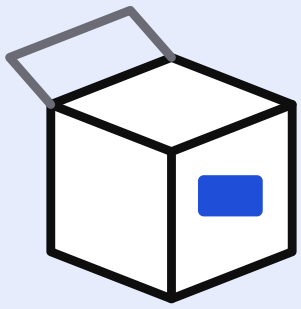
Discipline

Packaging design

Designs the packaging of a product, which has to protect it, stand out in the store, inform and work when used at home.



In Spanish

Diseño de packaging

Origin

Linked to selling packaged goods; reference handbook by Klimchuk and Krasovec (2006)

What it deals with

In the store, the package competes with dozens of similar products, and afterwards it has to be opened, stored and thrown away.

Principles

Protect

The product arrives intact.

Stand out and inform

It is recognized on the shelf and says what's inside.

Use and dispose

Easy to open, store and recycle.

Applications in design

✓ Use it like this

Test the package on a real shelf, next to the competition.

✗ Avoid

Adding material just to look more expensive.

👁 Don't fall for it

Packaging gets thrown away: think from the start about how it is recycled.

Models and concepts



Concept

Sensation transference

What the package conveys passes on to the product: it changes how you judge it and even how it tastes.



Model

Primary, secondary and tertiary packaging

Primary, secondary and tertiary: the package you buy, the one that groups several and the one that ships them.



Concept

Design for recycling

Thinking about the package so that, once thrown away, it can really be sorted and recycled.

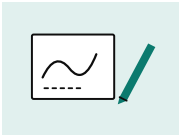
Methods and tools



Method

Life cycle assessment (LCA)

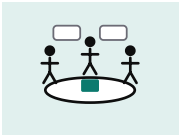
Measures a product's environmental impact over its whole life, to know where to act when designing.



Method

Sketching

Drawing ideas quickly and cheaply to think them through and share them.



Method

Focus group

A moderated conversation with a small group to learn their opinions and how they influence each other.



Method

Mood board

A board of images, colors and textures that sets the tone of a project before designing it.

Connections

Builds on

- Semiotics
- Denotation and connotation
- Ergonomics and human factors
- Distinctive brand assets
- Emotional design

Related to

- Brand design
- Industrial design
- Sustainable design
- Ecodesign
- Food design

Authors and works

2006	**Marianne Rosner Klimchuk and Sandra A. Krasovec**	Described the packaging design process, from concept to shelf, including legal and environmental aspects.

Sources

Original sources

- Joutsela, M., & Roto, V. (2016). Introducing experience goals into packaging design. In P. Lloyd & E. Bohemia (Eds.), Proceedings of DRS 2016, Design Research Society 50th Anniversary Conference. Design Research Society. https://doi.org/10.21606/drs.2016.305 View source (https://acris.aalto.fi/ws/portalfiles/portal/5546084/JoutselaRoto_XGoalsInPackagingDesign_DRS2016.pdf)
- Hamlin, R. P., Gin, M., Nyhof, F., & Bogue, J. (2017). Package graphic design development: An experimental test of the validity of focus groups as a consumer research input. British Food Journal, 119(9), 1953–1968. https://doi.org/10.1108/BFJ-09-2016-0428 View source (https://research.ucc.ie/en/publications/package-graphic-design-development-an-experimental-test-of-the-va/)

Secondary sources

- Klimchuk, M. R., & Krasovec, S. A. (2006). Packaging design: Successful product branding from concept to shelf. Wiley.

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