

Packaging Project

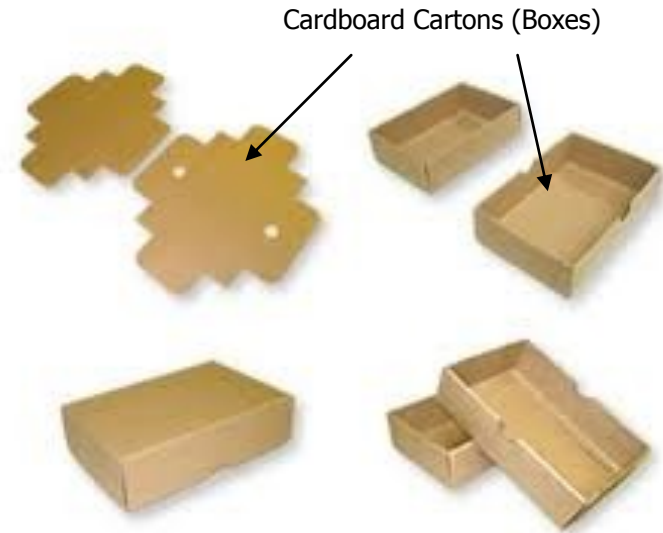
Packaging comes in all sort of shapes and sizes.



Printed Card round polythene bag



Blister Packaging (Plastic and Card)



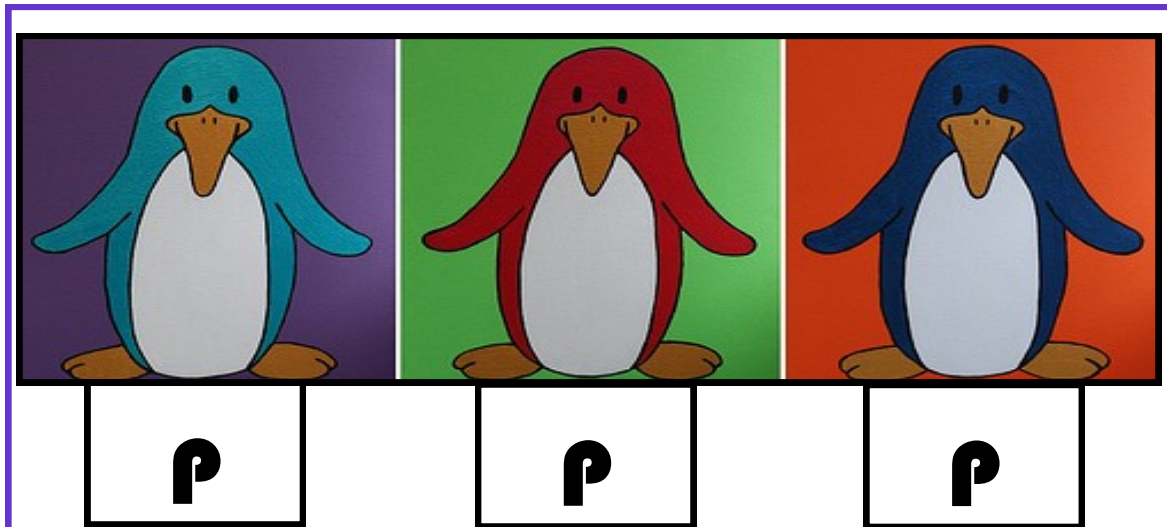
Cardboard Cartons (Boxes)

- Packaging is always used for a reason - and there are 3 main reasons, we call these the 3P's. (P P P) - we look at what they are on the next sheet.

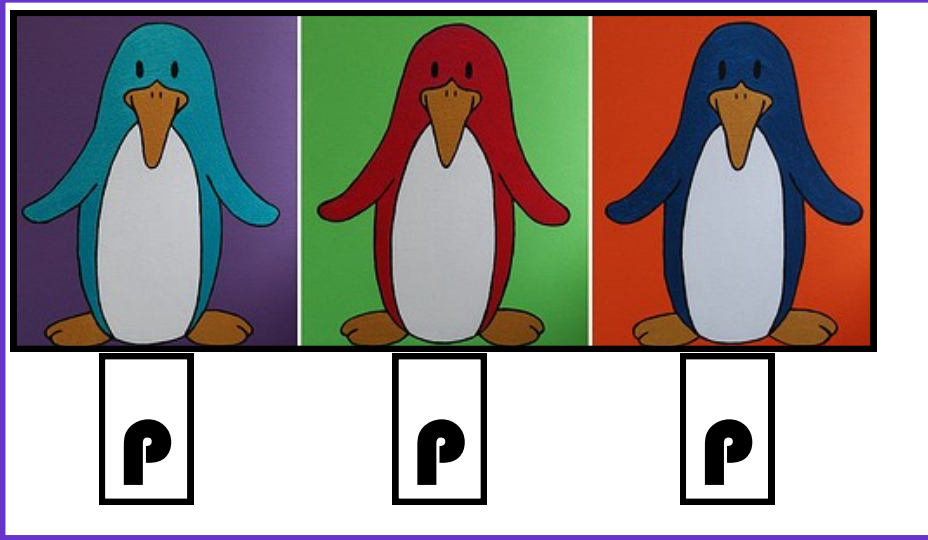
A good way to remember this is to think of the advert for Penguin biscuits PPP Pick up a penguin!



Plastic Clamshell—opens up with a hinged bottom



Packaging Project 3P's



P

rotect

Keeps the things that are packaged safe.
Protects from knocks and damage.
Stops the goods from getting dusty and dirty.

P

reserve

Makes sure that anything that can go "off" is preserved, or kept in good useable condition, for as long as possible. Often food needs preserved in this way using airtight seals.

P

romote

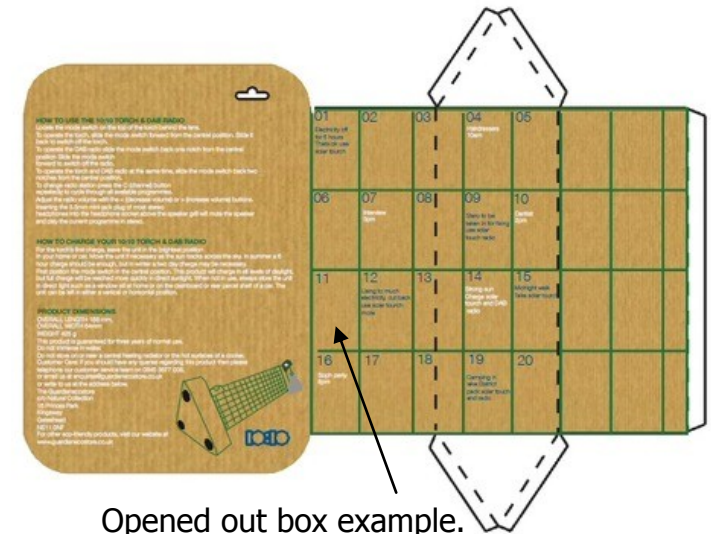
Advertises what is inside the packaging.
Attracts the customers eye.
Can also be used to promote other things the manufacturer sells and makes.

● Task 1

Find a small piece of packaging that will fit on the next sheet.
If it is a box, carefully open it out.
Stick down your packaging with the graphics (pictures and words/design work)—facing up.

Using the key words from the table on the next sheet analyse the packaging.

There are some questions to help you on the next sheet.



Opened out box example.

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Packaging analysis

KEY WORDS

Colour
Material
Shape

Graphics
Description
Bar Code

Contact
Contents

Who for

Price

Visible
Attract

Protect
Promote
Preserve

- **How is it sealed?**
Can it be reclosed? If so how and what keeps it closed?
Why has the material it is made from been chosen?
Does it make the product look attractive?
WHY is it there—what is the purpose?

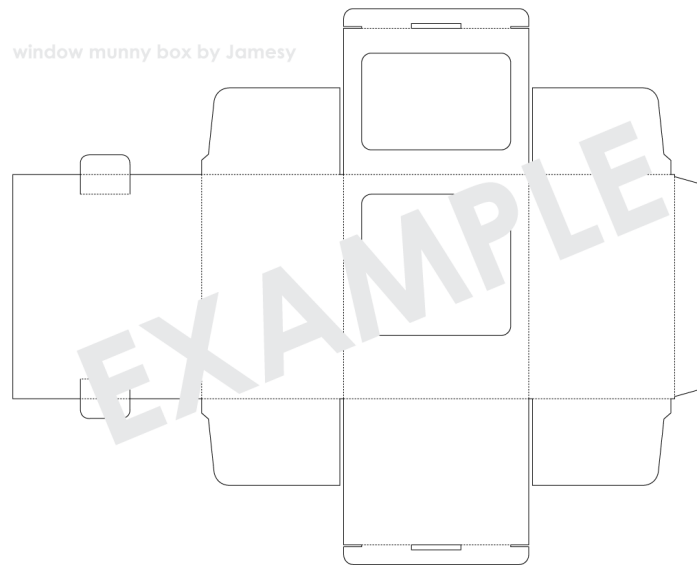
Packaging goes here.

Use sentences where possible in your writing.

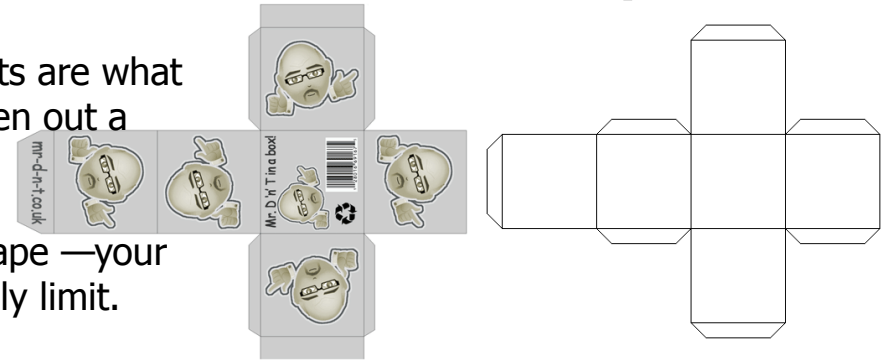
Use arrows to point to important parts you are writing about.

Packaging Project

NETS (or DEVELOPMENTS)



Nets, or developments are what we get when we open out a box.



A box can be any shape —your imagination is the only limit.

Your drawing in here.

● TASK 2

A lot of nets used for packaging boxes have a top or lid that can be opened and then re-closed.

Often that lid has a shape and cut outs in it that mean it “clicks” or “locks” shut.

Find an example of this—draw it and explain how you think it works.
(Hint.... Look for little slots in the lid flap)

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NETS (or DEVELOPMENTS)

● TASK 3

Design Brief—Design a box, with a window in it, that would be used to house an MP3/MP4 player. You need to also show the net! USE FULL COLOUR, and REMEMBER TO USE TONE. NB Use as many of these sheets as you need.

● Remember all that you have looked at and learned in the previous sheets.... And don't forget the 3 P's!

