

Packaging Design Assignment:

Eccentric, Ingenious Folded Paper Packaging
(from invented template)

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Some packages take advantage of the unique possibilities of folded paper. This project encourages you to stretch your thinking about graphic design, being a three-dimensional object that communicates a product in an ingenious way.

Make two practice templates which show variety. As sources you may use the templates already mounted on the class web page, or templates you find on the internet. the Shin-Tenaka templates and the math-solids sites are examples. Feel free to adapt these as you go. You may find other templates on the internet (but the final version must be original). Some of these examples are not packages at all, but toy-like, instead. That's okay, its good practice, to direct you to think about the creative possibilities of folded paper.

After you have made these practice templates, make your own template design. Create packaging which is fanciful but for a real product, with an inventive package inspired by the templates, or eccentric, playful packaging, like the award-winning fish packaging (at right) from Taiwan (see in class, and on the web site). The product could be anything.

This assignment will be in three parts:

1. Two folded paper templates (of an unusual shape; these may be from the class web page or others you find on the internet.
2. A rough version of your new, unique folded paper package design.
3. A final, finished color-printed prototype of your design
4. A second print of the color print, an unfolded, flat version (I will demonstrate in class how to set up this file as a dieline.)

Helpful tips:

Do not be tempted to make tiny folded paper templates. Its much easier to work with larger ones. None should be smaller than 6 inches across. Your final package should be at least 7 inches or more.

The third week the finished package-prototype, and a dieline file, so the package is in a professional form which could be printed. I will explain more about Dieline files, and give you a tutorial about how to make them for a commercial printer.

When placing the pieces on the page for the dieline template, please be thrifty with the page space. Squeeze all elements together as closely as possible without touching. This saves money for your client, always a good idea.

