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GRDS_358_01

Project 1a Process Book

Paper Sample Book

French Paper

French Paper, based out of Niles, Michigan, has been producing many quality lines of paper for over 140 years. French Paper is well known for their consistency and reliability to clients for the past six generations from 1871, run by J. W. French, to present day, run by Kim French. They even kept their family name involved with the company that it's not a shock how relevant and consistent their paper has stayed over the years. With the world moving towards environmental sustainability, French Paper pioneered recycled paper and has been using hydroelectric generators since 1922 to cut fossil fuel waste in manufacturing.

Paper Lines

- Kraft-Tone
- Speckletone
- Pop-Tone
- Smart White
- Construction
- Dur-O-Tone
- Parchtone
- Glo-Tone
- Vivitone

FRENCH



PAPER Co.

Concepts

Concept 1

Paper and plants have a close relationship, seeing how paper would not be here without plants. French paper takes pride in their efforts towards recycled paper and fuel efficient manufacturing. Looking at French plants could be a fun, light way to advertise French Paper's process and show off the elegant, beauty of their product. A focus towards French plants narrows the sample book's concept while joking towards the company's name. French is a family name, not where they're from.

Concept 2

Sunglasses can be a view towards a new outlook on life or just make the world shine a bit more, especially if they have colored lenses. French Paper's Glo-Tone paper can really apply to those colored sunglasses. Sometimes it's important to let bright, vivid colors electrify your world. The sample book can be a comparison of regular, boring glasses to the fun bright glasses as white paper is to the Glo-Tone paper. Those kind of sunglasses have a personality to them and so does the paper.

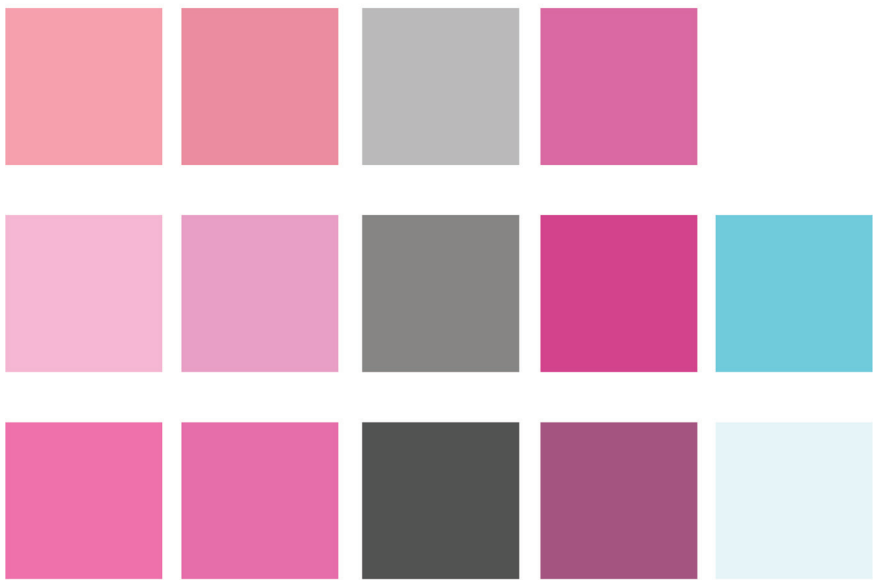
Concept 3

Donuts are a fun way to enjoy breakfast, but more specifically the icing, sprinkles, and toppings are what catches the eye. These cake rings are a colorful sensation that can put a smile on anyone's face from all ages. The vibrant colors and flavors are quite similar to the colors offered in French Paper's Glo-Tone line. The two products can be a great way of expression and bringing the youth out in a person. Glo-Tone paper should be a fun experience and catching to the eye.

Final Concept

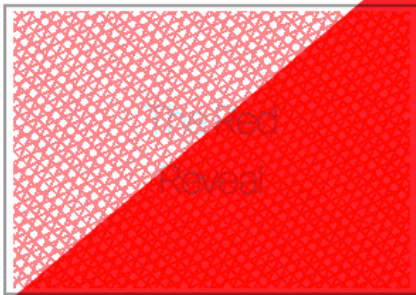
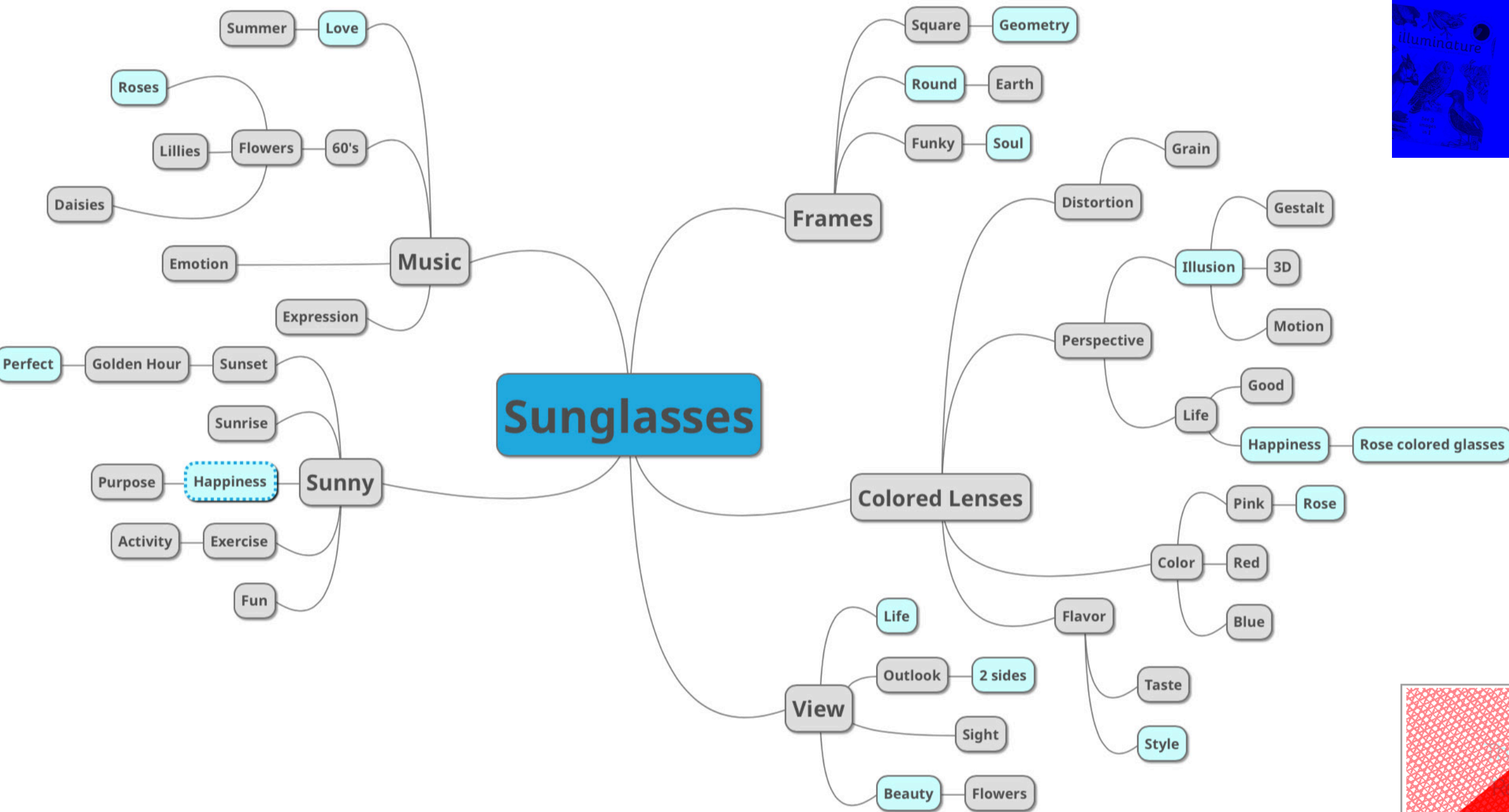
There's a saying about looking through life with rose-colored glasses. What the saying means is to have a very positive outlook on life. And for any colored shade of glasses (rose, green, blue, orange, etc.) when worn really change the view someone has on the world. The world looks different and unfamiliar, bright and vivid. Looking at the world through colored glasses can make something stand out that has never before. French Paper Glo-Tone can help with this, as the paper is vibrant and can print images in more colorful, exciting ways.

This sample book will present one image printed on different colors of Glo-Tone to show an image through red lenses while promoting the paper. As well, some sort of paper sunglasses will be provided with the book for a more sensational experience. The glasses will reveal portions of images throughout the book whether it's icing to a donut or flowers to a plant. These experiences physically show the excitement of looking at the world through 'rose-colored glasses'. The book will be engaging and fun, offering illusions to put the user in an awed state. The sample book is to relate printing on colored paper to looking through colored lenses.



Reds and blues are used to simulate the hidden images among spreads as red glasses cause the red colors to disappear and the blues to stand out

Research

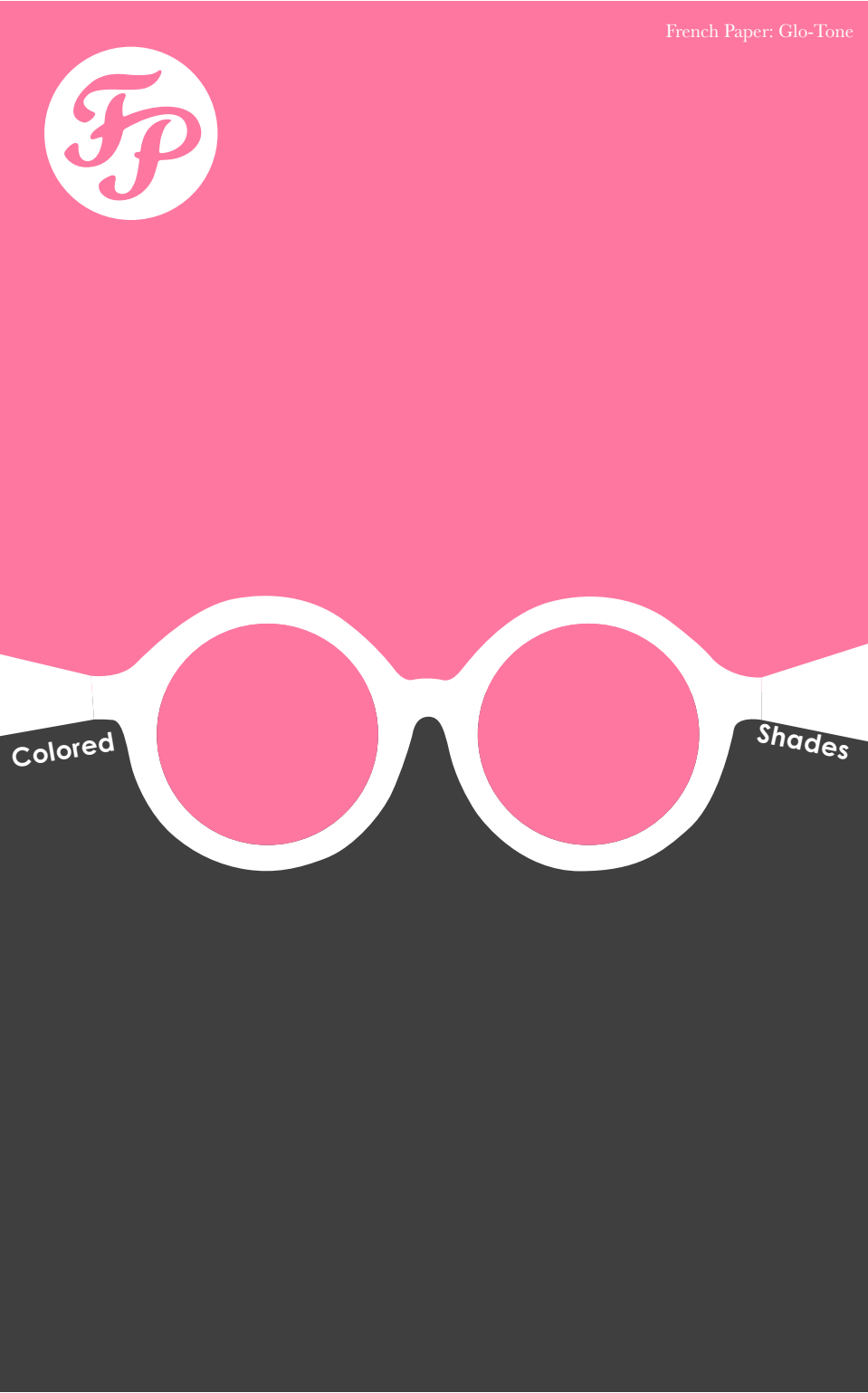


Covers

Concept 1



Concept 2

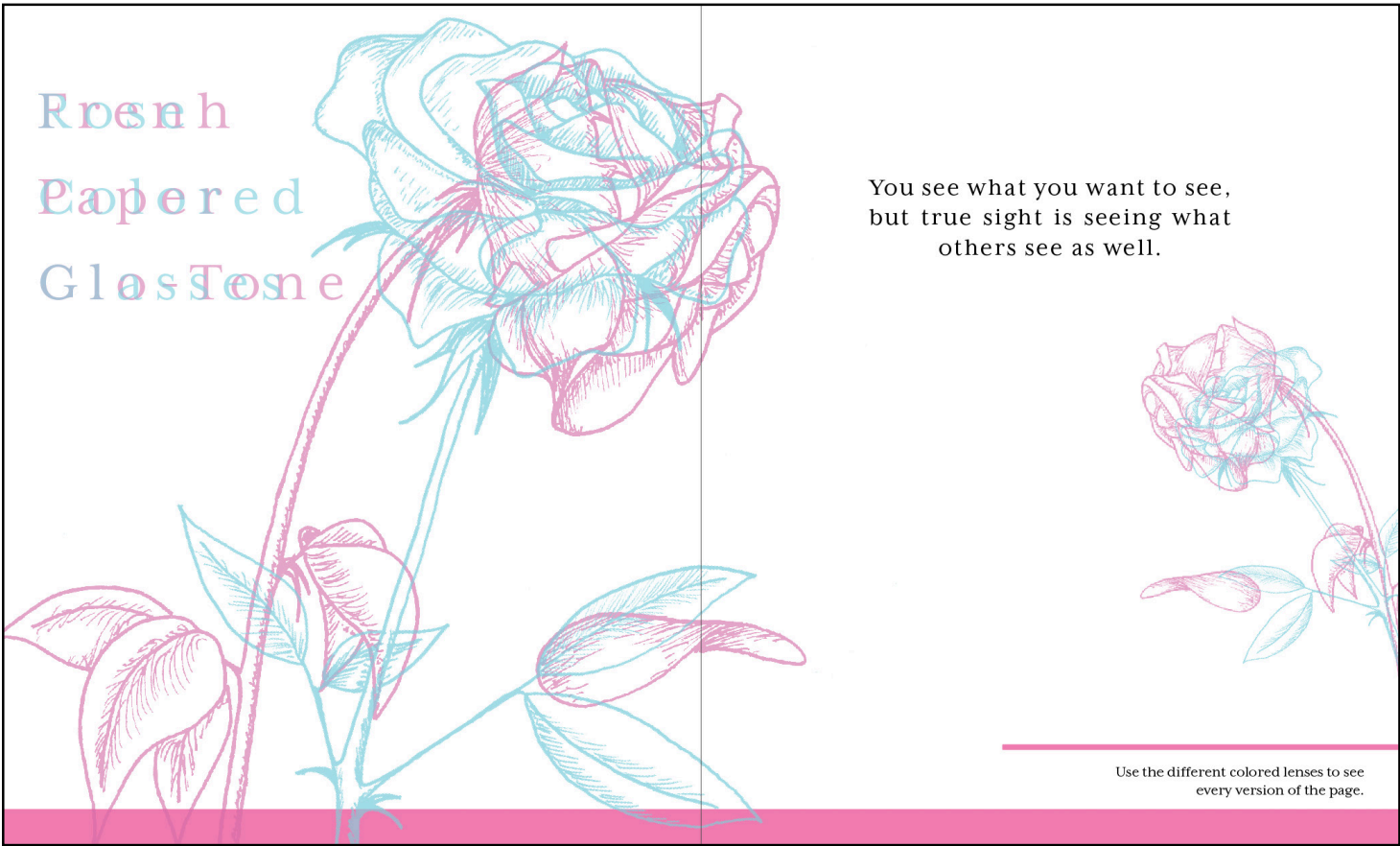


Concept 3



Spread 1

V. 1

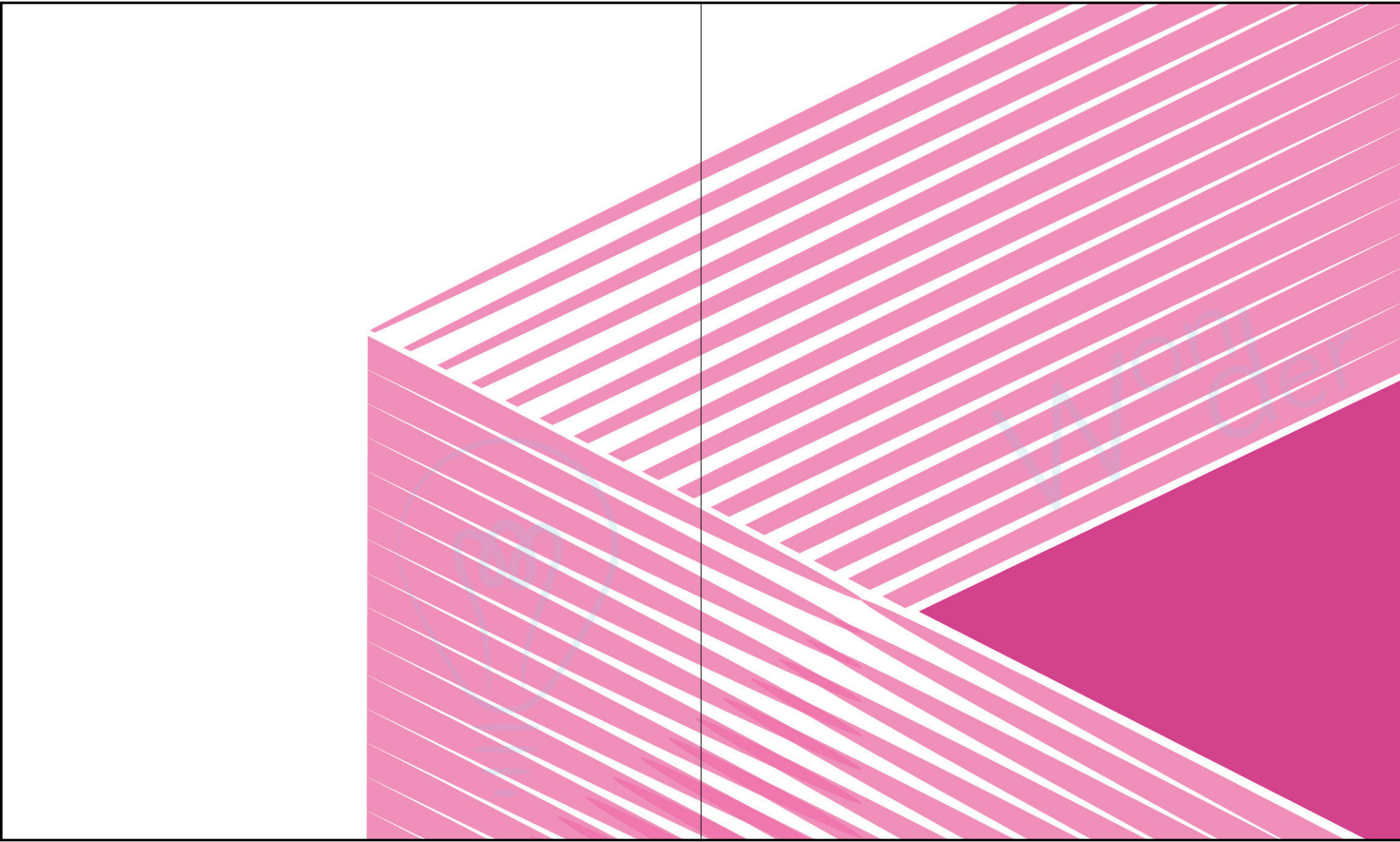


V. 2

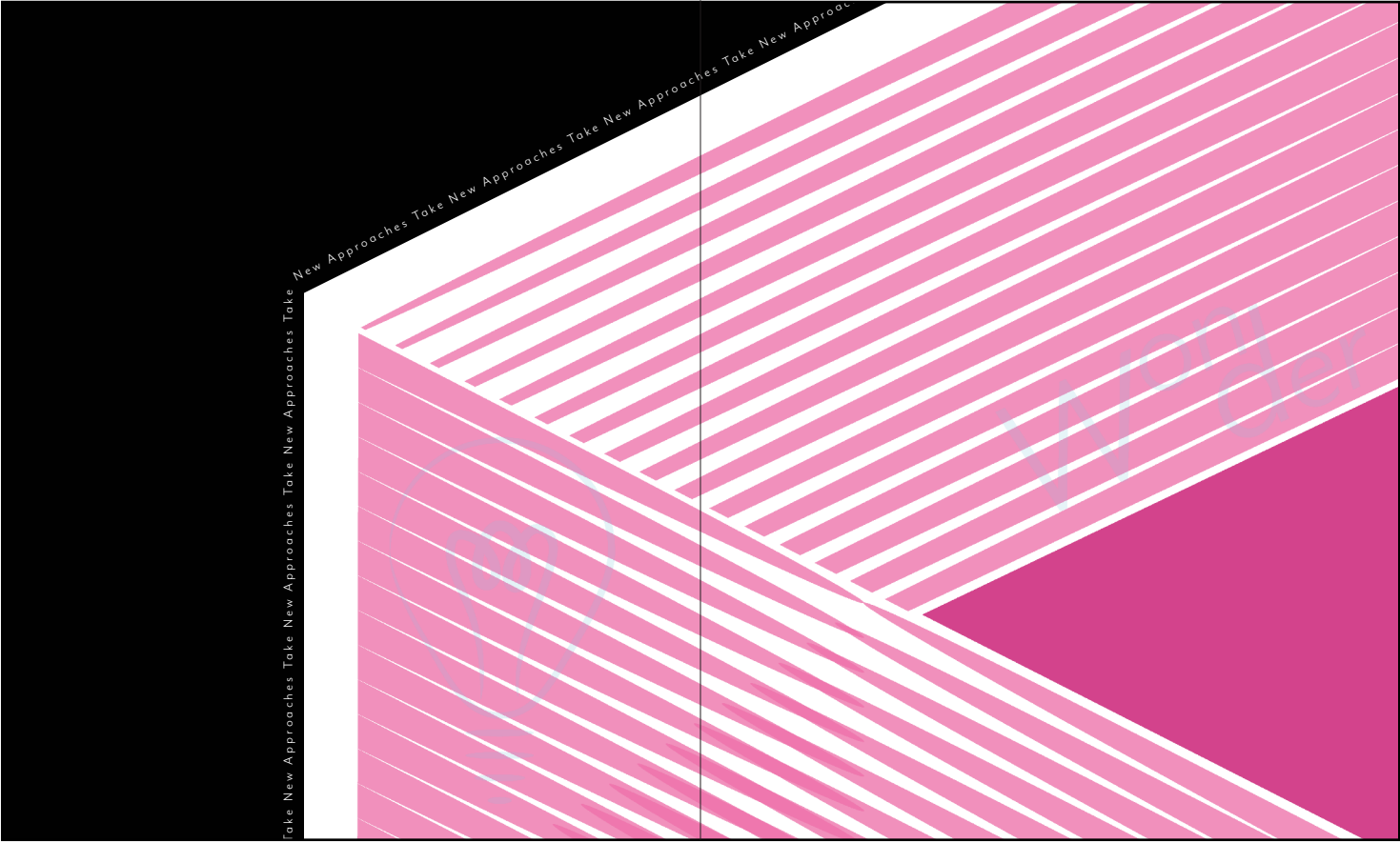


Spread 2

V.1

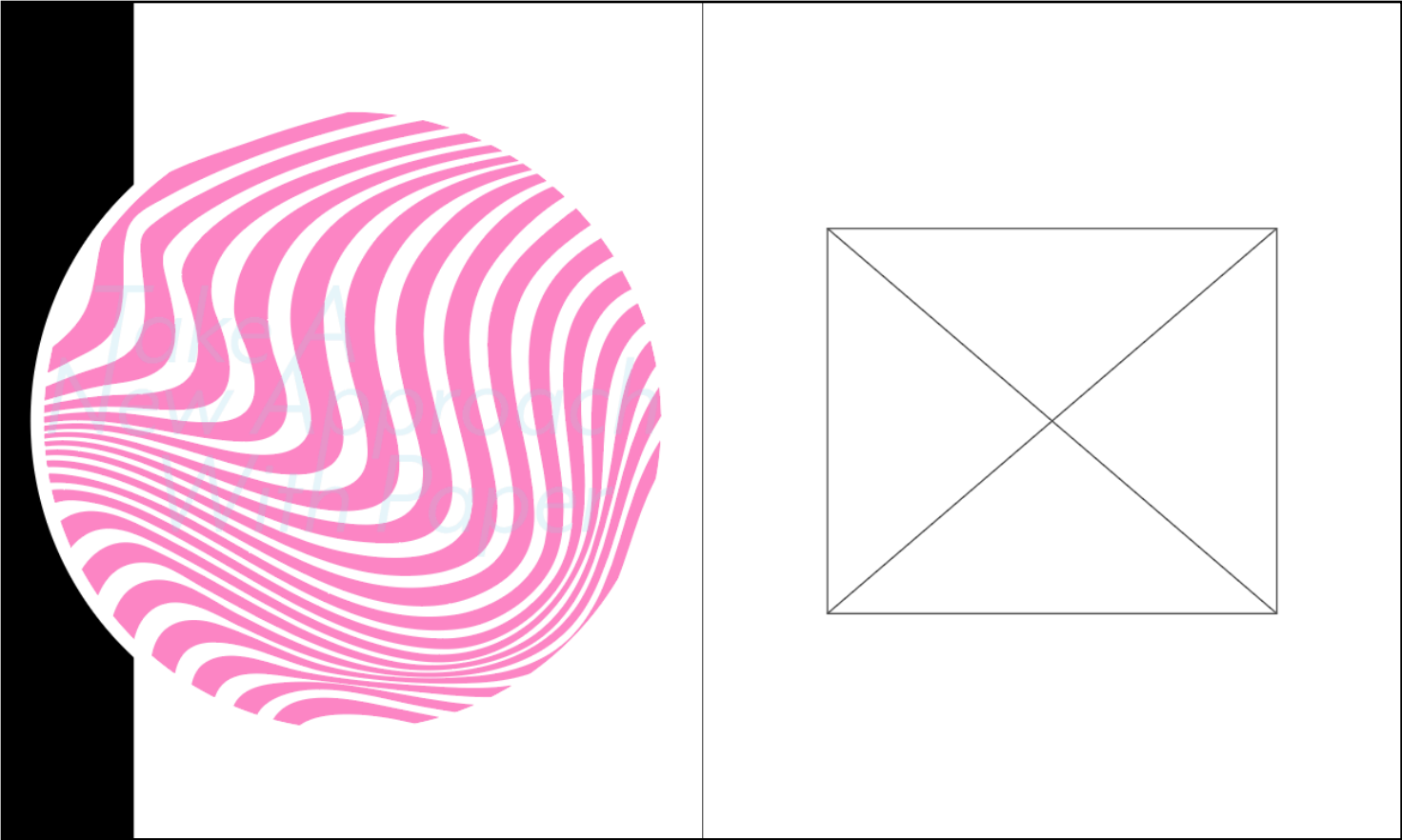


V.2

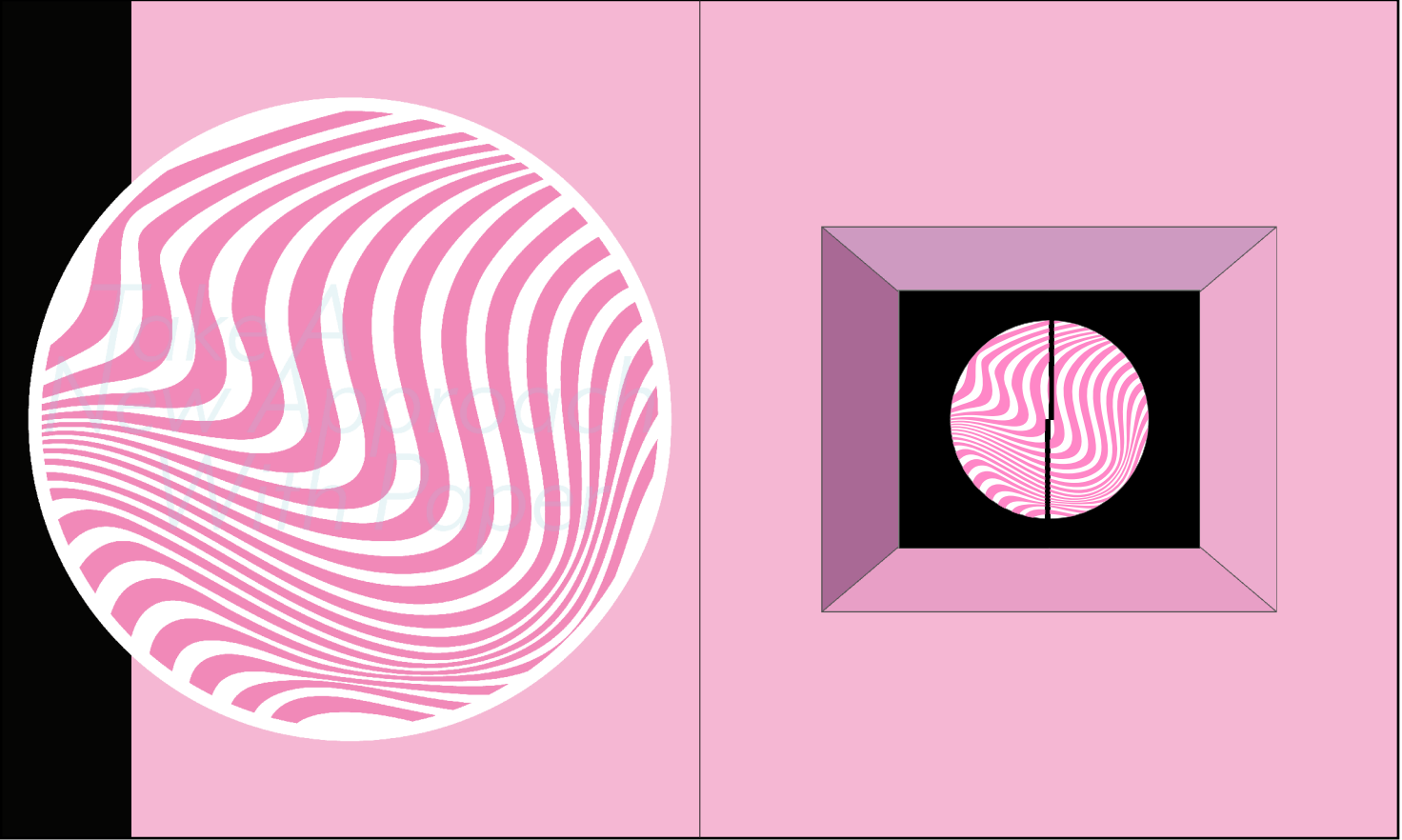


Spread 3

V. 1



V. 2

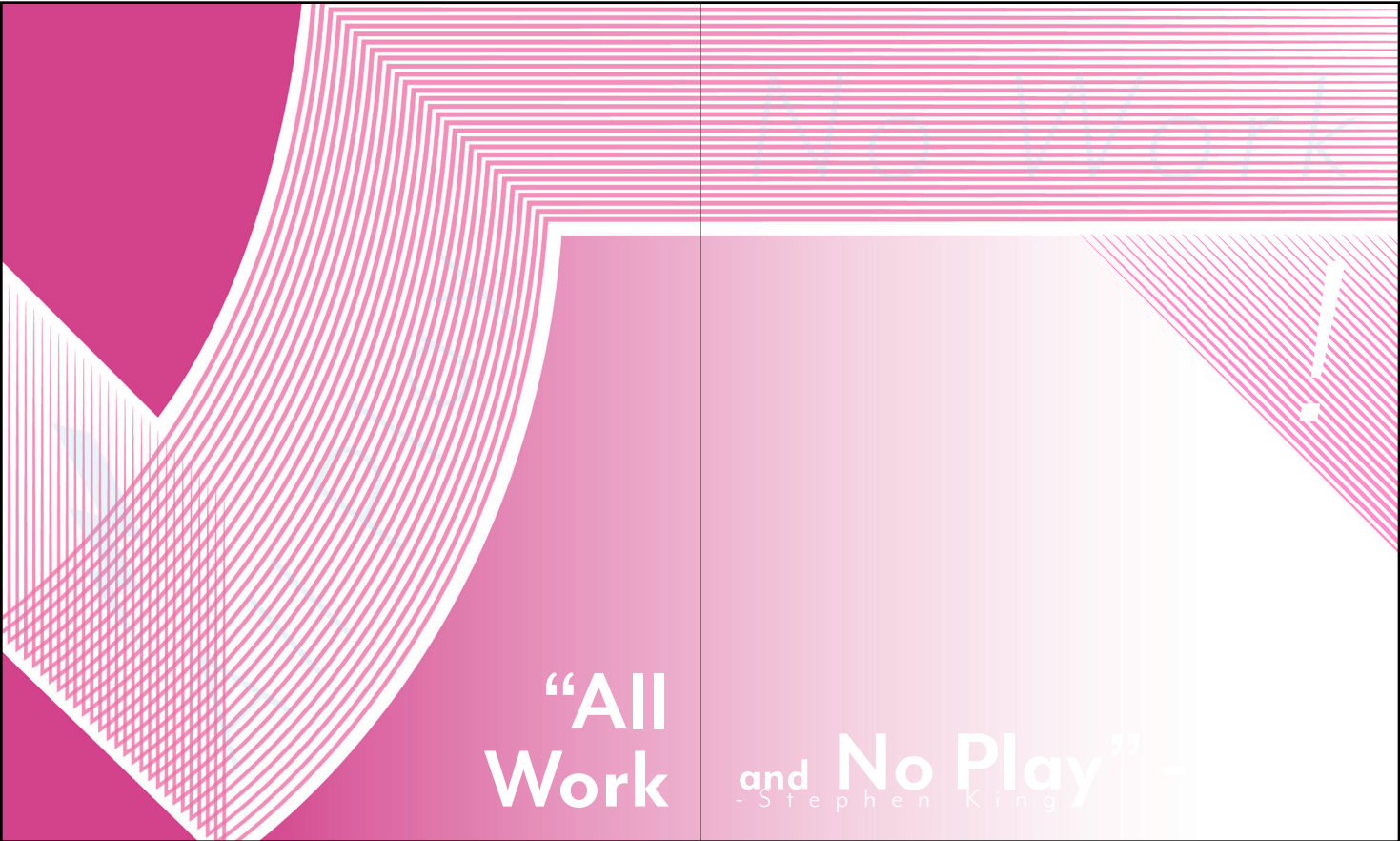


Spread 4

V. 1

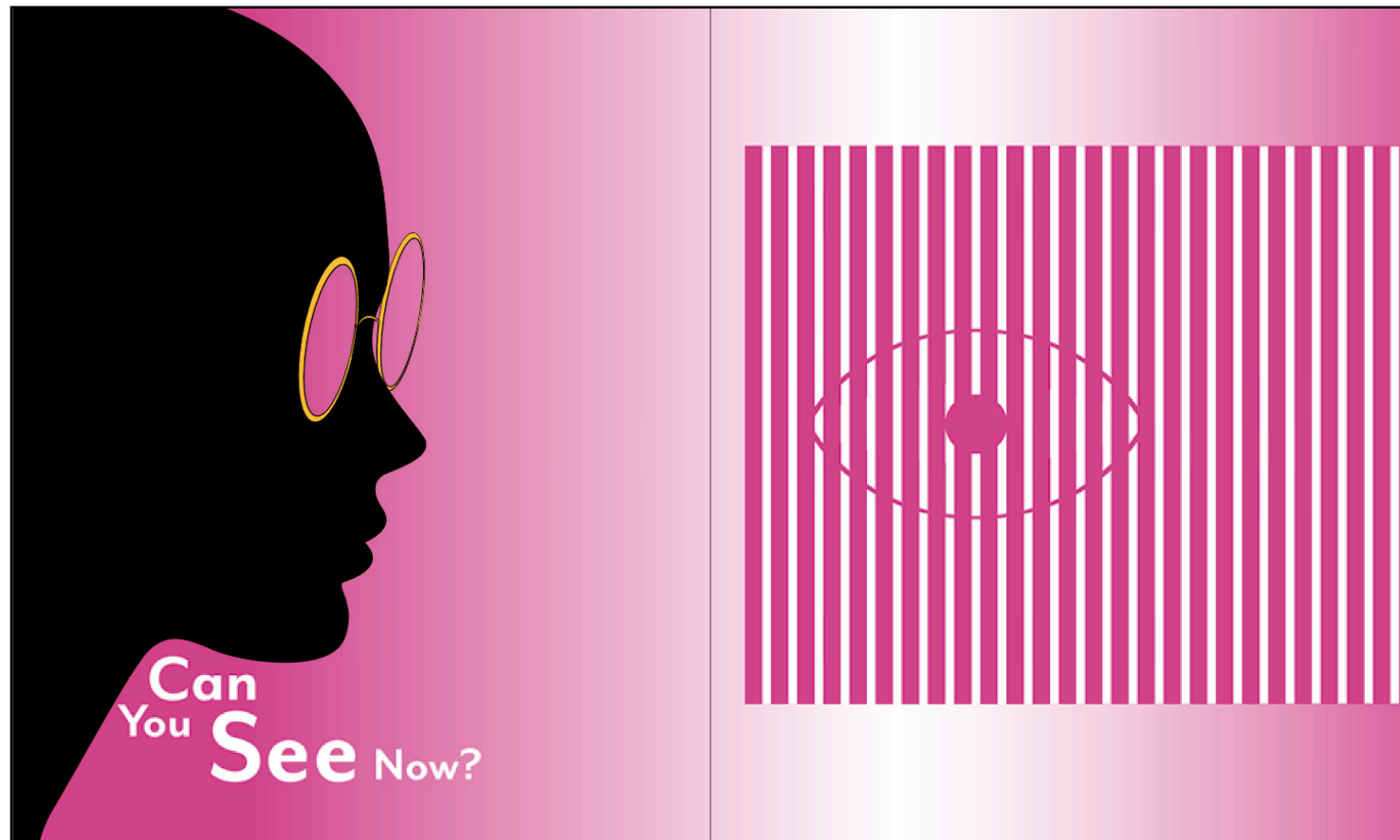


V. 2

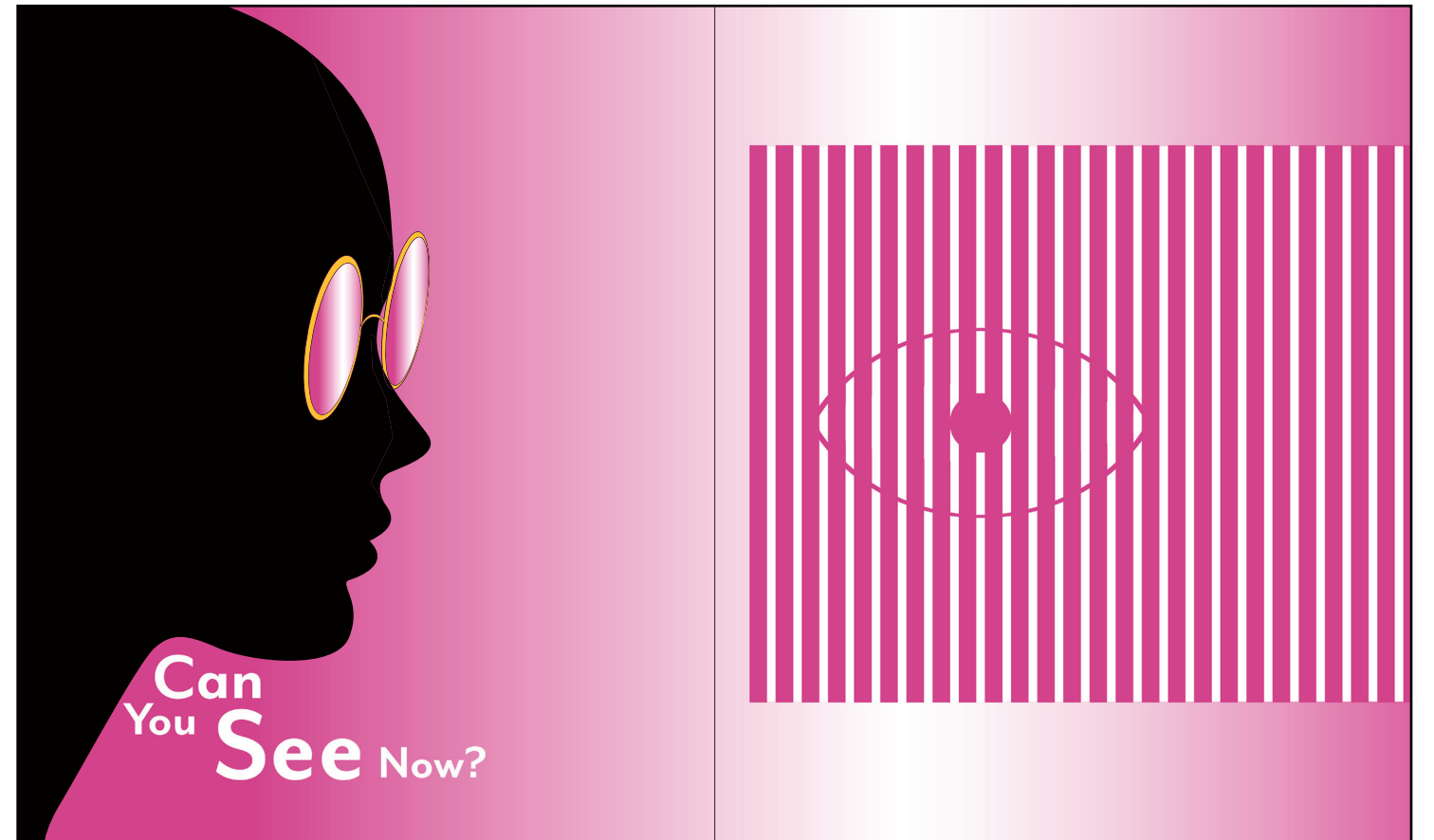


Spread 5

V. 1



V. 2



Spread 6

V. 1

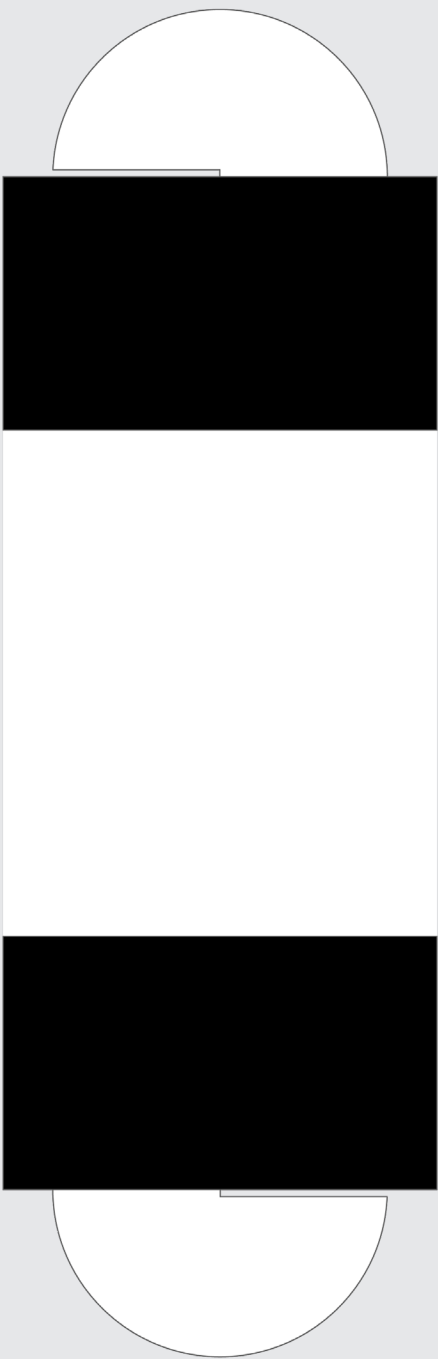
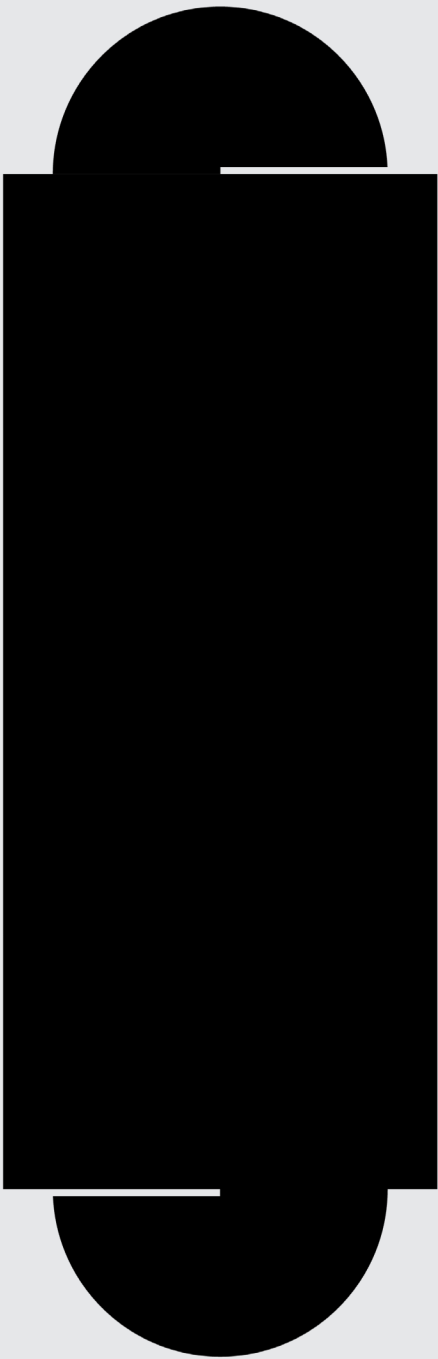


V. 2



Fold 1

V. 1



V. 2

