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Professor Smith

ART 465

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Project 3 Proposal

For Project 3, I would like to make a website for a product I redesigned in my Package Design class last semester. It is a redesign of the skincare brand called “The Ordinary.” I renamed it to “The Standard.” I also created a brand new logo/wordmark and new color scheme. I created labels and boxes that would package the products. Also, I have professional product photos of these products that I am going to include on the website. “The Ordinary” skincare brand has a very minimalistic design and only uses black, white, and gray. I wanted to keep the same clean feel of this brand and its products, but also bring some color and life to the brand and packaging.

I want the website to have a modern, minimalistic feel. The idea behind The Standard rebranding is that it is high quality skincare products that are affordable for the everyday consumer. They want to make good quality products affordable for middle-upper class individuals. The main audience of this company is women ages 20-40, or other individuals that are interested in skincare products.