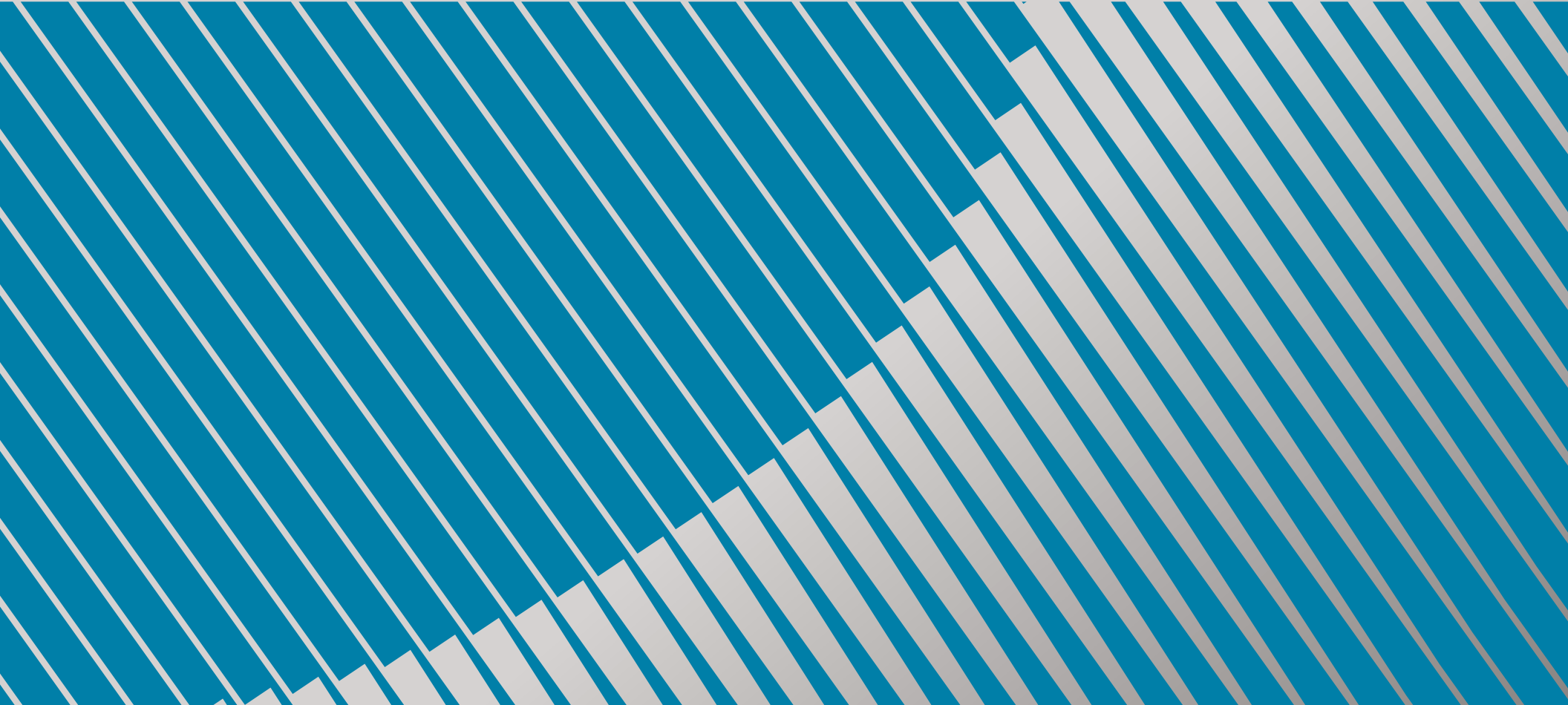


MEMOLEX

BRAND CONCEPT

9 1/2 x 11 16Lb.
Blank

SILK EDGE™ TECHNOLOGY



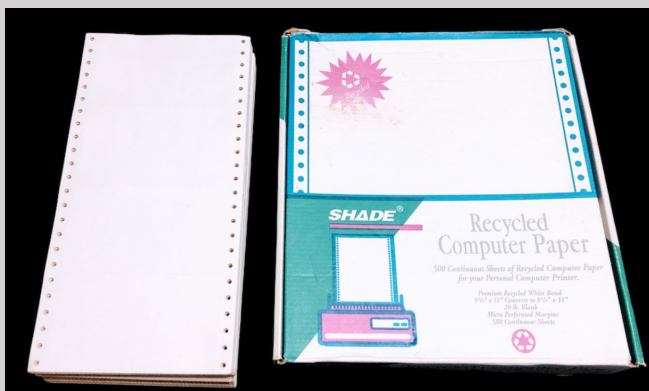
CONCEPT . RESEARCH

Early 2022 I became briefly fascinated with early 1990s dot matrix printers, more specifically the way these printers handled paper and the form factor the paper had to be in order to be printed properly. The reams were accordion folded, connected by perforated edges and lined with rows of circular holes for the printer to anchor and pull the paper through the machine. It felt so intentional, mechanical and precise, yet it was designed that way for the singular purpose of running through dot matrix printers so I started to wonder if there was a way to use that form factor for other purposes.

My initial concern with using (or rather, re-using) dot matrix paper was in the way recycling was handled. Most companies stopped production on this form factor in the mid 1990s, and I could only imagine that recycling procedures were not very mindful or creative, with most paper simply mulched and reprocessed into other forms. However, I found that Ebay.com has quite a surprising amount of sellers holding onto dot matrix paper in its original packaging - and in surprisingly large quantities.^a

I decided I would approach this project from the perspective of a company attempting to upcycle old dot matrix computer paper. I found that the simplest way to achieve this was to turn it into a sketchbook. The paper already came pre-bound with perforated edges, so it would simply be a matter of attaching cardboard covers to reams of 100 pages to keep the paper flat and protected.

a. Pictured below, images of computer paper for sale found on eBay



As for the packaging and brand design itself, I decided to mimic office surplus and supply companies. Designs varied very little, had very little public marketing, and most business was dealt between third-party buyers and direct-to-seller. Although not the most "beautiful" designs in the world, there's something to be said about the clean-cut simplicity and utilitarian design each of these companies harbored.

In the flash of one second, Delta-10 can print the alphabet six times.

At 160 cps, 100% duty cycle, Delta-10 is built for speed. It's the dot matrix printer that quickly strikes up an intense working relationship with your computer.

There's no nonsense. Delta-10 performs with serial and parallel interfaces as standard. The 8K buffer gives Delta-10 the power to instantaneously store and print data as it frees your computer to continue its job. Turn Delta on

and it can print three crisp copies simultaneously at the continuous speed of 160 cps.

And Delta-10's performance isn't only measured in swiftness. There's the diversity of its character fonts, its true descender matrix, and its underlining ability.

Star's new Delta-10. Designed for red-hot efficiency. And isn't that what you need?

star
SILK & SILK-TEC
THE POWER BEHIND THE PRINTED WORD.
Computer Peripherals Division
P.O. Box 6208, Dallas, TX 75261

CIRCLE 42

Useful, Durable and Great!
Get the Star of the Show!

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The personal, portable daisywheel printer.

Only \$599.

For the first time, your letter-quality printer can be used almost anywhere! Bring the new Transtar 120 with you to work, to school, and home again! Conveniently weighing in at less than 19 pounds, it generates unrivaled print quality and is the size of a standard briefcase. The new 120 is so light, so small, that you can take it with you!

Remarkably, the new \$599 Transtar 120 is "plug and go" compatible with the best-selling word processing programs. Just plug the 120 into your personal computer and watch this precision printer purr along at 14 cps Shannon text speed producing superscript, subscript, underlining and a true boldface. Even using letterhead is now a breeze with the 120's automatic single sheet loading!

Don't worry about durability: it's a tough little machine. It joins the highly reliable family of Transtar printers with a failure rate that's the envy of the industry: less than 1%. Should your 120 ever need repair, a nationwide network of authorized service centers stands ready for speedy repair on your six-month end-user warranty.

Just think of it: everything you want in a letter-quality printer...anywhere you want it. Only \$599.

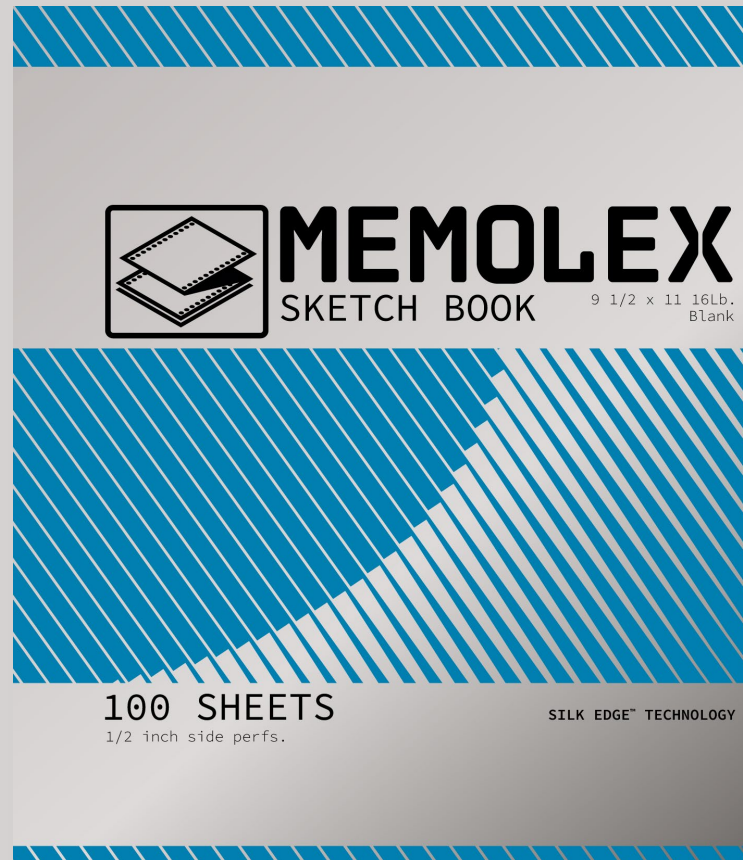
Transtar
P.O. Box C-96975, Bellevue, Washington 98009

CIRCLE 43 on inquiry card.

	Hitachi Denshi America Ltd.	695
	Hi-Tech, Inc.	695
	Hitran Corp.	695
	HMW Enterprises Inc.	695
	Hobart Engrg.	695
	Hobson Bros.	695

Above are examples of simple, straight forward ads and logos that achieve the minimum requirements to sell their products. No nonsense design and corporate.

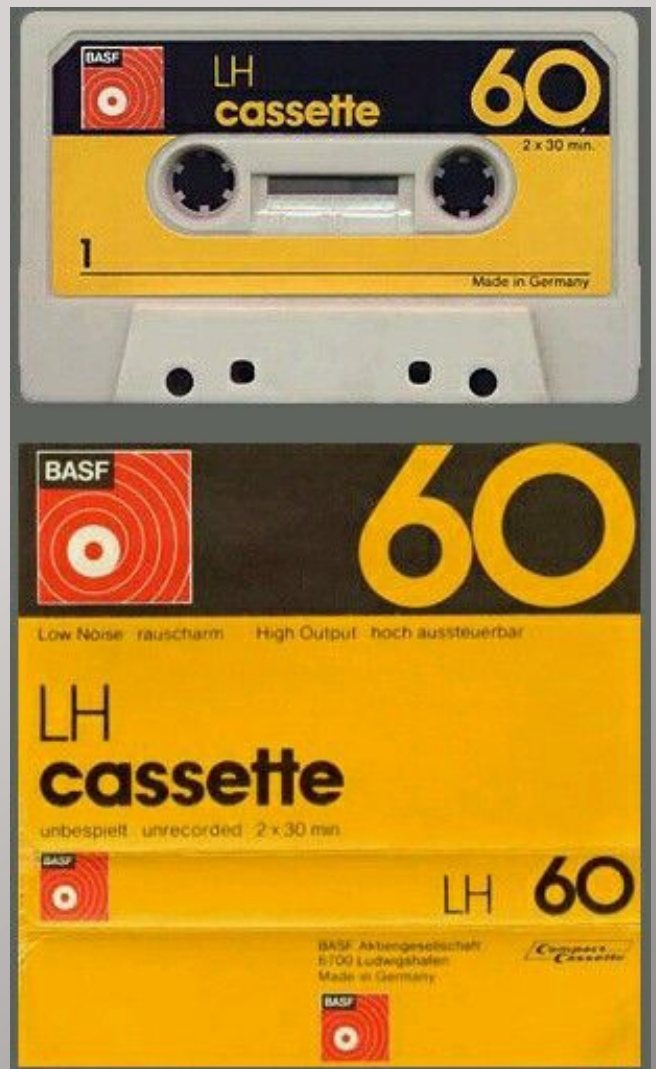
Repeating vector patterns, mixed copy hierarchy, and simple vector icons make up the final design mock-ups. The goal was to imitate the unobtrusive design of corporate office supply sellers, taking something traditionally not public-facing and placing it on shelves with more notable art-book brands. Ironically, this approach created a stand-out design among a sea of creatively organic products.





MISC. EXPLORATIONS

After creating my initial sketchbook concept I decided to branch out and experiment with applying the Memolex branding to other media forms. I thought a cassette tape was appropriate to the time period I was working from and decided to try my hand at creating packaging for a bulk consumer cassette tape. My research was decidedly less than my sketch book exploration. I picked out a handful of design inspirations as well as measurements for cassette tapes to create an accurate model and jumped off from there.





THANK YOU.

