Virtual Packaging Design and Prototyping

Program Outline

- Foundation
  - Introduction, scope, objectives
  - Raster and vector and pixels, oh my...
  - Layers - principals and use
  - Line types and characteristics
  - Exploring the workspace
  - Tools, toolbars, icons and menus
  - Objects, selection, deleting
- Two Dimensional (2D) creation
  - Lines: angles, offsets, lengths
  - Snap to, construction lines and other tools
  - Shapes: rectangular shapes, circles, arcs and curves
  - Modification: trimming, blending, segmentation and more
  - Editing objects: rotate, mirror, copy, move, combinations and more
- Standard 2D Designs - Principals
  - Catalogs of designs: FEFCO, ECMA
  - Design resources, online and offline
  - Scalability and calculated dimensions
- Standard 2D Designs – Corrugated boxes and similar
  - Materials and parameters
  - Slotted containers, diecut containers
  - Running a standard design from a catalog
  - Modification of a standard design: additions and subtractions
- Standard 2D Designs – Folding cartons and similar
  - Materials and parameters
  - Slotted containers, diecut containers
  - Running a standard design from a catalog
  - Modification of a standard design: additions and subtractions
- Standard 2D Designs – Point of Purchase (POP), Display Ready Packaging (DRP), Club Store and similar
  - Materials and parameters
  - Slotted containers, diecut containers
  - Running a standard design from a catalog
  - Modification of a standard design: additions and subtractions
• Three Dimensional (3D) Package Designs: Boxes, Cartons, Displays and more  
  o Conversion from 2D to 3D  
  o 3D viewing  
  o Modification: rotate, duplicate, move  
  o Stored and interactive folding  
• 2D and 3D Outputs  
  o Output to drawings, spec sheets and similar  
  o Output to interactive viewing applications  
  o Outputs for manufacturing, sample making and similar  
• Modeling Primary Packages  
  o Using 2D and 3D to model bottles, jars, cans and similar  
  o Package form catalogs and resources  
  o Modeling techniques for flexibles, bags, pouches and similar  
• Optimizing Packaged Product Arrangement  
  o 3D interface with unit load/pallet load software  
  o Pallet pattern optimization and selection  
  o Vehicle loading of pallet loads  
  o Package performance estimations – stacking strength  
• Building a package around a product  
  o Product models  
  o Bounding boxes and other tools  
  o Interior package, insert, partition design  
  o Exterior package design for contents  
• Package graphics: Principals  
  o Starting with structure  
  o Bleed for printing  
  o Four color process and spot colors for printing  
  o Registration  
• Package Graphics: Design tools  
  o Exploring the workspace  
  o Layers - principals and use  
  o Line types and characteristics  
  o Tools, toolbars, icons and menus  
  o Objects, selection, deleting  
  o Stroke and fill  
  o Use of raster graphics in vector graphic designs  
• Package Graphics: Working on the structure  
  o Bleed use, color books  
  o Text, shapes, lines  
  o Arrange and transform  
  o Special tools  
  o 3D structure with graphics  
• Package Graphics: Outputs  
  o Output for documentation  
  o Output for printing  
  o Output for virtual prototyping
• Virtual Prototyping
  o File types and uses
  o Interactive models
  o Pack Shots
  o In use prototyping
• In Store Visualization or Virtual Prototypes
  o Store creation and fixtures, layout
  o Populating the virtual store with packaged products
  o POP, DRP and other amenities
• Physical Prototyping: Samples, comps
  o Boxes, folding cartons and similar
  o Printing for prototypes
  o Sample cutting
  o Linking structure and graphics
• Workflow Integration and Collaboration
  o Putting the pieces together
  o Workflow principals
  o Collaboration and online resources; packages in the cloud