



*welcome to*  
**PACKAGE  
DESIGN**  
*(GD365)*

The background features a dark grey, textured surface with a faint, hand-drawn illustration of a stack of books and a gavel. The gavel is positioned vertically in the center, with its handle extending upwards. The books are stacked horizontally, with some pages visible. The overall style is that of a sketch or a light-colored drawing on a dark background.

*this is a general*

**INTRODUCTION**

*to the various stuff*

**WE'LL DISCUSS**

*over the term*



**BIG**

**IDEAS**





**MORE  
THAN  
JUST  
BOXES**



**MORE  
THAN  
PRETTY  
LABELS**



# AESTHETICS

2

3

4



# MATERIALS





# COMMERCE & CONSUMPTION



A map of the United States showing isotherms (lines of equal temperature) and arrows pointing to the word "DISTRIBUTION". The isotherms are labeled with values such as 5, 10, 20, 30, 40, 50, and 60. The arrows are white and curved, pointing from the top and right towards the center where the word "DISTRIBUTION" is written in a bold, black, sans-serif font. The map also shows state boundaries and major geographical features like the Rocky Mountains and the Appalachian region.

# DISTRIBUTION

A wooden branch extends from the top left towards the center. From it, several colorful, knitted ornaments hang down. On the left, a large red ball with two long, thin red tassels. In the center, a smaller red ball with a textured, knitted pattern and a small red tassel. On the right, a long, thin red tassel with several smaller red knitted ornaments attached. At the bottom center, a large, square, textured knitted ornament hangs from a thin branch. The background is solid black.

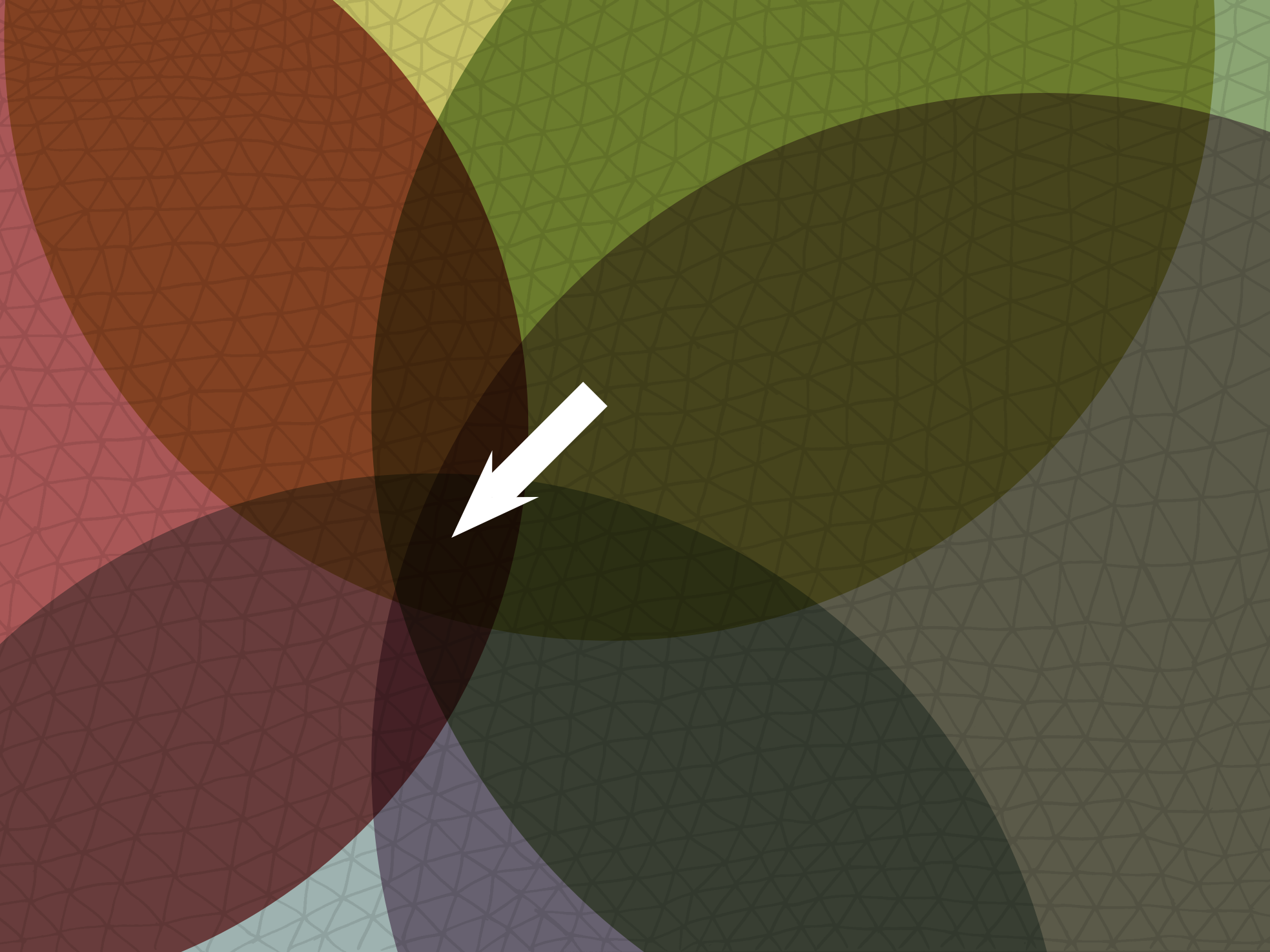
**EXPERIENCE**



**This makes package  
design a complex, multi-  
faceted enterprise.**



**SYSTEMS**

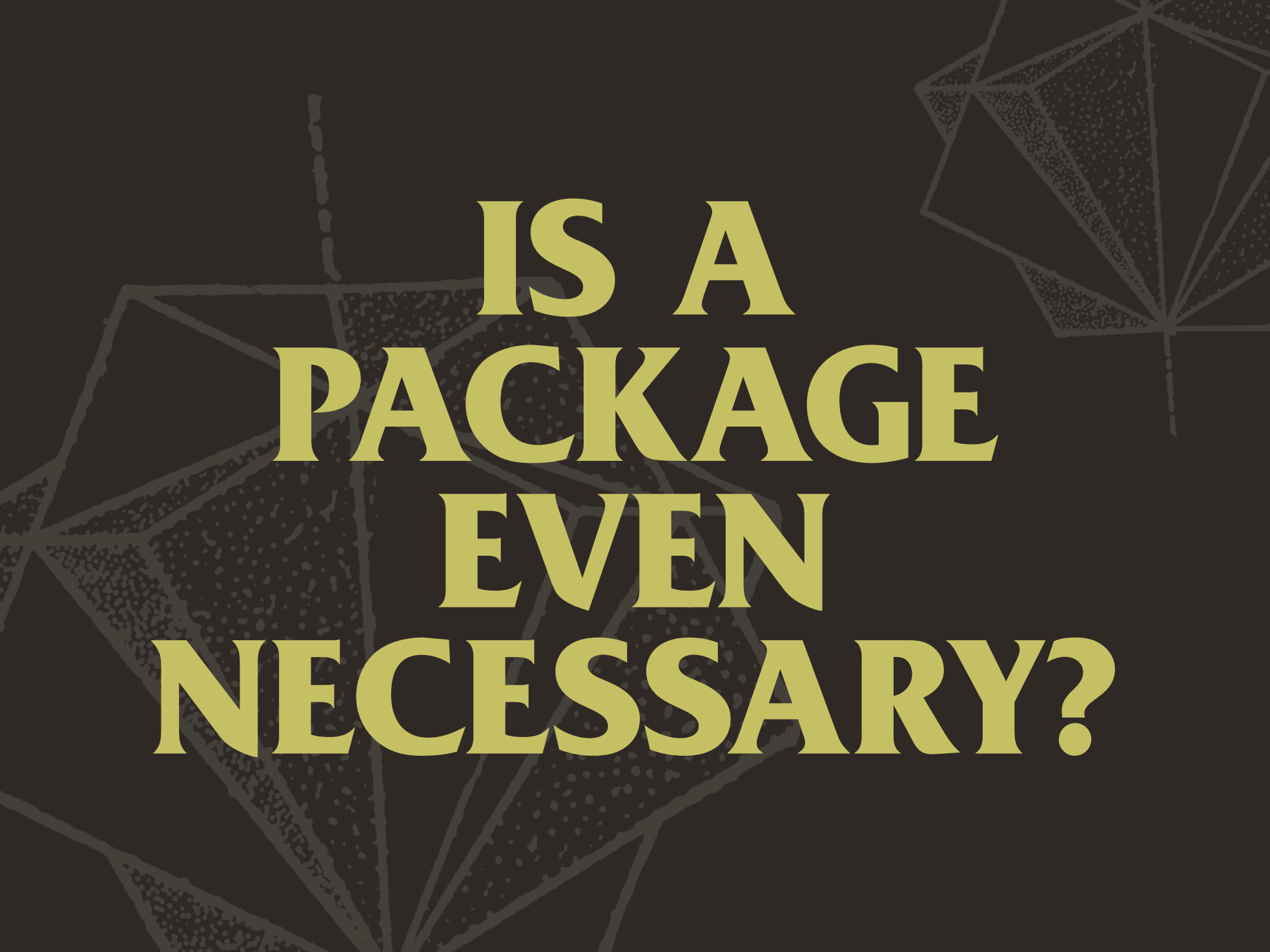




# QUESTIONS


**Packaging does not require you to be experts in every point of minutia. It simply demands that you know which questions to ask, who to seek for answers, & what to do with the answers when you get them.**



The background is dark with faint, light-colored geometric patterns, including a large, stylized umbrella shape in the upper right corner. The text is centered and reads:

**IS A  
PACKAGE  
EVEN  
NECESSARY?**





**What are we  
talking about  
when we're  
talking about  
packaging?**

**Retail packaging**

**Wholesale packaging**

**Primary packaging\***

**Secondary packaging**

**Tertiary Packaging**

**Plastic packaging**

**Paper packaging**

**Sterile packaging**

**Minimal packaging**

**Excessive packaging**

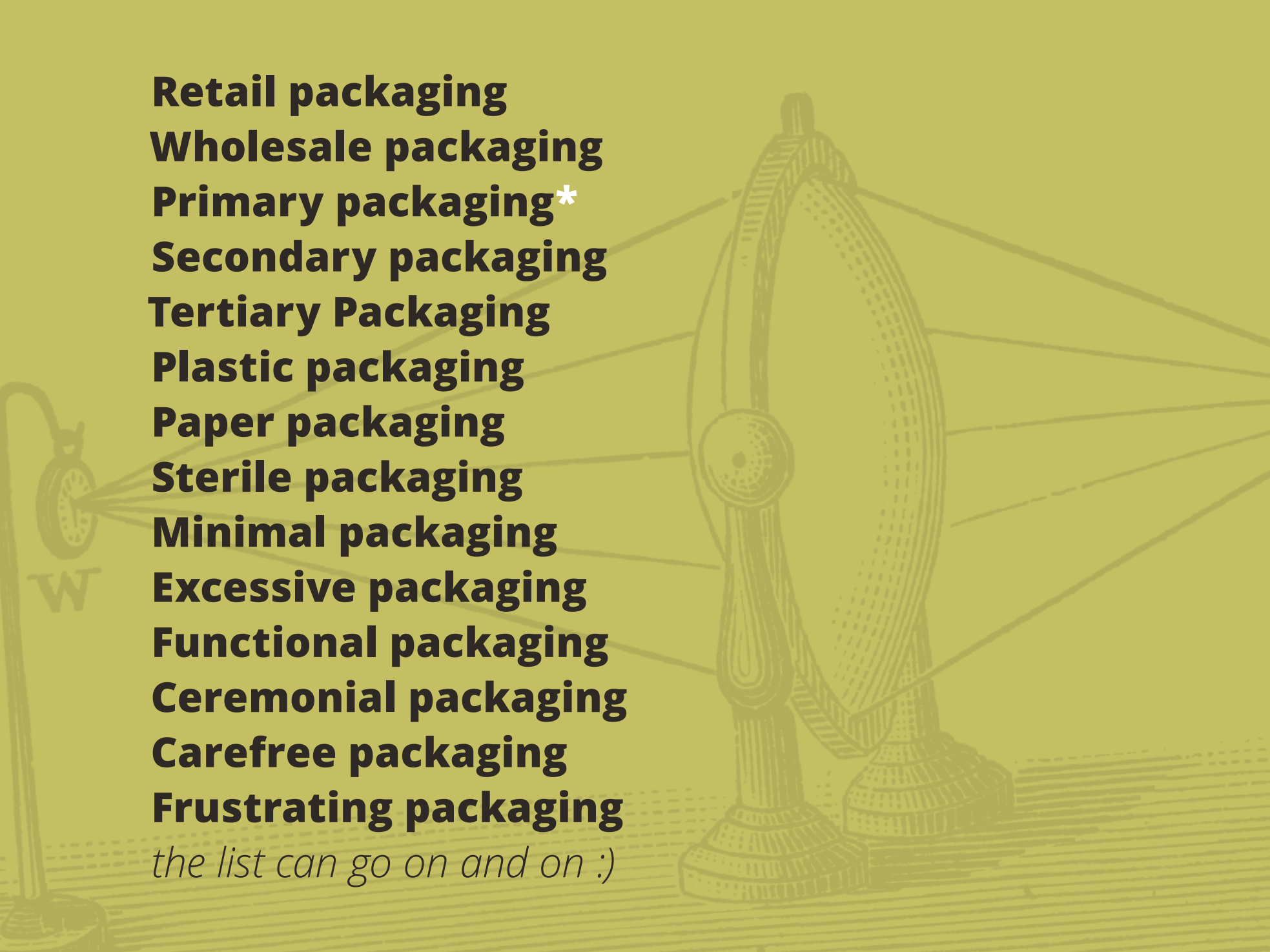
**Functional packaging**

**Ceremonial packaging**

**Carefree packaging**

**Frustrating packaging**

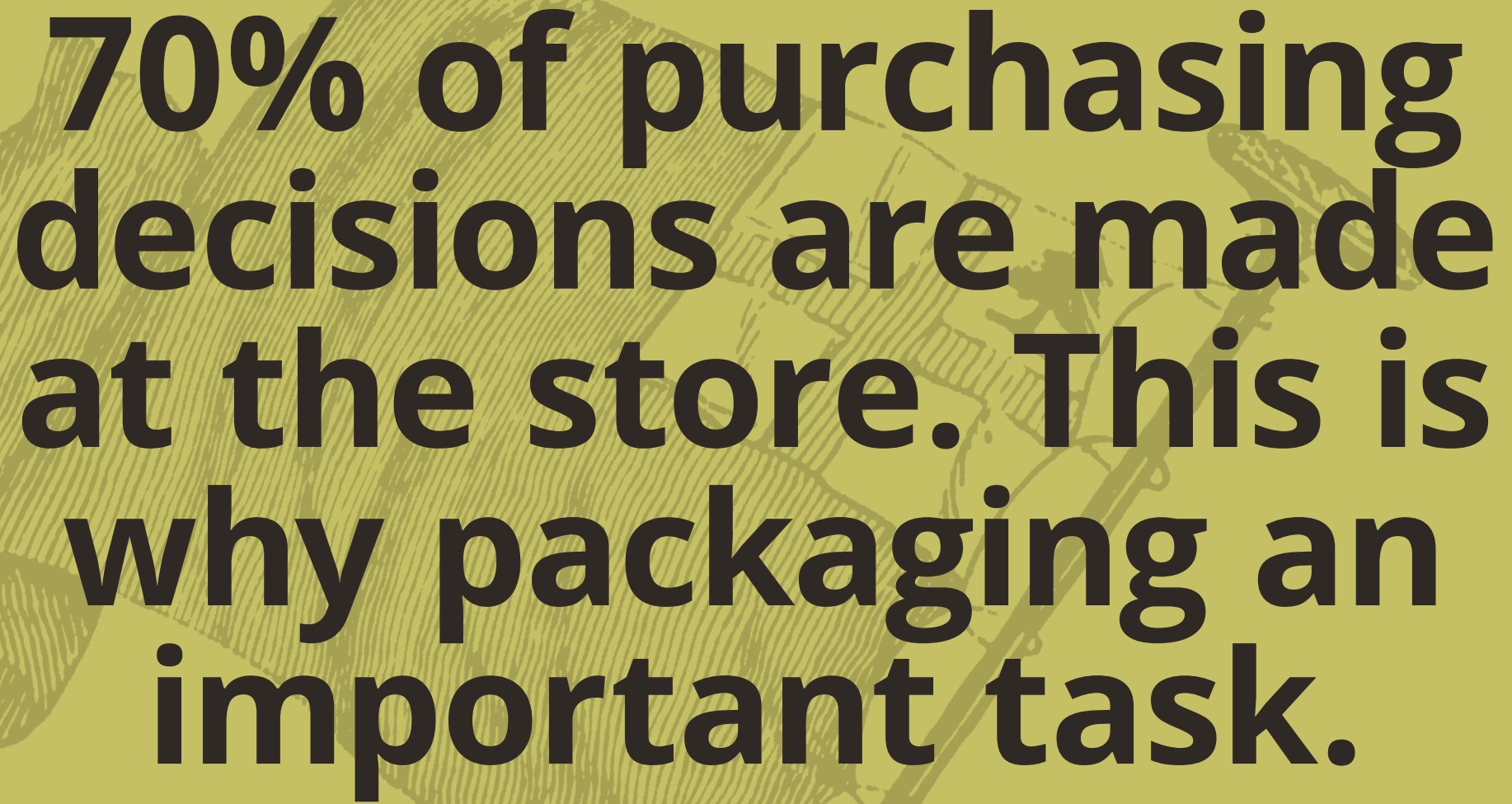
*the list can go on and on :)*





**\* PRIMARY PACKAGING  
is the material  
closest to the  
product.**

*(and generally what you'll be making)*



**70% of purchasing decisions are made at the store. This is why packaging an important task.**

The background features a light green color with faint, hand-drawn illustrations of citrus slices and bubbles. The slices are scattered across the page, and a cluster of bubbles is located in the upper right quadrant.

*here are a*  
**SMALL HANDFUL**  
*of examples*











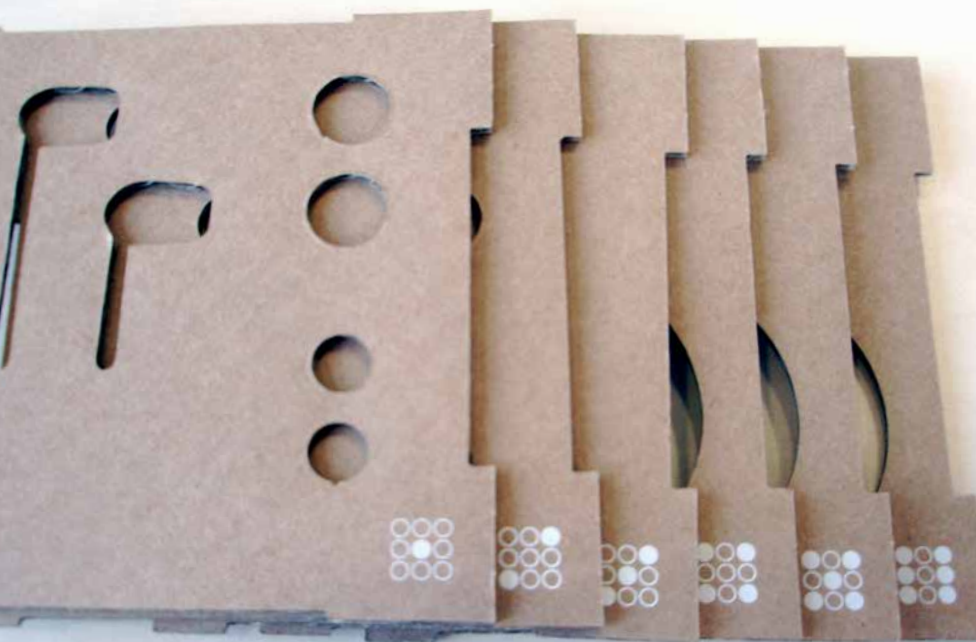
The care and training of your  
**PET  
ROCK**

**PET  
ROCK**

**PET  
ROCK**















LA  
DISTRIBUTRICE  
MONT-ROYAL  
400 C.

DISTRIBUTRICE  
MONT-ROYAL  
400 C.

DISTRIBUTRICE  
MONT-ROYAL  
400 C.







Sales up to 40%. You can get more.







replenish.  
Replaceable Pod  
Ultra Concentrated  
Multi-Surface Cleaner  
MAKES 4 BOTTLES

replenish.  
Replaceable Pod  
Ultra Concentrated  
Multi-Surface Cleaner  
MAKES 4 BOTTLES

replenish.  
Replaceable Pod  
Ultra Concentrated  
Multi-Surface Cleaner  
MAKES 4 BOTTLES

1½ LBS. BY WEIGHT  
(681 GRAMS)

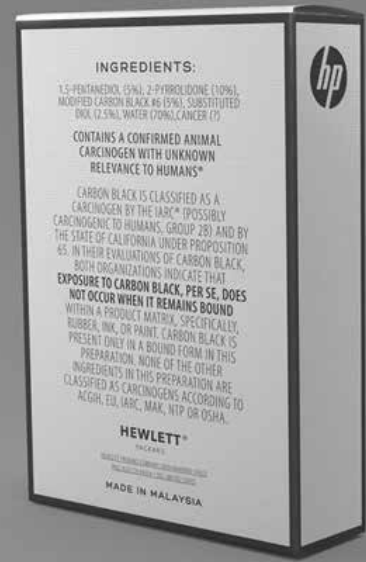
# REGULAR COFFEE

WHOLE BEAN COFFEE

ROASTED & PACKED BY: REGULAR COFFEE CO.  
632 WEALTHY ST. GRAND RAPIDS, MICH.

©2015 REGULAR COFFEE CO.



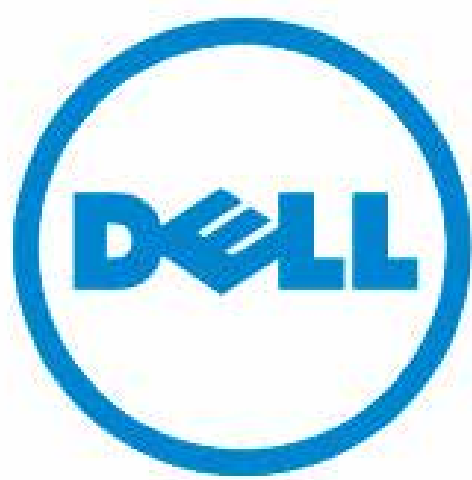




# DELL COMMITS TO 100% WASTE-FREE PACKAGING BY 2020

the **dieline**™ opinion series

BY ANDREW GIBBS, FOUNDER & EDITOR-IN-CHIEF, THE DIELINE



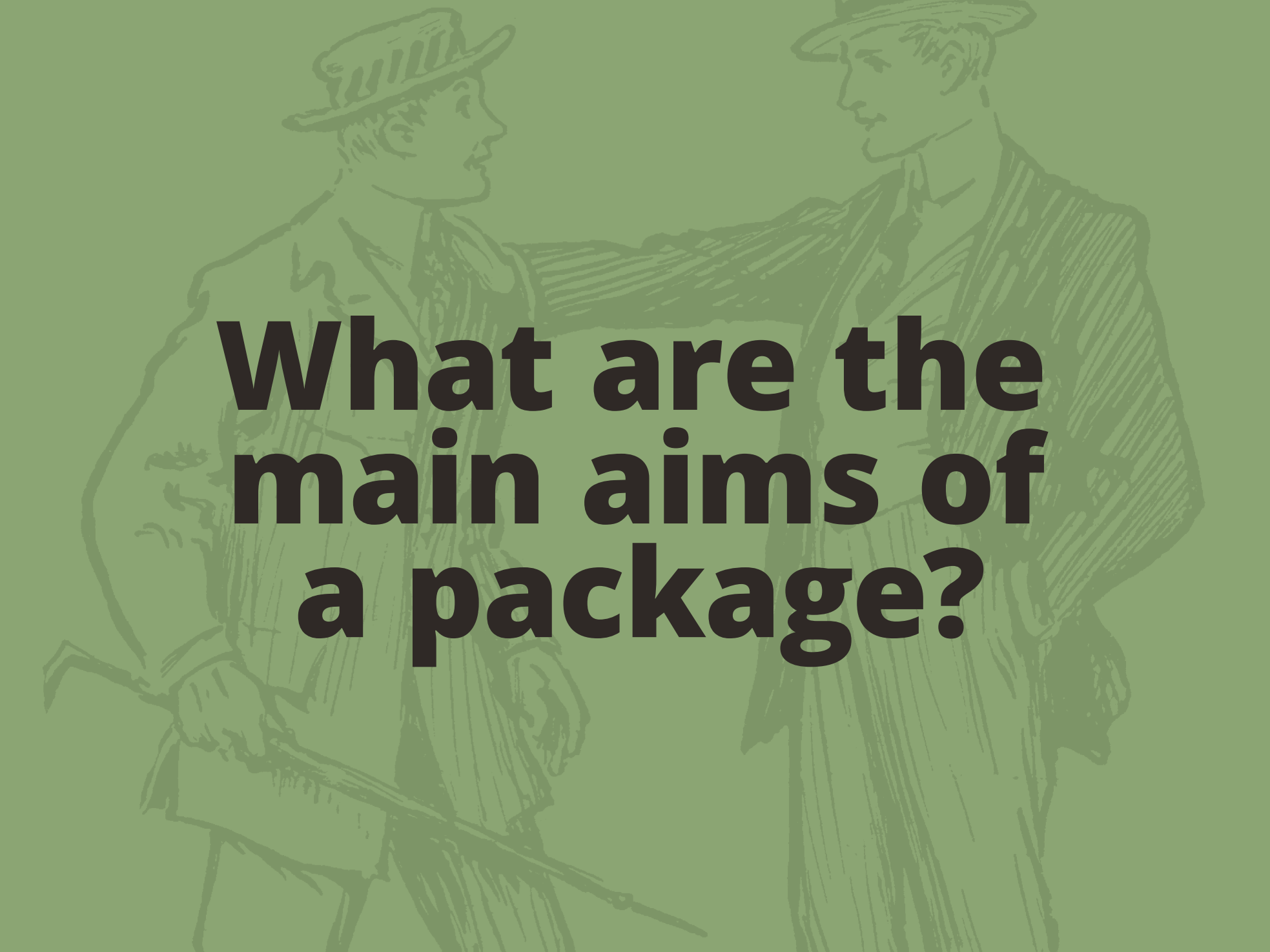


**BRANDING**

A Venn diagram consisting of two overlapping circles. The left circle is a muted blue-grey color and contains the word 'BRANDING'. The right circle is a muted olive green color and contains the word 'PACKAGING'. The overlapping area in the center is a darker, muted green color.

**PACKAGING**



A green-tinted illustration of two men in suits and hats, one pointing towards the other, with a large text overlay. The man on the left is wearing a hat and a suit, and the man on the right is also wearing a hat and a suit. The man on the right is pointing towards the man on the left. The text is in a bold, black, sans-serif font and is centered on the page.

**What are the  
main aims of  
a package?**



**# PROTECT**  
**@ INFORM**  
**\$ SELL**



# PROTECT

- theft
- tampering
- shock
- pathogens
- environment

*(the product & the consumer)*



The background is a faded technical drawing of a mechanical assembly, possibly a receiver or a similar device. It features various sections labeled 'Horizontal Section', 'Receiver', and 'Horizontal Sec. E.F.'. There are also letters 'A', 'B', 'C', 'D', 'E', 'F' and numbers '5', '6', '7', '8', '9', '10', '11', '12' scattered throughout the drawing. The drawing is rendered in a light gray color on a dark gray background.

# INFORM

- **product**
- **company at large**
- **other general concerns?**

# *SELL*

- contents of the particular package
- establish brand loyalty
- company over the long term





4 kg

10 kg

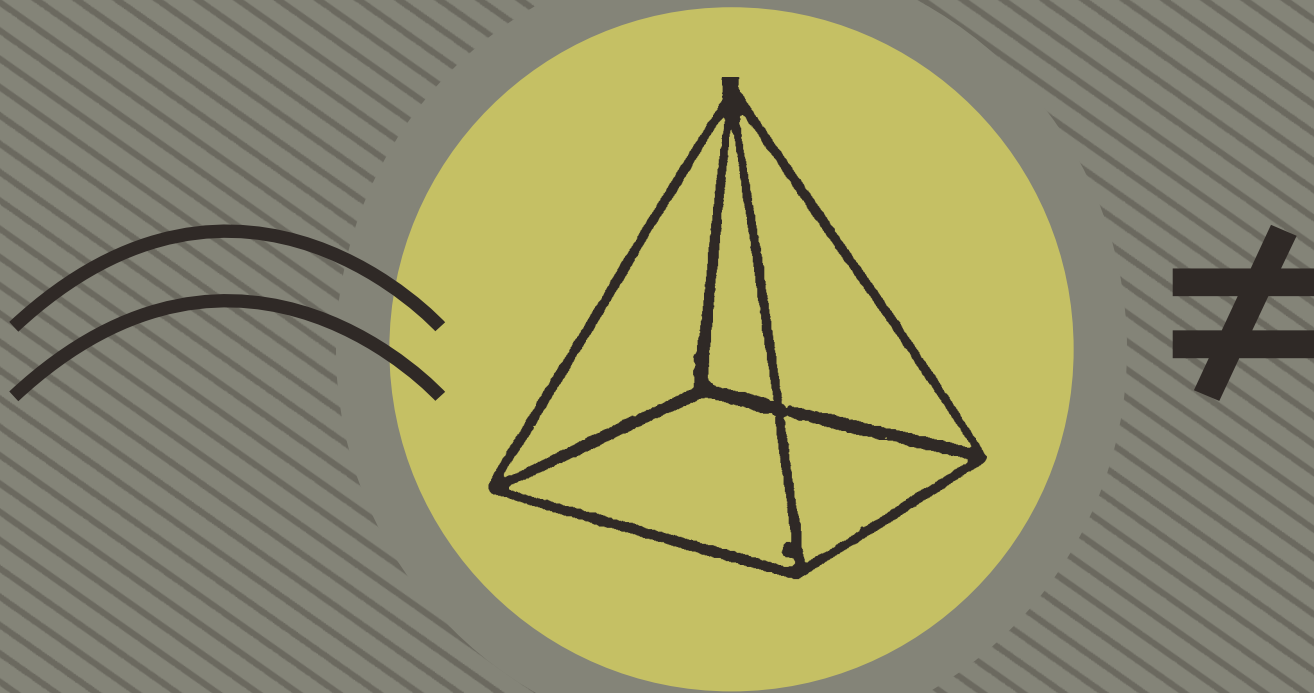
Potato

Rosamunda  
Sweden

22.12.2027

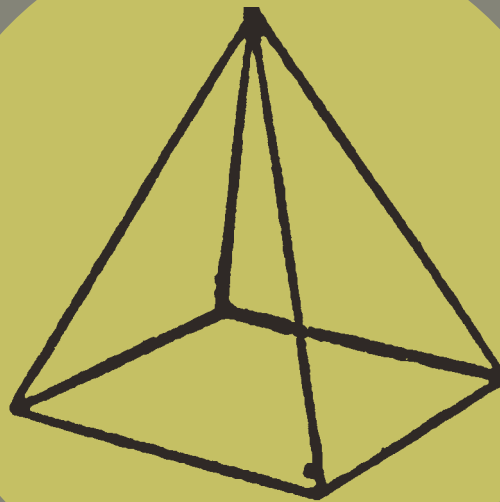


**Packaging can be a bridge or  
a barrier to consumers.**



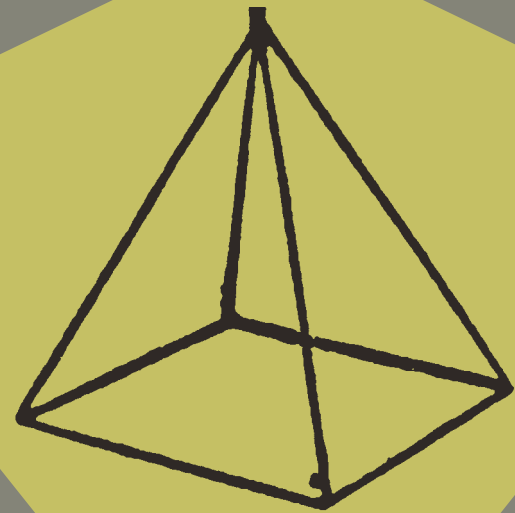
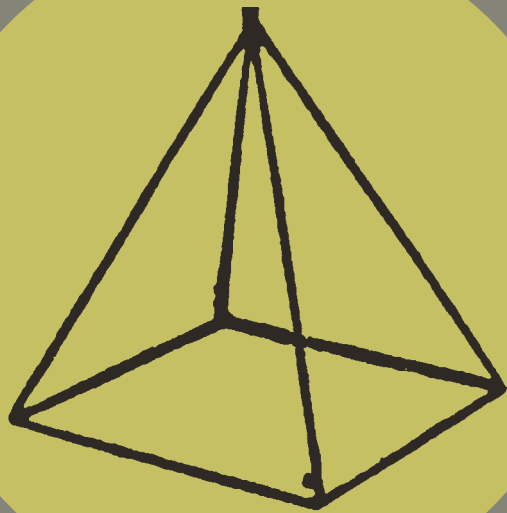
# A boundary between the product and any externalities.

*regulatory,  
workplace,  
competitive,  
marketplace,  
consumer,  
cultural,  
physical,  
economic,  
biosphere*



*The cover  
the gamute  
of protection  
issues,  
information  
issues, and  
commercial  
issues.*

**if externalities change, so  
must the packaging**





**SYSTEMS**



**Design of the package as a system occurs when the perspectives of others (stakeholders, environments, etc.) are included and the life-cycle is considered.**

**Design the process.  
Design the system.  
Don't just decorate the  
product.**





**PACKAGING**  
**PHILOSOPHY**

Environment

Society

Economy

Packaging

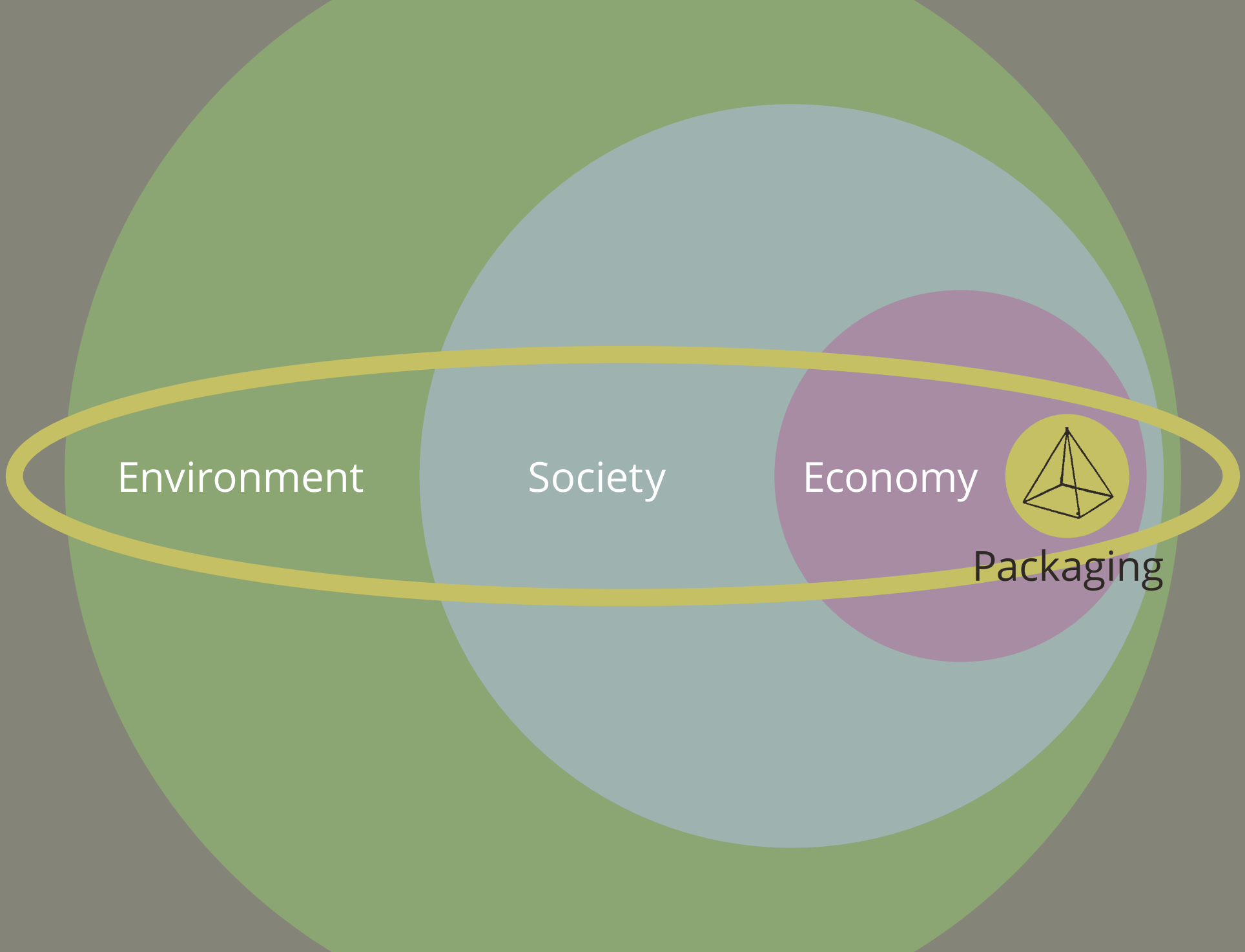


Environment

Society

Economy

Packaging



**Packaging is the  
backbone of today's free  
market system.**

**Packaging design is a complex balance of economy and ecology; between user and producer; between profit and benefit; between promise and expectation.**





**EVERYTHING IS CONNECTED**



**SYSTEMS**

**NW**



**FOR NEXT  
WEEK**

*please do the*  
**BEST/WORST**  
**ASSIGNMENT**

*bring jpgs/pdfs &  
good explanations*

**A package has many boundaries or edges: physical, informational, and visual. Focus your good/bad judgements on these linkages, boundaries, and function.**

**In packaging, form and function are certainly integrated, no matter what you are making. So still explain what you think is aesthetically wrong ...**

**THE END (FOR TODAY)**