

Fashion and trends Many goods are sold as novelty items and these are often governed by trends in the market, seasons and fashion. The quality of goods will vary depending on how long they are meant to last and the price point they are manufactured to.

To keep market share Many large companies now produce new product ranges on a regular basis. Unfortunately, this is not always driven by new technologies, but need to keep ahead of their competitors by creating the latest 'must have' item. Regular customers will want the latest version.

Annotating your designs

Sealing methods

- Wax seal
- String and button



Smart materials

- Photochromic
- Thermochromic

Printing methods

- offset lithography
- Screen printing
- Flexographic

Window materials

- Acetate
- Corn starch
- PLA

Packaging materials

- Solid white board
- Kraft (carton) board
- Hips vacuum formed

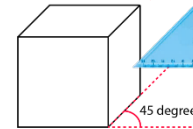
Cutting and creasing

- die cutter
- laser cut
- CNC cutting and creasing

Finishes

- Embossing
- Flocking
- Hot foil stamping
- Laminating
- UV (spot) varnishing
- Plastic coating

What anthropometric data will you need?



Aesthetics
What was your inspiration? Why did you make your decisions?
Sustainability
How could you make it environmentally friendly?
Function
Does it stand/hand/slide/collapse. Explain your reasons
Target market
Who is it marketed towards? How have you done this?
Tools and equipment
What would you need to manufacture your design?

Oblique projection

This drawing method uses a 45 degree angle to draw lines that represent the depth of the side and top (plan) of the image. The front of the drawing is face on to the viewer. It is simpler than isometric or perspective drawing but allows the drawer to communicate ideas quickly.



Net development

Consider the type of base you will have- will it be an envelope bottom or crash base? What type of tabs will it have- slit locking? Glue tabs? Tuck flaps? What is the tolerance you will make it have? Can the net be nested to reduce waste? Will it have a window?



Lean manufacture

Based on an ethos of eliminating waste during manufacture. This can save money and resources.



Point of sale

Presentation and rendering techniques



- Thick and thin
- Material representation
- Half colour
- Arrows to show movement
- Highlighter
- Coloured background
- Pro-markers
- Pencil crayon

Use different tones for different sides and lines to represent windows



Functions of packaging

- Protect:** How will yours protect the contents from impact/temperature/light/pressure?
- Inform:** What information should be displayed?
- Contain:** How will it contain the contents
- Transport:** How will your packaging be transported easily. Can it be stacked/collapsible/flat pack?
- Preserve:** Do any of your contents need preserving
- Display:** What contents will be displayed? Will it have a window?

Scales of production

One off

- Small highly skilled workers
- Constant communication with client
- Specialist materials
- High level of skill-results in higher cost
- High standard of quality control



Production line system with workers doing a task each
Semi skilled flexible workers
Changes can be made eg colour
Parts bought in and assembled

Mass

- Heavily automated
- Many items made identical
- High initial costs
- Uses lots of energy
- Assembly lines used to assemble pre-manufactured parts



Continuous

- Relying on automation and computers, meaning workers less flexible
- Limited training available
- Runs 24 hours a day, 365 days a year, Costly machinery

Improving functionality

When designing something we may want to consider how to improve how it works. Below is a list of areas you may want to consider when designing and annotating packaging designs

- Protection from water
- Protection from UV
- Providing temperature insulation
- Making it tougher and more resistant to knocks, bumps, scratches, rips, tears or creasing
- Ensuring hygiene (antibacterial, easy to clean)

Forestry stewardship council



Mobius loop



Polymer type



Conformitee European



British standards Institute (BSI) Kitemark

