

Packaging Design Assignment

Sustainable Package Re-Design

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- 1.** Choose a package that already exists and do a redesign of it which is more ecologically sustainable than its present package.
- 2.** Do some research, using the product's company's web site, if possible, to determine the package's current material and if the company has given thought or action to making it more sustainable.
- 3.** From what you have learned about packaging materials, determine what the current package is made from, and what its negative impact is upon the environment. Write this down, make a list.
- 4.** Make a list of the product's packaging needs at the outset. Then when you present your final design, be prepared to explain how your package fills the same needs, and why your package is better, ecologically.
- 5.** From this point of departure, try to come up with ideas which will fill all the product's packaging needs, and also has less impact on the environment.
- 6.** If your new package has earned more certification logos to show its sustainability, please be sure to include them on your package.

You will be evaluated on:

1. Creativity and effort.
2. Demonstrating an understanding materials and ecological issues.
3. Presentation (visual presentation, which could be in the form of a prototype, or diagrams and/or drawings, or a video, or a slide-show).



