PHYSICAL PRODUCT DESIGN
Product design/package redesign

What kind of work is this?

PROJECT OVERVIEW

Product/Package design was not something I thought I would find myself getting interested in before I had to do it for a school project. This essay will go over a product which I gave a physical presence, having had none prior. The guidelines had me first pick a product, in this case I chose a "Riot Points" card from League of Legends, something I used to buy frequently but was always disappointed it was just another currency card. I was to design a 3D mockup for what kind of package would represent this product on a shelf using nothing but InDesign and the 3D paper-folding viewing application Origami. The last step was to use the die-cut I had assembled in InDesign to physically replicate my 3D model using paper and glue. It might seem irrelevant to game art or game design, but I feel like this project at shows my creative skills outside of just 3D modeling.

COMPLETELY EMULATES THE WAY A PHYSICAL BOX WOULD OPEN ACCORDING TO HOW THEY DO IN GAME

To cover what "role" I played in this project, everything you see was created by me. The textures for the package were re-purposed by me from the game's files and used directly instead of a re-creation of the texture by hand. I feel as though it conveyed a more authentic visual than a replication I could have created myself. Other than that, design and assembly were all done by me, by hand.

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WORKFLOW DESCRIPTION

How did I make it happen?

Once I had come up with which product I wanted to recreate physically, it wasn't too hard to conceptualize how to give it a shelf presence. One of the most frustrating things as both a designer and someone who plays games is the underwhelming feeling you get having to shuffle over to a gift card rack to buy a physical card for your digital currency. Having grown up playing many MMOs, this feeling wasn't uncommon to me, and it always felt like lost potential for consumer interaction. With this in mind, I tried to create a product that's package would be as equally capitvating to a player physically as it would be digitally, when redeemed. Keeping in mind that Riot's recent focus on both F2P and purchased lootboxes proved to be one of their more successful attempts at microtransactions, I figured I would play off of that and create something that spoke to the appeal of what you would be spending the currency on, so I chose a Hextech Chest to house a small, plastic card that had the Riot Points code on it.

(PHYSICAL ASSEMBLED PACKAGE)

The main thing I wanted to focus on with this project was having a product that physically recreated the experience the player has when interacting with the purchased, digital version of the shelf product. This included the concept of having the box open the exact same way in-person that it would in game, which required a pretty convoluted die-cut to be mocked up in InDesign. Luckily, when fully assembled, the package is sturdy and fun to interact with.

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Why do it this way?

DESIGN PHILOSOPHY

A major selling point for many online games nowadays is collectibles, whether it be figures, merch, limited edition in-game items, or otherwise. However, most games have a nearly non-existent shelf presence. Sure, you might find an Overwatch figure or possibly a League mini in a Best Buy somewhere, but the most common purchase I would peg you on making is a currency card. Sometimes it's hard to resist picking up some RP or Karma Koin at the store when you really just ran out to get batteries. But why don't companies capitalize on that experience? Maybe it's because of the frequency of those purchases actually being made at a check-out giftcard stand, and while that is a viable business decision, I feel like it would be profitable to expand your store presence at a minimal cost with nothing more than a packaging upgrade. You expose both return consumers of your product to a new way of purchasing your inventory while also giving curious or even completely unaware customers a window into your product, and in a further sense into your game and your company. What was once a dull, three inch piece of plastic is now a collectible, something that makes your consumer feel bad about throwing out the box when they take the product out and makes them think about either returning for more or keeping the packaging once its purpose is finished. This was my design philosophy for the entire product; Design something that the average consumer would want to keep or repurchase after being exposed to it initially.

(MOST PEOPLE JUST BUY THESE ANYWAY)

LEAGUE OF LEGENDS

$10

NA SERVER ONLY

(THE CODE IS LOCATED ON A SCRATCH OFF ON THE BACK OF THE CARD WHICH IS BORING AND AGGRAVATING AS HELL)