

Predator

Race Cars Series / Product Packaging

Predator is a race cars series of toy car packaging that inspired on predator animals

The design challenges are making a good concept and design on small boxes. The toy cars packages are too tiny to have enough contents on them. The client requirements are making the packaging interesting enough to attract young boys.

The colors of toy cars can be the key to success. By doing the research, the color black, yellow, blue, red and white are perfectly suit for the predator in nature. They are panther, fox, shark, tiger and bear. These animals are powerful and fast in hunting, which are similar to high speed race cars. The decision was made by using hand done illustration animals and cars combine together to show each car has its own beast spirit.







