

Talking Points: Packaging Design

A collection of sources and imagery to explore exciting packaging design.

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AGES 9-11

AGES 11-14

AGES 14-16

FREE TO ACCESS

Packaging design is really important for a products success. The packaging has to echo the values of a company through design.

Read this [Waitrose case study](#) to find out how they redesigned the 'free from' range to fit with the values of the company and customers.

See how packaging is used to unify the brand feel [here](#).

Watch the videos below to find out what designers might consider when designing packaging.

Questions to Ask Children

Do you prefer the old design or the new design?
Why?

Can you list the different things that designers factor in when they're thinking about a redesign?

See how designers might create a mock up of their design to show the client how the packaging will look.

Watch a designer improve upon a packaging design.

Questions to Ask Children

Do you prefer the first design or the design that this designer created? Why?

Would you be more likely to pick up packaging with photos or with drawings on it? Why?

As a class, discuss how you might create packaging for pineapple juice. Think about the shape of the juice carton, colours and text.

Once a company has created packaging they need to think about advertising.

Questions to Ask Children

As a class discuss how you might advertise your pineapple juice.

Watch this video to find out how you can make a net for a packaging box.

This Talking Points Is Used In...

Pathway: 2D Drawing to 3D Making

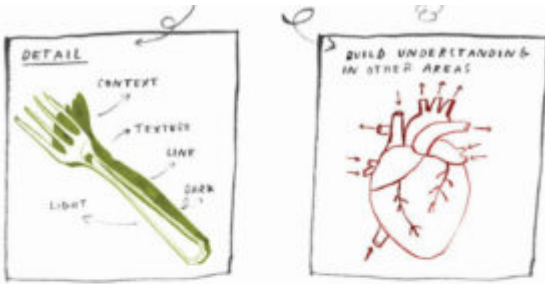


[This is featured in the '2D Drawing to 3D Making' pathway](#)

using sketchbooks to make visual notes



Show me what you see



SHOW ME WHAT YOU SEE METHOD:

- 1) GUIDE SEEING

"SHOW ME..."

- 2) RULES



- 3) CHALLENGE EXPECTATIONS

4) COUNT DOWN