



Print Case Study

[ Anomaly Archives | Trading Card Game ]

## ABOUT

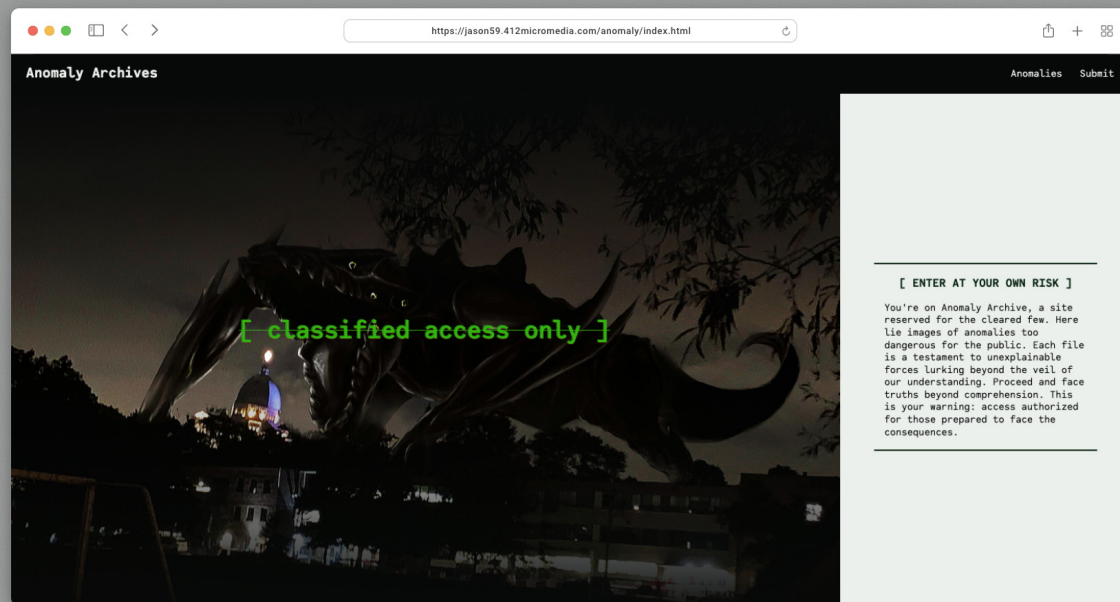


This project is an extension of Lhymslabyrinth's Anomaly Archives website. For this project, I developed packaging for a trading card game for the captivating anomalies designed by Lhymslabyrinth.

Drawing inspiration from the iconic trading card industries of Yu-Gi-Oh! and Pokémon, my goal is to create a mockup for a trading card game that captures the essence of these beloved franchises while showcasing Lhymslabyrinth's illustrations.

## CHALLENGE

The primary challenge in this project was to seamlessly translate the aesthetic of the website onto both the packaging and the trading card designs, while maintaining a sense of uniqueness. Additionally, another challenge was to create a set of packaging that appeared consistent but still allowed each artwork to stand on its own.



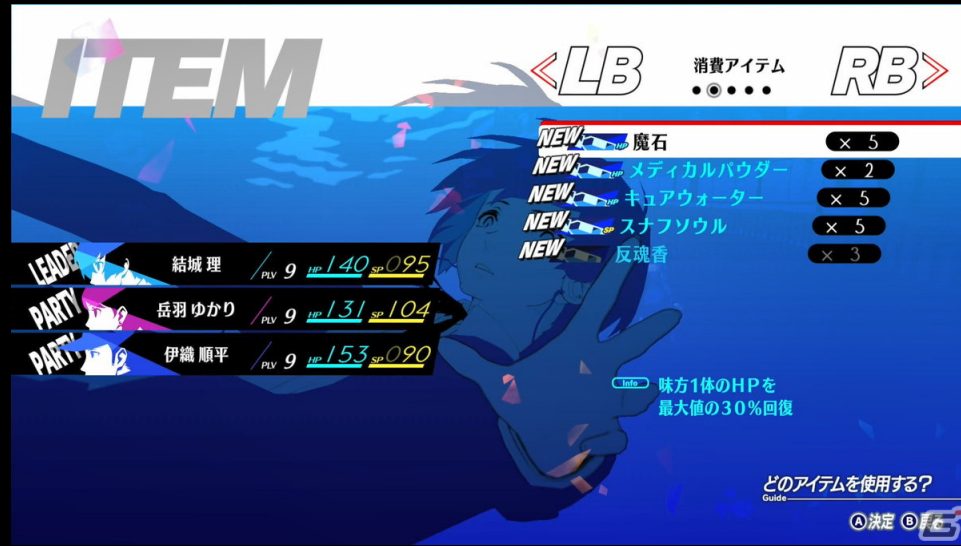
## SOLUTION

The solution to these challenges was to approach the design with a concept of organized chaos. This entailed incorporating numerous minimal elements that enhanced the artwork without overpowering it in the visual hierarchy. Each element was meticulously placed to ensure a sense of order amidst the chaos, allowing the illustrations to remain the focal point while still creating a visually dynamic composition. Doing so would not only reflect the aesthetic of the website but also allow each artwork to stand out on its own while maintaining consistency across the set.



## INSPIRATION

I drew inspiration from the Japanese branding aesthetic, renowned for its way of compacting numerous elements in a confined space without overshadowing the subject. This inspired me to strike a balance between complexity and minimalism for the design.



9월 대개봉

## PROCESS

### THE USE OF KANJI

As a nod to the influence of the Japanese branding aesthetic, Kanji characters were incorporated into the designs. In the process phase, short words describing the anomalies were carefully selected and written as Kanjis. These Kanji characters were strategically placed behind each anomaly to enhance the visual appeal while adding depth and meaning to the artwork.

Each chosen text was thoughtfully selected to represent the lore and look of the respective anomaly, further enriching the overall design.

### TYPOGRAPHY & COLORS

Typography and colors mirrored those of the Anomaly Archives site for cohesive branding.

The font “**Code Saver**” was chosen for its compatibility with the espionage secrecy vibe, adding a sleek and classic touch while maintaining an aura of mystery and intrigue.

Secret Black #070908

Snow Days #ebf0ed

Scarlet Danger #db0707



ONE SHALL STARE'S LEFT EYE

左目

Left Eye



ELEVENTH HOUR

土壇場

Eleventh Hour



ICARIAN KITE

悪夢

Nightmare



## RESULT

A package and card design that embodies organized chaos was achieved. Despite the abundance of elements, the design maintains a cohesive and visually appealing aesthetic. Each component, from typography to imagery, enhances rather than detracts from the illustrations.

The end result is a design that captivates the viewer, drawing them into the world of Lhymslabyrinth's anomalies.



# MOCKUPS



# Let's create together!

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