

Discipline

Packaging design

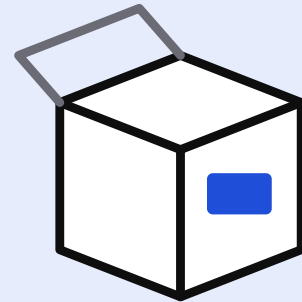
Designs the packaging of a product, which has to protect it, stand out in the store, inform and work when used at home.

In Spanish

Diseño de packaging

Origin

Linked to selling packaged goods; reference handbook by Klimchuk and Krasovec (2006)



What it deals with

In the store, the package competes with dozens of similar products, and afterwards it has to be opened, stored and thrown away.

Principles

Protect

The product arrives intact.

Stand out and inform

It is recognized on the shelf and says what's inside.

Use and dispose

Easy to open, store and recycle.

Applications in design

✓ Use it like this

Test the package on a real shelf, next to the competition.

✗ Avoid

Adding material just to look more expensive.

👁 Don't fall for it

Packaging gets thrown away: think from the start about how it is recycled.

Methods and tools



Method

Life cycle assessment (LCA)

Measures a product's environmental impact over its whole life, to know where to act when designing.

Connections

Builds on

■ Ergonomics and human factors

■ Semiotics

■ Emotional design

Related to

■ Brand design

■ Industrial design

■ Sustainable design

■ Ecodesign

■ Food design

Authors and works

2006

**Marianne Rosner Klimchuk
and Sandra A. Krasovec**

Described the packaging design process, from concept to shelf, including legal and environmental aspects.

Sources

Secondary sources

- Klimchuk, M. R., & Krasovec, S. A. (2006). Packaging design: Successful product branding from concept to shelf. Wiley.

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