

Package Design

Design World

What is it?

What the Goal?

- The fact that a package is created to hold a product is really a secondary goal from the designer's perspective.
- From where you're sitting, a package is created to *sell* a product.

Consumer Attention

- Consumers are cautious and want to learn about the products they are buying. If the first time they're seeing it is on the shelf, the best way to do this is by picking it up and having a look.
- If all you have is the name of the product written in Helvetica on a white background, what are you teaching them
- There are always exceptions.

Complication

- Consumer needs to know what the product is
- How to make it work
- Why they should buy it
- Labeling guidelines
- Branding
- Price point
- Competitors
- Government regulations

Food Watcher

Curb your appetite
the easy way

Fast relief through
the tongue

Reduces the
hunger signals

Safe and easy to use
with no side effects
or weight gain

100% Natural



Food Watcher™



1. Treatment
takes only 10
minutes, no more
than twice a day

2. Clinically
proven to
reduce appetite
for up to 4 hours

3. Safe and
easy to use and
fits your weight loss program

Curb your appetite
the **easy** way

Audience

- Marketing ideals have a great impact
- You can not impose too much of your own personality
- Who is meant to buy it
- Demographics and socioeconomic situation
- Target customer = most critical aspects
- If you know your audience you can communicate more effectively



Inspiration

- Draw design inspiration from the product itself
- Color, shape, size, material, photography.
What can you do to be consistent with the product.
- Concept of repetition in design. Product was design so why shouldn't the package follow
- Concept box for Doritos



NACHO
CHEESE



NACHO
CHEESE



NACHO
CHEESE





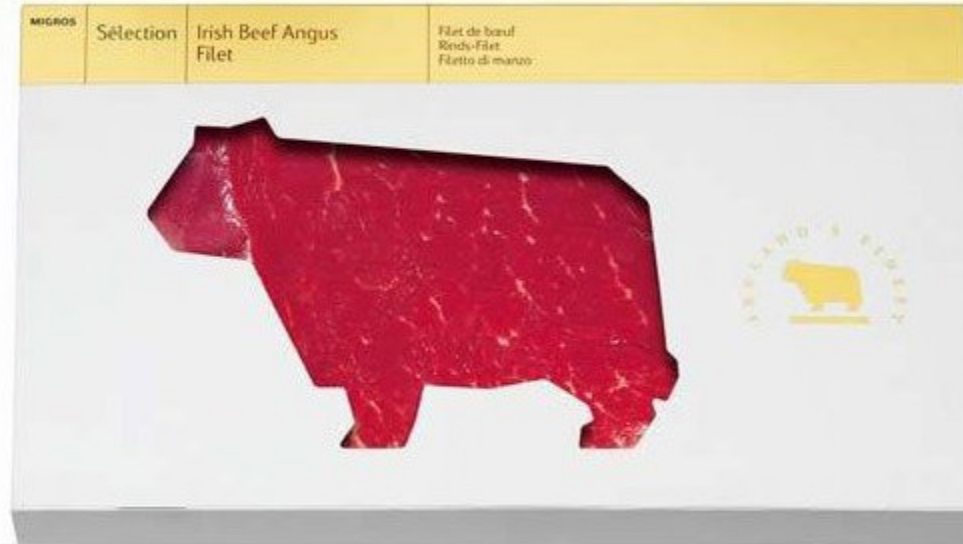
Practicality

- Don't let your imagination run to wild
- Keep realistic items in mind:
 - Shipping
 - Practicality
 - Stacking / shelf space
 - Opening / closing / re closing
 - Price
 - Materials

Use it

- Is there a brand legacy to use
- Competitors: Coke vs Pepsi
- Product history

Packaging Samples









pentawards
2009
DIAMOND AWARD





Good



Good

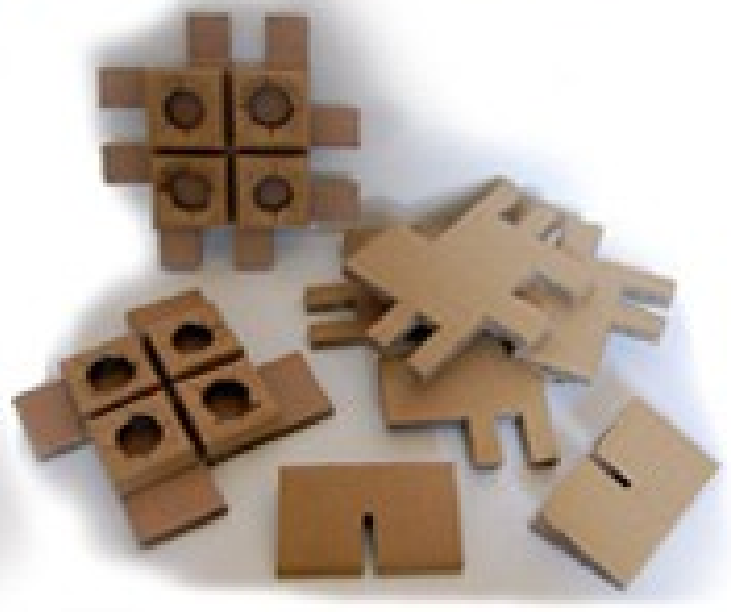


Not so Good

















Videos

- 3D Printing

<http://www.youtube.com/watch?v=X5AZzOw7FwA&list=PLC3D565688483CCB5&in>

- Packaging

<http://www.youtube.com/watch?v=E3RIwaMhfd4>

- Product

<http://www.youtube.com/watch?v=1xGbw7nnH-o&list=PLC3D565688483CCB5>

Use it

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More...

- www.thedieline.com
- www.packagingoftheworld.com