PACKAGING DESIGN PROCESS

From Concept To Form

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Credit to : Ng Pei Yee (Vintage Take Away Breakfast Set)

CONTENTS

This e-book and the materials is designed as a guidance for teaching and learning activities for students of Graphic Design Course in the Department of Design and Visual Communication, Politeknik Ibrahim Sultan, Johor. It focuses on the packaging design process from concept selection to form development as a final mock-up. The goal is to provide systematic guidance to students and anyone who is interested in learning packaging design.

This module is a comprehensive design process guide for packaging design and graphic design project (packaging design) courses. The assignment in this module, including the self-assessment review, are developed to help you challenge yourself and learn from your mistakes.

Source Image 3 : thedieline.com
Credit to : Andrew Gibbs (Stitch Bears Delicious Milk Soap Pops)

Aims

To help the student understand appropriate elements needs for effective packaging design.

To guide systematically on the process from generating visual ideas until developing an appropriate structure for product packaging according to design brief.

Synopsis

Packaging Design focuses on the creative aspects of combining application of graphic and packaging in the creation of product identity for the purpose of selling. It plays the crucial role in the development of brand's identity. Visual communication skills, design principles and processes are emphasized in producing product packaging and labelling. Economical, practical, and visually attractive products identities are key aspects in packaging design.

Learning Outcome

At the of this module, students will be able to:

1. Adapt the meaning, purpose, and commercial functions of packaging design.
2. Organize information of basic forms of packaging, various materials, and the attributes of packaging design.
3. Develop appropriate packaging design based on the packaging design purpose.

Assessments

At each topic, self-assessment and quiz are provided to measure the user's understanding of the subject. The assessment will include a practical assignment that will be perform in practice based studio mode. It will be evaluate using rubrics and marking scheme by your course advisor.

Synopsis

Packaging Design focuses on the creative aspects of combining application of graphic and packaging in the creation of product identity for the purpose of selling. It plays the crucial role in the development of brand's identity. Visual communication skills, design principles and processes are emphasized in producing product packaging and labelling. Economical, practical, and visually attractive products identities are the key aspects in packaging design.

INTRODUCTION TO PACKAGING DESIGN

INTRODUCTION tells basics of packaging design. The topic will covers brief history of packaging design in different ages, common purpose, commercial functions of packaging and category of packaging in industry.

TOPIC 1.0

PACKAGING DESIGN INFORMATION

PACKAGING DESIGN INFORMATION will diferrentiate the usage of various packaging materials and build basic forms of packaging structure. In addition, the appropriate characteristic and attributes for effective design will be develop via studio based exercise for bertter understanding.

TOPIC 2.0

PACKAGING DESIGN PROCESS

PACKAGING DESIGN PROCESS will guide systematically the process of implementing visual design, measuring the dieline, mapping the design, testing and output final mock-up for display using appropriate file format.

TOPIC 3.0

AUTHORS NOTE

ROHAIDA RAZI is a senior lecturer who graduated from Universiti Teknologi Mara with a Master's degree in Visual Communication and New Media in 2016. In 1999, she also earned her Bachelor's Degree in Art and Design (Graphic Design). After graduating, she began her career in the private sector as an Art Director and Event Coordinator until deciding to become an academician in 2004.

Specializing in Packaging Design, Advertising Design, and Branding, and formerly recognised for her patience in sports and active lifestyles. She also led the curriculum and accreditation team of the Design & Visual Communication Department in developing industry-oriented curriculum. She is currently teaches design projects, design research, and other core discipline of graphic design. She has an athletics professional certificate from the IAAF and an Adobe certification.

She can be found sipping a cup of steaming latte and cuddling her cats when she isn't writing or holding her mice. She believe, learning is a journey, which need to be constantly learn. She really hope that with a great team, this book will bring the whole bunch of needed contents and recipes to understand and learn packaging design process. It's never to late to pick up a pencil and share the idea with the world.

NURULKUSUMA ADNAN holds a Bachelor of Art and Design with Honours (Graphic Design) from University Teknologi Mara in 2005 in Advertising & New Media. She also completed a Diploma in Art and Design (Graphic Design and Digital Media) in 2003 at the same university.

She began her career as a graphic designer in 2006 at Istana Budaya, Kuala Lumpur. Before that, she was a tutor at PTPL Colleague, Shah Alam. She started in the academic field in 2010 and continues sharing her knowledge and skills in Graphic Design to spark youngsters.

Currently, she is a full-time lecturer at Politeknik Ibrahim Sultan, spreading her skilfull knowledge teaching discipline core in Graphic Design such as Advertising, New Media, Packaging Design, Corporate Identity and Branding, Typography and more. She got her recognition as a Visual Design Specialist from Adobe Certified Associate with expertise in Adobe Illustrator, Adobe Indesign and Abode Photoshop.

She hopes her passion for Graphic Design involved all the experiences, knowledge, and skills to keep sparking inspirational youngsters that are interested in exploring more in the graphic world.

take a moment
START WITH ONE. LET IT SLOWLY DISSOLVE. TAKE MORE AS DESIRED.

MOMENT
10 mints
full spectrum cbd
SZECHUAN FLOWER TINGLES
WHILE CBD
40MG CBD PER MINT · 400MG CBD PER PACK

motherbar

MOMENT

take a moment
START WITH ONE. LET IT SLOWLY DISSOLVE. TAKE MORE AS DESIRED.

Packaging now plays a significant role in our daily lives. It is employed to convey, store, and protect products. The beginnings of manufacturing are where packaging first began to change.

Ancient humans packaged their goods with natural materials. These supplies included woven cloth, animal skins, and wooden containers. People started using more robust materials to package their goods as civilization developed. This sparked the creation of packing materials including paper, cardboard, and plastic.

Topic 1.0

INTRODUCTION TO PACKAGING DESIGN

Topic 1.0

INTRODUCTION TO PACKAGING DESIGN

1.1 Meaning, purpose & commercial functions of packaging

1.1.1 Brief history of packaging

1.1.2 Purpose of packaging & its commercial functions

1.1.3 Categories of packaging industry

Source Image 5 : medium.com
Credit to : Mudit Mittal (The Evolution of Packaging)

1.1.1
BRIEF
HISTORY OF
PACKAGING
DESIGN

a. Pre-history
b. Middle ages
c. 19th century

PRE-HISTORY / ANCIENT PACKAGING

MEDIEVAL / MIDDLE AGES

EARLY MODERN PERIOD / 19th CENTURY

The Industrial Revolution

| 5000 BC | 4000 BC | 3000 BC | 2000 BC | 1000 BC | 0 | 1000 | 1100 | 1200 | 1300 | 1400 | 1500 | 1600 | 1700 | 1800 | 1810 |

Development of glass

Development of paper

Development of metal

Development of plastic

Primitive humans who were frequently on the move required techniques for transporting food and important goods. They move products and foods using natural materials

As society develops, products are packaged in baskets and sacks, with wooden boxes and clay pots being used to package goods that were traded

Glass beads are produced in Mesopotamia. They discovered the art of mixing sand, soda, and lime to make glass.

Hollow glass production appeared in Mesopotamia

100BC, the Roman invented the glass blowpipe. Enabling them to transport liquids

In 20, Chinese invented paper and use it for product wrapping

Historians believe that in the first or second centuries, the Chinese began to wrap foods in treated mulberry bark. When the Chinese developed their paper-making processes in later centuries, paper began to be utilised for packing products such as medicine and tea bundles

Metal development gives for a more durable packaging choice. Boxes and cups were made from precious metals like as gold and silver.

Tin plating is invented, resulting in numerous advancements in the packaging sectors.

Paper were transported to Middle-East and Europe

Paper arrived at United Kingdom

The Rise of Tin (1810) An Englishman named Peter Durand patented the use of tin-coated iron cans instead of bottles to preserve food. Tin would become one of the most popular packaging materials for products like cookies and cigarettes during the next 20 years.

MODERN PERIOD / 20th CENTURY

1820 1830 1840 1850 1860 1870 1880 1890 1900 2000 Today

The First Cardboard Box (1817) made in England by Sir Malcolm Thornhill. Silk producers frequently used cardboard boxes to ship moths and eggs from Japan to Europe.

Tin boxes used for selling cookies, chocolate and tobacco products

1839
Polystyrene first created

First commercial paper bags were created in 1844

1862
Parkesine – the first plastic created

1866
The first printed metal boxes made

1867
The process of extracting cellulose from wood pulp developed

The First Paper Bag-Making Machine (1852). Francis Wolle developed a machine that could mass-produce paper bags.

The First Folding Carton (1879). Robert Gair, a Brooklyn printer developed the first carton by accident! Gair was the owner of a paper bag company.

1894
The first double faced corrugated boxes were made

The Invention of Cellophane (1908)

The First Cereal Box (1906). The Kellogg Company was the first to use cardboard cereal cartons

1912
Cellophane patented and used for wrapping candies for the first time

Plastic Injection In 1926 commercial modern plastics injection moulding machine was patented by Eckert and Ziegler

1931
Polystyrene began to be manufactured

The Invention of Saran Wrap (1933)

Paperboard milk cartons was invented by John Van Wormer in 1934

1946
The First plastic bottle created

The Invention of the Pop Tab by Ermal Fraze 1959

1951
Tetra Pack was founded and driven by the innovation of tetrahedron packaging by Erik Wallenberg

1954
Polypropylene was invented by American chemist, Robert Banks

1957
The Invention of Bubble Wrap

1970
Recycling Symbol designed by Gary Anderson

1973
The Invention of PET Plastic Bottles and patented by Nathaniel Wyeth

1996
UK Food Labelling Regulations The introduction of food labelling requirements in UK

1999
Food Standard Acts

With sustainability becoming a key concern in recent years, today's packaging inventors are always devising innovative ways to lessen the packaging industry's environmental impact. Recent eco-friendly inventions, such as biodegradable and edible packaging, not only reflect our society's current situation, but also highlight the packaging industry's capacity to adapt to consumers' ever-changing wants and concerns.

The State of Packaging Today

Source Image 6 : digimarc.com
Credit to : Digimarc (The State of Packaging Today)

Plastic's Future Is Plant-based

The standard plastic for beverage containers (PET bottles) has served for decades as the trusty workhorse of packaging. It is portable, inexpensively made and easily recyclable. But not all plastics are recycled, and many tons end up in the environment. In 2017, Coca-Cola sold 128 billion PET plastic bottles, but the company's Ben Jordan admitted in a Coca-Cola blog: "too many of them ended up as waste." Plastic made from plant biomass, such as corn, now offers an alternative to petroleum-based beverage containers.

In 2015, Coca-Cola launched PlantBottle™, the first-ever recyclable plastic bottle made from plants, such as corn. The bottle looks, functions and recycles like a PET bottle and is made up of 30% ethanol from plant material. According to a Hexa Research report, the global bioplastic packaging market size was at $3.61 billion in 2016 and is expected to significantly grow through 2024. Major brands and retailers, including Nestle, Proctor & Gamble, Unilever and Target, have formed the Bioplastic Feedstock Alliance (BFA) to examine how best to use feedstocks (e.g., corn) for bio-based plastics.

"In 2015, Coca-Cola launched PlantBottle™, the first-ever recyclable plastic bottle made from plants."

Design That Thinks Green

Post-consumer packaging today is likely to end up in one of three places: a recycling program, a landfill or (worst case scenario) in the environment, perhaps floating in the ocean. One way to ensure that packaging gets recycled, is for brand owners and designers to start the design process with the end in mind.

Walmart is the largest retailer on the planet with considerable influence on their suppliers' choices. They offer suppliers a guide, "Sustainable Packaging Playbook," and urge suppliers

to ask themselves: "Is the package made with materials and in a format that can be recycled?" Walmart offers tips on materials to avoid, such as polyvinyl chloride (PVC) or biodegradable additives in petroleum-based plastics. When sourcing materials, they also advise reducing or eliminating packaging components or layers, going with "right sizing" packaging and shifting to reusable containers.

"Start the design process with the end in mind."

Using AR to 'Mix it Up'

Retailers and brands have been quick to understand the potential for augmented reality (AR) to enhance the in-store consumer experience. Lacoste makes it easy for consumers to point the mobile app at their feet and discover what shoe styles and colors might look best. Apparel brand and retailer Timberland now offers a virtual fitting room, which they put in main window displays of store windows to engage foot traffic.

AR and packaging is now the newest playing field for increasing brand interaction and loyalty in the store and also during post-purchase. Australian wine maker Treasury Wine

Estates uses AR mobile engagement to target a specific consumer demographic: 18- to 34-year-old-men. Its brand "19 Crimes" has wine labels with black and white pictures of British 19th century convicts sentenced to the penal colony of Australia. The winemaker created an AR mobile app, and when consumers point their phone at the label, the convicts begin "talking" in the app, telling their story.

"AR and packaging is now the newest playing field for increasing brand interaction and loyalty."

All Boxed Up and Ready to Go

Retailers today expect shelf-ready packaging. Fulfilling this expectation requires a thorough understanding of both a retailer's needs and the needs of its shoppers. When designing packaging and cases, brands should focus on how easy it is for the product to be removed from the cases and transferred easily to the shelf. If a store associate can't intuitively understand how to display the product correctly on the shelf, it's not retail ready.

WestRock, a global packaging manufacturer, advises brands to think of the "five-easies" when designing cases that are retail ready: Products are 1) easy to identify in the stockroom (clear text and graphics); 2) easy to open (no tools needed); 3) easy to stock (product to shelf in one movement); 4) easy to shop (case does not obscure primary package); 5) and easy to dispose of (unit is designed to break down and is recyclable/reusable).

> "Retailers today expect shelf-ready packaging."

Packaging with a Mind of Its Own

Internet-of-Things (IOT) technology is more than just smart home appliances, it is also smart packaging. By adding an advanced barcode, such as Digimarc Barcode, brands and retailers can digitize packaging, turning products into interactive assets. These connected packages become more than just new channels for consumer engagement, but ways to make supply chains smarter by accessing data on real-time location, manufacturing history and logistics performance.

In 2017, Frito-Lay demonstrated how IOT packaging expands the consumer engagement playbook. It created a limited-edition "Party Safe" Tostitos bag. The bag came with a sensor connected to a microcontroller that detected traces of alcohol on a person's breath. If alcohol was detected, the green symbol on the packaging turned red and reformed into the shape of a steering wheel with the warning: "Don't Drink and Drive." The bag also automatically connected users with an Uber ride home.

> "IOT technology is more than just smart home appliances."

Pouches Take Center Stage

Pouches are big time. Sixty-one percent of consumers prefer snacks in stand-up pouches*. Pouches have a number of obvious advantages: lightweight, durable and affordable. They also allow brands to reposition a product. Dried fruits in a pouch, for example, can be more easily positioned in or near the fresh departments. One issue, however, is that many pouches are not recyclable, which runs counter to current consumer and brand enthusiasm for sustainability.

A 2018 report by Energias Market Research indicates global flexible packaging (predominately pouches and bags) is projected to reach $313.1 billion in coming years, growing 5.1% from 2018 to 2024. Many products, such as pasta sauce, which traditionally came in glass jars and cans, are now available in pouches, making it less expensive to produce and move goods through the supply chain. Or brands that use stand-up pouches, a majority (57%) reported** they were able to lower production costs because of this form factor.

> "61% of consumers prefer snacks in stand-up pouches."

*"Flexible Packaging Transition Advantages Study, "Flexible Packaging Association (FPA)

Easily Find the Bad Apple

The U.S. Food and Drug Administration (FDA) reports* more than 20 million pounds of food products were recalled in 2017. When a food product has been mislabeled, for example, it can unwittingly expose allergic consumers to certain food ingredients. Food manufacturers can potentially identify the problem products and their locations ("track and trace") and get those particular products removed from shelves without resorting to a blind recall, causing millions in lost sales.

Serialization assigns each product a unique serial number via a barcode, such as Digimarc Barcode, and is a prerequisite to track-and-trace efforts. Serialization can also help with supply chain and warehouse efficiency, through the process of aggregation, where individual products can be serialized and put in larger packages that are also serialized; aggregated packages can be tracked and traced in real time.

*FDA Summary of Recall Cases in Calendar Year 2017

> "Serialization can also help with supply chain and warehouse efficiency."

Future of Packaging: Math Meets Art

In our current stage of technology advancement, where packaging is smart and talks to other machines, how can we possibly imagine a future where packaging is more cutting edge? What can the future possibly hold for the humble consumer goods container?

The answer is a next-generation design concept from Digimarc known as Signal Rich™ art, which combines art and mathematical principles to produce beautiful, one-of-a-kind designs that are digitally enabled and go beyond what's available using conventional codes.

With Signal Rich art, the code is native, inherent in and inseparable from the design. The code is the art. This new approach to design—because it is based on mathematical algorithms—will literally offer an infinite number of new design approaches for the creative community.

> "With Signal Rich™ art, the code is the art."

Packaging: To 'Serve and Protect'

For years, a socially responsible approach to packaging centered on recycling the substrate alone. Yet a growing awareness among consumers about food waste, has food manufacturers looking at innovative packaging technology to extend product shelf life. In 2017, The New York Times reported that 60 million metric tons ($162 billion of food) is wasted annually in the United States.

This new technology includes multi-barrier technology (MBT), where a barrier is inserted into the package substrate that prevents elements like oxygen, water and light to permeate the substrate and impact the product. This has great potential for extending the shelf life of food products and reducing food waste. Heinz uses barrier technology for its Beanz Fridge Pack and incorporates it into its marketing; the package copy states "Once Open Stays Fresh for 5 Days."

> "Brands are looking at innovative packaging technology to extend product shelf life."

1.1.2
PURPOSE OF PACKAGING AND IT'S COMMERCIAL FUNCTIONS

Designing and creating the product's container or wrapper is known as packaging. It is a crucial and successful sales tactic for motivating customers to make purchases. It is an effective tool for promoting sales. It must carry out all fundamental duties, including protection, convenience in use, simplicity of handling and storage. and It must not be misleading or send any misleading messages. It is the most effective strategy for persuading customers to purchase the goods.

Protection   Convenience

The primary purpose of packing is to protect the contents from harm, including damage from dust, filth, leaks, theft, evaporation, watering, contamination, and other factors. The protection of product contents is aided by packaging. Packaging may help to smooth out seasonal changes in demand. All of the offered products' contents are helped to be protected by packaging.

Packaging makes products more user-friendly. This is achieved to a larger extent via good packaging. As a result, the marketing tasks of handling, storage, and transportation are carried out easily and efficiently. Long as the product is in use, consumers are considerably helped. Inventory, packaging, space, and time expenditures have all decreased because to neat packaging.

As a marketing strategy, effective packaging can help sell the goods more efficiently and easily. It serves as a self-promoting, presenting, publishing, and advertising medium when used as a promotional tool. Its capacity to draw the valuable attention of clients or prospects depends on the package's size, design, colour schemes, and visuals.

The packaging facilitates the product's identification. Effective product identifiers, such as branding and packaging, support this process of product uniqueness. No matter where you see it, how you see it, or when you see it, the product is identifiable by its packaging. An item's personality and actuality are embodied in its packaging. With distinctive packaging, it is simple to identify the product because it enhances its personality or image.

Promotion   Communication

Packaging's
Importance

Differentiation of products identification

Packaging makes it simple to distinguish between various products. It guarantees the distinctiveness of the items and makes it simple to distinguish one product from another on the market. When making a purchase, buyers may quickly identify the item they want. This helps clients in avoiding product replacement by other clients.

Creation of demand

Through customer attraction, packaging is crucial in generating demand. Through advertising, the customers grow familiar with the item. It contributes to a rise in consumer demand.

Product's protection

During the extended journey from the manufacturer to the intended consumers, packaging assists in protecting the product from heat, light, moisture, evaporation, dust, etc. It shields the goods from damage such as breakage, leaking, rotting and others.

Transportation

Transporting things from one location to another is made easier by packaging. It guarantees simple transportation and improved product handling while in transit.

Guidelines to consumers

Packaging aids in providing clients with guidelines. The buyers learn the rules from the instructive material about the product's quality and use. Customers are assured of the items' high quality.

Facilitates for carrying

Packaging aids in providing clients with guidelines. The buyers learn the rules from the instructive material about the product's quality and use. Customers are assured of the items' high quality.

Economy

By minimising losses due to defects, packaging reduces the expense of selling the goods. Packaging helps in developing in the cost structure of the manufacturers and marketers, much as it benefits in sales promotion.

1.1.3 CATEGORY OF PACKAGING INDUSTRY

Primary Packaging
Consumer Packaging

Primary packaging, often known as a consumer unit, is the packaging that comes into direct touch with the product itself. Primary packaging's major objective is to contain, protect, and/or preserve the finished good, particularly against contamination. The end user or consumer is frequently the target audience for this kind of packaging. It also improves the items' visual appeal and gives consumers access to textual information about the products in addition to making products easier for customers to see and handle.

Secondary Packaging
Transit Packaging
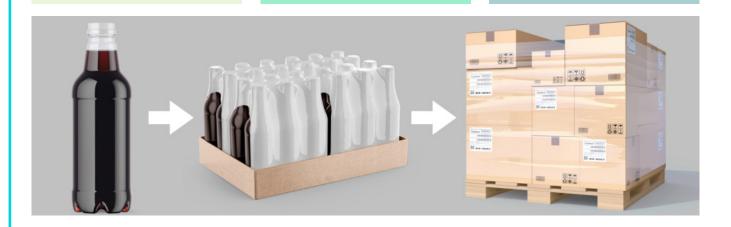
This kind of packaging is used in addition to primary packaging to assemble a specific number of products into a stock-keeping unit, or SKU. By combining smaller products into a single pack, it makes it easier to handle them. For the purpose of preserving the quality of the primary packing, this kind of packaging also offers additional protection. It may also be used as a shipping container for small goods, which makes it very beneficial for e-commerce.

Tertiary Packaging
Industrial Packaging

This kind of packaging, which is frequently also known as bulk or transit packing, is used to move bigger quantities of SKUs from point A to point B. (e.g. from production facility to point of sale). Products are treated as distribution units during this phase. It is simpler to transport large and/or heavy cargo securely and safely with this kind of packaging. It thus makes handling, storing, and transporting things easier in addition to assisting in damage prevention.

Service Packaging

Service packaging is defined as packaging that is only filled once the final consumer receives the items. They are designed to facilitate or support the handover at the place. When selling food and drinks in bakery bags, pizza boxes, aluminium trays, disposable dishes, or carrying bags, service packaging are often used in out-of-home or take-away meals.

Disposable tableware, Coffee-to-go-mugs

Bakery bags

Service Packaging

Pizza boxes

Carrier bags

O21

Source Image 7 : apuchades.com/bloom/
Credit to : @apuchades.estudio

COLD & FLU

ANALGESICS

DIGESTIVE HEALTH

SLEEP AID

ALLERGY RELIEF

Source Image 8 : thedieline.com
Credit to : Chloe Gordon (Cabinet Health : Sustainable Medicine System)

In order to make a product acceptable for marketing, packaging design connects form, structure, materials, colour, imagery, typography, and regulatory information with supplementary design components. Its main goal is to design a tool that can contain, safeguard, transport, distribute, store, identify, and distinguish a product in the marketplace. A packaging design's ultimate purpose is to achieve marketing objectives by clearly expressing a consumer product's personality or function and resulting in a sale.

Topic 2.0

PACKAGING

DESIGN

INFORMATION

Topic 2.0

PACKAGING

DESIGN

INFORMATION

Source Image 9 : packagingoftheworld.com
Credit to : Matchstick (Matchstick x Mag St. Bread Co.)

2.1.1 BASIC FORMS OF PACKAGING

Basic forms of packaging

Six-sided box
Square
Pyramid
Cone
Cylinder

SIX-SIDED BOX

In geometry, a hexagon meaning "corner, angle" is a six-sided polygon or 6-gon

SQUARE

A planar shape with four right angles and four equal straight sides

(a)

(b)

(c)

Source image 10 : behance.net
(a) Honey Packaging, (b) Cereal Planet & (c) Hexa

(a)

(b)

Source image 11 : behance.net
(a) "Moroccantea" Moroccan Tea & (b) Vitasue Multibiotics
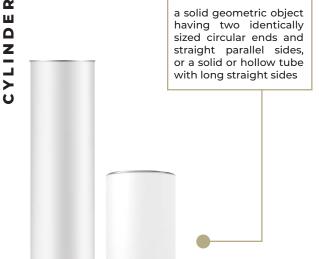
Source Image 12 : packagingoftheworld.com
Credit to : Matchstick (Matchstick x Mag St. Bread Co.)

PYRAMID

A three-dimensional form is a pyramid. A pyramid's flat triangular sides unite at a common point known as the apex and have a polygonal base. A pyramid is formed by connecting the bases to an apex. The base's edges are joined at the apex to produce the triangular face known as the lateral face.

CONE

A cone is a 3D object made up of a circular base and a once-continuous curving surface that taper to a point (the apex) above the centre of the base.

CYLINDER

a solid geometric object having two identically sized circular ends and straight parallel sides, or a solid or hollow tube with long straight sides

(a)

(b)

Source image 13 : behance.net
(a) All Things Tea & (b) Peak : Chocolate Expedition

(a)

(b)

Source image 14 : behance.net
(a) Sizzel wool packaging & (b) ThreeBears Ice Cream

(a)

(b)

Source image 15 : behance.net
(a) Simply Sweet Donuts & (b) ESOPHY Crunchies

PACKAGING DESIGN PROCESS : FROM CONCEPT TO FORM

Source image 16 : packagingoftheworld.com
Credit to : Saerona Shin (Sustainable Paint Package Design) & Derrick Lin

Source image 17 : packagingoftheworld.com
Credit to : Derrik Lin (The Economical packaging Evo)

Source image 18 : packagingoftheworld.com
Credit to : Šarūnė Bar (189 Of The Most Genius Food Packaging Designs Ever Created)

2.1.2 COMMON PACKAGING MATERIALS AND THEIR ATTRIBUTES

Source image 19 : behance.net
Credit to : Cre8tive Pixels (NAHLA Raw Organic Ethiopian Honey)

Common Packaging materials

Rigid Plastic
Flexible Plactic
Glass
Can/ Metal
Paper/ Paperboard
Corrugated

MATERIAL	TECHNICALS	USAGE

Rigid Plastic

Source image 20 : pioneerchicago.com

Material :

PET/ PETE (polyethylene terephthalate) Strong, transparent, inexpensive, lightweight, shatter resistance, recyclable.

PE (polyethylene) comes in high (HDPE), medium (MDPE) and low (LDPE) density.

HDPE (high-density polyethylene)

PVC (polyvinyl chloride)

P/P (polypropylene) More transparent compared to HDPE

Typical uses :

Water, soft drinks, oil (cooking &fuel), shampoo,cleaning products, personal care products

---

Flexible Plastic

Source image 21 : thomasnet.com

Material :

This is an additional form of plastic packaging that is utilised with several items. Low-density polyethylene (LDPE) or linear low-density polyethylene (LLDPE) is used in its construction (LDPE). Shrink wrap, stretch wrap, and other thin plastic packaging types like the plastic wrap used around pallets or the green plastic bags offered by grocery shops in the produce area are all frequent uses for LLDPE. Although it is frequently used as main packaging, LDPE may also be utilised as secondary packaging and is available in a range of thicknesses. The plastic covering cases of canned foods or bottled water is an example of secondary LDPE packaging.

Typical uses :

Use as a bag for potato chips, toilet paper, pet food, pet treats, tools, and components.

Glass

Source image 22 : medium.com

Material :

TYPE I GLASS made from borosillicate. Commonly use for pharmaceutical or fine chemical products that sensitive to PH changes

TYPE II GLASS made from a commercial soda-lime glass

TYPE III GLASS made of untreated a commercial soda-lime glass

TYPE NP GLASS is untreated and made of ordinary soda-lime glass

Typical uses :

Wine, soft drinks,oil, beer, soup, vegetables, liquid medicine, pharmaceuticals, perfume, ink, personal care products

USAGE	TECHNICALS	MATERIAL

Can / Metal

Typical uses :

Vegetables, fruits, milk, nuts, soup, fish, engine oil, pet food

Material :

Fabricated with alumunium and steel. Most fabricated in three poeces - flat top, bottom and cylindrical body. Come in assorted size and very recyclable.

Source image 23 : myfruit.it

Bleach paperboard (SBS)

Typical uses :

Folding carton, milk cartons, disposable cup and plates, food containers and all packaging products that require superior folding, scoring and printing characteristic. It also used as a preprint linerboard for high-graphic corrugated boxes and display.

Material :

Premium paperboard grade containing at least 80% virgin bleach-bleach wood pulp. Great for printing and environmental advantages. Usually PET-coated or clay coated to improve printing surface and wet strength.

Printing : Typically offset litography

Source image 24 : tonyhong78ah.en.made-in-china.com

Corrugated box (folding carton)

Typical uses :

Various from fresh produce shipped to furniture and computer hardware

Material :

Typically made of paperboard, usually known as cardboard. May be recycle and waxed or coated with PE to seal against moisture

Colors : White or Kraft

Printing : Usually flexography nd various labeling technologies

Source image 25 : planetpaper.com

2.2.1 PACKAGING LAYERS

Packaging layers

Outer
Inner
Product

The outer layer, inner layer and the product are the three "layers" of a product packaging. Each of the three layers of product packaging gives you the chance to showcase your brand and tell your message.

Source image 26 : behance.net

Source image 27 : theupsstore.com

Product   Outer layer   Inner layer   Outer layer   Inner layer   Inner layer   Product

Product

OUTER LAYER

The item is protected from the elements by the packaging's topmost layer, especially when being transported is known as outer layer. If you sell your goods online, this is often the package they come in.

INNER LAYER

The item is safely packaged inside the box and is wrapped by the inner packaging. This could be packing peanuts, bubble wrap, tissue paper, or anything else that prevents the object from tumbling around while being transported.

PRODUCT

The box, wrapper, bottle, or other container that holds the actual product is the last layer of the packaging system. Customers will see this package on the shelves if you sell your product in physical stores.

Source image 28 : thedieline.com
Credit to : Chloe Gordon (Hux's Wellness)

2.2.2
TYPE OF PACKAGING BY CATEGORY

FLEXIBLE PACKAGING

- Aluminium Foil
- Blister & Strip Packs
- Flexible Aluminium / Paper
- Flexible Aluminium / Plastic
- Flexible Paper
- Flexible Paper / Plastic
- Flexible Plastic
- Stand-Up Pouches
  - Aluminium / Plastic Pouches
  - Plastic Pouches

LIQUID CARTONS

- Brick Liquid Cartons
- Gable-Top Liquid Cartons
- Shape Liquid Cartons

PAPER-BASED CONTAINERS

- Bag In Box
- Board Tubs
- Composite Containers
- Folding Cartons
- Paper-Based Trays

METAL

- Aluminium Trays
- Metal Bottles
- Collapsible Metal Tubes
- Kegs
- Metal Aerosol Cans
- Metal Beverage Cans
- Metal Food Cans
- Metal Tins
- Other Metal

RIGID PLASTIC

- HDPE Bottles
- PET Bottles
- PET Jars
- Ready Meal Trays
- Other Plastic Trays
- Speciality Cosmetic Containers
- Squeezable Plastic Tubes
- Thin Wall Plastic Containers
- Other Plastic Bottles
- Other Plastic Jars
- Other Rigid Containers

2.2.3
PACKAGING
TRENDS

What is Packaging Trends?

oxfordlearnersdictionaries.com

PACKAGING
<noun> enlarge image materials used to wrap or protect goods that are sold in shops

TREND
<noun> a general direction in which a situation is changing or developing social/economic/political/demographic trends fashion/market trends

Source image 29 : design-milk.com
Credit to : Caroline Williamson (Great Jones Cookware)

PACKAGING TREND **2021**

Tiny illustrated patterns that reveal what's inside	Authentically vintage unboxing experience
Technical and anatomical ink drawings	Organically shaped color blocking
Story-driven packaging featuring quirky characters	

Hyper-simplistic geometry	Packaging dressed in fine art
Product names front and center	Picture-perfect symmetry
Solid all-over color	

Log on to :
https://99designs.com/blog/trends/packaging-design-trends/ for more information

PACKAGING TREND **2022**

The new era of '60s psychedelia	Authentically vintage unboxing experience
Tiny illustrated patterns that reveal what's inside	Authentically vintage unboxing experience
Packaging dressed in fine art	

Hyper-simplistic geometry	Packaging dressed in fine art
Hyper-simplistic geometry	Packaging dressed in fine art
Hyper-simplistic geometry	

Packaging dressed in fine art

Log on to :
https://99designs.com/blog/trends/packaging-design-trends/ for more information

PACKAGING TREND **2023**

Minimalism	Color blocking and curved lines	Focus on Typography in Layout
Complexity and symmetry: a winning combination	The Beauty of Abstraction in Art	Maximal inside, minimal outside
The trend of finding tranquillity in packaging	Package design trend is "faux 3D deco,"	Rubber hose heroes are king!
Product-Related Examples	Perfectly imperfect raw materials	The Deception of Depth
	Layered colors created by cutting and pasting	

Log on to :
https://medium.com/@girishsolanki20/packaging-trends-for-2023-14-packaging-trends-of-2023-ceb460b62a49

Design trend is changing. Although the community creates trends, the fundamental inspiration comes from shifts occurring in other technologies. Knowing what's popular in the design world can enable you to provide clients with unique solutions to their problems rather than just sticking to the fundamentals.

Source of image 30 : thedieline.com
Credit to : Chloe Gordon (Aokka Coffee)

2.2.4 BRAND REQUIRE-MENTS

a. Color

What is Color?

A group of rules that can be utilised to make pleasing colour combinations. These concepts are illustrated in a variety of diagrams, including colour wheels, triangles, bars, and charts, which assist designers in comprehending colour interactions, combining and choosing colours, and creating the most appealing and functional designs.

The twelve-step colour wheel, which contains twelve evenly spaced pure colours, is the most practical variation. Color harmonies are the name given to successful colour relationships.

An emotional and bodily response will be brought on by the colour alone. When colours are in harmony, colour perceptions change dynamically. Color choices are employed to create relationships that will contrast or be aligned, from which the viewers' perception may subsequently arise.

THE PROPERTIES OF COLOR

HUE	SATURATION	TONE/VALUE
A common name of a color that indicates its position. It also refers to the color's generic name. It is used to distinguish one colour from another.	Is a chroma (a present of black, white or gray in a color) which roughly equivalent to brightness. Is also refers to intensity. A high intensity is a bright color and low intensity is a dull color	Tone or value is relative degree of lightness or darkness of a color. A color with added white is called tint; a colour with added black is called a shade.
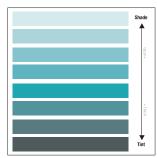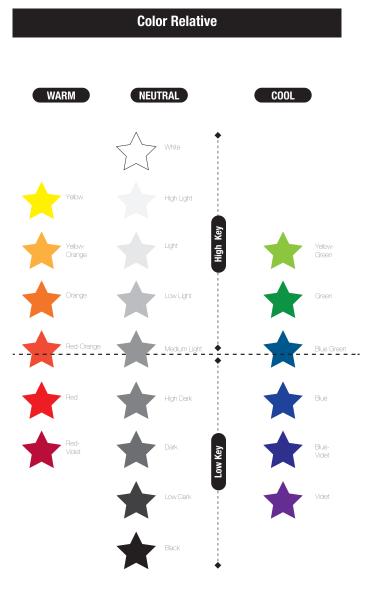
HUE
(Red, orange, yellow, green, blue)
Distinguish one color to another
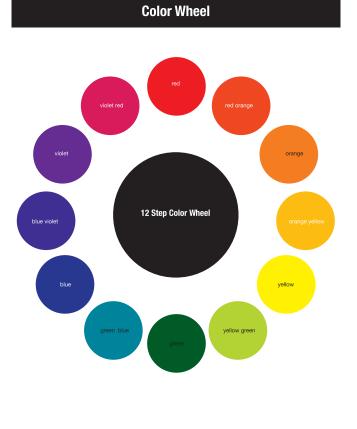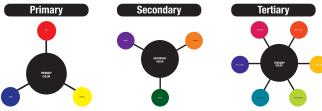
TONE/ VALUE
Addition of white - tint
Addition of black - shade
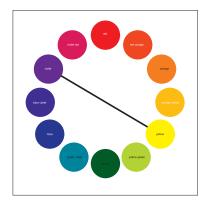
SATURATION
Vivid color has full saturation
Dull color is desaturated

Color Relative

WARM   **NEUTRAL**   **COOL**

WARM	NEUTRAL	COOL
	White	
Yellow	High Light	
Yellow-Orange	Light	Yellow-Green
Orange	Low Light	Green
Red-Orange	Medium Light	Blue Green
Red	High Dark	Blue
Red-Violet	Dark	Blue-Violet
	Low Dark	Violet
	Black	

High Key / Low Key

Color Wheel

12 Step Color Wheel

- red
- violet red
- red orange
- orange
- violet
- orange yellow
- blue violet
- yellow
- blue
- yellow green
- green blue
- green

Primary   **Secondary**   **Tertiary**

COMPLIMENTARY

Colors that are pairs directly opposite each other on the color wheel
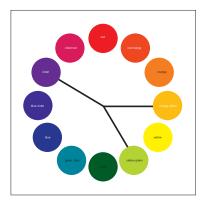
DOUBLE COMPLIMENTARY

The combination of two pairs of complimentary colors
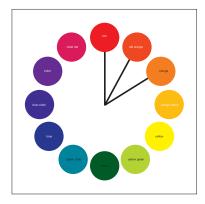
TRIADIC

Combination of three colors that are spaced evenly around the color wheel

SPLIT COMPLIMENTARY

Three-colors schemes in which one color is accompanied by tw others that are space equally from the first color's compliment

ANALOGOUS

The combination of two or more colors that are spaced equally from each other in the color wheel

MONOCHROMATIC

Monochromatic colors are all the colors (tints, tones, and shades) of a single hue.

Offset printing (4 colour process CMYK printing and spot colour printing) and digital printing are the two primary printing techniques you'll need to understand. The main colour for printing is CMYK, which is utilised for full-color printing. For accurate colours, Pantone colours are preferred.

Colors in the Pantone Matching System, or PMS, are different from those in CMYK. Its goal was to create a method that made colour consistent. By standardizing the colors, different manufacturers can use the Pantone System to ensure that the colors they used match without getting to direct contact with each other because everybody are referring to the same color system and using the same code.

Ink type, printer type, and paper quality, however, can all affect how colours are represented.

Source : Author

CMYK

CMYK generated

MONOTONE

Monotone is use for a range of tone in a single color

DUOTONE
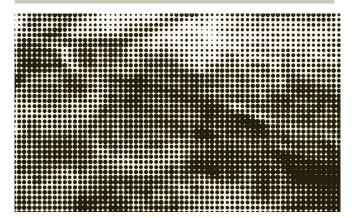
Yellow and Black is a duotone color used to enhance a monochromatic image or equalise images

RESOLUTION

The standard for high-resolution print is 300 dpi (dot per inch) for fullcolor, duotone and greyscale

HALFTONE

Halftone image contain a series of dots in a specific pattern that simulate the look of a continuous tone image

LINEART

Line art or black & white

Source of image 31: Author

PRINTING
Must understand

OFFSET

DIGITAL

Final print

Color Separation
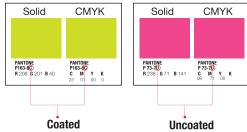
The book of Pantone Matching System (PMS)™

Solid	CMYK
PANTONE P163-8C R 208 G 201 B 40	PANTONE P163-8C C 23 M 01 Y 00 K 0

Solid	CMYK
PANTONE P 73-7U R 238 G 71 B 141	PANTONE P 73-7U C 08 M 71 Y 00 K 0

Coated

Contains PMS numbers followed by C, indicating that color can be matched by printing on coated (glossy) surface.

Uncoated

Contains PMS numbers followed by U, indicating that color can be matched by printing on uncoated (matt) surface.

Source of image 32 : Author

	OFFSET	**DIGITAL**
Quantity	Large numbers of output. 750 or moremore	Small runs. Less than 500
Colors	CMYK or Pantone	CMYK and RGB
Time to print	A few days up to a week	Immediately
Cost	Affordable and cost-effective when print in large numbers	Cheaper and quick return. Less setup and maintainance (no films/plates) results in cheaper pricing and quick turns
Quality	Best qulity, allow for microprinting	Lower quality. Not as refined as offset
Choice of stock	Larger format and works on a wide range of printing surfaces including paper, wood, cloth, metal, leather, rough paper and plastic	Limited size. Most digital press can only accommodate press sheets up to 18" X 12". It can customized copy on each individual piece
Data	Numbering added in post-processing	Customized copy on each individual piece
Post-processing	Need to dry before post-production	Usually within 24 hours (Print on Demand)
Special inks	Possible to use bright florescence, Pantone®, metallics, foils and varnishes can all be produced using this method of printing. High image quality	CMYK and RGB
Proofing	Accurate color can be expensive	Affordable color proof that match exactly the end product

Source : Author

Source of image 33 : packagingoftheworld.com
Credit to : Derreck Lin (2XP Sunscreen)

Color influences **85%** of shoppers' purchase decisions.

Source canva.com

Color psychology

The study of how color influence perceptions and actions is known as colour psychology. Color psychology is the study of how colors influence consumers' perceptions of a brand and whether or not they influence consumers to think about particular brands or make purchases.

Colors used in product packaging should denote product flavor when applicable

PRIMARY COLOR

RED

NEGATIVE	POSITIVE
Defiance	Love
Aggression	Fire
Visual impact	Blood
Strain	Encourage appetite
Battle	Power
Revolution	Physical courage
Anger	Strength
Cruelty	Warmth Energy
	Basic survival
	Stimulation
	Masculinity
	Excitement

ADDITIONAL MEANING

The colour red is eye-catching, stimulates the senses, and enthuses the potential customer when used as a packaging colour.

While bright reds are more vibrant and dynamic and often have a lower perceived value than dark reds, dark reds are seen as professional and luxurious. The apparent worth is raised by using gold or silver for the printing or embellishment.

While bright reds are more vibrant and dynamic and often have a lower perceived value than dark reds, dark reds are seen as professional and luxurious. The apparent worth is raised by using gold or silver for the printing or decorations.

Orange reds are more appealing to the working class because of their lower perceived price and value, whilst blue-reds are more appealing to the upper class market. Adding black accents might give your red packaging sexy or mature overtones.

RED

BLUE

NEGATIVE	POSITIVE
Depression	Knowledge
Coldness	Coolness
Detachment	Calm
Apathy	Peace
	Masculinity
	Contemplation
	Loyalty
	Justice
	Intelligence

ADDITIONAL MEANING

The colour blue symbolises strength, reliability, trust, and honesty. When applied in your product's packaging, these colours convey the product's reliability and trustworthiness.

The product will be seen as being more corporate, serious, and conservative the darker the blue.
The product will appear softer and more imaginative the lighter the blue.

Avoid using blue unless you choose the brighter, more neon or electric blues if you're attempting to appeal to younger consumers who frequently perceive it as a colour for more mature people.

You must, of course, keep in mind that blue, while being sometimes regarded as boring and predictable, is the hue that both men and women love the most on a universal level, making it the safest to apply. Just pick the shade of blue that most closely matches your target market.

BLUE

YELLOW

NEGATIVE	POSITIVE
Jealousy	Intellect
Cowardice	Wisdom
Deceit	Optimism
Caution	Radiance
Cause fatique and	Joy / Fun
strain on eyes	Idealism
Pessimistic	Energy
Egotistical	Encourage -
Overly analytical	communication
	Grab attention
	Happpiness

ADDITIONAL MEANING

Yellow is upbeat, enthusiastic, and energising. It encourages creativity and innovative thought. Making decisions is facilitated by the mental stimulation.

Yellow packaging conveys either a unique and inventive product or a cheap, entertaining one. Young teenagers and youngsters are drawn to it by its upbeat and joyful attitude.

Yellow packaging might be ideal for goods that try to uplift consumers' spirits.

YELLOW

Colors used in product packaging should denote product flavor when applicable

SECONDARY COLOR

NEGATIVE	POSITIVE
Depression	Knowledge
Coldness	Coolness
Detachment	Calm
Apathy	Peace
	Masculinity
	Contemplation
	Loyalty
	Justice
	Intelligence

ADDITIONAL MEANING

The colours of harmony and balance for the body, mind, and emotions are green and blue. It is related to security, riches, and progress in colour psychology. Green is an excellent hue to apply for things that are ecologically friendly since it is natural, organic, and healthy.

Dark green connotes riches, elegance, and competence. A touch of silver adds sophistication and elegance.

Greens that are more subdued imply a healthy environment. Organic, ecological, whole-foods, gardening, and golfing items may all be packaged in a mid-green manner.

GREEN

NEGATIVE	POSITIVE
Depression	Royalty
Coldness	Nobality
Detachment	Sensitive
Apathy	Stimulates imagination
	Inspires high ideals
	Imagination
	Dream
	Wisdom
	Power
	Creative and inventive
	Mystery & fantasy
	Future

ADDITIONAL MEANING

Purple is associated with lofty ideas, creativity, and spirituality. When combined with gold or silver printing or ornamentation, the colour purple connotes richness, extravagance, high quality, or originality.

Purple tends to be more attractive to the female and youth market, although it is slowly becoming more acceptable to males. Lighter purples imply fantasy or nostalgic products.

To indicate individuality, originality, and distinctiveness, "new age" items often came in purple packaging. Because purple represents the integration of the body and soul, it is appropriate for spirituality-related products and healthy products.

PURPLE

NEGATIVE	POSITIVE
Over-bearing	Creativity
Self-indulgent,	Energy
The exhibitionist	Health
Pessimistic	Socialbility
Inexpensive	Active
Unsociable	Health
Overly proud	Enthusiastic
	Adventurous
	Risk-taker
	Warm-hearted,

ADDITIONAL MEANING

Packaging in orange symbolises accessibility, enjoyment, and adventure. Almost a certain amount of risk are involved when purchasing a product with orange packaging; will it be something unique, an adventure, high quality, or simply cheap.

While certain orange hues may give off a cheap impression, using a different color on the box might modify the message and raise the item's perceived value:

1. Use dark blue to convey dependability and credibility.
2. Black decorations raise the product's perceived value.

ORANGE

Colors used in product packaging should denote product flavor when applicable

GRAYSCALE

NEGATIVE	POSITIVE
Fear	Power
Secrecy	Authority
Mourning	Sophisticated
Emptiness Evil	Elegance
Fear	Formality
Negativity	Mystery
Sadness	Stylishness
	Elegance

ADDITIONAL MEANING

Black signifies authority and control, holding on to knowledge and objects rather than sharing them with others. Black is advantageous for companies that offer luxury, elegance, and refinement. Black packaging makes an object seem heavier, more costly, and more valuable. It offers a sophisticated and beautiful image.

Utilizing black to sell and promote items and services to the elite young market, including music-related enterprises, is considered as cutting edge and fashionable. Due of black's sophistication and rebelliousness, the younger market is usually drawn to it.

Black may be utilized to generate a dramatic impact when it paired with hues such as crimson, emerald, cobalt, yellow, magenta, and orange. However, excessive use of black may be threatening and unwelcoming.

BLACK

NEGATIVE	POSITIVE
Cloudiness	Balance
Sadness	Security
Uncertainty	Reliability
Non-emotional	Modesty
Indifferent	Maturity
Boring	Classicism
Sad	Wisdom
Depressed	Intelligence
Lifeless	Professional
Lonely	Conservative
Isolated	Elegant
	Formal

ADDITIONAL MEANING

Gray is a hue that is often used in commercial applications. It is neutral and serious, and may be used with practically any other colors to convey various meanings and reach a variety of target audiences.

Gray is appropriate for legal and financial websites because it suggests authority and command, especially when mixed with white and black. Combining it with blue implies credibility, trustworthiness, and dependability.

Surprisingly, gold may work well with grey to convey professionalism and excellent quality; yet, on a website, gold tends to seem as a filthy yellow, which is negative.

When coupled with turquoise, light blue, dark blue, or yellow, light grey may produce a high-tech appearance.

GREY

NEGATIVE	POSITIVE
Isolation	Pure
Fragile	Clean
Empty	Innocence Virtue
Cautious	Lightness
Plain	Truth
Unimaginative	Simplicity
Boring	Perfection
	Equality
	Self-sufficient
	New beginnings

ADDITIONAL MEANING

White is most suitable background colour for websites. It enables all other colurs to reflect off of it and makes all colors legible with the exception of yellow and pastels.

Using white for your website's white space helps it seem clean, open, and uncluttered. White works well for firms promoting high-tech goods, kitchen appliances, bathroom accessories, baby and health-related items, as well as those encouraging order and productivity. As white by itself is sterile and cold, it is good to add additional colours that express the individuality of the firm, depending on the industry.

WHITE

Source of image 34 : brigadebranding.com
Credit to : Xu Jingfeng (Flexforce - Packaging design of toothbrush for children

Colors increase brand
awareness by **80%**

Source canva.com

Branding
& Color

Color has both emotional and

practical impact when it comes

to branding. While color may help

a business stand out from the

competition on a practical level, it

can also have an emotional impact

on how customers feel when they

look at a brand.

2.2.4 BRAND REQUIRE-MENTS

b. Font
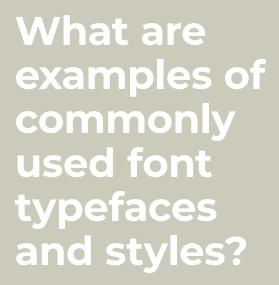
What is Font?

The term "font" describes a collection of text or typographic characters that can be printed or displayed in a certain size and style. Both print and digital text use different font types.

Typographic font styles contain unique spacing and designs, but once chosen, they apply to both lowercase and uppercase letters as well as punctuation. The typeface is the type design for a group of fonts, and the font family is made up of variations on this design.

Arial is a typeface, Arial italic is a font, and Arial italic 10-point is a font, for instance. Despite the fact that they describe slightly distinct features of the same font, font and typeface are frequently used interchangeably.

The various weights and styles of a typeface could be thought of as variations on that typeface's core design, and together and they will make up a family (or type family, or font family).

What are examples of commonly used font typefaces and styles?

SERIF

The letterforms in serif typefaces contain tiny decorations at the ends known as serifs. Serif typefaces are used often in print products like newspapers and books because they are seen as being more formal. Serif font designs include Times New Roman, Georgia, and Courier as examples.

Georgia

SCRIPT FONT

Script fonts resemble handwritten text in look. Invitations and other formal papers frequently use them. Brush Script, Calligraphy, and Freestyle Script are a few examples of script fonts.

Script MT Bold

SAN SERIF

Serifs are excluded from sans-serif font styles. Sans-serif fonts are used frequently in digital media like websites and online magazines since they are thought to be more contemporary. Sans-serif fonts include Arial, Verdana, and Helvetica as examples.

Arial

DISPLAY FONT

The purpose of display font styles is to emphasise a particular message or improve readability when applied in a specific size. They are commonly used for headings and other content that demands attention. Comic Sans, Impact, and Papyrus are a few examples of display typeface designs.

BOURTON

A font consists of a set of letters. While each letter is distinct, some forms are common throughout letters. A font is a group of letters with identical patterns.

The selection of typefaces for their style, legibility, and readability is most successful when the basic principles of typographic design are adhered to.

While legibility is determined by the characters in a typeface, readability refers to how easy it is to read words or blocks of text, which is affected by the style of a typeface.

For lower type sizes, wider letter spacing may enhance reading since more space between letters heightens the contrast between letter shapes. Even at smaller font sizes, all-caps text is easier to read due to the increased letter space.

TYPOGRAPHY

Text Type

READING TEXT

Readability

Display Type

DISPLAY TEXT

The type that grasp readers' attention by using it size or must have clear
Legibility

Times New Roman, 12 pt.

In Malaysia's rapidly growing food industry, food packaging is essential. An article in the press predicted that Malaysia's packaging market would expand from 15.4 billion units in 2019 to 18.5 billion units by 2024.

The use of the typeface, on the other hand, affects readability. Typography is important to readability. It is a measurement of how quickly words, sentences, and long passages of text can be read.

Cheeseburger Regular

TYPOGRAPHY

Legibility is a function of typeface design. It's an informal measure of how easy it is to distinguish one letter from another in

The use of typography in packaging

[you must understand]
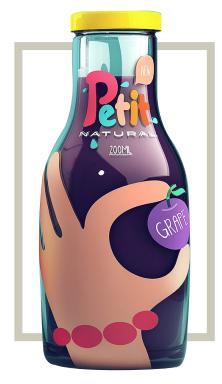
The main use is to indicating the contents of a package to inform about ingredients, proper uses and etc.

The other use is to to be shelf appeal

Text help the product appealed to a specific market

Type is also a brand identity

Source of image 35 : packageinspiration.com
Credit to : Isabela Rodrigues (Petit Natural Juice)

A set of guiding principles that can be used to create harmonious color combinations. These ideas are represented in various diagrams - color wheels, triangles, color bars and charts that help designers to understand color interactions, combine and select colors and construct attractive and most effective design.

The most useful version is the twelve-step color wheel containing twelve equidistant pure hues. The successful color relationship is call color harmonies.

The color itself will evoke an emotional and physical response. Color perceptions shift dynamically when aligned with other colors. The color combinations are used to produce relationships that will contrast or allied which later can emerge viewers impression.

2.2.4 BRAND REQUIRE- MENTS

c. Logo

LOGO

Your logo design defines your company in its most basic form via the use of a logo mark, typographic solution, or a mix of the two. It is one of the methods to define a company in a world full with visual elements that strive for our attention on a daily basis. Typically, a logo consists of typographies, graphics/ symbols, and colours. It is a graphic element that contributes to a brand's visual identity.

BRAND

Your brand is your whole company persona. This is your brand's goal, vision, and biography, as well as its brand strategy. A brand is the thought or picture that comes to mind when practical and emotional considerations are given to certain products, services, and activities of a firm. This blend of physical and emotional signs is activated when an individual is exposed to all brand touchpoints.

BRAND IDENTITY

Your brand's identity is its visual expression. It's how your brand visually communicates. And yes, your logo design is a component of your brand identification, but there is much more to consider. It includes the language you use, the typographic choices you make, the image style you choose, and more.

| Abstract mark |
| Mascot logo |
| Combination mark |
| Enblem logo |
| Lettermark/ Monogram |
| Pictorial mark |
| Wordmark / Logotype |

Source of image 36 : .behance.net
Credit to : Dmitry Brailovskiy (Uniqa Coffee)

2.3.1 IMAGERY MANIPULATION

a. Illustration
b. Photography
c. Typography

Type of visual approach

The choice of images and image type is vary and based on the purpose. Choosing correct visual is motivated by several factors.

Imagery used on the packaging can be as important as branding or messaging. Type of images and choice of execution are vary based on the purpose. Images can be used to :

01	Demonstrate use
02	Express unique
03	Create appetite appeal
04	Align product with style/ cultural trends
05	Invoke desired emotions
06	Eliminate market
07	Directly relate to specific demographic

PHOTOGRAPHY

Source of image 37 : pinterest.com

ILLUSTRATION

Source of image 38 : pinterest.com

TYPOGRAPHY

Source of image 39 : pinterest.com

Packaging is use to represent your brand and enhance consumer belief on you

Visual were used to communicate with the consumers. The category and image production are devided into 4. All images may use either photography or illustration techniques.

Object and Product

Potrait and image of people

Landscape and building

Ephemera and texture

Getting a customer's attention is more difficult than ever in today's competitive industry. Average shoppers are thought to make decisions about whether or not to buy a particular product in less than a second while scanning shelves.
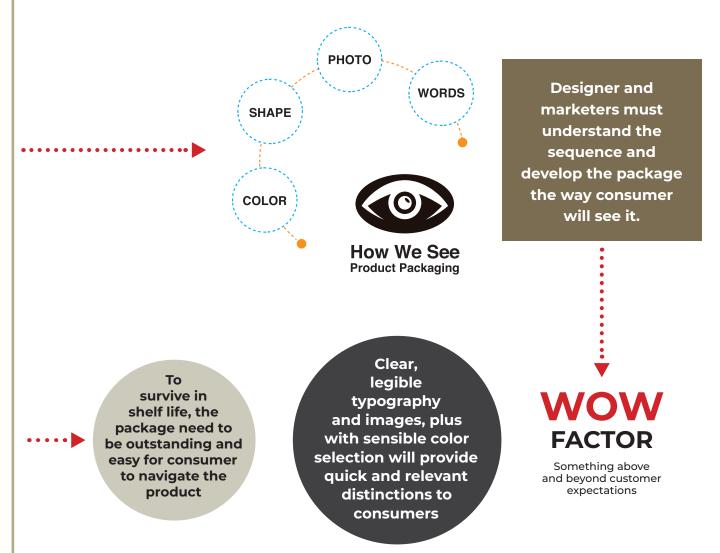
Source of image 40 : muse.world
Credit to : Prompt Design (Srisangdao Rice)

The art of packaging design

Visual components are used in visual language, as contrary to formal written language, to communicate ideas and meaning. Packaging imagery is crucial for branding. It may be used for a variety of purposes. Designers and marketers must comprehend the demand and create the package from the consumer's perspective.

A standout packaging that makes it simple for customers to find the product is necessary for shelf survival. Consumers will be quickly and accurately differentiated by clear, readable writing and graphics, as well as by the use of appropriate color schemes. In other mean, the packaging design must have a 'WOW factor' to grab consumer attentions.

PHOTO

WORDS

SHAPE

COLOR

How We See
Product Packaging

Designer and marketers must understand the sequence and develop the package the way consumer will see it.

To survive in shelf life, the package need to be outstanding and easy for consumer to navigate the product

Clear, legible typography and images, plus with sensible color selection will provide quick and relevant distinctions to consumers

WOW FACTOR

Something above and beyond customer expectations

Effective use of imagery

There are numerous ways to execute illustrations, photos, icons, symbols, and characters, all of which contribute to the creation of a rich visual language and visual stimulation. Simple imagery makes it easy for the observer to understand a topic right away, whereas complicated or subliminal imagery takes more than a few seconds to completely convey its meaning. Take into account the various sensory sensations that various pictures convey, including smell, aroma, taste, and temperature (including the sensation of a spicy food). Visual communication is a possibility in packaging design.

Illustration and photography can be used to communicate the product "hero." The hero on a packaging design can become the distinctive feature of the PDP (Principal Display Panel), be the focal point in the hierarchy of design elements, and personify the brand.

Always use relevant and direct imagery to convey the brand identity and product features. Images can influence a packaging design's personality in a variety of ways, including the communication of appetite appeal (on food packaging), the connotation of lifestyle, the suggestion of mood, and instructions about product use.

Culture to culture, there are differences in how imagery is seen. Images, compared to colour, are less generally understood and might mean various things to different individuals

Imagery and Cultural Perception

Imagery can be use to show the product, identify the intended audience, creating a mood, establish credibility and stimulate the appetite

Imagery can be used in packaging designs

A brand's personality may be embodied in characters that can be created to help brand communication, highlight product features, and promote brand values

Characters

Graphic devices

A graphic tool may be used alone or in combination with other tools. These tools can enhance the layout's structure and allow for more direct and rapid communication when they are well-designed

Common violators for food product claims

Fat free/ wheat free/ dairy free/ sodium free
Cholesterol free / reduced fat/ low calorie
Light/ fresh/ unsweetened/ unsalted
Low fat/ extra lean
Good source of (dietary fibre, vitamins)

Symbol & Icons

Symbols and icons can be simple graphic diagrams or elaborate layouts. In the development of symbols and icons for packaging design it is important to discern contradictory cultural meaning.

Key points about Imagery

Different cultures have different ways of understanding images

"A picture speaks a thousand words"

A variety of styles can be used to execute illustrations, photos, icons, symbols, and characters, each of which contributes to the creation of a rich visual language and visual stimuli

It's important to investigate design approach using a variety of visual styles and colours

The layout must be developed to match the imagery, not the other way around

Violaters

Visual element that is often positioned on top of packaging and used to draw attention or announce a unique characteristic of the product or package is known as a "Violator"

the psychedelic revolution of the '60s

" The pictures that are appropriate for food and beverage packaging should clearly display the brand, indicate what the product is, and be able to evoke strong emotions in the viewer."

Underwood & Klein, 2002

Source of image 41 : behance.net
Credit to : Meltdown Moment Ice Cream Packaging

2.3.2 REQUIRED MARKS

a. Nutritional labeling
b. List of ingredients
c. Allergen to be declare (if any)
d. Quantity
e. Direction of use/
   recipe or serving suggestion
f. Storage condition
g. Barcode/ QR Code
h. Association mark
i. Date marking
j. Manufacturer details
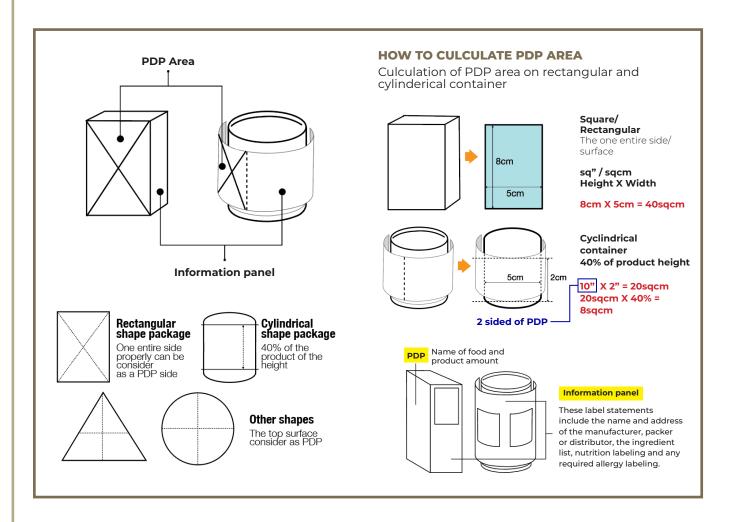
INFO
Food labelling

The labeling is intended to provide correct and clear information about a food product. The information presented is based on the guidelines of the Malaysia Food Regulations 1985, Ministry of Health Malaysia, the United State Food and Drugs Administration (USFDA) and the Codex Alimentarius.

Principle Display Panel (PDP)

There are two ways to label packages and containers

1. Place all required label statements on the front label panel

2. Place certain specified label statements on the PDP and other labeling on the information panel

PDP Area

Information panel

Rectangular shape package
One entire side properly can be consider as a PDP side

Cylindrical shape package
40% of the product of the height

Other shapes
The top surface consider as PDP

HOW TO CULCULATE PDP AREA
Culculation of PDP area on rectangular and cylinderical container

8cm

5cm

Square/ Rectangular
The one entire side/ surface

sq" / sqcm
Height X Width

8cm X 5cm = 40sqcm

5cm   2cm

Cyclindrical container
40% of product height

10" X 2" = 20sqcm
20sqcm X 40% = 8sqcm

2 sided of PDP

PDP Name of food and product amount

Information panel

These label statements include the name and address of the manufacturer, packer or distributor, the ingredient list, nutrition labeling and any required allergy labeling.

Source of image 42 : Author

PDP

PDP @ Principle Display Panel

Any visuals or graphics should be appear or print on the PDP area. PDP area is the **PRINCIPLE DISPLAY PANEL** or main panel in the surface area of a container or package . Most likely to be seen by the consumer at the time of purchase.

ALTERNATE PDP

Alternate Principle Display Panel

Packages that has two or more different surfaces that are suitable for display as the PDP. The alternative surface area consider to be an alternate PDP area.
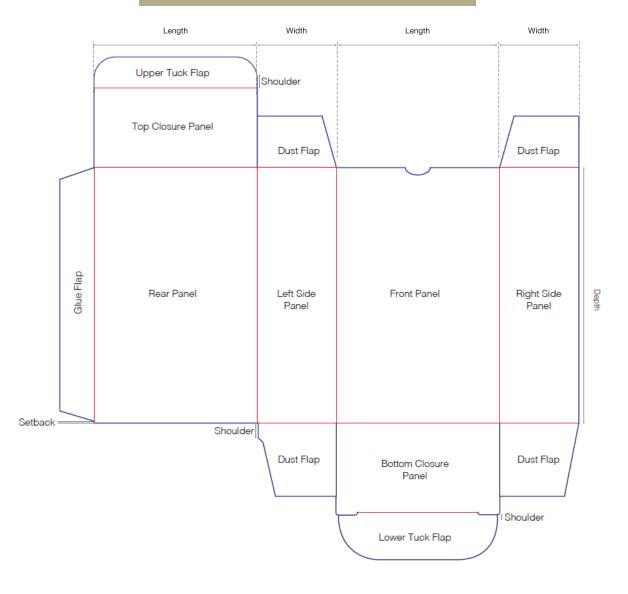
INFORMATION PANEL

Alternate Principle Display Panel

The label panel immediately to the right of the PDP, as seen by the consumer facing the product.

ANATOMY OF PACKAGING STRUCTURE

Names of the panel and terminology

Source of image 43 : Author

Type of closures

TUCK - END CARTON

Standard tuck Flap Carton

Tab Lock

Slit - Lock Tuck Carton

Postal Lock

SKILLET OR SEALED ENDS

Butting tape-sealed end

Partial overlap seal

TUCK TOP CRASH BASED CARTON

FLIP TOP
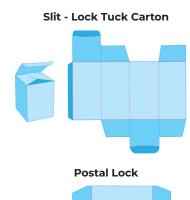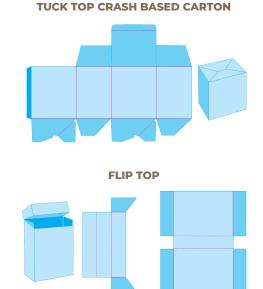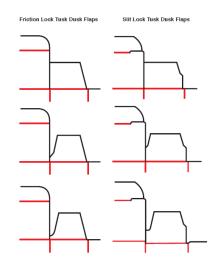
Lock Tuck, Corner, Flap, Styles & Dust Flap Styles

LOCK TUCK

Friction Lock Tuck

Slit Lock Tuck

Slot Lock Tuck

CORNER STYLE

Square

Chamfer

Rounded

FLAP STYLES

Friction Lock Tusk Dusk Flaps

Slit Lock Tusk Dusk Flaps

Square

Rounded

Square With Taper

Rounded With Taper

Source of image 44 : Author
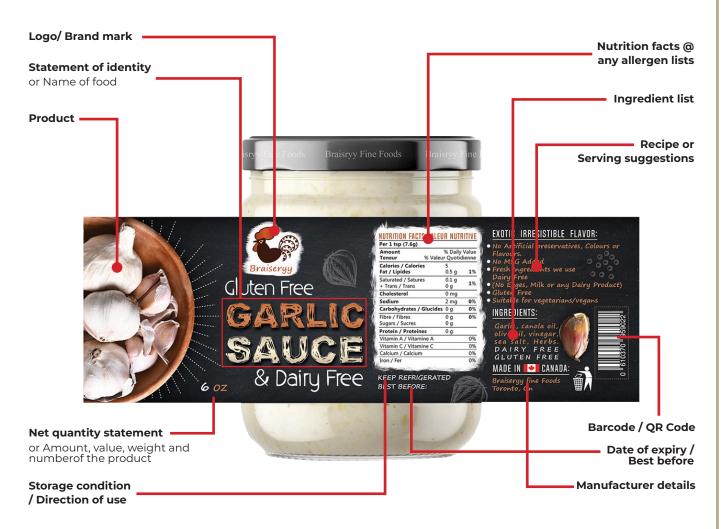
What label statement should appear on **PDP** area?

Logo/ Brand mark

Statement of identity
or Name of food

Product

Net quantity statement
or Amount, value, weight and
number of the product

**Storage condition
/ Direction of use**

**Nutrition facts @
any allergen lists**

Ingredient list

**Recipe or
Serving suggestions**

Barcode / QR Code

**Date of expiry /
Best before**

Manufacturer details

Source of image 45 : behance.net
Credit to : Azmeer Enterprise (Garlic Sauce & Hot Sauce)

The Packaging Design Process is a set of procedures that a manufacturer or business owner performs to get their product ready for retail sales. The procedure includes considering the product's structure and design for the ideal retail appearance, as well as its material and artwork to grab customers' attention to it and persuade them to purchase the products.

Topic 3.0

PACKAGING

DESIGN

PROCESS

Topic 3.0

PACKAGING

DESIGN

PROCESS

3.1 Information of identified product

3.1.1 Identify criteria of potential product, target audience & the competitors

3.2 Distinguish packaging materials

3.3 Packaging design process

3.3.1 Sketch

3.3.2 Artwork setup
- Size and dimension
- The dieline
- Label mapping
- File format for output

3.3.3 Organize digital design, construct mock up, 3D & working model / final mock up

Six Steps In
Packaging Design Process

PROJECT BRIEFING & PLANNING

RESEARCH

PACKAGE PRINT READY

6 STEPS IN PACKAGING DESIGN PROCESS

DESIGN DIELINE

TESTING, PROOF & FEEDBACK

DESIGN CONCEPT & VISUAL

1 2 3 4 5 6

Process is a key component in any industry since it creates an ordered framework for effectively implementing any project. Every product has a soul, which is conveyed through the packaging design. The most important factor in a successful product launch is product packaging design.

Phase I

BRIEFING

PROJECT BRIEFING AND PLANNING

This stage is crucial because it is the first and determines whether things will go in the correct or wrong path. It serves as a road map, and client inputs are a key tool in gaining a comprehensive grasp of the psychology of the customer towards their brands. Planning is a predetermined sequence of action that enables us to develop a project's structured framework.

At this stage, considerations including budgeting, quality, timelines, and manpower distribution are made. Because results will always be value-based if resource allocations are done well. A strong project plan ensures that results are maintained while staying within budget and time constraints.

Phase II

DISCOVERY

RESEARCH

The combination of instinct and intuition is essential for conducting quality research. Brands can precisely determine what drives consumers to choose one product over another by using packaging research to evaluate how well their pack performs on shelves.

This type of study can help brands determine whether a packaging design will likely succeed or fail. The process allowed us to comprehend the potential effects of changing the packaging as well as how any

new packaging may be further optimised for success.

When it comes to securing sales, a well-designed package can give you a distinct advantage. It can also enhance the likelihood that stores will carry your goods in the first place. Usually, three steps of conducting research are as follows:

a) Client research
b) Market research
c) Design Strategy

Phase III

CREATION & IMPLEMENTATION

DESIGN DIELINE

A dieline is what makes packaging design special. Dielines serve as a blueprint or template for applying artwork and manufacturing and are a 2D depiction of the 3D packaging structure. The dieline just indicates the proper layout and manufacturing guides; it is not printed on the final product. Dielines are flat diagrams that display all of the folds and cut lines in a package. Dielines are often made in Illustrator and ought to be precise. The package designer should determine the packaging form type before the design phase begins and then draw a packaging die-line that is appropriate and appropriate. It is important that you carefully sketch

out these parameters since dielines will outline the scale of each element, the cut lines, eyemarks, colour mapping points, and any other features that must be fitted into the design. After they are created, check these dielines to make sure they are accurate and consistent for every product. Utilizing visualisations at this stage is a good practice in order to obtain a sense of each design before it is printed. The two primary options here are physical mock-ups and 3D renders. Both tools demonstrate how the design appears from various positions and perspectives, assisting designers in understanding how their vision might seem in reality.

DESIGN CONCEPT AND VISUAL

The brand story has a significant impact on design concepts. Depending on the story type, colours, fonts, and themes are chosen, as well as the packaging's overall essence. The design must be genuine, open, and honest in order to satisfy the requirements of creativity and usability. Graphics, shapes, materials, and other elements are used in packaging design to create useful objects that appeal on a variety of sensory levels, including the visual, tactile, and emotional.

Consumers today prefer to buy at supermarkets or hypermarkets, thus products should have attractive packaging. The right amount of emphasis should be placed on the size of the brand name, product name, and the tagline, benefits,

graphics, and font style should all be chosen to help the consumer visually understand the information in a single glance.

The graphic designer works their creative magic while ensuring that packaging is created in accordance with all applicable laws and regulations. which include ingredients, barcode, nutritional details, FSSAI, and UPC codes, among others. Initial photography and graphics will serve as the basis for the first concepts for a photograph or an image, which will then be refined in accordance with the client's needs. In this process, the brand identity, colour, target audience, typeface, and early design stage are all assessed.

Phase III

REFINEMENT

TESTING, PROOF AND FEEDBACK

Refinement is the process of both increasing a design direction's efficacy and verifying the direction itself. Usually, refinement usually entails rough ketches and giving them a more concrete form. Designers propose a strong concept because they have to meet the requirements in design brief and the clients' needs.

Now the chosen packaging design is being finalised. The customer may ask for adjustments to the colour scheme, typographic styles, or graphic content. The purpose is to resolve the design in a way that best communicates the specified purpose.

The final brand identity is carefully considered. The letterforms are balanced, and the ligatures, tracking, and kerning are all done correctly. The structure's proportions, the placement and layout of the secondary copy, the colours, and the graphics are all examined. It is standard practise to proofread all content, including required content. Legal and regulatory requirements are reviewed by the design team and, if necessary, approved by the client's legal advisers. Based on a single design direction, a few final comps for the final presentation may be created with slight modifications to the chosen solution.

Phase IV

PRODUCTION

PACKAGE PRINT READY

Once the client has approved the design, mock and open views of the product are delivered to them. The finished art team will share artwork of the greatest quality, guaranteeing that it is print-ready. At the printing stage, one must be knowledgeable of the printing colour process in order to choose between Pantone and CMYK colours. Pantone colours are specific and require extremely precise ink mixtures to produce accurate colours.

It employs predetermined colours to "match" a particular colour used throughout the design process. While CMYK is a four-color printing technique that includes cyan, magenta, yellow, and black, CYMK is comprised of cyan, magenta, yellow, and black. A product's quality can be conveyed to potential buyers through well-designed packaging.

CASE STUDY
Creative brief sample

Student : Nur Syazwina binti Zafarrudin
Company : D'Waqaqa Klasik (Shibori batik)
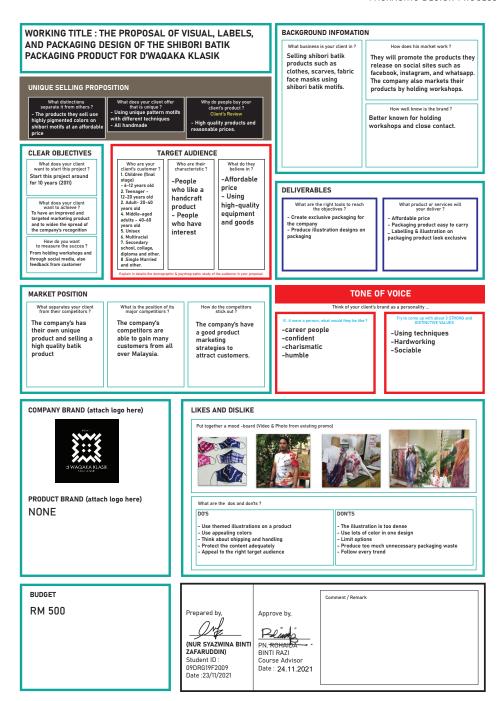
The framework and template used by the students

A creative brief is the idea and plan for a body of work that is usually made by designers, copywriters, content marketers, and people from other departments working together.

The goal is to get everyone involved to agree on the creative requirements, set up key messages, manage expectations, and make it easy for the creative team to do a good job.

A good creative brief is not only helpful from a creative point of view, but it also gives you all the important information about your project in one place.

PRODUCT LINE ANALYSIS (D'WAQAKA KLASIK)

WORKING TITLE : THE PROPOSAL OF VISUAL, LABELS, AND PACKAGING DESIGN OF THE SHIBORI BATIK PACKAGING PRODUCT FOR D'WAQAKA KLASIK

UNIQUE SELLING PROPOSITION

What distinctions separate it from others ?	What does your client offer that is unique ?	Why do people buy your client's product ? Client's Review
– The products they sell use highly pigmented colors on shibori motifs at an affordable price	– Using unique pattern motifs with different techniques – All handmade	– High quality products and reasonable prices.

BACKGROUND INFOMATION

What business is your client in ?	How does his market work ?
Selling shibori batik products such as clothes, scarves, fabric face masks using shibori batik motifs.	They will promote the products they release on social sites such as facebook, instagram, and whatsapp. The company also markets their products by holding workshops.

How well know is the brand ?
Better known for holding workshops and close contact.

CLEAR OBJECTIVES

What does your client want to start this project ?	What are their characteristic ?	What do they believe in ?
Start this project around for 10 years (2011)		

TARGET AUDIENCE

Who are your client's customer ?	Who are their characteristic ?	What do they believe in ?
1. Children (final stage) – 6–12 years old 2. Teenager – 12–20 years old 2. Adult– 20–40 years old 4. Middle-aged adults – 40–60 years old 5. Unisex 6. Multiracial 7. Secondary school, collage, diploma and other. 8 .Single Married and other.	–People who like a handcraft product – People who have interest	–Affordable price – Using high-quality equipment and goods

What does your client want to achieve ?
To have an improved and targeted marketing product and to widen the spread of the company's recognition

How do you want to measure the succes ?
From holding workshops and through social media, also feedback from customer

Explain in details the demographic & psychographic study of the audience in your proposal

DELIVERABLES

What are the right tools to reach the objectives ?	What product or services will your deliver ?
– Create exclusive packaging for the company – Produce illustration designs on packaging	– Affordable price – Packaging product easy to carry – Labelling & illustration on packaging product look exclusive

MARKET POSITION

What separates your client from their competitors ?	What is the position of its major competitors ?	How do the competitors stick out ?
The company's has their own unique product and selling a high quality batik product	The company's competitors are able to gain many customers from all over Malaysia.	The company's have a good product marketing strategies to attract customers.

TONE OF VOICE

Think of your client's brand as a personality …

If.. it were a person, what would they be like ?	Try to come up with about 3 STRONG and DISTINCTIVE VALUES
–career people –confident –charismatic –humble	–Using techniques –Hardworking –Sociable

COMPANY BRAND (attach logo here)

PRODUCT BRAND (attach logo here)

NONE

LIKES AND DISLIKE

Put together a mood -board (Video & Photo from existing promo)

What are the dos and don'ts ?

DO'S	DON'TS
– Use themed illustrations on a product – Use appealing colors – Think about shipping and handling – Protect the content adequately – Appeal to the right target audience	– The illustration is too dense – Use lots of color in one design – Limit options – Produce too much unnecessary packaging waste – Follow every trend

BUDGET

RM 500

Prepared by,

(NUR SYAZWINA BINTI ZAFARUDDIN)
Student ID : 09DRG19F2009
Date :23/11/2021

Approve by,

PN. ROHAIDA BINTI RAZI
Course Advisor
Date : 24.11.2021

Comment / Remark

Source of image 47 : Author (Student project)

3.1 PRODUCT INFO

3.1.1
IDENTIFY PRODUCT

a. Criteria of potential product
b. Target audience
c. Competitors

CONSUMER SEGMENT
Target Audience User Profile

GEOGRAPHICS

City
Region
Size
Climate
Communinities
Countries
Rural, suburban and
urban areas

DEMOGRAPHICS

Age
Gender
Race
Religion
Income
Education
Language spoken

PSYCHOGRAPHICS

Budget
Beliefs
Values
Pain points
Attituteds
Social & cultural norms
Roles
Activities

BEHAVIORS

Hobbies
Habits
Purchasing styles
Social media use
Mobile phone use
Media consumption

The product

Provide the specific product information. The dimensions, weight, materials, ranges, and others. The 5W1H Kipling Method is an appropriate strategy for obtaining the corresponding answers. This question will help you assess whether your product packaging has any practical requirements.

A sensitive product, for instance, will require more secure packing. In contrast, something that is huge or has unusual proportions may require a specialised packing solution rather than a standard box.

Target audience

A target audience is the group of individuals who are most likely to be interested in your service or product. They meet a particular demographic profile or display a set of behaviours that make them an ideal fit for your products. A target market's target audience is a subset of the target market.

Depending on the results of your target audience analysis, your target audience can be broad or narrow. Both have pros and cons. The more specific you are about your ideal customer and possible market, the more specialised your company strategy can be.

Competitors

A competitor is someone, a business, a team, or an organisation that you or your company competes against. In business, a close competitor is called a rival. In other words, competitors are about the same size and make products that are similar.

CASE STUDY 01
Company and product study sample

Student : Nadia Natasha binti Mohd.Zainodin
Company : Nysakapas (Cotton Batik)

COMPANY INFORMATION

Ownership

Nysakapas is inspired by laid back "kampung" lifestyle with a modern approach. A Malaysian , locally handmade batiks that is super comfy, creatively made with fresh, modern batik motifs that is contemporary and unique. We exists to bring new meaning and purposes to the art, modernising old techniques to improve and strengthen our skills in batikmaking and at the same time, protecting our artisan future.

Products

Batik Art Box, Pillowcase, Scarf, Skirt, Face Mask, Kids Clothes, Blouse, Apron, Bag

Owner

Nysa Majyd

Business Type

Arts & Craft :
Selling Handmade Batik
Price Range : RM32 - RM360

Service Provided : Batik Class

Procedures

Golden Brass Carves used in the canting process

Golden Brass Carves used in the canting process

Logo

NYSAKAPAS

Location

NYSAKAPAS Boutique
3103, Kampung Serada, 20050
Kuala Terengganu, Terengganu

NYSAKAPAS Studio
2556, Kampung Serada, 20050
Kuala Terengganu, Terengganu

Phone
+60199842702

Instagram
@ nysakapas

Website
https://www.nysakaponline.com

SUMMARIES

Inspiration	Future Outlet if Given Chance	Targeted Buyers
Batik Itself	- Kuala Lumpur - Singapore	- Gender : Women - Place : Local & International - Income : Middle Range

Year established	Nysakaps represent	Aim
2017	Local made batik making crafts	- To promote batik - To make batik for modern approach

SSM	Way of purchase that customers loves	Mission
Registered	Online	- Sustain the traditional ways of making batik - Avoid machinery use

Staffs	Amount of batik cloth made per day	Packaging
7 people	15 sets of 4 metres	- None, customers usually get clear plastic bag or free totebag as gift at certain purchase amount

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NYSAKAPAS

Home | Our Story | Collections ∧ | How To Care | Blog | Vlog | Contact

NEW IN | HIAS 2022 | BOTANIK 2021 | NATURAL DYED BATIKS | SALE | BATIK FOR UMMAH

KAIN BATIK LEPAS | KAIN BATIK LEPAS | KAIN BATIK LEPAS | SEMAI
RTW | KAIN BATIK SARONG | RTW
RTW WOMEN | RTW | SILK SCARF
SILK SCARF | RTW WOMEN | HOW TO CARE
RTW MEN | ART AND CRAFTS
HOMEWARE
ACCESSORIES

BATIK ART BOX

Bringing you an activity box that is simply fun, to keep you occupied during this Movement Control Order (MCO). Each piece of art comes from our Laut 2020 Collection, like Batik Mawar, Batik Kenanga and Batik Fera. Handpaint your very own Handblocked Batik pieces with Nysakapas Batik Dyes made especially for you by our Young Nysakapas Artisans.

Each Batik Art Box (10 x 10 inches) consists of:
1. 3 pieces of Handblocked "Botanik" Pieces
  - Batik Mawar
  - Batik Kenanga
  - Batik Fera

2. 1 small brush

3. 3 bottles of Batik Dyes:
  - Nude Pink
  - Blue Ash
  - Frosty Green

Size and measurements :
10 x 10 inches

HOMEWARE

** COTTON SATIN

A new addition to our Homeware Collection. These square throw pillows are perfect for that comfy sofa you are thinking about uplifting! Batik-fy your home with our handcrafted pillows in our assorted colours and Nysakapas Batik Motifs.

** COTTON POPLIN

Our Kain Batik Lepas Cotton Poplin range is simply easy to wear. The Cotton is soft, crispy as well as durable. Ironing and washing made easy, handblocked batiks using this fabric can be made into all kinds of clothing, sarongs and interior purposes such as tablecloths, runners, pillowcases and even bags! Great for kids too!

Size and measurements:
19 x 19 inches

FACEMASK

A cloth face covering may not protect the wearer, but it may keep the wearer from spreading the virus to others and with that we have created our very own Nysakapas Batik Face Mask's from our various batik motifs and colours

Our Batik Face Masks are not personal protective equipment (PPE). These face masks are not appropriate substitutes for PPE such as respirators (like N95 respirators) or medical facemasks (like surgical masks) in workplaces where respirators or facemasks are recommended or required to protect the wearer.

Kindly take note, that all face masks needs to be wash frequently. You may handwash or machinewash and make sure that it is not hung dry directly near the sun. A good shady and airy space will suffice to dry your masks.

Size and measurements:
- Length: 6 inches, sewn
- Width: 3.5 inches
- Mask Opening : 6 inches

KAIN BATIK LEPAS

Material Types :
- Cotton Viscose (RM 200 - RM230)
- Cotton Poplin (RM150 - RM180)

Our Kain Batik Lepas Cotton Viscose range is simply easy to wear. The Cotton is soft, cooling and has more weight than our cotton poplin range. Ironing and washing made easy, our handblocked batiks that can be made into clothing, sarongs and interior purposes such as tablecloths, runners, pillowcases and even bags! Great for kids too!

Our Kain Batik Lepas Cotton Poplin range is simply easy to wear. The Cotton is soft, crispy as well as durable. Ironing and washing made easy, handblocked batiks using this fabric can be made into all kinds of clothing, sarongs and interior purposes such as tablecloths, runners, pillowcases and even bags! Great for kids too!

Size and measurements :
- Length: 4 metres
- Width: 42 - 45 inches

VISUAL IMAGES

SILK SQUARE SCARVES

Introducing our 2021 Batik Cotton Silk Scarf from our Botanik 2021 Collection. A limited, luxurious scarf made meticulously by our Young Nysakapas Artisans from Kampung Serada, Kuala Terengganu. Cotton Silk is a cooling, silky and soft material that has two sides; slightly sheen and matte.

Now, comes in our Batik Kenanga motif.

Kenanga or Cananga odorata, known as the Cananga tree, is a tropical tree that is valued for the perfume extracted from its flowers, called Ylang-ylang. Ylang-Ylang which means "wilderness" in Tagalog,a drooping, long-stalked flower with six narrow petals, rather like a sea star in appearance.

For our Bintang Kenanga , only the "sea star" motif is included in the batik.

Material : Cotton Silk

Size and measurements :
50 x 50 inches

Kuala Terengganu
Terengganu Darul Iman

Source of image 48 : Author (Student project : Nysakapas)

CASE STUDY 02
Company and product study sample

Student : Hoo Hui En
Company : **Kedai Ubat dan Perniagaan Sin Sin**

Kedai Ubat Dan Perniagaan Sin Sin BHD

- Location
  – No.13, Jalan Station, Renggam, 86300, Kluang, Johor.
- Contact
  – 012-7525613
- Type of Business
  – Traditional Medicine Store
- Business Hours
  – 8.30 a.m. to 8.00 p.m.

Product

- List of product
  – red bean
  – mung bean
  – plum/prune
  – red date/jujube
  – barley
  – and more product...

- Pricing
  – RM5.00 to RM20.00

Problem

- poor material of packaging to pick up the product such as thin paper and plastic bag.
- they need to spend much time for pick up the product by using themselves.
- lack of packaging by their own identity.
- could not give the information or ingredients to customer directly.

Simpang Renggam
Johor Darul Takzim

Source of image 49 : Author (Student project : Traditional medicine store)

CASE STUDY 03
Company and product study sample

Student : Erika Nurbalqis binti Mohamad Zaki
Company : Serasi (Natural bodycare product)

Our Bestseller
KUIH SOAP
RM58
shop now

serasi

Founder
Intan Halim, who experienced that the continuous usage of daily chemical-ridden products has proven to be incompatible and irritant, especially for sensitive and ageing skin.

As a result, SERASI was born from the "self-discovery and self-satisfaction" of knowing there are no hazardous additions or components in the products we use on our skin.

SERASI began in the kitchen for the founder's own consumption and that of the family. We also emphasise the use of the finest essential oils, which are known for their numerous targeted skin and well-being advantages. We do not utilise any skin-harming chemicals, synthetic preservatives, or parabens.
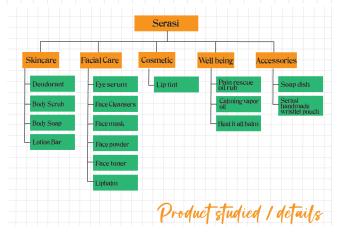
Website : https://www.serasi.my/

Serasi
- **Skincare**: Deodorant, Body Scrub, Body Soap, Lotion Bar
- **Facial Care**: Eye serum, Face Cleansers, Face mask, Face powder, Face toner, Lipbalm
- **Cosmetic**: Lip tint
- **Well being**: Pain rescue oil rub, Calming vapor oil, Heal it all balm
- **Accessories**: Soap dish, Serasi handmade wristlet pouch

Product studied / details

Problem statements
Serasi products do not safe because it does not have its own box for keeping its contents. This causes them to be unable to protect its contents from damage during travel, handling, and storage.

Target audience
The target audience for this product is women. This is because all products produced by the Serasi company are more suitable for women only. For example skincare, make up and the rest.

Demographics
Age: 20 years above
Gender : Female/Woman
Occupation : Worker
Location : Malaysia
Education : Master
Marital status : Single, married

Psychographics
Personality traits : cheerful, healthy
Lifestyles : do a body and face care routine
Attitudes : often taking care of all body parts.
Values : hygiene and health
Interest : explore body hygiene and health
Beliefs : Regular personal hygiene benefits physical and mental health

Competitor
NCD BOUTIQUE, sells beauty and health products and provides advice on purchasing our products ONLINE.

NORA CD SKIN CARE - a special quality product, specially formulated and brought from Switzerland France. Extracts and stem cells of fruits, plants and herbs are of the best grade and Grade A.
NORA CD BODY CARE - The products are also of special quality, specially formulated and brought from Switzerland France. For body treatment, we have a range of aeromatherapy oils for "body slimming", "body scrub", "body whitening treatment" and many more.

CATEGORIES
Accessories	Lotion Bar
Body	Custom Order
Body Butters	HARI RAYA SETS 2022
Body Scrubs	Makeup
Body Soaps	New
Deodorant	SERASI KUIH SOAP 2022
Hand & Foot Cream	Skincare
	Well Being

Data analysis
Kipling Method

What: Serasi Company manufactures products that do not use any chemicals, synthetic preservatives or parabens that damage the skin.

Where: Serasi Global Sdn Bhd 19-1Q,19th Floor, Q Sentral, Jalan Stesen Sentral 50470 Kuala Lumpur Sentral

When: Syarikat Serasi was registered with the Malaysian Companies Commission in 2005

Why: Helping people aim for their skin and well-being.

Who: SERASI is founded by Intan Halim.

How: SERASI started from the kitchen for the founder's own consumption and the family's use.

S.W.O.T Analysis

Strengths
- Provide products that are safe and do not contain prohibited substances.
- Having its own website to make it easier for buyers.

Weaknesses
- The product is lack known by the public
- The packaging does not have safety function

Opportunities
- Often hold special promotions every time there is a festival.
- Can give opportunities to the public especially women who want to take care of their skin health because this product is safe without the presence of prohibited substances.

Threats
- Have competitors that sell the same goods with Serasi products.

Data analysis
Scamper Technique

Substitute: For the ingredients in our products, we may add plants that have a natural smell such as lavender so that our products remain fresh smelling to give peace to the user

Combine: Must learn techniques to generate new ideas by breaking old thought patterns, making new connections and gaining new perspectives on the product.

Adapt: Active in producing more attractive and pleasant in packaging design in order to attract buyers' eyes to remember it.

Rearrange: Yes you can we will change the order of reprocessing with the addition of lavender plants as a fragrance in the product.

Modify: To modify this product we may change the existing design to a new one to make it look like now.

Put to other use: The ideal customers to wear this product are women aged 20 years and above.

Eliminate: reducing the manufacturing time to make the basic design fixed in the packaging such as making the packaging more attractive to please the buyer.

Product Price & Net Weight
Body Soap
Calendula RM3000 125gm
Hemp & Avocado RM2500 125gm
Rose & French Green Clay RM3000 125gm
Vanilla RM3000 125gm
Oatmeal Milk & Honey RM2500 114gm

Deodorant Cream RM2600 30gm
Oatmeal Milk & Honey RM2000 40gm
Grapefruit Sugar RM8500 100gm
Coffee RM8500 130gm

29

Product Price & Net Weight
Facial Care
Eye Serum RM2500 100ml
Exfoliating RM5200 100gm
Soothing Oat RM4300 30gm
Choc Clay Mint & Goji Berries RM2500 40gm
Bentonite Clay & 5 Color Beans RM2500 40gm

Translucent RM1800 8gm
Face Toner RM5800 50ml
Blush RM1600 5gm
Cocoa Honey RM1600 5gm
Hazelnut RM1600 5gm

30

Product Price & Net Weight
Cosmetic
Liptint
Peachy Pink RM2000 5gm
Ruby Sizzles RM2000 5gm
Blush Pink RM2000 5gm
Cooper Shimmer RM2000 5gm
Loca Mocha RM2000 5gm

Reef Goddess RM2000 5gm

31

Product Price & Net Weight
Well being
Pain Rescue Oil Rub RM3500 25ml
Calming Vapor Oil RM4300 30ml
Heal Balm RM4800 20gm

Accessories
Soap Dish RM1800 175gm
Wristlet Pouch RM4800 20x13x6cm

32

GRAPEFRUIT Sugar BODY SCRUB

Lotion Bar

ROSE Face & Body CREAM

📍 **Q Sentral**
Kuala Lumpur

Credit to Serasi.my

Source of image 50 : Author (Student project : Serasi - Natural body soap)

CASE STUDY 04
Company and product study sample

Student   : Nurul Alyaa Maisarah binti Sukor
Company   : Wunderbath Co.

Wunderbath

BATH BOMB

Tropical Paradise Bath Bomb | Matcha Daifuku Mooncake Bath Bomb | Moon Moon Bath Bomb | Brave Tart Bath Bomb

COMPANY BACKGROUND

Founded by a former food scientist, Wunderbath is a local beauty brand that offers colourful and quirky cosmetics and bath products. All of their products are made from natural minerals and plant oils, hence they are suitable for children. Their bath bombs come in vibrant colours, with equally attractive names, such as Love Letter, Unicorn Farts, and Fireworks.

The idea behind Wunderbath came when Marietta, who has always been a lip balm lover since her university days, realised just how hard it was to find a suitable lip balm that does not create cold sores on her lips or one that comes in a variety of different colors. Taking the issue into her own hands, she then set off to formulate a range of her own and eventually came up with cosmetics and bath products, that are free of toxic

Evelyn Marieta is an Entrepreneur, Nutritionist, Model & Founder of Wunderbath Co, a word that originally come from the German word 'Wunderbar', which means 'Wonderful', is a fun, quirky, natural handmade bath and cosmetics Malaysian brand that is vegan and cruelty-free.

Wunderbath's popularity also can be attributed to the fact that all her soaps are modelled after most of the Malaysian favorite foods such as french fries, maracon, fried wings and many more. Wunderbath's vision is to be a market leader in high quality.

MISSION
unique products that can create an awareness and attract the younger generation towards healthier bath and cosmetics

VISION
stir up a revolution and create awareness for the handmade bath and cosmetics created without harmful chemicals like paraben, sodium laureth sulfate or animal by-products.

PRICE & SIZE

HAND SANITIZER
PRICE : RM18.90 MYR
SIZE : 50ml
3.7cm (L) x 3.7cm (W) x 12cm (H)

BUBBLE BATH
PRICE : RM36.90 MYR
SIZE : 150g (for 2-3 uses)
6cm (L) x 5.5cm (W) x 13.5cm (H)

BATH BOMB
PRICE : RM25.90 MYR
SIZE :8cm
(L) x 8cm (W) x 4.3cm (H)

SOAP
PRICE : RM8.90 - RM29.90
depands on design
SIZE :8cm (L) x 4cm (W) x 11cm (H)

LIP BALM
PRICE : RM18.90 MYR
SIZE :4.3 g
2.2 cm (L) x 1.5 cm (W) x 6.7 cm (H)

BODY
PRICE : RM31.90 MYR
SIZE : 10mL
2.9 cm (L) x 2.9cm (W) x 8cm (H)

ESSENTIAL OIL
PRICE : RM39.00 MYR
SIZE : 50ml
3.7cm (L) x 3.7cm (W) x 12cm (H)

ROOM SPRAY
PRICE : RM39.00 MYR
SIZE : 100ml
4.5(Diameter) x 19.7cm (H)

CANDLE
PRICE : RM29.90MYR
SIZE : 576g
14cm (Dia) x 2.5cm (H)

PROBLEM STATEMENT

–Quality packaging that guarantees product safety.
Online business systems require you to make product postings to customers. Therefore, your packaging should consist of durable materials so that it can guarantee your product. Plus, you're manufacturing a sensitive product, the quality of the packaging is your top priority.

TARGET AUDIENCE

Wunderbath offers a broad scope of 100% natural, chemical-free, and are free from animal testing products. For example, lip balms, handmade soaps, bath bomb essential oil and many more. The bath bomb and hand-made soap of Wunderbath are created in a very creativeway and very attractive in their appearance. For example, all of her soaps are modelled after food that Malaysians enjoy such like french fries, maracon, fried wings and more. This kind ofproducts are very targeted on women because women usually like cute and special things.Therefore, Wunderbath will target their customer more on women.
The target of women split into 2 different groups. One of the target women are college students from 15 to 18 that come with low-income level. They prefer low-priced cosmetic products but good quality.

DEMOGRAPHICS

AGE : 15 to 18
GENDER : Female
OCCUPATION : -Student -Worker
LOCATION : In Malaysia
EDUCATION : -Secondary School -College -Diploma -Degree
MARITAL STATUS : -Single -Marriage

PSYCHOGRAPHICS

PERSONALITY TRAITS : Healthy, fresh and confident
LIFESTYLE : Carry out a skin care routine
ATTITUDES : Proper and regular skin care
VALUES : Beauty and health
INTERESTS :Take care of skin and health
BELIEFS : Skin care to slow down the aging process

COMPETITOR

Thepinkdiamond.co

THEPINKDIAMOND

Thepinkdiamond.co is a Cyberjaya-based business that specialises in handcrafted bath and body products, such as bath bombs, soaps, lip balms, candles, salt soaks, and body scrubs. Their pretty products are elegantly packaged, which make for great gifts.

SWOT ANALYSIS

STRENGTH
-Wunderbath offers their premium products with high affordability.
-Wunderbath products are mostly purchased by the customer with lower, middle and upper class.
-The price of its products is affordable to everyone.
-The aging population in Malaysia had boost the demand of using skin care products

WEAKNESSES
-Low brand awareness to the customers.
-Many of the customers may unknown to the brand of Wunderbath or didn't have the confidence and trustto use products of Wunderbath

SWOT

OPPORTUNITIES
-The aging population in Malaysia had boost the demand of using skin care products to take care of thoir skin because they believes that skin care products will keep them young especially to women.

THREAT
-Wunderbath is considered new in market so it has to compete with these strong competitors which may have high reputation in the market.

DATA ANALYSIS

KIPPLING METHOD

WHAT?
Wunderbath is a fun, quirky, natural handmade bath and cosmetics Malaysian brand that is vegan and cruelty-free.

WHERE?
Wunderbath was founded at Mahsa Avenue Kuala Lumpur, Malaysia

WHEN?
Founded by a former food scientist,Wunderbath Co, begun back in 2015

WHY?
Realized her passion of researching beauty products and reformulating them with food ingredients.

WHO?
One of the target women are college student from 15 to 18 that come with low-income level.

HOW?
she was willing to quit her job as a nutritionist to enter the world of saponification (the chemical process of making soap) in order to make quirky products that would create awareness towards natural bath items.

SCAMPER TECHNIQUE

S - SUBSTITUTE
Can you use another material to replace the current packaging?
- yes, to increase the resistance

C - COMBINE
What would happen if you combine this product with another company, to create something new?
-Wunderbath will be more known in market if having a collaboration with big company

A - ADAPT
What other products or ideas can you use for inspiration?
-Flowers as inspiration to attract more customers.

M - MODIFY
What could you add to modify this product?
-noting to modify,Wunderbath.Co used organic ingredients and has been revolution.

P - PUT TO ANOTHER USE
Who else could use this product?
- Everyone that loves the cute things.

E - ELIMINATE
What would happen if Wunderbath.Co remove their logo's from the packaging?
-we would not remove it becausepeople wont recognize that it wastour brand which is limited editingproducts

R - REVERSE
Can Wunderbath.Co change the process with simpler one?
-Nothing needs to be changed

PRODUCT DETAIL

HEALTH AND BEAUTY

HAND SANITIZER	BUBBLE BATH	BATH BOMB	SOAP	LIPS	BODY	ESSENTIAL OIL	ROOM SPRAY	CANDLE
Out of Hand Hand Sanitizer	And Beyond Bubble Bath Dust	Tropical Paradise Bath Bomb	Hibiscus Bunga Raya Soap	Demure Lip Stain	Matcha Daifuku Body Sugar Scrub Sorbet	Bear Necessity Aromatherapy Oil Roll On	Best Host Ever Room & Linen Spray	Kopi-C Candle
Pineapple Tart Hand Sanitizer	To Infinity Bubble Bath Dust	Matcha Daifuku Mooncake Bath	Snowskin Matcha Daifuku Mooncake Soap	Nasi Lemak Lip Balm	The Butter Half Body Butter	Lavender	Bee Right Back Room & Linen Spray	Nasi Lemak Candle
Onde-Onde Hand Sanitizer	The Nutcracker Bubble Bar	Moon Moon Bath Bomb	Luna The Matcha Bunny Soap	Chrysanthemum Tea Lip Balm	Classic Scented Holographic Body Spray	Peppermint		Dragon Egg Candle
Custom Hand Sanitizer	Beary Sleepy Bubble Bath Dust	Brave Tart Bath Bomb	Kuih Dates Soap	Musang King Lip Balm	Your Royal Dryness In-Shower Body Conditioner	Rose Geranium		
Clean Freak Hand Sanitizer	Beary's Dust Bubble Bath	Achescape Treatment Bath	Angpow Soap	Watermelon Lip Balm	Hakuna Your Tatas Body Butter	Frankincense		
Magical Mistletoe Holographic Hand Sanitizer	My Bubble Bar (Custom)	Oud Palace Bath Bomb	Mandarin Oranges Soap	Unscented Lip Balm	Youth Potion Body Butter	Lemongrass		
Apple Orchard Hand Sanitizer	Santa's Beard Bubble Bar	Grit & Grace Bath Bomb	The Bun Bun Soap	Teh Tarik Lip Balm	BOINK Treatment Oil	Chamomile		
Creme Caramel Hand Sanitizer	Wunderbubble Bubble Bar	Naughty or Nice Bath Bomb	Gingie The Gingerman Soap	Sirap Rose Lip Balm	Fairy Godmother Spray	Tea Tree		
		Snow Globe Bubble Bath and Bath Bomb Set	Gummy The Bear Soap	Peppermint Lip Balm	Hakuna Your Tatas Spray			
		Twinkly Christmas Tree Bath	Frostie The Snowman Soap	Mint Mocha Frappe Lip Balm	Youth Potion Spray			
		Mr. Snowie Bath Bomb	Achu Murukku Soap	Lemon Meringue Pie Lip Balm	The Lightbulb Spray			
		Unicorn Farts Bath Bomb	Boba Matcha Latte Soap	Honey Lemon Lip Balm	Mr. Smooth Operator After Shave			
		Love Letter Bath Bomb	Musang King (Durian) Soap	Cendol Lip Balm				
		Homer Bath Bomb	Ketupat Soap	Ais Kacang Lip Balm				
			Cheese Burger	Chocolate Lava Lip Balm				
				Tinkerbell Lip Stain				

Lady Luck Gift Set Doublewoot x Wunderbath
★★★★★ 1 Review

Your Royal Dryness In-Shower Body Conditioner
RM38.90

Lights & Blooms Gift Set
Sold Out

Do Not Disturb Gift Set
Sold Out

Achu Murukku Soap
★★★★★ 1 Review
RM13.90

Boba Matcha Latte Soap
★★★★★ 1 Review
RM13.90

Karipap Spiral Soap
RM14.90

Balik Kampung Gift Set
RM148.90

Oud Palace Bath Bomb
RM27.90

Kuih Dates Soap
RM20.90

Jajanan Malaysia Gift Set
RM92.90

Q Sentral
Kuala Lumpur

Credit to wunderbath.co

Source of image 51 : Author (Student project : Wunderbath Co.)

CASE STUDY
Material trend study

Student   : Nur Fatin Ezzaty binti Abdul Jalil

Bamboo (2019)

A multi-purpose material with many qualities that makes it a great choice for interior and exterior uses, bamboo is set to be a popular material for office and interior design this year. With trends like biophilia and minimalism still popular, bamboo fits perfectly with the aesthetics of these trends. Bamboo furniture has a quirky feel to it, and using it for panelling or framing creates a lovely natural feel within a space.

At Paragon we have found we get quite a lot of demand for Bamboo veneer – both standard and caramel.

Cardboard (2019)

Cardboard packaging is an excellent, cost-effective solution for various storage and packaging needs. Offering a surprisingly high level of protection, cardboard drums are great value, incredibly versatile and environmentally friendly. Cardboard packaging is incredibly versatile and offers a fantastic range of uses. The primary goal of cardboard packaging is to protect goods (usually solid items) that need to be stored and transported.

Plastic (2022)

Plastic packaging is one of the most important contributors to protecting food from spoiling. Food waste has a significantly higher environmental impact, particularly in the form of its carbon footprint, than packaging waste.

Plastic packaging allows food to travel further distances, stay longer on the shelves, and ensures that large amounts of food do not go to waste. Because it takes considerably more resources to create the food itself, it often makes environmental sense to protect it for as long as possible so the resources invested in its growth are not invested in vain.

Wood (2020)

Wood packaging materials are used in supporting, protecting, or carrying goods. Different examples of wood packaging materials include pallets, crates, boxes, cases, bins, reels, drums, load boards, skids, pallet collars and containers. For shipping of larger consignments, rigid packaging materials are used like wood

When it comes to shipping and storing things, packaging is one of the most important things to think about. The right kind of packaging can help with a lot of different things, like making sure your product gets to its destination in good shape and stopping damage or theft at a warehouse.

Packaging is also a very important part of being sustainable. This is because the right type can help reduce waste and cut down on the amount of materials used, which helps keep costs and your carbon footprint low.

Source of image 52 : Author (Student project : Material studies)

3.2 PACKAGING MATERIALS

Eco Friendly Packaging Materials
Recyclable. Degradable. Economical.

Wet-pressed Molded Pulp
Molded pulp is often used as a tray, insert, or box for cosmetics, skin care products, electronics, home appliances, wine, and other consumer goods.

Dry-pressed Molded Pulp
Molded pulp will protect and cushion your industrial products well enough. It can be use to move tools, pumps, motors, gear boxes, or other parts that need to be handled with care.

Bagasse Tableware
Easy-to-use solutions for catering services that are disposable.

Bagasse Food Containers
Traditional food containers made of plastic or foam are a big cause of pollution in the environment today. The solutions is in the form of sugarcane bagasse food containers that are completely biodegradable and clean.

Source of image 52 : biopacksupply.com
Credit to : HC Packaging Asia

3.3 PACKAGING DESIGN PROCESS
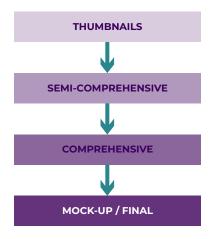
3.3.1
SKETCH DESIGN

a. Illustration/ drawing
b. Photography

SKETCH
\ ˈskech

IDEA DEVELOPMENT

THUMBNAILS

↓

SEMI-COMPREHENSIVE

↓

COMPREHENSIVE

↓

MOCK-UP / FINAL
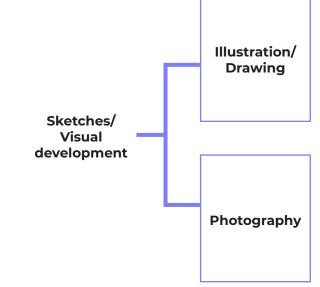
Merriam-Webster dictionary defines **"Sketch"** as a **rough drawing representing the chief features of an object or scene and often made as a preliminary study.**

Before you sketch, you should have a clear idea of the problem you are trying to solve or the business goal for the new thing you are making. Research is where you come up with your first ideas so you can see what you're making. The first step in the design process is to sketch out ideas, which every designer should do. Sketching isn't just for designers; it's used in many jobs that involve building something.

The great thing about sketching is that you don't have to be an artist to do it. Sketches are only used to help figure out and explain design ideas. Sketches are a quick way to figure out how your illustration will look overall. In Web design and graphic design, they are also used to quickly compare different layout options. You can make a bunch of small sketches or bigger ones. As long as your sketches are good enough to show the important parts, you don't need to be able to draw.

Sketches/ Visual development

Illustration/ Drawing

Source of image 54 : packagingoftheworld.com
Credit to : Derreck Lin (Garuda)

Photography
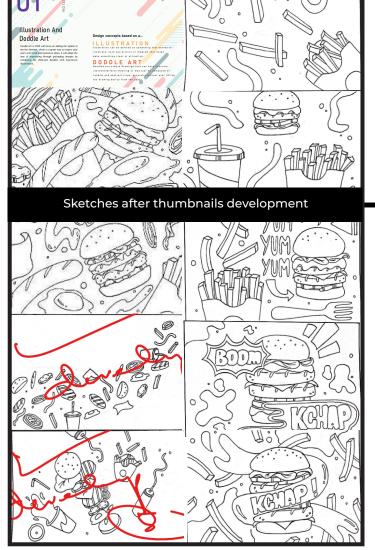
Source of image 55 : packagingoftheworld.com
Credit to : Mint Station   (Wrappari-Oat Bread)
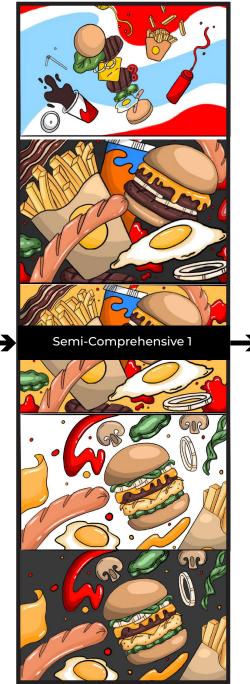
CASE STUDY 01
Sketches & Ideation

Student : Nur Fatin Ezzaty binti Abdul Jalil
Company : **KCHAP BURGERS**

Sketches after thumbnails development

Semi-Comprehensive 1

Semi-Comprehensive 1

Comprehensive design

Source of image 56 : Author (Student project : KChap Burgers)

CASE STUDY 02
Sketches & Ideation

Student   : Hoo Hui En
Company   : **KEDAI UBAT & PERNIAGAAN SIN SIN**

Sketches after thumbnails development

Semi-Comprehensive

Comprehensive design

Source of image 57 : Author (Student project : KChap Burgers)

3.3
PACKAGING DESIGN PROCESS
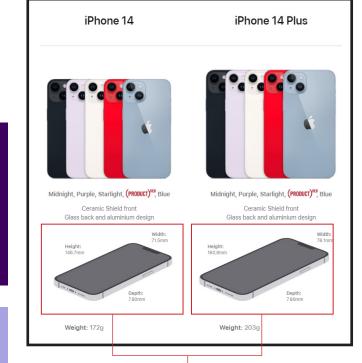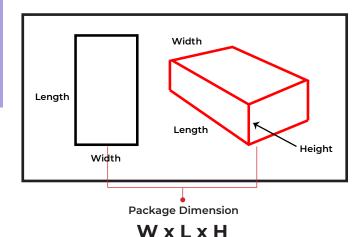
Package Dimension
VS
Product Dimension

Refers to the measurement of the box or pouch that your item will be shipped in.

This is a 3-part measurement, length X width X height (LxWxH)

Refers to the measurement of the item itself. It gives the customer a better idea of the size of the object and helps them determine if they can accommodate it in the way they intend to use it.

iPhone 14

iPhone 14 Plus

Midnight, Purple, Starlight, (PRODUCT)RED, Blue

Midnight, Purple, Starlight, (PRODUCT)RED, Blue

Ceramic Shield front
Glass back and aluminium design

Ceramic Shield front
Glass back and aluminium design

Height: 146.7mm
Width: 71.5mm
Depth: 7.80mm

Height: 160.8mm
Width: 78.1mm
Depth: 7.80mm

Weight: 172g

Weight: 203g

Product Dimension

Width

Length

Length

Width

Height

Package Dimension

W x L x H

3.3.2
SETUP ARTWORK

a. Size and dimension

Single pack
Twin pack
Special edition
Limited edition pack
Combo pack
Cluster pack

The term "package dimension" describes the size of the box, pouch, or parcel that will be used to ship your item. The item's actual size is distinct from the package's dimensions and referred as the product dimension. The size of the product is mentioned in the description or on the outside of the package when it is placed on the online or in a physical store for sale.

Once more, this is a 3-part measurement—typically **length x width x height**, that helps the consumer get a better picture of the size of the item and decide if they have enough space for it for the purpose they intend to use it.

The products are prepared in different sizes or ranges as to give consumers better options, benefits, and are typically prepared in various packs as a marketing strategy for product brands.

Packages may have the following characteristics that make them simpler to distribute and transport. In order to maximize the amount of products that can be delivered in a single trip, some packages can be stacked and placed into delivery vehicles on pallets.

Your product's ability to be exhibited on store shelves may also be facilitated by your packaging. You have the ability to sell more things and provide your retailers the chance to make more profit by choosing packaging that enables your products to be displayed with the least amount of vacant space.

> **Before designing the package, you must carefully estimate the size of your goods. Developing appropriate packaging dielines and ensuring that the product will fit properly requires accurate and exact measurements.**

Single Pack

Source of image 59 : walmart.com

Twin Pack

Source of image 60 : walmart.com

Special Edition Pack

KIT KAT
MUSIC LOVE EDITION

Source of image 61 : behance.net

Limited Edition Pack

SK-II FACIAL
TREATMENT ESSENCE

Source of image 62 : packagingoftheworld.com

Combo Pack

Source of image 63 : walmart.com

Cluster Pack

Source of image 64 : okaycun.com

What is
DIELINE ?
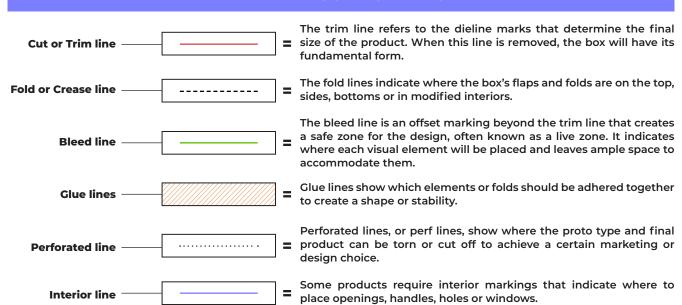
Dieline is a template used to assure the right arrangement of a final physical packaging. This template is a schematic that outlines all the folds and cut lines of a flattened box. Packaging designers are typically responsible for creating dielines. It can also be created by a printer or a die cutter. Dielines are utilised in numerous packing formats, and not just boxes. From basic folders with pockets to complex packaging, dielines allow for the cutting and folding of the finished product.

When your package design is sent to be printed, **the dielines tell the machine how to cut and fold the package. Since these two things are different "subsets" of information that the printer receives, the perforation lines and the cutting lines will appear on different layers and in different colours. This informs the printer about what should be trimmed and what should be folded individually.** These specific things don't happen at the same time. Instead, the printer handles the performance process in one stage and the cutting process in another.

Your product's final use will help you decide:
a.   The size of the container.
b.   The required minimum and maximum weight.
c.   The number of flaps, holes, cuts, and windows required.
d.   Placement of graphic components
e.   The best substance to utilise.

3.3
DESIGN PROCESS
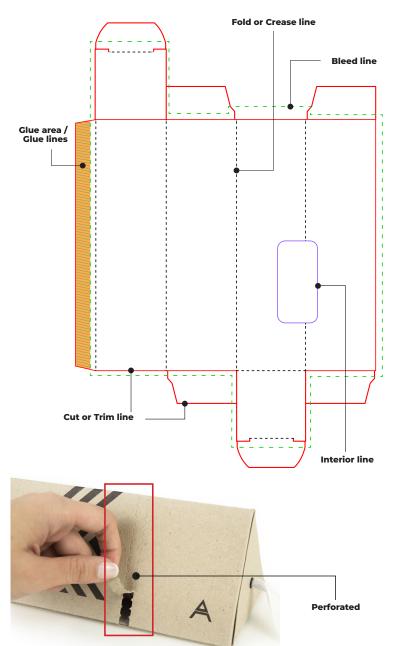
3.3.2
SETUP ARTWORK

b. The dielines

DIELINE COMPONENTS

Cut or Trim line = The trim line refers to the dieline marks that determine the final size of the product. When this line is removed, the box will have its fundamental form.

Fold or Crease line = The fold lines indicate where the box's flaps and folds are on the top, sides, bottoms or in modified interiors.

Bleed line = The bleed line is an offset marking beyond the trim line that creates a safe zone for the design, often known as a live zone. It indicates where each visual element will be placed and leaves ample space to accommodate them.

Glue lines = Glue lines show which elements or folds should be adhered together to create a shape or stability.

Perforated line = Perforated lines, or perf lines, show where the proto type and final product can be torn or cut off to achieve a certain marketing or design choice.

Interior line = Some products require interior markings that indicate where to place openings, handles, holes or windows.

Fold or Crease line

Bleed line

Glue area / Glue lines

Cut or Trim line

Interior line

Perforated

CASE STUDY 01
Dieline

Student : Aishah Nabila Zaiton
Company : THREE R

LIMITED EDITION PACK DIELINE

——	Bleed Line
– – –	Crease Line
——	Cut Line
▨	Glued Area
⌇	Window

280mm

TOP PANEL   BOTTOM PANEL

40mm

240mm

80mm   200mm

DIELINE SE/LE

Scale : 50%

COMBO PACK DIELINE   TWIN PACKAGING DIELINE   SINGLE PACKAGING DIELINE
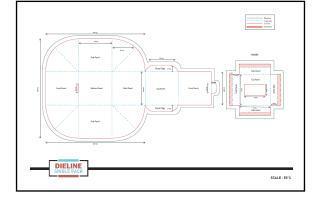
DIELINE Combo   DIELINE Twin   DIELINE Single Pack
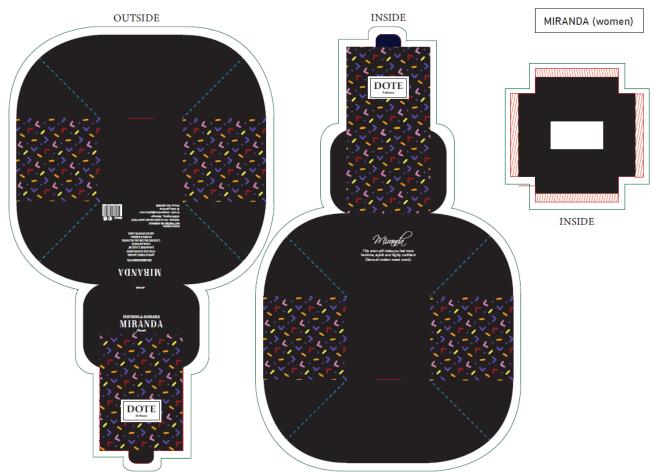
CASE STUDY 02
Dieline & Mapping

Student	: Nur Syarleen Afiqah binti Norakmal
Company	: DOTE PERFUME

3.3 DESIGN PROCESS

3.3.2
SETUP ARTWORK

c. Design mapping @ artwork positioning

OUTSIDE

INSIDE

MIRANDA (women)

INSIDE

ESSENTIAL OF DESIGNING LABEL

1. Readability
2. Typographic Pairing
3. White Space
4. Illustrate/ Creativity
5. Originality
6. Label Size
7. Print Quality

Source of image 66 : Author (Student project : Design mapping)

Preparing dieline for printing

1
Identify the appropriate size
Identify the product weight
Consider the purpose and requirements of your packaging

2
Create dieline vector file on Adobe Illustrator
Identify the cut, fold, bleed, safety zone, glued area, and perforated line (if any)

3
Identify the appropriate size
Identify the product weight
Consider the purpose and requirements of your packaging
Create dieline vector file on Adobe Illustrator
Identify the cut, fold, bleed, safety zone, glued area, and perforated line (if any)

4
Considering the sizes of the material sheets for dielines
Offset printing is best for designs and text that are colourful and complicated.
Digital printing works best for simple, minimalist designs

5
Request a sample of your packaging
Examine and try out the packaging
Check for quality control
Make any needed changes
Send out for mass production

Source of image 67 : Author (Student project : Design mapping & artwork positioning)

Design mapping is the process where the artwork is positioned on the blank dieline. Label design is the process of making artwork for labels, packaging, or displays at points of sale. Label art can be made up of pictures, words, or logos to tell the story of a product.

Designing a label is more than just making a label; it's an experience. Your experience includes the product you hold in your hand, the package you see on a shelf or online, and how you interact with it. Finding the right label design can take your product to the next level in terms of how it looks and how it works.

It's not just a label that happens to be on a product. Label design is the idea or ideas behind how a label looks. This is

Talk to the client to find out what they know about the target customer, and conduct market research on the packaging in the same industry to determine out appropriate colours, graphics, and typefaces for the product's market.

Another great tip is to think about how your packaging will make people feel. Each day, we perceive dozens of packaged products. Because we see so much visual information, it takes something that really makes us feel something that will get our attention and convince us buy it. Emotional design can be done in many ways, such as by aiming for feelings of desire, memories, enjoyment, or even physical attraction. Keep the emotion at the forefront of your design, and you'll find that people are more naturally drawn to the product.

more than what can be seen and read. Label design is the idea or thought that goes into making your product's label and packaging.

Label printing is a crucial aspect of the packaging design process since it is a simple yet effective design choice. Label printing makes it easy to spot products and brands on store shelves. This makes it easier for customers to get information, which makes them more likely to buy from you. The design of the label affects how the product looks and feels, as well as how people think of your brand. If you want your product to stand out in a crowded marketplace, you need a label that shows how good it is, how long it will last, and how easy it is to use.

It's important that the design of your label is on point. The design of a product's label needs to be eye-catching, memorable, and able to grab the attention of your target market and take them on a journey every time they see it. Your brand is more than just the logo. A label design is a tool that helps you get into the minds of your customers. By the time you choose a label design for your products, your brand has already gotten a lot of attention.

Most people don't care much about label design, but people who work in the food industry need to take it very seriously. The way a label looks is like making a brand name known. It is an important marketing tool that many food companies and manufacturers ignore or overlook. The design of a label is not just for marketing purposes; you can also use it to make your product more interesting and appealing. Label design is one of the best ways to set your brand apart from others. Label design isn't just about looks. It's the first thing your customers will notice about how much you care about the product and your business. Label design can give consumers a better idea of what the right product looks like.

REQUIRED ELEMENTS

When making your dieline, don't forget to include important parts like:

Safety warnings

Some items, like candles, compressed air, and cleaning products, need safety warnings that tell you how to use them and what to avoid. Choking hazards are also sometimes marked on children's toys.

Nutrition facts

The FDA requires that most food products have an approved nutrition label and list of ingredients.

Instructions for use

Many things need to have instructions for use printed on the packaging so that customers know who the product is for and how to use it safely and well.

Brand values

Put logos or labels on your products that show what your brand stands for or what makes it special, like cruelty-free testing, organic ingredients, or sustainable packaging.

Manufacturer requirements

Some manufacturers have specific dieline requirements, like set sizes or a limited number of colours per design, that you may need to meet.

Remark :

Refer to page 57 for detail label informations

3.3 PACKAGING DESIGN PROCESS

3.3.2
SETUP ARTWORK

d. File format for output

Raster images

Known as Bitmaps. It made up of distinct colour pixels. Every pixel of colour adds to the final image.

JPG Web & print photo	**GIF** Animation & transparency in limited colors	**GIF** Transparency with millions of colors	**TIFF** High-quality print graphics

Vector images

Vector graphics consist of paths, which include a start and end point as well as additional points, curves, and angles in between.

PDF Print files and web-based documents	**EPS** Individual vector design elements	**Ai** Most preferred format

---

Brand	: **FIZZY GOBLET**
Packaging Contents	: **Footwear packaging (Jutti)**
Packaging Substrate / Materials	: **Paper , leather based handle**
Printing Process	: **Digital printing**

from SCRATCH .

Brainstorming @**Sticky notes**

MOCKUPS .

CONCEPT .

to final

Packaging is designed in such a way that it can be used for **display** of juttis in their stores .

Unique opening from both sides creates a sense of **surprise** and excitement among customers .

Looks like the usual cuboidal footwear packaging but it's not !

from PROCESS .

Take care of your **FGs** with a yellow **CARE PAGE**

DUAL purpose
Innovative way to display at their stores .
Easy to carry and safe storage at homes .

Packaging Variations

final PRODUCT .

The FG Trunks

Extra comfort and protection for your fine embroidered juttis .

Helps to keep your juttis as good as new .

User Testing

to EXPERIENCE .

CHECKLIST
file format output

- ✅ File format
    a) AI / EPS
    b) Hi-res PDF / PSD

- ✅ Minimum 300 dpi

- ✅ Build in at least 1/8"
  (0.3175 cm) of bleed
  around all sides

- ✅ Allow 1/16" (0.1588 cm)
  space inside the dieline
  to create "safe zone"

- ✅ Convert outline all text/
  font

- ✅ Embedded all links

- ✅ Ensure document in
  CMYK Mode

- ✅ Check all images were
  embedded

- ✅ Check pantone, spot UV
  or spot color

FILE FORMATS	PDF (Portable Document Format) AI (Adobe Illustrator) EPS (Encapsulated PostScript) PSD (Photoshop Document)	The recommended submission formats for graphics and text designs are vector-based PDFs, AI, or EPS. Basically, this applies to all non-photographic content. This will guarantee that your lines and paragraphs will print clearly. The artwork should following this setting for the best results : Press Quality
COLOR PROFILES	All colors must be in the CMYK color space	CMYK or PMS colors are the only recommended color spaces for printing. The RGB colour space is most widely used for digital displays and should never be used for printing. Entire document should be converted into CMYK color mode. When using the CMYK colour mode to print black design components, such as text, the K (Black : 100 %) ink in printers produces a more accurate colour output.
TEXT	All text must be properly sized and outlined	The minimum text size required for legibility varies based on the packaging's material and printing quality. However, the safest recommended minimum font size for printing is 8pt and 10pt for reverse printing. Keep in mind that some typefaces have thinner or lighter font weights, which might alter the legibility of printed materials. a) 6pt writing in dark on a light background b) 8 point type on a dark background
ADDITIONAL PRINTING	Prepare seperate layers for additional printing	PMS (Pantone®) colors and Spot UV are usually printable. Ensure that your project contains the essential layers to convey which graphic elements will use PMS or Spot UV. All other printing options should be clearly labelled and organized into separate layers. For clarity, duplicate the artboards and the artwork should be in black (100% K). If your packaging requires internal printing, please specify "Inside Print" and "Outside Print" on different artboards and layers.
DIELINE	Do not flatten dieline template	Dielines are made with proprietary software and are distinct from printers. Any modifications to the original may lead to production errors.
IMAGES	Make sure that all images are embedded and properly sized	It's best to include all of your images in the file you save. It's important to avoid problems with attachment. If the images are not embedded correctly, there may be images that are missing. For the clearest printing, you must make sure that your photographic content (JPEG, PNG, GIF) is between 150 and 300 PPI. Prints with a PPI of less than 150 are not recommended, especially for larger formats. For accurate colour printing, all photos and other image assets must be changed into CMYK colour mode.
GRAPHICS	All graphics must be at least 300 ppi (pixel per inch) - PPI is most useful in preparing files for printing	All photos must be uploaded as JPEG, PNG, or GIF files. Otherwise, other artwork made in vector-based platforms will stay as vectors (AI, PDF, EPS, SVG).
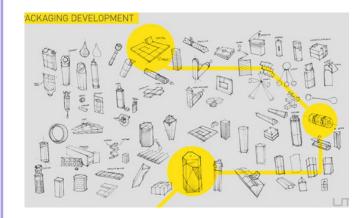
3.3 PACKAGING DESIGN PROCESS
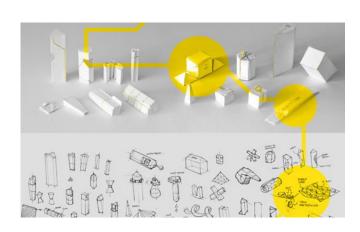
3.3.3
ORGANIZE DESIGN

a. Digital design
b. Mock-up
c. Construct 3D view
d. Working model/ Final mock-up

The key purpose of this topic is that the students will organise the final design, including the full visual, mock up, 3D, and working mock up/model.

DIGITAL DESIGN

⬇

MOCK-UP

⬇

ISOMETRIC 3D

⬇

FINAL MOCK UP/ MODEL

Source of image 68 : thedieline.com
Credit to : Credit to Jessica Sanchez

CASE STUDY 01
Organize final design

Student : Nadia Natasya binti Mohd Zainodin
Company : NYSAKAPAS

3D VIEW

SKETCHES

SEMI-COMP VISUAL

FINAL VISUAL

Source of image 69 : Author (Student project : Nysakapas)

FINAL DIELINE

SINGLE PACKAGING STRUCTURE — Scale : 100%
Bleed Line
Crease Line
Cut Line
Glued Area

TWIN PACKAGING STRUCTURE — Scale : 100%
Bleed Line
Crease Line
Cut Line
Glued Area

COMBO PACKAGING STRUCTURE — Scale : 100%
Bleed Line
Crease Line
Cut Line
Glued Area

SPECIAL EDITION PACKAGING STRUCTURE — Scale : 100%
Bleed Line
Crease Line
Cut Line
Glued Area

DESIGN MAPPING FINAL
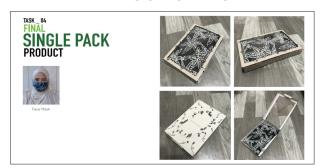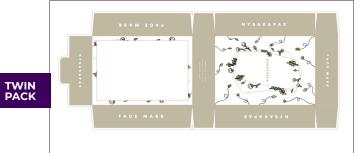
FINAL MOCK-UP TESTING

FINAL MOCK-UP DISPLAY

SINGLE PACK

Open view   Closed view   Bottom View

SINGLE PACK
PRODUCT INFORMATION:
1 Face Mask (Comes with pouch)

TASK _ 04
FINAL
SINGLE PACK
PRODUCT

Face Mask

TWIN PACK

Closed view   Open view   Bottom view

TWIN PACK
PRODUCT INFORMATION:
2 Face Mask (Comes with pouch)

TASK _ 04
FINAL
TWIN PACK
PRODUCT

Face Mask (2)

COMBO PACK

Open view   Bottom view   One product in   All product in

Closed front view   Closed side view

COMBO PACK
PRODUCT INFORMATION:
1 Kain Batik Lepas
1 Totebag
1 Pillowcase

TASK _ 04
FINAL
COMBO PACK
PRODUCT

Totebag   Kain Batik Lepas   Pillowcase

SPECIAL EDITION PACK

Closed view   Open view   Side view

Bottom (locked) view   Bottom view

SPECIAL EDITION PACK
PRODUCT INFORMATION:
1 Baju Kurung (including skirt)

TASK _ 04
FINAL
SPECIAL EDITION PACK
PRODUCT

Baju Kurung

Source of image 70 : Author (Student project : Nysakapas)

CASE STUDY 02
Organize final design

Student : Nur Fatin Ezzaty binti Abdul Jalil
Company : KCHAP BURGERS

FINAL VISUAL

3D VIEW

Single pack

Spacial edition pack

Twin pack

Combo pack

SKETCHES

FINAL DIELINE

SINGLE PACK

Scale: 50%

TWIN PACK

Scale: 50%

COMBO PACK

Scale: 50%

SPECIAL EDITION

Scale: 50%

FINAL MOCK-UP TESTING

DESIGN MAPPING FINAL

FINAL MOCK-UP DISPLAY

SINGLE PACK

TWIN PACK

COMBO PACK

SPECIAL EDITION PACK
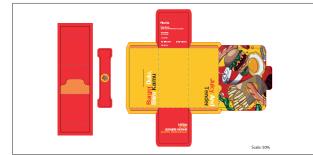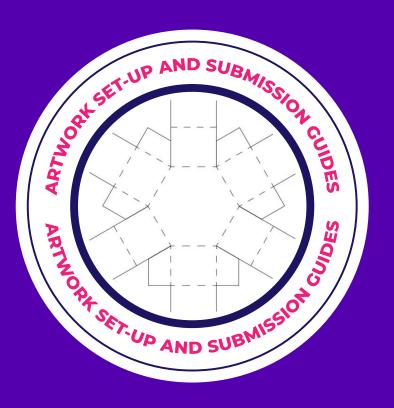
Source of image 72 : Author (Student project : Kchap Burgers)

ARTWORK SET-UP AND SUBMISSION GUIDES

ARTWORK SET-UP AND SUBMISSION GUIDES

1 ILLUSTRATOR & PHOTOSHOP FILES

All art files must be created in Adobe Illustrator. You can design your packaging with Photoshop, but it must be placed in an Illustrator file as a connected image. All linked files must be supplied (tif, jpeg, psd, eps, etc.). Please keep your files under 300 dpi and in CMYK mode.

2 PDF

Adobe Illustrator PDF files are acceptable for artwork submissions. Please outline all text and use the "PRESERVE ILLUSTRATOR EDITING CAPABILITIES" and "CREATE ACROBAT LAYERS FROM TOP LEVEL LAYERS" settings when saving.

3 EPS

EPS files created in Illustrator, Photoshop, and Indesign are acceptable. Different saving settings are required for each programme.

Photoshop : Please check "LAYERS" and "SPOT COLORS"' in the save settings.
Illustrator : Please check "USE ARTBOARDS" in save settings and "LINKED FILES" and "EMBED FONTS" in the EPS Options menu.
InDesign : Please Export with standard settings.

4 WHITE INK ON CLEAR OR METALLIC SUBSTRATES

Please mention white ink on a separate layer or artboard. Please label that it is white. Clear must also be expressed on transparent substrates. If you are using a metallic substrate, please indicate which sections you want to be transparent. Please set any transparent objects on a separate layer or artboard labelled transparent and filled with any colour.

5 METALLIC COLORS

Similar to the setup for white ink, please supply a distinct layer labelled Metallic that indicates the location of the metallic colour.

6 SPOT GLOSS/ SPOT MATTE

Similar to the setup for White Ink and Metallic Ink, please supply a separate layer labelled Gloss or Matte that shows the location of the Gloss or Matte sections.

7 FILE NAMES

Please name your file(s) with your id number, project, packaging pack type and the date, i.e. 09DRGXXFXXXX_KerepekX_Singlepack_10-10-10.ai. This will ensure maximum efficiency and accuracy when working with your file(s). Adobe Illustrator 2020 files preferred

8 FONTS

Every typeface must be outlined. If you are unable to modify the text in your artwork, create a folder with live text and all fonts used to generate the file.

9 PANTONE COLORS

In the swatches panel, you must name the Pantone colours. When a pantone number is given, you should use the colour book Pantone + Solid Coated. Correctly named Pantones will look like PANTONE 377 C, PANTONE PURPLE C, etc. If Pantones are taken from other colour books or aren't named correctly, the output colour may not be right.

10 DIELINES

Dielines need to be on their own layer in the file. Please keep all measurements and notations for seams, zippers, and tear notch indications on the dieline. We're happy to give you a template in any size you need.

11 SPOT COLORS

If there is any use of Spot Colors, please be aware that artwork created for CMYK printing may require additional PMS spot cylinders for proper printing on pouch material. Small text and graphics cannot be printed in process colours; instead, they will be printed in spot colours to assure quality and readability that would otherwise be compromised by misregistration. It is strongly encouraged to utilise spot colours whenever possible. Select PMS colours from the database of Pantone Solid Coated Plus swatches

12 IMAGE RESOLUTION

Photographic photos in the file should have a resolution of 300 dpi/ppi or higher. This minimises the file size and guarantees a high-quality printout. Please either embed the photos or give a folder with links to the images in the document.

13 2 MM BORDER

Please be advise to add 2mm bleed border to the main cutting line of the artwork. This 2 mm border allows for any little shifting during production and design output

14 BARCODES

Vector formats work best for barcodes

QUIZ

Multiple Choice Quiz

1. When were paper discovered?
   a. 4500 BC
   b. 200
   c. 20
   d. 1700

2. Who invented paper for product wrapping?
   a. Indians
   b. Roman
   c. Chinese
   d. English

3. Who invented first cardboard box?
   a. Francis Wolle
   b. Robert Gair
   c. Sir Malcolm Thornhill
   d. Napoleon Bonaparte

4. When the first commercial paper bag invented?
   a. 1900
   b. 1400
   c. 1844
   d. 1200

5. What material were used by hunterer and gatherers for transporting and store their goods?
   a. Glass
   b. Cardboard
   c. Skin and natural materials
   d. Paperbag

6. What product was developed in Asia, and arrived in North America in 1690, and began to be used for packaging?
   a. Glass
   b. Plastic
   c. Acetate
   d. Paper

7. What was produced in 1817 by Sir Thornhill in England as well as Germany around the same time?
   a. Polyethylene
   b. Acetate
   c. Wax paper
   d. Cardboard

8. What machine was invented in 1852 by Francis Wally?
   a. Card Board Box
   b. Paper Bag Making Machine
   c. Tin packaging
   d. The Six Pack

9. What was the name of the clear polymer product that was developed between WWI and WWII that we still use today in packaging?
   a. Acetone
   b. Polystrene
   c. Lamination
   d. Flex Seal

10. What was the ultimate reason for the development and evolution of package design?
    a. Predators
    b. Theft
    c. Safety
    d. Food

11. Which packaging material is being used more and more today because it is easily recycled and able to be used over and over?
    a. Aluminum
    b. Cardboard
    c. Glass
    d. Plastic

12. What is the term used to describe development in packaging design and reusable packaging materials that make them more environmentally friendly?
    a. Flexible packaging
    b. Recycling
    c. Closed-Loop Packaging
    d. Sustainable Packaging

13. In 1906 first cereal box using cardboard cereal cartons is commercially used. The company is …
    a. Milo
    b. Kellogg
    c. Nestle
    d. Campbells

14. When the Recycling Symbol is officially used?
    a. 1955
    b. 1960
    c. 1965
    d. 1970

15. In 1996, the food regulation is introduced. Name the regulation.
    a. US Food Regulation
    b. USFDA
    c. UK Food Labelling & Regulations
    d. Codex Alimentarius

16. What is used in graphic design as a placeholder for assisting in the proper layout of a document that will be cut out as part of the finishing process? It is usually placed into the graphic's computer file as a separate layer for sizing and orientation purposes.
    a. Dieline
    b. Outline
    c. Bleed
    d. Knockout

17. What term refers to an early sample, model, or release of a product built to test a concept or process?
    a. Pilot
    b. Proportionate
    c. Protocol
    d. Prototype

18. What term refers to the process of making a crease in paper so it will fold easier? Basically, a ridge that is indented into the paper where the fold line will occur.
    a. Dieline
    b. Cornering
    c. Scoring
    d. Creasing

19. X is the method of enclosing or protecting products for storage, sale, and use. X is,
    a. Producing
    b. Marketing
    c. Packaging
    d. Wrapping

20. In this step of packaging, plans are made for how the package will look. It means making a design for the product that will be packed. This statement refers to,
a. Evaluation
b. Production of packages
c. Design process
d. Selling product

21. Which of the following is the correct order of product packaging?
a. Evaluation, Process of design, Production of packages
b. Process of design, Evaluation, Production of packages
c. Production of packages, Process of design, Evaluation
d. Process of design, Production, Evaluation and Sell

22. The oldest example of flexible packaging.
a. Glass
b. Tin can
c. Paper
d. Plastic

23. A physical product or wrapping for a product..
a. Package
b. Cause packaging
c. Blisterpack
d. Label

24. The information tag on a product or package that gives the brand name, trademark, or logo
a. Label
b. Grade label
c. Brand label
d. Descriptive label

25. A label that gives information about the product's use, construction, care, performance, and other features.
a. Descriptive label
b. Cause Packaging
c. Grade label
d. Blisterpack

26. Imagery, Typography, Color and X are the crucial elements of visual attributes. X is ...
a. Nutritional list
b. Photography
c. Structure
d. Material

27. What is NOT a purpose of packaging?
a. It serves to protect a product.
b. It serves to aid in handling a product.
c. It helps with product recognition.
d. It brings the cost down for the product.

28. Package design must be attractive, legible and appropriate for it's audience and _____
a. Identity
b. Promotion
c. Design
d. Marketplace

29. People are often drawn to package design for what reasons?
a. Emotional
b. Rational
c. The structure
d. Creativity

30. Packaging trends is ...
a. A package materials
b. A general direction in which a situation is changing or developing
c. The creative stage involved in design process
d. Packaging production requirements

Answers

1. C	16. A
2. C	17. D
3. C	18. D
4. C	19. C
5. C	20. C
6. D	21. B
7. D	22. C
8. B	23. A
9. B	24. C
10. C	25. A
11. A	26. C
12. B	27. D
13. B	28. D
14. D	29. A
15. C	30. B

True / False Questions

1. Packaging does not show the name of the product
   a. True
   b. False

2. Packaging shows information about the product
   a. True
   b. False

3. Packaging and materials handling decisions can be made in isolation from other logistics activities
   a. True
   b. False

4. The physical characteristics of some goods change while they are moving in the logistics channel
   a. True
   b. False

5. Certain products should not, for safety or health reasons, be packaged together
   a. True
   b. False

6. One general function of packaging is to identify the relevant product
   a. True
   b. False

7. When new products or new packaging techniques are about to be introduced, it is somewhat advisable to have the packages pretested
   a. True
   b. False

8. More plastic packaging is recovered for recycling than paper packaging
   a. True
   b. False

9. 'Use by' date is mentioned for perishable items and 'Best before' date is used to indicate when the item starts decaying/getting spoilt
   a. True
   b. False

10. Instruction of use need not be necessary unless it is not obvious how to be used
    a. True
    b. False

11. Secondary packaging is outside the primary packaging, so as to group the primarily packed objects
    a. True
    b. False

12. Packaging can be arbitrarily classified into Primary, Secondary and Tertiary Packaging
    a. True
    b. False

13. Name, Standard Specification and Place of Origin are the following attributes that must have in food labeling?
    a. True
    b. False

14. Food Authenticity means the food should match the description
    a. True
    b. False

15. Packaging systems for frozen foods generally are designed to provide sufficient protection against changes in temperature that might result in melting of the product
    a. True
    b. False

16. Getting the potential customer to buy the product is an important function of modern retail packaging
    a. True
    b. False

17. Many package features serve multiple functions at the same time
    a. True
    b. False

18. Some foods can be harmed by ordinary light
    a. True
    b. False

19. The utility function of packaging means those package protection
    a. True
    b. False

20. Plastic packaging can reduce food waste?
    a. True
    b. False

21. One waste reduction method for glass materials is to reuse and recycle them.
    a. True
    b. False

22. Packaging DON'T HAVE to compete, engage, communicate, and deliver a memorable out of box experience.
    a. True
    b. False

23. Most often, package design is part of an integrated brand identity program
    a. True
    b. False

24. Warning label on a pack of cigarettes is included to promote the product.
    a. True
    b. False

25. A label provides information on how to use a product and what precautions should be taken when using it
    a. True
    b. False

Answers

1. F	11. T	21. T
2. T	12. T	22. F
3. F	13. T	23. T
4. T	14. T	24. F
5. T	15. F	25 T
6. T	16. T	
7. F	17. T	
8. F	18. T	
9. T	19. T	
10. T	20. T	

STUDIO ACTIVITIES

Survey & Research

INTERACTIVE FLIPBOOK

20%   20%

A. **Create, simplify and arrange information using infographic technique to explain these details.**

1
History of packaging
Functions of packaging design
Categories of packaging
Pre-history - Medieval age - 19th Century

2
Identify the basic forms of packaging and attach 10 visual samples for each form structure
6 sided / Pyramid/ Cone / Cylinder X 10 samples each

3
Identify 5 different type of material used for packaging and attach 10 visual samples for each material

ie. Paper - 10 samples of packaging design

4
Identify and describe 3 recent years trends of packaging design and attach 3 visual samples of packaging design that apply the trend as their strategy
Example : 2022 X 10 Trends X 3 visual samples of each trends

5
Identify any product in marketplace and detach the label. Scan the label (300dpi) and map to fit A3 artboard size and mark the label requirements details ie. brand name, barcode, nutrition facts etc.

B. **Submission**

1. Find the information from hand outs given, reference book, packaging journal, art magazine and etc.

2. Prepare the whole info with related visual in infographic presentation

3. Arrange all infographic design on A3 size artboard in landscape format

4. The file must include :
   a. Cover page
   b. Self description
   c. Page contents
   d. Page dividers (Use color hue C:100, M:100, Y:25, K:25 - Dark blue)
   e. Contents with page numbers
   f. Back cover page

5. File submissions
   a. PDF
   b. Interactive Flipbook link

Studio Works

Sketch the concept idea by exploring towards appropriate subject matters and the structures. Only a few best idea will be execute for SEMI COMPREHENSIVE SKETCH @ DETAILING PROCESS, PACKAGING MAPPING AND PROTOTYPE OR MOCK-UP. Design shall propose appropriate elements and principles of packaging and commit to the act and regulations.

SKETCHES FOLIO
Visual Development

1. Identify appropriate product of local company as a case study (Company details)
2.
   Study product details
   a. Product study
   b. Product category
   c. Types of product
   d. Range of product (Product line analysis)
   e. Price analysis
3. Problem identification
4. Target audience
5. Competitor
6. Propose 3 appropriate concept based on trend studies, live experiences and field observation

20%

TECHNICAL FOLIO
Dieline, Structure & Design Mapping

1. Sketch idea base on the concept & subject matter study
2. Propose appropriate structure via 3D isometric view sketch (Front/ rear/ bottom/ top)
3. Based on the approved visual, develop digital design and measure your product precisely
4. Propose dieline with International System of Units milimeter (mm) for 4 different pack of size.
   a. Single
   b. Twin
   c. Special / Limited
   d. Combo
6. Print dieline and construct it into a mock-up. Check and test the mock-up whether the product's fit into it.
7. Map your visual on the finalize dieline and arrange compulsory label information and required marks

30%

FINAL PROJECT
Final Mock-Up

1. Construct and test your secondary mock-up for it appropriateness
2. Perform visual audit for the mock-up for any flaws or any missing details nor required marks
3. Print, laminate and construct final mock-up using appropriate material
4. Display final mock-up according to the list of pack,
   a. Single
   b. Twin
   c. Special / Limited
   d. Combo

30%

REFERENCES

BOOKS REFERENCES

MAIN REFERENCES

Huang Lei (2021). The Beauty of Structure in Packaging Design. Artpower International Publish Company, Limited. (ISBN-13 : 978-9881998576)

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Usually, you stick with what you know, but occasionally you like to experiment with something new. What is your state of mind? In most cases, you will make a hasty judgement based on what you observe. It could be the cost or other features. This is the product's packaging.

Effective packaging appeals to the eye, brain, and emotions. It is noticeable on the shelves. It describes all essential characteristics and benefits. It also represents the company's brand. If you can build all of these connections in a few milliseconds, you can potentially retain a customer for a very long period.

Packaging Design Process : From Concept To Form, focuses on the creative aspects of combining application of graphic and packaging in the creation of product identity for the purpose of selling. It plays the crucial role in the development of brand's identity. Visual communication skills, design principles and processes are emphasized in producing product packaging and labelling. Economical, practical, and visually attractive products identities are the key aspects in packaging design.