outside of the box

packaging design

2.744 product design
but first

mini quiz results!

8 categories of colors in relation to the color wheel
but first
mini quiz results

what are the 3 dimensions of color?
and now

graphics mini quiz

list 3 main aspects of an image to analyze when choosing a matching font

structure
proportions/balance
directionality

overall shape

details
last class
graphics exercise

design an 8.5x11 inch poster
using a prescribed image and phrase

goal: entice like-minded people to visit a website

message, image, layout, text selection, color
intent of packaging
packaging design

design intent:
keep it clean and minimal, clearly articulate needs in a moment of crisis
pillow shaped, biodegradable
intent of packaging

packaging design

design intent:
keep it clean and minimal, clearly articulate needs in a moment of crisis
pillow shaped, biodegradable
intent of packaging

packaging design

design intent:
scream summer!
create differentiation, generate interest during slower summer season
intent of packaging

packaging design

design intent:
new product formulation launch
high fruit content: showcase fruit, high on label
intent of packaging

packaging design

design intent:
give each colored earbud package a personality. Bodie, Emo, Jay D., Skull Rojo and Zoie Jane younger audience. Key drivers were color and style, not performance
intent of packaging

packaging design

design intent:
three years in the making, a new solution to the shoebox
two packaging components of any shoe sale—the bag and the box
reduces cardboard use by 65%. no laminated cardboard. no tissue paper
bag is made of recycled PET
yearly savings: 8,500 tons paper; 20 MJ of electricity; 264,000 gallons of fuel;
264 gallons of water; 275 tons of plastic
intent of packaging

packaging design

design intent:
express values like fun, organic, beach life, recycled materials
intent of packaging

packaging design

design intent:
holiday card with a use
intent of packaging

packaging design

design intent: a flyer that stays on display
intent of packaging

packaging design

design intent:
folding carton that supports a range of graphics and eliminates POP secondary packaging
intent of packaging

packaging design

design intent:
clean, low-cost drink carrier with high blanking efficiency, low material use
functions
packaging

contain          communicate
carry            display
protect          brand
dispense         build up contents
preserve         disguise
measure          promote
innovate
distribution system
packaging

secondary
primary: directly contains
typical corrugated boxes
corrugated boxes: joining packaging

TAPED JOINT  GLUED JOINT  STITCHED JOINT
corrugated boxes: folding packaging
folding cartons (25% of secondary) packaging
folding cartons common styles

packaging

REVERSE TUCK
AUTO-LOCK BOTTOM
MAILING LOCKS
SEAL END WITH VAN BUREN EARS
AIRPLANE STYLE
STRAIGHT TUCK
CRACKER STYLE
RECLOSEABLE SEAL END
SEAL END
HARDWARE BOTTOM
BREAKAWAY FLIP TOP
ICE CREAM
folding cartons paperboard/kraft paper packaging
folding cartons manufacture

packaging
setup boxes (non-folding)

packaging

THROWAWAY BOX
FULL TELESCOPE
EXTENSION EDGE WITH PADDED COVER
TUBE AND SLIDE
NECKED BOX WITH HINGED COVER
setup boxes (non-folding) packaging
out of the box
packaging exercise

new egg: a new brand of premium, high-end, “organic” eggs
design a novel package: 6 pack (max)

protect egg as well or better than existing packages
stackable

each team submits a package model at the end of class

notes:
you may use any material, including ones not in your starter kit
the model should be filled with eggs
please don’t break the eggs!