

this is an
INTRODUCTION
to various facets of
PACKAGING & SUSTAINABILITY
(& some things about systems too!)

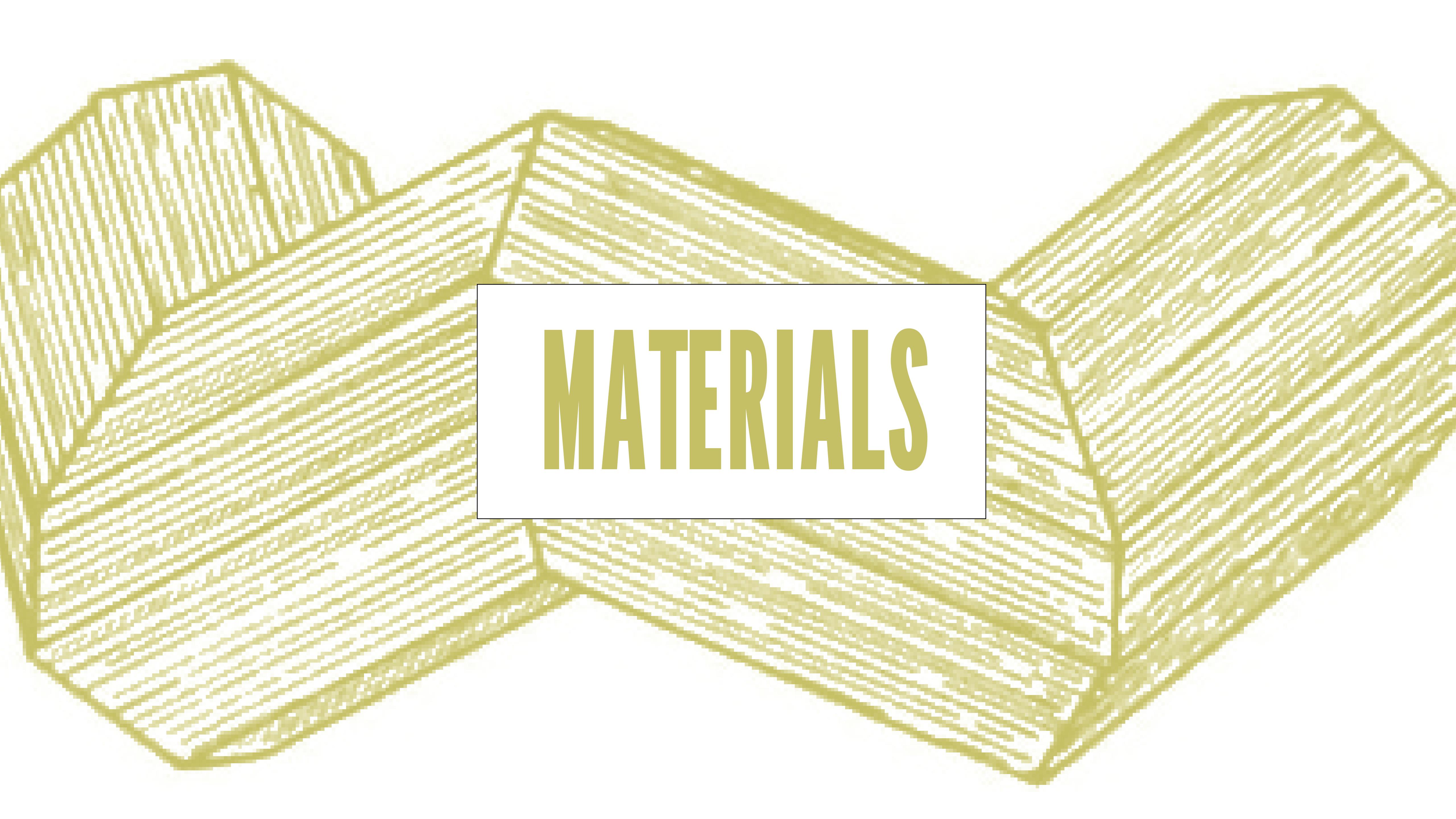
MORE
THAN
JUST
BOXES

PRETTY
LABELS
IS
MORE
THAN
PRETTY

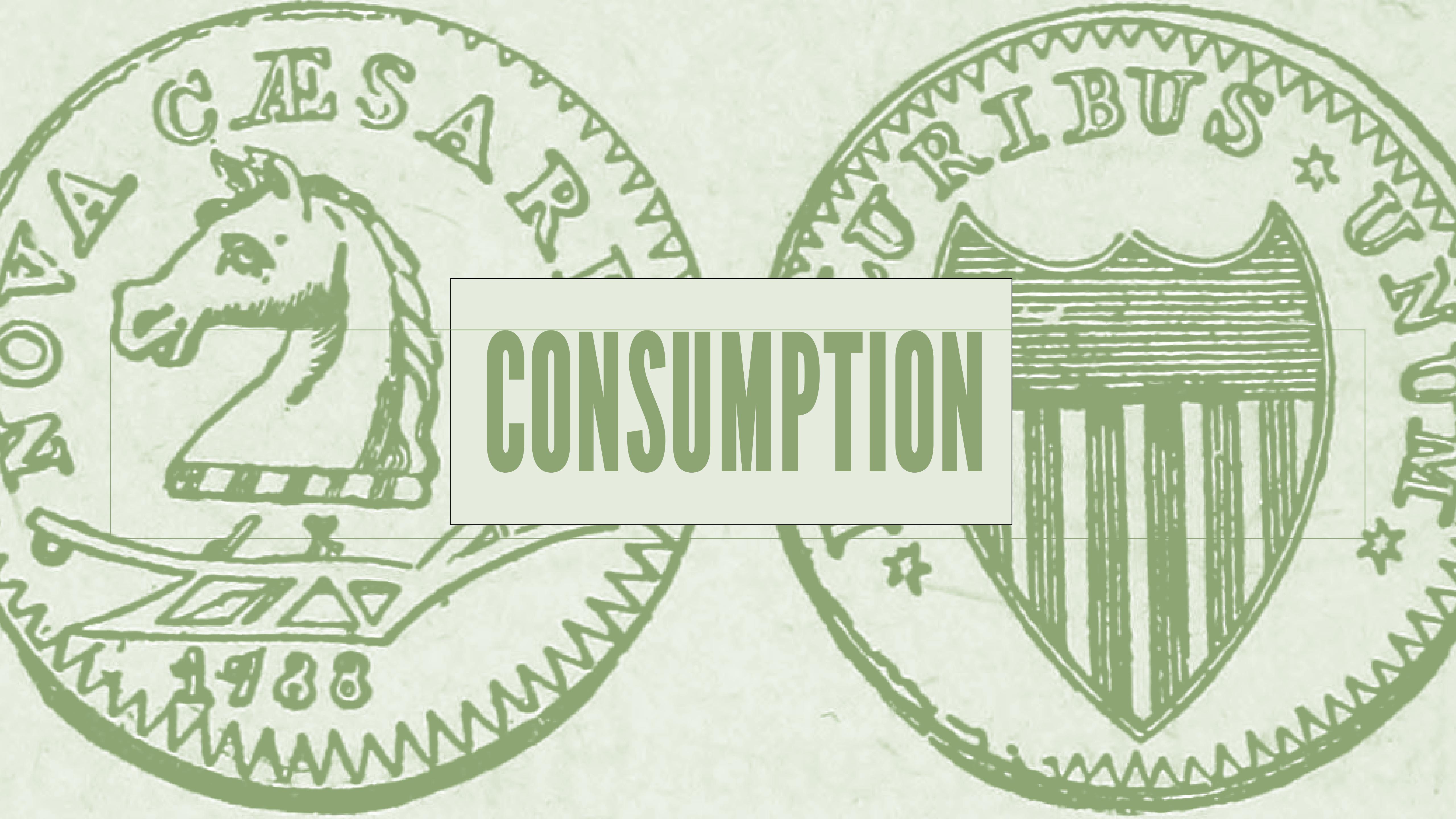


AESTHETICS



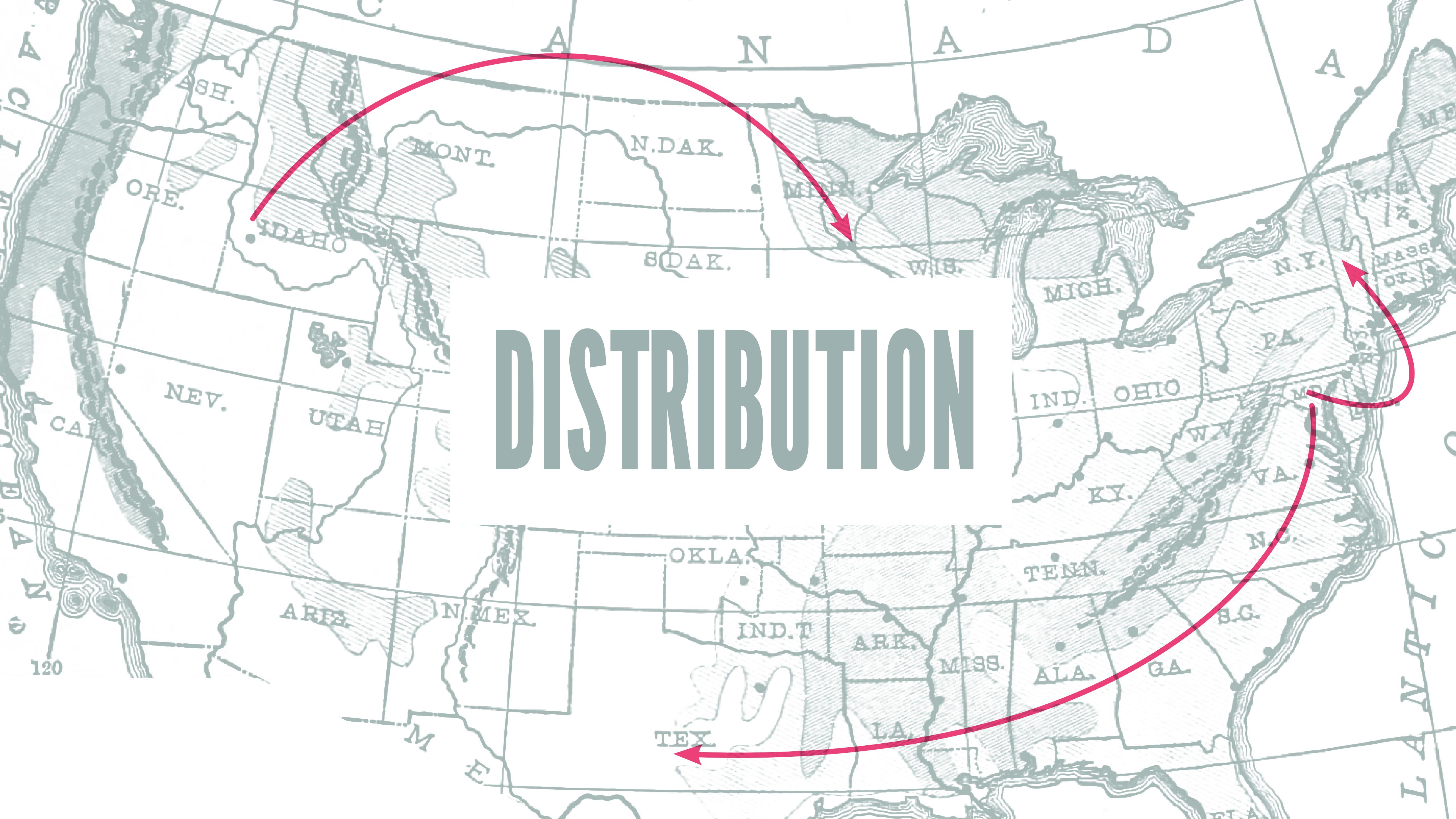


MATERIALS

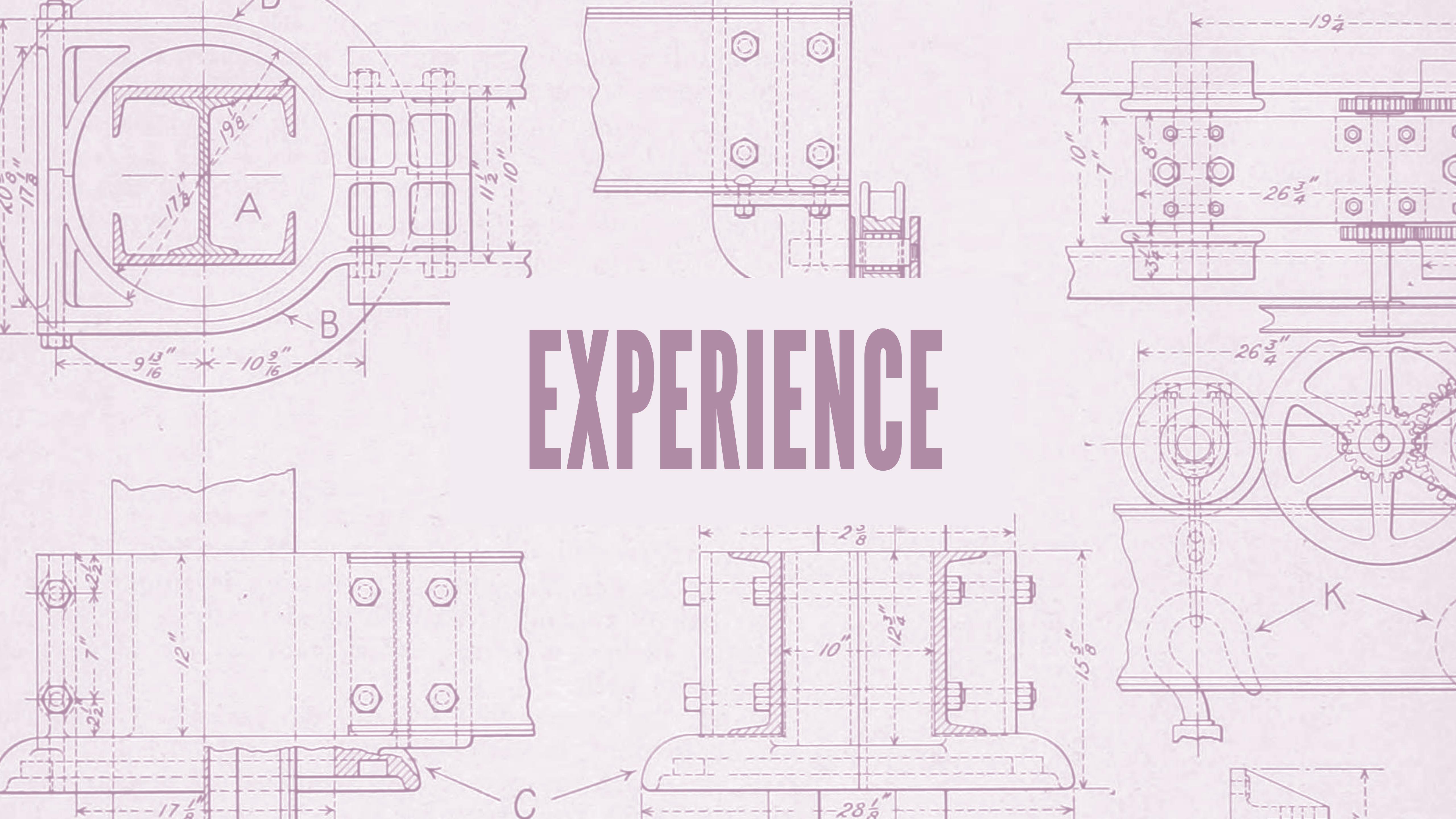


CONSUMPTION

DISTRIBUTION



EXPERIENCE







SYSTEMS!

(everything is connected)

*If you want to bake an
apple pie from scratch
you must first invent
the universe*

— CARL SAGAN

PACKAGING



EXPERTISE IN
EVERYTHING



what are we
talking about when
we talk about
PACKAGING?

Retail packaging

Wholesale packaging

Primary packaging

Secondary packaging

Tertiary packaging

Paper packaging

Plastic packaging

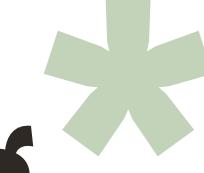
Sterile packaging

Minimal packaging

Excessive packaging

Functional packaging

Ceremonial packaging



Carefree packaging

Maximal packaging

Annoying packaging

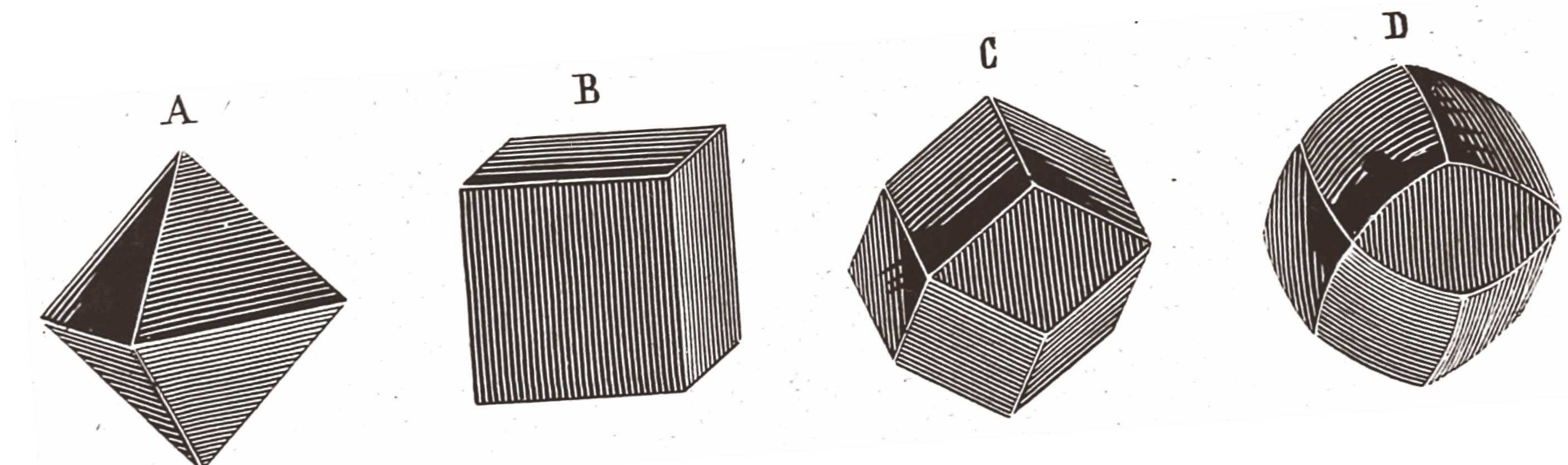
Flashy packaging

Plain packaging

Frustrationless packaging

Frustrating packaging

(the list goes on)



*PRIMARY PACKAGING



*This is generally what we think about
when we think about designing packaging.*

~~SECONDARY~~ PACKAGING

*Shipping/Distribution packaging.
This is less glamorous,
but perhaps more important!*

The background features a minimalist design with three large, rounded organic shapes. A light yellow shape is at the top left, a dark olive green shape is in the center, and a light grey shape is at the bottom right. They overlap each other, creating a sense of depth.

Branding

Packaging

