



# APOCALYPSE SURVIVAL KIT

## PRODUCT PACKAGING AND BRANDING

This was a fun college project put on by the school's library. These packaging pieces and branding were created for a literary-themed art and design exhibition. The theme for 2019 was dystopian fiction, and designers were encouraged to create a “survival kit” filled with items that would be useful in the post-apocalyptic worlds often depicted in fictional novels and films.

The story I wrote that goes with the kit and packaging pieces involves a scenario where extraterrestrials have wreaked havoc upon the Earth and a group of human survivors are trying to survive and fight back.

The survival kit includes packaging for four items: a box of energy bars, a bottle of dietary supplements, an aerosol can, and a roll of duct tape. Also included is a guide/map of what is in the kit and how it is used.



### ALIEN APOCALYPSE SURVIVAL KIT AND GUIDE

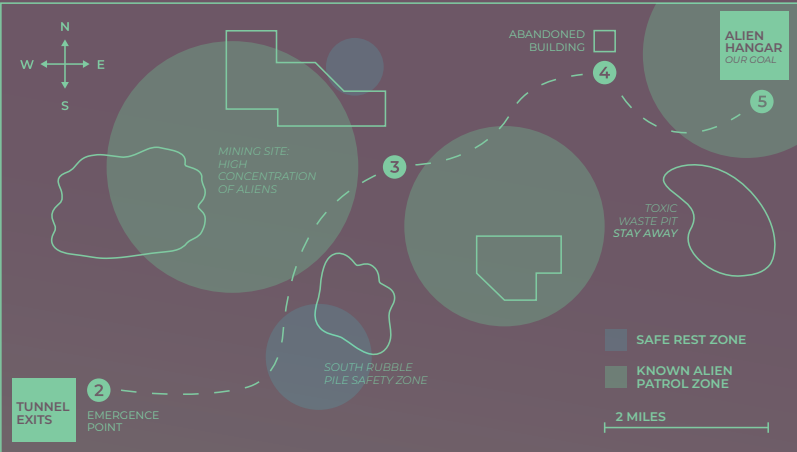
#### WHAT'S IN THE BOX:

- ALIEN REPELLENT SPRAY**  
Fend off those pesky aliens patrolling around the wasteland. Containing a potent mixture of chemicals known to be highly irritating to aliens, this spray will send them running.
- SENSORY ENHANCING PILLS**  
Supplements to enhance many senses and abilities to super-human levels including speed, agility, stamina, visual acuity, hearing, balance, and reaction time.

It's been eight years since aliens arrived on Earth and took over the world. And now it's time to take it back. Driven underground by their hostile alien overlords and the toxic conditions of the ruined planet, the Subterranea Survival Corps, a ragtag squad of hardy survivors, are plotting their revenge. They plan to infiltrate the alien headquarters, steal the aliens' powerful technology, and use it against them. With the supplies in this kit, and the map and plans you are currently looking at, Subterranea will finally strike, drive out the evil aliens, and save the world.

- EXTRA STRENGTH DUCT TAPE**  
Perfect for making quick repairs to your hazmat suit or gas mask on the go to prevent exposure to the toxic atmosphere. Also great for pretty much any other purpose, because, you know, it's duct tape.
- SUPER ENERGY BARS**  
No time to eat while hiding from aliens and plotting the revolution? Slip one of these bad boys under your gas mask and chow down on enough nutrients and raw energy to keep you fighting all day.

### MAP OF THE WASTELAND: WHERE EACH STEP OF THE PLAN IS EXECUTED



#### THE PLAN:

- STEP 1 FUEL UP**  
Take a few of the SkillPills supplements and eat one of the HyperBars found in this kit. These will give us the jumpstart we need.
- STEP 2 GO OVER THE TOP**  
We stealthily emerge from the tunnels into no man's land. We're in the aliens' territory now.
- STEP 3 THROUGH THE WASTELAND**  
We make our way through the treacherous debris fields toward the hangar. Look out for alien patrols. If you run into an alien, use the AlienOff repellent spray. Make repairs with TurboTape as we go.
- STEP 4 CREATE A DISTRACTION**  
Light up a few empty alien repellent cans and throw them at a small abandoned building. When they explode, the guards will run to the building thinking we're in there. That's when we strike.
- STEP 5 SWIPE THEIR WHEELS**  
With the guards distracted, and us super energized from the pills and bars, we tunnel underneath the hangar and break in. Then we hijack their huge mining vehicle and take it for a spin.
- STEP 6 MAYHEM**  
Flatten the aliens and all their structures. Use the mining machine to break into their main headquarters where all the really powerful tech is, and show them why they messed with the wrong planet.

MAP AND GUIDE TO THE SURVIVAL KIT



#### DESIGN AND DIE LINES FOR ENERGY BAR BOX

- Displaying all information required for labeling compliance, including:
  - Declarations of Product, Size, and Responsibility
  - Nutrition Facts
  - Ingredients
  - UPC



OUTER LABEL FOR THE KIT'S CONTAINER