THE ALIEN & HIS SHIP

Paper Sample Process Book

YUPO CORPORATION

YUPO was founded forty years ago in Japan, and YUPO Corporation America came to the US, specifically headquartered in Chesapeake, Virginia, in 1996.

Their Mission

To create a variety of **recyclable synthetic papers** to suit the many demanding needs of the **packaging, print, and design** world. They are the industry leader and have many offices across the world.

Benefits of YUPO Paper

- Waterproof
- Durable
- Tear-Resistant
- Scuff-Resistant

- Smooth and Silky
- 100% Tree Free
- Long Life, Shelf and Use
- Recyclable

Chosen Line of YUPO Paper

YUPO® Original

- Smooth
- Bright Whites
- Tear-Resistant
- Waterproof

- Chemical and Stain Resistant
- 100% Tree Free
- Durable
- Recyclable

Meaning Behind their Logo

orange globe representing the sun

black circle expressing the universe

YUPO®

expresses natural and genuine sensitivity as well as creativity

3 CONCEPTS

Wreck this
book, Literally

YUPO paper is 100% tree free and very hardy. It is also waterproof and tear-resistant. This concept takes that into account as each spread encourages the viewer to attempt to destroy it in different ways. The first spread would tell them to spill their coffee on the page and another could say try to rip here. Each spread would highlight one of the perks of using YUPO paper and make it interactive while also showing off the versatility with different folds, diecuts, and metallic inks represented within each design.

Little Lost Alien

This concept follows the story of an alien whose ship crashed and he goes searching for it. We follow him from his ejecting from the ship and crashing into the water. He then goes through the beach, the woods, a town, a field, and finally finds his ship again. The alien will appear on the first page and can be removed as a little paper character which can be placed in various diecuts on each spread. The YUPOJelly paper allows for repeated placement as it is adhesive but doesn't leave any residue due to the special makeup of it. I will be also using folds to make up parts of his journey such as creating trees that protrude. It'll be a fun narrative with some humor as the alien hides from the people in the town in a metallic ink trash can.

Charger
Conundrum

This concept takes the idea of 'who dun it' but makes it relatable for the designers because someone has taken their computer charger in the office. The first pages and folds would make up fact sheets on each of the suspects, the scene of the crime, and the level of charge their laptops have. The second half is the catching of the suspect and them being put into graphic design jail, where the sign is in the Papyrus typeface and the bars are not evenly spaced out.

FINAL CONCEPT ARTICULATION
The Alien & His Ship

The Alien and His Ship follows the story of an alien who crashes to earth. He narrates his story with his emotions and perceptions of earth from an outsider's perspective. The cover shows his ship malfunctioning and we can see the ocean through his windshield as he crashes. Throughout the story, we seem him ponder over his options and what he can do in order to retrieve his ship to return home. The harsh black and white graphics slowly fill with color as he regains hope. The texture reflects the honesty and unfamiliarity of this other planet and serves to make the viewer question what they see as well. Contrasting the duller colors, the neon graphics with his thoughts pop against the page on the YUPO paper to show their ability of spot color as well as further reflecting the idea that he is not of this world. Additionally, each neon color represents the color added to that spread as he develops his plan to salvage his ship. The flat graphics and simple text express the movements he makes across the pages and through this world as they evolve and adapt to each new spread's environment.

Folds and diecuts expand the places he visits and explores. They follow the layout of each environment, such as when he escapes his sinking ship, the spread folds down to stretch out and emphasize the depth of the ocean. Allowing for interactivity, the folds hide the text to encourage the viewer to explore this world with the alien. Diecuts further this, for example, when he realizes the people are terrified of his appearance, the viewer can help him hide by giving him gloves in the shop. The texture will be emphasized by using flocking on the smooth paper, further allowing dimensionality to YUPO's paper line. The use of photography turned into graphic elements with photoshop helps fabricate the realism with a different perspective in order to reflect how a newcomer might view the world we are so familiar with. Each spread has many intricate details that are brought out with the graphic elements and placements in order to ask the viewer to look closer and pull them into the story. With different perspectives on each page, they can feel as if they are experiencing his journey with him as he recounts it from his perspective.

IDEATION

***My ideation technique is to write and sketch out everything and then narrow it down slowly

Here I realized the YUPO logo looks like an alien ship and that was how I first got on to the idea of doing something with an alien.

This was me planning out the type and folds for each spread.

This was my first sketch of the alien before I decided to go humanoid when i realized I could manipulate photography.

MOODBOARD

TYPE AND COLOR SPECS

AMERICAN CAPTAIN REGULAR

THE ALIEN & HIS SHIP

Open Sans Regular

I need to fit in.

Open Sans Light

I need to fit in.

Illustration Blue
#7B81AC

Illustration Red
#966464

Illustration Yellow
#B5AB8A

Illustration Orange
#927869

Illustration Green
#848C73

Type Seafoam Green
#51BC7D

Type Blue
#009FDA

Type Red
#E03A21

Type Yellow
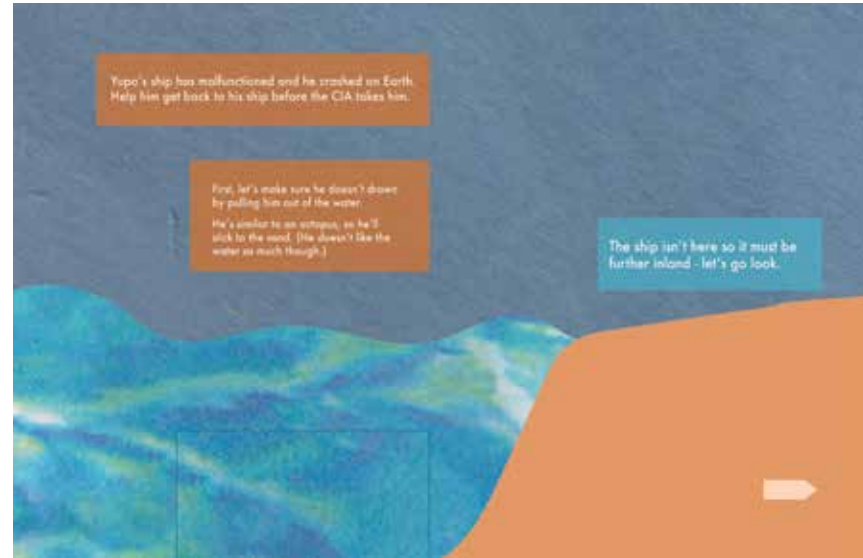#FFF200

Type Orange
#FFC20E

Type Lime Green
#4CB748

COVERS
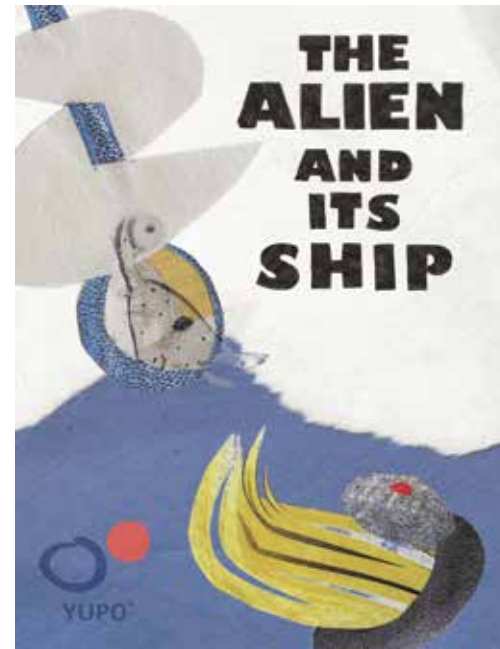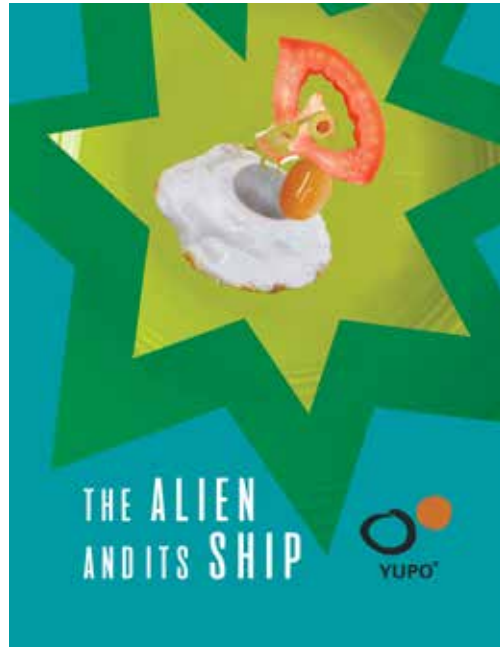
My initial covers before rethinking the entire story, design, and style.
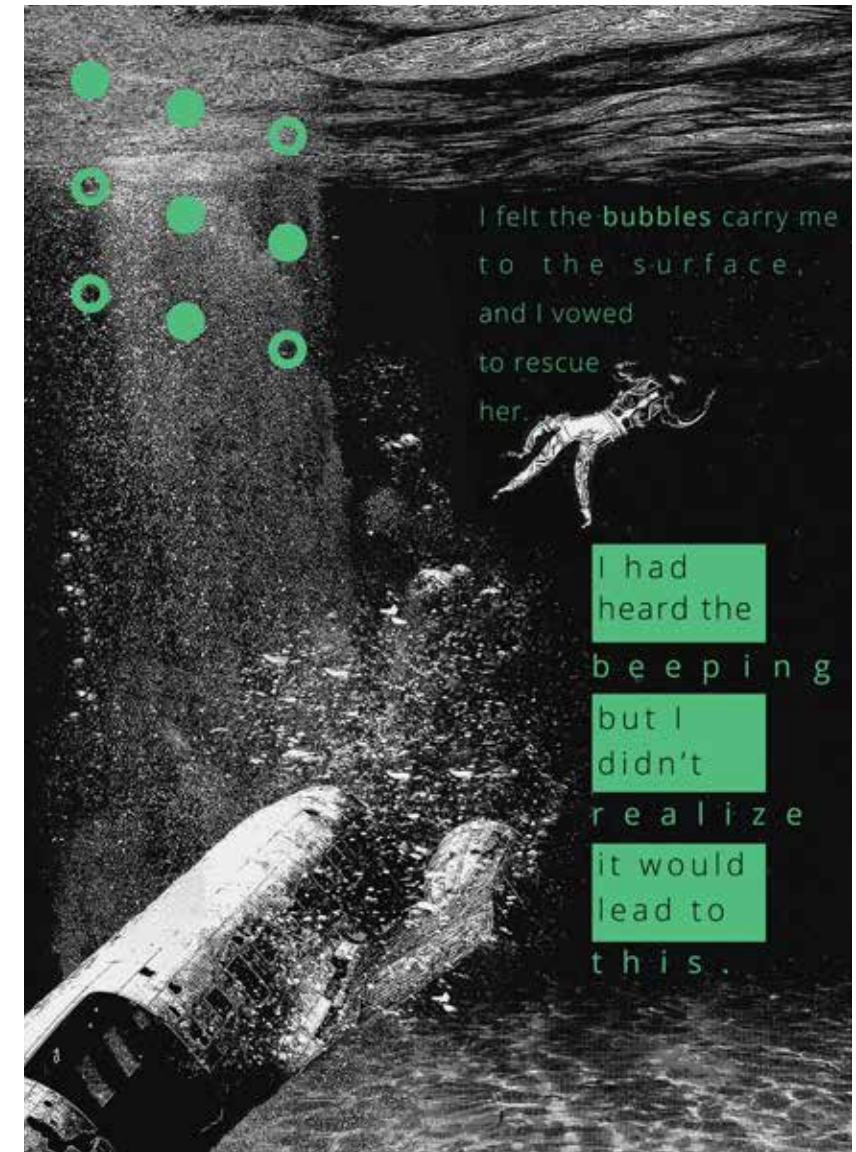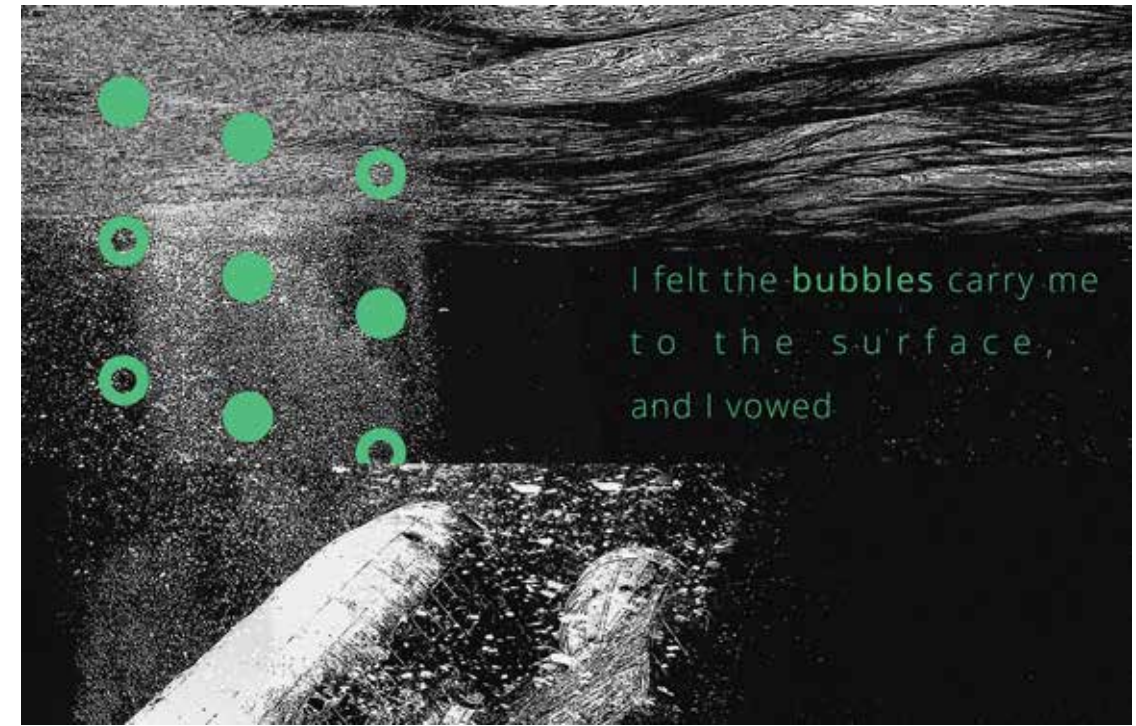
Final Cover
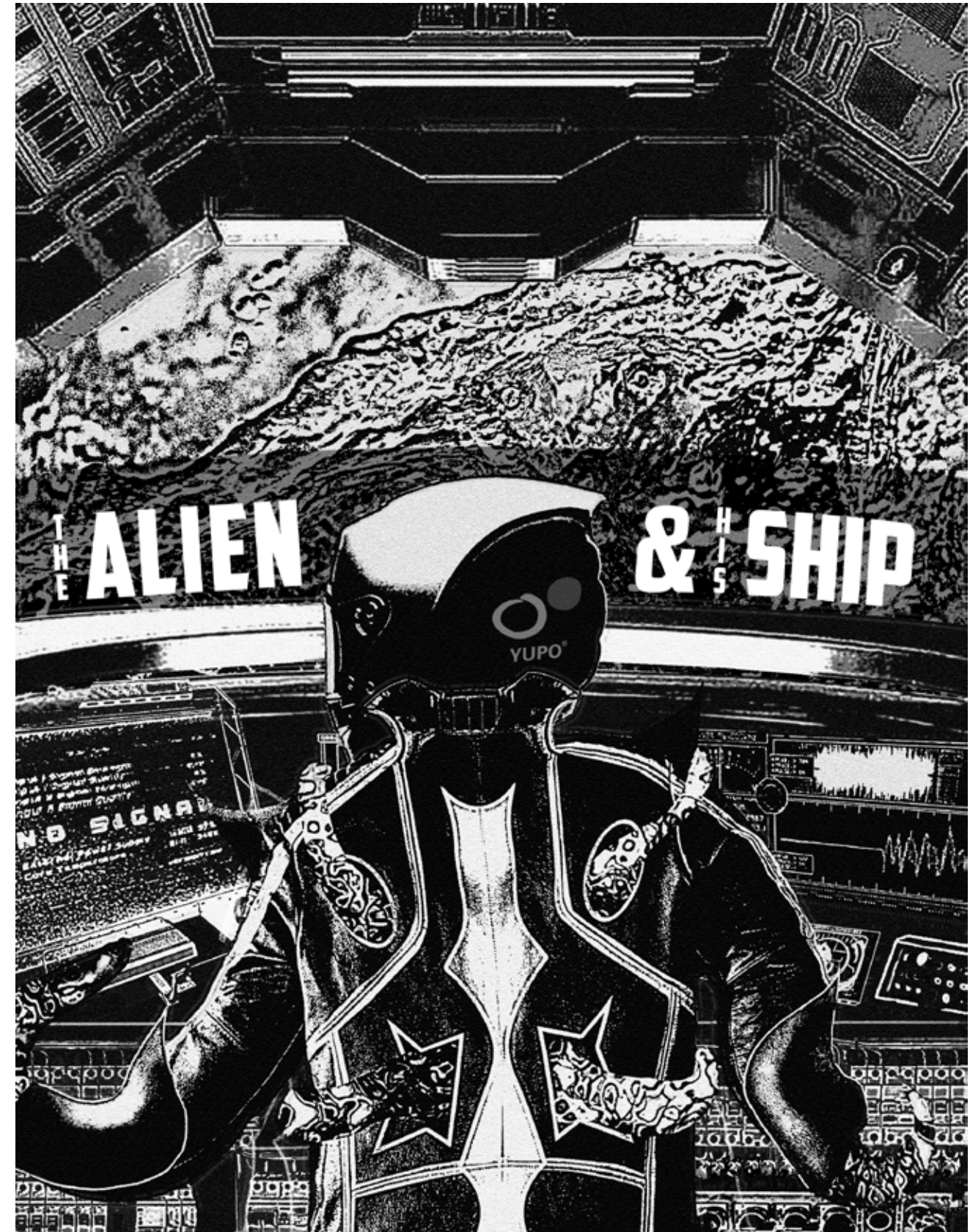
FIRST SPREAD

Version 1
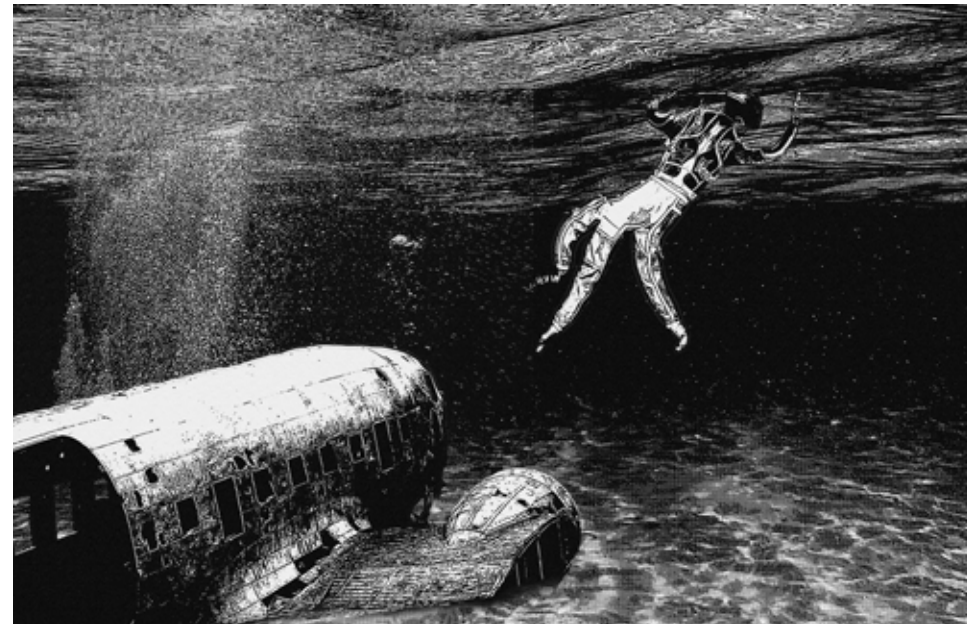
Version 3

Folded Final
Version

Unfolded Final
Version

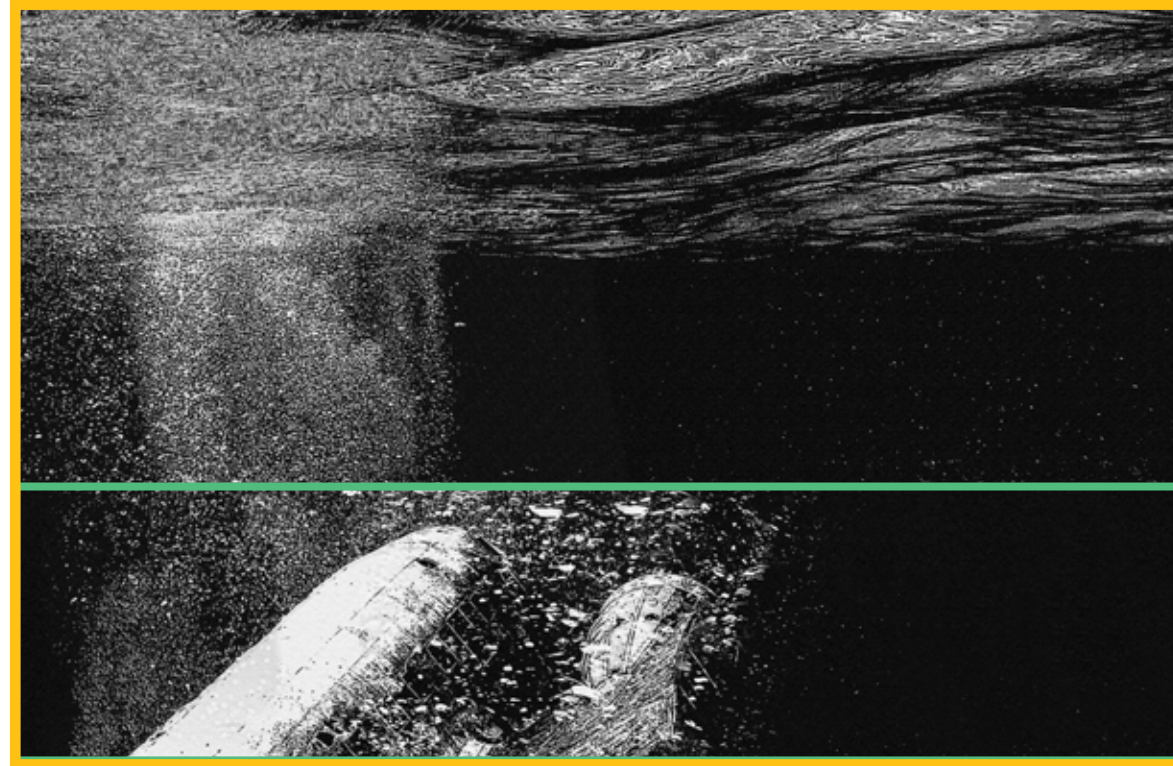# SECOND SPREAD

Version 1

Version 4

Final Version

I pulled myself from the water and walked up the rocky shore.

How could I rescue my ship?

THIRD SPREAD

Version 1a

Version 1b

Final Version
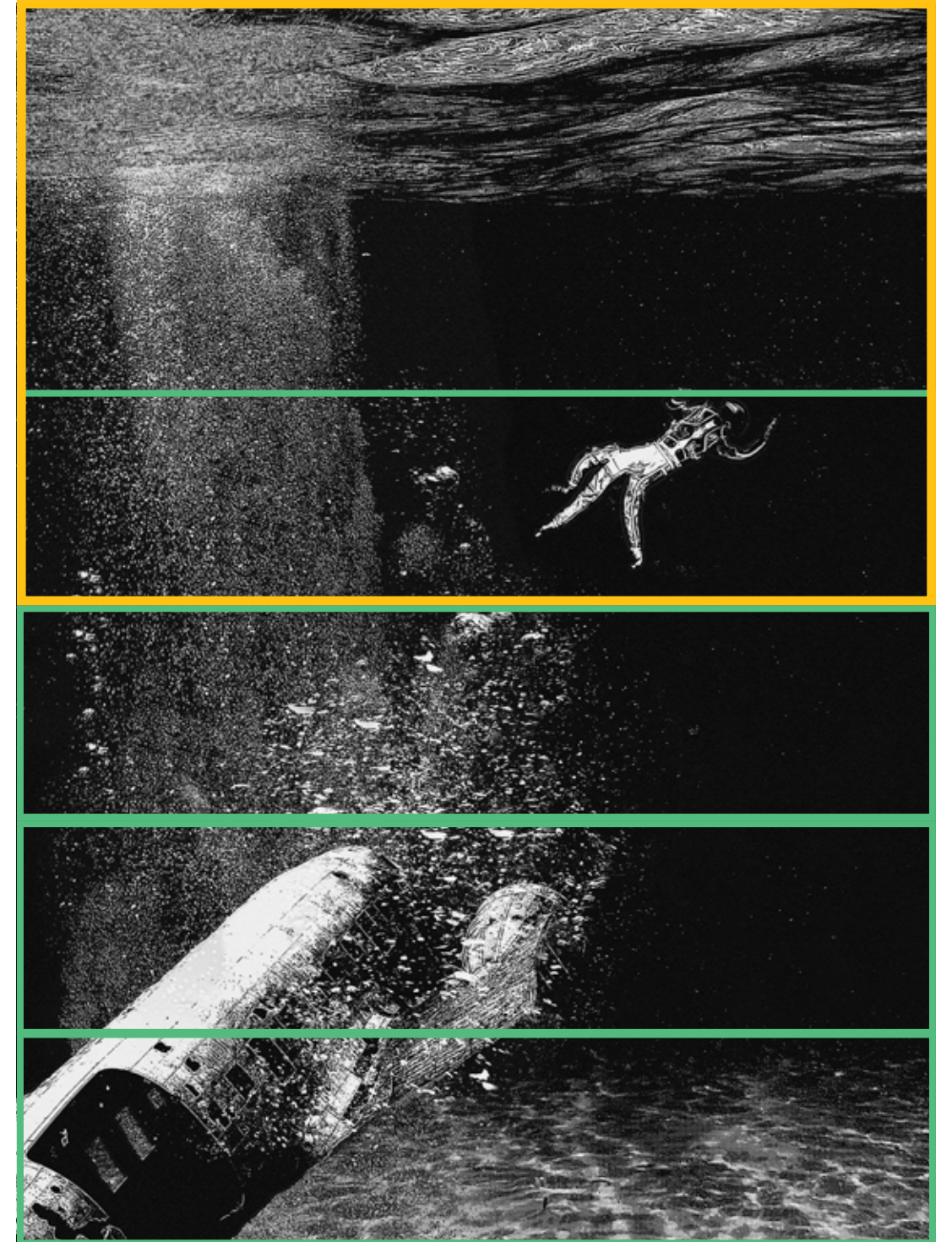

Should I?

FIRST FOLD

Version 1

Final Version

SECOND FOLD

Version 1

Final
Version 1a

Final
Version 1b

I saw a **market** ahead, filled with the animals I had seen in the water.