

## **ABSTRACT**

Virgie Putri Karista. 11120153.

### **APPLICATION OF ADOBE ILLUSTRATOR IN CREATING PACKAGING DESIGNS FOR MALE GROOMING PRODUCTS**

Scientific Paper. Information Systems. Faculty of Computer Science and Information Technology. Gunadarma University. 2023.

Keyword: Adobe Illustrator, Packaging Design, Male Grooming Products

(xii + 53 + Appendix)

Product XYZ is one of the products created by company ABC under the category of male grooming products. Product XYZ is available in four different variants, distinguished by unique visual touches on each packaging. Product XYZ falls into the Not for Sale (NFS) category, meaning it is not intended for general retail. In its presentation, Product XYZ is packaged in two types: the primary packaging consists of glass spray bottles and stickers, while the secondary packaging takes the form of envelope-like packets. In this writing, the VIEW method (Visibility, Information, Emotional Appeal, and Workability) and a case study are employed to discuss the application of Adobe Illustrator in the design process. The creation of Product XYZ's packaging design utilizes Adobe Creative Cloud software, specifically Adobe Illustrator. The stages involved in the process are as follows: firstly, the creation of a 3D mockup using the pen tool; secondly, the design of stickers using shape and text tools; and finally, the production of inner and outer envelope designs using shape tools, text tools, and anchor points. The final outcome of this process is the packaging design of Product XYZ with its four distinct variants, which will then be further developed by the packaging and production team.

Bibliography (2014-2023)