



SET IT OFF

BY DANIL OZERNOY

PROJECT BRIEF



VIP PACK

I designed a promotional VIP pack for the famous rapper Offset's 2023 "Set It Off" concert, aligning with the event's theme and colors. Created for VIP guests in premium seats and lounges, the pack includes limited-edition concert-themed items to enhance the experience. The goal was to make the VIP pack stand out with a creative, eye-catching design and a diverse range of promotional items.

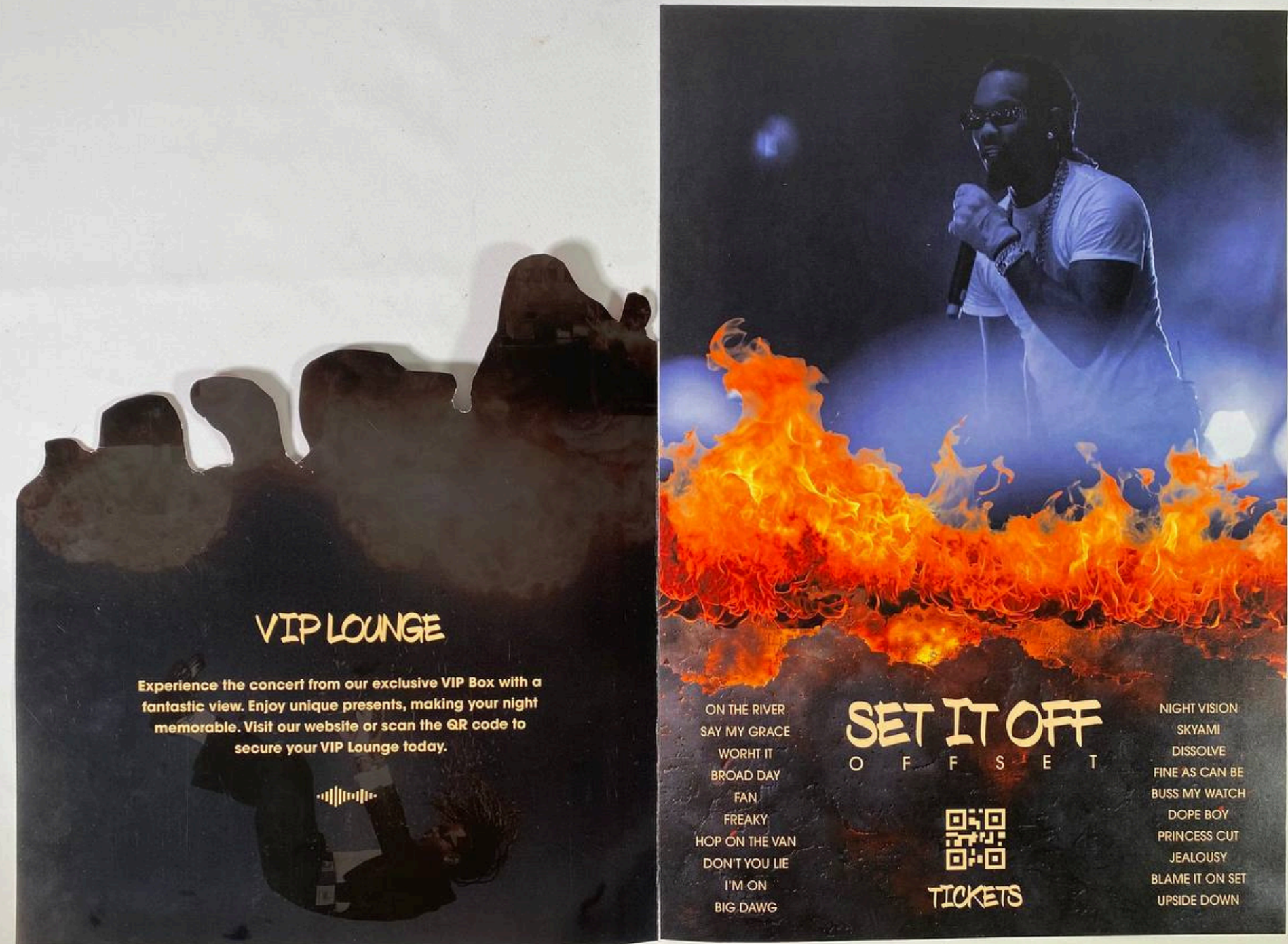
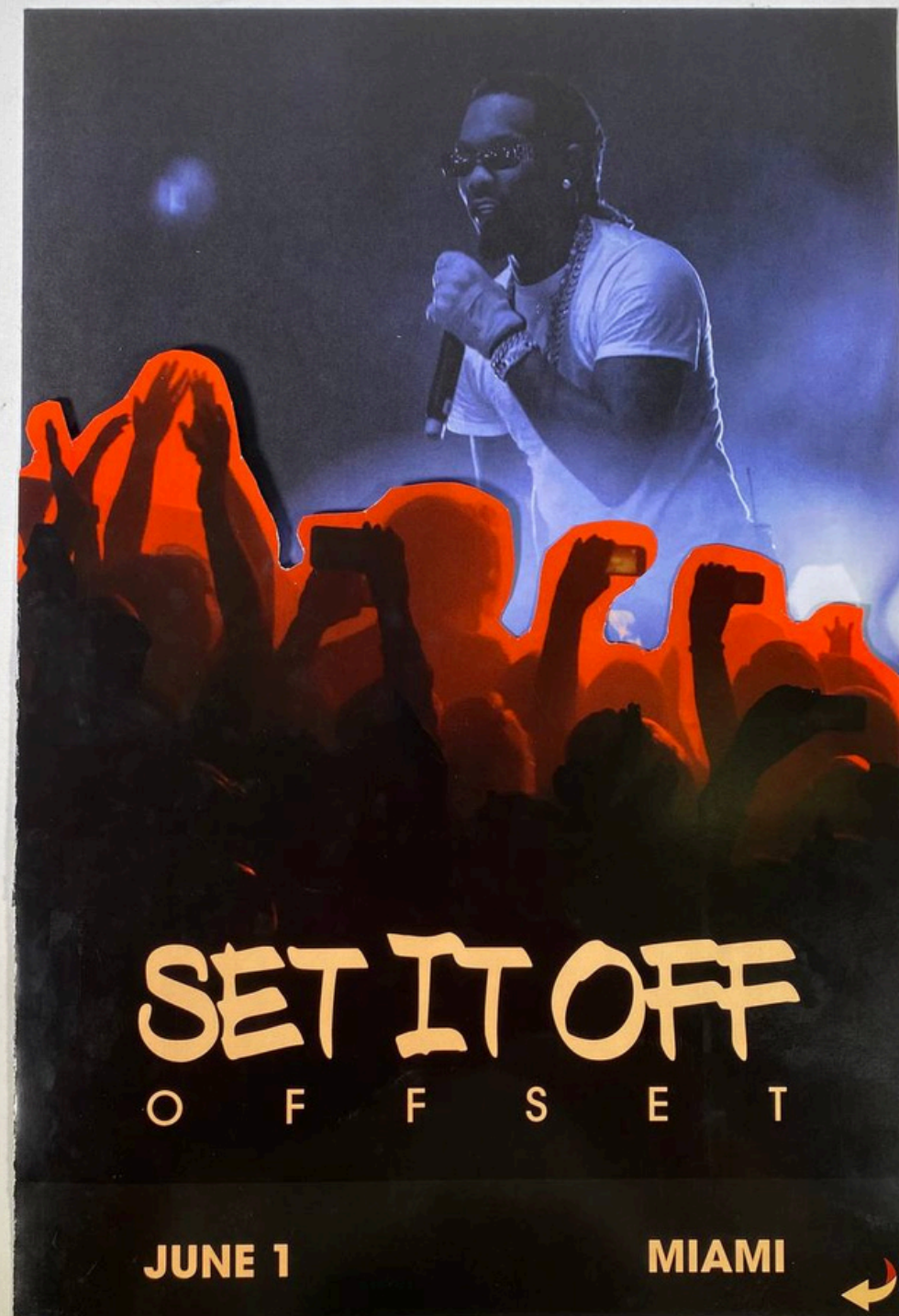


PROMOTIONAL POSTER

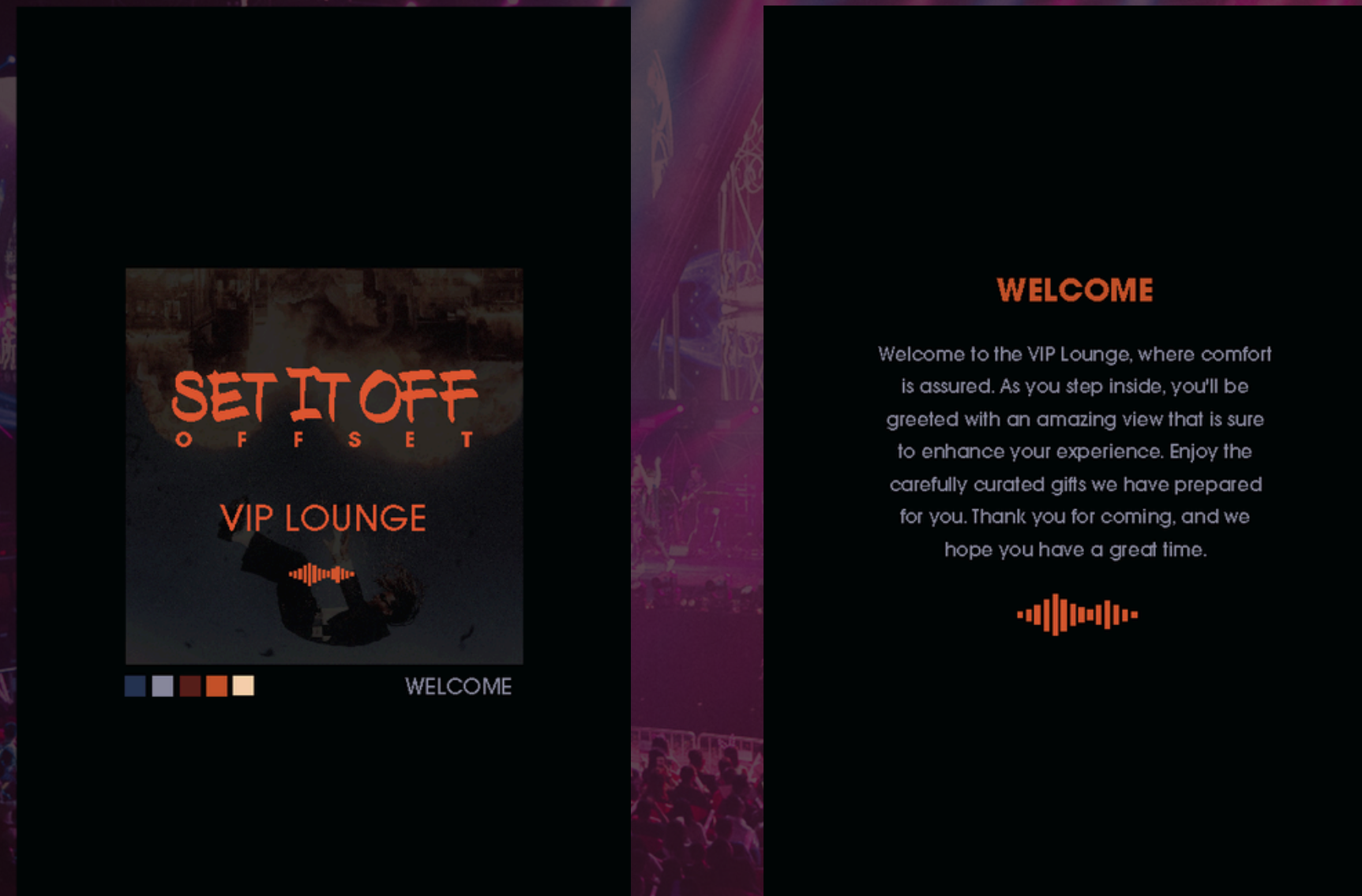


The poster displays essential information, including details about a VIP event, special seating, exclusive gifts, and an amazing view. The poster also features a list of songs that will be performed during the concert program. Additionally, a QR code is included for convenient ticket purchasing. The poster folds neatly for easy distribution.

PHYSICAL POSTER PICTURES



BOX (PACKAGE DESIGN)



I designed a solid black box for VIP guests, containing exclusive promotional and collectible items. The box features a designed front and back, with clean sides for a polished look, adding a personal touch to elevate the VIP experience.

PHYSICAL BOX PICTURES



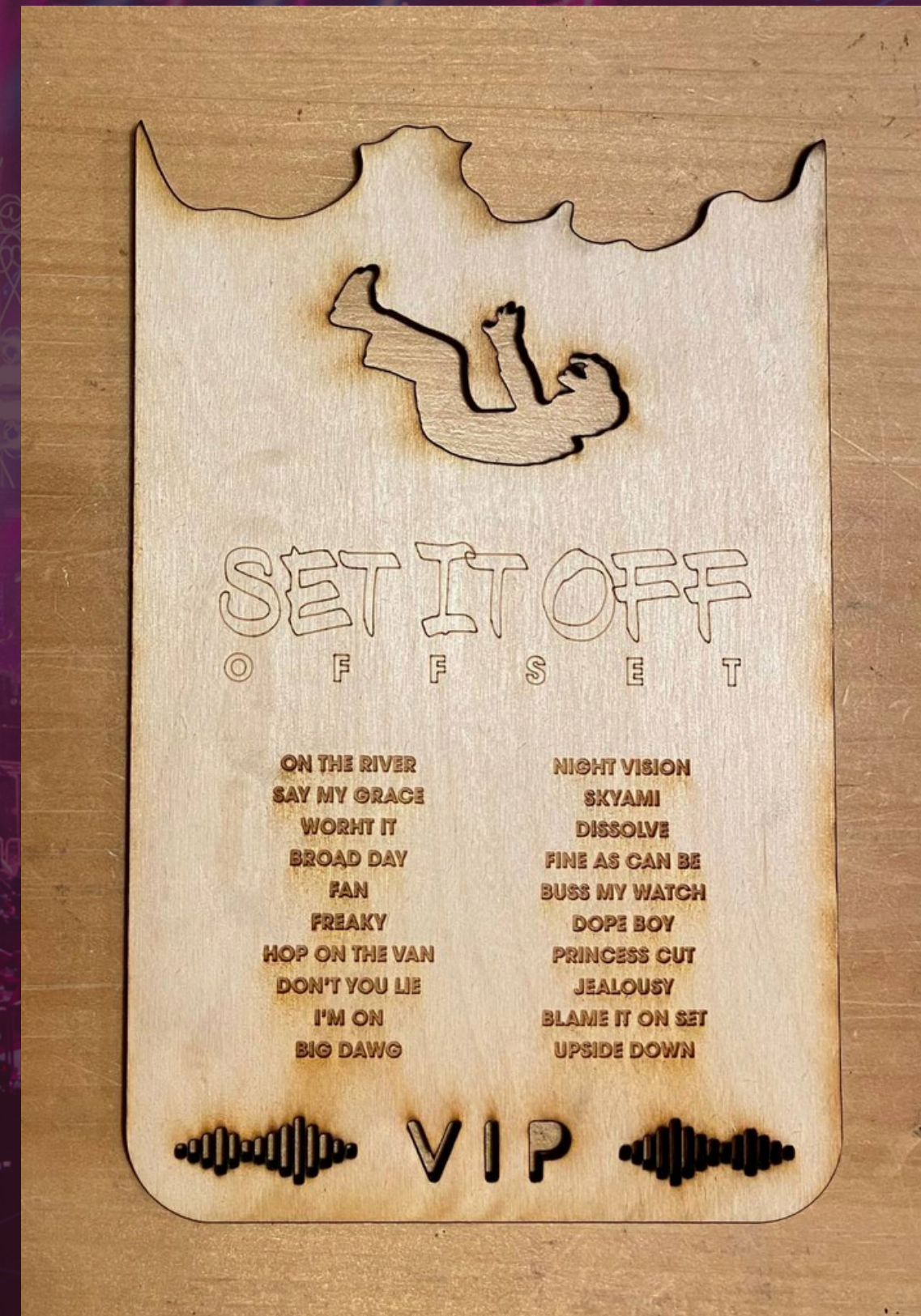
ITEM #1 - T-SHIRT



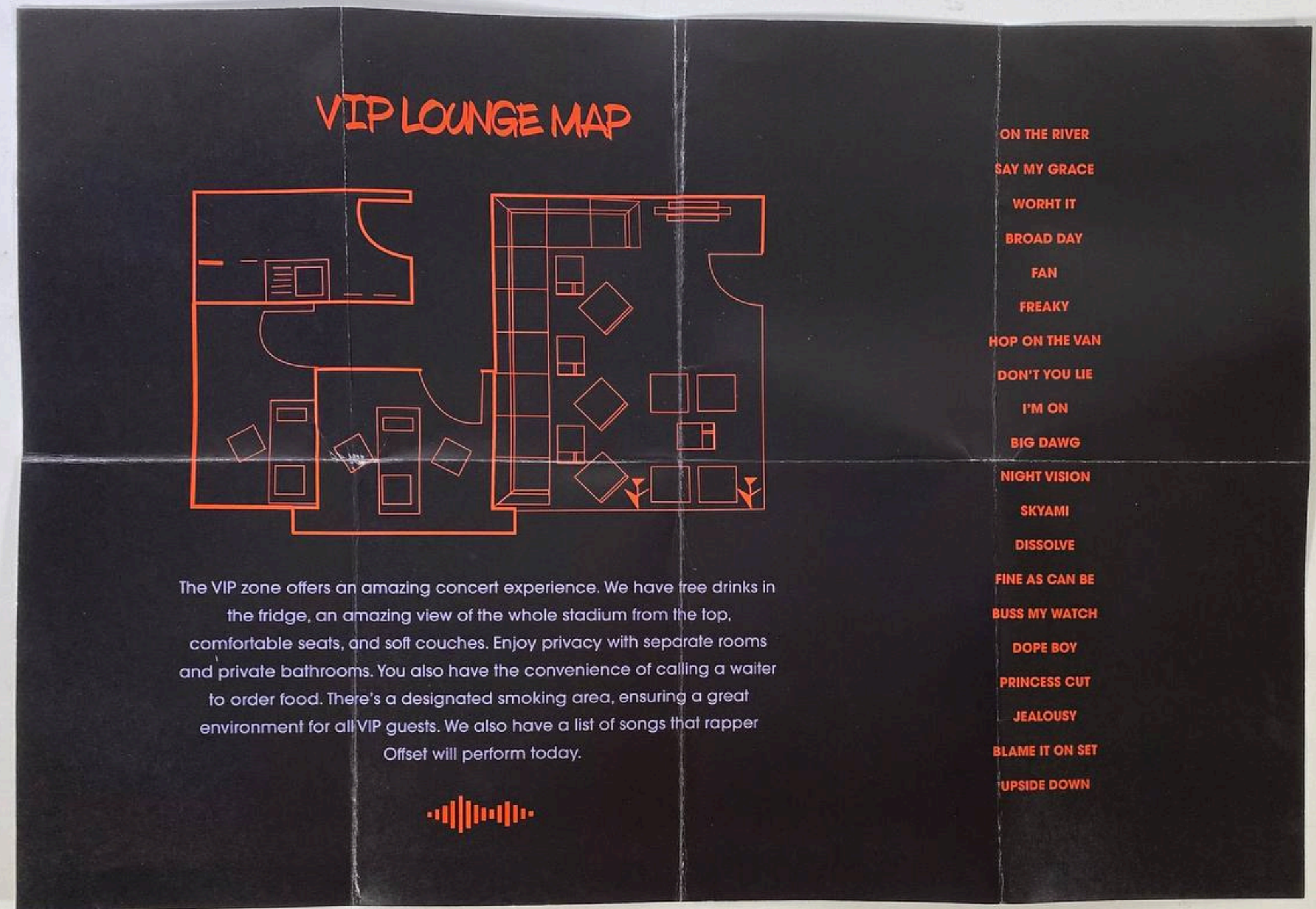
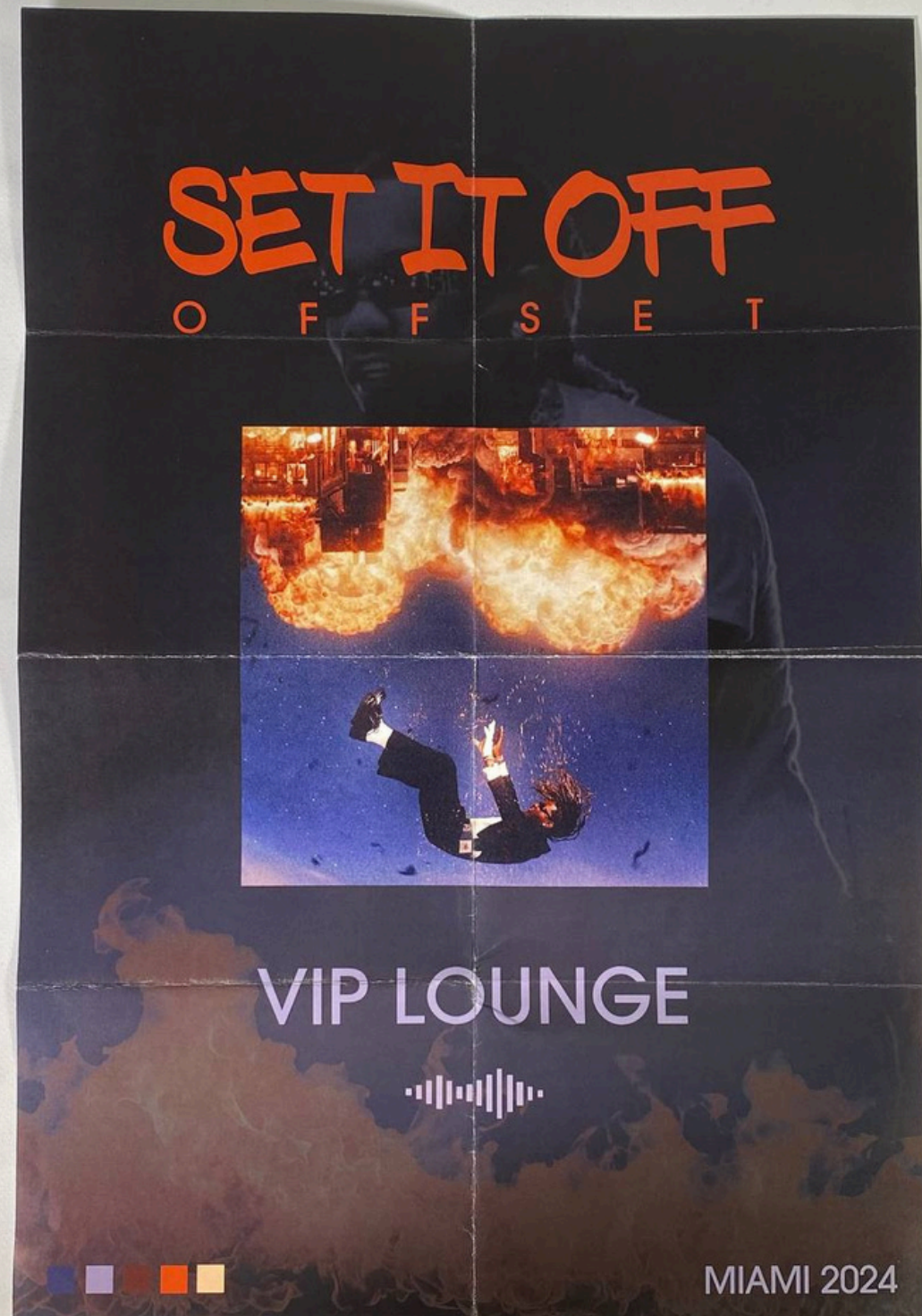
ITEM #2 - VIP PASS



ITEM #3 - WOOD SOUVENIR



ITEM #4 - EVENT MAP



CONCLUSION

HAPPY GUEST

I think the items came out really well, and I am proud of how the product looks. I used thicker material for the box to ensure better durability and a more professional appearance. One area I want to improve is the pictures. Overall, the project turned out great.





**THANK
YOU**

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