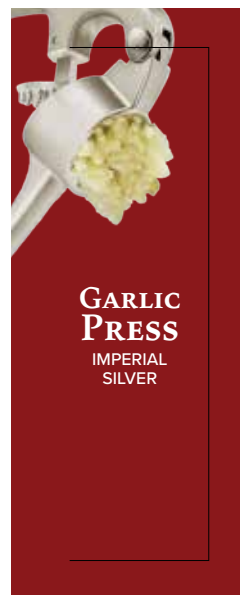
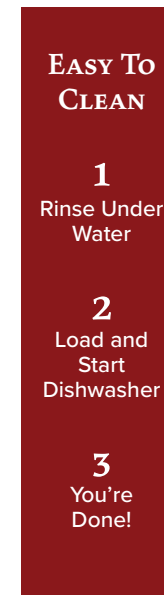
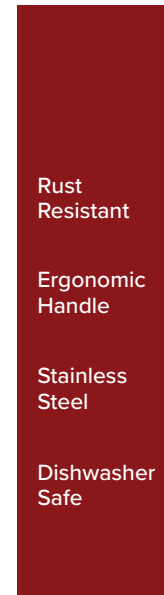
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Visual Experiments - Garlic Press Cover



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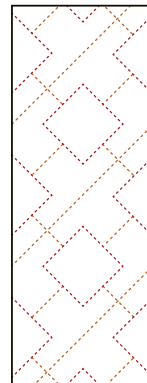
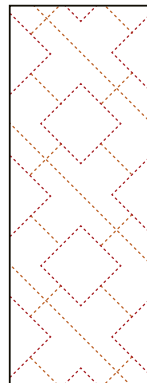
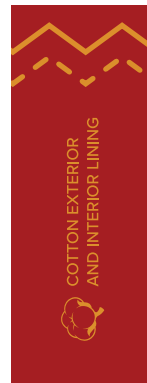
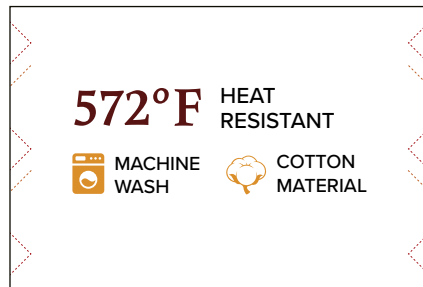
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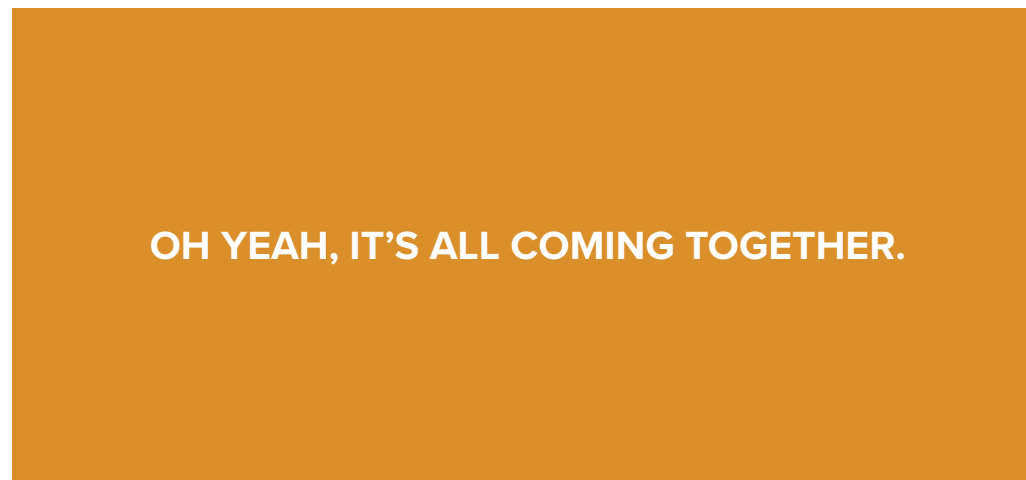
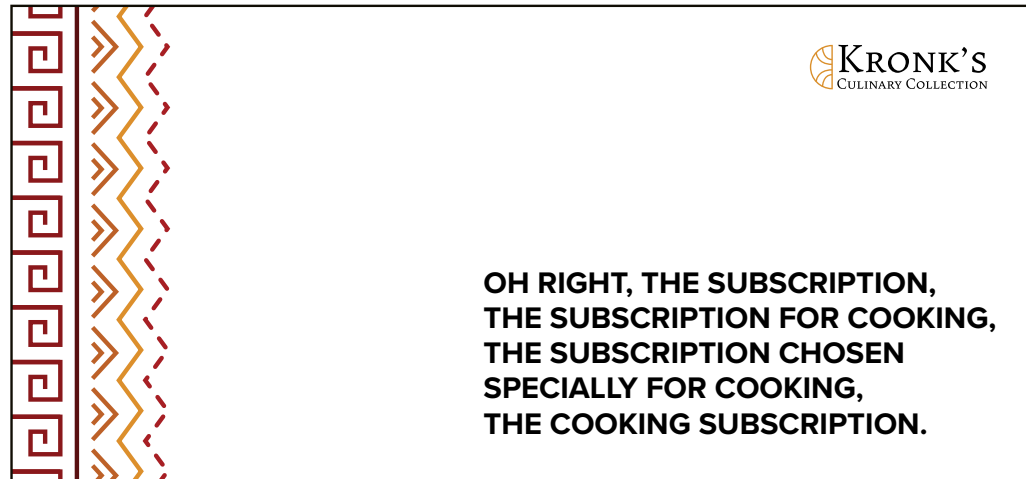
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Rough Drafts - Box Cover and Inside Message



Rough Drafts - Welcome Letter

Welcome, Chef.

Hey there. Kronk here. I've been looking forward to this part, the part where we roll up our sleeves, clear a little counter space, and make something impressive.

The fact that you picked up this kit tells me something important. You're not just here to wing it, you want to get better and to understand what's actually happening when things get flaky, golden, steamy, or, in some unfortunate cases, smoky in a way that requires opening several windows at once. I've been there, but we don't dwell on it, we learn.

Kitchens can feel like a lot at first. There are sharp things, very sharp things, hot things, extremely hot things, and sometimes tools that look simple but secretly demand respect. But here's the good news, you don't have to run a restaurant. You're not cooking for a dining room full of impatient guests. You get to slow down and notice what your hands are doing. You get to build the kind of fundamentals that turn "I hope this works" into "Oh yeah. It's all coming together."

And speaking of coming together, this month we're starting with my Spinach Puffs. Flaky. Buttery. Respectable. They look fancy, but underneath all that golden confidence, they're built on technique. The kind that makes the next recipe easier, and the one after that even easier than that. That's how it works, just one skill at a time. No pressure, just progress.

Now, before you dive in, there's something in this box that marks your official first step. A sort of rite of passage. Very chef-y. You'll know it when you see it. Go ahead and put it on when the time comes. It does wonders for confidence. Also for protecting hands. Both are important.

As we cook together, I want you to pay attention to something subtle. Each time you practice, you get steadier, you move with a little more intention, and you start trusting your instincts.

And if at any point things feel uncertain, just remember some advice I once received during a very intense jungle expedition involving an emperor, my squirrel friend Bucky, and a lot of unexpected cardio. Bucky looked at me and said:

"Squeaker, squeak, squeak, squeakin."

Trust the process, trust yourself, and maybe keep an eye on the oven timer. Let's get cooking.

- Chef Kronk

Rough Drafts - Welcome Letter

Spinach Puffs

Time: Path Dependant (1-1.5 or 3-3.5 hours)

Choose Your Path

Every great cook stands at a crossroads. Today, you decide what you're building: more skill, or more speed. Both roads lead to warm, flaky spinach puffs and a kitchen that feels a little more like yours.

The Path of Righteousness

Time Investment: 3 to 3.5 hours

What You'll Learn: Lamination, patience, and precision

Make your puff pastry from scratch using the Lamination Technique on the reverse side. You'll fold, chill, and repeat until delicate layers form. It takes time. It takes focus. And when those golden layers rise in the oven, you'll know exactly how they got there. This path builds technique.

The Path That Rocks

Time Investment: 1 to 1.5 hours

What You'll Practice: Filling, shaping, and finishing

Use high-quality store-bought puff pastry. You'll still shape, seal, and bake your spinach puffs to golden perfection. The layers are already there. Your job is to bring everything together. This path builds confidence.

Ingredients

1 batch laminated puff pastry dough
1 cup finely chopped spinach, squeezed dry
4 oz cream cheese, softened
¼ cup grated Parmesan
1 clove garlic, minced
½ tsp salt
¼ tsp black pepper
1 egg, beaten (for egg wash)

Step 1: Preheat and Create Dough

Preheat oven to 400°F and line a baking sheet with parchment paper.

Step 2: Make the Filling

Mix spinach, cream cheese, Parmesan, garlic (use the garlic press), salt, and pepper until smooth.

Step 3: Roll and Cut

Roll laminated dough to about ¼ inch thickness and cut into even squares. Place a spoonful of filling in the center of each square and fold into triangles and seal edges with a fork.

Step 4: Finish

Use the pastry brush to brush tops with egg wash. Bake 15 to 20 minutes until golden and fully puffed.

Let cool slightly then serve. Mission accomplished.

Lamination Technique

Ingredients for Lamination Dough

2 cups all-purpose flour
1 tsp salt
1 cup cold unsalted butter
½ to ¾ cup ice water

Steps:

Step 1: Make the Base Dough

In a bowl, mix flour and salt. Cut in about 2 tablespoons of the butter until crumbly. Add ice water gradually until the dough just comes together. Do not overwork it. We want structure, not toughness. Shape into a rough rectangle. Wrap and chill for 30 minutes.

Step 2: Prepare the Butter Block

Place remaining cold butter between two sheets of parchment. Pound and roll it into a flat rectangle, about ½ inch thick. Chill until firm but still pliable.

Step 3: Enclose the Butter

Roll out the chilled dough into a larger rectangle. Place the butter block in the center. Fold the dough over it like a letter, fully sealing the butter inside. This is the beginning of your layers.

Step 4: First Fold

Roll the dough into a long rectangle. Fold into thirds like a letter. Wrap and chill 30 minutes. This is called one "turn."

Step 5: Repeat

Repeat the rolling and folding process 3 to 4 more times, chilling between each turn. Each fold multiplies your layers. After the final chill, your laminated dough is ready to use.

You can now store this in the fridge for 1 to 2 days, or freeze it for later.

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Rough Drafts - Garlic Press



HELPS TO ELIMINATE:

- Garlic Odor & Stickiness On Hands
- Messy Clean Up
- Long & Difficult Prep Time

KRONK'S CULINARY COLLECTION

GARLIC PRESS

MORE FLAVOR, LESS EFFORT

Disney

Garlic is one of the fastest ways to add serious flavor to a dish, but chopping it by hand can get sticky fast. A garlic press crushes the cloves cleanly, releasing the oils that make garlic taste bold and aromatic.

You can even use one hand if you'd like. If you don't believe us, try it. Take it, feel the power. As Kronk would say . . .

"OH, I CAN FEEL IT."

STEPS:

- 1 Open and Put One or Two Cloves of Garlic In.
- 2 Close The Press and Watch As Fine Garlic Appears
- 3 Once Finished, Rinse Under Water and Put In The Dishwasher

RUST RESISTANT

DISHWASHER SAFE

STAINLESS STEEL

ERGONOMIC HANDLE



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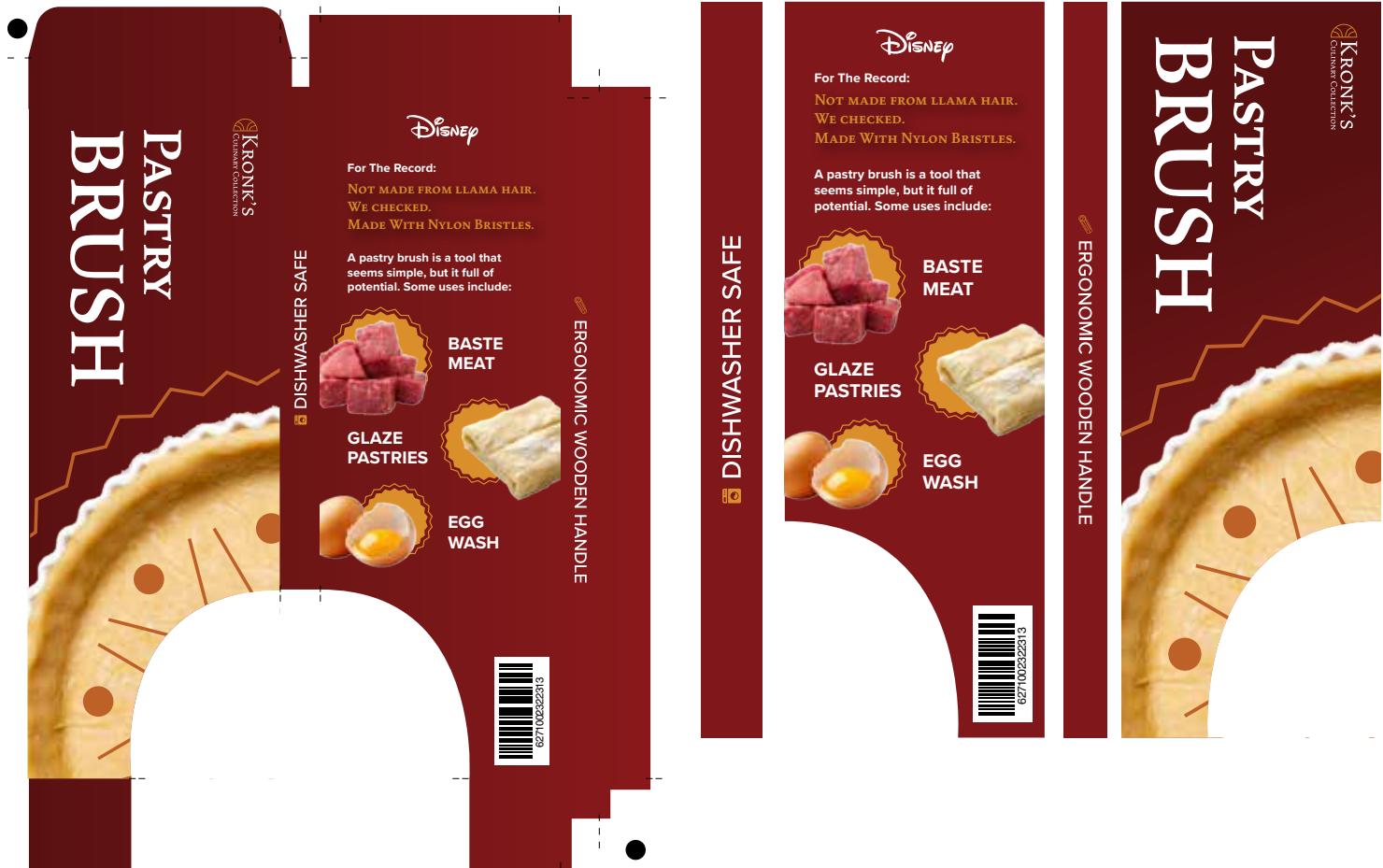
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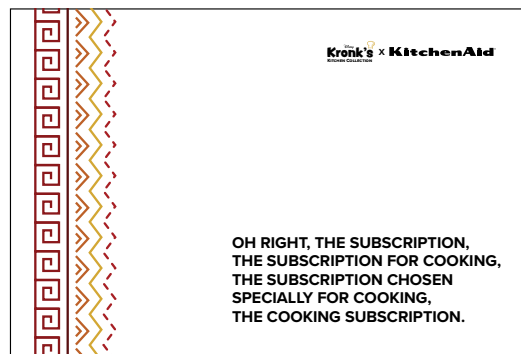
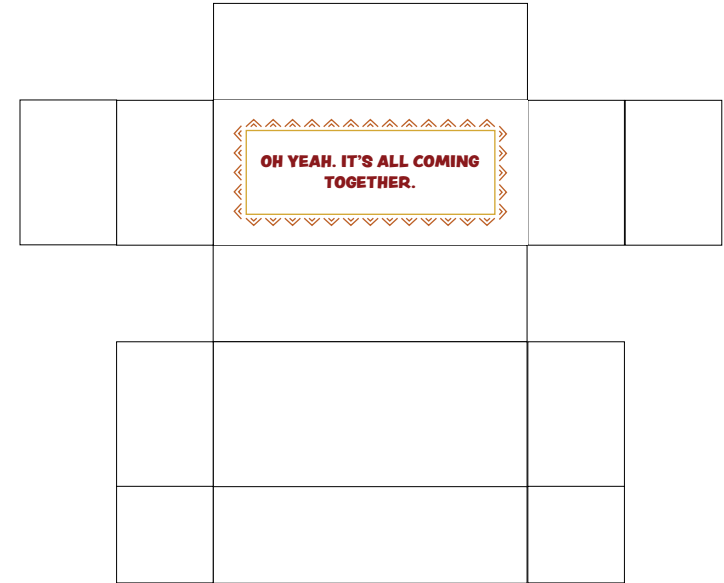
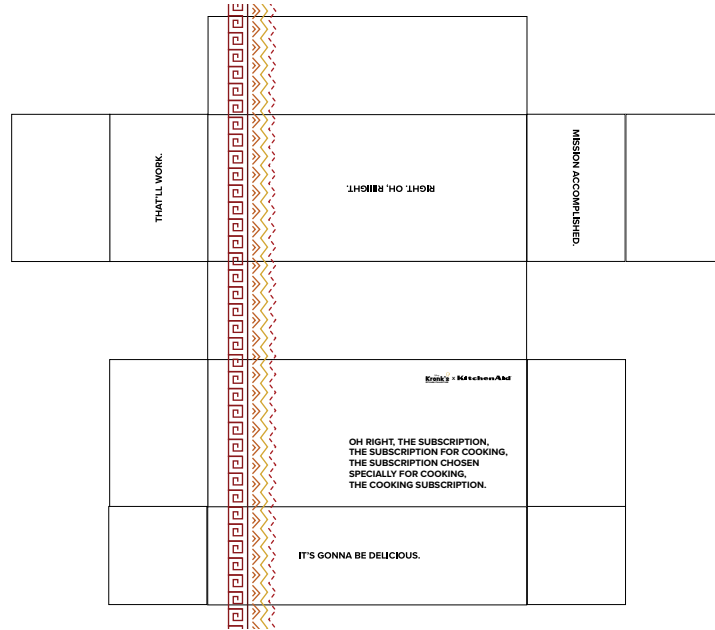
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Rough Draft - Print and Assembly



Refinements - Box



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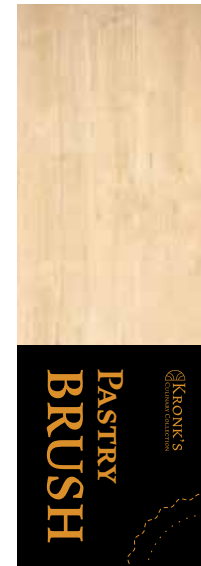
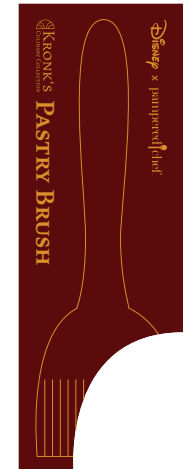
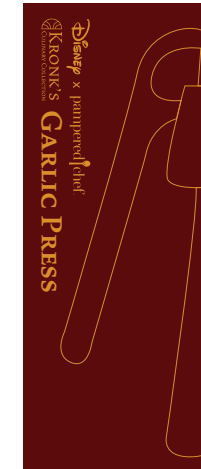
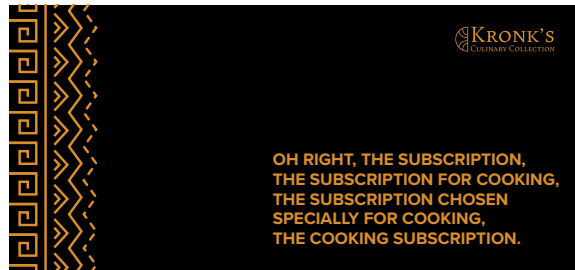
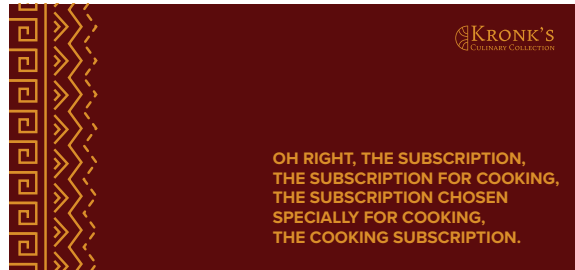
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KRONK'S
KITCHEN COLLECTION



KRONK'S
KITCHEN COLLECTION



KRONK'S
KITCHEN COLLECTION



More Garlic?

More Garlic?

MORE GARLIC?

More Garlic?

More Garlic?



Refinements - Welcome Letter

Welcome Chef,

Hey there. Kronk here. I've been looking forward to this part, the part where we roll up our sleeves, clear a little counter space, and make something impressive. The fact that you picked up this kit tells me something important. You're not just here to wing it, you want to get better and to understand what's actually happening when things get flaky, golden, steamy, or, in some unfortunate cases, smoky in a way that requires opening several windows at once. I've been there, but we don't dwell on it, we learn.

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And if at any point things feel uncertain, just remember some advice I once received during a very intense jungle expedition involving Emperor Kuzco, my squirrel friend Bucky, and a lot of unexpected cardio. Bucky looked at me and said, "Squeaker, squeak, squeak, squeakin." Well said.

Trust the process, trust yourself, and maybe keep an eye on the oven timer. Let's get cooking.

- Chef Kronk

Refinements - Recipe

Spinach Puffs

TIME: PATH DEPENDANT
(1-1.5 OR 3-3.5 HOURS)

CHOOSE YOUR PATH

Every great cook stands at a crossroads. Today, you decide what you're building: more skill, or more speed. Both roads lead to warm, flaky spinach puffs. Please read all the instructions, as one method takes longer to prep.

THE PATH OF RIGHTEOUSNESS

Time: 3 to 3.5 hours

*usually pays off
- Frank*

What You'll Learn: Lamination, patience, and precision. Make your puff pastry from scratch using the Lamination Technique on the reverse side. You'll fold, chill, and repeat until delicate layers form. It takes time. It takes focus. And when those golden layers rise in the oven, you'll know exactly how they got there. This path builds technique.

INGREDIENTS

- 1 batch laminated puff pastry dough
- 1 cup finely chopped spinach, squeezed dry
- 4 oz cream cheese, softened
- ¼ cup grated Parmesan
- 1 clove garlic, minced
- ½ tsp salt
- ¼ tsp black pepper
- 1 egg, beaten (for egg wash)

STEP 1: Obtain Dough and Preheat

Create your dough (using the method on the back of the card) or get your pre-made dough ready. Preheat oven to 400°F and line a baking sheet with parchment paper.

STEP 3: Roll and Cut

Roll laminated dough to about ¼ inch thickness and cut into even squares. Place a spoonful of filling in the center of each square and fold into triangles and seal edges with a fork.

THE PATH THAT ROCKS

Time: 1 to 1.5 hours

*he's got a point
- Frank*

What You'll Practice: Filling, shaping, and finishing. Use high-quality store-bought puff pastry. You'll still shape, seal, and bake your spinach puffs to golden perfection. The layers are already there. Your job is to bring everything together. This path builds confidence.

STEP 2: Make the Filling

Mix spinach, cream cheese, Parmesan, garlic (use the garlic press), salt, and pepper until smooth.

STEP 4: Finish

Use the pastry brush to brush tops with egg wash. Bake 15 to 20 minutes until golden and fully puffed. Let cool slightly then serve. Mission accomplished.

Lamination Technique

INGREDIENTS FOR LAMINATION DOUGH

- 2 cups all-purpose flour
- 1 tsp salt
- 1 cup cold unsalted butter
- ½ to ¾ cup ice water

STEP 1: Make the Base Dough

In a bowl, mix flour and salt. Cut in about 2 tablespoons of the butter until crumbly. Add ice water gradually until the dough just comes together. Do not overwork it. We want structure, not toughness. Shape into a rough rectangle. Wrap and chill for 30 minutes.



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Repeat the rolling and folding process 3 to 4 more times, chilling between each turn. Each fold multiplies your layers. After the final chill, your laminated dough is ready to use. You can now store this in the fridge for 1 to 2 days, or freeze it for later.

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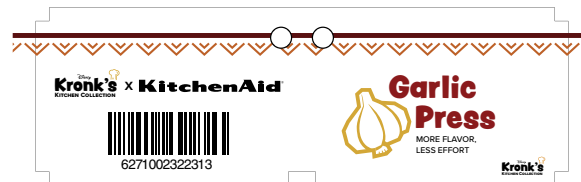
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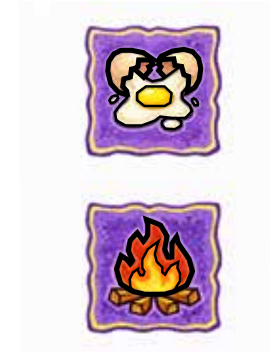
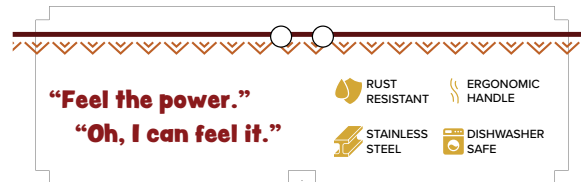
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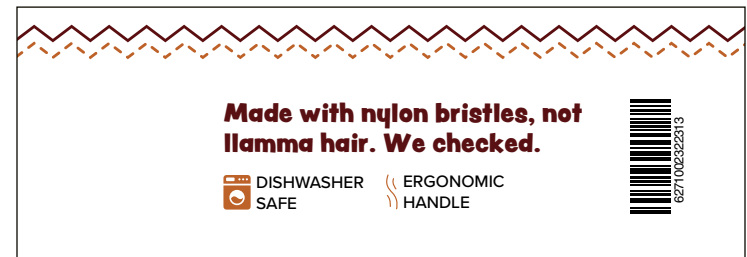
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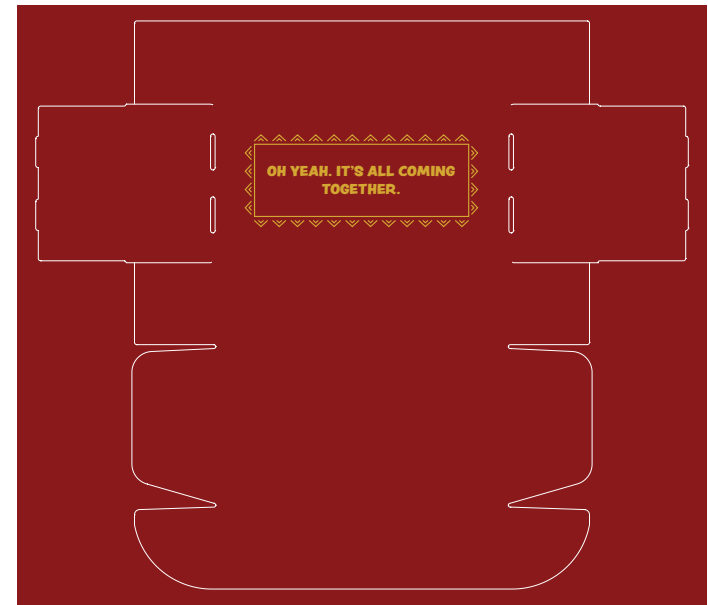
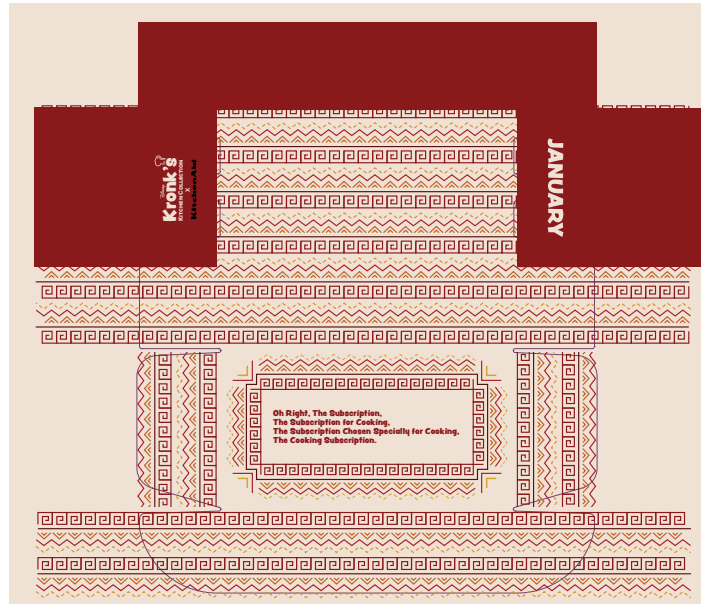
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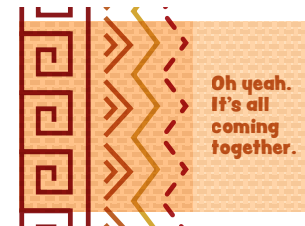
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	Fabric Texture Video	How to create Fabric Texture in Illustrator or Photoshop YouTube-Vector Slate Graphic Design Tutorials-Dec 16, 2017
	Fabric Texture Video, Opacity Turned Up	How to create Fabric Texture in Illustrator or Photoshop YouTube-Vector Slate Graphic Design Tutorials-Dec 16, 2017



Weave Pattern 1 100% Multiply



Weave Pattern 2



Weave Pattern 4 Multiply 40%



Weave Pattern 3

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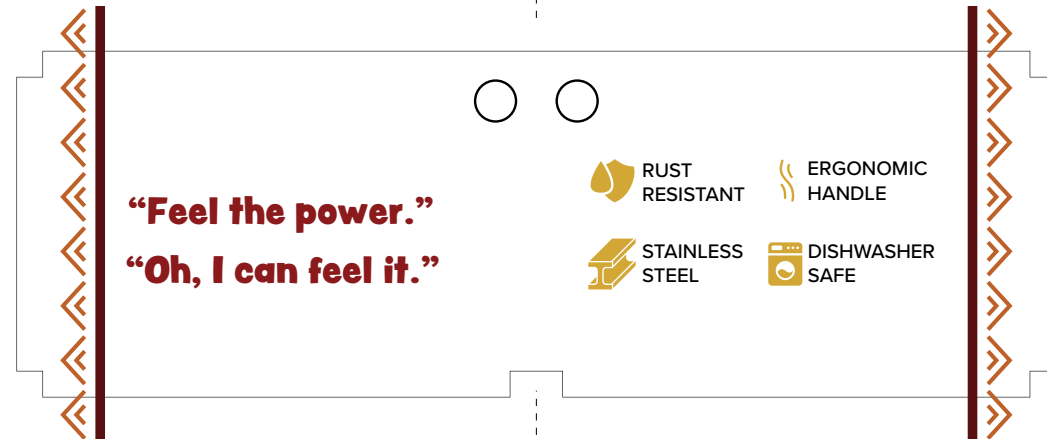
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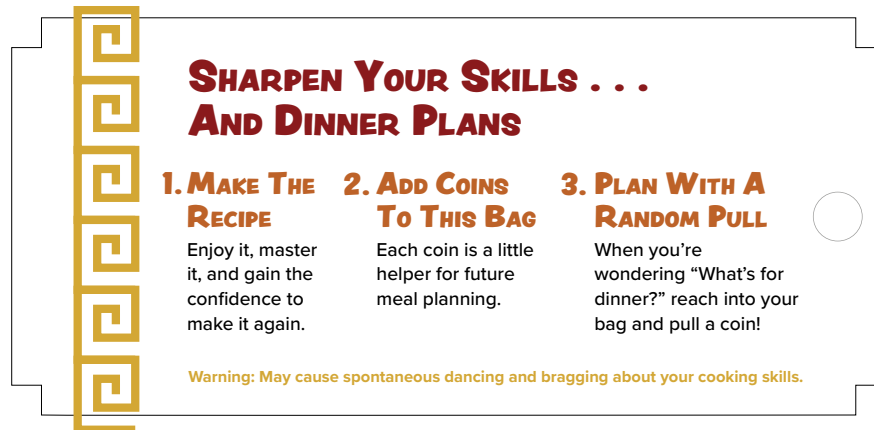
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Refinements - Coin Label



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Packaging - Print and Assembly



Learning Summary

Going Down The Rabbit Hole

At the beginning of my project, I started creating design that felt very “corporate” or what I felt was very “Disney-esk,” similar to what you might find in a shop. However, it was pointed out to me that while it looked the part, it didn’t accomplish the feel of what I was trying to achieve for my audience. I was advised to give my designs a more natural and “rustic” feel, for lack of a better term. This didn’t mean that the quality had to go down, but the feeling had to change. Since I wanted the consumers to feel at ease and have as little stress as possible with this experience, I needed to make sure that my packaging felt warm, natural, and unique,

especially if it meant breaking the mold of everything being packaged in a rectangular box. This helped me branch out and explore more options like pouches and kraft paper bands that helped added a bit of the feel of Kronk’s world coming to the consumer.

Kronk’s Voice

For a while, I tried to decide if Kronk should be a “guest” cook with a company, or if the box/brand should be made by Kronk. Kronk is funny, lovable, and innocent in a way that puts people at ease. I wanted to translate that to my box, so I figured that having Kronk write the welcome letter, give specific instructions on the recipe card, and sneak in quotes here and there gave the whole experience the

humanity and connection I was looking for.

Unifying Objects and Patterns

One thing I went back and forth on was icons. Early on, I had thinner icons, but I realized that while the Incan inspiration for the movie had beautiful patterns, Kronk wasn’t one to embroider and intricately hand stitch things. His style is more messy and blunt. That led to me making the edges more geometric and filling the icons, which worked well with the solid fill of many of the patterns also on the packaging.

A close-up photograph of a white rectangular plate filled with several golden-brown, triangular dumplings. The dumplings are arranged in a cluster, with some showing a filling of green spinach and white cheese. Fresh green basil leaves are scattered around the dumplings on the plate. The background is a dark wooden surface.

DELIVER

Final Images

Learning Summary

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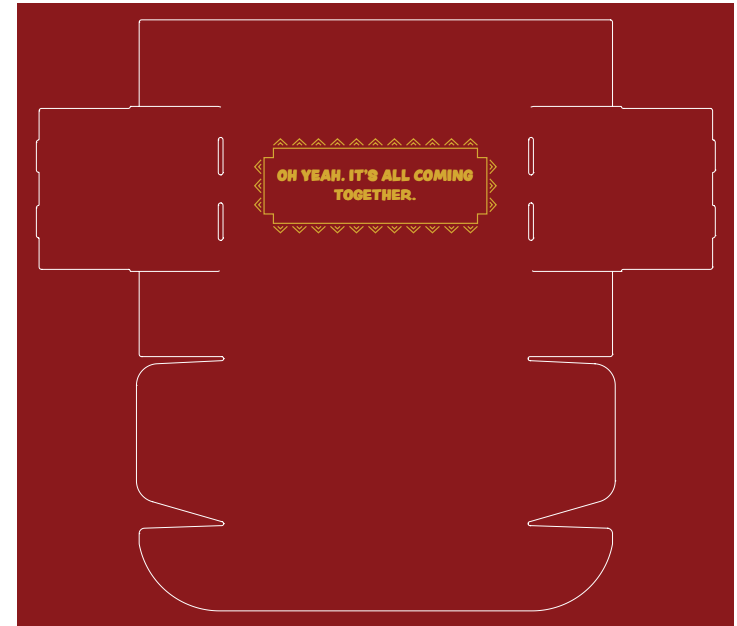
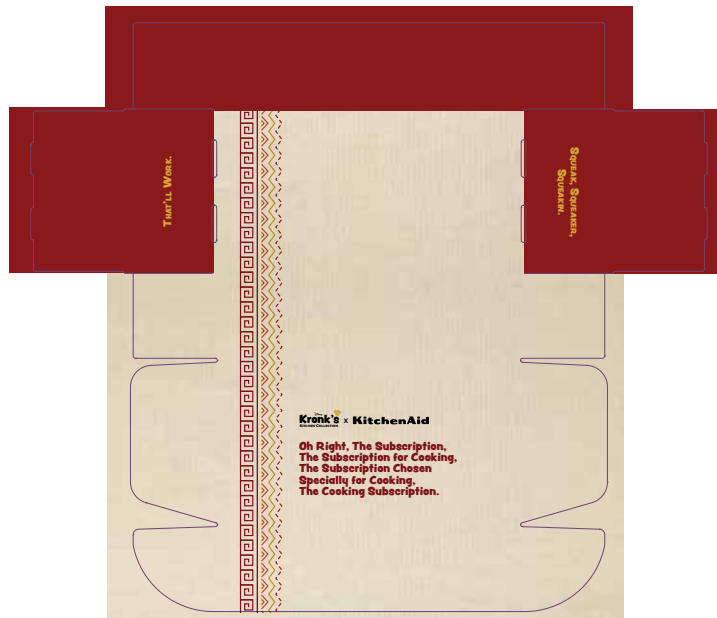
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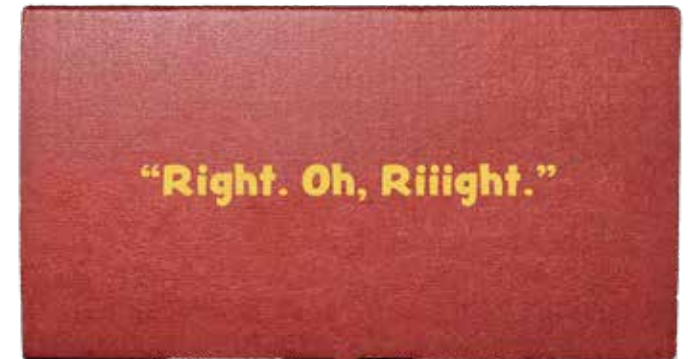
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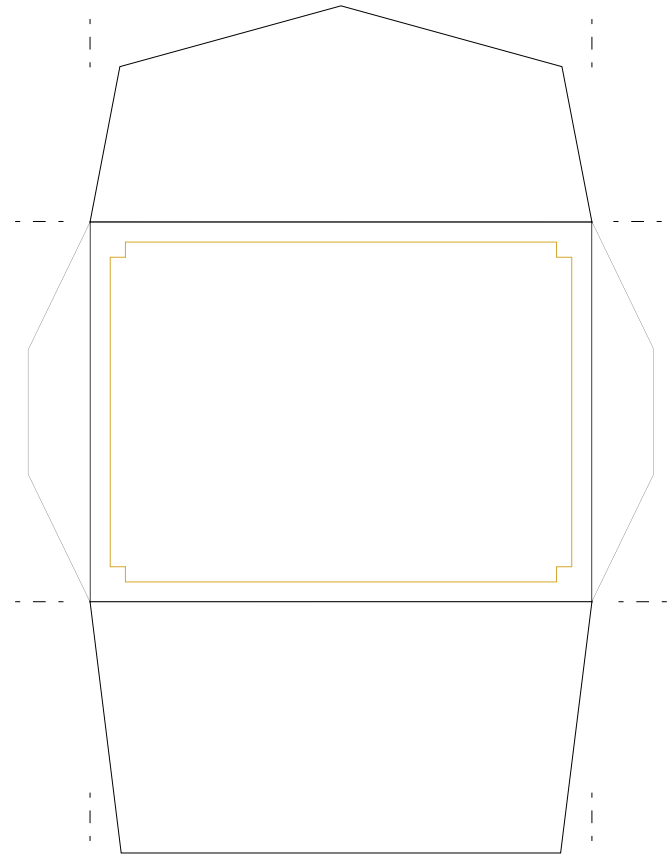
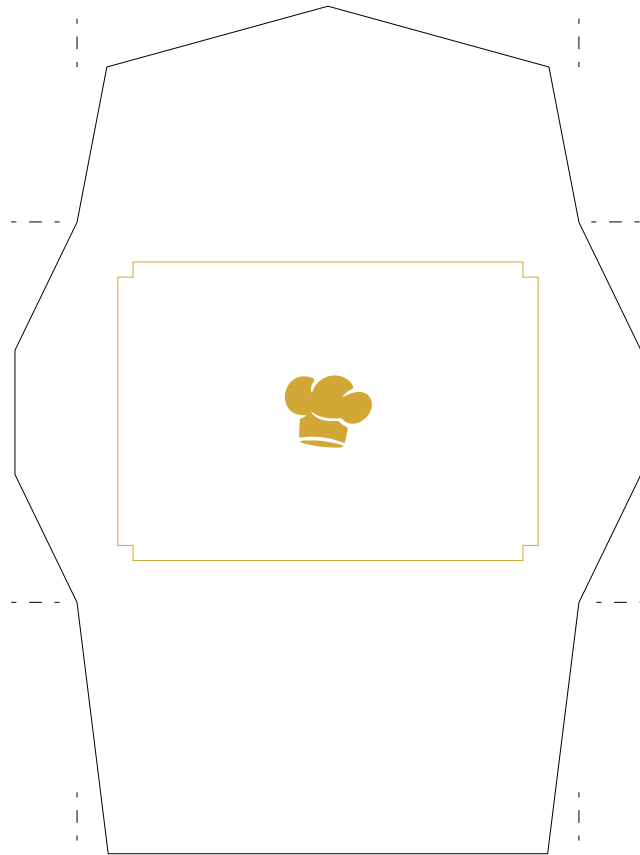
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Final | Welcome Letter

Welcome Chef,

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Kitchens can feel like a lot of trouble, sharp things, hot things, and tools that demand respect. But here's the good news, you're not running a restaurant, you get to slow down, pay attention, and build real skills. The kind that turn "I hope this works" into "Oh yeah, it's all coming together."

This month, we're starting with my Spinach Puffs: flaky, buttery, and respectable. As you cook, pay attention to the small stuff. Each time you practice, you'll get steadier, more intentional, and start trusting your instincts.

So trust the process, trust yourself, and maybe keep an eye on that oven timer. Let's get cooking.

- Chef Kronk

Final | Recipe

Spinach Puffs



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The Path of Righteousness usually pays off

Time: 3 to 3.5 hours

What You'll Learn: Lamination, patience, and precision. Make your puff pastry from scratch using the Lamination Technique on the reverse side. You'll fold, chill, and repeat until delicate layers form.

Ingredients

- 1 batch laminated puff pastry dough
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- ¼ cup grated Parmesan
- 1 clove garlic, minced
- ½ tsp salt
- ¼ tsp black pepper
- 1 egg, beaten (for egg wash)

Step 1: Obtain Dough and Preheat

Create your dough (using the method on the back of the card) or get your pre-made dough ready. Preheat oven to 400°F and line a baking sheet with parchment paper.

Step 2: Make the Filling

Mix spinach, cream cheese, Parmesan, garlic (using the garlic press), salt, and pepper until smooth.

The Path That Rocks he's got a point

Time: 1 to 1.5 hours

What You'll Practice: Filling, shaping, and finishing. You should buy high-quality, store-bought puff pastry. You'll still shape, seal, and bake your spinach puffs to golden perfection.

Step 3: Roll and Cut

Roll laminated dough to about ¼ inch thickness and cut into even squares. Place a spoonful of filling in the center of each square and fold into triangles and seal edges with a fork.

Step 4: Finish

Use the pastry brush to brush tops with egg wash. Bake 15 to 20 minutes until golden and fully puffed. Let cool slightly then serve. Mission accomplished.

Lamination Technique

Ingredients for Lamination Dough

- 2 cups all-purpose flour
- 1 tsp salt
- 1 cup cold unsalted butter
- ½ to ¾ cup ice water

Step 1: Make the Base Dough

In a bowl, mix flour and salt. Cut in about 2 tablespoons of the butter until crumbly. Add ice water gradually until the dough just comes together. Do not overwork it. We want structure, not toughness. Shape into a rough rectangle. Wrap and chill for 30 minutes.



Step 2: Prepare the Butter Block

Place remaining cold butter between two sheets of parchment. Pound and roll it into a flat rectangle, about ½ inch thick. Chill dough until firm but still flexible.



Step 3: Enclose the Butter

Roll out the chilled dough into a larger rectangle. Place the butter block in the center. Fold the dough over it like a letter, fully sealing the butter inside. This is the beginning of your layers.



Step 4: First Fold

Roll the dough into a long rectangle. Fold into thirds like a letter. Wrap and chill 30 minutes. This is called one "turn."



Step 5: Repeat

Repeat the rolling and folding process 3-4 more times, chilling between each turn. Each fold multiplies your layers. After the final chill, your laminated dough is ready to use. You can now store this in the fridge for 1 to 2 days, or freeze it for later.

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Learning Summary

From Small Caps to Regular Case

One of my biggest changes I made near the end was changing the headings from small caps to regular case. This was for multiple reasons, one being that the small caps in the font “Peachy Keen” is not a true small caps and the first letter is much bigger than it should be. The other more important reason though, is that it is Kronk would write something formally in small caps. Making the headings be regular case allowed for the quirks and imperfections in the text to stand out, giving it a more informal and natural feel.

Adding the Coin

The coin was perhaps the most important piece of my whole

system because I believed that it set this box apart from the others. I had brainstormed and discussed ways with AI about how to create a “payout” or something to make the experience rewarding beyond making a new dish. For adults 30-38, a social media call-to-action just didn’t feel right. The idea of ironing on patches was getting close, but it was too much work to do on a monthly basis. What I needed was something that was no work and yet fixed a problem this group had. Suddenly, I realized that deciding what meal to make is a constant struggle for most adults. By adding a coin for each recipe you complete to a bag, it creates a way to help consumers remember what they made, continue making it if they enjoy it, and

have something to turn to in order to help with meal planning.

Specifics in Printing

In the process of printing most of my designs on natural linen paper, I ended up having to order one or two things through a different print store. I realized once I got my prints back that the linen wrap didn’t look the exact same as my others. This was a slap in the face to me as it reminded me that if I am going to print something to look cohesive, I need to make sure all the printing gets done in one location to preserve unity.

A close-up photograph of a white rectangular plate filled with several golden-brown, triangular dumplings. The dumplings are arranged in a cluster, with some cut open to reveal a filling of green spinach and white cheese. Fresh green basil leaves are scattered around the dumplings on the plate. The background is a dark wooden surface.

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Reflection | My Unboxing



Unboxing Ponder

My Takeaways

There was quite a bit I learned from both shipping this and watching people unbox this.

My package remained relatively undamaged when it arrived, which was good. I also tied the inside together and I had to flip it upside down to wrap it properly, and when they opened it, I was glad that everything stayed in place. I did notice that one of my tags got slightly bent, so perhaps in the future I will do more testing beforehand so I can get a sense of what shape it will be in when it arrived.

As far as the actual unboxing went there were some things that went well and some things that didn't go so well:

- Both people who did my unboxing had that moment of recognition when they read my quotes like “No Touchy!” on the oven mitts, or the iconic “Squeaker, Squeak, Squeakin” on the side of
- I also had that “wow” factor moment when the wooden coin was discovered. That gave a sense of authenticity to my box and helped set it apart from potential other competitors.
- Both people mostly skipped over opening the letter in the beginning because they were excited to get to the materials inside. While opening the letter first is not mandatory, it does set off the tone for the rest of the products, and I hadn't considered the idea of skipping it since I placed it on top. It was helpful to see people interact with it in person.
- My illustrations on the recipe card were appreciated and felt very “friendly.”
- The oven mitts were commented being “out of place” because they were

the box. This gave me the reaction I was hoping for.

the only thing that was blue in the whole system. This caused me to reflect on the fact that even though I knew that Kronk's oven mitts were iconically blue/turquoise, it may be good to put something on the packaging itself to remind people of that fact if that recognizability is what I count on.

Overall

While I would call this box a “successful” project, there is a lot I can improve on, especially for a box and products that are not of my choosing. This was a great way to truly see how people behaved and not how they claim to behave. There is a lot of user experience and behavior that goes into packaging, and it is definitely worthwhile to factor that in as well, like knowing that you are not the user/consumer.

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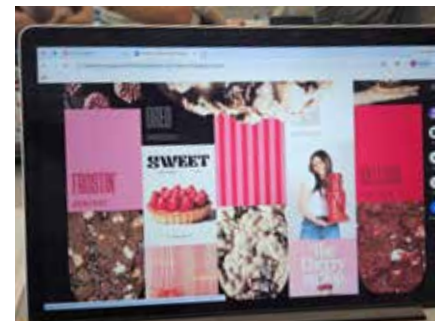
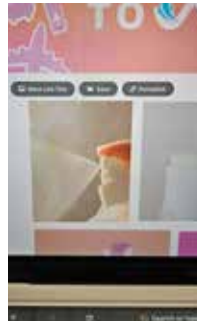
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Reflection | Peer Inspiration



Project Ponder

Peer Inspiration

While there were a lot of incredible physical details that went along with each box, I thought there were clearly a few portfolio posts that really thought about all aspects of photography, motion, and branding in a way that really helped emphasize the project. Some of the things I noticed in portfolio posts were:

- Both group shots as well as individual shots.
- Shots of the products themselves being used without the packaging.
- Motion shots, or implied movement in pictures.
- Strong supporting and audience images.

These things truly helped the posts stand out and sell the product and not just the packaging.

Some physical things that I

learned were very important, and in some cases crucial were:

- Micro cues are important to help signal how to open a package.
- Design for extreme users that are in hurry and make your steps full-proof.
- Have simplicity in the memorable small moments. You need both quiet and loud moments in a package.
- Think/plan every moment of the experience.
- Make sure your items in your box are both secure, but are easy to take out and be handled.
- Test and print early and often for the best results in scale and hierarchy for your packaging designs.

All of these things are essential to creating packaging and a successful unboxing experience that is both

memorable and worthwhile to those who purchase your product.

Overall

The process of creating a successful unboxing/package line has many factors ranging from a time line of every step of the experience to where you will get your products printed and produced. Perhaps the most important piece of this puzzle, especially when packaging lines and unboxings are connected, is knowing your audience. Since I spent a lot of time trying to find the JTBD for my audience, I was guided in my design choices and in deciding what should and shouldn't be included in my box. I felt this was the case for all the successful packaging examples I looked at: they knew what their audience was looking for and never lost sight of it.