

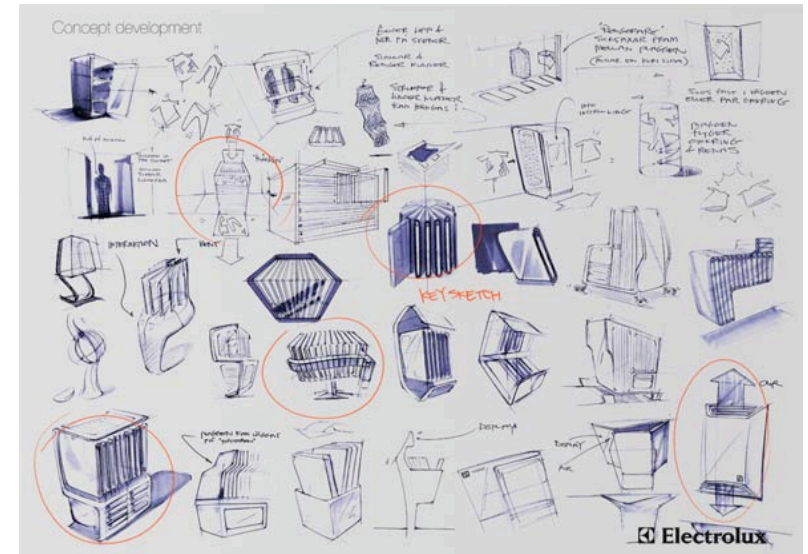
The design process

Marketing brief

- **Background info about product/brand**
- **Nature/scope of project**
- **Market research (trends, competition)**
- **Target market**
- **Timetable**
- **Budget and cost issues**
- **Production issues and constraints**
- **Regulatory issues**
- **Environmental policies**

Design proposal

- Design methodology
 - Research analysis
 - Preliminary design
 - Design development
 - Comprehensives
 - Pre-production and digital mechanicals



- Project terms
 - Meeting/deliverable schedule
 - Fees and expenses
 - Subcontracted services
 - Production schedule

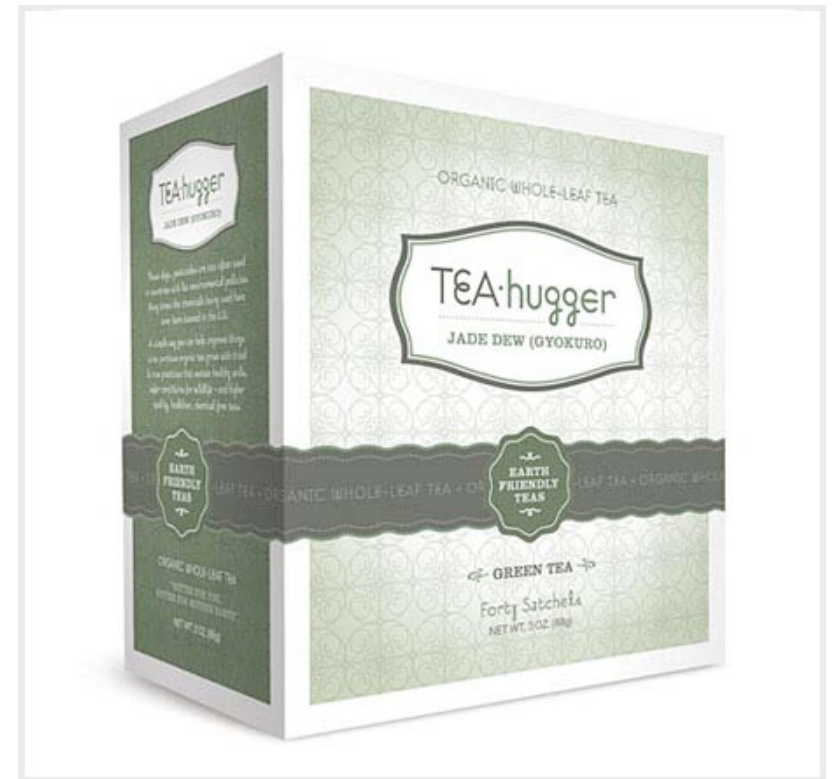
Product naming

- Reflect the positioning of the product
- Be memorable
- Aesthetically pleasing
- Even though it may have no real meaning, the name should elicit a positive consumer response
- Odd names work best on products that rely on senses: food or fashion, not healthcare
- Odd names can wear off



Design concept development

- Based on Marketing strategy
- Experiential design: sound chip embedded in packaging or scratch and sniff
- Organic product: focus on environmentally friendly materials or use earth tones, environmentally friendly inks



Packaging design types

- Clean: simple, organized, straightforward
- Repeating pattern: Pattern reinforces product identification
- Layered: sense of depth of information
- Split image: when products positioned on shelf next to each other, they complete a design or create pattern.



- Action: Imagery communicates the interactive nature of the product
- Subtle: suggests personality using a soft, low-contrast style
- Breakout: complete departure from the expected
- Signature: the individuality of the design is communicated through a typographic signature, stamp or date of authenticity



The key information o the preliminary display panel

- Brand name, corporate/parent brand name
- Product descriptor
- Flavor/variety/fragrance/product type
- Net weight or fluid ounce declaration
- Package size or product count
- Romance copy or other product benefits

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IN MOTION







