

PAC LIFE LIFE

包装你的生活

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PREFACE

The Great Challenge of Packaging Design

You do know a great package when you see one. But what makes it great? Packaging design, in fact, is an act of balancing between creativity and functionality. The following story focuses on the visual side of the package, its graphic appeal, not that much on package engineering.

First, your new package has to be distinctive, really stand out. That is a pure challenge of creativity, to come up with something nobody else has done before. Sometime that means extraordinary boldness, pushing the limits, solutions that are larger than life. An orange juice carton that is more orange than the fruit, machine oil package that is science fiction by itself.

Or it can be achieved by moving in a completely opposite direction, laying out designs that have no straightforward connection with the original product. Food-line packages that look almost medical in their cleanness is one of the ways to really stand out. When well executed, it can be very effective. But done badly it can also be a disastrous way, appalling customers.

That brings us to the second criteria – package has to say something about the product, instantly. Package has no role on its own (although some designers tend to forget that), its sole purpose is to bring the stuff inside forward. That means that package has to convey unmistakably the product message – in a standard supermarket-situation it has just a few milliseconds of a customer's attention span to do that.

It has to answer to customers' cravings – if one came with a knack-bread on her shopping list, then she can't miss your package. Furthermore, a good package design spurs craving. It also has immense importance conveying quality – Apple's packages are forms of applied art by themselves. Touch and feel of a great package convinces a buyer that higher price was justified – of course a product inside has to stand up to the promise. A great package will never make a compromised product better and will just create more disappointment in the end.

Having both, bravery and reliability in one design is a mission impossible? These two are like oil and water and just won't mix? Actually they can (and must) mix, working for, not against each other.

Distinctive package grabs more easily customer's attention than a 'safe' mainstream solution. That means a package with character gets more 'attention dollars' and therefore has more chance to win customer's sympathy.

Recognisable character can also more easily be expanded to a larger product line, initial products working as endorsers of further editions. When first contacts with a brand have convinced a customer of its superior quality, then characteristic package starts to work as a satisfaction guarantee. Of course that requires packages within a family to look unanimous.

Distinction, on the other hand, can be achieved without compromising 'readability' of a given package. Functional package has to work absolutely within a given context, relating itself to a product category. This relation can be unexpected — mocking, exaggerating, opposing. A customer who will love your product has to see that relation and identify oneself with it. Because people want the product they use to say something about their attitudes, even if it is something as quotidian as a bottle of milk. In this way outstanding packages build loyalty — which makes such a design reliable in the long run.

That is a path of distinction. A path that leads to greatness. I will drink to that, cheers!

Dan Mikkin Brand Manual

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PAC YOUR LIFE

&Larry

Killiney Petfran



1. In a move to extend its offerings into the homes of its café customers, Killiney introduced a series of easy-to-use gravy pastes for recreating the flavours of some of its most popular Singapore dishes.

We were tasked to design a packaging system that befits the Killiney heritage as well as its modernized branding.

- 2. Curious shoppers who pick up the boxes will find actual photo representations of the respective dishes on the back, along with descriptions and directions for their preparation.
- 3. To differentiate Killiney from the plethora of food-image emblazoned boxes in the supermarkets, we instead employed attractive graphic patterns to represent key ingredients of each dish.

For example, a rich saffron field with orange circles equates to rich 'Curry' dotted by chilli oil, while the stringy rice noodles of 'Mee Siam' is represented by thin overlapping circles on a red field of shrimp-based gravy.

The result is a visual feast not just for overseas markets, but also a nod to locals who will find the designs highly reminiscent of actual dishes.













Petfran ___

1. As part of the overall identity for Petfran aquaria supplies, we helped to rationalize the product categories and designed appealing packaging for each of them.

The visual key is to always begin with an appropriate illustration, especially for specialist breeds like Arowana and Koi.

Products in each category are then colour coded and numbered for quick reference. Care was taken to ensure consistent branding across the entire product range.

- 2. 'Pro Koi Series' is aimed at Koi enthusiasts and the products come in larger sizes to cater for pond environments.
- 3. 'Advanced Formula Series' is a premium range of treatments to remedy ailments in more delicate breeds of fish.
- 4. 'Pro Arowana Series' is a range of products specially formulated for the popular and expensive breed of ornamental fish.
- 5. 'Herbal Formula Series' is a premium range of naturally formulated treatments that avoid the use of artificial medicines and chemicals.
- 6. 'Aqua Care Series' is a comprehensive range of aquatic treatments and remedies to keep common pet fish healthy in their habitats.
- 7. 'Probiotic Culture Series' includes different volumes and concentrations of beneficial bacteria essential for maintaining the ecobalance in aquariums and filter systems.
- 8. 'Aqua Saline Series' specializes in salt products treated to remove chemicals harmful to fishes and plants.
- 9. 'Pro Filter Series' includes consumables such as wools and filter substrates to keep aquarium waters clean and hospitable to fishes.













Aaron Willard

KON•VERSE WINE
REI STORM PROOF MATCHES



Create the idea of sharing a glass of wine with a friend. Illustrate great conversation through design (the best part of having drinks with friends). Use simple color-coding to communicate different wines within the Kon•Verse Brand. Use a minimalist look to keep the brand from feeling over designed and flashy, thus creating a sense of value and sophistication at an affordable price.

Black label on a black bottle to give a minimalist and sophisticated look. Contrasting white speech bubble graphic to represent great conversation and a good time. Hints of color to create a color code that separates the different type of wines the brand carries. A simple well-crafted logotype that does not take away from the package design but rather effectively works hand and hand with it to create a whole package and branding system.















REI STORM PROOF MATCHES _

Redesign packaging (matchbox) in a way that gives the consumer more for their money than simply a container. Give the consumer a hands—on/kit—like product that does more than the competitor's brand. Because of the lifestyle trends of the target audience, the extra material used must have a purpose as to not be seen as wasteful. Finally to design a point of purchase display to be placed at the checkout counter of the store. The display must be both attention grabbing as well as complement the overall experience of shopping at REI.

Traditional slider matchbox with integrated fold-out flaps with directions for use and tear-off Tinder Paper (flash paper) to accelerate fame and improve efficiency for starting a fire.

016

Amanda Mocci

Bugs Bunny & Elmer Fudd

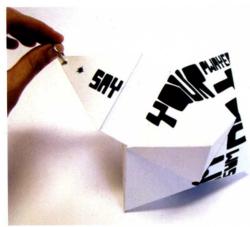


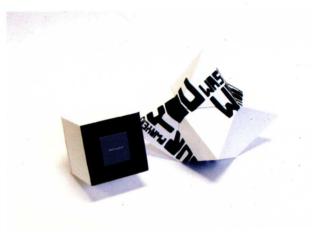
Bugs Bunny & Elmer Fudd ____

The goal of this project was to bring two people together as packaging. I took two famous quotes from the well-known characters and built a visual around them.

For Elmer Fudd: 'Say your pwayers you wasally wabbit!' For Bugs Bunny: 'What's up doe?'

The box depicts an explosion created from Elmer's gunfire but when we pull the hook we reveal Bugs inside completely unharmed.







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