DESIGNING FOR

CHICKEN RUN

A JKR BRIEF

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Introduction

This project, I have been working on a brief set by design agency JKR, to solve a problem for a character in a movie by packaging a product that would naturally fit into its world.

I chose to work on the film ‘Chicken Run’. This movie is set on a farm in Yorkshire during the 1950s, and follows the story of a group of chickens trying to escape before they get turned into chicken pies.

I’ve explored ideas that would fit with the humour, tone and playful nature of the film, while also considering the serious 1950s post-war setting in which the story takes place.

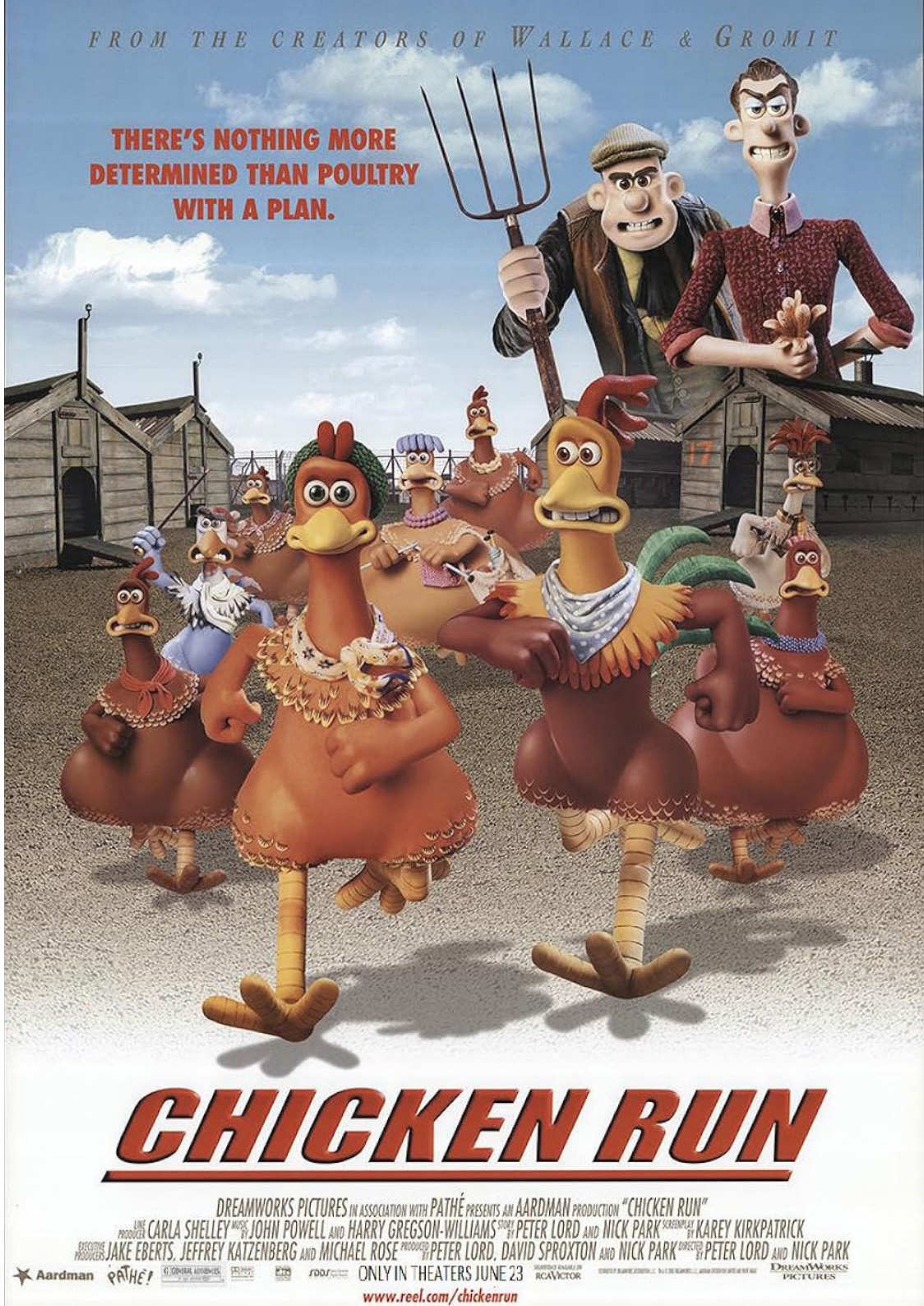
“Package a product that solves a problem or fulfils a need for the characters in it.”

Why chicken run?

When hearing this brief, my immediate thought was to choose Chicken Run as my film. This is because it is set in a different decade, is animated and has lots of characters that need different problems solving.

I re-watched the movie, started to gather initial thoughts and noted products and their aesthetic that were featured in the film.

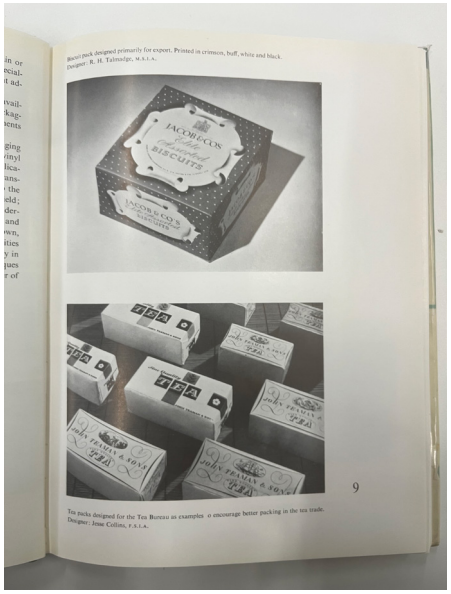
Looking at products and advertising in the film.
Image on the right: Movie poster sourced from IMDB.

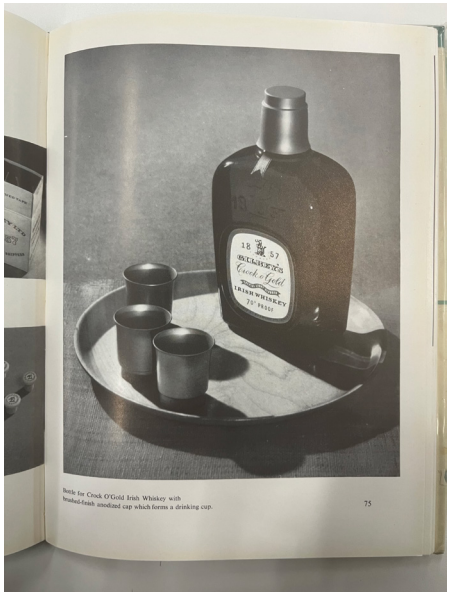


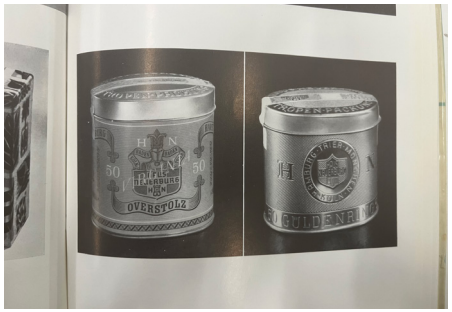
INITIAL THOUGHTS
LACK OF STRONG LEADERSHIP
Cooperative puzzle kits to help collaboration issues
A course to build camaraderie/ Strategy/ training
GUARD DOGS
Machine that launches dog treats to distract them
Decoy Chickens
toys, balls to distract
High frequency sound device to distract them
EGG PRODUCTION ISSUES
Nutrient rich feed to help egg production
Stress reduction/ mindful activities
environmental enrichment e.g pecking toys
Communication tools, e.g. whistles/ Whistle System
CHICKENS ARE NEEDED FOR PIES
Range of vegan pies
Veggie seasoning/ to emulate chicken flavour
Vegetable farm with alternate protein Sources e.g. lentils, beans, mushrooms
Slimming Chicken feed
HUMAN CONTROL
Portable, camo nests where chickens can hide from danger
distraction devices
decoy chickens
ESCAPE CHALLENGES
knitting kit to make ladders to climb fences
Chicken escape kit
Rocky can't fly
"How to make wings out of feathers" kit

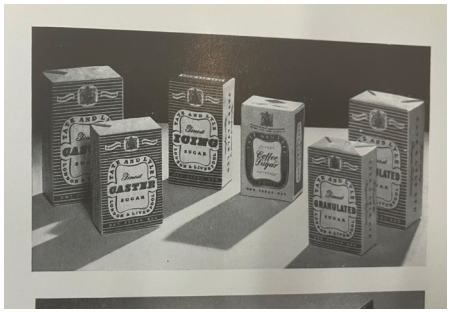
Product design in the 1950s

I had a look at ‘Package Design’ by Milner Grey, for some visual inspiration, as this was published in 1955, the time period in which ‘Chicken Run’ takes place.

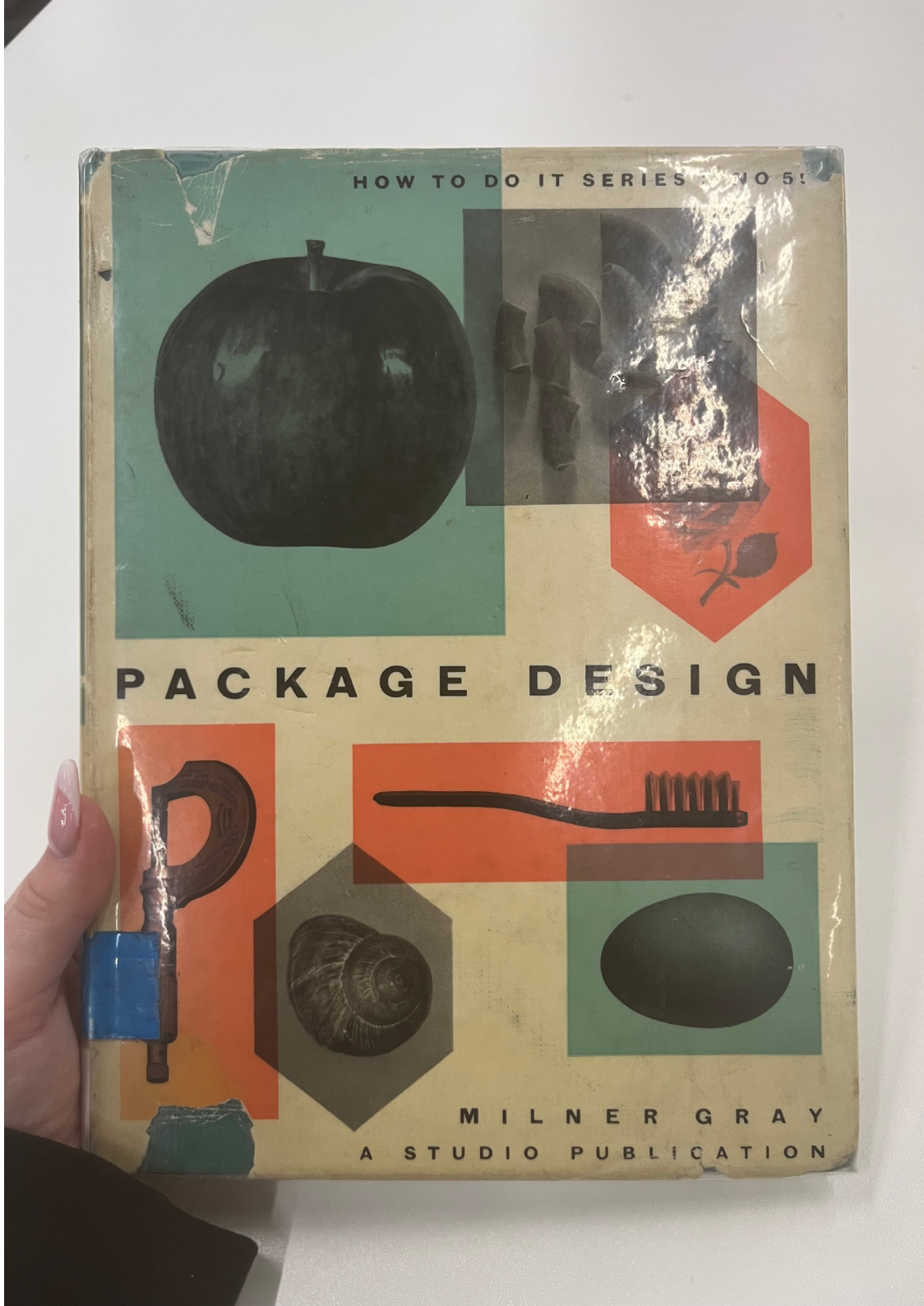








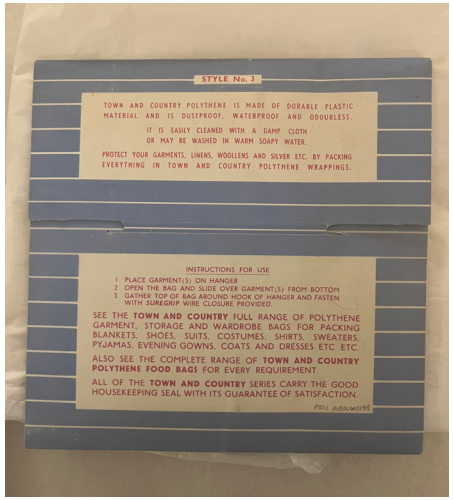
Products featured in ‘Package Design’ by Milner Grey.

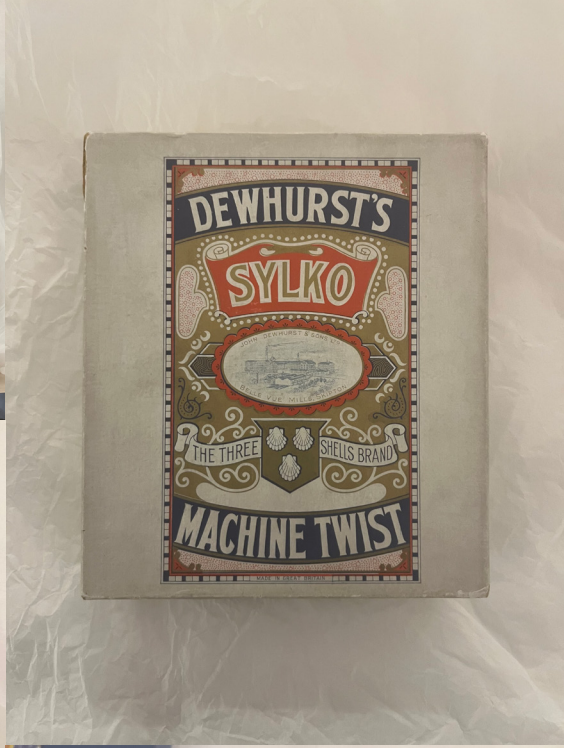


Primary research

I visited the Museum of Design in Plastics (MoDiP) and viewed a range of packaging from the 1940s-1950s to gather some visual inspiration before I went into designing.

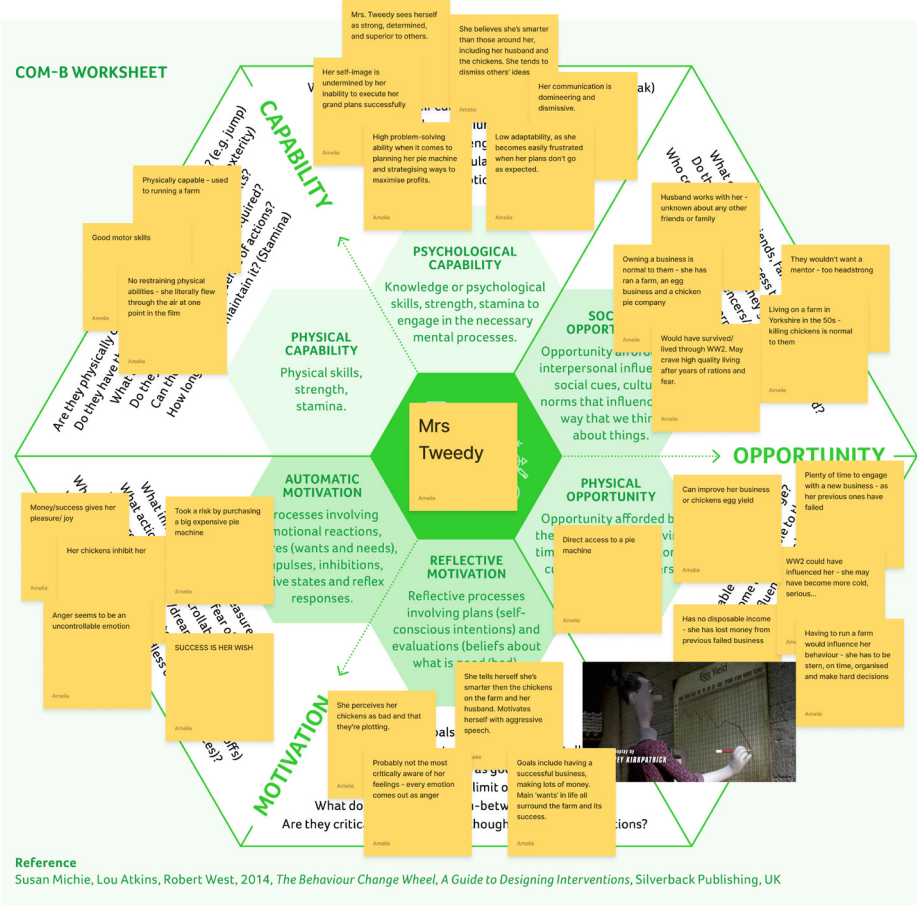
As I was looking at different users from the film at this stage, I viewed a range of packaging that would appeal to the different characters.





User profiles

I identified three target users who all face problems in the film, and created user profiles to outline what their capabilities, motivations and opportunities would be.



Exploring what Mrs Tweedy wants/needs using COM-B

The chickens

The ones who need saving!

They have limited physical abilities. They can't fly, have a lack of strength and they don't lay enough eggs.

They need to escape the farm before being used as chicken pie filling! Their attempts are unsuccessful.

"I don't want to be a pie. I don't like gravy"

"The chances of us gettin' out of here are a million to one."

They are creative and resourceful, have strong teamwork and loyalty to each other and are determined and persistent to escape.

Main personality traits include being quirky, whimsical, 'dumb' and loyal.

"All of me life flashed before me eyes! It was really boring."

Ginger and Rocky

The protagonists in Chicken Run

Ginger specifically is targeted by Mrs Tweedy, at turn putting Rocky in danger as he tries to help her.

They need tools to help escape. Crafty, fun product to fit in with their playful personalities.

"It's like an oven in here."

"Ladies, please. Let's not lose our heads."

Constant surveillance and interference from Mrs. Tweedy and guard dogs, along with a pressure to succeed as 'leaders'.

Ginger: Highly intelligent, strategic thinker and resilient leader. Rocky: Charismatic, physically capable, and skilled at improvisation. Both: Courageous, resourceful, and able to motivate the flock under pressure.

"FREEEEEEEEEEEDOM!"

Mrs Tweedy

The 'Villain' in Chicken Run

Focused on ensuring her farm generates significant income. Financial stability is a top priority. Already has a failed egg company.

Wants to improve her public image. She values tradition and coming across as a serious business woman.

"He's valuable you say?"

"Makes the public feel more comfortable."

Owns an expensive pie machine but can't use it due to runaway chickens.

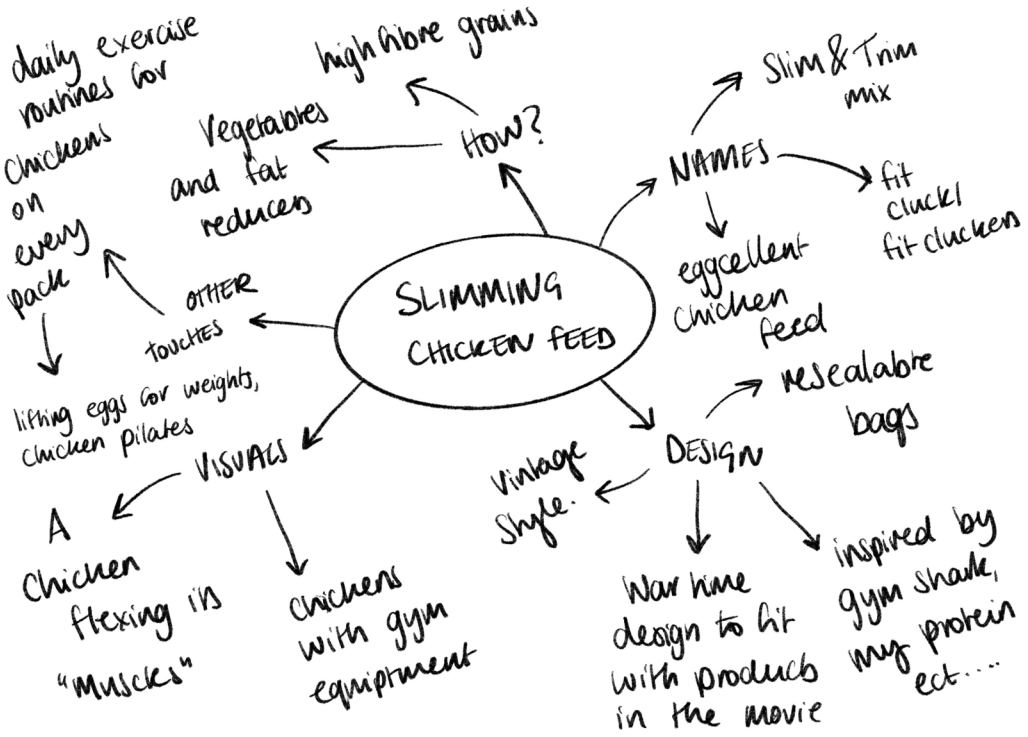
Main personality traits include being stubborn, frigid, ambitious and determined.

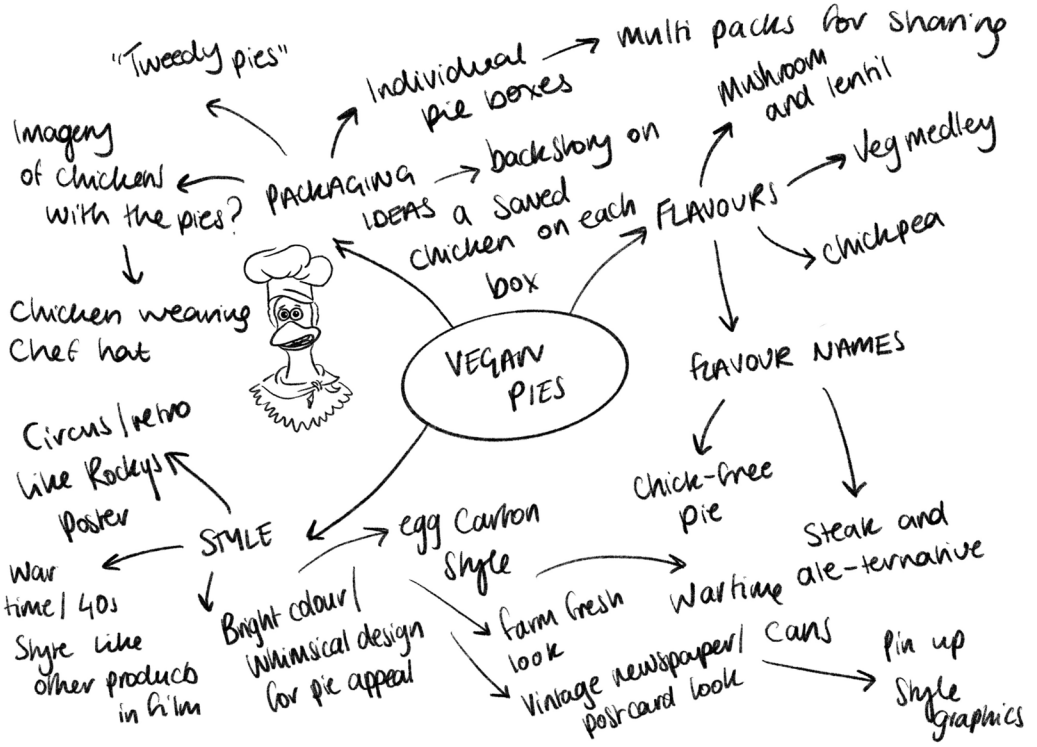
"Chicken pies you great lummox!"

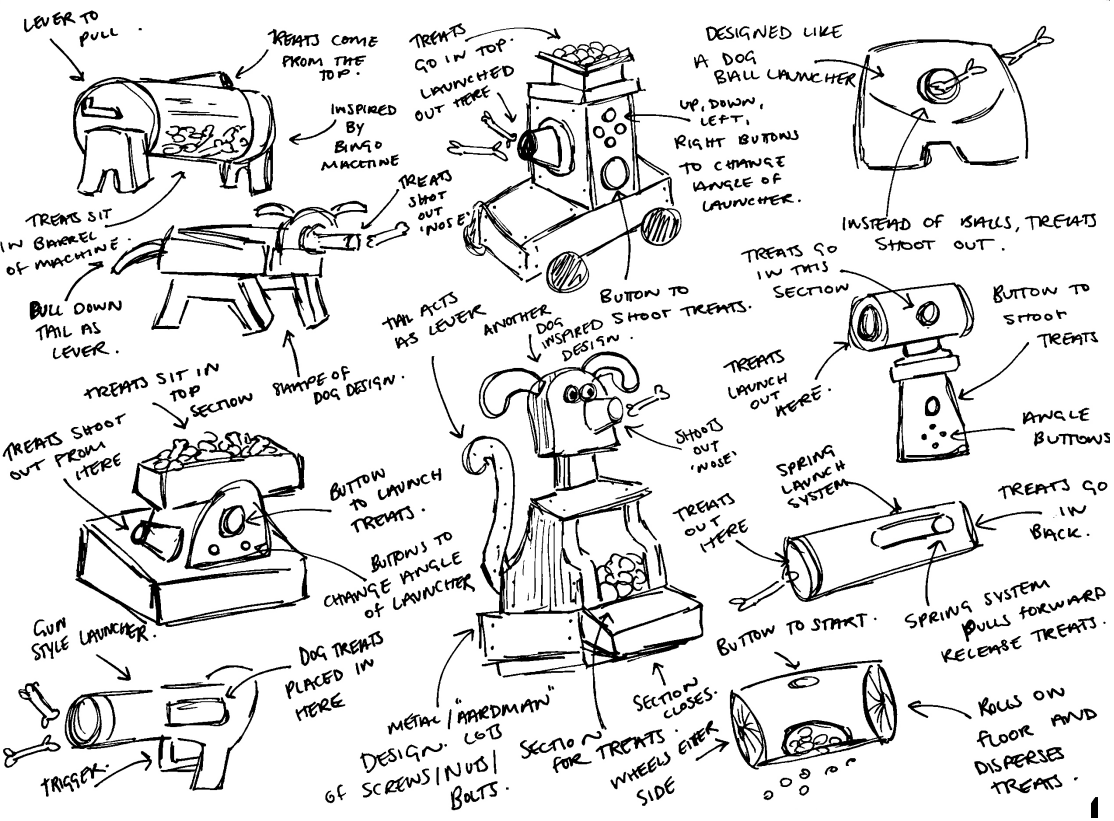
Developing ideas

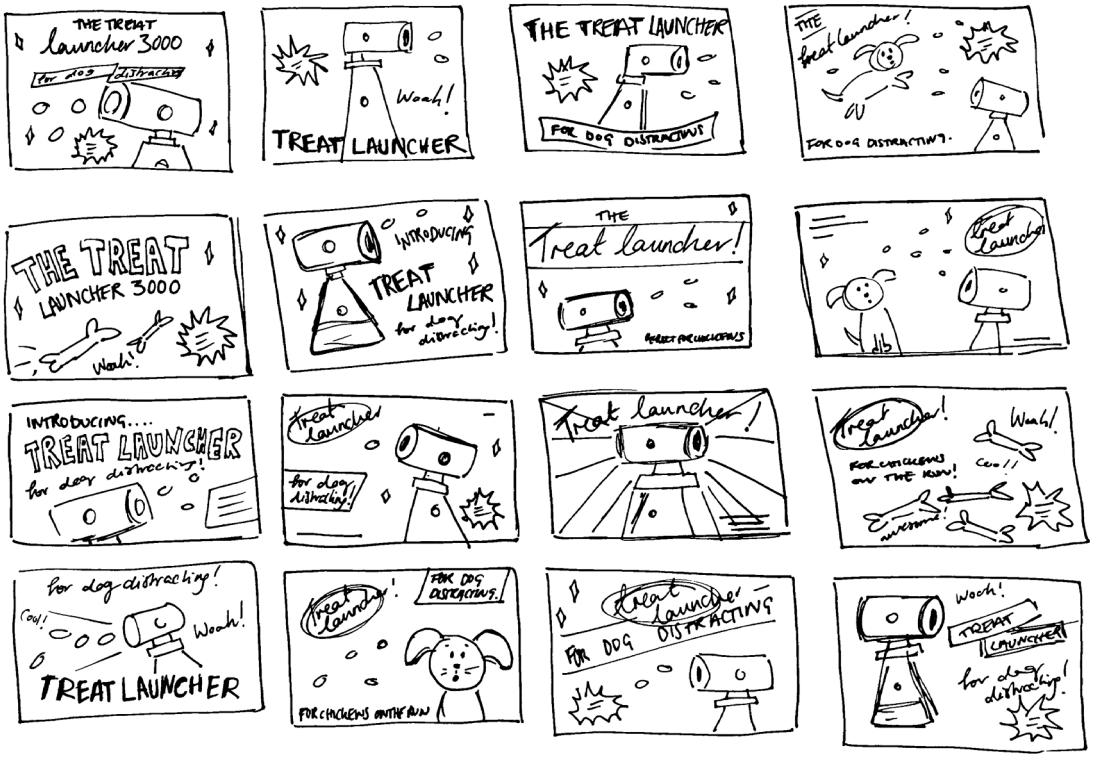
I used mind maps to develop the ideas I had in my initial brain dump.

After these I made mood boards and spent time sketching packaging ideas for each concept.






LEVER TO PULL.
TREATS COME FROM THE TOP.
INSPIRED BY BINGO MACHINE
TREATS SIT IN BARREL OF MACHINE.
TREATS SHOOT OUT 'NOSE'
PULL DOWN TAIL AS LEVER.
SAMPLE OF DOG DESIGN.
TREATS GO IN TOP. LAUNCHED OUT HERE
UP, DOWN, LEFT, RIGHT BUTTONS TO CHANGE ANGLE OF LAUNCHER.
BUTTON TO SHOOT TREATS.
DESIGNED LIKE A DOG BALL LAUNCHER
INSTEAD OF BALLS, TREATS SHOOT OUT.
TREATS GO IN THIS SECTION
BUTTON TO SHOOT TREATS
TREATS LAUNCH OUT HERE.
ANGLE BUTTONS
TREATS SIT IN TOP SECTION
TAIL ACTS AS LEVER
ANOTHER DOG INSPIRED SHOOT DESIGN.
TREATS SHOOT OUT FROM HERE
SHOOTS OUT 'NOSE'
BUTTON TO LAUNCH TREATS.
BUTTONS TO CHANGE ANGLE OF LAUNCHER
TREATS OUT HERE
SPRING LAUNCH SYSTEM
TREATS GO IN BACK.
GUN STYLE LAUNCHER.
DOG TREATS PLACED IN HERE
TRIGGER.
METAL "HARDMAN" DESIGN. LOTS OF SCREWS/NUTS/BOLTS.
SECTION FOR TREATS.
SECTION CLOSES. WHEELS EITHER SIDE
BUTTON TO START.
SPRING SYSTEM PULLS FORWARD RELEASE TREATS.
ROLLS ON FLOOR AND DISPERSES TREATS.

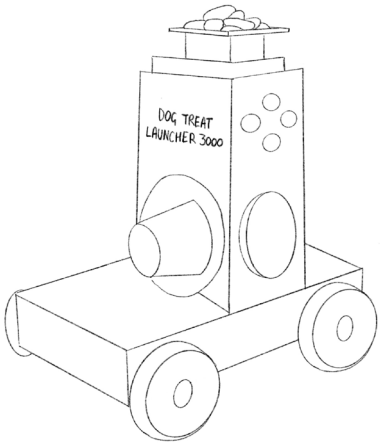

THE TREAT launcher 3000
for dog distraction
Woah!
TREAT LAUNCHER
THE TREAT LAUNCHER
FOR DOG DISTRACTING!
THE treat launcher!
FOR DOG DISTRACTING.
THE TREAT LAUNCHER 3000
Woah!
INTRODUCING TREAT LAUNCHER for dog distracting!
THE Treat launcher!
TARGET FOR CHICKENS
Treat launcher!
INTRODUCING.... TREAT LAUNCHER for dog distracting!
Treat launcher!
for dog distracting!
Treat launcher!
Treat launcher!
FOR CHICKENS ON THE RUN!
Cool!
Awesome!
Woah!
for dog distracting!
Cool!
Woah!
TREAT LAUNCHER
Treat launcher!
FOR DOG DISTRACTING!
FOR CHICKENS ON THE RUN
Treat launcher
FOR DOG DISTRACTING
Woah!
TREAT LAUNCHER
for dog distracting!

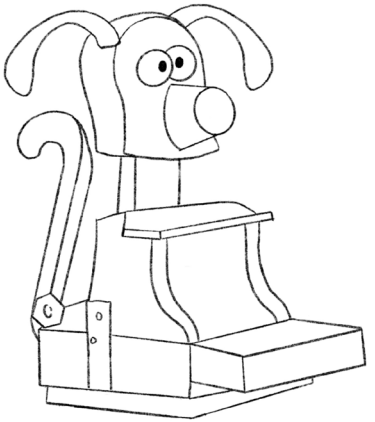
MRS TWEEDY'S VEGAN pies
MRS TWEEDY'S VEGAN PIES
HEAT N SERVE
MADE IN YORKSHIRE
VEGAN CHICK-FREE
MRS TWEEDY'S VEGAN PIES
MRS TWEEDYS VEGAN PIES
Carrot and sweet potato Pasty
Mrs Tweedy's CHICK-FREE pies
100% CHICKPEA & 0% CHICKEN
Mrs Tweedy's VEGAN PIES
MRS TWEEDY'S VEGAN PIES
CHICKPEA FLAVOUR
MRS TWEEDYS VEGAN PIES
TWEEDY'S VEGAN PIES
PRODUCT OF YORKSHIRE
TWEEDY'S VEGAN PIES
MRS TWEEDYS CHICK-FREE
0% CHICKEN 100% CHICKPEA
MRS TWEEDYS Vegan pies
PVEGAN PIES CHICK-FREE
FROM MRS TWEEDY'S YORKSHIRE FARM
SINCE 1960 TWEEDY'S VEGAN PIES
PRODUCT OF YORKSHIRE
Mrs Tweedy's VEGAN PIES
VEGAN CHICK-FREE PIES
CHICK-FREE FLAVOUR VEGAN PIES
Mrs Tweedy's Vegan pies
TWEEDY PIES
CHICK-FREE FLAVOUR
TWEEDY PIES
MRS TWEEDYS CHICK-FREE PIES
TWEEDY PIES
CHICK-FREE
TWEEDY PIES
CHICK-FREE VEGAN FLAVOUR
TWEEDY PIES
CHICK-FREE FLAVOUR
TWEEDY PIES
TWEEDYS CHICK FREE PIES
WITH ONION, MUSHROOM & GARLIC.
Tweedy's CHICK-FREE VEGAN PIES
TMRS TWEEDYS
ORGANIC + NATURAL
CHICK FREE FLAVOUR
EGGSTRA ENERGY
CHICKEN FEED
EGGSTRA ENERGY
EGGSTRA ENERGY
ADDED IRON
RICH IN IRON
EXTRA PROTEIN
TASTY CHICKENFEED.
EGGSTRA ENERGY
12kg
EGGSTRA ENERGY
WITH VITAMINS A 6 D
EGGSTRA ENERGY
TASTY
ADDED IRON
ADDED VITAMINS
MADE IN YORKSHIRE
EGGSTRA ENERGY
CHICKEN FEED
EGGSTRA ENERGY
CHICKEN FEED
RICH IN PROTEIN
ADDED VITAMINS
MADE IN YORKSHIRE
EXTRA ENERGY
TWEEDYS
EGGSTRA TASTY FEED
MADE IN YORKSHIRE
12kg
TWEEDYS
EGGSTRA TASTY
CHICKEN FEED
MADE IN YORKSHIRE
ADDED IRON
RICH IN VITAMINS
EXTRA PROTEIN
12kg
EGGSTRA ENERGY
CHICKEN FEED
WITH IRON
MADE IN YORKSHIRE
VITAMINS
PROTEIN
12kg
EGGSTRA ENERGY
ADDED PROTEIN
EXTRA VITAMINS
12kg

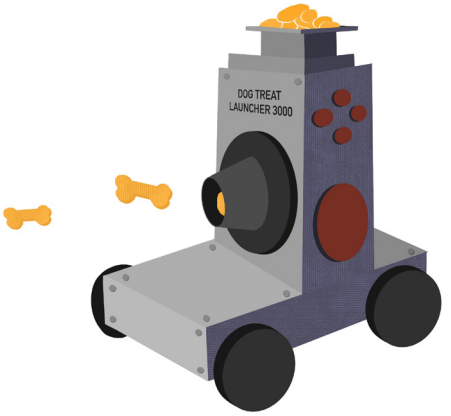
Concept One: Treat launcher

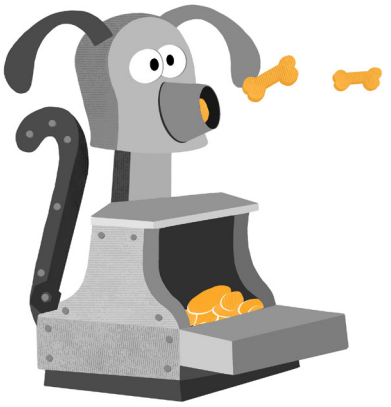
User: Rocky and Ginger
Purpose: To distract guard dogs allowing a more efficient escape from the farm
Inspiration: 50s toy design
Why: This is a playful fun solution to the problem; the film features whimsical escape attempts, so I wanted to create something that would fit with this. It's inspired by vintage toys for their novelty and charm.

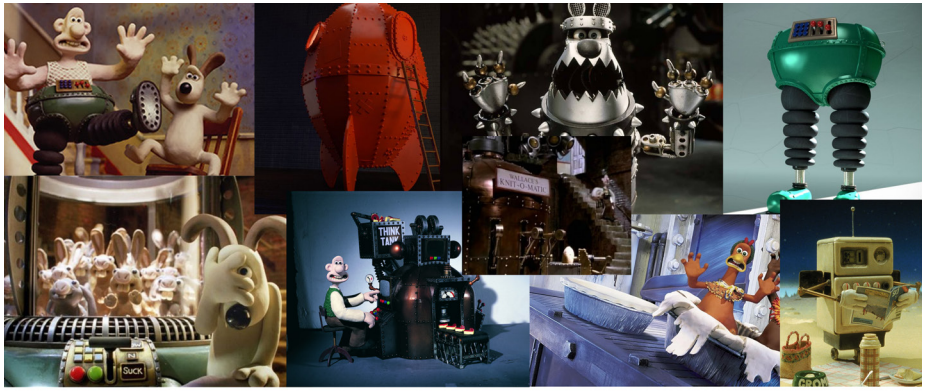
Mood board of 50s toy designs.



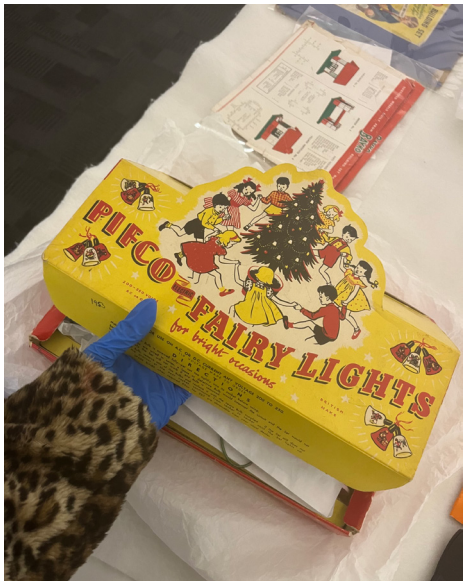








Initial concept for the treat launcher – inspired by aardman machines. I decided it steered too far into product design, not packaging design.



MoDiP toy packaging I've taken as inspiration.

Concept two: Vegan pies

User: Mrs Tweedy
Purpose: To replace Mrs Tweedy's current, unsuccessful chicken pie business. This generates revenue for Mrs Tweedy and saves the chickens.
Inspiration: Vintage tin designs
Why: Mrs. Tweedy's traditional, serious nature aligns with a 'high-value' design style, reflecting her business ambitions and matching the film's aesthetic.

Packaging concept I presented during the interim presentation.

Mood board of vintage tin designs. Both authentic and modern versions.

MoDiP 'luxury' packaging I've taken as inspiration.

Initial concept for the vegan pies – inspired by healthy food packaging.

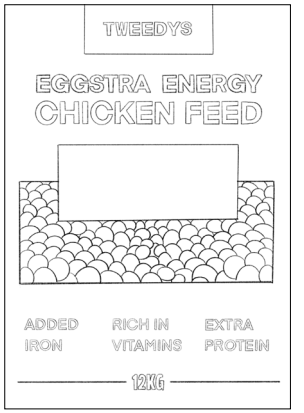
Packaging concept I presented during the interim presentation.

Concept three: Egg-boosting feed

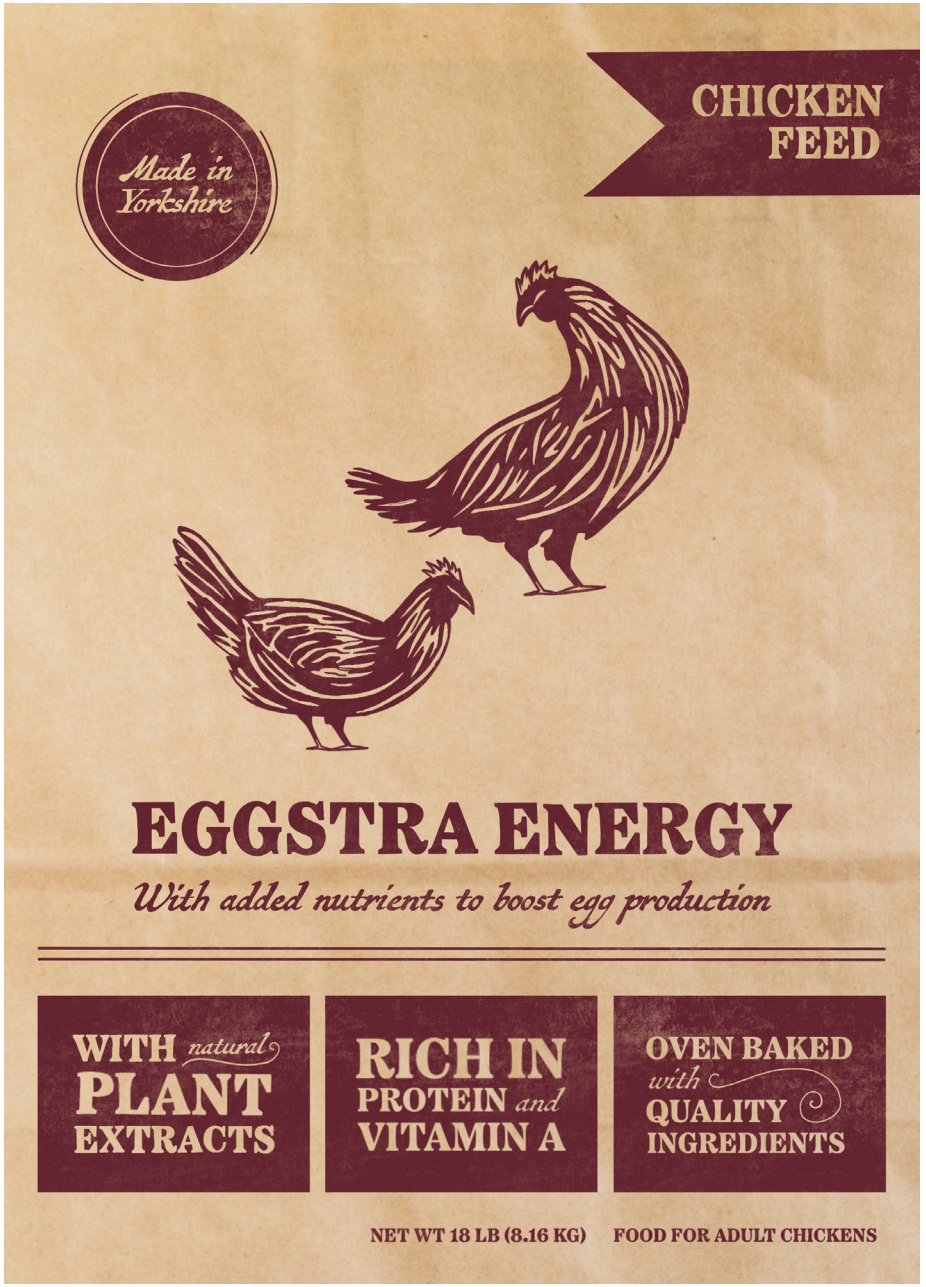
User: All chickens and Mrs Tweedy
Purpose: Mrs Tweedy's pie business is a direct result of the chickens not producing eggs.
Inspiration: Traditional farm yard products
Why: Although the chickens are using the product, Mrs Tweedy would be purchasing it. She would be attracted to the authenticity of the design and its 'straight-forward' attitude.

MoDiP 1950's packaging I've taken as inspiration.

Mood board of 'farm yard' aesthetic



Initial concept for the chicken feed –inspired by animal feed packaging.



Packaging concept I presented during the interim presentation.

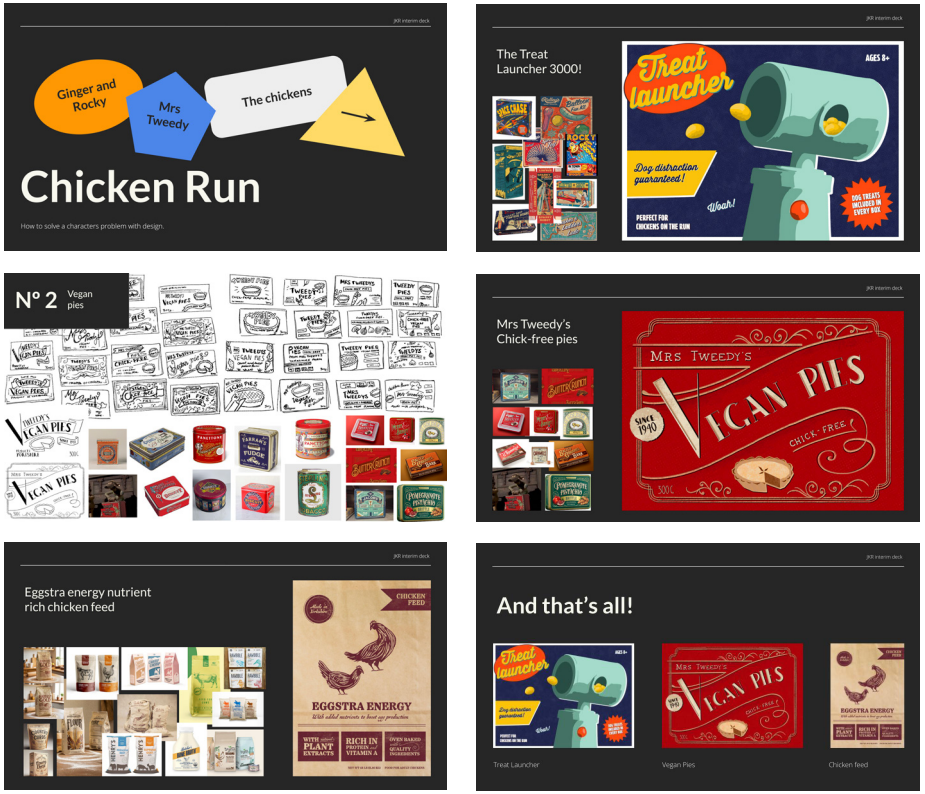
Interim presentation

During my interim I presented my three concepts, along with insights and reasoning.

My feedback included:

- Think more into copy write
- Continue with the vegan pies concept

Overall my feedback was really positive, and gave me the next steps to move forward.



Some slides from my interim presentation.

Copy write

Articles from the Yorkshire Evening Post provided a reference for tone of voice to use.

As I was told to consider copy write more, I looked into how language was used in the 1950s in Yorkshire.

I found old news articles from this period to explore the tone of voice of the time. As Mrs Tweedy is a serious character, and the vegan pies are a high-end product, these articles provided an ideal reference.

Product Names:

- Post-poultry
- Chick-free
- Pig out
- Hogwash
- Beef Ale-ternative
- Greens & glory
- Feather-free
- Tweedy triumph

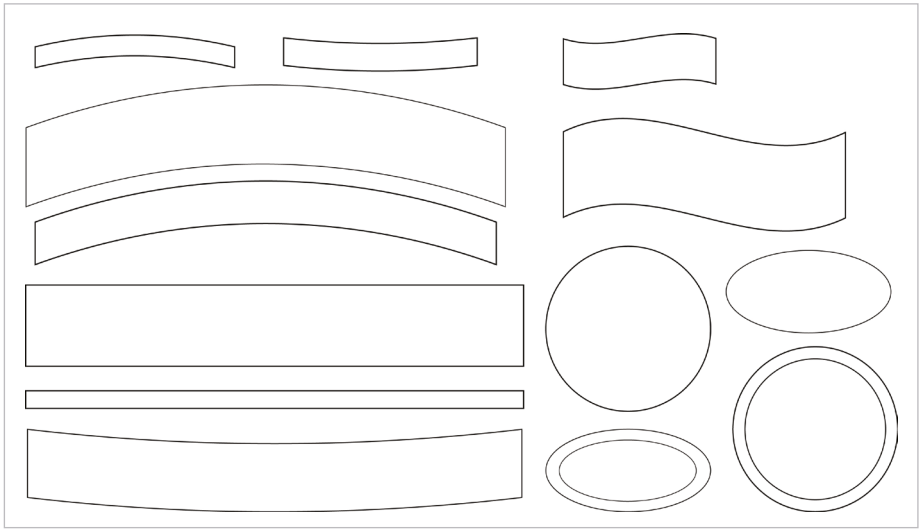
Here are some of the product names I came up with. I liked 'Post-Poultry' as a spin on the 'post-war' period my characters are living in.

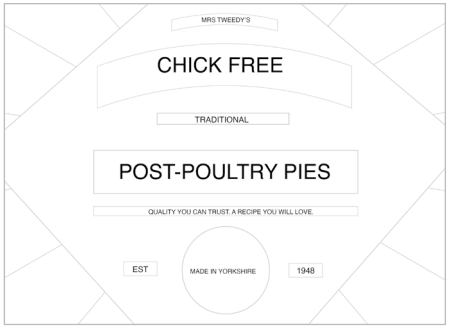
I also came up with names for pork and beef pies, which would be in the expanded product range.

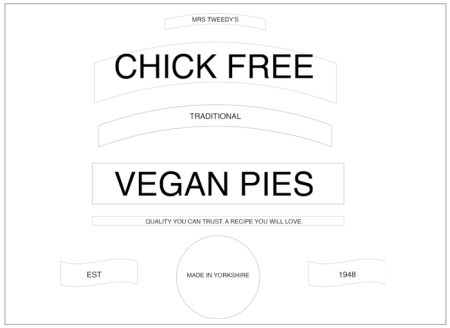
Developing the composition

To work on composition ideas I created a series of arches, circles and flags to arrange and see what works.

In most of my inspiration pictures, the type is curved, so I've made sure to carry that through my designs.



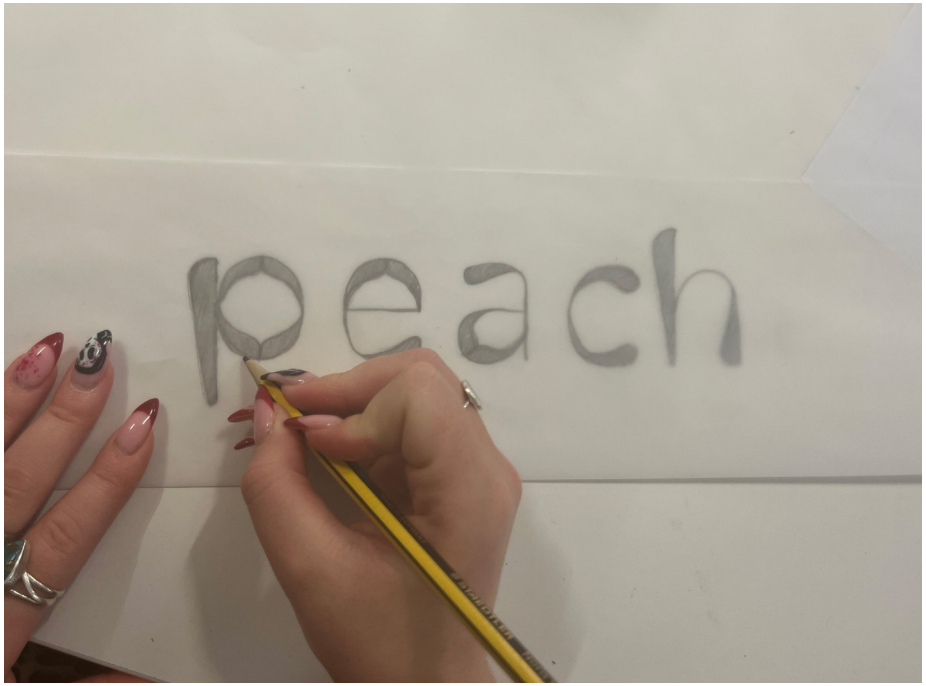




Dalton Maag type workshop

During a workshop hosted by Eleni Beveratou we looked at legibility and the impact of type, focusing on how different styles can create distinct messages and evoke specific feelings.

This helped me when choosing type that would appeal to my target user this project.



Creating type inspired by a mood board.

Typeface

I've focused on selecting typefaces that balance charm while maintaining a sense of authenticity and timelessness for Mrs. Tweedy's branding.

After the type workshop, I experimented with adding art deco style swashes to fonts in Adobe Illustrator.

Adding swashes to type on paper then tracing on Adobe illustrator.

Here I've shown some of the type faces I considered using. I ended up using Royal signage as a heading font and Old Erika as a body font instead of continuing with a self-made type. I also created a colour palette.

ROYAL SIGNAGE

ROYAL SIGNAGE

OLD ERIKA

RUMBLE BRAVE RUMBLE BRAVE

VERVE VERVE

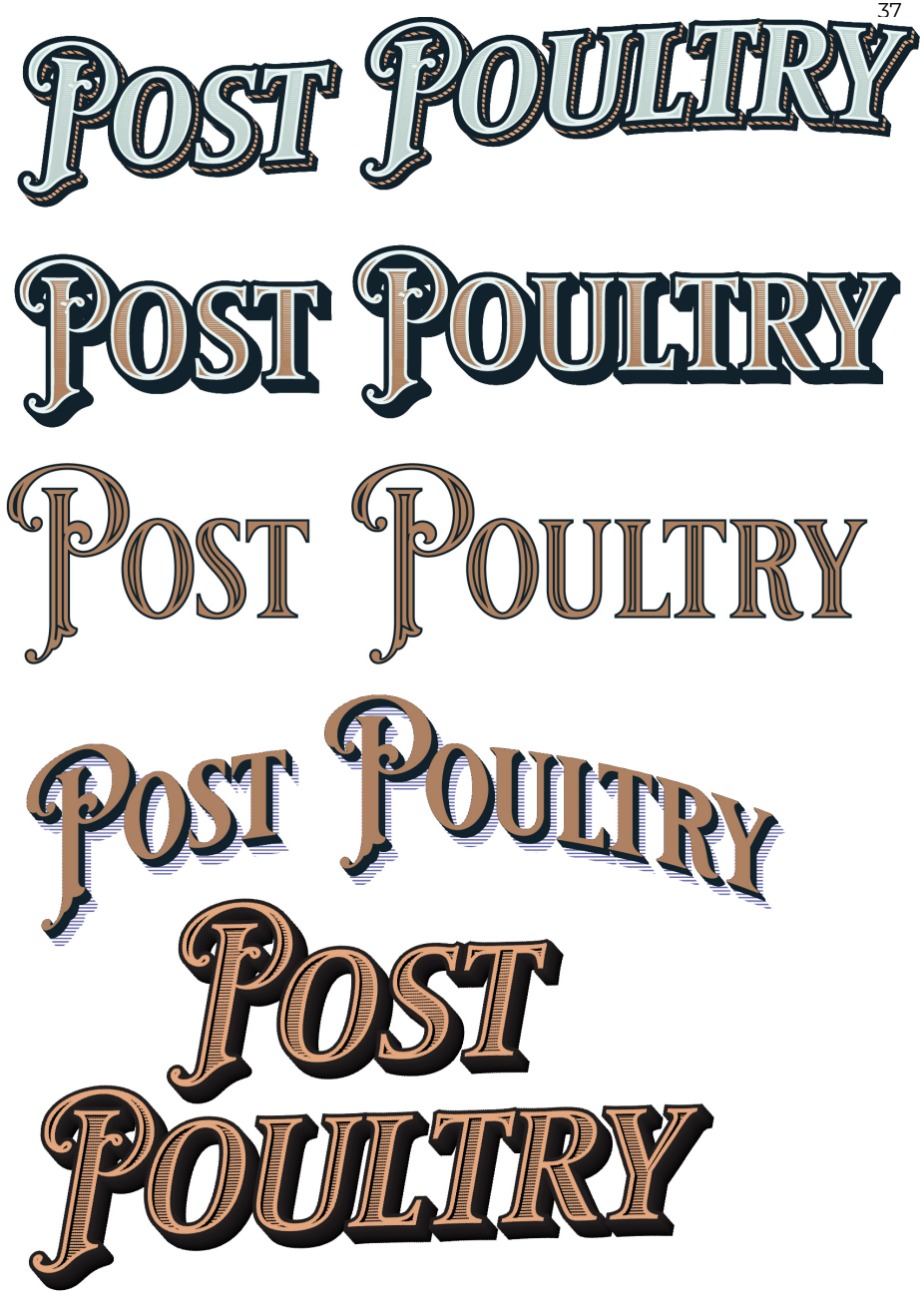
AESTETIC aesletic

ARCANE NINE

Making the packaging

Using my composition layouts, colour and type I created packaging options.
The JKR pin-up session helped decide on what concept to continue with.

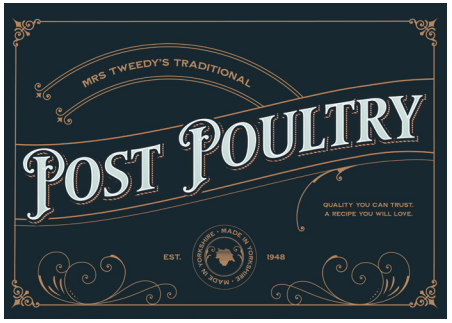
Developing the pie packaging.



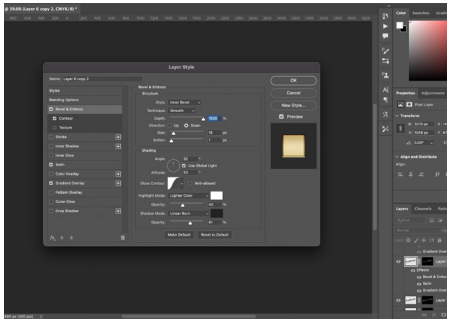
After deciding on my packaging design, I began to add more detail to my product name title.

Getting that ‘tin’ effect

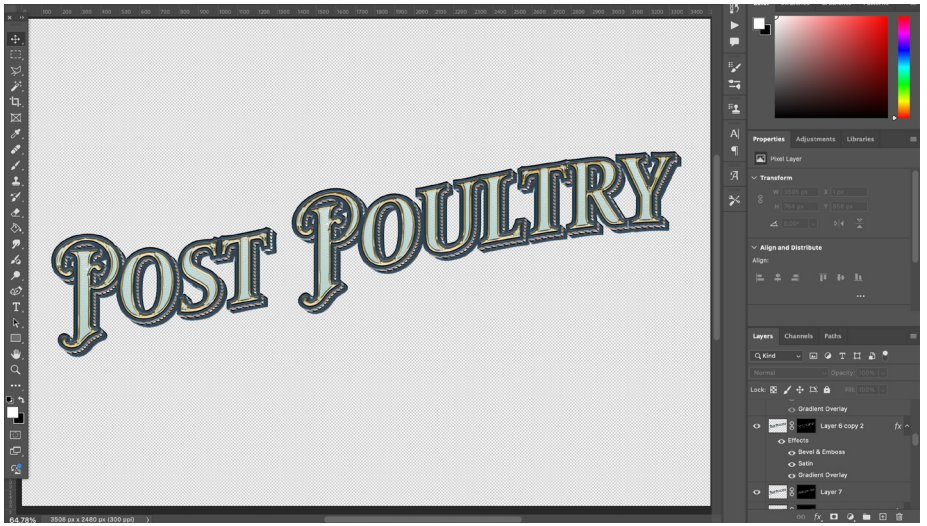
After developing my packaging design, I experimented with features on Photoshop to get that embossed ‘tin’ effect.



The final packaging layout.



Experimenting with bevel & emboss.

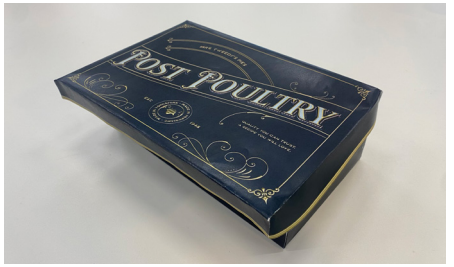


My title with a new ‘tin effect’

Mock-up Development

To create my physical prototype, I made several nets and experimented with size until I was happy. I was then able to print onto high quality card and make my final piece.

For my digital mock-ups, I sourced downloads of tins online.



First net attempt – the lid was too big

Final paper prototype

Final card prototype

Digital mock-ups from yellowimages.com

Touch points

For touch points, I first made 50s style adverts for the product. I felt as if it was too ‘American’ inspired though - and it didn’t fit in with the ‘high-quality’ vibe I wanted for my product, so I did not include it for my final visuals.

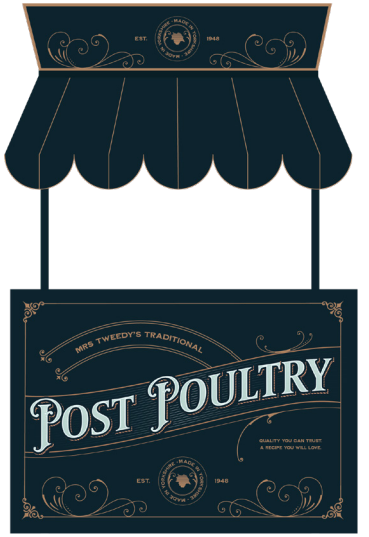
Instead I worked on making a fridge that would display my products, a food cart and the other products in the ‘Mrs Tweedy’s pies’ line.

My ‘Beef and ale-ternative’ product.

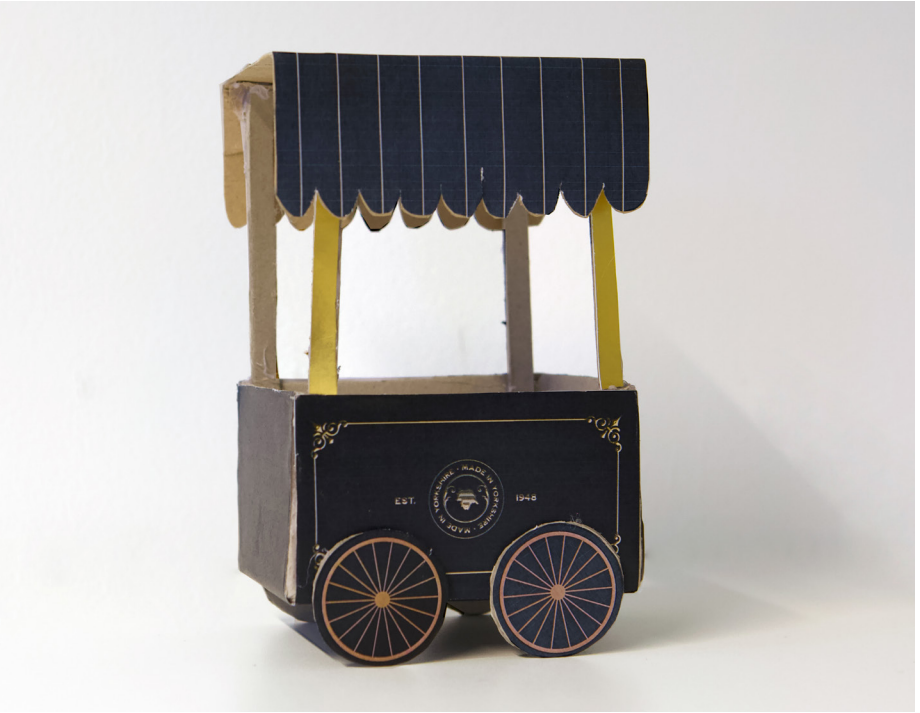
My ‘Hogwash Pork’ product.

Pie images sourced from Adobe Images.

Fridge sourced from FreePik.



POS stand and food cart initial designs.



Prototype of the food cart.

Thinking ‘in-situ’

Initially, I placed my product in a modern supermarket for in-situ mock ups, but realised it clashed with the film’s era and just looked wrong! To align with the setting, I explored produce shops as a more fitting context for the products

The imagery on the right shops produce shops that could fit the era of the film.

My Post-Poultry packaging in Waitrose.

Final presentation

During the award ceremony, My design was short-listed for:

- Typography
- Insights
- Craft

I also **won** the craft award for my packaging and the ability for it to be a real product!

For the final piece, I brought in my packaging design, along with an example of the material it would be made of in the film.

What I presented at the JKR showcase.

Initial photo shoot of the product.

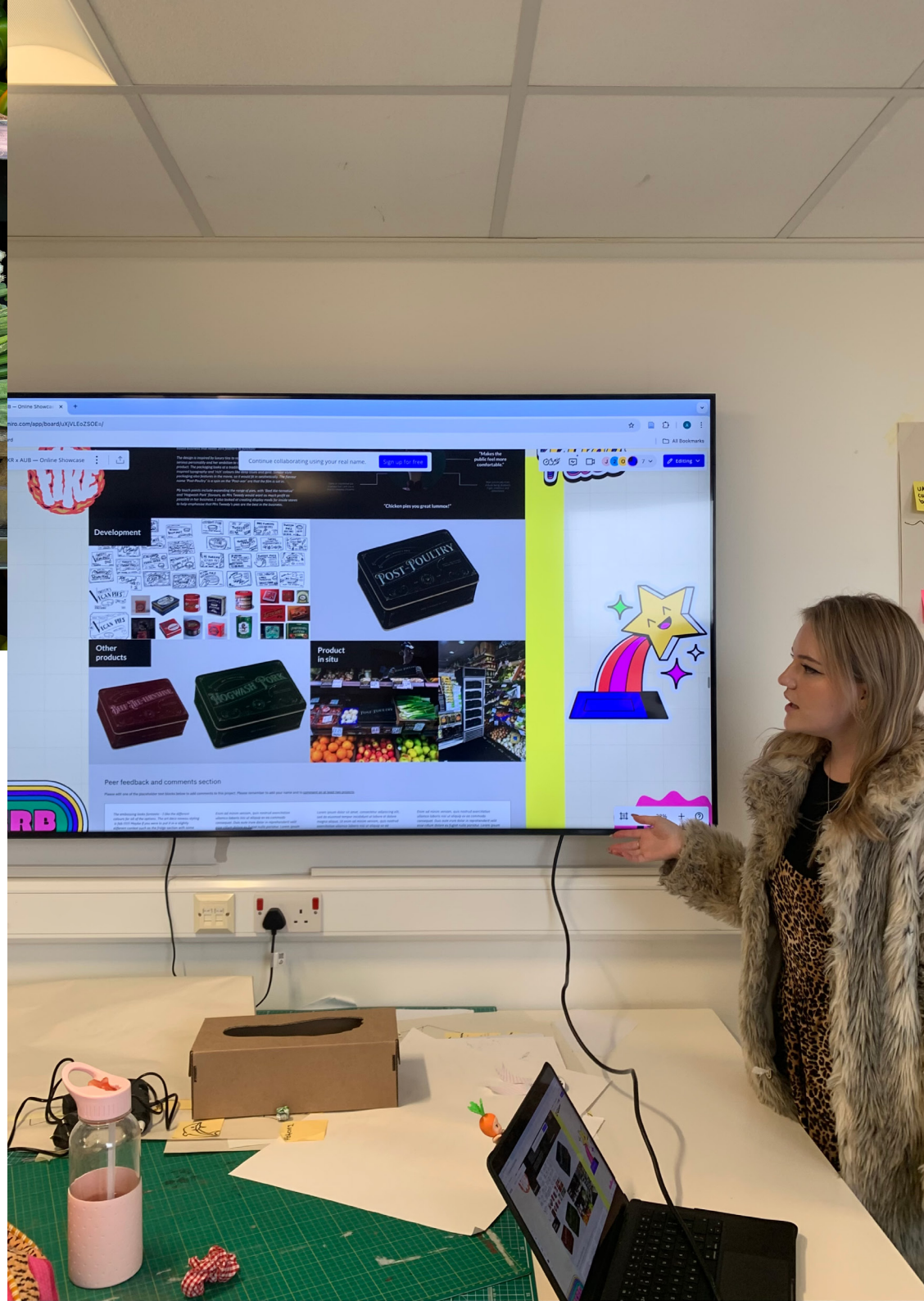
Some feedback I received in the critique included:

·Try to find a more suitable fridge/area to mock up my product into - one that is not surrounded by vegetables

·Include the other pie products I have created in the fridge

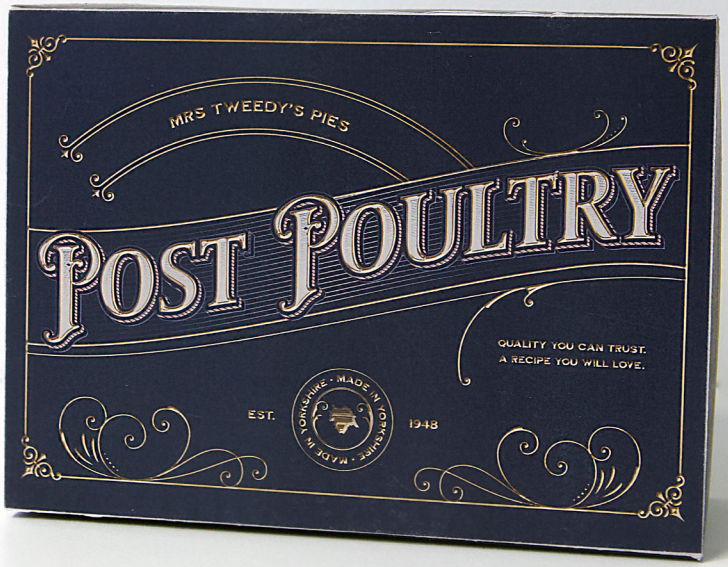
I worked on this feedback by exploring new farm shops for my ‘in-situ’ visuals and by updating my fridge visual.

I updated my final presentation with these changes.

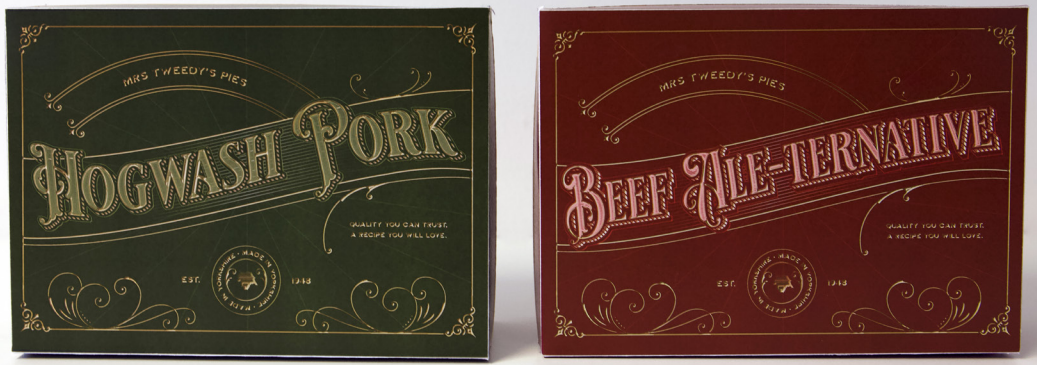


Final visuals

Food cart mock-up initially sourced from Freepiks.com, and manipulated by myself to change elements.


MRS TWEEDY'S PIES
POST POULTRY
QUALITY YOU CAN TRUST.
A RECIPE YOU WILL LOVE.
EST.
1948
MADE IN TONKSHIRE

MRS TWEEDY'S PIES
POST POULTRY
HOGWASH PORK
BEEF ALE-TERNATIVE


MRS TWEEDY'S PIES
HOGWASH PORK
BEEF ALE-TERNATIVE

MRS TWEEDY'S PIES
MRS TWEEDY'S PIES
MRS TWEEDY'S PIES

Reflection

Overall, I'm happy with how my work for this project turned out. I was awarded for Craft and shortlisted for both the Insights and Typography awards, which was a huge confidence booster.

I found the interim presentation really helpful, as it gave me an opportunity to gather feedback at a crucial stage. The chance to receive critique from Megan, from JKR agency, was especially valuable. For this brief, I found prototyping my ideas and creating a final physical outcome beneficial in understanding how the designs could function in both the film and in real-life.

If I had more time to work on this project, I would have loved to create my digital mockups in a software such as blender, rather then using digital downloads. However, I did spend extra time making the mockups look realistic through techniques like embossing to apply a tin effect, which helped enhance the visuals.

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