

Packaging Design

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First Assignment, Due next class

Go on a digital scavenger hunt and create a package collection. **Analyze Style Categories** and **Product Categories**.

- Find 25 or more examples of packaging which fit the style categories given (next page). Try to find products in as many different categories as possible. But finding a great design is better than finding boring ones for every category.
- Save all to a folder on a USB.
- Name each example by style and product, for example, **playful-casual-beverage** (more than one style is possible).
- Be prepared to **present your FIVE favorites** to the class.
- **Also next class bring Xacto knife, blades, sharp pencil, possibly a straight-edge, triangle.**

Where to look? Best website:

www.thedieline.com

And try Googling “award winning package design”

See Category Chart, next page.....

Product Categories:

Style Categories:

	Beverage	Food	Snack	Alcoholic	Game/toys	Technology	Health & Beauty	Other
Luxury/Elegance								
Bold & Loud								
Pure/Clean/Hygienic								
Natural/Organic/Earthy								
Quirky/Witty								
Hedonistic/Sensual/Sexy								
Futuristic								
Casual								
Serious/Minimal								
Nostalgic/Retro**								
Exotic*								
Childish-Playful								
Masculine								
Feminine								
Other								
Product would seem insignificant without this package								

***Exotic** means the designer is using visual clues about another culture to make positive associations for the product. But If you find package design by and for a foreign market, that is not exotic, even if it looks exotic to us, out of context.

****Nostalgic/Retro** means a current design which was influenced by a past style/era. The designer was intentionally using visual styles of a different era. This does not mean a picture of an old vintage package from an earlier era.