

BACKGROUND

If you're a parent, you know the joys of taking care of a child's needs until they've been potty trained. You are part of an elite brigade whose common bond is the ability to talk on the phone with one hand while taking care of a diaper with the other.

As a designer, I've always wondered if there was a way to elevate the chic factor and the usability of what is otherwise a messy, multi-year responsibility. Can you be a new parent and look really good while taking care of number one and number two?

CHALLENGE

- **CHALLENGE:** You've been tasked with branding a line of baby diapers that caters to urban parents seeking an edgier feel to their baby care.
- Invent the name and logo for this new brand, then apply your identity to the diaper product itself, thinking through what type of packaging would be most appropriate for your target audience.

TIME CONSTRAINT

- 60 MINUTES
- Use **TIMEBOXING** to make the most effective use of your time.