Class 5 - 20/11

From idea to shelf

Design for the Aalto University Shop

TODAY

Lecture about pricing

DANIEL ABILD

Lecture and guidelines

PACKAGING DESIGN

Instructions the final presentation and clinic

FINAL STEPS

NOTES

Anni's answer for some of the teams:

- It is ok to use the Aalto University brand on you products as shown on the Mid Review
- If you need the the logo go to: https://www.aalto.fi/fi/visual-library#/visual-elements/logo

Team budget:

- Find on My Courses instructions on how to ask for reimbursement and submit your claims as soon as possible. **All the claims must be submitted the latest by 13:00, on the 4th of December, or they won't be processed.**

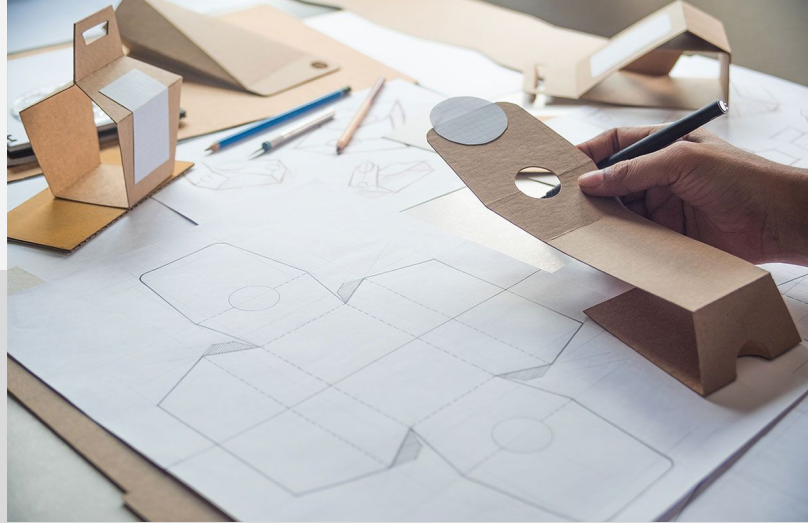# Daniel Abild

WORKING WITH THE SHOP
After the course guidelines

If your product is selected to get to the Aalto University Shop, please follow these steps:

- Define a team manager
- Define a schedule
- Refine the briefing
- Agree on costs and quantities

* Find on My Courses materials the full instructions

PACKAGING DESIGN

PACKAGING DESIGN
Introduction

Packaging is the **interface** between users and the product. And it should work in symbiosis with the product to tell a story.

Packaging is often an **important element in brand strategies**, as it can be the first tangible connection between the consumer and the brand.

PACKAGING DESIGN
Introduction

Packaging can be interpreted as a message about the qualities of the product and add up to the total value of the product.

People face more and more information in the shopping environment. Packaging design is an **information shortcut**.

Packaging Design can be divided into **structural and visual** design. Both play an important role in fulfilling different packaging functions.

PACKAGING DESIGN
Perception

Our perception of the packaging comes from the combinations of our senses. Packaging is a multisensory experience.

- **Visual**: colours, shapes, patterns, typography
- **Tactile**: physical interactions (texture, temperature, weight, ergonomy, ect)
- Auditory: sounds from the packaging and its interaction with the product
- Olfactory: the combination (or lack) of smells from the packaging and the product.

PACKAGING DESIGN
Perception

Our multisensory experience along with our cultural background and the display context determine what **values and meanings** we give to different packaging designs and the products they hold.

Different audiences can perceive the same packaging in different ways. It is very important to **understand the audience** you are designing for.
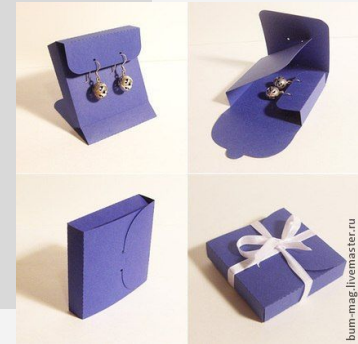
Basic functions of packaging:

- **Protect**
- Transport*
- **Be informative**
- **Attract**
- **Differentiate**
- **Display**
- Facilitate the use
- Facilitate
  Production

PACKAGING DESIGN
Materials

The packaging material plays a big role in **protecting the product** against mechanical stresses. As well as is the most relevant factor in relation to **costs and environmental impact**.

For this project, keep in mind the **values** behind your product when picking your packaging material.

Also consider how the material impacts the **visual** (print absorsion, etc) and **structural** design (stiffness, etc)

When choosing packaging materials consider the material's **sources and properties** in relation to the user's needs.

PACKAGING DESIGN
Materials

Consider the materials properties that best fit your idea:

- transparency and color

- flexibility and strength

- water resistance and chemical resistance

- bonding to other materials

- recyclability

- **production processes**

- printability

PACKAGING DESIGN
Materials

Most commonly used materials:

• Glass (and ceramics)

• Plastics

• Paper and board

• Metals

• Wood

• Other: leather, fabric, rubber, etc.

• Combination of different materials*

PACKAGING DESIGN
This project

Remember the briefing. Make sure the package contains all the information required by the briefing.

- The packaging concepts should respect the University's branding strategies.
- The product packaging should contain information about the research group (lab history, materials used, etc.), the people involved in the design (team members and who created the material).
- The final packaging concept must be easily produced.

Keep the packaging design simple and true to your product idea and values.

Design packaging to be produced in **small quantities**, but consider how to produce larger amounts if necessary.

PACKAGING DESIGN
This project

This packaging should **help to display/protect/contain** the product(s). Being possible to use as a "gift box" is a plus. Designing for transportation is not essential.

If time allows, **run a sprint ideation session** with your team to generate packaging design concepts.

Use and abuse of **online references**. You can find free packaging templates (especially for cardboard) and use as a base for your ideas.

PACKAGING DESIGN
Final considerations

To consider when designing the packaging of your product:

- Does the packaging perform its most relevant functions well?
- Is the packaging telling the right story? Is it aligned with the University brand strategies?
- Who is your audience? What are their values?
- Does the packaging adds to the product value?
- Does the material work functionally and symbolically?
- Are the production costs feasible?
- Is the packaging visually attractive?
  Is the visual information clear and/or easy to read?
  How does it feel to hold it?
  How does it sound when trying to carry/open it?

PACKAGING DESIGN
Extras

For inspiration about structural design check:

- Paul Jackson's work:
    - Series of short videos on structural packaging for cardboard/ paper https://vimeo.com/319948969
    - His book *Structural Packaging,* accessible to students through:
        - http://libproxy.aalto.fi/menu
            - Google Scholar
                - Search for *Structural Packaging: Design Your Own Boxes -* click on the link
                - Click on the e-book link on the bottom > log in with your Aalto email.

Finals

FINAL PRESENTATION

- ❏ 4th Dec, 13:15 on Zoom
- ❏ Prototype ready (good pictures and on hand)
- ❏ 10 mins presentation + 10 mins feedback
- ❏ The session will be recorded
- ❏ Invite friends and family to watch your presentation
- ❏ Submit your slides in pdf to mycourses the latest by 13:15 on the presentation day.

FINAL PRESENTATION

Invited Guests:

Aalto Shop representatives (Daniel, Anni)

Pirjo Kääriäinen (CHEMARTS)

Andrea Bandoni (Design Inside)

Markus Joutsela (Packaging Designer)

FINAL PRESENTATION
Content

Inspiration

→ Exploration process

→ Connection with CHEMARTS

Product

→ Target group, product type and values

→ Explain/ Show how the product works + prototype + packaging

→ Good quality Picture, Videos, Demonstrations etc

Pricing

→ Estimated Pricing & Production (quantity, materials, packaging)

FINAL PRESENTATION
Tips

- Utilize visuals

- Make it clear and easy to follow

- Conclude with the most important points of your presentation (something that you want the listeners to remember)

- Be interactive and engaging
  - Demonstrate: interact with your prototypes
  - Raise audience' imagination

FINAL EVALUATION

5 points each - Total 20 points

- CONCEPT
- PROCESS
- OUTCOME
- PEER REVIEW

80% Attendance - PASS/FAIL

Mid Review - PASS/FAIL

FINAL EVALUATION

1. Concept
- The information is well synthetized, connects with the briefing, the research and the Aalto Shop brand values
- The product's inspiration is clear

2. Process
- The design / product development process is clear
- Ideation (prototypes, sketches, mind maps, moodboards, etc.)
- Tests and exploration
- Documentation of the process

FINAL EVALUATION

3. Outcome

- Quality of the prototype and of the final presentation
- Coherence and expression of the project
- Detailing, finishing, production process
- Quality and creativity of the verbal explanation

4. Peer review

- Collaboration with the team's efforts
- Role played to achieve the final results

NEXT CLASS 04.11
On Zoom

Notes:

The next Zoom class will be open for all. So you can **invite your friends and family** to see your presentation.

The session will be recorded. Please let me know in advance if you don't want to be recorded.

NEXT CLASS 04.11
On Zoom

Get your presentations ready and submit their pdf file to My Courses <u>by 13:15, 04/12</u>

Submit separately at least <u>3 good quality pictures of your prototypes</u> (jpg.png. or tif.)

NEXT CLASS 04.11
On Zoom

Questions before the presentation?

Contact Luisa regarding prototyping, packaging and general inquiries:
luisa.jannuzzifonseca@aalto.fi
If urgent: 046 5382087

Contact Iines regarding Chemarts related topics:
iines.jakovlev@aalto.fi
If urgent: 040 5489377