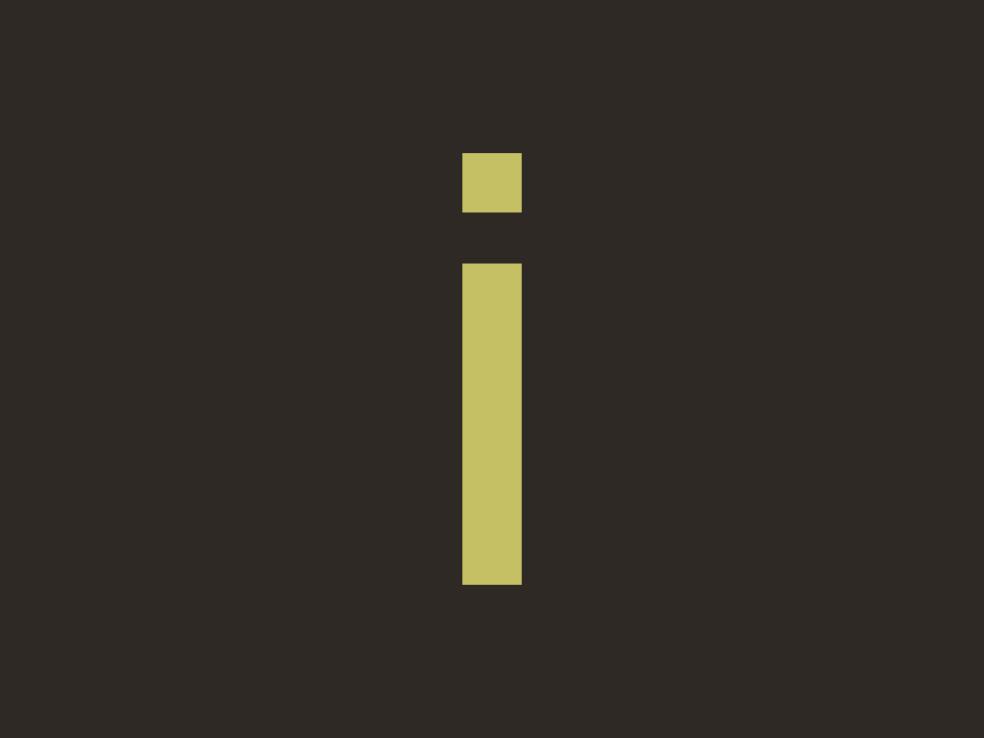


this is a general ne various stuf over the term

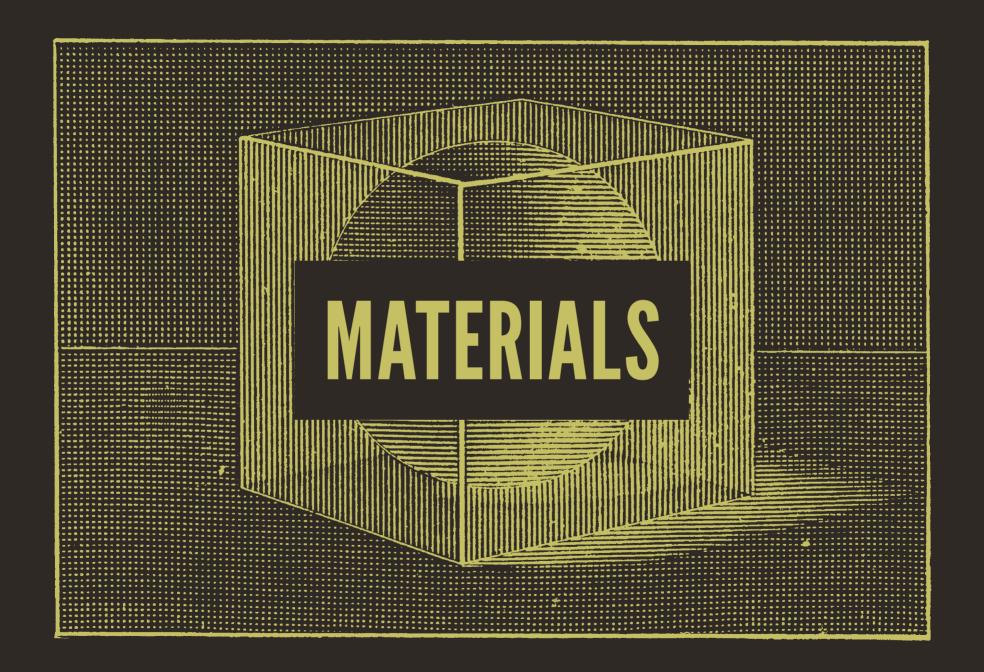




RE BOXES

MORE LABELS





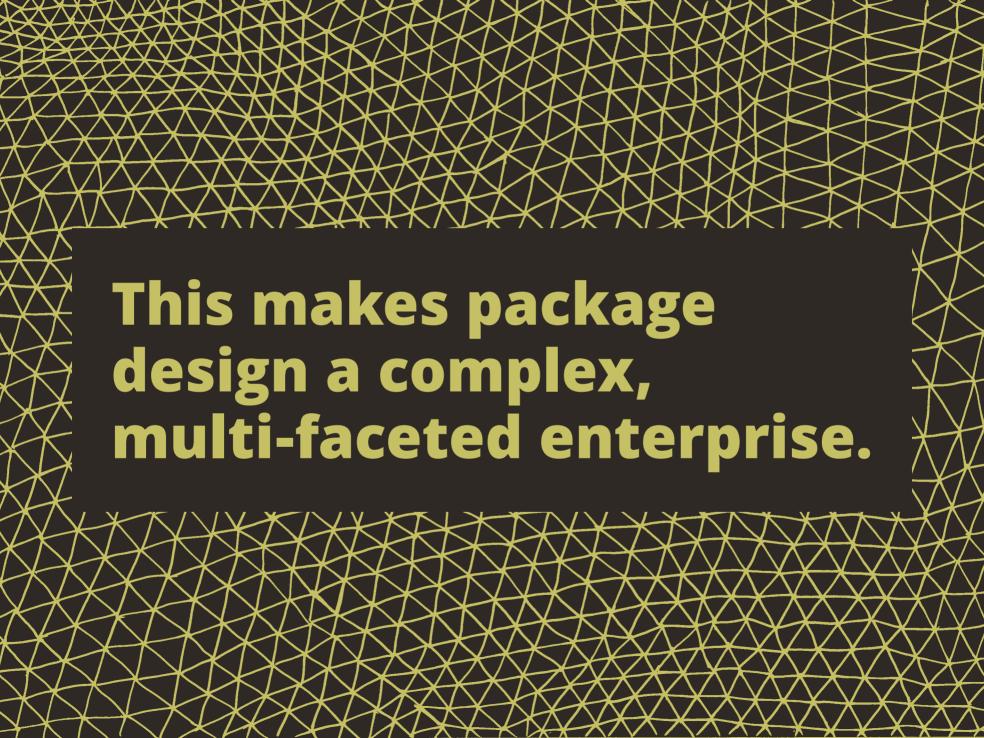


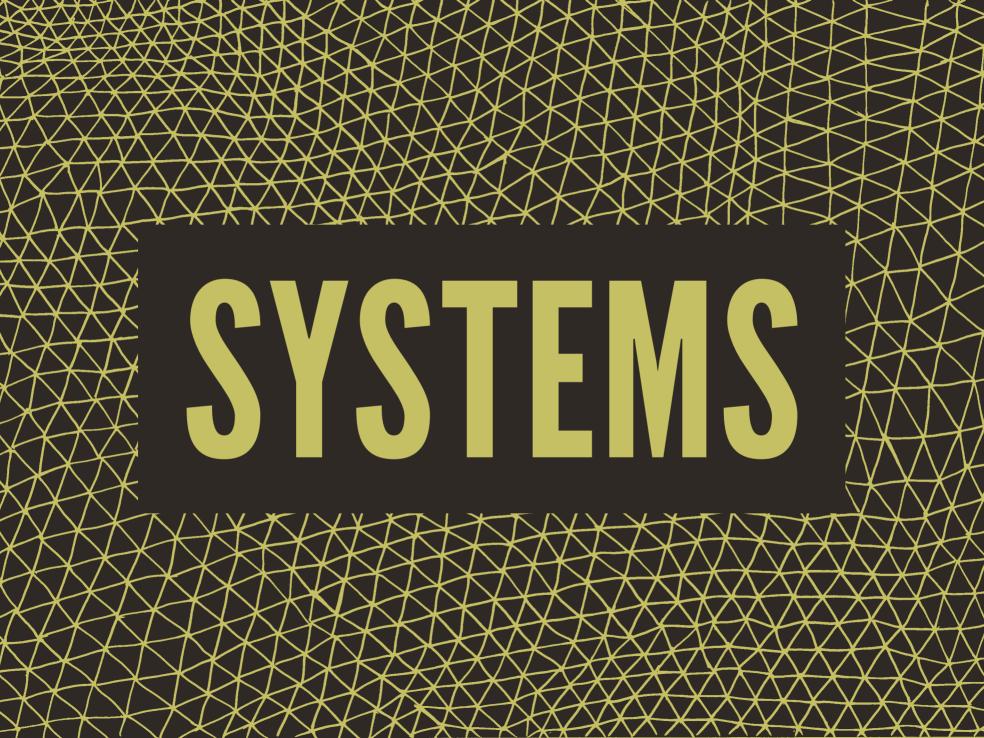
COMMERCE&CONSUMPTION

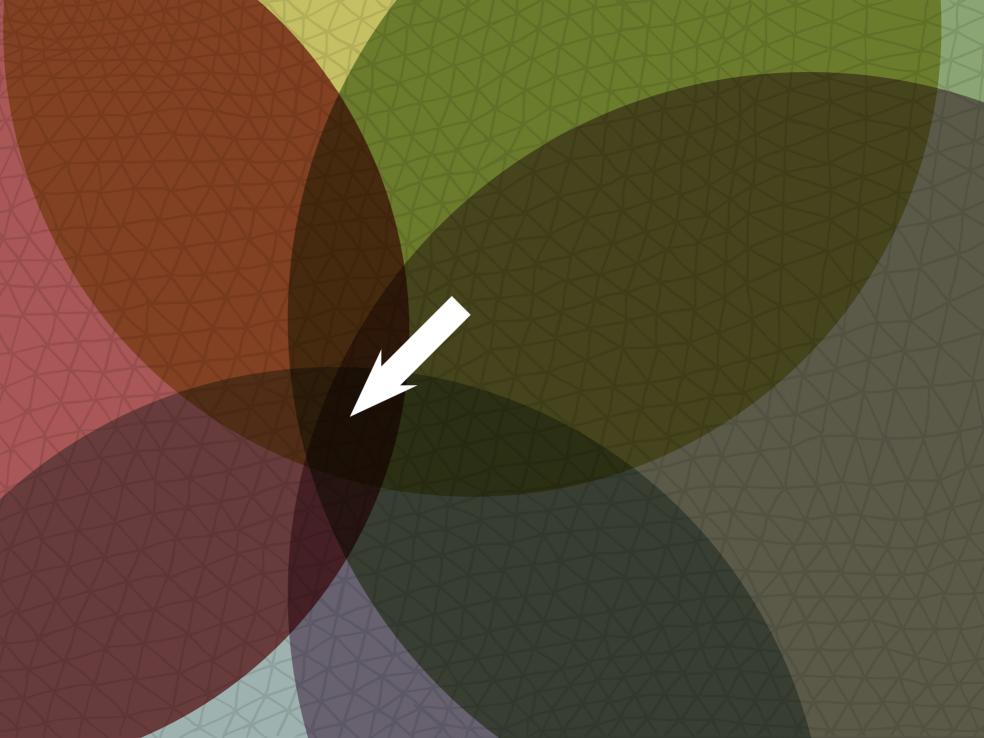














Packaging does not require you to be experts in every point of minutia. It simply demands that you know which questions to ask, who to seek for answers, & what to do with the answers when you get them.

IS A PACKAGE EVEN NECESSARY?



What are we talking about when we're talking about packaging?

Retail packaging Wholesale packaging **Primary packaging* Secondary packaging Tertiary Packaging Plastic packaging Paper packaging Sterile packaging Minimal packaging Excessive packaging Functional packaging Ceremonial packaging Carefree packaging Frustrating packaging** the list can go on and on :)











*PRIMARY PACKAGING is the material closest to the product.

(and generally what you'll be making)

70% of purchasing decisions are made at the store. This is why packaging an important task.











































11/2 LBS. BY WEIGHT (681 GRAMS)

REGULAR COFFEE

WHOLE BEAN COFFEE

*OASTED & PACKED BY: REGULAR COFFEE CO.

632 WEALTHY ST. GRAND RAPIDS, MICH.

STREET REGULAR COPPER CO.

















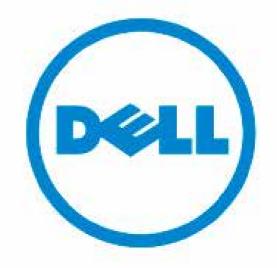


DELL COMMITS TO 100% WASTE-FREE PACKAGING BY 2020

BY ANDREW GIBBS, FOUNDER & EDITOR-IN-CHEIF, THE DIELINE

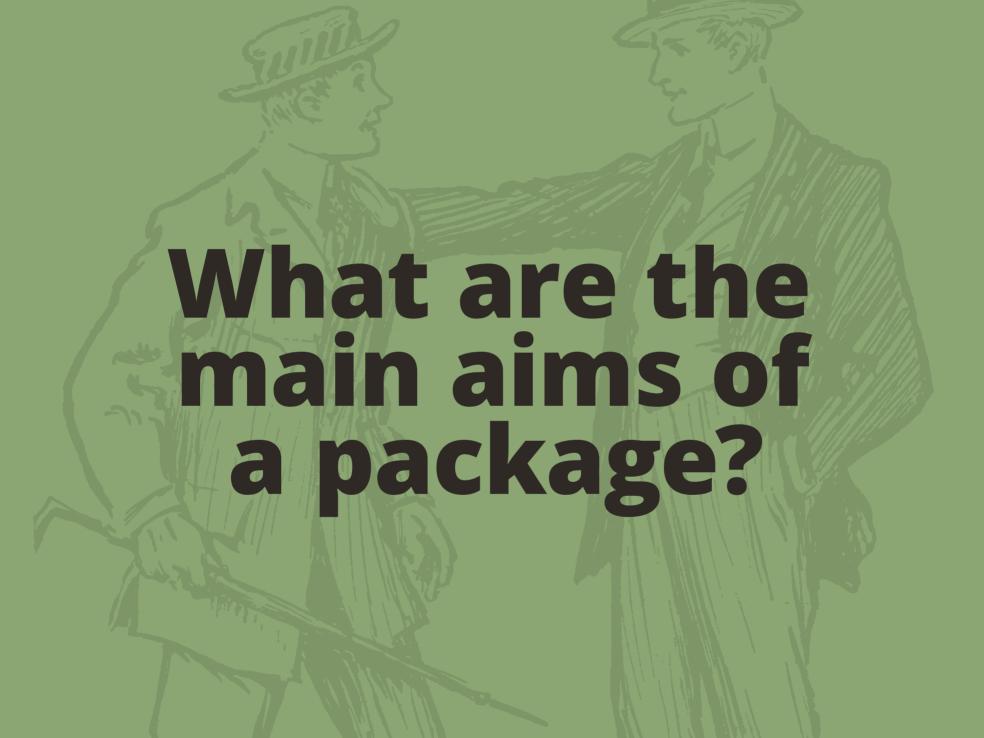






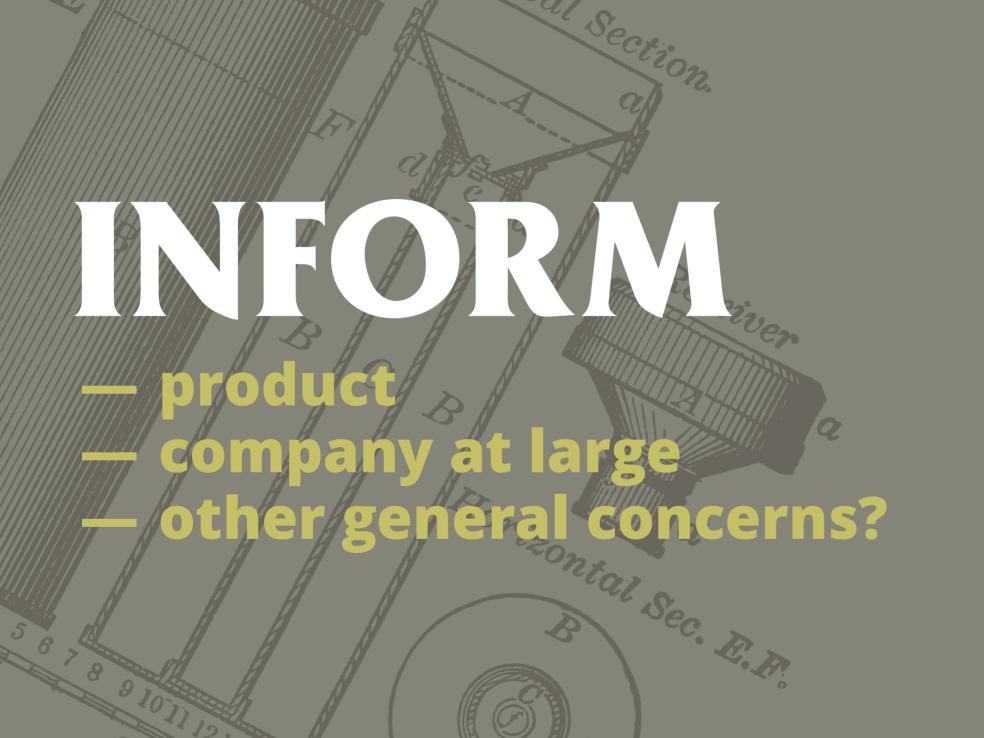


BRANDING **PACKAGING**



SE





SELL

contents of the particular package
 establish brand loyalty
 company over the long





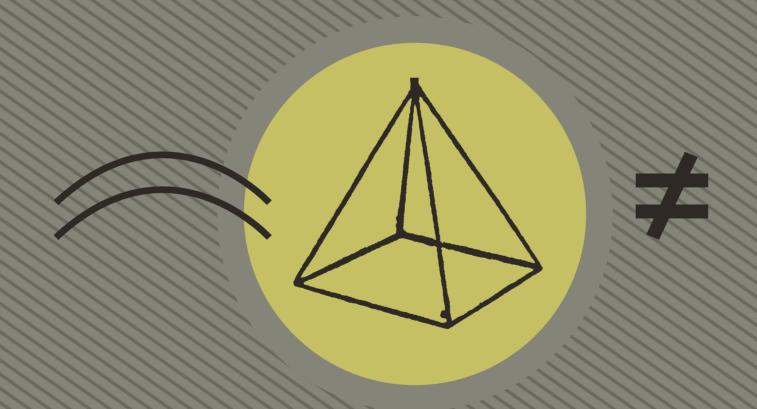






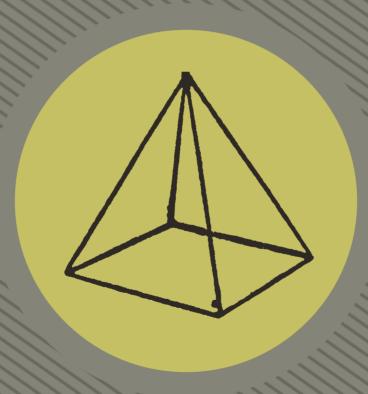


Packaging can be a bridge or a barrier to consumers.



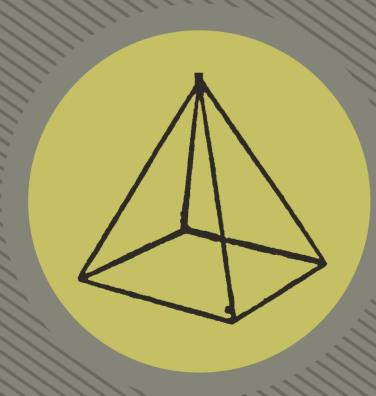
A boundary between the product and any externalities.

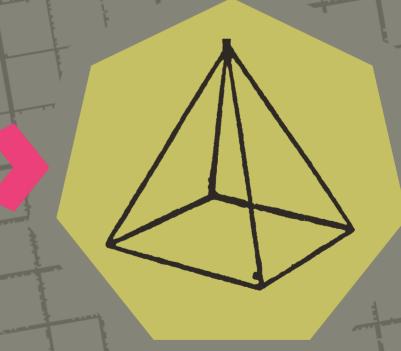
regulatory,
workplace,
competitive,
marketplace,
consumer,
cultural,
physical,
economic,
biosphere

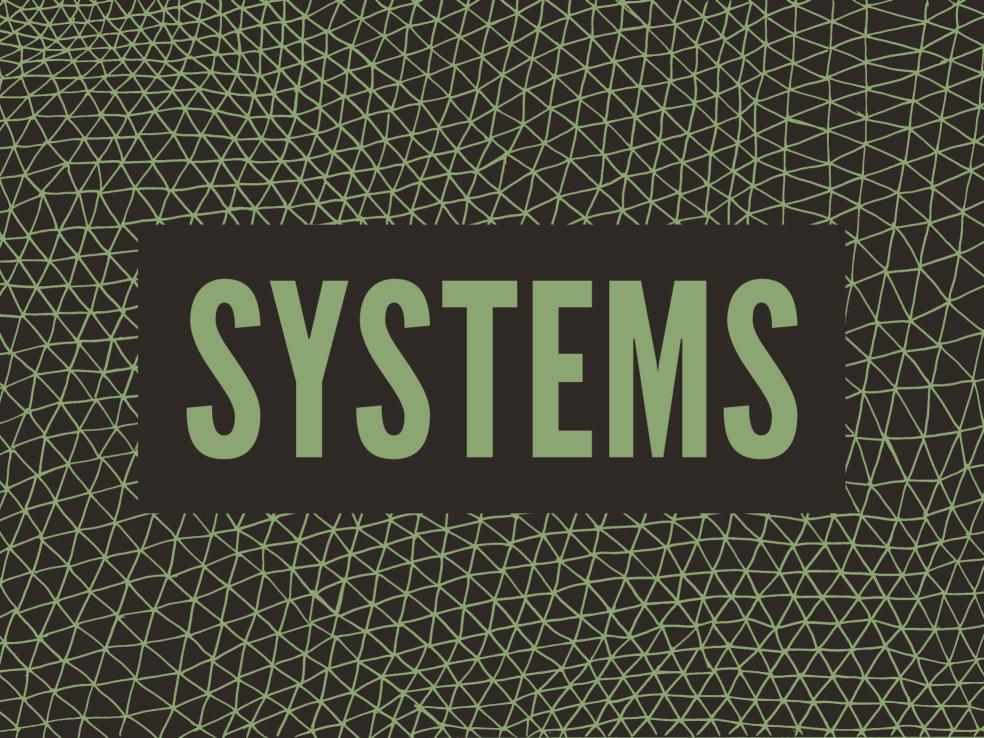


The cover the gamute of protection issues, information issues, and commercial issues.

if externalities change, so must the packaging





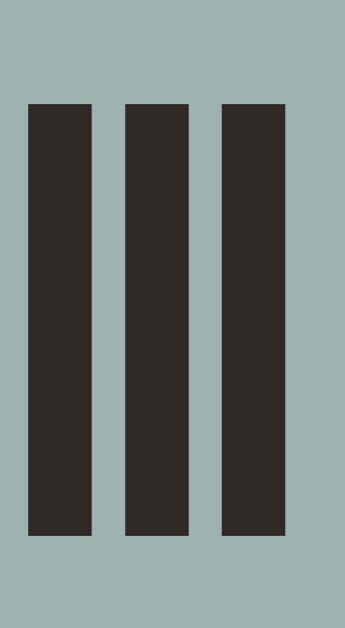


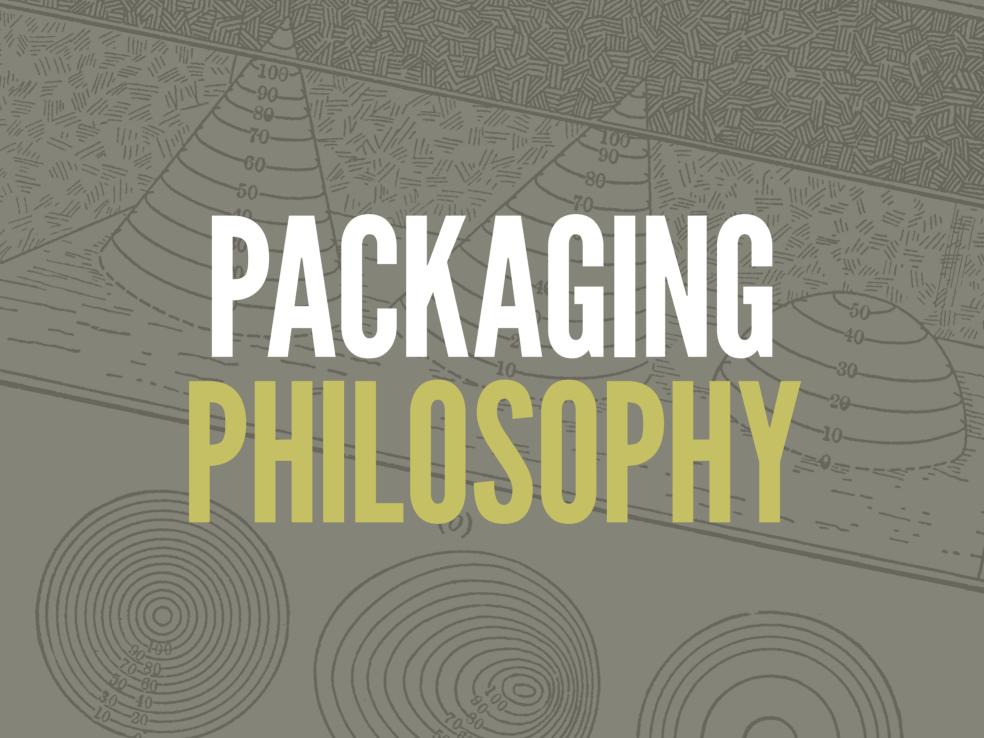
Design of the package as a system occurs when the perspectives of others (stakeholders, environments, etc.) are included and the life-cycle is considered.

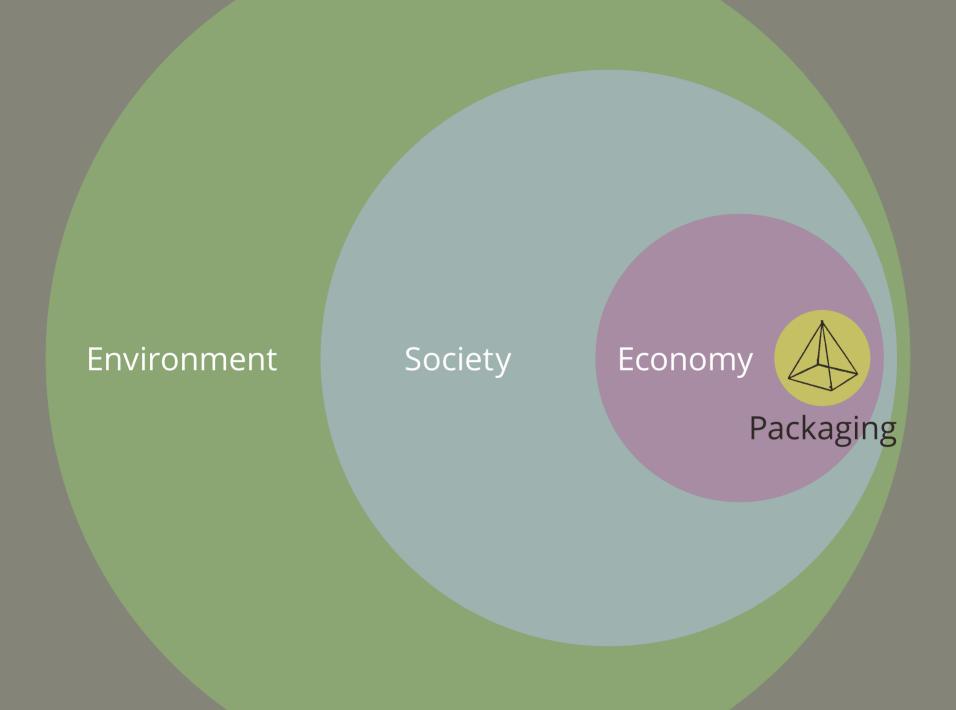
Design the process.

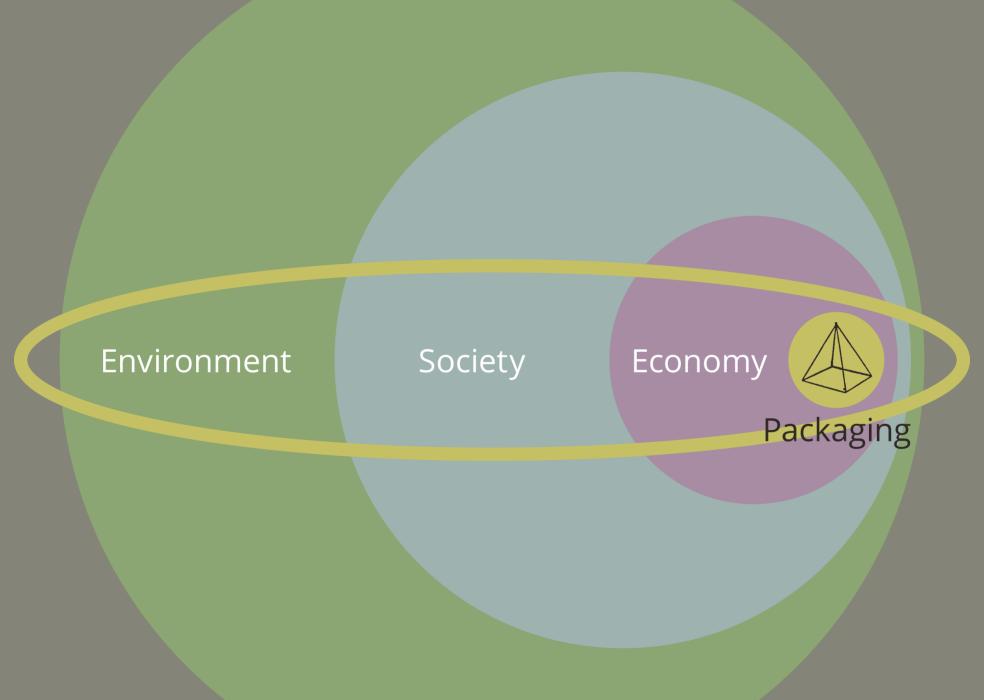
Design the system.

Don't just decorate the product.



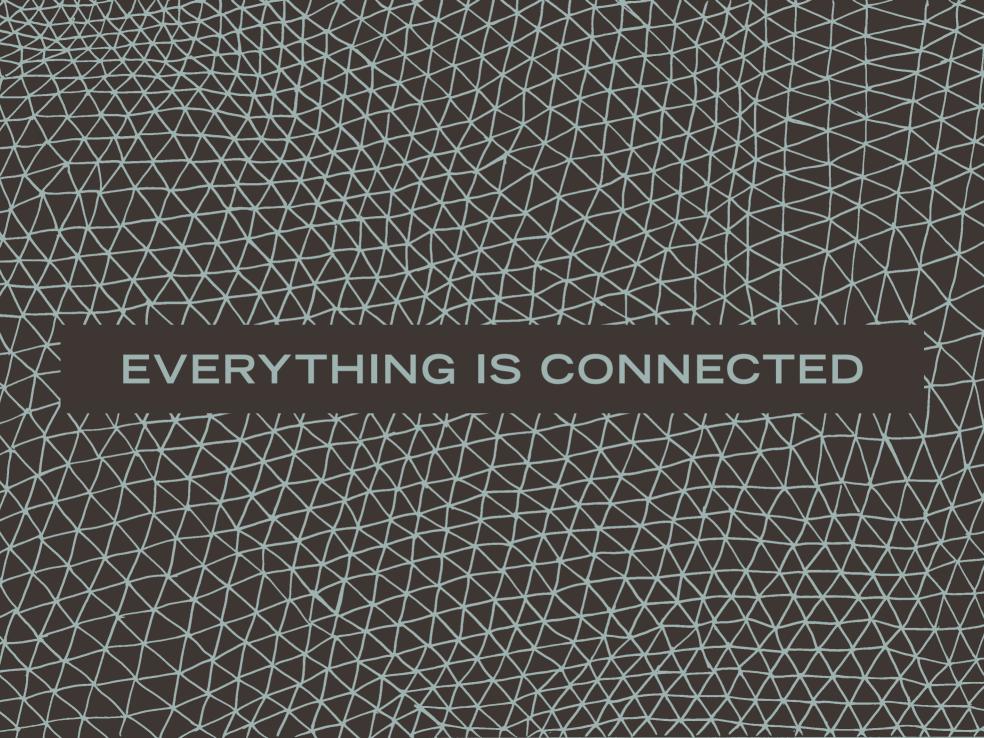


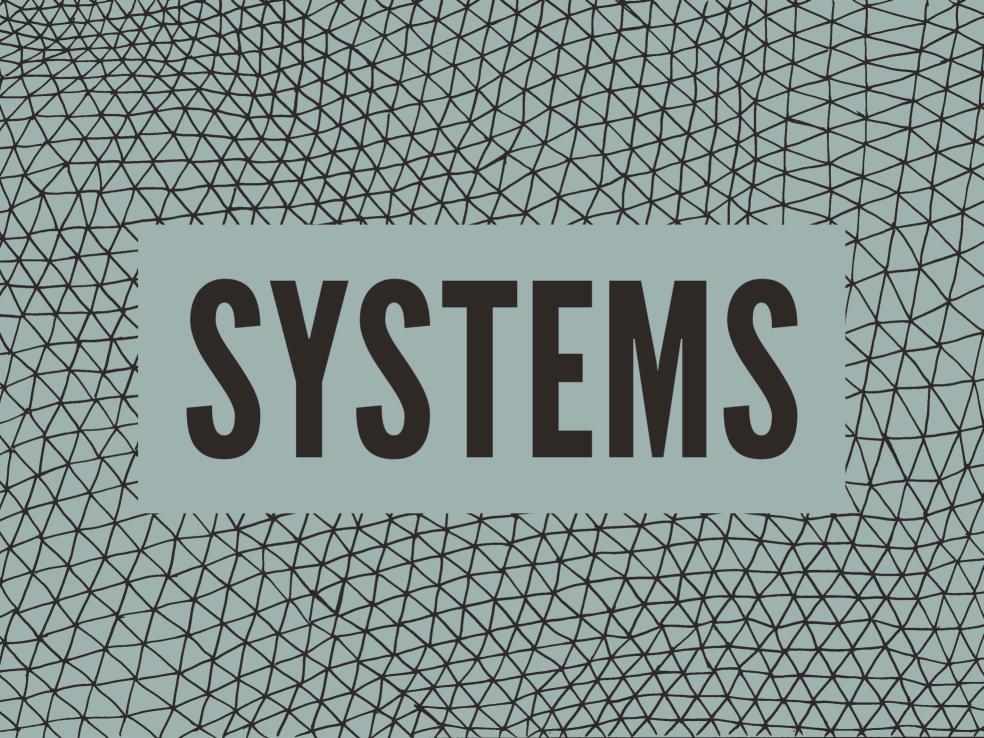




Packaging is the backbone of today's free market system.

Packaging design is a complex balance of economy and ecology; between user and producer; between profit and benefit; between promise and expectation.









please a tions

A package has many boundaries or edges: physical, informational, & visual.

Focus your good/bad judgements on these linkages, boundaries, and function.

In packaging, form and function are certainly integrated, no matter what you are making. So still explain what you think is aesthetically wrong ...

THE END (OR TODAY)