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# Mythos

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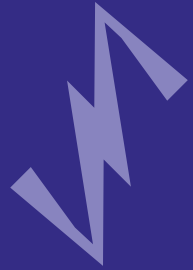
File best viewed in two page spread as it would be seen in a hard copy of the book.

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# Mythos

Process Book



# Table of Contents

Section one - Inspiration	4
Section two - My Mythology	8
Section three - Concept	12
Section four - Gantt Chart	14
Section five - Research	16
Section six - Main Brand	18
-Logo work	18
-Other selections	19
Section seven - Deity Process	20
-Style Boards	20
-Character work	24
-Logo work	30
Section eight - Packaging	32
Item ideation	32
Finished items	34
Box work	35
Section nine - Website	36
Sketches	36
Final	37
Section ten - Final setup	38

# 1

# Inspiration

I've always loved mythology, but just recently I've gotten the chance to rediscovered that love. Mythologies make cultures unique and give the people conviction to act a certain way. Of course the main three: Greek/Roman, Norse/Celtic and Egyptian heavily influenced me, but more so fictional universe's or country's mythological systems are something that utterly fascinate me. Being a Christian and my general interest with mythology, I would really appreciate the attention to detail when writers would include the element of faith in their created nations/ people groups. This helped me become more immersed in the world the writer was creating.



It was the *Game of Thrones* series that really got me thinking about intrinsic need to personify characteristics that one either wants to be as an individual or want present in their life. In particular, it was a mothers prayer that included each of these deities and the strengths they could



provide in watching over her children--even though some seemed as if they wouldn't be applicable in this situation. Seeing how these deities could be called upon in unexpected ways made me want to try my hand at making a more modern polytheistic system of deities. I didn't really want to create my

own polytheistic religion, so instead I thought it would be fitting to set these characters/deities to care packages pertaining to their power. Care packages being the modernization of giving tributes to a deity to earn their favor; Now both are significantly more tangible.

I've had some personal experience with Loot Crate "care" packages. It would really make me happy to look forward to a themed "crate" each month. I found it easier to go handle the troubles of the day when I could look forward to that box of goodies. It was this happiness and keeping troubles at bay that I wanted to be able to provide through my deity system. Although I would look forward to coming home to these monthly arrivals, often I would imagine how now nice it would be to receive them at work. It's when I'm in the middle of a full day of work or classes that I need this drop of sunshine the most--not after I've already gotten home. This



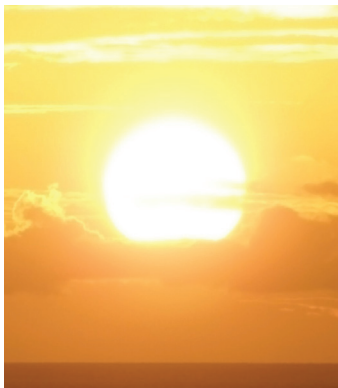
was a problem I thought I would not be the only one facing, so I decided to point my system in a more work related capacity to make these care packages more appreciated than they might otherwise be in a situation where one is already comfortable.

Although my initial spark for this project came from my own experiences in care packages and interest in mythology, it was renewed daily by my 497 Art and Design Mythology Class. Every Tuesday and Thursday morning I would eagerly run into Mr. Allen's class with my morning coffee in hand. We focused on the Greek and Roman people and how they were so deeply engaged in their mythological culture. As someone offering a product or service, you want your company to be constantly on the mind of your clients, but now I had a more meaningful reason for wanting to create this connection. There are many things we learned about that I wish we would

incorporate into our daily culture today, but most importantly was that strong bond between the surreal and the real. I'm a rather devout Christian, but even still, I do not reference biblical stories as the Greeks did their tales of old heroes.



# 2 My Mythos



## **The Light Bearer**

Ever silent she lets the light she carries speak for her. Her light brings the spark of creativity, hope, and life. She has no home, but wanders between the studios of her faithful. She has no siblings and is thought to be the mother of all. The Shadow is her rival, friend, and other half.



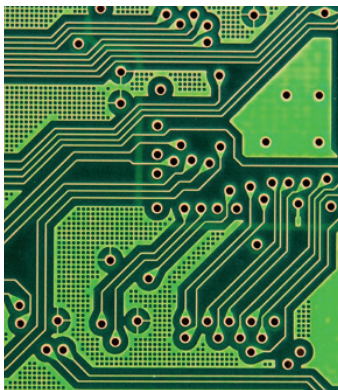
## **The Shadow**

Not inherently malevolent this God presides over all that is kept from the light. It tends to the spaces The Light Bearer cannot touch as well as providing extra time for the procrastinators. While this deity does not mean to hinder it is hard for the spark of creativity to reach through the dark.



### **The Barista**

With a gentile kiss she brings the energy and warmth of coffee. She has made her home in a cozy cafe containing many cushy armchairs, several desks, and thousands of plug-ins by every chair. She works closely with The Technopath to make sure her cafe has the strongest wifi.



### **The Technopath**

He create the mystical strings that replace the wires on all our devices, making all things wired wireless. We pay homage to him for our wireless headphones, mouses, and most importantly Internet. He makes his home in a loft workshop above his favorite fellow deity The Barista.



### **The Knight**

He keeps the stronghold and his armor in battle ready condition--always ready for a confrontation. Spending his free time training and preparing, it takes The Maid's visits to remind him he must take care of himself as well. His bravery comes from his decision to face his fears.



### **The Maid**

This strong-minded woman never tires of taking care of others. She brings in the tired to pamper and care for them as well as her faithful followers. The lone caretaker of the house, she is in charge of all cooking, cleaning, sewing, gardening, and spends her free time crafting.



These characters would function individually, but extra ties pair of deities that are either in strong contrast or work to strengthen one another. Other packages/deities could be added as the actual audience becomes more clear. Some other deity ideas that seem to specific to keep in the initial batch

### **The Wayfarer**

This figure aids the way of the traveler and watches over those on hard times. He blesses the vending machine dinners and rains coupons among his followers. This figure dresses in an array of thrift shop gems and everything he owns has been owned by another before him.

include: The Printmaker, a God responsible for the production of printed goods, and the experimental use of color. And The Wind Mistress: A Goddess responsible for the winds, weather, and the seasons. Her packaging would change, in both theme and package items, depending on the season.

# 3 Concept

The older sibling in me wants to help take care of others. It's always been satisfying to be able to offer a hair tie, candy, or couple of bucks to someone in their time of need. I've received a few care packages, or even general mail with no presents, over the years and each time I feel really excited and special. In a way I feel like I'm being taken care of even though there's no one there. This is the feeling that I want to spread to as many people as possible. It's been my experience that the place most people are of need of pleasant little surprises is at work.

The average workday is split equally between work, sleep, and free time. With sleep and free time

you can often choose the when, where, and how for these activities, but work is the only place you aren't allowed to make those decisions for yourself. Sometimes you get to pick from a few different work places, but odds are they'll never be exactly what you want. In fact in a 2013 Gallup survey, only about 30% of the workforce consider themselves engaged in their work. Also, a 2014 survey from a New York non-profit research team claim 52% of workers are unhappy in their work environments. This proposed company would offer individual care packages to meet those needs for a variety of workers or anyone needing the relief a care package

can provide. Each package would have supplies that one might find helpful in an office setting or generally happy making, like notepads, flash drives, or candy.

As well as theoretically helping others, this project would give me the opportunity to work on both branding, packaging and web based design. Seeing as I plan to have different packages available built around different themes, each will need their own branding, which I will have present on each item included in the package. To better showcase the product and keep it fresh in the minds of our customers, I would like to focus on the digital aspects of the business, with a cohesive

website and blog for each theme. It could also work to show others the importance of design. Some items included in the packages will be available no matter which set is chosen. That then means it will be up to the design of the packaging to make it feel a part of the package and in direction with the rest of the theme.

# 4 Gantt Chart

## Process Book

## Research

## Branding

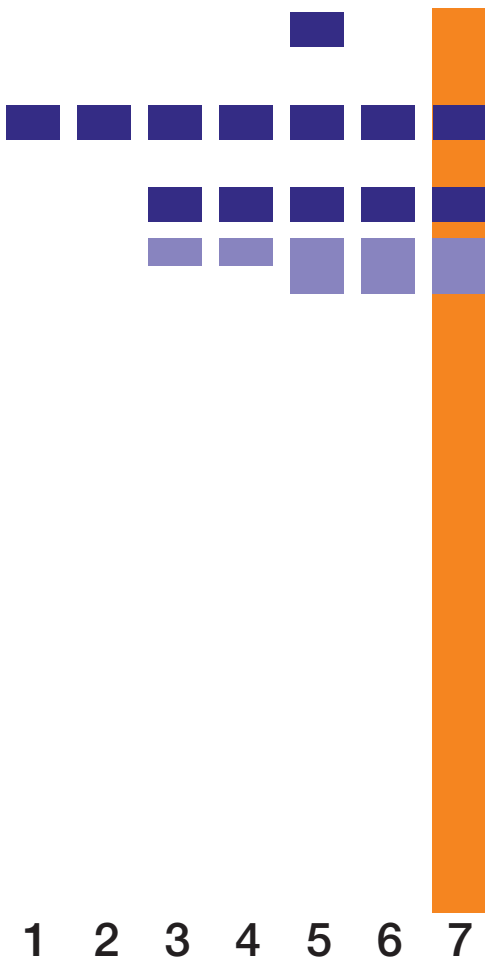
Mythos  
Deities

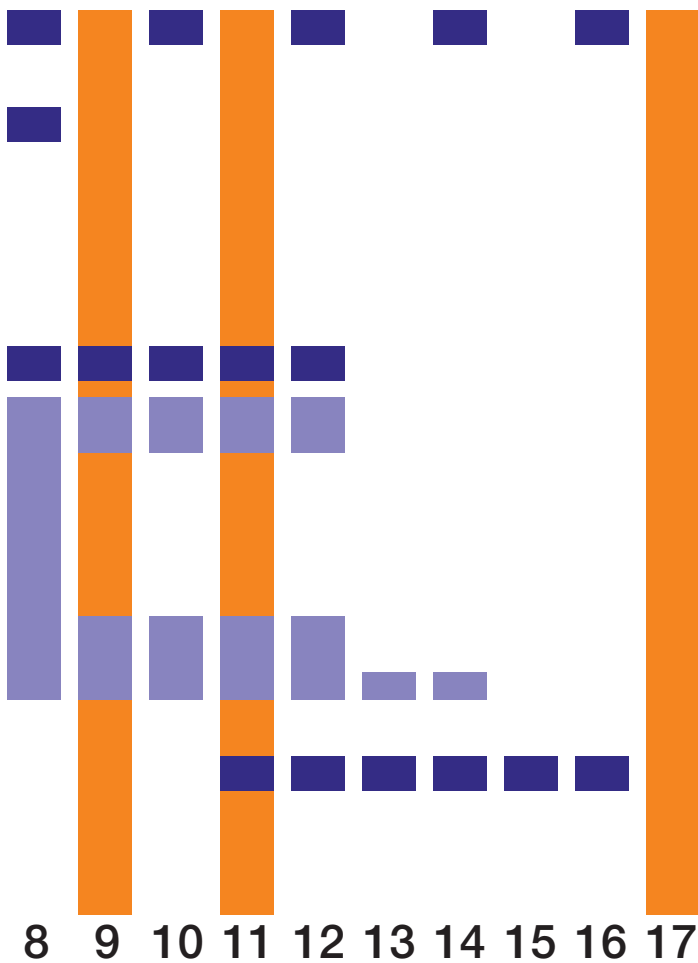
## Packaging

Box  
Mini Magazine  
Notebook  
Flashdrive  
Eraser  
Pens/Pencils  
Stickers  
Food/Drink  
Candles  
Unique items

## Web Page

Main Mythos page







# 5 Research

Most of my research was done comparing elements of other companies doing similar things. The factual research came in to play with the concept and I looked at a few Gallup surveys, an article from USA Today, and other sources not directly commented on. After that I did research on design elements popular in each of my themes and compiled like theme on pinterest. Some of these post functioned as research, others as elements of my mood boards.

I looked at Lootcrate, Birchbox, NerdBlock, BarkBox, Naturebox, and Blissmo which are also Online retail care packages. Lootcrate was the only one I had personal experience, but I did my homework



and did some research on NerdBlock when I was picking my personal box subscription. I've noticed, between these systems, many of these packages have different sizes or you can buy multiple months at once. Another feature I noticed, and wanted to carry over, was a few of the more established boxes have a very strong social media presence and even use it to advertise the previous contents of their packages. This was something I want to focus on more if the company becomes more than just a project.

Visual research included looking at items that would fall under the different categories I created as well as similar design themes.

# 6 Main Brand

Initial branding started with logo development. The process began with finding a mythological symbol that was not necessarily tied down to any one religion. I decided to work with runes, as they are seen as mystical, but not religious.

After the sketching I transferred my drawings into the computer to play with them a bit more. It was in this fine tuning that I decided to incorporate the Ansuz rune into my logo. During this computer work I was able to play with fonts and decide on one that I had a minimal serif. The serif connotes a sense of history, but I wanted something fairly modern too. I decided Aleo was the best font to achieve both. Helvetica was my choice for body copy as it is discretely elegant and has little effect on the copy. I also knew I wanted my body copy font to go with the branding for the deities and Helvetica is a typeface that can fit many a style.



I chose the Ansuz rune for the final logo and it can be found in the “M”. It stands for several things, but the associations I felt were the most related to my use were the keywords, “god,” “creative wisdom,” and “divine communication.”

After making a logo that could work in black and white, it was time to add color. The Ansuz rune I chose for my “M” mentioned dark blue being the color most associated with this rune. It worked well as blue connotes relaxation and calm. I chose the orange to contrast the strong

dark blue as the colors are opposite. Orange connotes creativity, which is something I really wanted these care packages to help encourage. In my research of other mythologies I noticed that fire played into many different human creation myths. This doubly played in to my creative orange. The light blue is an accent color pulled from the way Grecian culture is popularly portrayed these days. Light blue, squared wave patterns line many items we want to portray as Greek.



# 7 Deity Process

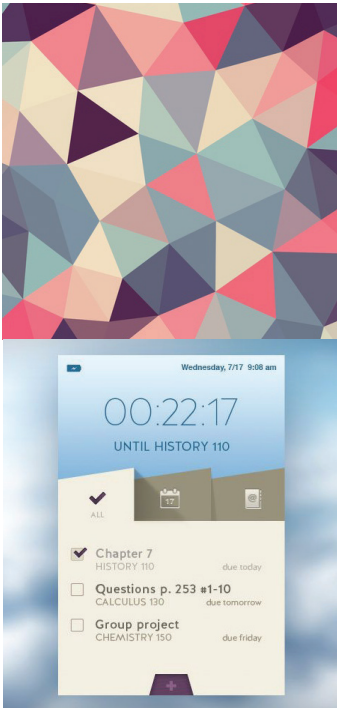
Here I will show some of the photos I used for my style boards, character work, logo work, and some of the other design selections for each of my characters that make up Mythos. The style boards helped me see what other products that would fall in my categories would look like as well as get an idea for items to include in my packages. Since I am personifying themes, the next step was to draw the characters. Then it was time to really hone in the branding. I made logos in a similar fashion to the company's "Mythos" logo and picked out colors and type to go with each deity as well.

## Barista



Warm; Brown; Comfy

# Technopath



Cool; Blue; Flat

# Maid



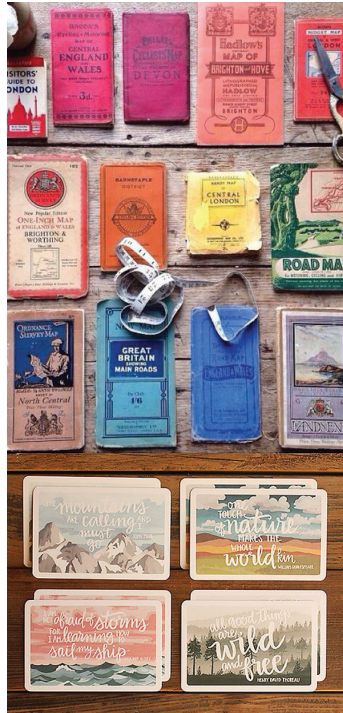
Antique; Black and White

# Knight



Tough; Noble; Confident

# Wayfairer



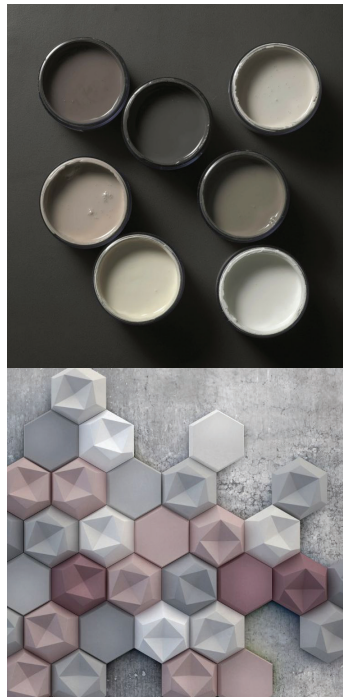
Thrifty; Rugged; Weathered

# Lightbearer



Bright; Creative; Airy

# Shadow



Dark; Subdued

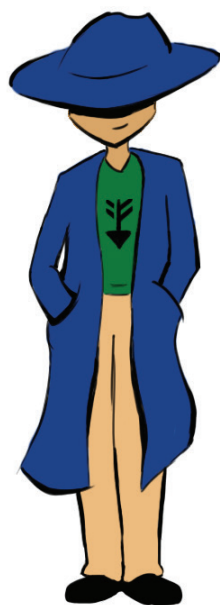


# Deity Illustration











I used the thematic research I had done to create personifications of each character. As these drawings would only show up on the individual deity page, I only redrew the characters if I wanted to try



something rather drastically different. I decided it best to only show these illustrations on the website because I wanted people to identify the deities more so by the logo than the character illustration.



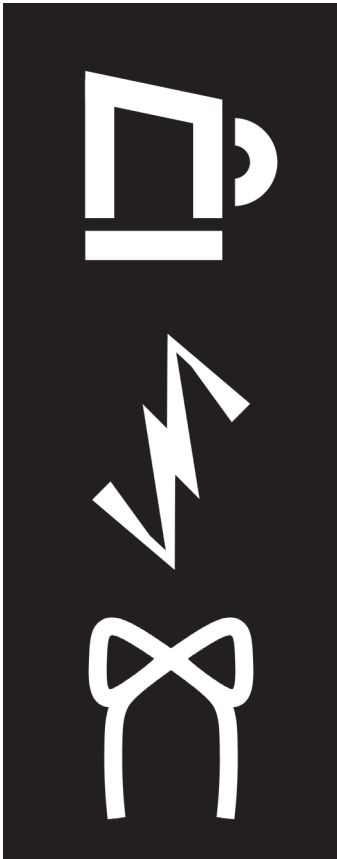
After completing the line work I filled each deity with color from their brand. Each color was picked to align best with the theme of each care package. Sometimes outside colors were called in to complete the illustration.



On the following page you will see the process and finalization for the deities' individual logos. The process began on paper, moved to Illustrator, and, after minor adjustments, I made a finalized product.

# Deity Logos







# 8 Packaging

Deciding the items I was to include was one of the more difficult steps of this particular part of the process. With my time constraints and how much effort I was putting in on the overall brand, I had to narrow my deliverables to three finished packages. Lists began, one for The Barista, The Technopath, The Maid, and one general list of items that would be available regardless of the package you chose.

Once I knew what items I wanted to create I had to do some shopping. I found packaging I could reconstruct, modify, or print services that allowed me to print on more unconventional items. After a few mock ups the items were ready.

## Lists

### General:

- Mini-Magazine
- Notebook
- Flash Drive
- Eraser
- Pens/Pencils
- Stickers
- Snacks
- Candy
- Beverage
- Candles

### The Barista:

- K-Cups/Dry coffee mix
- Mug
- Coffee coozie
- Coffee candy
- Dry mix for cakes
- Coffee bean eraser
- Coffee bean pillow
- Handwarmer packets
- Scarf

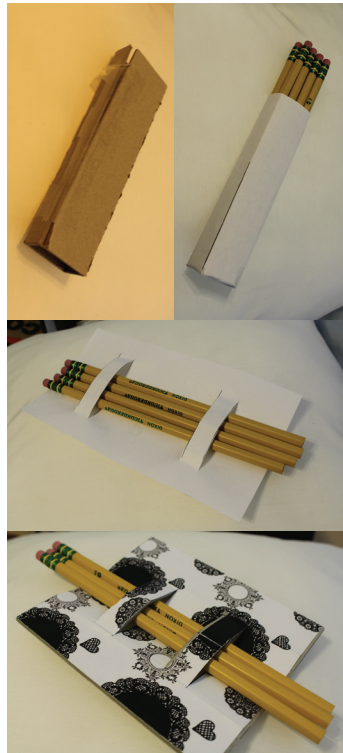
# Mock-ups

## The Technopath:

- Phone case
- Pen w/ stylus
- Solar charger
- Card w/ prepaid app
- Mini energy drink
- Hard candies (blues)
- Keyboard wrist pillow
- Keyboard cover
- Screen cleaner
- Phone-like notepad

## The Maid:

- DIY Pillow kit
- Soap
- Bath bomb
- Massage lotion
- Cupcake
- Dry mix for cake
- Mini garden kit
- Tea bags
- Kitchen item (w/ recipe)
- At Desk DIY items



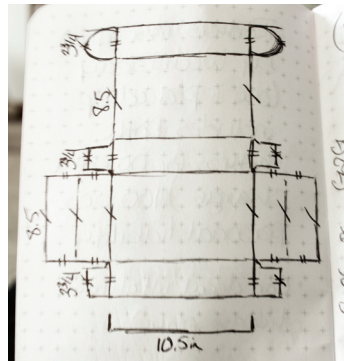
# Mock-up

# Final



After selecting and perfecting all the items I created the box. I piled all the items together and began measuring for the box closest to square. Once this was done I took apart one of my past lootcrate boxes. The whole box was cut from one piece of cardboard and it had shipped to me as it was, so I knew my box, if built similarly, would be ready for shipping through the postal service. There was a lot of measuring, remeasuring, and cutting, but finally the box was complete. I spray painted it before I folded it together. Once assembled I added my blue laser cut vinyl decals of my final logo. One large one went on the top and three smaller ones on the front and either side.

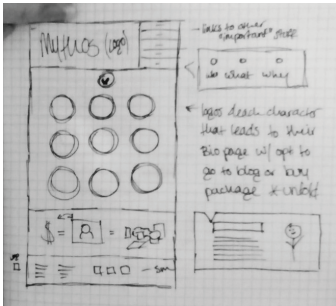
## Planning



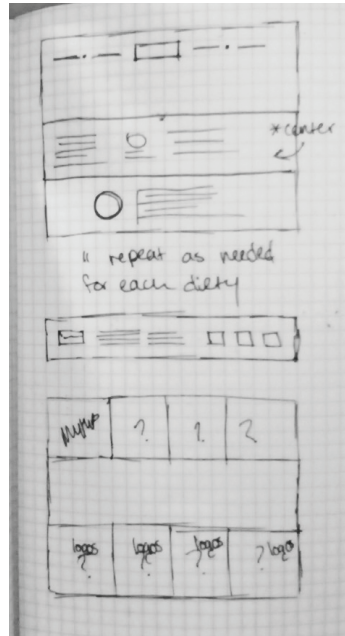
## Final



# 9 Website



I started by making a list of elements I had noticed appearing rather consistently on similar websites. Once I had done that I turned my mind towards hierarchy; what did I want the viewer to see first? What did the viewer want to see first? The main focus of this Mythos website is to encourage the viewer to learn more about the deities. The deity logos appear on nearly



every page, and are only missing when the copy is about a particular deity or very corporate information specific to Mythos.



Home

Deities

Blessings

# Mythos

Mythos is a unique, deity-themed, online retail source for useful curiosities. This unique system of deities personifies each of the different themes for our various packages. The goal is to provide small surprises to brighten up the day of every patron.



# 10 Show Set-up







