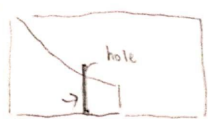


workshop: 3 min sketching  
base on different descriptive  
words.

Mar 18. Wed  
3-mins sketching  
(subtle)



hole  
- paper inside  
- not using glue

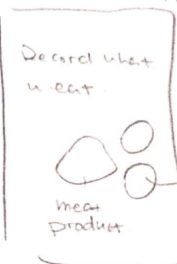
packaging become a plate.



detail on joints

<Technical>

APP



Calories

process

how many animals u eat

Vegetarian exchangeable

texture → animal skin

<Decorative>



texture



skin-like material



<Innovative>



Collect into box  
- record how many meat a person eat.

process - bar / box

chicken

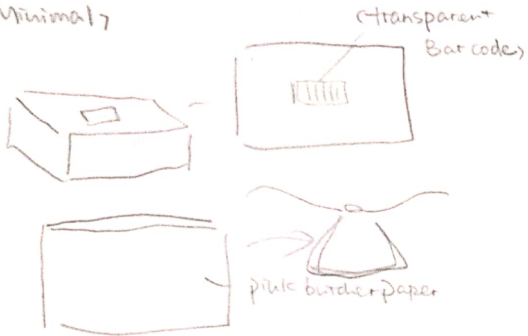
in different boxes

Pig

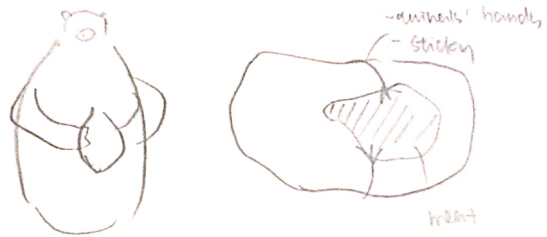
<Ways> 识别的 控苦的

文化是基石 (的) 计师  
P/A 示?

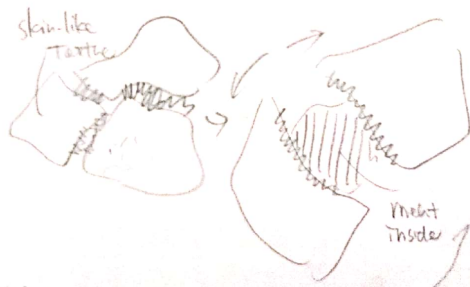
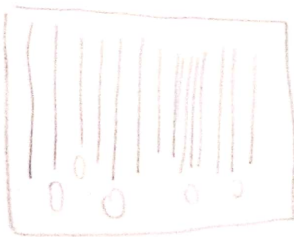
<Minimal>



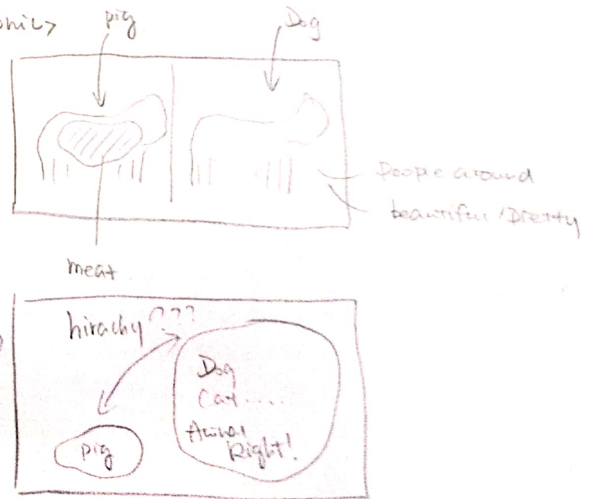
<Aesthetic> 7/7/20



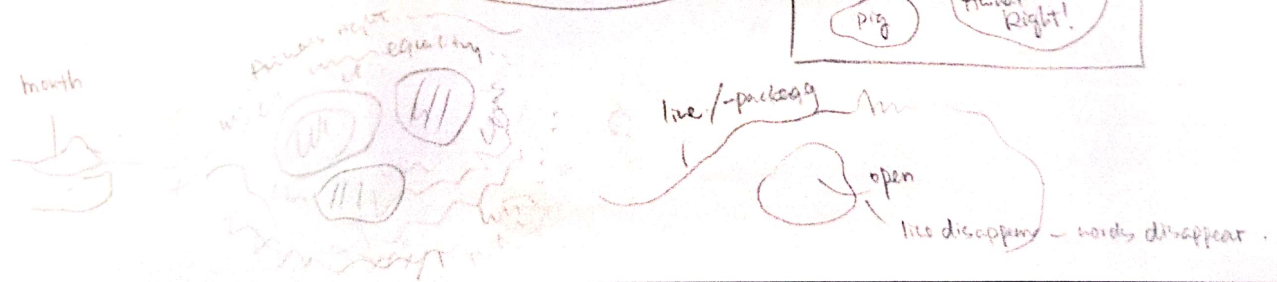
<Excessives> 过节的, 过分的



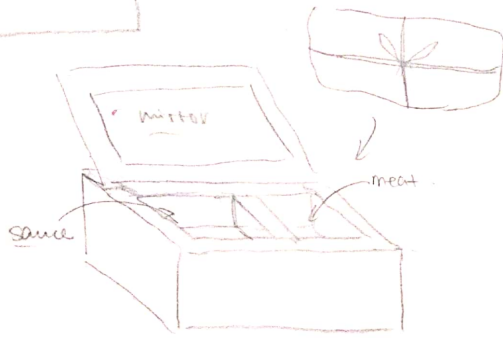
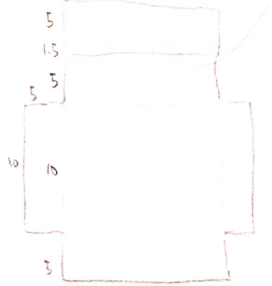
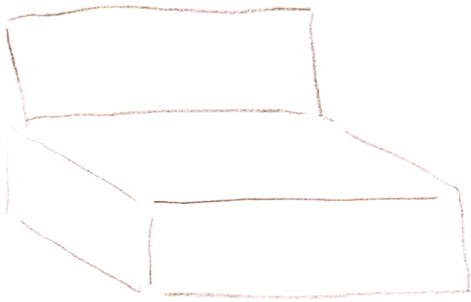
<Irony>



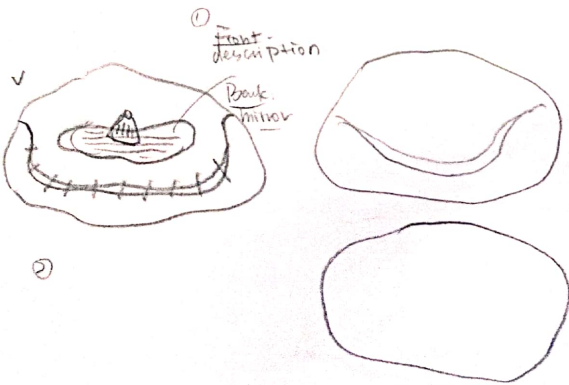
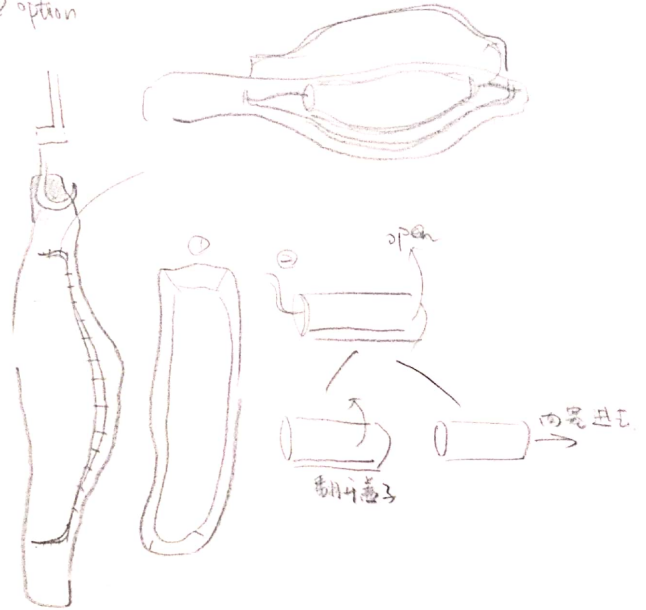
<Ridiculous>



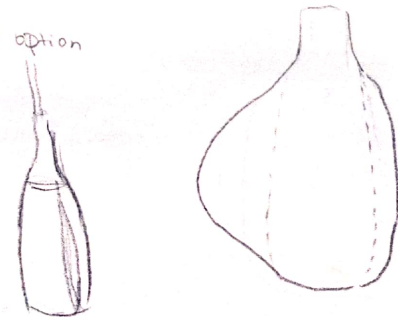
Several initial ideas  
for my final work



① option

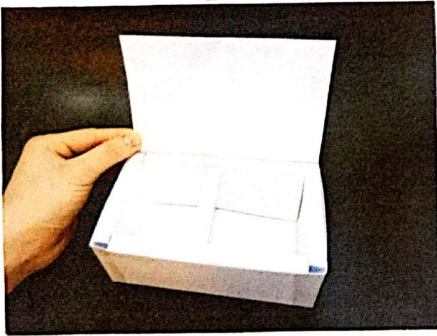


② option



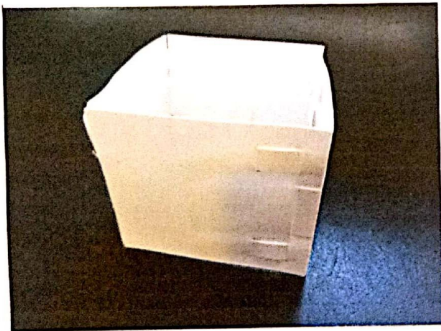
1st trial

1st trial

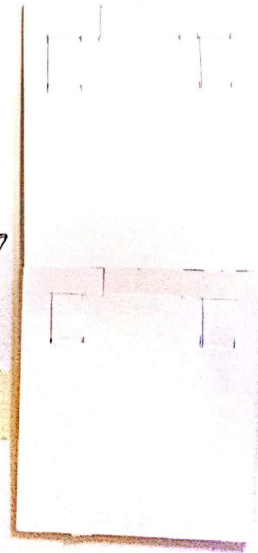


← Inspired by electronic packaging  
• mass produced.  
• functional

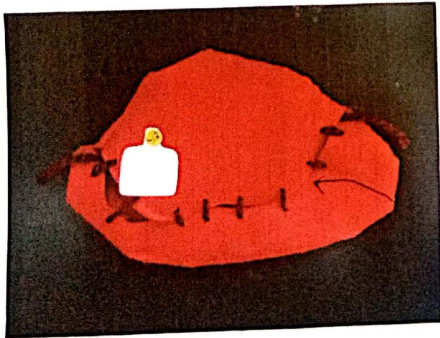
I think this trial is not very successful.  
① Not looks like electronic packaging that didn't give me a feeling of mass production.  
② Paper is too soft.



← A structure I designed that do not need to use glue.  
← But I think it only able to apply in soft paper.  
← The structure is too complicated for harder materials.



← without using glue.



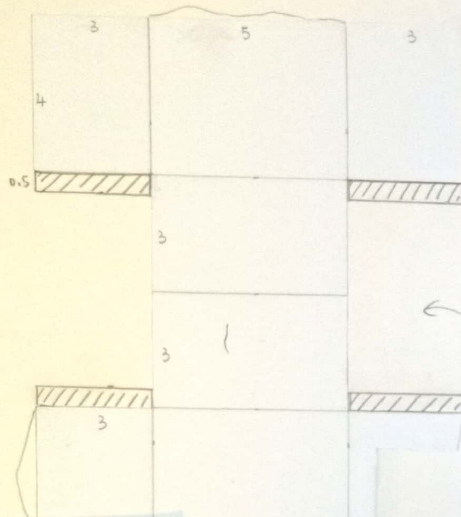
My Imagined material for this is fake leather.

I use fake <sup>to make the form, since I'm</sup> ~~an example~~ leather.

← look like the word / words open the package.  
Imitate slaughtering process when open this packaging

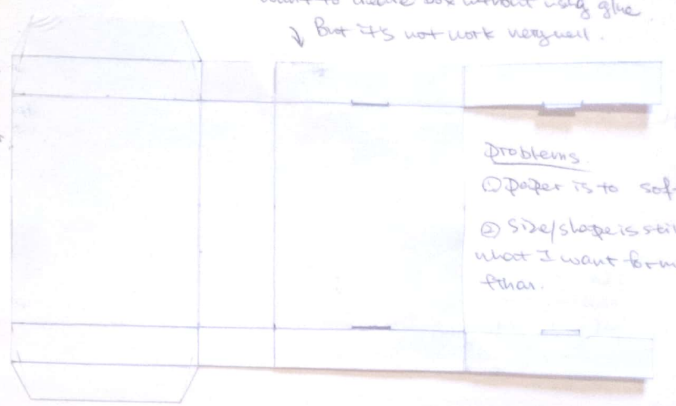
# Mechanical drawings

2nd try (I would like to combine the good parts from 1st trial together.)



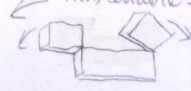
① combine the characteristics of electronic packaging design with the leather one together  
 ② let people know about slanted edge properly  
 ← These two structures are same. The size changed a little bit.

I designed this structure is want to create box without using glue.  
 ↓ But it's not work very well.



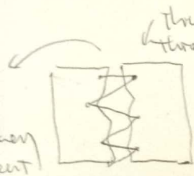
Problems  
 ① Paper is too soft  
 ② Side/slope is still not what I want for my final.

← This enable the box open from 2 sides

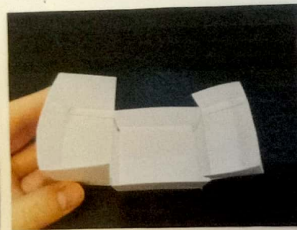
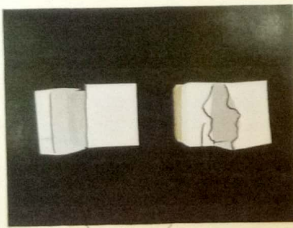


Here are some photos for my 2nd trial.

They can use threads to connect.  
 Consumers can cut these threads with their hand to get heart inside.

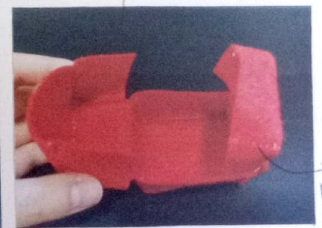
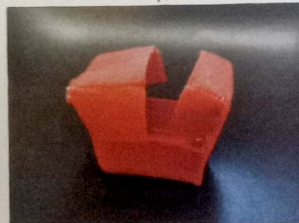


This is able to open from 2 sides



Using fast to hot the experiment.

Too soft. In the edge of the work.



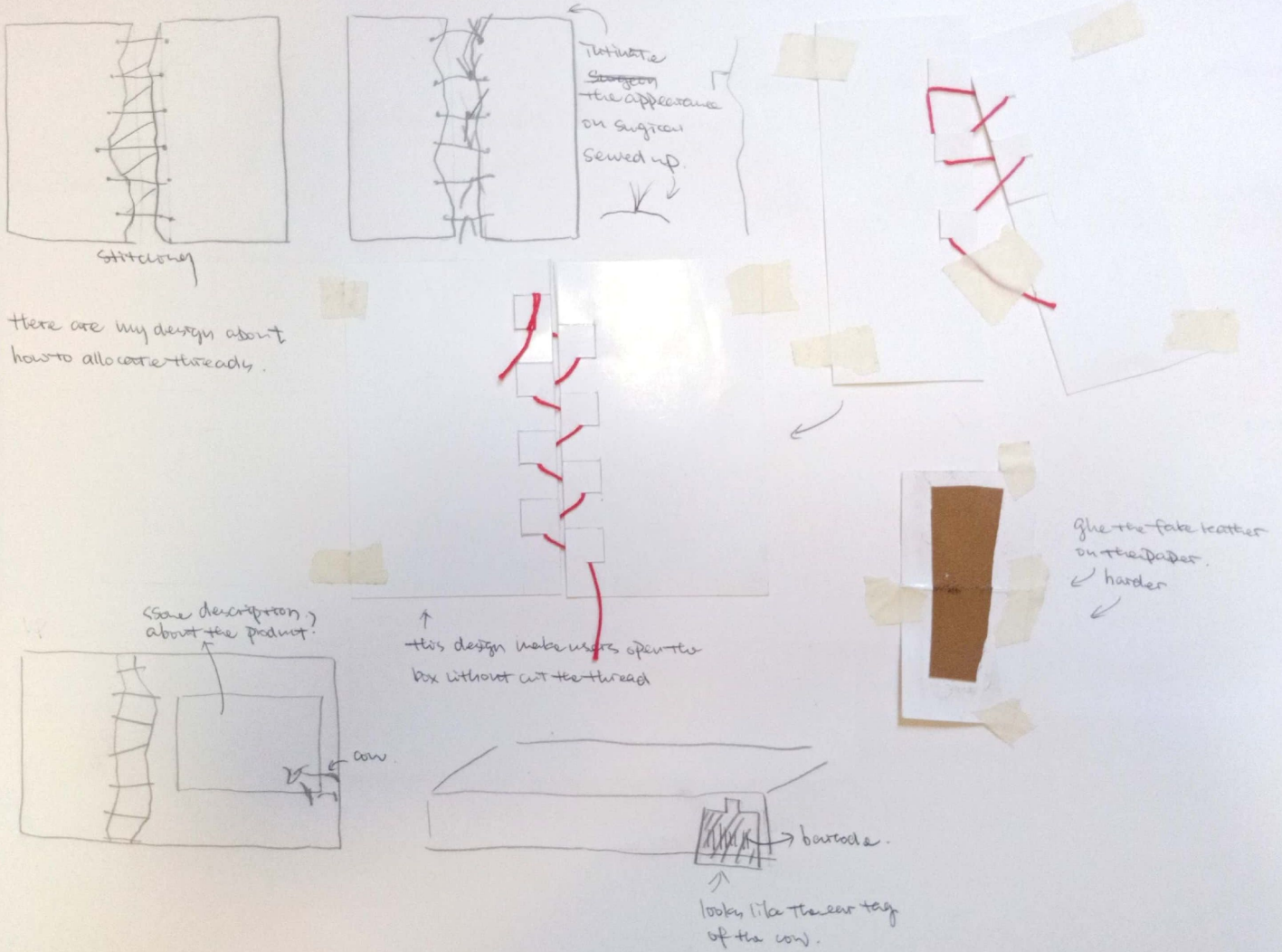
- Actually, I have designed 2 shapes for the place open this packaging. One is straight line, another is curved line.
- If feel the curved it looks better, it's more like the ~~hand~~ hand.

This is not the real shape of the packaging. I made smaller size to test my idea, whether it's functional

Slow side with the paper one. But generally more fine.

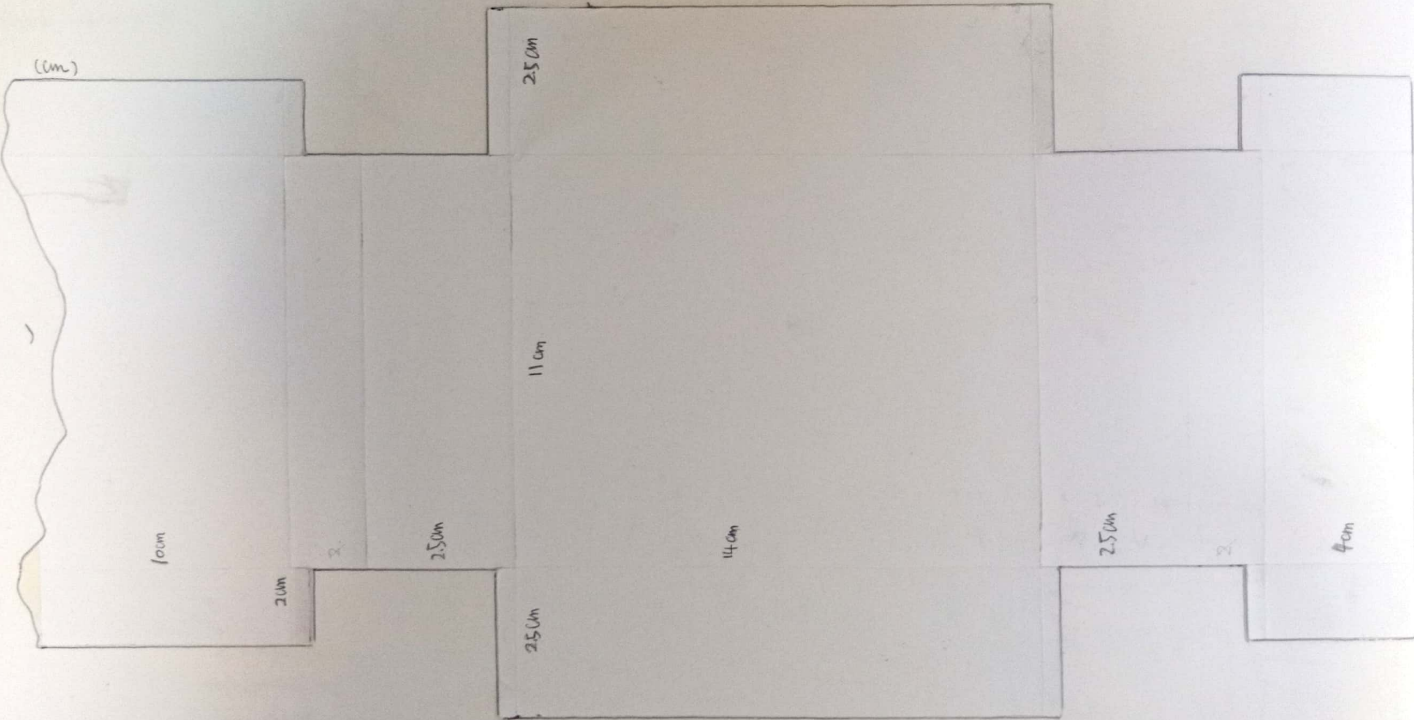
Needs stitching plane. In every folded plane. This may lead to many manufacturing process.

Thinking about how to connect two different part of box together



Mechanical drawings

3rd year - Mechanical sheet (how the box formed)





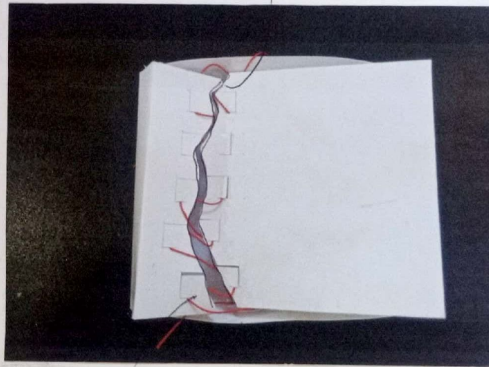
(Here are some photos for my 3rd trial.)

white box highlight its red thread color



I still think this one looks better.

Note like the hand of animals

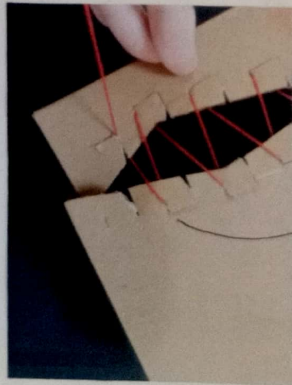
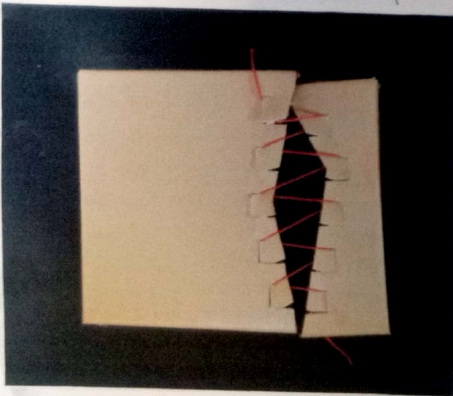


criticisms  
• I feel the second design create many convenience that do not need to use scissor but it's not very easy to open the box

- This one do not need to use scissor cut threads.
- Intimate slaughtering process.

4th time

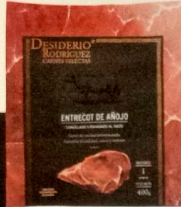
I use the fake leather to make the package



- I glue the fake leather on the <sup>cardboard</sup> ~~hard paper~~.
- This do not need to use scissor cut the threads, But I fear it looks quite ugly and not easy to open with using this structure.
- It's not delicate
- It'll look better when keep everything simple. I add too many ideas in one package that it look too complicated and overwhelmed.

Further research-  
articles/design works  
(more inspiration)

Corney Selecting  
Desiderio Rodri Ques



Deep-Frozen Meat

Fresh Meat → Picture of the packaging →  
Deep Frozen meat is as good as Fresh Meat

**5 design tips to enhance your packaging design**

<https://www.packagingoftheworld.com/2020/02/5-design-tips-to-enhance-your-packaging.html>

**1. Stick to clarity and simplicity**

Some mystery, but not too much  
Clear show what is the product/brand/remain on the shelf or goes home with the customer  
Simplicity, subtle elements, textured patterns

**2. Play on personalization**

Reflect the brand/appeal customers/memorable unboxing experience

**3. Make it up with the brand**

Color, style, font, shape – brand

**4. Typography matters**

Understand better! / no strain

**5. Make it productive**

Add value to the package – make it usable to some extent  
(eg. Cut out shape/text – can be used by customers in some way)

After looking through these five points. I feel it really helped me. I have many ideas while I decided to make packaging design, and I have a strong wish to put all my ideas on single on one package. This will not look good since some of them may be really distractive that buyers cannot understand very quickly.

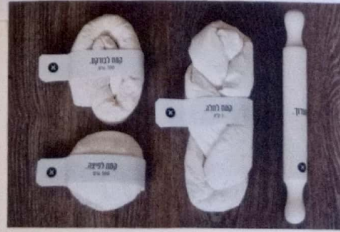
**If selling one product in the shop, it should be clear, and eye catching that can convey ideas as soon as possible to the buyers. Since customers will never spend a lot of time in the shop for buying things. So, less words and clear idea will be extremely useful.**

From the fifth point, designers also need to consider the afterlife of the design packaging. We should not encourage users throw away package directly, but encourage them to give them a second life.

Pasty Flour

→ Specific for Bakery

- unique/easy to understand
- humanize experience.



Shadows born in good farm of



→ the connection between farmers and animals

Dear Banana milk

→ Peel the packaging → eat the real banana

fresh, less addition, banana milk



Matter / Barnetow

- style and smart of the go
- easy to open . will not mess up while eating

→ Super Meat  
cutted from animal stem cells  
Do not kill animals  
→ As delicious as "real meat", but less crumby

→ Clear Words  
→ Bold  
→ Simple, Minimalism.



New Form



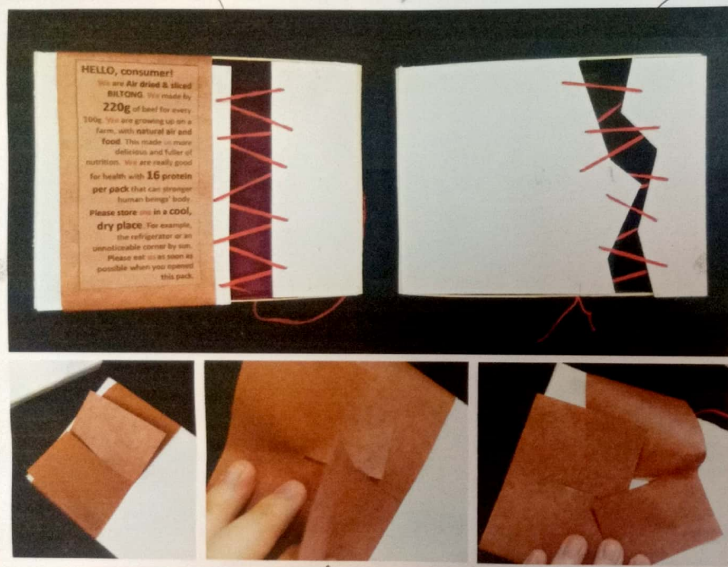
→ Drink more water  
→ less weight

5th trial

Finally, I still choose stitching to connect two part of the box.

Straight line

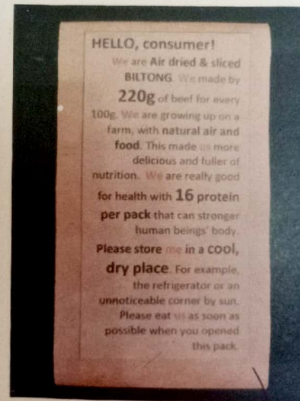
Irregular ~~Center~~ line



← Not using glue

Even though the irregular line looks pretty. But I still choose the straight one at last.

- ① Transportation. (Irregular lines → angles → damaged easily)
- ② Manufacturing process ↑
- ③ The print information last nearby is straight line. So, the straight one look more uniform while putting them together.



← 1st Narrative → Introduce the Meat → Ironic / thinking about the slaughter process

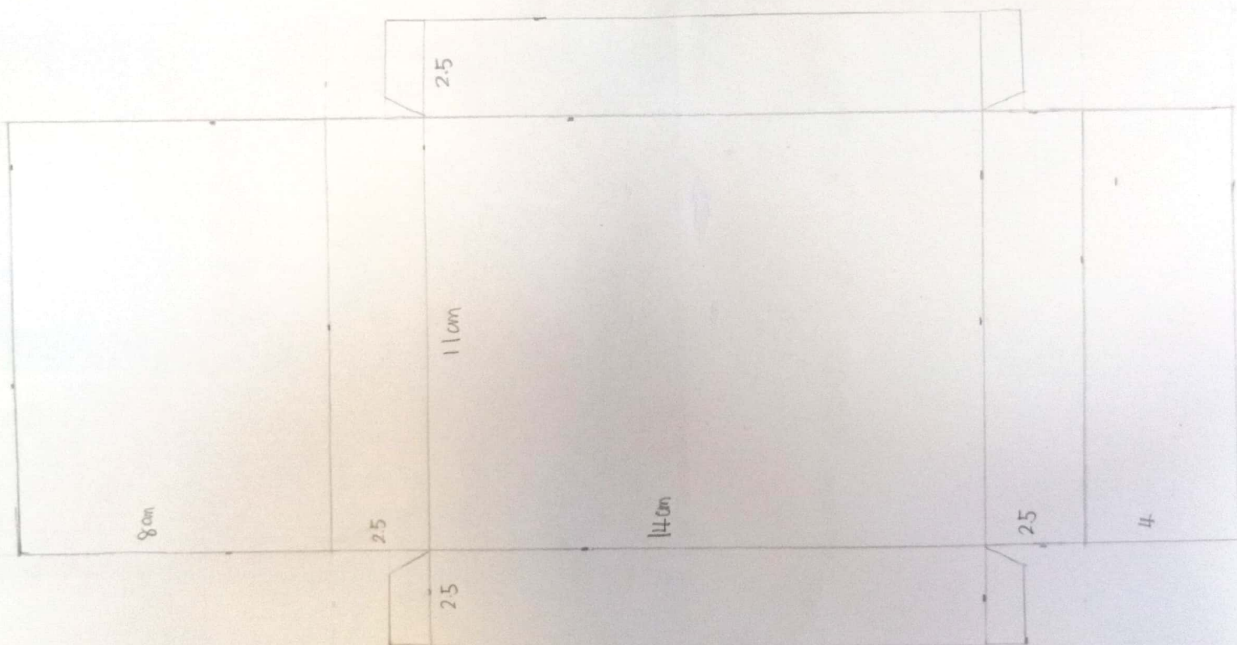


Material chosen.

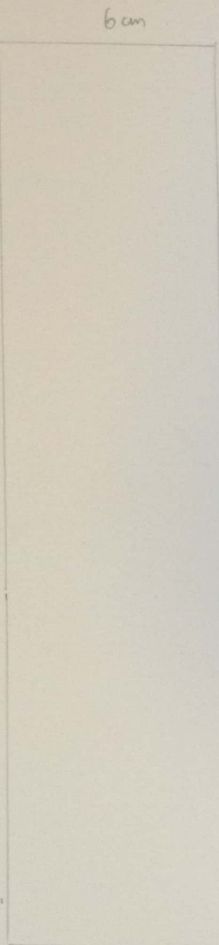
← Pink Butcher Paper.

Thinking about the layout of the description on the box





Here note down the size of the words/fonts



37.5 cm

5 cm

**BILTONG**

10.5 cm

HELLO, consumer!  
I am Air dried & sliced BILTONG  
I weight **28g**, and please eat me before  
Dec 12<sup>th</sup> of 2020.  
I am growing up on a farm, with **natural  
air and food**. This made me more  
delicious and fuller of nutrition. I am  
really good for health with **16  
protein per pack** that can stronger  
human beings' body.  
**Please store me in a cool, dry  
place**, or I will not be good to eat.  
If you want to buy me, you can **scan  
the barcode below**. Open the  
package, there is also a detailed  
process about how I being made.

