

outside of the box

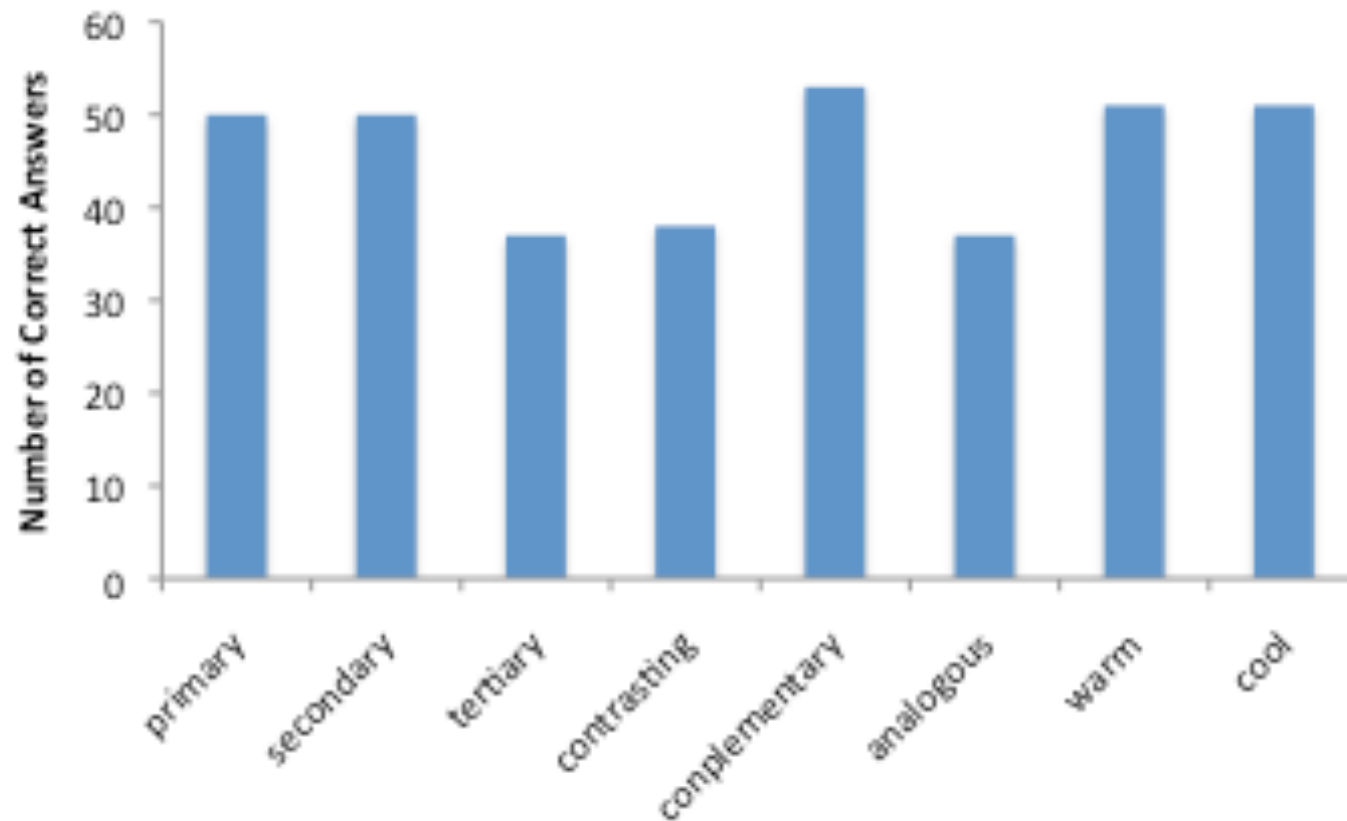
packaging design



2.744 product design

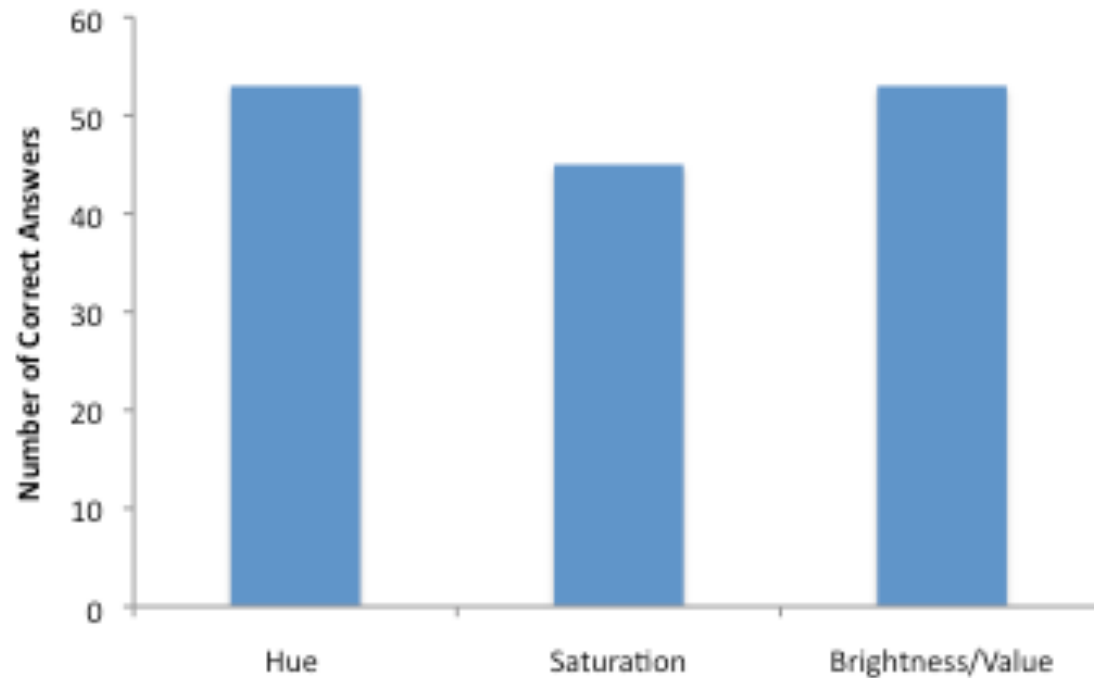
but first mini quiz results!

8 categories of colors in relation to the color wheel



but first mini quiz results

what are the 3 dimensions of color?



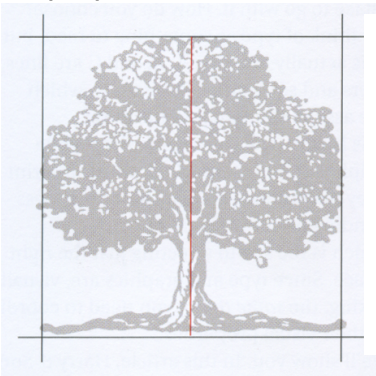
My Vu
Josh Ramos
Laura Shumaker
Lisa Burton
David Guasch Rodriguez
Artuo Ochoa Gonzalez
Diana Sim
David Parell
Paulina Mustafa
Heidi Chen
Tyler Susko
Jessica Bashkoff
Changran Chai

and now graphics mini quiz

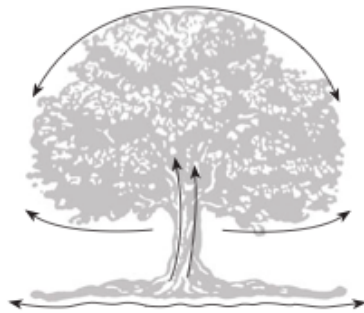
list 3 main aspects of an image to analyze when choosing a matching font

structure

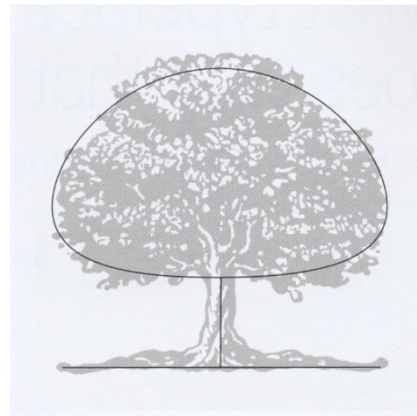
proportions/balance



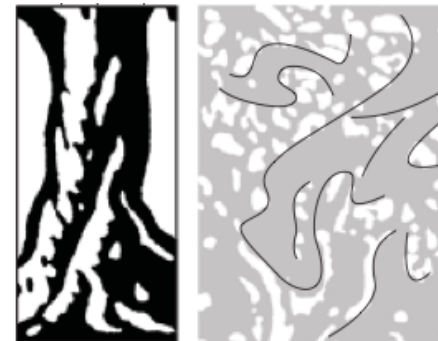
directionality



overall shape



details



last class

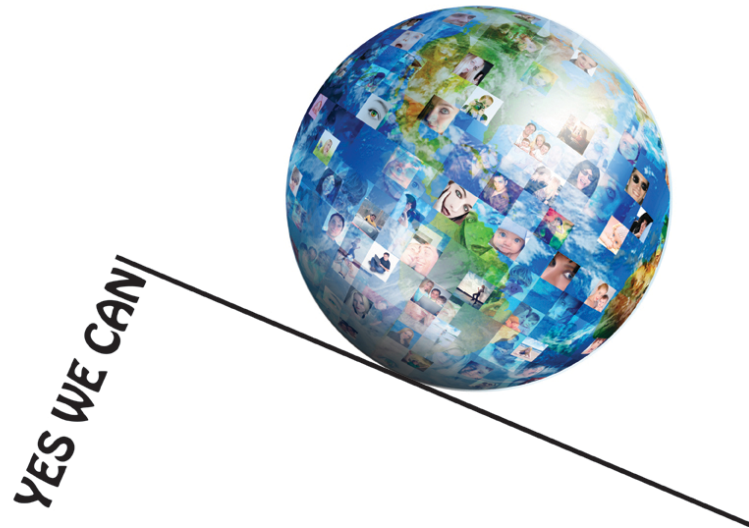
graphics exercise

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

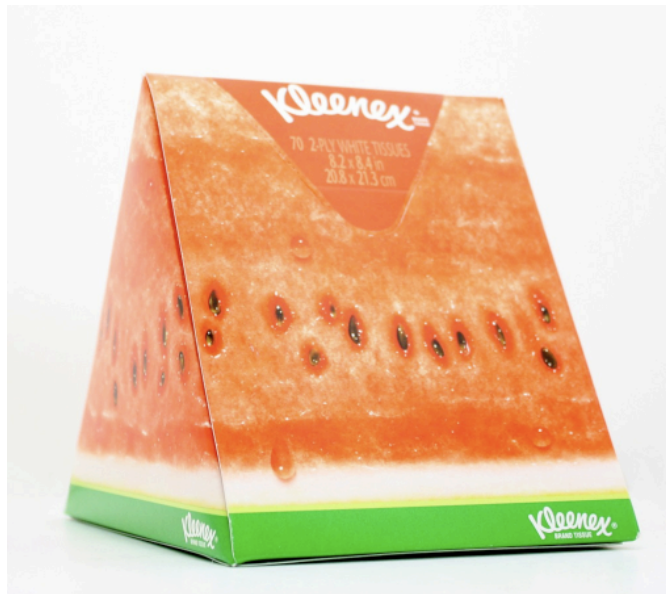


intent of packaging packaging design

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:

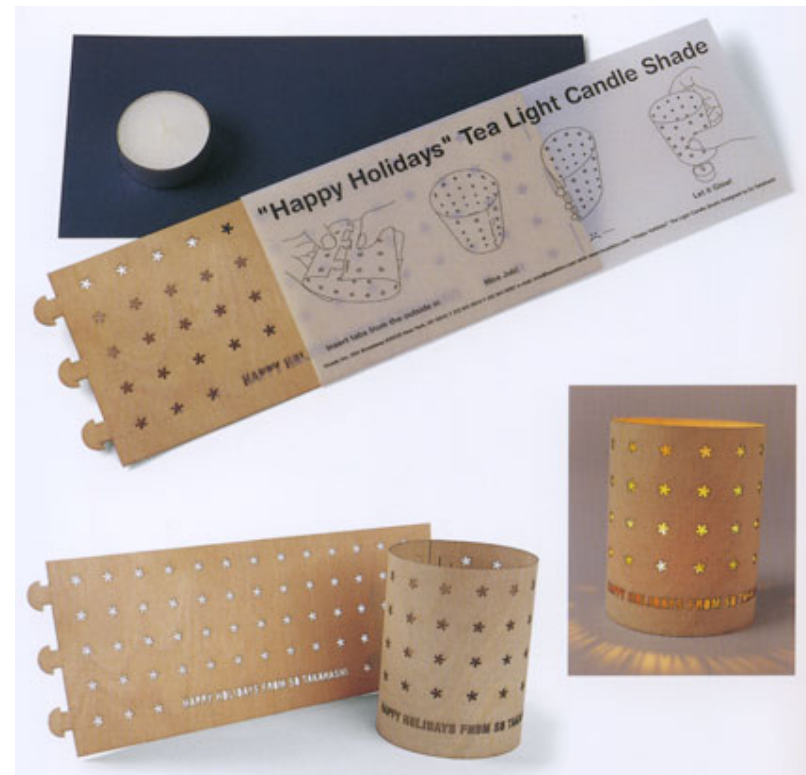
express values like fun, organic, beach life, recycled materials



intent of packaging

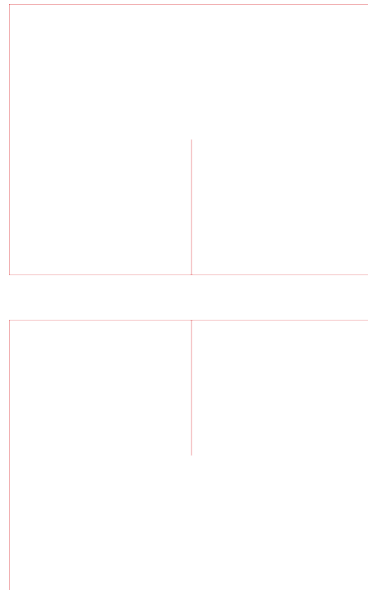
packaging design

design intent:
holiday card with a use



intent of packaging packaging design

design intent:
a flyer that stays on display

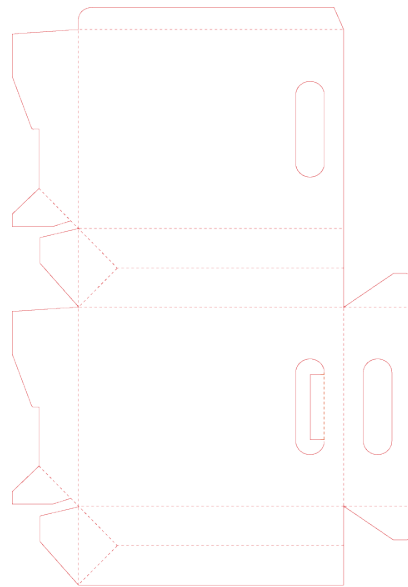


intent of packaging

packaging design

design intent:

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

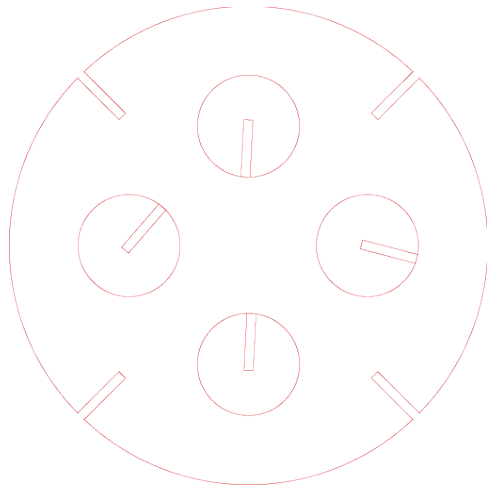


intent of packaging

packaging design

design intent:

clean, low-cost drink carrier with high blanking efficiency, low material use



functions packaging

contain

carry

protect

dispense

preserve

measure

communicate

display

brand

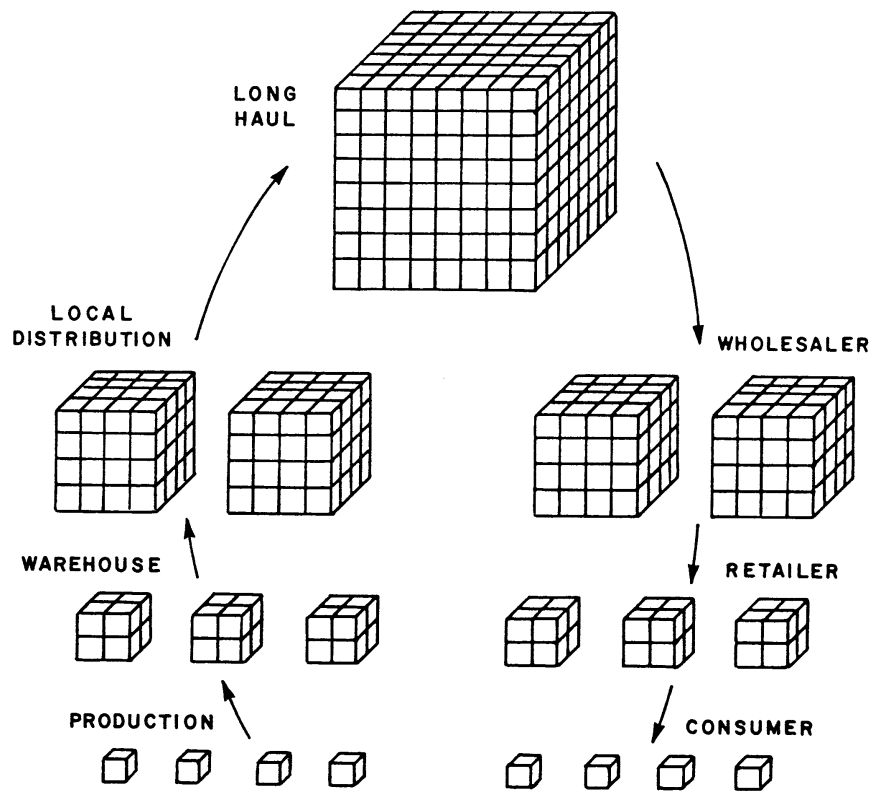
build up contents

disguise

promote

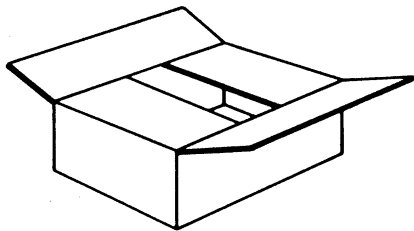
innovate

distribution system packaging

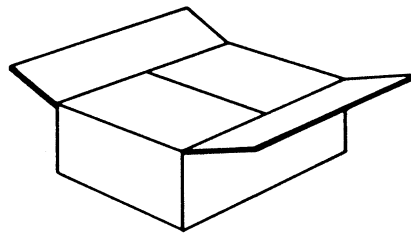


secondary
primary: directly contains

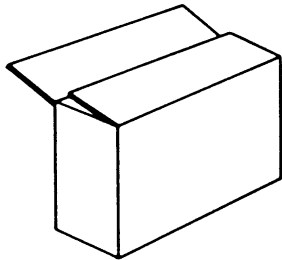
typical corrugated boxes packaging



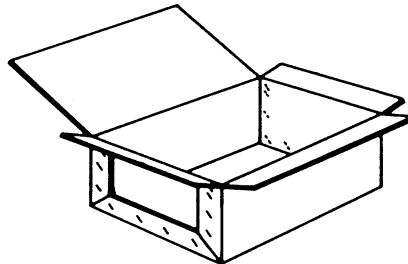
REGULAR SLOTTED CONTAINER (RSC)



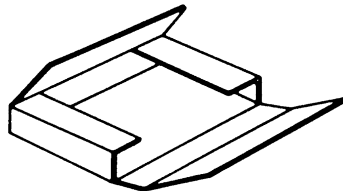
CENTER SPECIAL SLOTTED CONTAINER (CSSC)



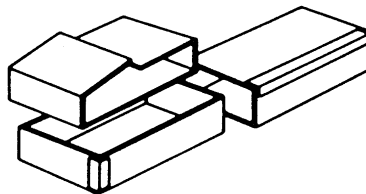
FULL OVERLAP SLOTTED CONTAINER (FOL)



No. 4 BLISS BOX



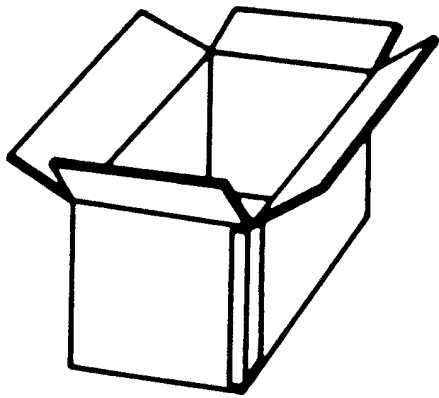
BOOK WRAP



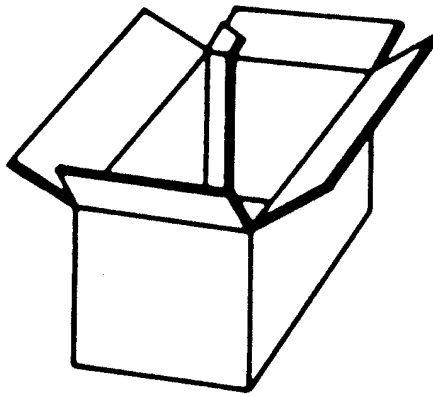
TRIPLE SLIDE BOX



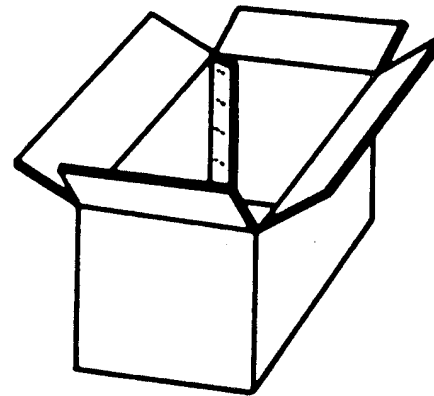
corrugated boxes: joining packaging



TAPED JOINT

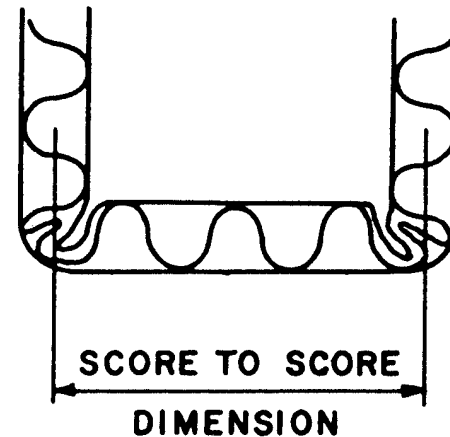
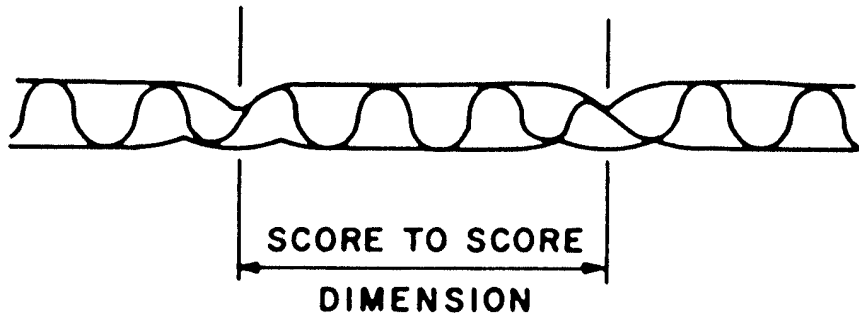


GLUED JOINT

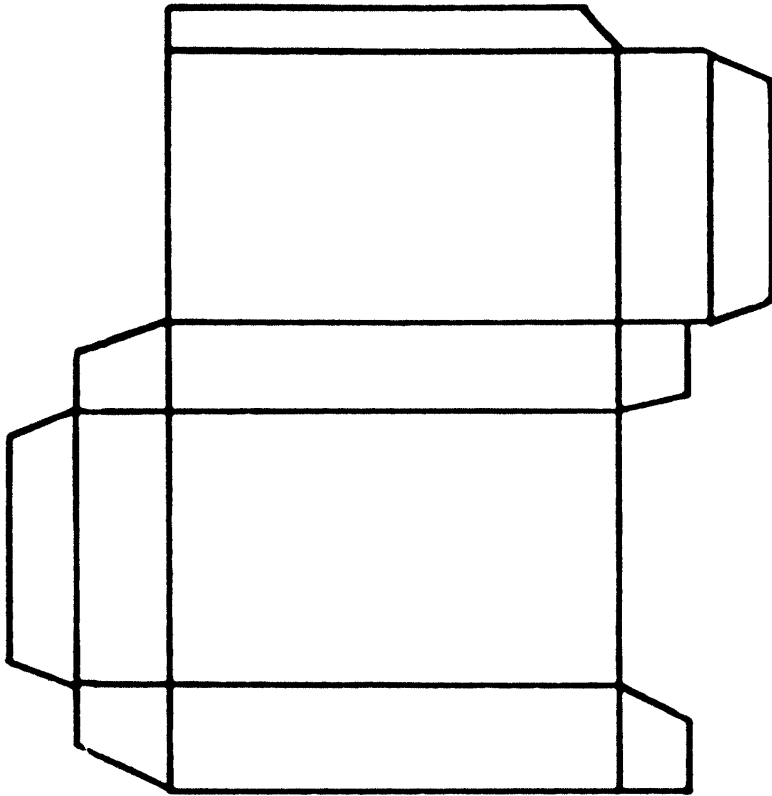


STITCHED JOINT

corrugated boxes: folding packaging

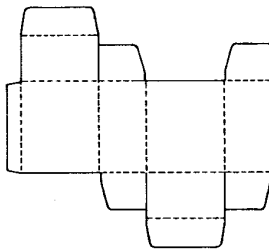


folding cartons (25% of secondary) **packaging**

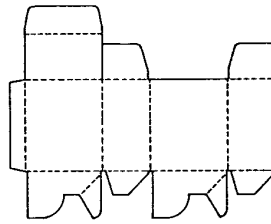


folding cartons common styles

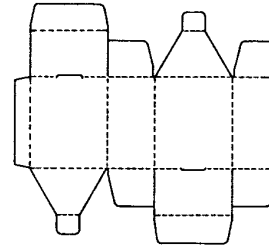
packaging



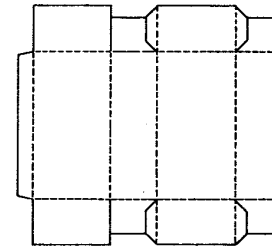
REVERSE TUCK



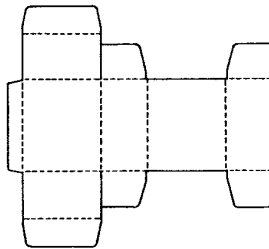
AUTO-LOCK BOTTOM



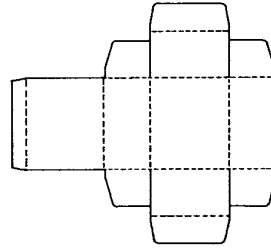
MAILING LOCKS



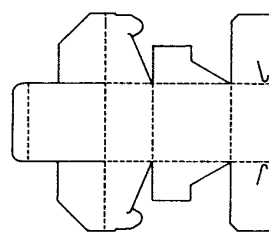
SEAL END WITH VAN BUREN EARS



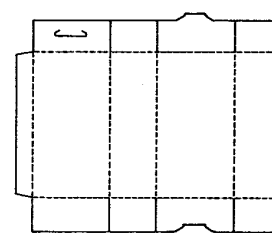
AIRPLANE STYLE



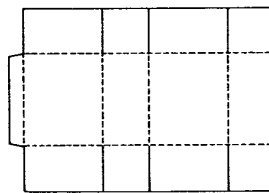
STRAIGHT TUCK



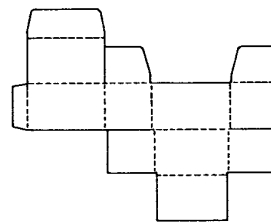
CRACKER STYLE



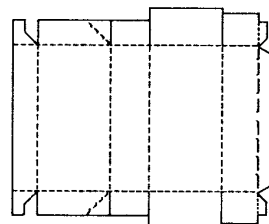
RECLOSABLE SEAL END



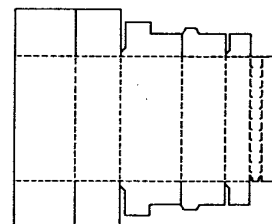
SEAL END



HARDWARE BOTTOM

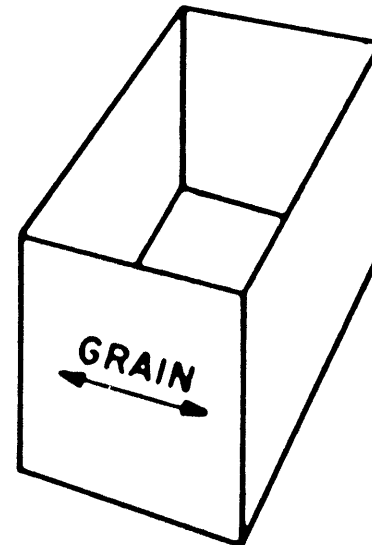
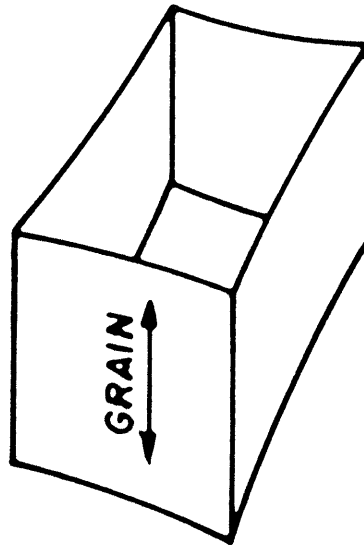


BREAKAWAY FLIP TOP

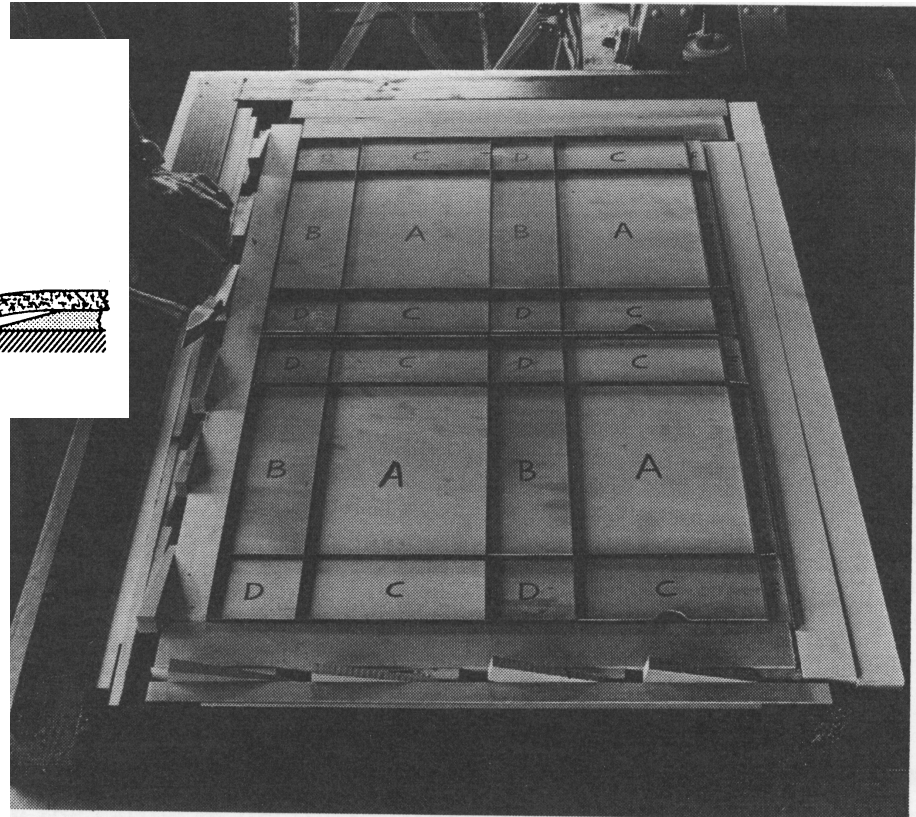
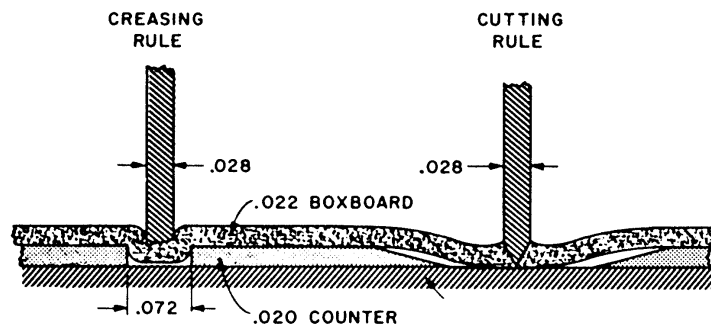


ICE CREAM

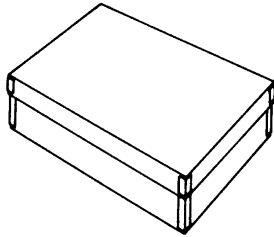
folding cartons paperboard/kraft paper **packaging**



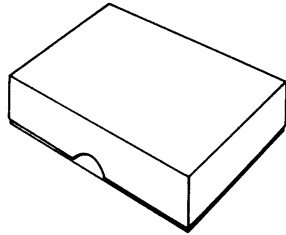
folding cartons manufacture packaging



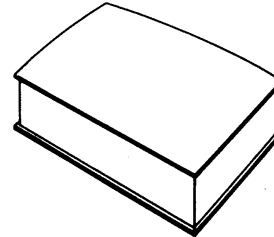
setup boxes (non-folding) packaging



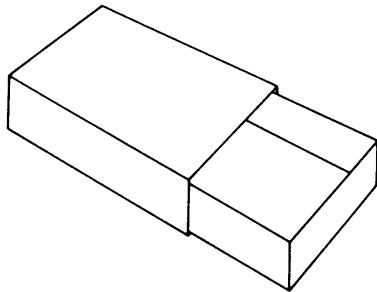
THROWAWAY BOX



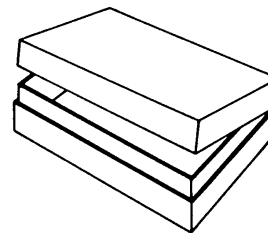
FULL TELESCOPE



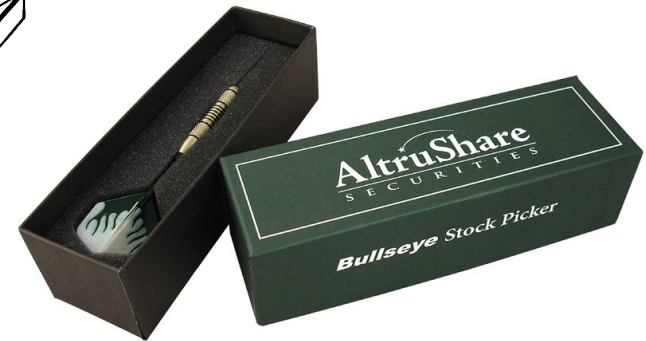
EXTENSION EDGE
WITH PADDED COVER



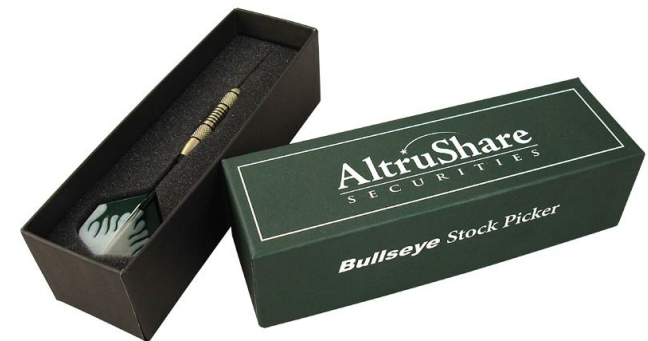
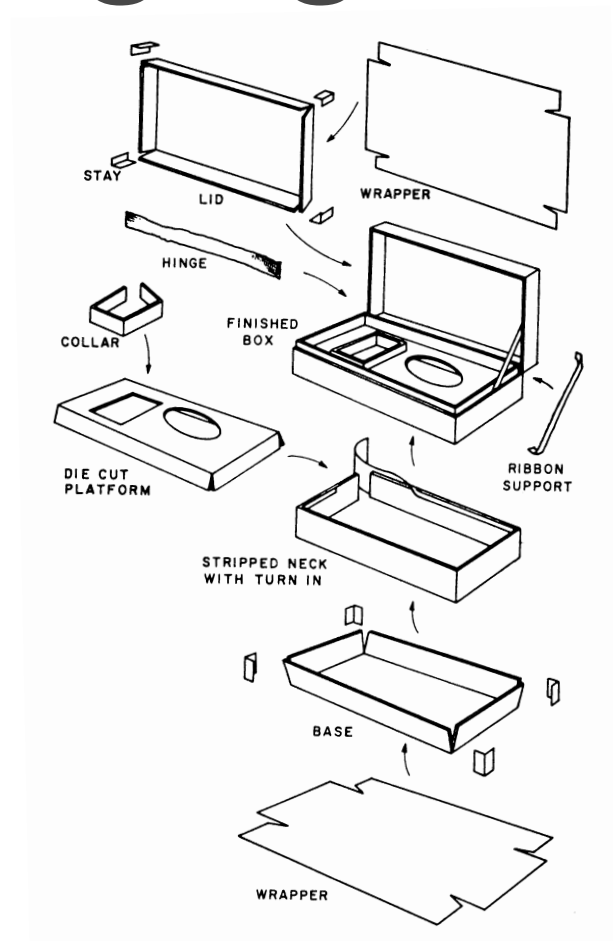
TUBE AND SLIDE



NECKED BOX WITH
HINGED COVER



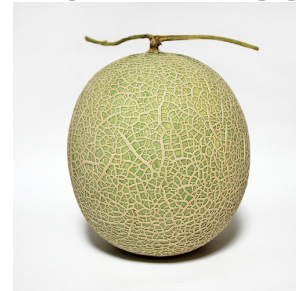
setup boxes (non-folding) packaging



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!