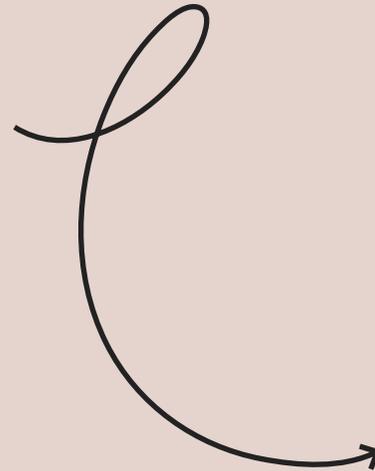


# Packaging & prototyping workshop

# Today's session

Packaging & prototype workshop, self-led.

- Unit check-in
- Brand packaging
- Sketch and prototype
- Provocation 2 group tutorials



BA (Hons) Graphic Branding and Identity  
Graphic Branding Principles: Unit project brief

GB&I

Unit project brief

## Brand Box

**In addition to the Project Briefing in week 1, this companion document provides some further detail on the contents of your brand box and other project considerations.**

**Outside the box**

Create a book jacket (box wrap) to allude to the contents of the box. These could be branded to reflect your identity whilst alluding to the contents, and their look and feel.

**Inside the box**

A collection of artefacts relating to your two chosen project brands. This includes:

- Your two chosen brands (either the original objects or visual representations),
- Your two reimagined brand prototypes (printed packaging or publication), in response to provocations 1 and 2.
- Two additional artefacts (one for each brand), this could be: Your brand's What, How & Why or brand audience. Both artefacts need to be communicated and realised using design principles in a creative way, alluding to your brand.
- Information about your project and learning on the unit.

Aim for quality not quantity, we are not assessing the number of artefacts you have created but how and why you have chosen to present them.

**Considerations**

Consider **how** all artefacts for both brands co-exist inside the box. Could you divide the box, create compartments, drawers or doors to reveal your artefacts? Your box must be able to close easily.

Think about **how** you curate and display your artefacts so they are housed in harmony and grouped in a logical way.

Consider **what** you want to say about your original brands and your reimagined artefacts.

Consider **how** you present the brand's What, How & Why and brand audience in a creative and engaging way.

Consider **how** you communicate the design decisions you made when reimagining your artefacts.

This project is an opportunity for you to explore your knowledge, communication and realisation of the branding and design principles you learnt during the unit.

Refer to the learning outcomes and how to evidence them (see next page) for the specifics of how we will assess your work. For instance, you might show how you use these principles in your reimagined artefacts:

- Treat your brand's wordmark/symbol
- Update its colour palette
- Find the sweet spot between abstract and figurative, literal and lateral.
- Refresh and experiment with typography
- Use visual language to communicate your brand.
- Use layout and format, words and images to explain what you know about the types of brands that exist in the world.

# Today's workshop is self-led.

**Take a 20-minute break, but ensure you  
do not miss your tutorial!**

**Before we start...**

**Brand box  
project recap**

## Project timeline: Where you are in the unit



# Welcome to week 8: So far we have covered

## Brands & branding principles...

- ✓ What brands are, are not, and what branding can do for brands.
- ✓ How brands embed into our lives, define our identity, lifestyle, & beliefs.
- ✓ Types of brands: market positioning and brand positioning.
- ✓ Brand vision, mission & purpose (what, how & why).
- ✓ Brand audience.
- ✓ Brand personality.

## Design principles...

- ✓ Principles of form, design & Gestalt principles.
- ✓ Abstract & figurative visual communication.
- ✓ Typography history, terminology, anatomy & classification.
- ✓ Choosing and customising fonts based on brand keywords and personality.
- ✓ Brand moodboard.
- ✓ Brand wordmark creation.
- ✓ Formats.
- ✓ Brand packaging (today)
- ✓ Type pairing, setting, layouts and grids (wk9).
- ✓ Image making for brands (wk9).

# Brand box

**Outside:**  
Book jacket/box wrap

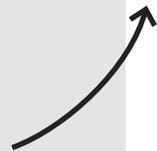
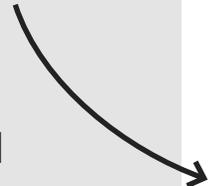
**Inside:**

**x2 chosen brands** either the original objects or visual representations

**x2 reimagined brand prototypes** (printed packaging or publication), in response to provocations 1 and 2.

**x2 additional artefacts** (1 per brand), eg, What, How & Why or brand audience. Both artefacts need to be communicated and realised using design principles in a creative way, alluding to your brand.

**x1 information** about your project and learning on the unit.



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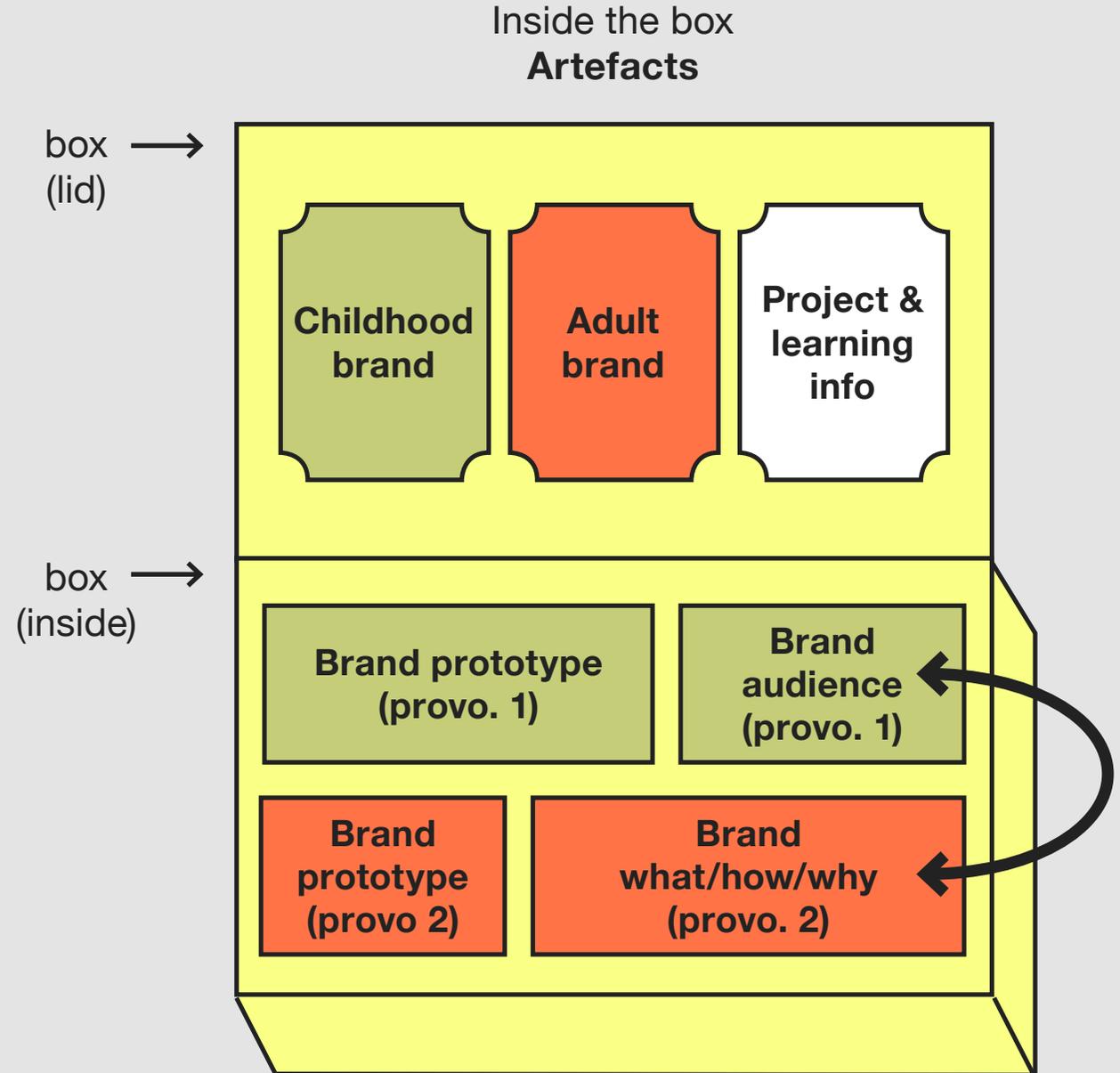
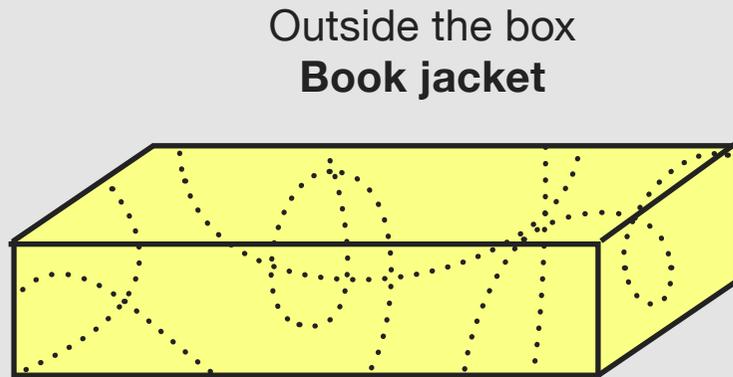
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# Box contents Example 1



# You can organise artefacts in the box however you like.

Use design principles to group artefacts together through colour, shape, type, texture, etc.

## Box measurements

### External dimensions

450 x 350 x 80 mm

### Internal dimensions

426 x 342 x 74 mm



Any  
questions?

# Brand packaging

## Brand packaging

Packaging is part of the overall visual & verbal identity and communication for many brands.

It's a vehicle to communicate the vision (what), the mission (how), the purpose (why) along with the brand values to the audience (who).

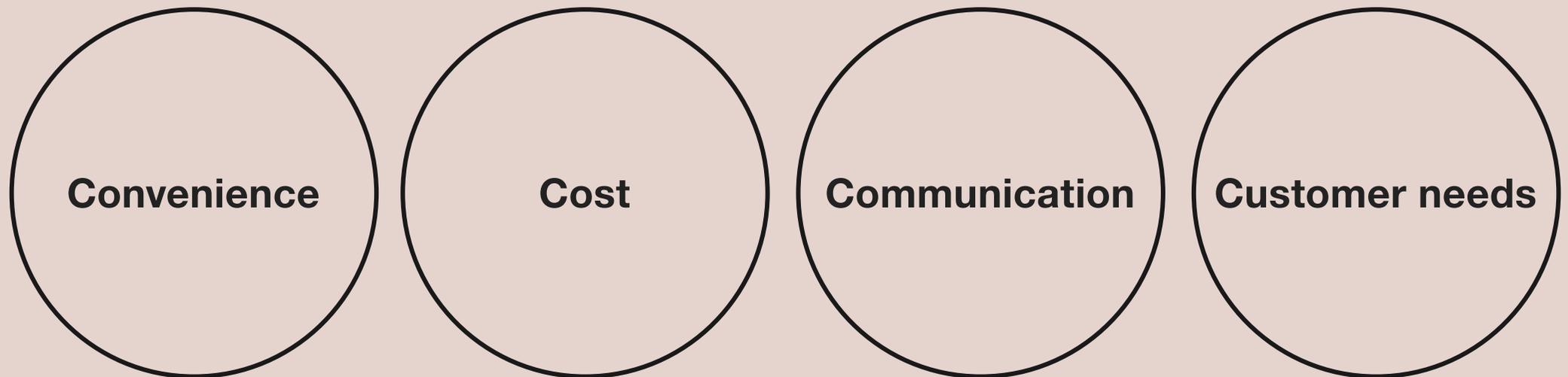
Packaging and branding are inseparable.

Think about the world's most iconic bottle, the brand and packaging cannot be separated, they are inextricably linked.

Image source.



## The 'four Cs' of packaging design



## Purpose or form

Primary and practical aspects of packaging design.

Think about the job the packaging is supposed to perform...



Source: Packaging the brand: the relationship between packaging design and brand identity / Gavin Ambrose, Paul Harris.

Measure	Store
<p><b>How much volume should the packaging hold?</b></p> <p>—</p> <p><b>What are the required packaging measurements?</b></p>	<p><b>How will the packaging safely store the product without contamination? How will be it stored from source to shop?</b></p> <p>—</p> <p><b>How reliable is the packaging when handled and stacked?</b></p>
Preserve	Protect
<p><b>How might the packaging preserve product qualities for a defined period of time to keep freshness and avoid deterioration?</b></p>	<p><b>How might the packaging is protect the product against damage?</b></p> <p><b>Eg, moisture, heat, bumps and the impact of drop.</b></p>

## Intent or function

The emotional drivers that leads audiences to purchase the product.



Source: Packaging the brand: the relationship between packaging design and brand identity / Gavin Ambrose, Paul Harris.

<p style="text-align: center;"><b>Attention</b></p> <hr/> <p style="text-align: center;"><b>How might the packaging grab the audience's attention?</b></p> <p style="text-align: center;"><b>How might the packaging communicate the verbal identity of the brand?</b> Eg, Brand vision, mission, purpose, values, personality</p>	<p style="text-align: center;"><b>Motivate</b></p> <hr/> <p style="text-align: center;"><b>What might the packaging feature to motivate the audience to buy and view the product favourably?</b></p>
<p style="text-align: center;"><b>Purchase</b></p> <hr/> <p style="text-align: center;"><b>How might consistent brand communication, product satisfaction and loyal audiences bring about repeat purchases?</b></p>	<p style="text-align: center;"><b>Desire</b></p> <hr/> <p style="text-align: center;"><b>How might the consistency and repetition of branding in packaging evoke desire within the audience?</b></p>

## Where will your packaging design 'live'?

Will your packaging be displayed at...

**A supermarket shelf?**

**A department store shelf?**

**A branded boutique space?**

**A pop-up shop?**

**A farmers market?**

Which other products will your packaging be sharing the space with? How can you ensure your brand packaging communicates the verbal and visual identity, exude personality and stand out from the competition?



Today you are going to prioritise  
packaging for **provocation 1:**

Reimagine your  
childhood brand  
to align and appeal  
to your adult self.

You already begun ideating the wordmark, and colour for this provocation.

Now think about how this provocation will become brand packaging to be featured in your box.



## Brand Packaging worksheet

### Where will your packaging live?

**Can be found at...**

*Eg, supermarket shelf, department store shelf, a branded boutique space, a pop-up shop a farmers market?*

**Your brand can be described as...**

*Eg, Luxury, premium, mass market, cult, independent, corporate, craft, disruptor, challenger or power player.*

**Do you need to feature any certifications for your product? (you can decide which certifications you would like your brand to feature)**

*B-Corp, or Fairtrade status, Cruelty free...*

### Brand packaging rivals

**What other products will your brand packaging be sharing the shelf with? Name 2 shelf rivals**

**Study your shelf rivals**

*Eg, Luxury, premium, mass market, cult, independent, corporate, craft, disruptors, challengers or power players.*

- *How would you describe the brand personality and visual design of your rivals' packaging?*
- *What materials do they use in their packaging?*
- *What certifications do their products feature?*

### Brand packaging strategy

**See Moodle Week 8 for packaging trends, insights & resources. Before you design, think about:**

- *What your packaging rivals are doing?*
- *How can you align your packaging choices to reflect your brand's purpose and personality?*
- *How can you eliminate unnecessary elements in your packaging? Can your packaging be refillable, returnable, regenerative or recycled?*
- *What material innovations can you implement? Can it be edible? Made of hemp or algae? How can you keep an eye on the carbon footprint of your packaging?*

*Remember that you will be creating physical prototypes for each provocation, therefore they will need to be realistic, but you can use to materials that are more reasonably available to you.*

See moodle Week 8 for packaging materials, insights & resources.

Find ways to challenge and innovate your brand packaging. What will you change?

The natural skincare brand Haeckels has relaunched without a formal name. Their brand packaging will revert to making its packaging with vivomer, a compostable, vegan plastic alternative. In addition, “secondary packaging will be almost entirely removed.”

Image source: [Design Week](#)



## Part #2

# Sketch!

In your sketchbook sketch your brand packaging.

- Sketch the form
- Sketch the design

Aim for 2–3 options.

Note: Your packaging should relate to the brand ideation you have done so far.

 60 mins.

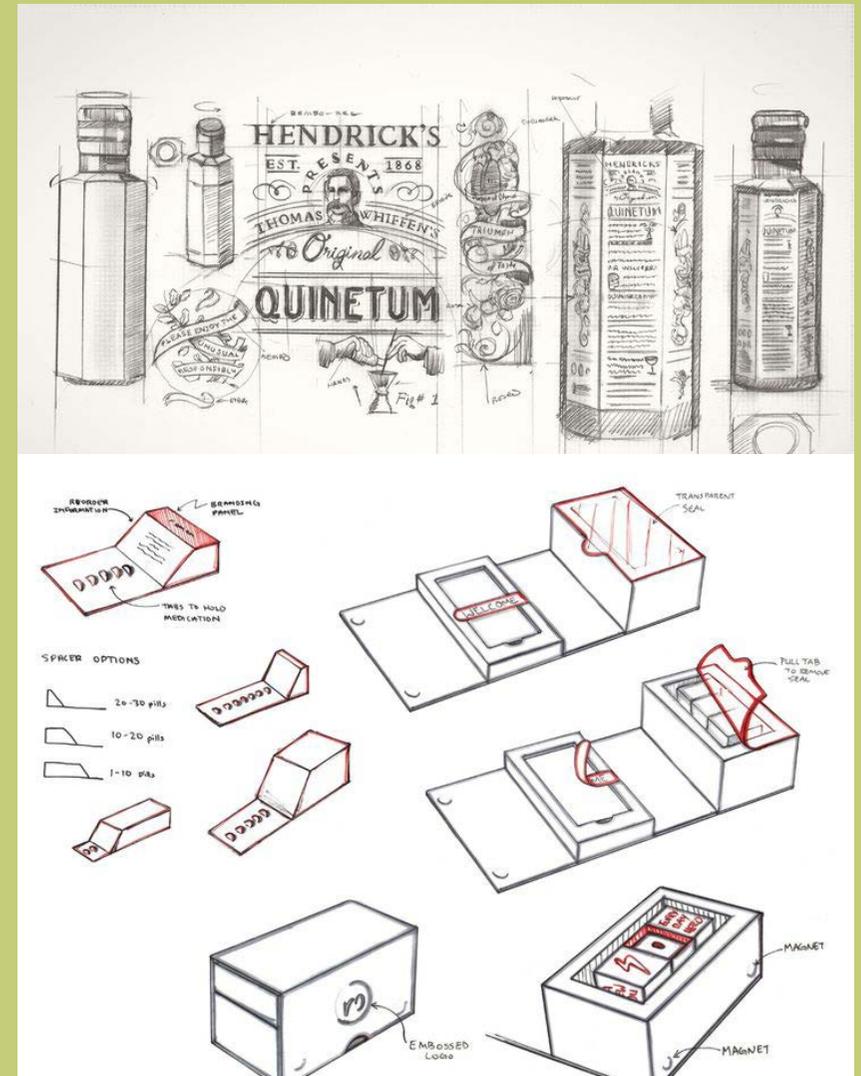


Image sources: [Specky Boy](#) and [Lead Off Studio](#).

# Packaging is the combination of form + design



## Form

the physical shape of the package and ergonomics. Think about the primary and practical aspects of packaging design: **measure, store, preserve, protect** (page 16).

ELUME by Blank Space Studio.



## Design

The graphic treatment on the surface of the form. Think about how you can use visuals to communicate emotional drivers that leads audiences to purchase the product: **attention, motivate, purchase, desire** (page 17)

Tideford Organics by The Space Creative.

## Try this: Visual shorthand\*

Can you represent your product or packing with a sign?

**Signifier** is a sign, a representation or drawing.

**Signified** is the product.

See if you can translate what the product does and make associations with typography, image, graphics. Remember to identify, distil and capture your signifier in a way that is easy to understand.

**Moo:** Pure white bottle and nipple like logo are shorthand for the purity and goodness of cow milk (by [musegraphics](#))

**Watermelon:** Abstract and graphic watermelon is shorthand for quirky, independent tea brand Odd One Out (by [Lung-Hao Chiang](#)).

**Midi:** Tequilla bottle is shorthand for premium, using a similar shape to a perfume bottle (by [Caserne](#))



\*Shorthand: a short and simple way of expressing or referring to something

# Show us the front and show us the back of your packaging

Consider what important information or accreditation logos, barcode, etc. it should contain?



See who is doing it well.

Dieline is an online publication showcase innovations in brand packaging.

You can also browse their free archive here.

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**Yes, You Can Buy Canned Lake Come Air For \$11**

Billed as a "perfect and luxurious souvenir," communications company Italy Comunica is bottling up authentic Lake Como Air and trapping it in a can for the over 5 million tourists who visit the popular Italian destination every year.



**Center Designs Molly Baz's Latest Venture, Ayoh! Mayo Food Packaging**

Vintage deli signage inspired Center's latest branding project for Molly Baz, her new line of mayos dubbed Ayoh!

## Part #3

# Prototype!

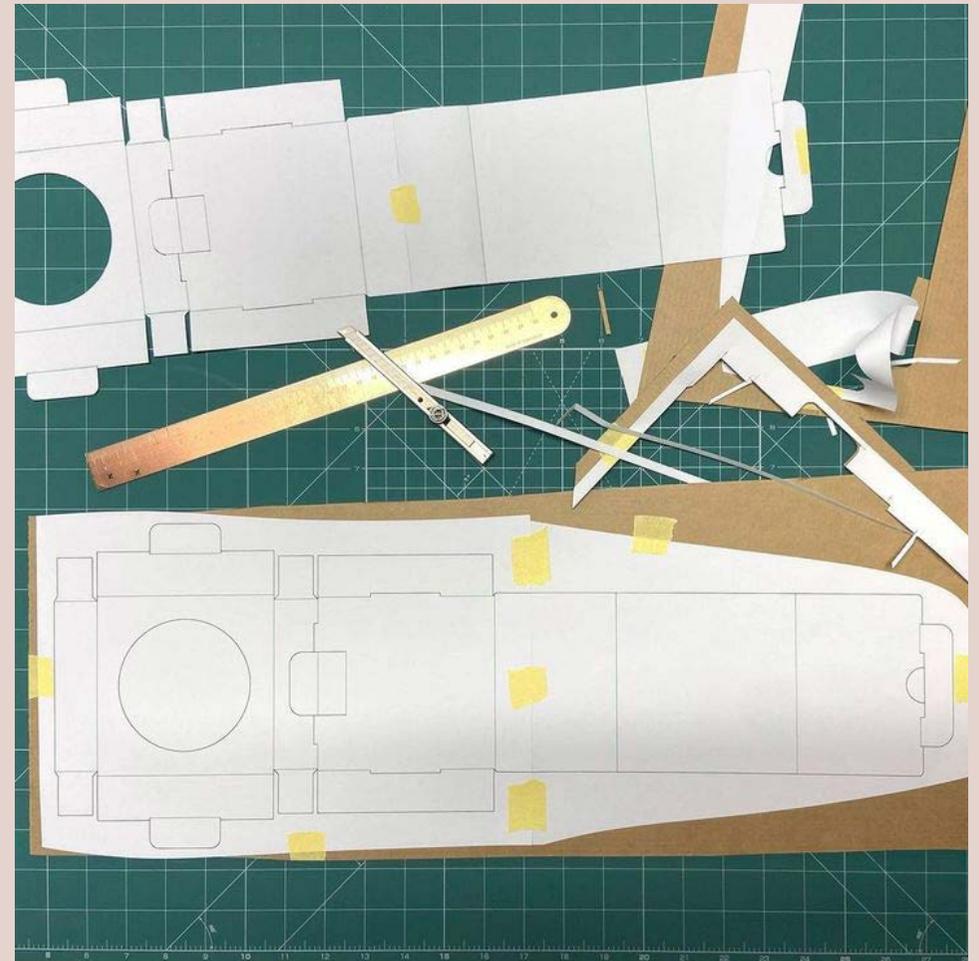
**Choose one of your sketches  
and create a low fidelity 3D  
paper prototype.**

## Low fidelity prototype

Low fidelity prototyping is crucial to the success of brand packaging. This is the stage where you identify most problems that can be corrected before proceed with Illustrator.

01. Start by creating a rigorous sketch of the flat prototype of your packaging. Include folds, lines, trim lines, flaps.
02. Trim your prototype, crease the folds. Assemble to a 3D prototype and glue where required.

 **60 mins.**



Materials: Paper, pencil, ruler, scissors or scalpel, cutting map, glue or masking tape, bone folder (optional).

Image source: [Instagram](#).

Check out how Think Pack Studio prototypes their packaging, here & here.

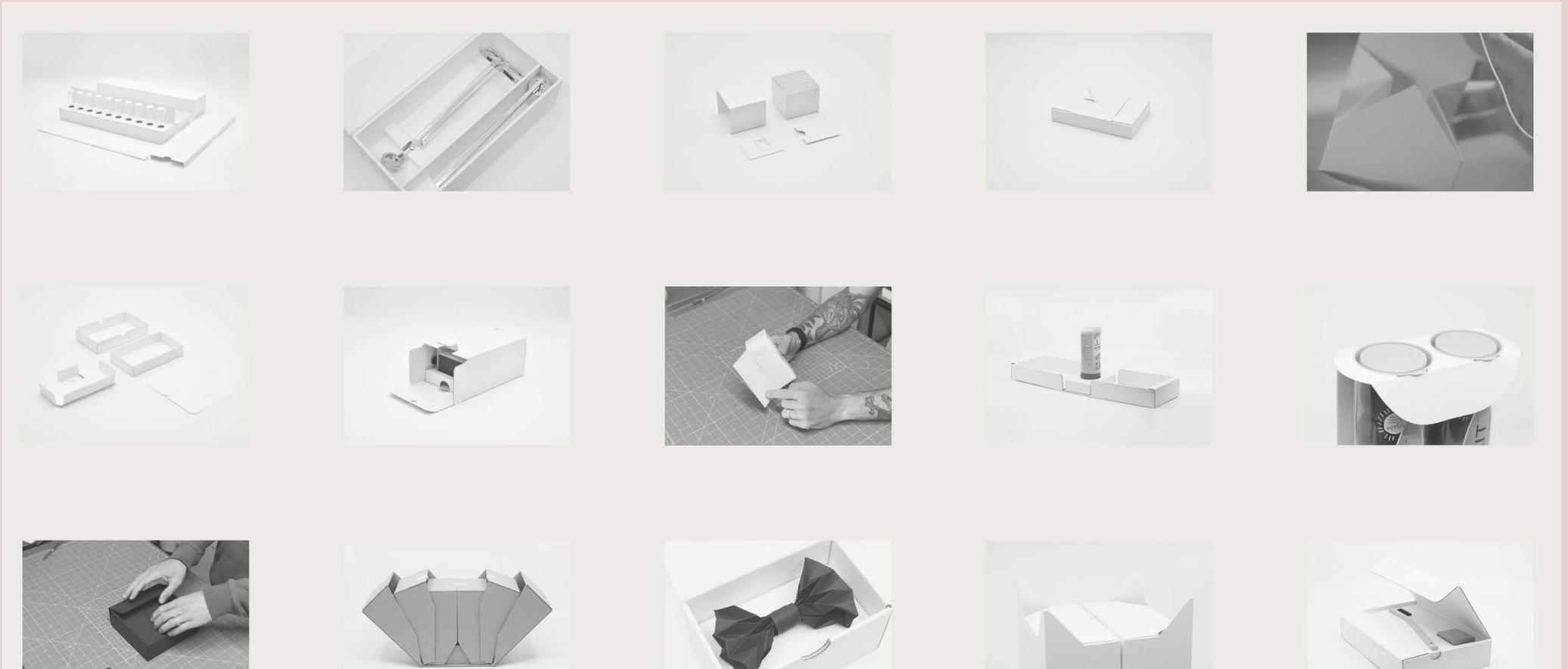


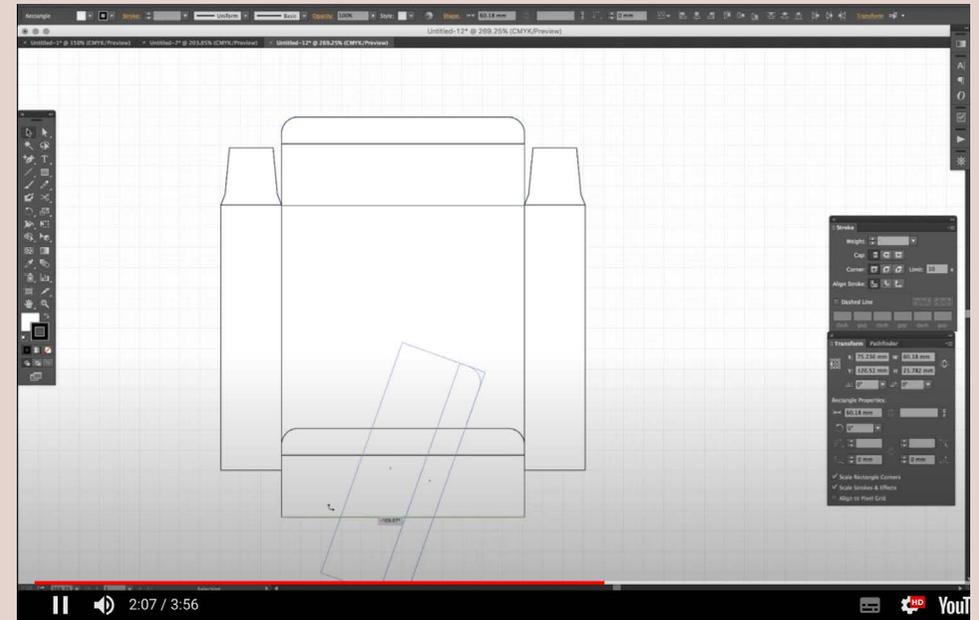
Image source: [Think Pack Studio](#).

## Mid fidelity prototype

Proceed with mid fidelity prototype once you have learnt and optimised your form in paper.

01. Open Illustrator and use the pen tool to recreate your paper prototype using vectors. See overview [here](#).

03. Print, trim, crease folder and assemble to ensure your illustrator prototype works.

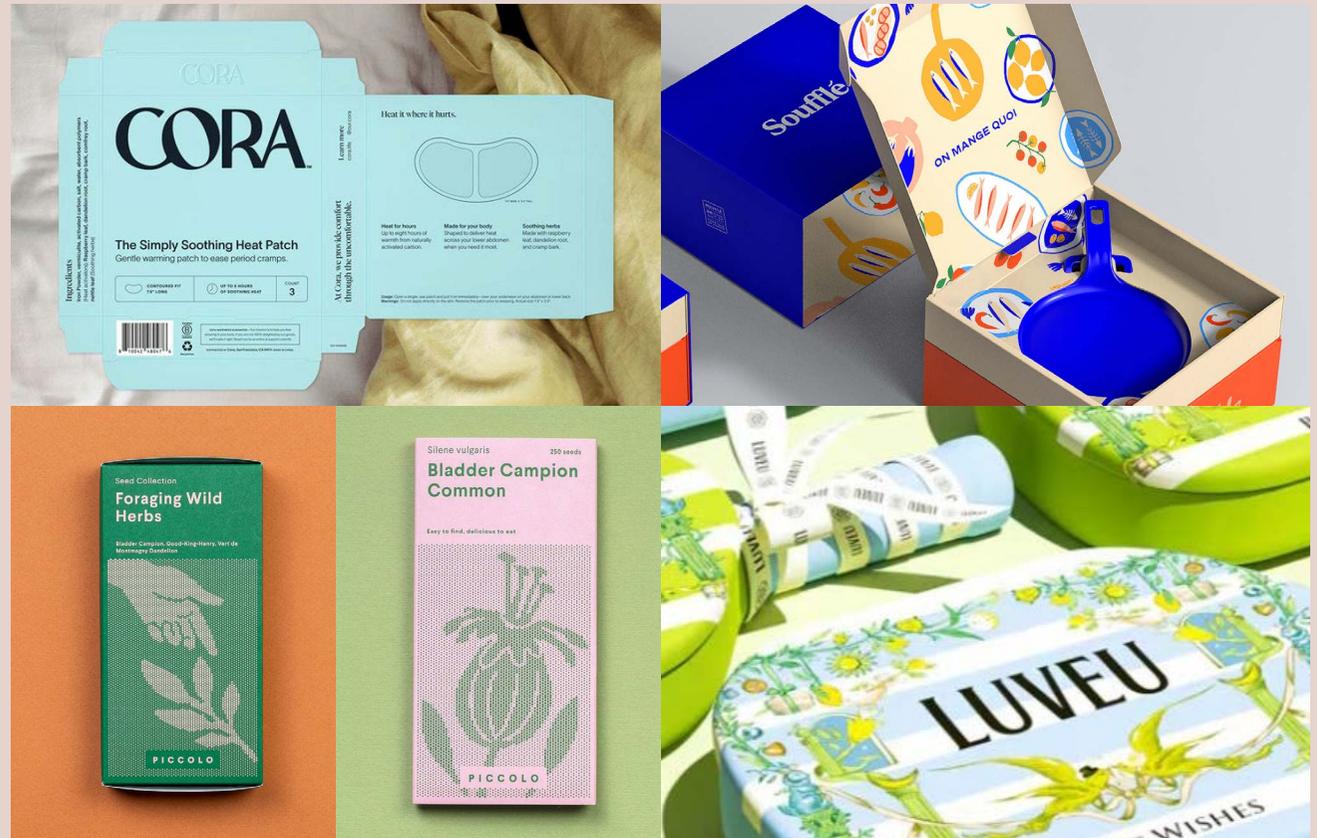


 **60 mins.**

## High fidelity prototype

Once you have tested your packaging prototype, you can start working on the design and graphics in Illustrator.

Think about how you can implement the wordmark, colour, typography, photography, illustration, texture, die cuts, embossing, etc.



Cora by [Mother Design](#). Soufflé by [Pentagram](#). Piccollo seeds. Homer Chocolate. [Luveu](#) Perfume packaging.



**Study time.**

# Prototyping your brand box

Start sketching how all artefacts will fit inside your box. Prototype it in low, mid and high fidelity.



Eames Institute.

 **Study time.**

Materials: Paper, pencil, ruler, scissors or scalpel, cutting map, glue or masking tape, bone folder (optional).

Repeat this  
process with  
provocation 2  
packaging.

## Further reading

Packaging  
the brand: the  
relationship  
between packaging  
design and brand  
identity

Gavin Ambrose,  
Paul Harris.

Available online via  
LCC Library.



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