PACKAGING DESIGN WORKSHOP   2016 / 2017
rules of the game / manual / guide

RULES
- ·   - The date of commissioning work one week before the end of the semester
      (or before the date of the exhibition)
- ·   - Notification of readiness closing theme (digital file for approval) 1 week before handing the work
- ·   - The transfer of digital materials and prints shared (costs for distribution)
- ·   - Presence (75%)
- ·   - Work in groups - to negotiate
- ·   - Plagiarism will disqualify

SELECTION OF TOPICS
- Bachelor - students starting work in the studio (regardless of year) start from "Topic 0"
      analysis presentation is mandatory between 10-14.10.2016
- 2nd year students do two simple topics during one semester
      exercises will be preceded by the introduction
- 3rd year students do one complex subject in a semester
      the time limits for the various stages
- MA – individual arrangements
- Packaging contest is possible to implement in exchange for topics from the list

- One on competition in one semester - requires no arrangements
- Implementation of two subjects per semester competition requires approval
      Featured competitions: Art of Packaging, Malady obal (Jung Package)
- The opportunity to participate in innovative programs (eg Club of Notes TFP)

FORM
- ·   - Initial analysis, designs - sketching (notes)
- ·   - Final forms of projects: mock-up, physical model, model photographs, digital model, visualization,
- ·   - one topic presented as a physical model, the other in the graphical presentation
- ·   - How to prepare a digital file: print files, formt A3 horizontal, white background,
      300 dpi, CMYK, JPG format with minimal compression, TIFF with LZW compression,
      no subtitles in the footer, separately attached file (TXT, RTF) with the author, year,
      department, name of the job;
      all files in the name begin with the name and surname of the author.

TIMELINE
Stages:

18.11 (friday) the first review
- Second-year students: the finished project of TOPIC 1 The packaging with content (telling a story)
- Third year students: approved preliminary design plus started realization
      both the component and graphic form.
- MA students: approved preliminary design plus started realization of their own proposals

16.12 (friday) the first review
- Second-year students: advanced design of the TOPIC 2
      (After Christmas time on minor fixes and possible design of the board)
- Students III year: final acceptance form and further work on the graphics side of the topic.
- MA students: the presentation of advanced form their own topics

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Topics for 2nd year   first semester

TOPIC 0 (for beginers)

Analysis of the packaging

> Selected package should be available physically and on it should be presented analysis.
> Selected package, the initial assessment should make an impression well-designed
> - Analysis of wicks and kitsch is not purposeful.
> Short presentation - of 5 min.
> For analysis
>> - Determining the recipient
>> - Way of distribution
>> - Graphics - define the nature of solutions
>> - The adequacy of the transmission with respect to destination
>> - Determine the degree of communicability
>> - Typography - definition of typography
>> - Describe the types of fonts used in packaging design
>> - a way and a range to fulfill a function
>> - Ergonomics - Evaluation
>> - Exposure - adapted to the different conditions of exhibition
>> - Technology - term used methods of manufacture
>> - Ecology - recycling, disposal, etc.
>> - designer - name and information

TOPIC 1

The packaging with content (telling a story)

> topics:
>> - a business card
>> - a portrait / an image
>> - a story
> important aspects:
>> - lump output can be the prism (eg. a cube), and. pyramid
>> - lump should be able to open
>> - all parts of the package are involved in presenting content
>> - the order reading of content has a meaning
> range:
>> - layout, typography, and grid

TOPIC 2

Packaging for ceramics

> topics:
·
>> - cup and saucer (set for single, set for two)
·
>> - Dedicated cup / ceramic sundry
·
>> - Spa cup
> important aspects:
>> -ID for product / producer
>> - Exposure of the product
>> - Protection of the product
>> - Functionality of the packaging

TOPIC 3

Packaging not for sale

> Searching for inspiration for the project:
>> - Study of a material
>> - Traditional and contemporary technologies
>> - Archetypes form

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Topics for 3rd year   first semester

ARCHITECTURE Students

Packaging and POS – point of sales

Topics: – herbal teas
- exploitation car parts
- Meals for children
- sports watches

Important issues:
- Packing box – Structural packaging / jars
- counter display - construction of board / microwave
- Visual identification of the product
- Graphic system showing the features of the product
- Graphics cooperating with the counter display
- Counter display for easy selection of the proper product

consider the following:
- The principle of division of products
- Determine the order of reading products (first and subsequent)
- Quick orientation (which, empty / full)
- The typical volume (weight and location on the counter display)

PRODUCT DESIGN Students

Packaging and communication

topics:
- Bottle for motor oil ("refill")
- Bottle cleaning supplies (with applicator)
- A bottle of shampoo or conditioner (dispenser)
- Bottle to vege drink

consider the following:
- label field for a paper label
- Ergonomics forms
- usability
- A line of stylistic
- Graphic identification of the product
- Identification of the series
- Hierarchy and legibility of information

the steps of:
- Define: recipient, needs, functions, a set of information
- Sketching,
- Design (form, identification)
- Modeling / rendering

GRAPHIC DESIGN Students

Packaging for a new premium brand

topics:
- Accessories for new Polish electric car
- products for chain stores: beauty salons
- Fair Trade food products
- Clothing for adventure sports
- Sporting Watches

important issues:
- Determining the recipient
- Identification of the brand
- keynote
- Embedding packaging in the context of advertising
    by eg. painting / illustration / keynote
- To determine important features of packaging

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MASTER'S DEGREE TOPICS

Packaging as part of the marketing strategy of the product.

Issues (optional):

1. UP - Packaging changing the positioning of products
2. Downsizing - change the volume of the packaging (large unvisible / little cheaper)
3. Packaging adapted to a new distribution channel
4. Cheap richly - changing product placement
5. Bottle with character - a new brand / new product
_____
6. BRAND-Bis - building parallel brand
7. NEW / OLD - promotion / packaging of regional products - creating brand
8. RE - Redesign - refresh a brand
9. Packing handicrafts (matched / mismatched)
10. Packaging disappear / Packaging appear

stages:

- The situation of the product / brand
- Similar problems (+ literature)
- Determine the direction of action
- Determination of action steps
- Determination of test mode
- Implementation of the pre-project
- Preliminary test (small focus group)
- A major project
- the presentation
- Defense of the project in a group

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Rhinoceros Workshop - surface modeling (3D)
BASIC COURSE

REGISTRATION
>We are wainting for subscriptions for basic course. Without payments.
>The course takes place once a week, about three hours, 5-6 meetings. Room 305 B.
>The day and time is going to be agree with the participants, usually we start about 6 pm or 7pm.

SOFTWARE
>To start a course download the program Rhinoceros version 5 and install it
>on your laptop. It is necessary to birng your computer with you on each classes
>There are two varieties - for PC and Mac; 32 and 64 bits.
>The course will be run on the PC version
>(You can work on the Mac version but there are differences).
>The program can be downloaded as a trial version that works for 90 days
>with full functionality.
>Saving and plug-ins stop working after 90 days unless you purchase.
>After 90 days, it will still work great to learn Rhino and to view Rhino and many other file formats.
>After this period, you can purchase the program for the price of a student
>with the right to work commercially.
>License student also works after graduation - until the upgrade
>(Then appears again the question of the status of the user).

SOFTWARE DOWNLOAD
>The program can be downloaded from the Rhinoceros
>tab download - **Evaluation** version (90 day):
>>**https://www.rhino3d.com/**

DOCUMENTATION DOWNLOAD
>For facilities you can download the software documentation
>(Also in the section download / dokumentation).

TUTORIALS DOWNLOAD
>You can use the Polish party Rhinoceros - for exemple Bardins
>(There are other example. Literka and thematic):
>>**http://www.bardins.pl/**
>>**http://www.rhino3d.pl/**
>a lot of tutorials you can find on Youtube

PREPARATION COURSE
>To make course more effective, you should familiarize yourself with the program personally
>Before starting the course we ask you to do two tutorials on your own:
>>1. flashlight (read the viewports and basic tools)
>>2. Duck (first steps in planes free)

If you will need the documentation and tutorials in Polish, please contact us.