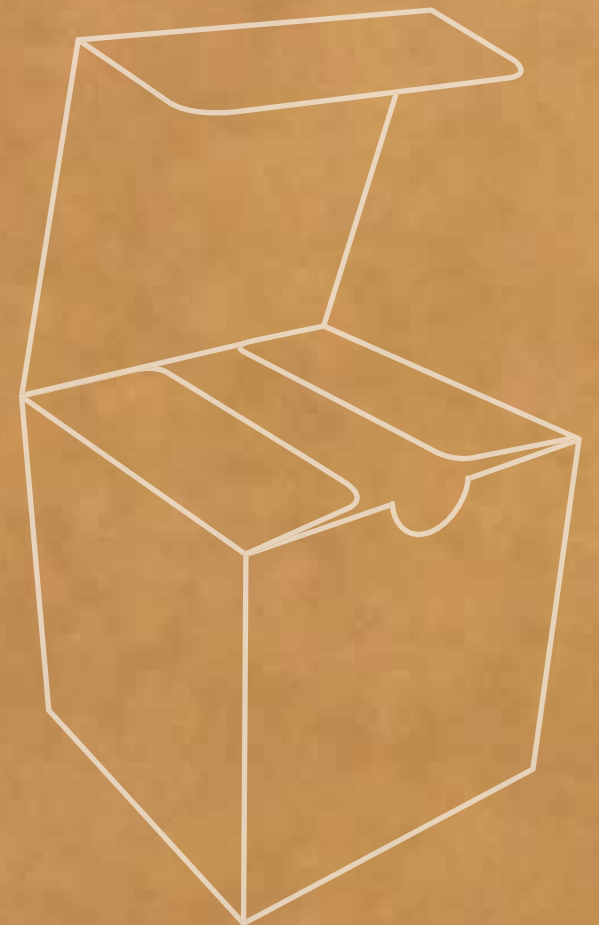
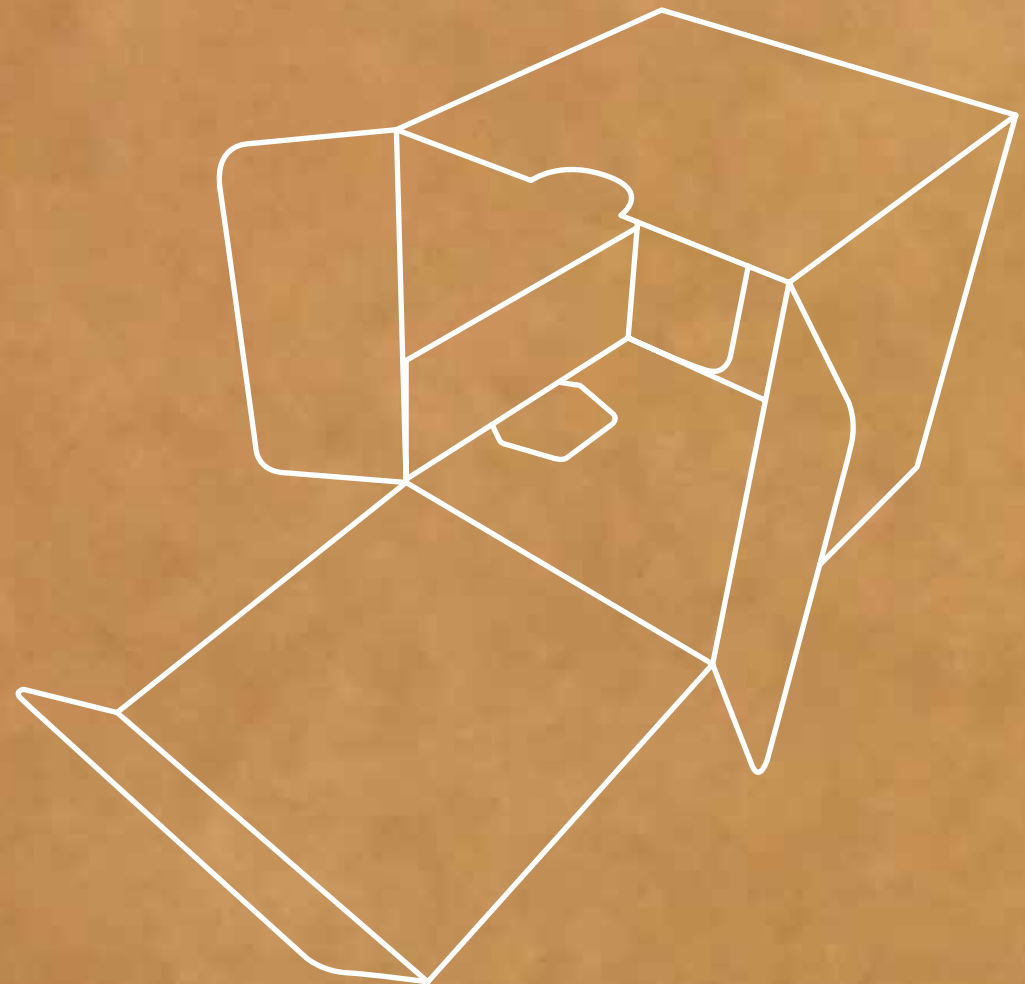


# Understanding the essentials of Packaging Design



# Making boxes.

- Experience material
- To understand structure



Packaging and Label Design

# Suppose you have to pack chocolates.



Gift Hamper

Chocolates

Single pack

Wrapping



# Functions of packaging

- Communicate
- Protect

# Functions of packaging

- **Communicate**
  - Product Information
  - Brand // announces quality, reliability, authenticity
  - Appearance // Emotional Aspect / reflects personality and status
- **Protect // Functional aspect**

Holds (acts like a container)
- **Add value**

# How to start designing a pack?

- **Material (paper)**
  - Characteristics
  - Constraints
  - Advantages
- **Structure (strength, capacity, safety)**
  - Construction
  - Protection



# Box Making.















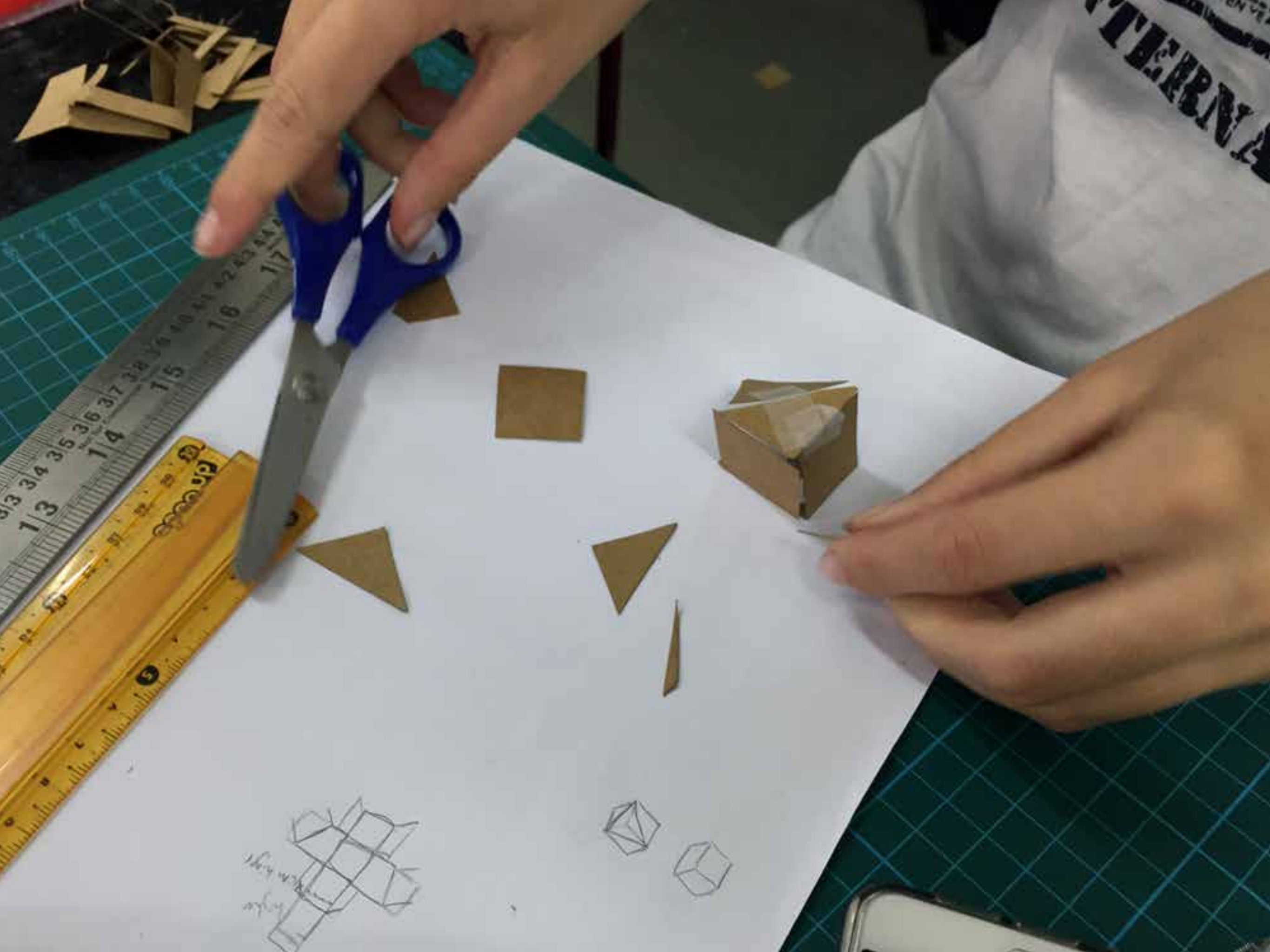
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Task A1.4

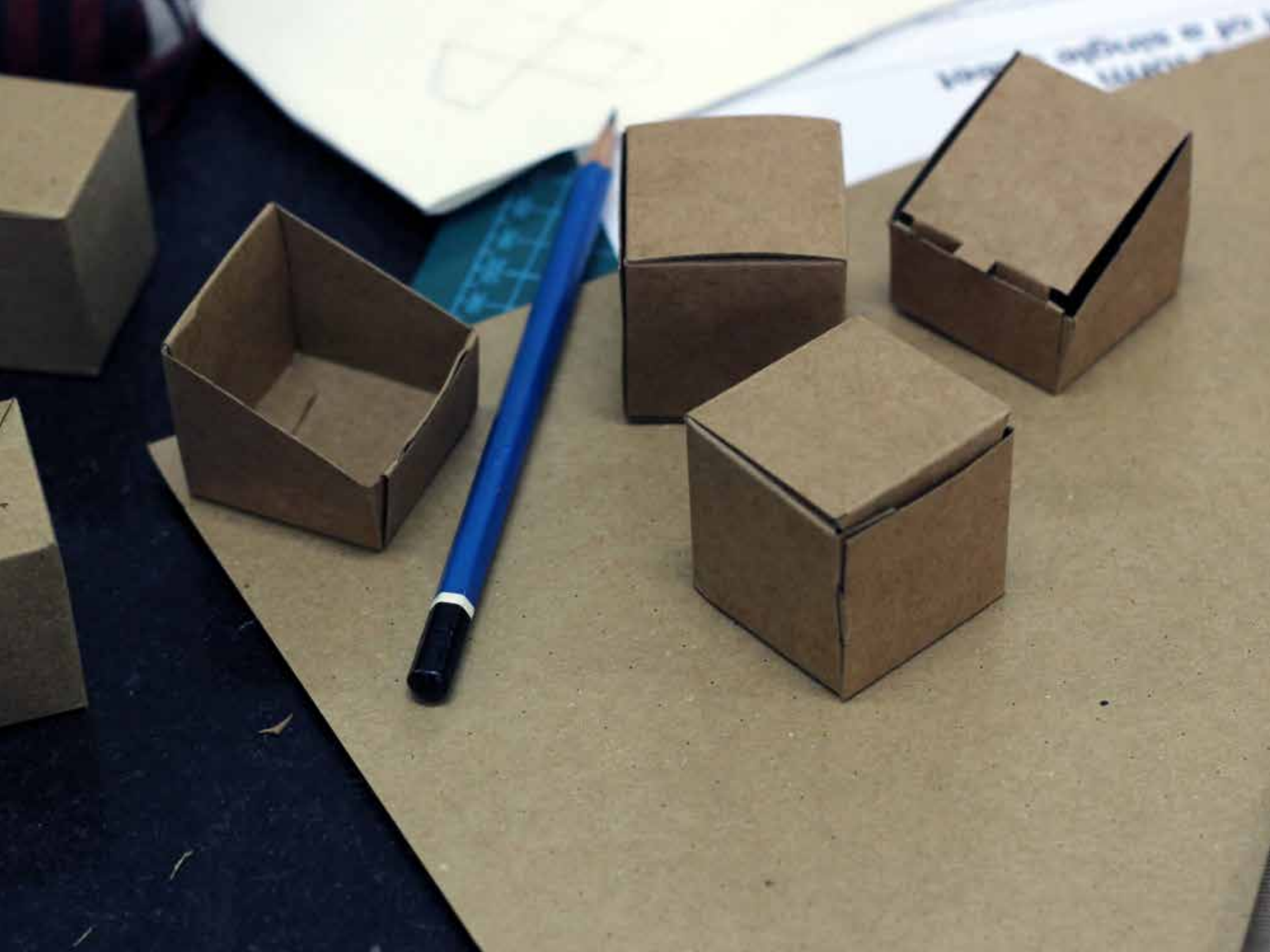
- Create

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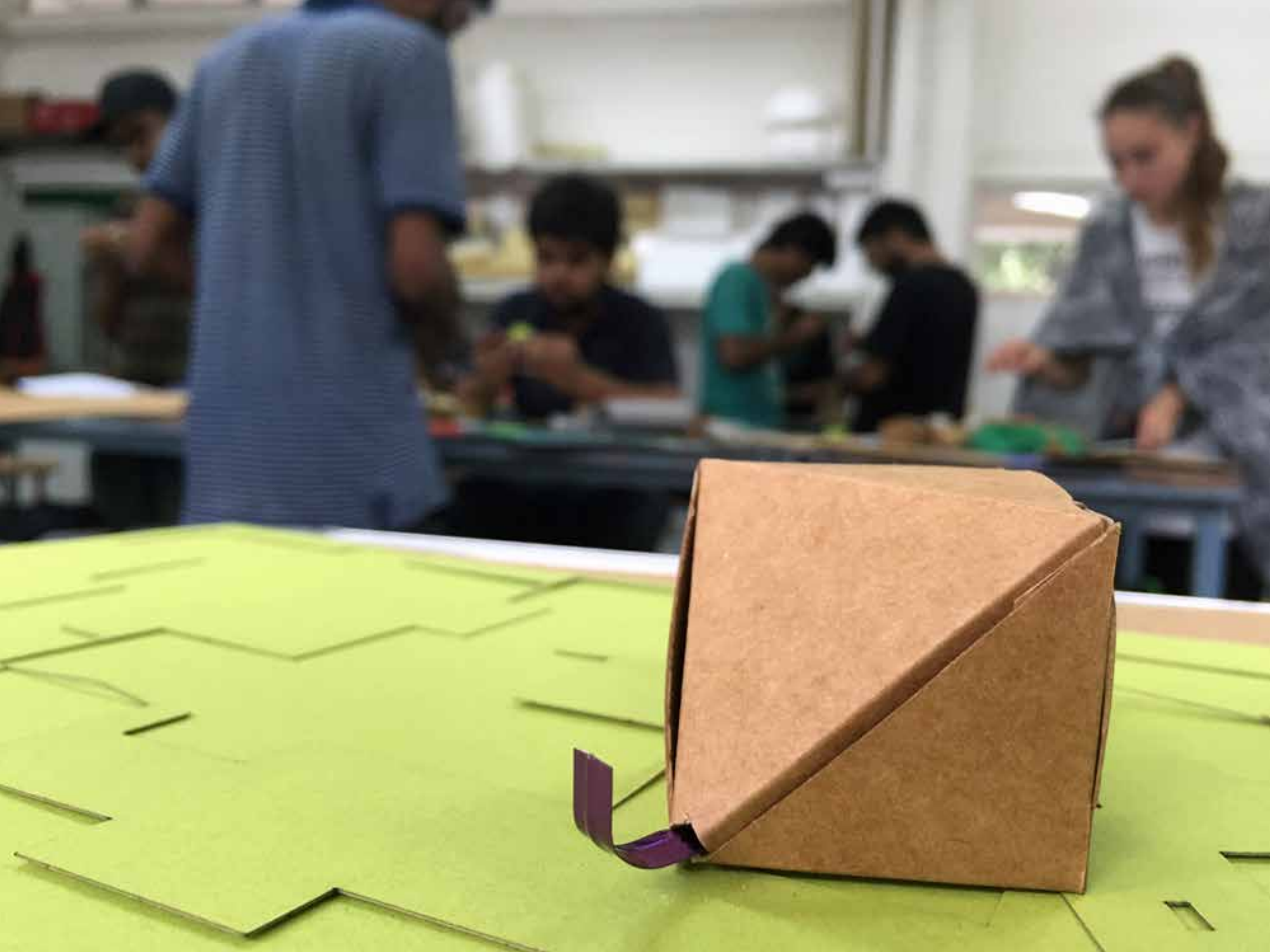












# Labels



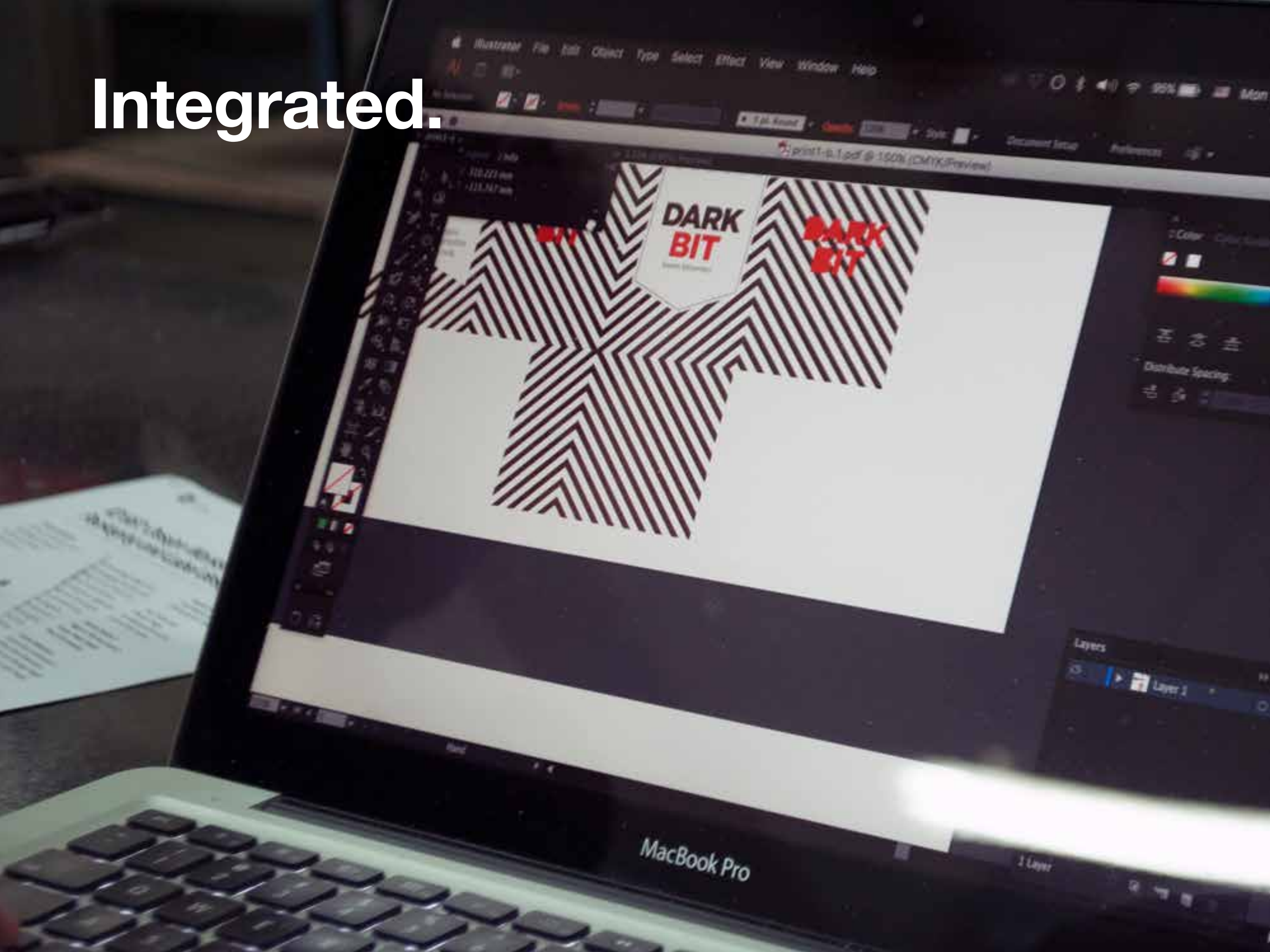




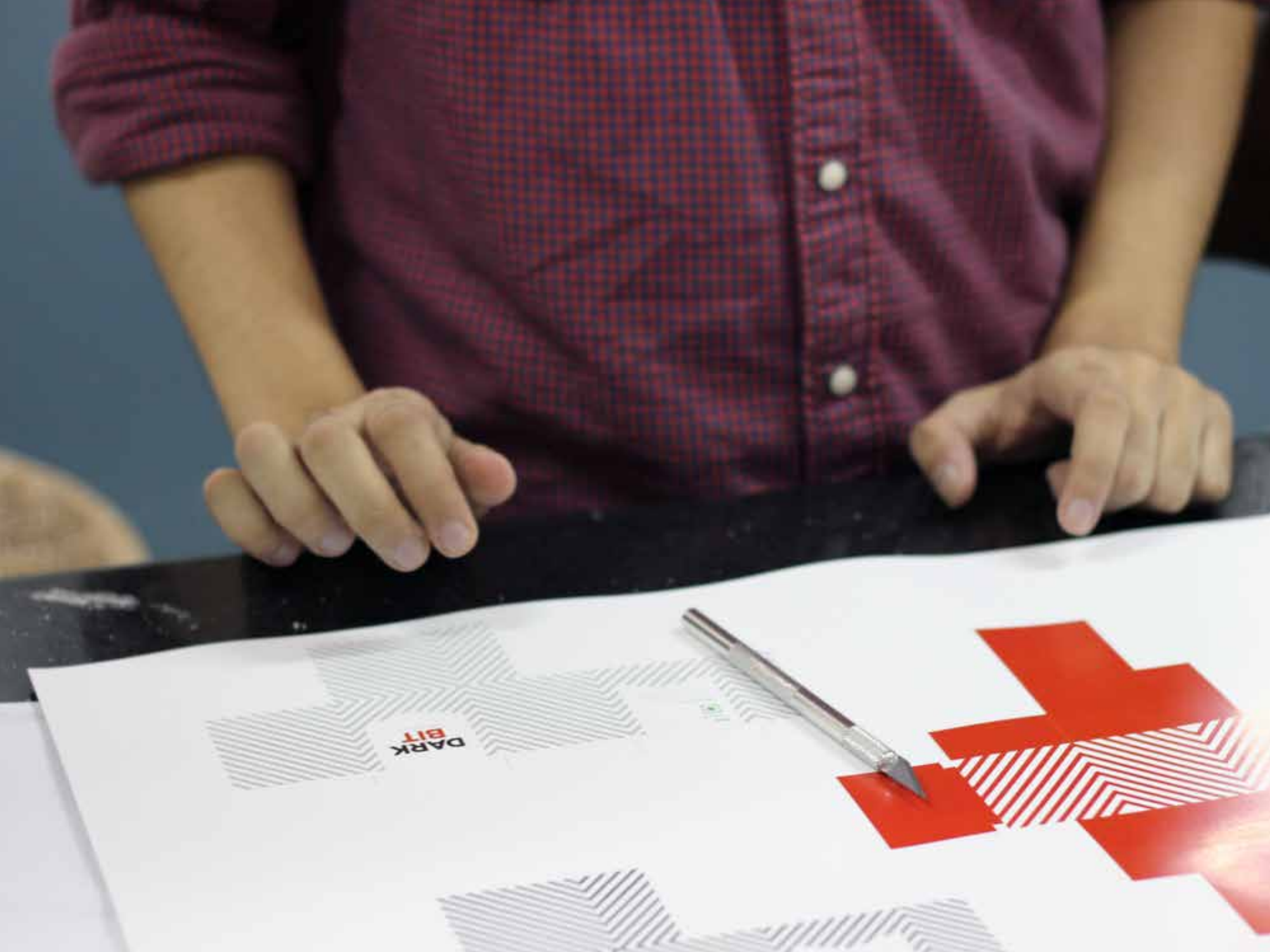




# Integrated.











**DARK  
BIT**  
Sweet bitterness



**DARK  
BIT**

*Sweet bitterness*

**DARK  
BIT**

*Sweet bitterness*

**DARK  
BIT**

*Sweet bitterness*









# **DARK BIT**

Sweet bitterness



# Making Prototypes.





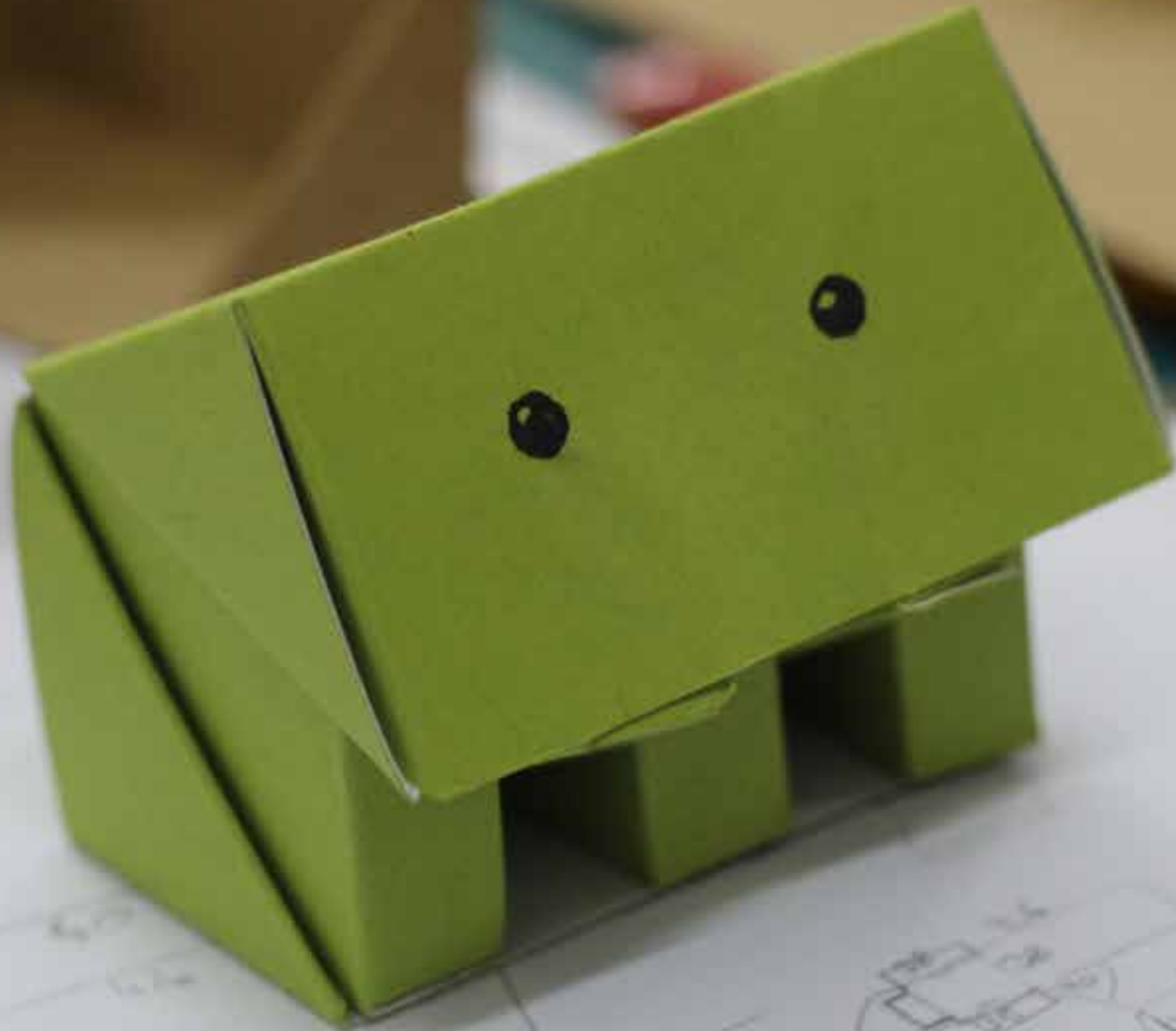








# Extension of packaging.



















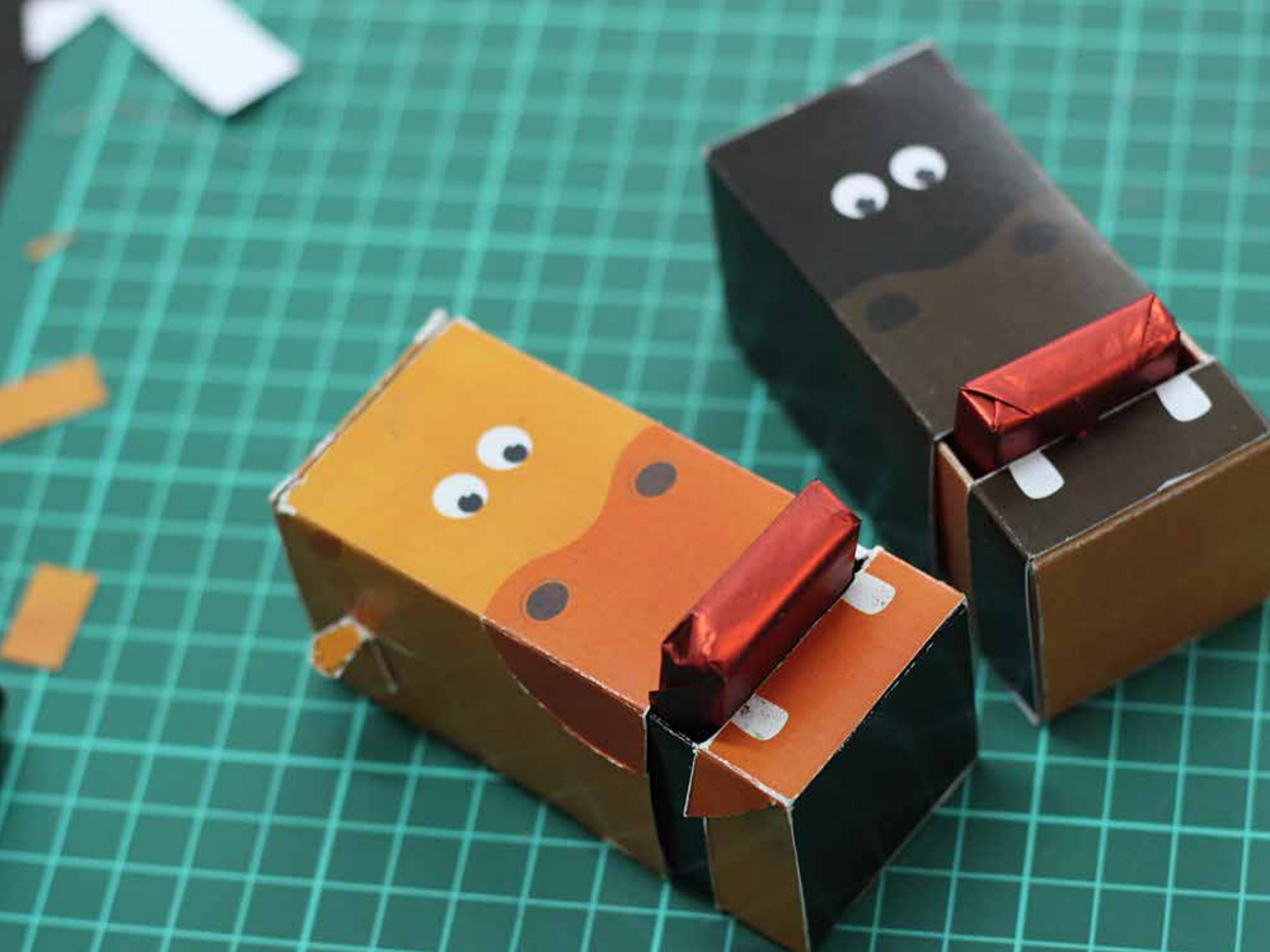


# Think Flat















Idea to Reality