



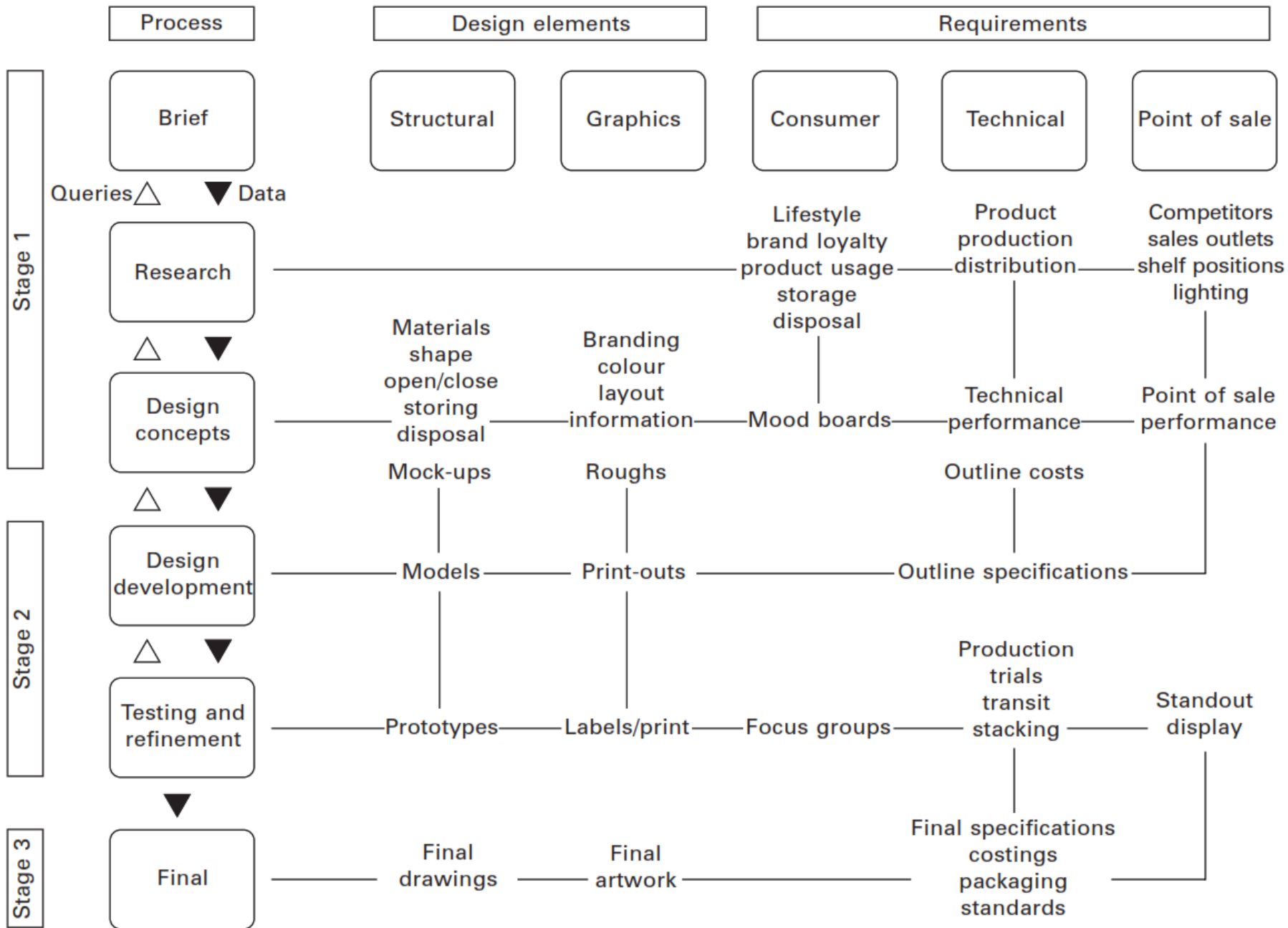
PACKAGING DESIGN AND DEVELOPMENT

Packaging must be effective in containing, protecting, identifying and promoting products and it should do so with the least impact on the environment and at minimum cost.

Clearly, we have here a mixture of technical, environmental, financial and communication issues to resolve even at the most basic levels of packaging design.

the packaging of fast moving consumer goods, particularly within self-service retail environments, is a direct consumer interaction. It demands that the function of identification be greatly augmented to include promoting the brand and, importantly, allowing the packaged product to stand out from competitors' products.

The pack in this scenario is often the only channel of communication between potential purchaser and product and, while pack cost and environmental performance are still vital components, sales performance dominates.



The design process

- Figure shows the design process represented by a logical progression of events, beginning with a brief, followed by a research phase, conceptual designs, through to developing design candidates worthy of progression, testing, refinement and final recommendations. The chart also indicates how the elements of structural and graphic design fit within the process and how the requirements of consumers, technical aspects and sales are fed into the study. While all these functions need to be considered even for the most modest packaging project, it should be understood that the linear nature of such charts tends to conceal a cyclical process also taking place within the process itself where different design concepts are being originated, developed and assessed.

- There is seldom just one solution to any design problem. It is more likely that a number of design solutions emerge, some perhaps more costly but offering consumer benefits, others perhaps providing better distribution efficiencies or improved environmental performance. In many instances, the overall design is likely to be a compromise but one that must have a strong rationale for supporting it.
- Figure shows a typical three-stage packaging project where stage 1 involves research and concept creation. This is usually the most important and longest stage where creativity is being challenged. At the end of this stage, it would be usual to present conceptual work to a client, together with recommendations for further development of preferred design candidates. The project then progresses to a second stage where concept development and product/pack testing and evaluations take place, ending as before with a client presentation. Finally, in stage three, with specifications, drawings and artwork completed, the project ends.

Stages of the packaging design

The Brief: The project brief is probably the most critical part of the design process. It not only begins the process but becomes a reference throughout the lifespan of the project by which success or failure will be measured. It accompanies work at every stage so that the design team can question whether or not their concepts meet the brief.



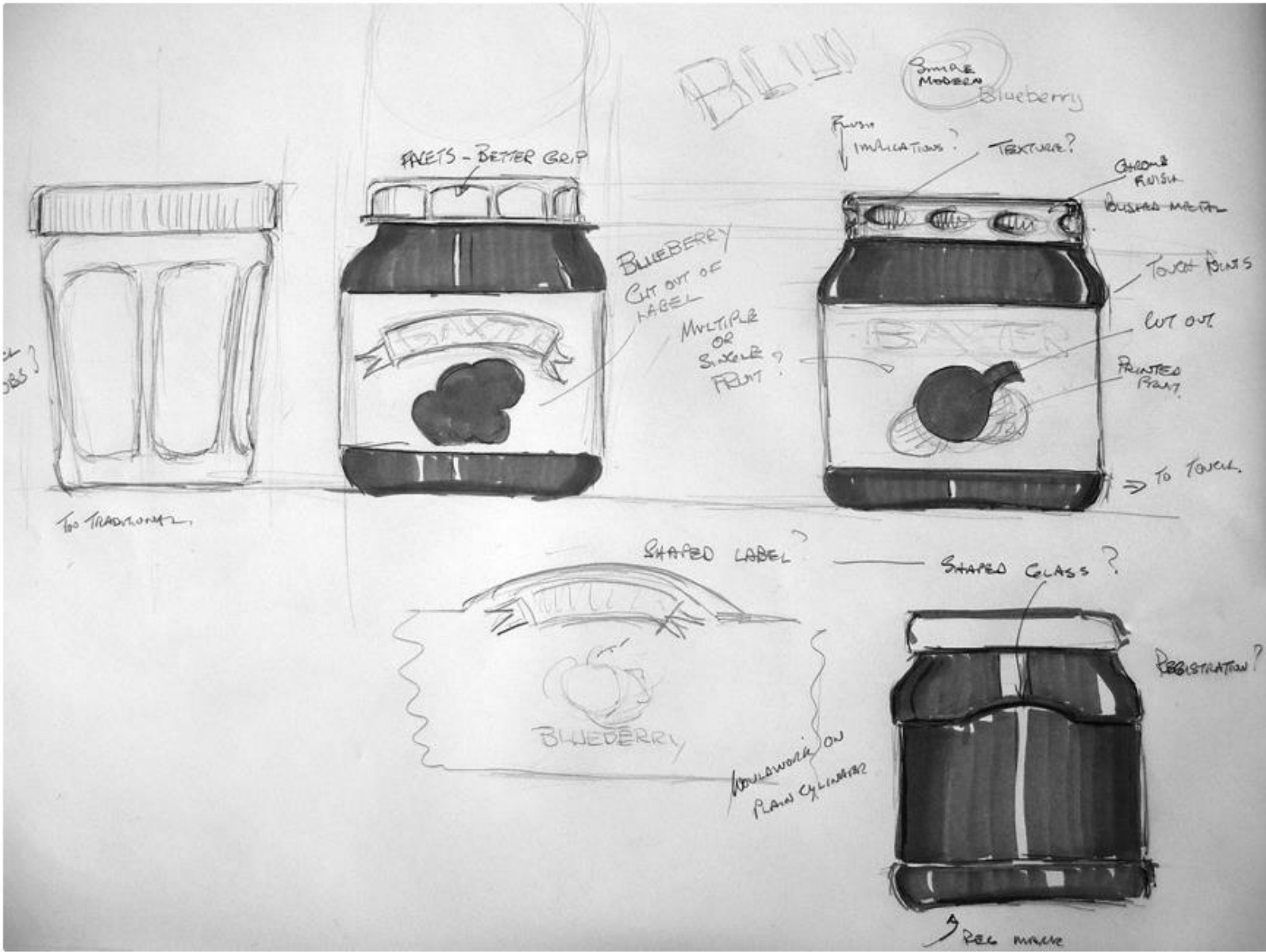
Research: While the brief establishes the aims and parameters of the design project, further research is inevitably required before any design work begins.

Checklist for a packaging brief

Market	brand values Size – value – trends – brands, brand share – seasonality
Target audience	Age – gender – lifestyle – purchaser/end-user – decision maker
Consumer benefits	Carrying – opening/closing – dispensing – storing – after use – disposal
Competitors	Brands – products – categories – cannibalism
Technical information	
Product protection	Moisture – light – temperature – gases – mechanical damage
Product compatibility	Materials – shelf life – deterioration
Production	Filling – closing/sealing – printing/labelling – secondary pack
Distribution	Warehousing – transport – tagging/tracking
Merchandising/pos	Outlets – fixture types/sizes – shelf position – lighting
Environmental and legal information	
Material sources	Renewable resource – recycled – sustainability – energy – impact
Pack construction	Monomaterials – separation of components – weights/bulk – energy

Conceptual design: With a thorough knowledge of the product, market, consumer profile, production, distribution and point of sale conditions, design work can begin. This stage of packaging design is the creative phase where thinking should be lateral as well as logical. It is the most critical part of any design study and often the most extensive in terms of time and cost.

Stages of the packaging design



Assessment chart for design concepts

Standout – which design provides greatest standout

against other design
candidates

against competitor products
within the same product
sector

against surrounding products
in adjacent sectors

Imagery and tone – which design provides

right 'voice' (serious, fun, healthy, etc.)

resonance with target audience

Branding – which design

promotes the brand

represents brand values

Believability – which design is most believable

Fits with product sector

Looks the part

Graphic layout – which design candidate follows design 'rules' in terms of

typography

legibility

balance

colour

images

Aesthetics – which design looks the most

elegant

integrated

exciting

effective

Practical and technical issues – which designs are

cost effective

transferable

allow promotions

not recessive at POS

meet legal needs

environmental

production friendly

transport efficient



CASE STUDY (PROJECT)



CHOOSE ANY GOOD,
AND DESIGN A NEW
PACKAGE.



Outline
Brief

- Brand Values
- Advertising
- Competitors



The Desing
Study

- Research
- Desing Concept
- Design Analysis