

Streamlined Package Design

Day One - Begin 8:30am

8:30 Introduction and Program Objectives

8:45 Human Factors that Affect Everyday Design

Andrew Hurley, Clemson University

An intrinsic rundown of human factors psychology that affects daily design. Overviews visual sensory, cognition, and appeal. Lecture intends to provide designers tools to achieve innovation, harmony, and make better design decisions.

9:30 The Package Design Workflow

Overview of the package design workflow. Maps processing from product development, package prototyping, to pallet nesting on a truck. Complete review of the critical processes, common software applications, and specification interaction.

10:15 Break

10:30 Overview of Packaging Design Software

An interactive review of the most commonly used software applications within packaging design.

11:15: A Sustainable Design Approach

An innovative sustainable design approach by reverse designing to optimize package nesting.

12:00 Lunch

1:00 Hands-on Session

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“Learn Solidworks in Two and a Half Hours”

A red-eye course with proven results to get you up and running on Solidworks 2008 in one session. Review of 2D/3D translation, sketching, extruding, and 3D rendering.

“Virtual Sustainability - material reduction with confidence”

For advanced users of Solidworks. Using the finite elemental analysis program, COSMOS, to deliver visual test results. Focus on material optimization and ASTM-similar test procedures.

“ArtiosCAD and Artwork - Tips and Tricks for Carton and Container Designers”

Hands-on overview of ArtiosCAD. Running standards, tips on manipulating die-lines, and real-time viewing of artwork from Adobe Illustrator.

4:30 Social Hour

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Day 2 - Begin 8:30am

8:30 Reconvene and Day Objectives

8:45 Dog and Pony Your Work

New approaches and techniques for displaying 3D CAD work. Review of software that allows anyone to view 3D CAD designs.

9:30 Concept Prototyping

A case study on a client who integrated tangible prototypes into product development. Overviews the benefit of concept prototyping

10:15 Break

10:30 The Modern Retail Audit: Viewing the Marketplace from your Desk

An interactive overview of the Mintel Database

11:15: Current Trends in Package Design

An overview of popular categorical trends in package design. Features new innovations, growth trends, and future consumer expectancies.

12:00 Closing Notes, Evaluations, and Certificates